



Dalla Carbon Footprint alla Environmental Footprint

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Consumers are changing



“I’ll never eat ready meal lasagne again because of the horsemeat. I would eat horsemeat, but not when it’s been sneaked in”



Expectations are changing



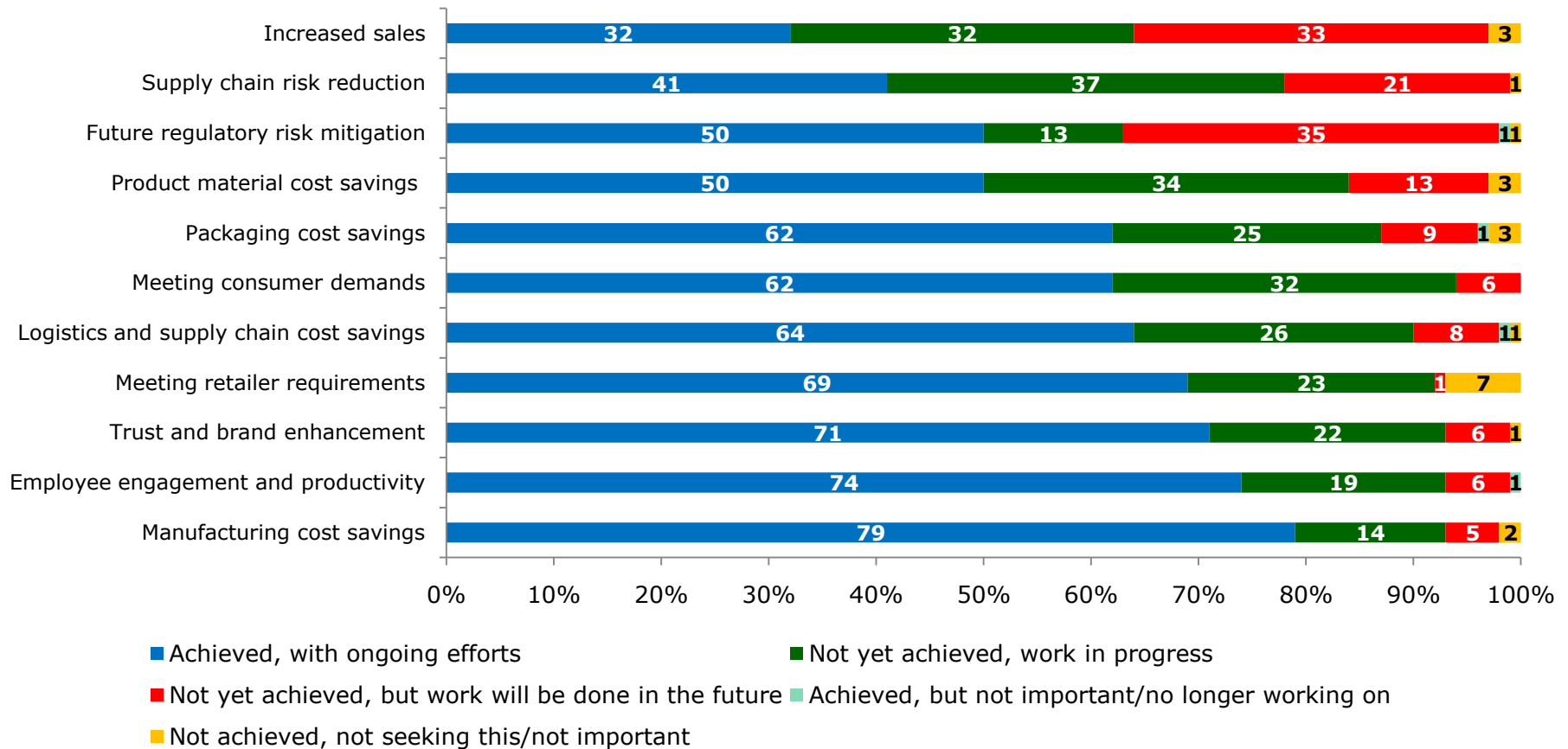
Behaviours are changing



- In U.S., products labelled organic, natural, ecological & Fairtrade **no longer niche**
 - Growing at **9%** last **3 years** across US Home, Personal Care & Foods retail
- = **70%** of total growth
- = **15%** of all sales

Historically, a trend observed in US will show itself in Europe within 5 years

Which business benefits have you achieved and are important to achieve from your company's product sustainability program?



Proliferation

- Environmental labels
- Reporting schemes
- Certification schemes

Internal Market

- National “tailor-made” legislations

Competitiveness

- Increase of costs due to multiple requirements and restricted access to markets
- Unfair competition/misleading claims

Consumers

- Mistrust in company driven green marketing



What's the **purpose**?



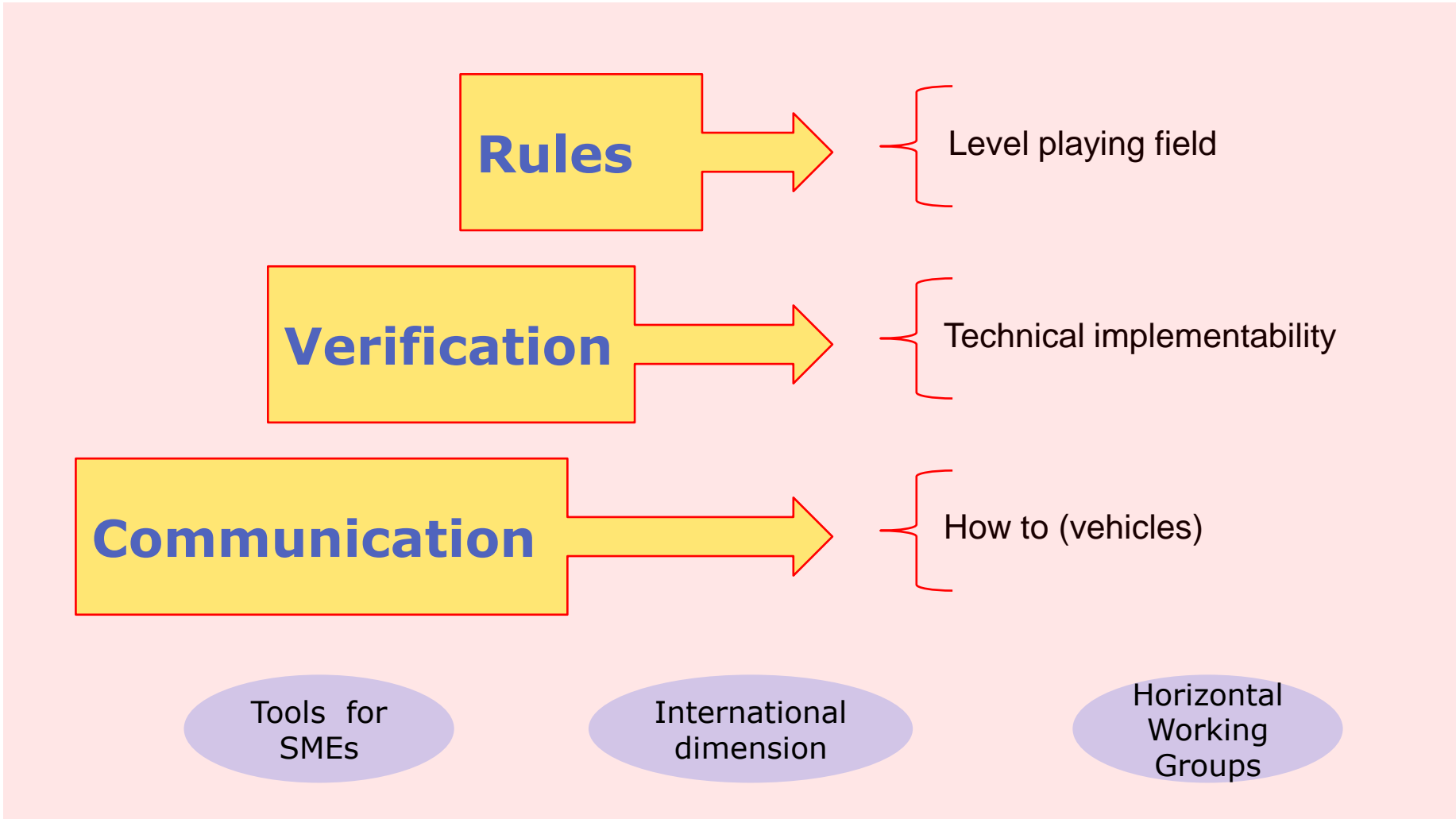
- ✓ *Same calculation rules for everybody*
- ✓ *Same/similar reporting requirements for companies*
- ✓ *What does it mean to be "green"? – or better, when a product can be considered greener than another (including uncertainty)*

What's the **problem**?

















- ✓ *Same calculation rules for everybody*
- ✓ *Same/similar reporting requirements for companies*
- ✓ *What does it mean to be "green"? – or better, when a product can be considered greener than another*

The EF Pilot phase at a glance


















1st wave of pilots

-  Batteries and accumulators
-  Decorative paints
-  Hot & cold water pipe systems
-  Liquid household detergents
-  IT equipment
-  Metal sheets
-  Non-leather shoes
-  Photovoltaic electricity generation
-  Stationery
-  Intermediate paper products
-  T-shirts
-  Uninterrupted power supplies
-  Retailer sector
-  Copper sector

2nd wave of pilots

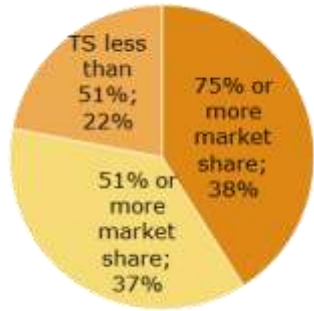
-  Leather
-  Thermal insulation
-  Beer
-  Coffee
-  Fish
-  Dairy products
-  Feed
-  Meat
-  Pet food
-  Olive oil
-  Pasta
-  Wine
-  Packed water

Pilot numbers



120 applications: 22.5% were selected = 27 pilots

Average stakeholders/pilot: **76**
Share of **non-EU** stakeholders: **12%**



The EU market is behind the pilots:
73% of pilots have the majority of industry in the lead

+ PEF is **THE** news in the scientific community: we get invited to all major international events



Number of pilot meetings: **1081**

Public Administrations: **AT, BE, FR, IT, PL, PT, CAN, CH, CL, JP, NZ, TN**

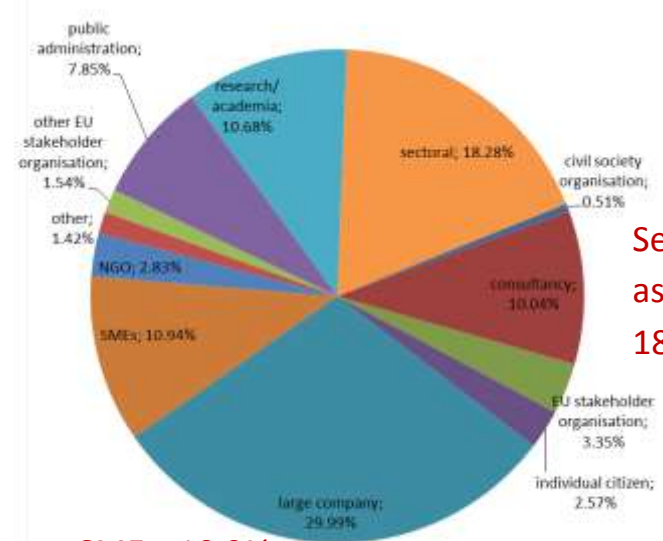


All 1&2 wave participants in the world

Stakeholders (27 pilots):

777 individual stakeholders (2048 participations)

288 leading stakeholders in 27 pilots



Sectoral associations: **18.3%**

SMEs: **10,9%**



Many are watching

74,197 unique visitors to the [SMGP sites](#) since kick-off
They have viewed it **249,090** times

Our [webcommenting tool](#) had **20,956 views**

Average nr of new stakeholders registering/day: **5**



For any further information

<http://ec.europa.eu/environment/eussd/smgp/>

<https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/>

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