



Summary ordering principles and sustainability measurement systems

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To enhance cooperation and integration towards sustainability in the value chains for animal products, the Dutch Ministry of Agriculture, Nature and Food Quality set up the project 'Advancing sustainable animal products' (ASAP). One of the goals is to create an overarching dashboard that displays the sustainability level of animal products and is based on existing systems that measure sustainability using relevant indicators. What could such a harmonised sustainability dashboard look like? To answer this question, the research project supporting ASAP explores the options for a voluntary, harmonised sustainability dashboard with a wide support basis in Northwest European countries. Having a clear understanding of how current initiatives are organised is key and will provide input for the process towards a harmonised sustainability dashboard.

There are multiple ways for voluntary harmonisation of sustainability information and we identified two main approaches, namely: (A) using a sustainability measurement system or (B) applying an ordering principle to labels. However, purpose, scope, method and day-to-day application and use generally differ, which leads to varied initiatives. To give you an idea of initiatives, differences and overlap, examples are provided in the two tables included in this handout. The examples in the tables are not exhaustive and have been selected for their potential to provide us with lessons learnt. The tables are meant to give a quick overview of different examples of the two harmonisation approaches that are currently in use, but should not be seen as any form of evaluation. Short descriptions of and additional information to Table 1 and 2 can be found below.

Table 1. Sustainability measurement systems

- Examples analysed: PEF, Eco-Score, Enviroscore, Eco-Impact, Planet-Score, Made Green in Italy, TSC

We have investigated different types of sustainability measurement systems. Table 1 summarises basic information about 7 sustainability measurement systems that are now operational, under testing or are in the process of development. Detailed information is not equally available for each system. Some systems are based on individual product-based LCA calculations (Enviroscore, Eco-Impact, PEF, Made Green in Italy), while others are based on the national averages of LCA environmental scores (Eco-Score). In addition to the examples listed in this table, we are also aware of the following sources and interested readers can consult these: '[Roundtable on Sustainable Beef](#)', '[Sustainable Dairy Partnership](#)', '[On the way to planet proof \(NL\)](#)'. 'Sustainable Dairy Partnership' provides a unified and metric-driven approach for dairy processors and buyers to demonstrate their sustainability progress (i.e. it measures the performance of suppliers rather than products). 'On the way to PlanetProof' dairy is a label while in practice it already applies the principles of a measurement system.

Table 2. Ordering principles

- Examples analysed: Haltungsform (Germany), Keurmerkwijzer (Netherlands), Siegelklarheit (Germany), PUSCH (Switzerland), Butterfly model (Denmark)

We have also investigated different types of ordering principles for sustainability standards, programmes, labels, quality marks and logos. Table 2 summarises basic information about 6 systems that are now operational. Detailed information is not equally available for each system. Interested readers can consult the respective publicly open websites where information is provided. In addition to the examples listed in this table, we are also aware of the following sources and interested readers can consult these. Sustainability Initiative Fruit and Vegetables ([SIFAV](#)) and Floriculture Sustainable Initiative ([SFI](#)) run by the Sustainable Trade Initiative (IDH) created a basket of schemes/labels by grouping those that are relevant to sustainability in these sectors. [The Consumer Goods Forum](#) is another system that does not focus on specific products/sectors but rather on operations (manufacturing and processing, primary production, at-sea operations). We have not performed further comparison of the ranking systems however noticed that the same labels can be rated differently by different ranking systems. The difference in ranking originates in different methodological criteria. The criteria are however not always easily accessible and transparent, and are not subject to evaluation by a third party. We thus recommend to carefully study the systems of interest before using them further.

More information

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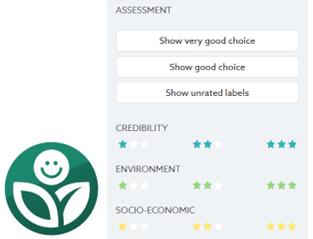
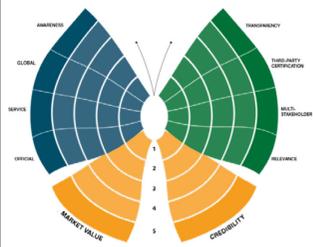
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Table 1 Brief description of sustainability measurement systems

Name	Product Environmental Footprint (PEF)	Eco-Score	Planet-Score	Enviroscore	Eco-Impact	The Sustainability Consortium	Made Green in Italy
Reference	Link to website	Link to website	Link to website	Link to website	Link to website	Link to website	Link to website
Logo							
Origin	European Commission Recommendation 2013/179/EU (official journal of the European Union)	French non-profit Consortia (part of French experiment) Supported by national law in 2020 (art. 15 of the anti-waste law for a circular economy)	French non-profit Consortia led by ITAB, the Institute of Organic Food and Agriculture (part of French experiment)	The Foundation Earth / EU-funded consortium	The Foundation Earth / Mondra methodology	TSC Consortium (non-profit Multi stakeholder organisation of Companies, NGOs and universities)	The Ministry of the Environment (Italy) / Introduced by National Law n. 221/2015 (Italy)
Countries/Application	Operational EU (since 2018 in use, since 2013 in development)	Operational in France (since January 2021) and Belgium (since March 2021) Under testing in 2021 (tea, coffee) in Germany, Netherlands, Italy, Spain, Portugal, Luxembourg	Research stage since 2020	Testing in EU in 2021 working on merging both methods	Operational for approx. 80 plant products in UK Further testing in UK in 2021	Operational globally, about 10 retailers/wholesalers/catering organisations apply the system with about 2,000 direct suppliers.	Operational in Italy since 2018
Target audience	B2B, B2C in development	B2C		B2C		B2B, B2C in development	B2B, B2C
Animal-based product groups	Approved for PEFCR Dairy (liquid milk, dried whey products, cheeses, fermented milk products, butterfat products)	Total 2,500 food product categories, including categories of meat, eggs, fish, milk and dairy products, also in processed form (sausages, cheese)		Research input is available for 149 products, including animal-based products	About 80 plant-based and a few animal-based products scored currently. Other products (including animal-based in development)	All major animal products are included (both single animal products as animal products used as ingredient in combined products)	Padano cheese, red meat (in development)

Name	Product Environmental Footprint (PEF)	Eco-Score	Planet-Score	EnviroScore	Eco-Impact	The Sustainability Consortium	Made Green in Italy
Other food and Non-food categories	Beer, wine, bottled water Non-food: batteries, paints, IT equipment, housing insulation and more	No non-food		No non-food		50 food product categories in total. Non-food: electronics, clothing, packaging, toys, home and personal care, paper, merchandise	Dry pasta, tomato paste, Non-food: wooden packaging, industrial laundry services, wool, tobacco (in development), geotextiles (in development)
Supply chain stages	Full LCA, incl. end-of-life	From agriculture to consumption, excl. end-of-life		Full LCA, incl. end-of-life	From agriculture to retail, excl. consumption and end-of-life	Dependent on product category	Full LCA, incl. end-of-life
Data (individual / average)	Individual product	Average national (Agribalyse)		Individual product		Product categories or individual products	Individual product
Dimensions / Indicators	14 environmental footprint (EF) indicators (PEF before 2019) / 16 EF indicators (PEF after 2019)	14 EF Indicators named after PEF + Animal welfare & social themes through some labels	14 EF Indicators named after PEF + Pesticides, biodiversity and additional parts of climate change	16 Impact Indicators of PEF	4 Impact Indicators: GHG, water use, water pollution and biodiversity. 5th one in development	10-15 activity and impact KPIs (environmental and social) For every product category main social and environmental hotspots throughout supply chain are identified and KPIs are developed for all these hotspots.	14/16 EF Impact Indicators of PEF
Enables comparison within / between product categories	Within	Between	Supposedly between	Within and between	Within and between	Within	Within
Assurance by third party	Yes	Unknown Yes for averages of LCA database. Not for other product-specific data		Unknown	Unknown	Currently not. Working on method for future consumer communication	Yes

Table 2 Brief description of ordering principles

Name Ordering principle	Haltungsform	Ordering within Eco-Score	Keurmerkenwijzer	Siegelklarheit	PUSCH	Butterfly model
Link	Link to website	Link to website	Link to website	Link to website	Link to website	Link to source and communication
Logo		Not applicable (is within Eco-score)				
Origin	Market initiative, Germany	Private initiative, France	NGO, Netherlands	Federal Ministry for Economic Cooperation and Development, Germany	Non-profit foundation, Switzerland	Research initiative, Denmark
Countries/Application	Operational in Germany (since 2020)	Operational within Eco-score for 11 labels (since 2021)	Operational in the Netherlands (since 2016) via online tool	Operational via online tool (only available for non-food categories)	Operational via online tool (in place since 2001)	Operational via factsheets, 18 labels (in English version) and 51 labels (in Danish version)
Classification levels	Level 1-4 (from low to high)	Level 1-3 (10, 15, 20 points)	Distinguishing the "top labels" and the rest	'Good choice' and 'very good choice'	Level 1-4 (Excellent, Highly recommended, Recommendable, Conditionally recommended)	There is no comparison of labels, only ranking each label
Dimensions of ranking	1: Animal welfare	unclear	5: Environment, animal welfare, people, control, transparency	3: credibility, environmental friendliness, social acceptability	8: Management, Environmental (6*) and social (2) aspects, processes & control <i>*water, soil, biodiversity, climate, animal welfare</i>	10: credibility, market value, relevance, multi-stakeholder, third party certification, transparency, awareness, global, service, official. Also assessed whether certification has related the SDGs to own goals, targets and indicators (4 levels).
Target audience	B2C, B2B	Not applicable	B2C	B2C	B2C, B2B	B2C, B2B
Animal based products for which labels are ranked	Pigs, chicken, turkey, pecking ducks, rabbits, young bulls / oxen, heifers, fattening calves, dairy cows	Many categories, including categories of meat, eggs, fish, milk and dairy products	Meat, dairy, eggs, fish	Food labels not ranked yet (in development)	Eggs, fish, dairy products, meat	Many categories, including categories of meat, eggs, fish, milk and dairy products

Name Ordering principle	Haltungsform	Ordering within Eco-Score	Keurmerkenwijzer	Siegelklarheit	PUSCH	Butterfly model
Other food and Non-food categories	No non-food labels	No non-food labels	Fruits and vegetables, coffee, tea and cocoa; non-food: packaging materials, cleaning detergents, paper, cosmetics, flowers, wood, electronics	Textiles, paper, mobile phones, laptops, leather, detergents and cleaning agents, natural stones, wood	Bread, cereals, beer, beverages, fruits and vegetables, cereals, honey, cocoa, tea, wine, sugar, vegetarian foods. Non-food: construction, energy, electronic equipment, machinery, paper and packaging, textiles, tourism, organisations	Coffee, tea and cocoa, textile, wood, flowers and plants, etc.
Labels ranked (list is incomplete)	<i>Amongst others</i> Bioland Demeter Eichenhof Fair Zum Tier Gourmet Naturel Natur Pur Naturland Label Rouge Pro Weideland RESPEKT fürs tier, etc.	<i>Full list</i> ASC BBC Bio (EU) Bio Cohérence Demeter Fairtrade HVE Label Rouge MSC Nature & Progrès Rainforest UTZ	<i>Amongst others</i> ASC Beter Leven Bio (EU) Caring Dairy Demeter EKO Label Rouge MSC Naturland Wildfisch On the way to PlanetProof Weidemelk Rainforest UTZ, etc.	<i>Amongst others</i> ASC Bio (EU) Bioland Carbon Trust Demeter Fairtrade MSC Naturland ProVeg PSPO Rainforest UTZ, etc.	<i>Amongst others</i> Agri Natura Bio (EU) Bioland Bio-Siegel Coop Naturaplan Demeter Global G.A.P Migros Bio Natura Beef-bio Naturland Rainforest UTZ, etc.	<i>Amongst others</i> ASC Demeter Fairtrade MSC Rainforest B-CORP Carbon Trust Footprint Cradle to Cradle Crossed Grain Ecocert Cosmos Ekoenergy FSC PEFC Green key LEED RSPO GOTS Standard 100 by Oekotex