



LIFE16 ENV/ES/000173

PRODUCT ENVIRONMENTAL FOOTPRINT (PEF)



A European Methodology

A Product Environmental Footprint (PEF) is a methodology developed by the European Commission's Joint Research Center (JRC) which is based on Life Cycle Assessment.



What is it made for?

Its goal is to provide “a common way of measuring environmental performance” for companies within in EU wishing to market their product. The approach is still in its testing phase.



Tailored made

For different product categories there are different rules to be applied which should make sure that the aspects that matter the most in each product category are not ignored.

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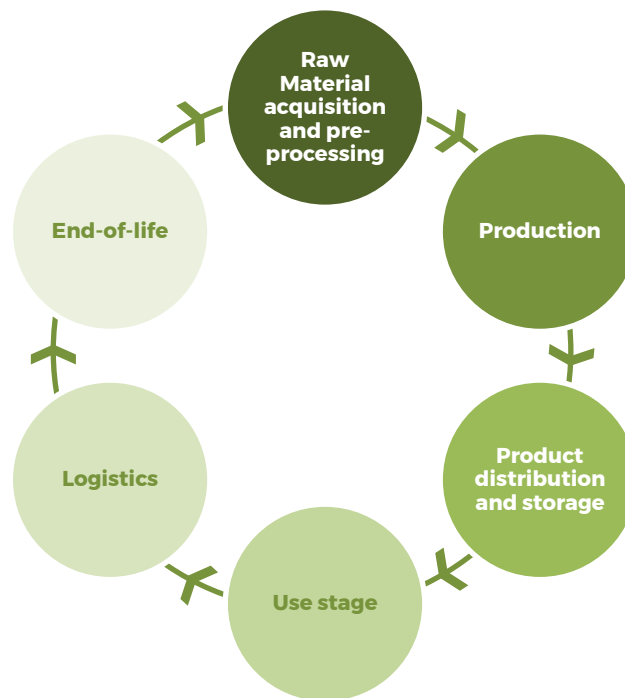
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Product Environmental Footprint

With consumers and stakeholders placing an increased focus on environment, the European Commission released the Product Environmental Footprint (PEF) method as a common way of measuring environmental performance under the premise of the “Single Market for Green Products Initiative”. This initiative aims at establishing a common definition of what an environmentally sustainable product is and to address the lack of consumers’ trust in environmental claims.

The Product Environmental Footprint (PEF) is a multi-criteria measure of the environmental performance of a good or service throughout its entire life cycle released by the European Commission.



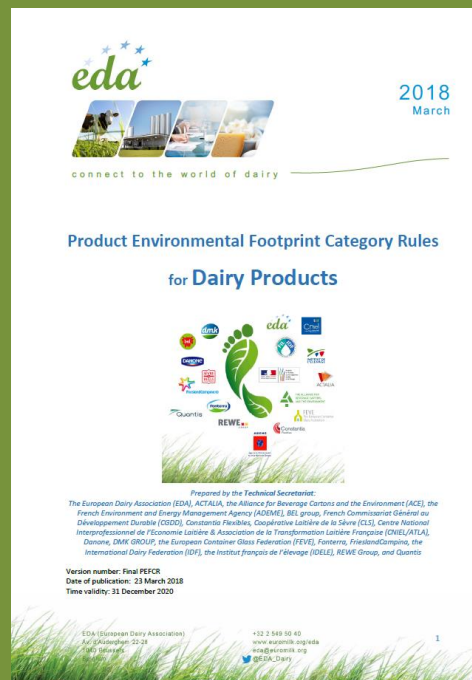
Product Environmental Footprint and Food and Drink Industry

To increase consistency of PEF studies, the European Commission works on Product Environmental Footprint Category Rules (PEFCRs) with technical guidance for specific product category.

PEFCRs of the following agrofood products have been deployed:

- 01 Beer
- 02 Coffee (roast & ground, soluble, single serve)
- 03 Dairy Product
- 04 Marine Fish
- 05 Packed fresh meat from bovine, pigs and sheep
- 06 Virgin olive oil and its fractions
- 07 Packed water
- 08 Pasta (uncooked)
- 09 Wine

The Product Environmental Footprint Category Rules for Dairy Products, coordinated by the European Dairy Association (EDA), provides technical guidance on how to conduct a PEF study of Liquid milk, Dried whey products, Cheeses, Fermented milk products and Butterfat products.



1	2	3	4	5	6	7
						
RAW MILK SUPPLY	DAIRY PROCESSING	NON-DAIRY INGREDIENTS SUPPLY	PACKAGING	DISTRIBUTION	USE	END OF LIFE
Feed Production Milk Production, Collection and Transport to Dairy Unit	Dairy ingredients and products processing Product Packing Storage	Non-dairy ingredients Production, Packaging and Transport to Dairy Unit	Packaging (primary and secondary) manufacturing and Transport to Dairy Unit	Transport to distribution centre, to point of sale and to final user. Warehousing.	Chilling operations in domestic refrigerator and dishwashing	Household waste: packaging (and food) waste transport and treatment

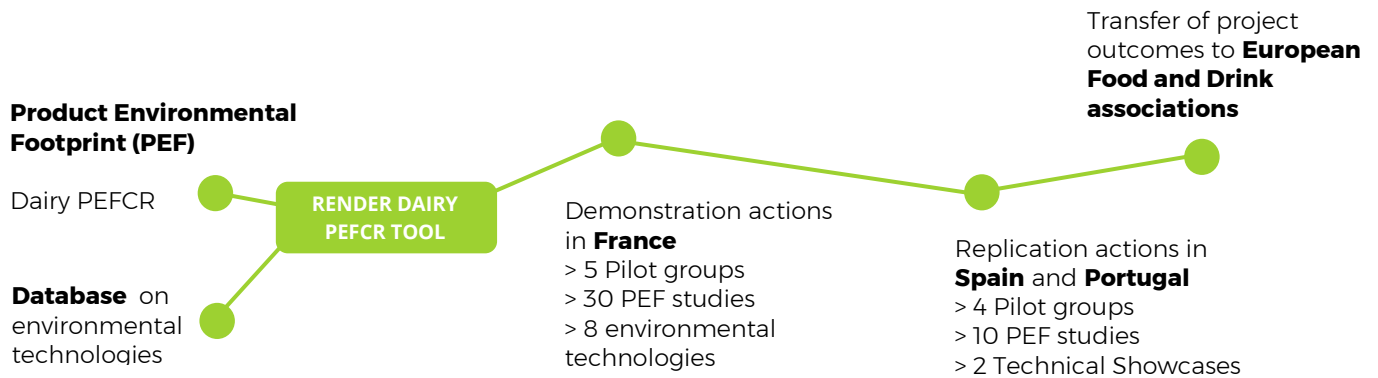


Life Render - Promote the implementation of the Environmental Footprint Methodology in the dairy sector at European level.



LIFE RENDER Project is co-financed by the LIFE Programme of the European Union
 LIFE RENDER AIMS to promote the implementation of the Product Environmental Footprint Methodology (PEF) at European level as key tool to assess and to communicate life cycle environmental performance to business consumers and stakeholders.

Life-RENDER aims to demonstrate under real conditions the technical, environmental and economic feasibility of an innovative tool enabling the realization of PEF and PEF-compliant studies by SMEs from the Food and Drink sector and the identification of focused environmental measures.



Project implementors

Coordinating Benef:



Associated Benef:



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