



Environmental information of mass market products

French Approach

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Context and objectives

1. Legal requirement to have environmental indicators on products January, 2011, 1st
2. Allow the consumer to use the information concerning the environmental impacts of a product throughout its life cycle as a choice criterion (purchase).
3. Allow comparison of products belonging to the same category and, when relevant, between product categories.
4. Ensure comparability of the information.
5. Harmonise the environmental communication practices.



Environmental information on products: principles

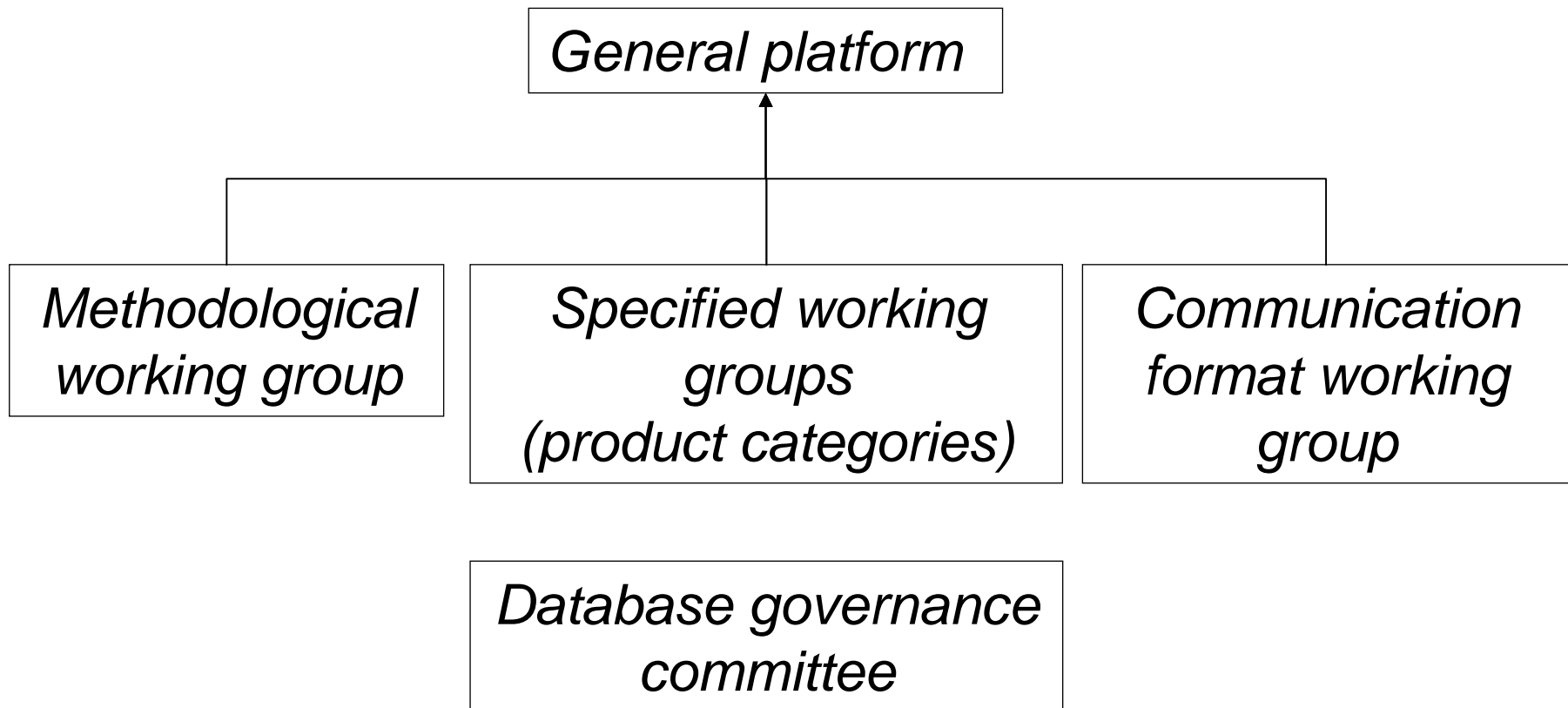
Environmental information has to take into account the following parameters :

1. Product and packaging
2. Life Cycle Thinking
3. Multicriteria approach

→ life cycle approach



ADEME / AFNOR platform





Repository of good practices – BP X 30-323

1. LCA approach (ISO 14040 and ISO 14044)
2. Carbon footprint is required whatever the category
3. Indicators are the same within a category (same functional unit)
4. Limited number of indicators per category
5. Harmonised communication format
6. Public secondary database



BP X30-323 - Methodological annex

1. General methodological frame for the quantification of environmental impacts of mass market products
2. Recommendations on key methodological issues (end of life, carbon storage, allocations, cut-off criteria, exclusions ...)
3. Schedule
 1. July 2009 : adoption of the general methodology
 2. September 2009 : publication of BP X30-323 with methodological annex (<http://www.boutique.afnor.org>)
 3. Revision process one year after adoption



Specified working groups

1. Food and pet food
2. Electric and electronic equipment
3. Cleaning products, products for garden
4. Body care
5. Clothes, textile, shoes, bags
6. Products for buildings, paintings...
7. Furniture
8. Cultural products, office products (papers, pens...)
9. Plates and dishes, cooking products
10. Sport equipment, camping material, games
11. Non electric equipment, ironmongery
12. Finance service



Specified working groups

- 13. Automobile
- 14. Jewellery
- 15. Spare parts for automotive industry
- 16. Music instruments

These working groups are not yet launched and will be in a second priority time schedule.



Specified working groups

1. Define product category rules
 1. Sub-categories
 2. Functional unit
 3. Environmental indicators
 4. Calculation methods
 5. End of life / co-products
 6. Primary Data / Secondary Data
 7. Validity of data



Specified working groups

The specified WG are helped by the following pilot projects

Organism	Studied products	WG
FCD / ANIA	150 food products 150 non food products	WG 1 and others
FEBEA	Shampoos	WG 4
AFISE	Laundry detergents	WG 3
FCBA	Furniture	WG 7
Descours & Cabaud	Non electric equipment Ironmongery	WG 11
Caisse d'Epargne	Financial services	WG 12



Communication working group - Roadmap

1. Number of indicators :
 - How many for the different product categories ?
 - Single score or multi criteria information ?
2. Common name for the impact categories ?
3. Normalized values ? Normalization factors ?
4. Absolute and/or relative values ?



Communication working group - Roadmap

5. Homogeneous visuals ?
6. Indicator of reliability of results ?
7. Additional information to the visuals (website ...) ?
8. Different visuals according to the frequency of purchase ?



Database governance committee

1. The public database is free to access and is available on the internet.
2. The public database includes the validated data from the ELCD community database.
3. The development plan of the generic database is being developed.



Schedule

1. July 2008 : Repository of good practices
2. July 2009 : Methodological annex (quantification)
3. Beginning of 2010 : First product category rules
4. 2010 : Further work
 1. Product category rules
 2. Communication format (launched in April 2009)
 3. Database (launched in March 2009)



Carbon Footprint of Products - Harmonization

1. International and european initiatives

1. UK
2. Germany
3. Belgium
4. Sweden
5. USA
6. Japan
7. Korea
8. ...

2. European Commission : study on methods and initiatives

3. International standard ISO 14067 (work in progress)