



European Food Sustainable Consumption and Production Round Table

EUROPEN, General Assembly, 22 October 2009



Key points of this presentation:

1. Background - EU, Member States and food chain initiatives
2. The rationale of the Round Table (RT)
3. The current RT process (governance, membership, etc)
4. Envisaged deliverables and time-lines



Sustainable Production and Consumption: European Commission tables Action Plan to „green“ consumption patterns

- Action Plan on Sustainable Consumption and Production (SCP)
- Contains proposals for new EU eco-label and eco-design rules
- Communication on Green Public Procurement (GPP)
- Objective: **influencing consumer choice**, stimulating consumer demand for “greener” products
- What does this entail ?
 - Assessment of the eco-performance of products
 - Eco-labels and other forms of consumer information
 - Green Public Procurement (GPP)
 - Minimum requirements for energy related products (eco-design)
 - Green taxation (e.g. differentiated VAT)
 - Working with retailers



**However,
scientifically reliable and affordable methodologies for
measuring „green“ are often still missing**

- **Today:** no commonly agreed EU-wide product assessment methodology for food and drinks (apart from conducting fully-fledged LCAs, which are too complex for daily industry practice)
- **High diversity of food products**, different environmental impacts at different stages of the life-cycle (e.g. coffee, milk, sugar)
- **Proliferation of competing schemes** developed by various actors in different countries within Europe (EU, national authorities, producers, retailers, certification NGOs)
- Different schemes assessing different impacts with different methodologies (carbon footprint, food miles, CO2 content of packaging, organic farming, recyclability, air-freight, etc)

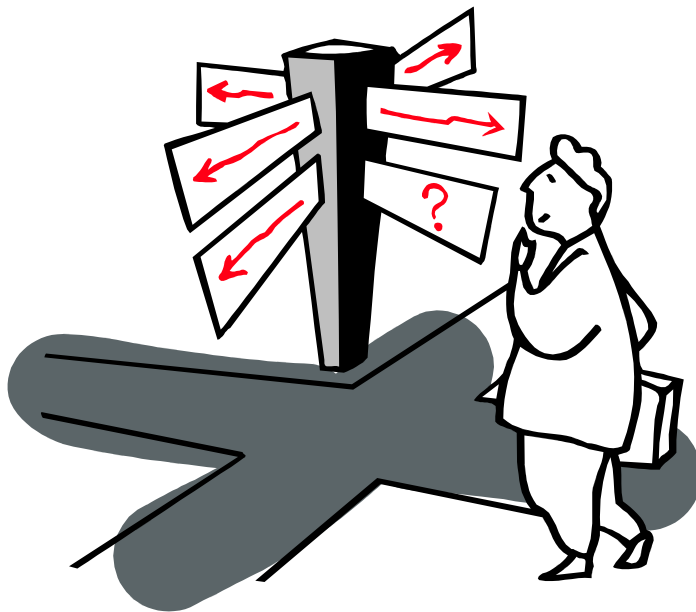


Flourishing Member State activities on „green“ information

- **UK:** DEFRA, Carbon Trust, BSI (and stakeholders) developed a carbon footprint measurement methodology (PAS 2050). The final PAS 2050 has been published in October 2008. Revision foreseen.
- **France:** “Grenelle de l’Environnement” (2007) – legal requirement to provide eco-indication (“affichage”) on all products of mass consumption by 2011. Work by AFNOR/ADEME in multi-stakeholder process (incl. food industry + retailers). Project covers 300 product groups, including 150 F&D products.
- **Belgium:** The authorities of the Region of Brussels assessed the feasibility of a carbon footprint label for food. New initiative at federal level;
- **Sweden:** In 2008, a climate labelling scheme for food has been launched. Supported by the Government. Certification based on proof that all feasible measures along the supply chain have been taken. Conference on “climate smart food” under SWE EU Presidency on 23/24 November.
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Sustainable confusion ?



- Proliferation of competing schemes measuring different impacts with different methodologies
- Often incomplete and/or inconsistent
- **This situation bears several risks:**
 - Undermined environmental effectiveness
 - Consumer confusion
 - Lack of trust („green washing“)
 - Obstacles to Internal Market
 - Increased costs along supply chain

➤ **Need for science-based, EU-wide approach**



Key characteristics



Official launch:

6 May 2009 in Brussels

Background:

Rising attention on environmental impact of F&D products, increasing number of initiatives (retailers, producers, MS, EU)

EU policy:

HLG on agro-food industry calls for establishment of a Food RT

Vision:

Promote a science-based, coherent approach to SCP in the food sector, considering the interactions across the chain in a holistic way

Working areas:

Methodology, communication, continuous improvement

Scope:

Clear-cut focus on food and drink products

Actors:

9 founding organisations (May 2009)

11 new member organisations joined since then

Additional applications pending + involvement of MS

Co-chairs:

European Commission + food chain representatives

Support:

UNEP, European Environment Agency, WWF as “silent” observer

Basis:

Terms of Reference (unanimously adopted on 7 July 2009)

Participation:

EU level organisations subject to expertise and commitment



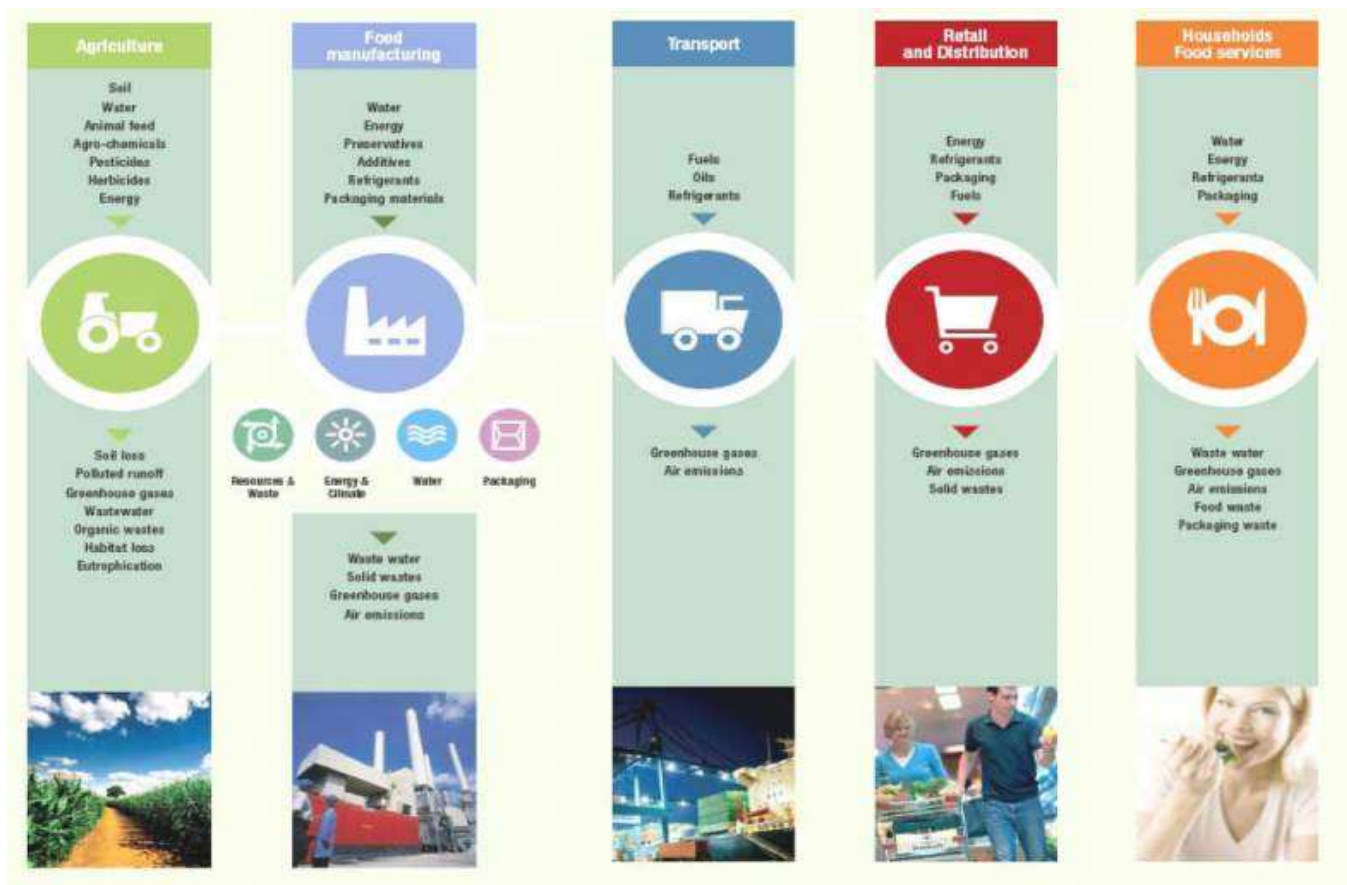
Three Key Objectives:



1. Establish scientifically reliable and uniform **environmental assessment methodologies** for food and drinks
2. Identify of suitable **tools for voluntary communication** to consumers and other stakeholders
3. Promote and report on **continuous environmental improvement** along the entire food supply chain;



The RT approach: Cooperation across the whole food chain





9 founding organisations



- **CELCAA** European Liaison Committee for Agricultural and Agri-Food Trade
- **CIAA** Confederation of the Food and Drink Industries in the EU
- **COPA-COGECA** European Farmers and European Agri-cooperatives
- **EFMA** European Fertilizer Manufacturers Association
- **EUROCOOP** European Community of Consumer Cooperatives
- **EUROPEN** European Organization for Packaging and Environment
- **FEFAC** European Feed Manufacturers' Federation
- **IFAH-Europe** International Federation for Animal Health – Europe
- **PRO EUROPE** Packaging Recovery Organisation Europe



New formal member organisations (as of 17 September 2009)

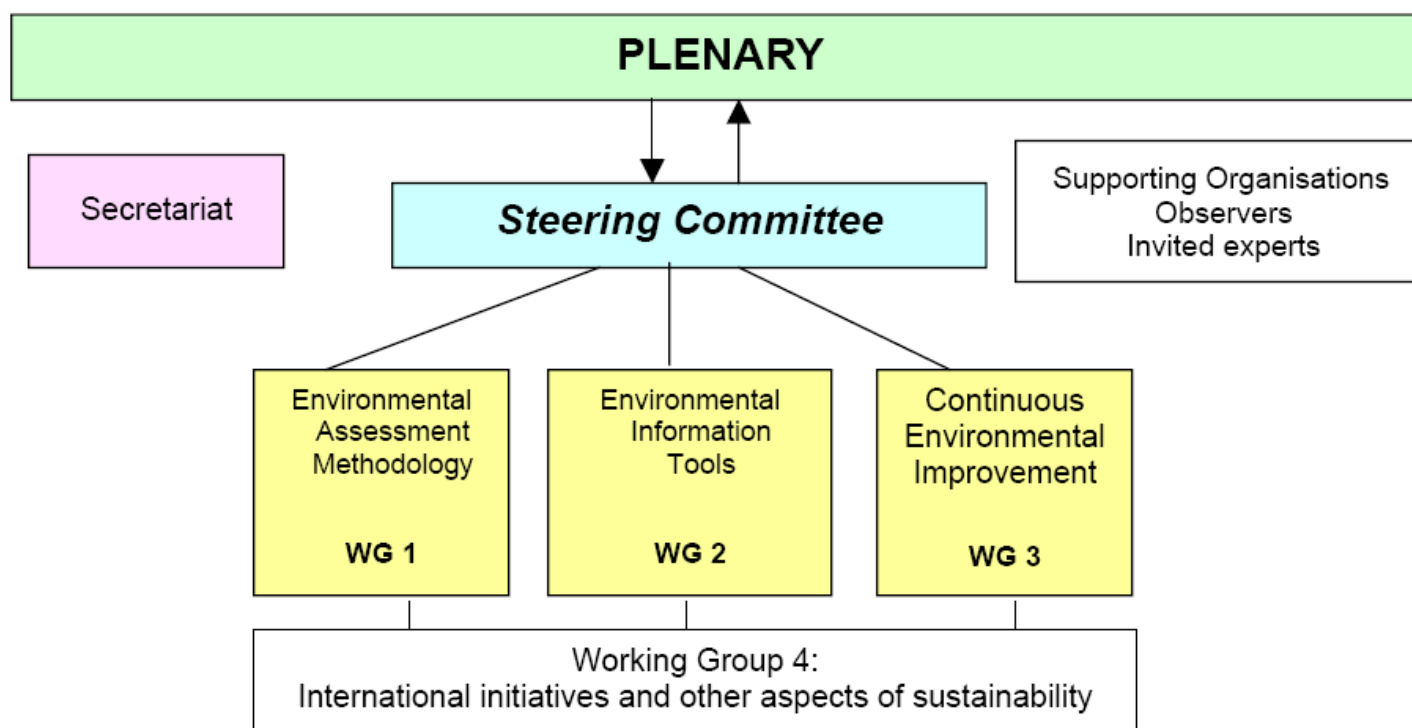


1. *The European Crop Protection Association (ECPA)*
2. *EuropaBio- The European Association for Bio-Industries*
3. *European Bioplastics*
4. *The Alliance for Beverage Carton and the Environment (ACE)*
5. *European Aluminium Association (EAA)*
6. *European Plastic Converters (EuPC)*
7. *European Producers of Steel for Packaging (APEAL)*
8. *Flexible Packaging Europe (FPE)*
9. *Primary Food Processors (sugar, starch, oils, etc) (as of 14 October 2009)*
10. *Corrugated Board Manufacturers (FEFCO) (as of 14 October 2009)*
11. *European Metal Packaging (Empac) (as of 14 October 2009)*

Additional applications pending + involvement of Member States . . .



Governance structure (ToR)





The mandates in a nutshell



WG1: Environment assessment

- “Principles” on the environmental assessment of food incl. its packaging (2009/early 2010)
- Establishment of uniform methodologies to implement the principles (2010/2011)

WG2 : Environmental information

- “Principles” on environmental information to consumers + others (2009/early 2010)
- Evaluation of existing and emerging tools + recommendations on their use (2010)

WG3: Continuous improvement

- Identify the key environmental challenges along the various F&D chains
- Map existing and emerging industry and multi-stakeholder initiatives to address them
- Identify priority areas for continuous improvement, R&D and eco-innovation

WG4 : International and non-environmental aspects:

- What initiatives within the scope of WGs 1 – 3 exist or emerge outside the EU?
- What implications on non-environmental aspects (costs/benefits, SMEs, IM + trade, food prices,..)
- Recommendations to WGs 1 – 3 (early 2010)



Co-chairing of the RT bodies (1)

Plenary:

Herbert AICHINGER (DG ENV, EC, advisor to Director Timo Makela)

Pekka PESONEN (Copa-Cogeca, Secretary General)

Steering Committee

Herbert AICHINGER (DG ENV, European Commission)

Pascal GREVERATH (CIAA, Director Environment Nestlé)





Co-chairing of the RT bodies (2)



WG1: Environment assessment

Dr. David PENNINGTON (DG Joint Research Centre, European Commission)

Jean-Pierre RENNAUD (CIAA, Director Environment, Group Danone)

WG2 : Environmental information

Marek HAVRDA (Unit B.6., DG SANCO, European Commission)

Tania RUNGE (Copa-Cogeca, General Affairs Advisor)

Vice-co-chair: Rosita ZILLI (EURO COOP, Advisor Environmental Affairs)

WG3: Continuous improvement

Dr. Harald SCHÖNBERGER (DG Joint Research Centre, European Commission)

Christian PALLIERE (EFMA, Director Agriculture and Environment)

WG4 : International and non-environmental aspects:

Didier HERBERT (HoU B.1.) / **Michel COOMANS** (HoU F.4.), DG Enterprise and Industry

Jean Michel ASPAR (CELCAA, Project Leader Public Affairs Louis Dreyfus Commodities)



Involvement of external experts



- **ToR, Point 4.3. (Working Groups):**

"The Working Groups, when developing their activities, may nominate, in consultation with the Steering Committee, experts from non-participating organisations to contribute to their work."

- **For example:** Selected academics, researchers, representatives of governments, companies, international initiatives, NGOs



Time schedule



- **Principles** on environmental assessment and communication:
 - **end of 2009 / 1st Plenary 2010**
- **Framework assessment methodology** for F&D products:
 - **Interim Report by end 2010; finalisation by 2011**
- **Product category specifications:** continuous aspect of methodology work
- **Promotion of continuous improvement** initiatives across food chain::
 - **Preliminary report + website: 1st Plenary 2010**
- **International and non-environmental aspects:**
 - **Interim Report: 1st Plenary 2010**



European Food Sustainable Consumption and Production (SCP) Round Table