

# Product and Organisation Environmental Footprint

## AN ENVIRONMENTAL FOOTPRINT OF PRODUCTS AND ORGANISATIONS, WHAT'S IN IT FOR ME?



Consumers are increasingly looking for **greener products and businesses** and investors are picking up on new opportunities to develop and market products which have a lower environmental impact.

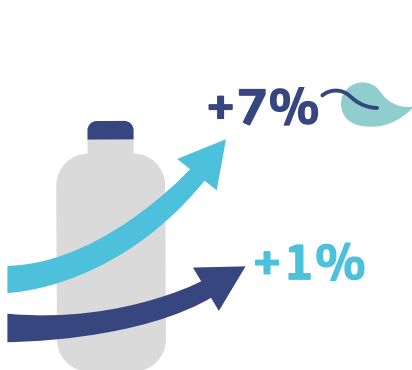


However, with over **460 environmental labels** existing worldwide that attempt to distinguish one 'green' product from another, it's **hard to know which ones to trust**.



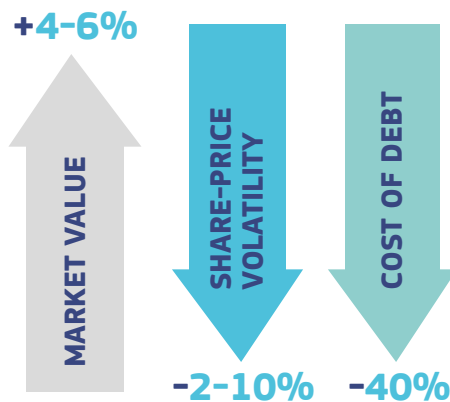
The EU Product and Organisation Environmental Footprint aims to **bring more clarity** for citizens and new opportunities for businesses by **calculating the full environmental footprint** of a product or organisation.

## GREENER PRODUCTS & GREENER COMPANIES



Products that bear sustainability information have seen a **growth in sales** compared to products without.

Source: Nielsen 2015

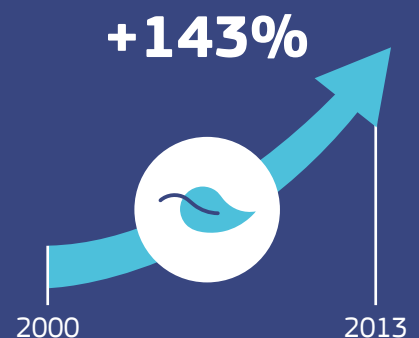


Organisations that engage with such corporate responsibility activities see **overall better economic performance**.

Source: Project ROI, 2015

## A JUNGLE OF LABELS

Hundreds of environmental labels exist worldwide and each is awarded according to different methods. With more and more labels added each year, consumers, businesses and investors have difficulties in choosing the right approach for comparing products.



source: OECD, 2013

## HOW TO TURN INTEREST INTO EVERYDAY REALITY?

The EU has developed trustworthy tools to identify **top environmental performers** through the **EU Ecolabel** and products with the best energy performance through the **EU Energy label**. The Environmental Management and Audit Scheme (**EMAS**) helps companies to continuously improve and manage their environmental performance.



## A SOLUTION: Assessing the **overall** environmental performance of products and organisations

The Product and Organisation Environmental Footprint methods answer the need to trigger environmental improvements for all products and to manage impacts throughout the supply chain. They are recommended by the European Commission to calculate the environmental performance along the whole life cycle of products and organisations' supply chains.



They cover **16 environmental impacts**, including climate change, water use, land use and resource use. They consider all potential environmental impacts from the extraction of resources to the moment when products become waste.

## ADVANTAGES OF IMPLEMENTING **EF** METHODS IN YOUR COMPANY



- ✓ Reduction of costs related to similar existing methods
- ✓ Reduction of costs due to better management of resources and supply-chain
- ✓ Access to new markets and finance opportunities
- ✓ Clear, simple and comparable information
- ✓ One single method applicable everywhere in Europe
- ✓ Information more traceable
- ✓ No communication without independent third party verification
- ✓ Information that consumers, authorities, and investors can trust

## THE PILOT PHASE

More than **260** volunteering companies and other organisations tested the implementation of the methods to different product groups and sectors between 2013 and 2018.

The European Commission is now looking at the outcomes of the Environmental Footprint pilot phase and will start to discuss whether and how the methods could **reinforce policies** related to environmental information and to the **circular economy**.



Product life cycle in the circular economy

## #CircularEconomy

More information: [ec.europa.eu/environment/eussd/smgp](http://ec.europa.eu/environment/eussd/smgp)



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