

EU approach to Environmental Footprint: What can it offer to the international floriculture supply-chain?

28 March 2019

UNION FLEURS, Brussels

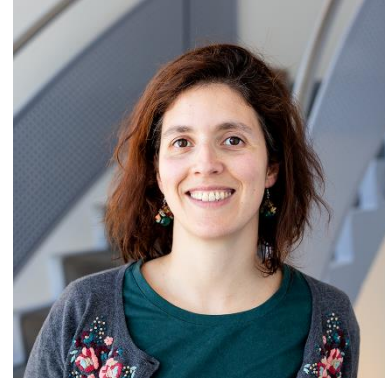


About us



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Demand for environmental performance information of floriculture products is rising

GARDENING HOMES & TECH

NOT PRETTY: THE ENVIRONMENTAL IMPACT OF FLOWERS



By Chere Di Boscio

Whether pink, red or white, there's nothing quite as perfect as a rose. Their silky petals, their distinctive perfume and their romantic connotations have made them a favourite with romantics for centuries. However, when you learn the truth about the environmental impact of flowers, they seem a bit less lovely.

<https://eluxemagazine.com/homestech/the-environmental-impact-of-flowers/>

Are pot plants more eco friendly than cut flowers?

The global cut-flower industry is a behemoth to be reckoned with - but it's not straightforward with pot plants either



▲ Cut flowers are exported mainly from Kenya, Ethiopia and Colombia, water-scarce and low-wage economies. Photograph: Sarah Lee for the Guardian

When your dedication to cut flowers rivals Elton John's, the eco dilemmas come thick and fast. The global horticultural industry is huge. At the Aalsmeer flower auction in Holland, 20m stems change hands every day. In the week before Valentine's Day 200m red roses will pass through this behemoth (yes, we really are that predictable). Most of your flowers will travel via this place.

<https://www.theguardian.com/environment/2015/jun/07/are-pot-plants-more-eco-friendly-than-cut-flowers>

IKEA Releases Instructions for a DIY Sustainable Indoor Garden

By Interesting Engineering
March, 08th 2017



IKEA is well known for their 'easy' to build (but not so easy) flat pack trendy home furniture. But IKEA has branched out into sustainable living spaces.

<https://interestingengineering.com/ikea-instructions-diy-sustainable-indoor-garden>

FSI's benchmarking standards



Environmental matters are high in the political agenda



European Commission - Press release

Closing the loop: Commission delivers on Circular Economy Action Plan

Brussels, 4 March 2019

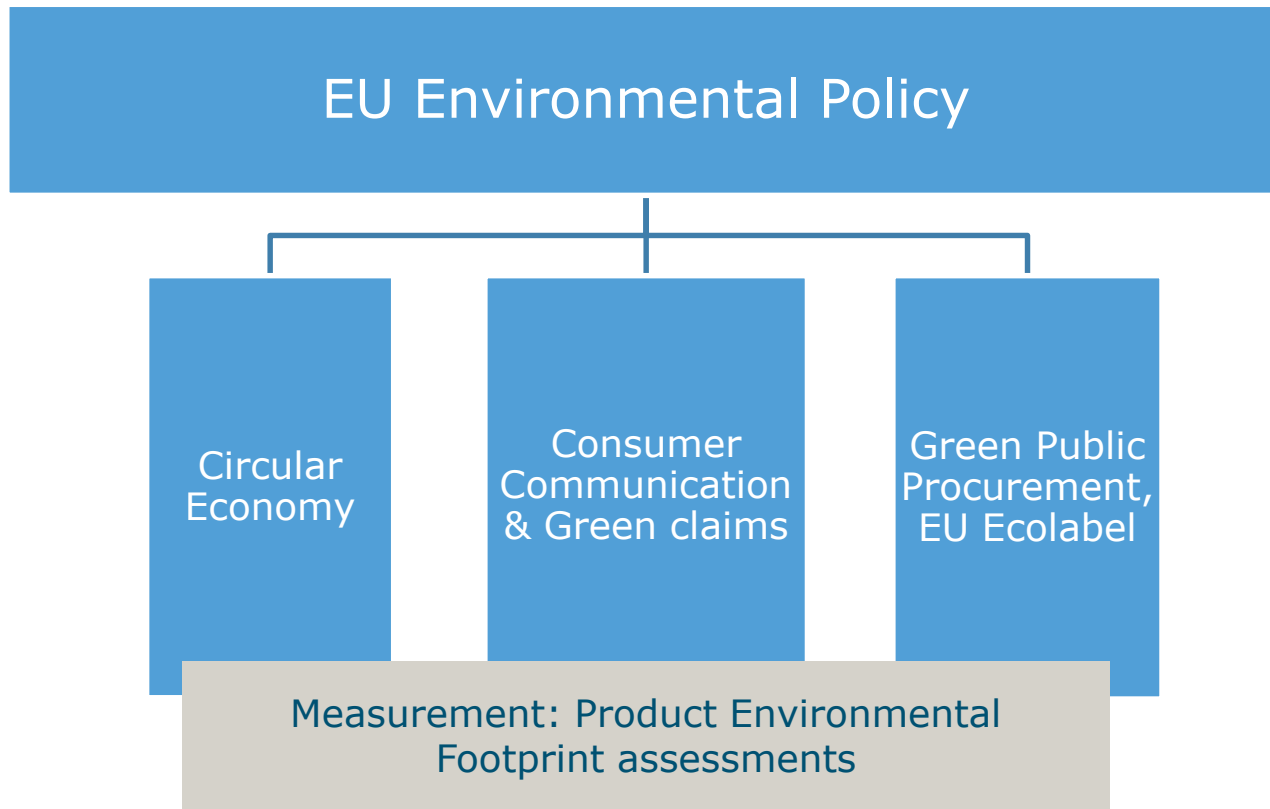
All 54 actions under the plan launched in 2015 have now been delivered or are being implemented. This will contribute to boost Europe's competitiveness, modernise its economy and industry to create jobs, protect the environment and generate sustainable growth.

The European Commission today published a comprehensive report on the implementation of the [Circular Economy Action Plan](#) it adopted in December 2015. The report presents the main results of implementing the action plan and sketches out open challenges to paving the way towards a climate-neutral, competitive circular economy where pressure on natural and freshwater resources as well as ecosystems is minimised. The findings of the report will be discussed during the annual [Circular Economy Stakeholder Conference](#) taking place in Brussels on 6 and 7 March.

Empowering Consumers

The transition towards a more circular economy requires an active engagement of citizens in changing consumption patterns. The Product Environmental Footprint (PEF) and Organisation Environmental Footprint (OEF) methods developed by the Commission can enable companies to make environmental claims that are trustworthy and comparable and consumers to make informed choices.

Our perspective on EU Environmental Policy



The Single Market for Green Products Initiative

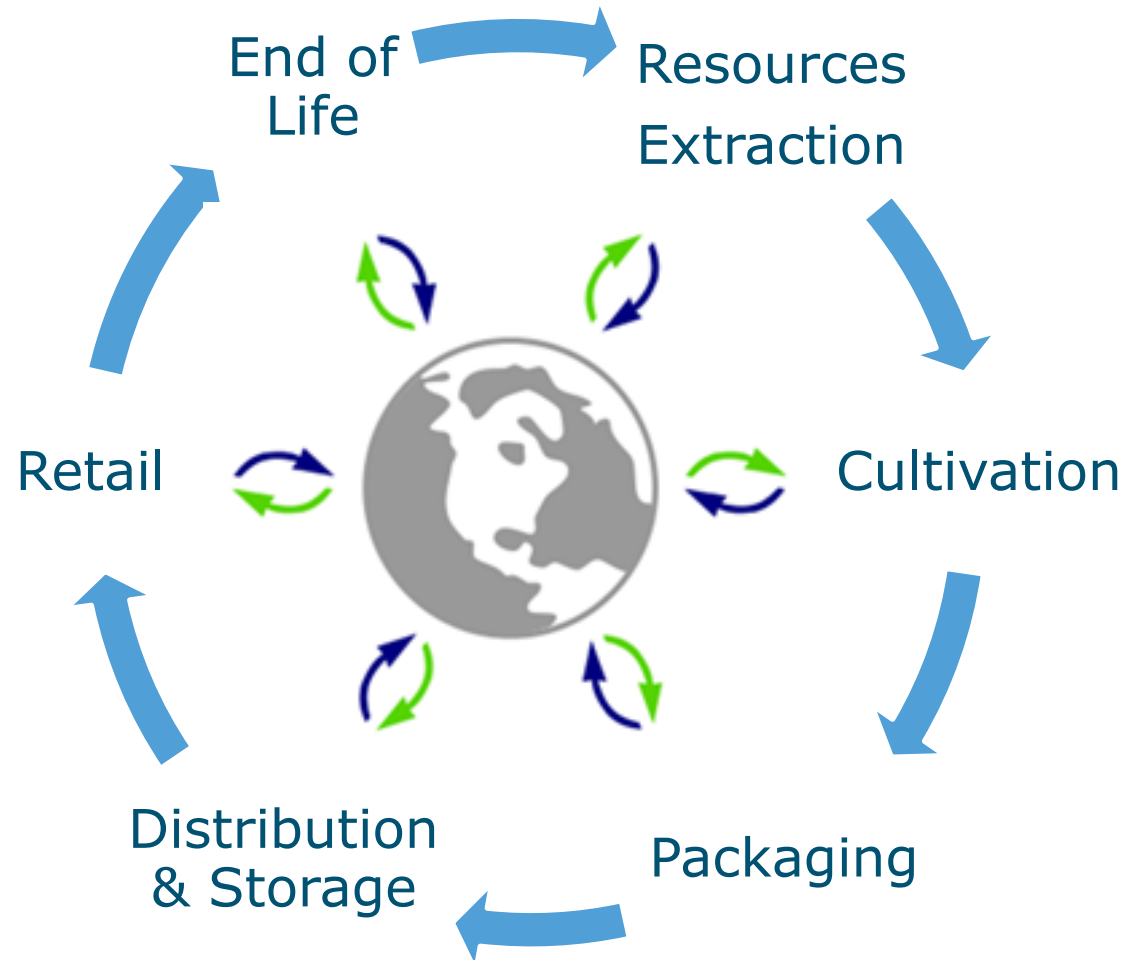


- Establishes 2 recommended methods for measuring environmental performance throughout the life cycle:
 - Product Environmental Footprint (PEF)
 - Organisation Environmental Footprint (OEF)
- Provides principles for communicating the environmental performance, e.g. transparency, reliability, completeness, comparability and clarity
- Announced a pilot phase to develop specific rules for products and industries through a multi-stakeholder process

Commission Recommendation 2013/179/EU
of 9 April 2013

Covering the product's complete life cycle

PEF is based on Life cycle assessment (LCA). This is a methodology used to evaluate the environmental impacts associated with a product from the extraction of raw materials up to its end of life treatment.



What **impact** is measured by PEF & OEF?



Harmonizing certifications



Harold Beek: *"MPS-ABC is focusing on climate change, toxicity and water. MPS-ABC has no standard for LCA footprint. We notice that LCA footprinting is complex and leads to a lot of discussion if the right method and principles are used and or the right choices are made. In order to introduce an MPS LCA footprint, we need to use an accepted method. That is why we are happy to be involved into the co-development of HortiFootprint methodology."*

Goals of PEFCRs

- Focus on **most important parameters**
- **Comparability** between environmental impacts of similar products
- Consistent **communication and verification**
- Identify trade-offs
 - Air transport vs. heated greenhouses



According to European Commission standards

What are the hotspots for beer?

Important life cycle stages:

- Cultivation of grain for malting
- Packaging
- Other



Create bigger impact with the same effort

Online tool for calculating GHG emissions in the Dutch dairy sector

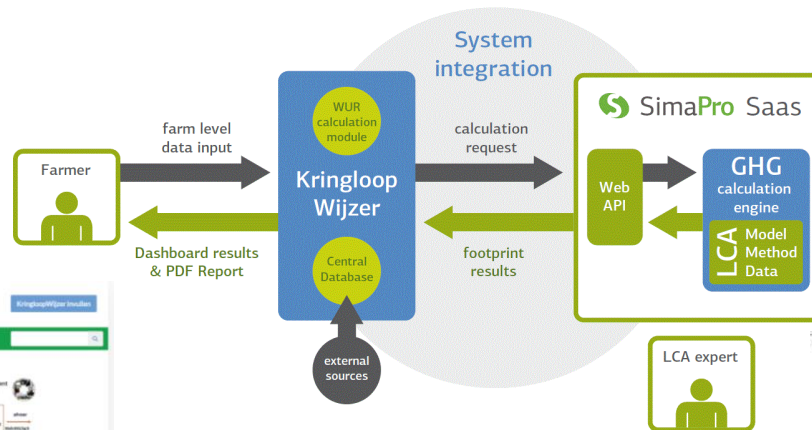
For Zuivel NL and FrieslandCampina, PRé and software company VAA created a climate add-on to the mandatory online KringloopWijzer tool, allowing 16,000 dairy farmers to calculate and reduce their GHG emissions.



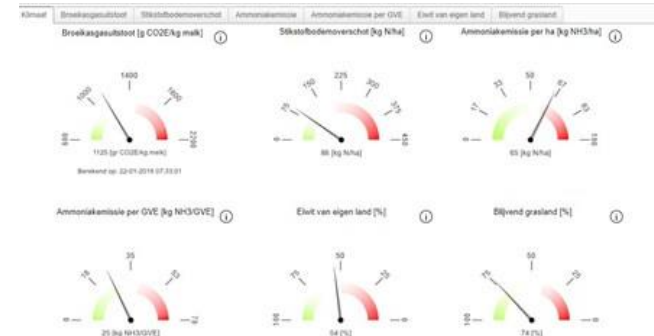
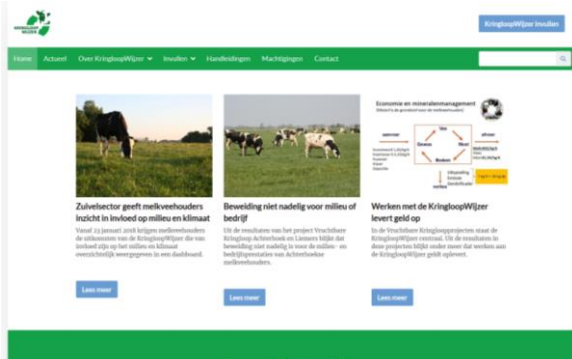
[read more](#)

<https://www.pre-sustainability.com/customer-cases/online-tool-for-ghg-emissions-in-dairy-sector/>

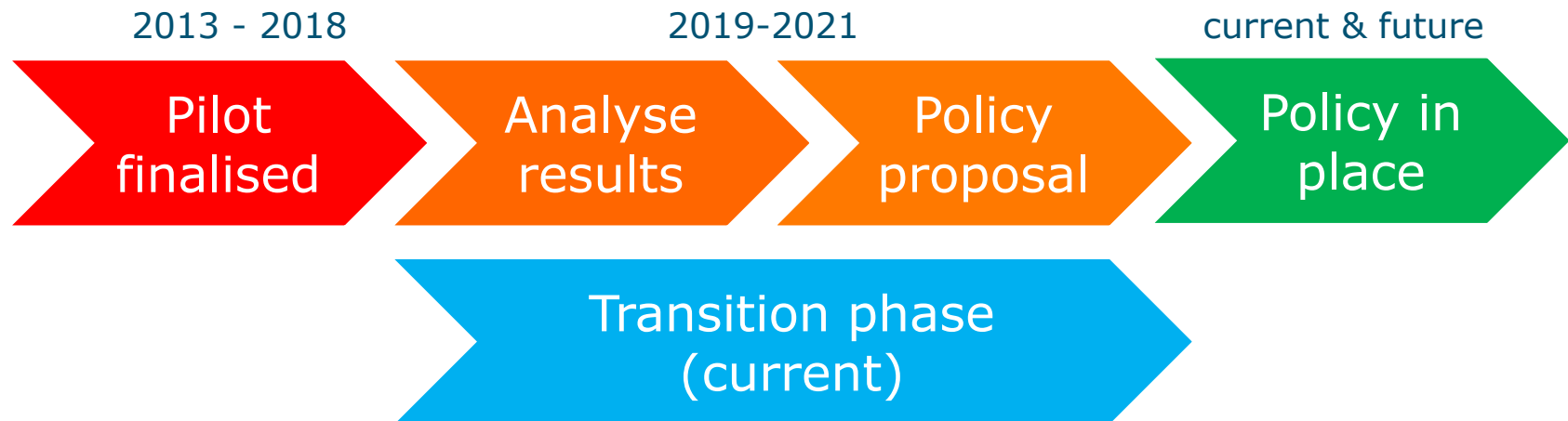
Input



Output



PEF use in EU policy: Timeline



- **Product Environmental Footprint (PEF)** information is likely to be used as an instrument to determine the GPP criteria, ecolabel, ecodesign and possibly others
- **Product Environmental Footprint Category Rules (PEFCRs)** determine how calculations are done. They have been developed in 2014 – 2018 and will be developed in 2019 - 2021