From certification to footprinting

Koen Boone, WUR/TSC, 29 February 2024

Cleverfood/WUR webinar: Sustainable Procurement of Food







Agenda

Retailers' potential

Certification versus Footprinting

Organizational versus product level

Government policy



Retailers' potential in transforming supply chain













Suppliers:

- Ask to deliver sustainability information
- Sustainability demands
- Incentives for more sustainable products
- Select most sustainable suppliers
- Support suppliers



Consumers:

- Transparency sustainability of products
- Stimulate sustainable choice
- Only make sustainable products available









CONSUMER GOODS SUPPLY CHAINS

The retailer-supplier interaction is the key point of leverage in any product's supply chain.





Certification versus Impact indicators



S Advantage

Guaranteed minimum level

Simple communication to consumers

Verification

Simple data exchange

Process instead of impact

Inflexible (prescribes what to do; yes/no)

Limited incentive for continuous improvement

Aggregate on corporate level?

Limited coverage of themes and products **Proliferation**

Disadvanta 9 (1) S



Why shift to footprinting (external)?



- "Companies can only be sustainable in a sustainable world" / Fair share / Thresholds
- Paris agreement
- Absolute impact comparison between products/companies /sectors



Life Cycle Assessment

Life Cycle Assessment (LCA):

The systematic analysis of the potential environmental impacts of products or services during their entire life cycle.





Footprinting of organisations





Footprinting of organisations

Carbon Disclosure Project

- CDP
- Originally Carbon. Now also water and deforestation
- Science Based Target Initiative

SCIENCE BASED TARGETS

- Carbon reduction targets and reporting
- Specific FLAG methodology and targets per commodity
- Corporate Sustainability Reporting Directive



- Mandatory reporting for 50.000 companies starting in 2024
- Extensive set of indicators including scope 3 ghg
- Still lot's of freedom in methodologies so limited comparibility
- Retailers in Netherlands and UK started joined projects



Footprinting products





LCA method: Product Environmental Footprint



Normalisation

results divided by normalisation factors defined based on yearly emissions of an average global citizen



Weighting

normalized results multiplied by weighting factors (expert panels, planetary boundaries, reliability of indicator)



Single score



Additional environmental information



Application PEF

- Only available for limited number of products
- No comparison between product categories
- High cost, limited tools and implementation





Product level footprinting and Eco rating labels

Eco-Score	Planet- Score	Enviroscore	Eco Impact	Coop Sweden Sustainability Declaration	Made Green in Italy	French initiative
ECO-SCORE	Planet B DE SCORE BIODIVESTEE CLIMAT	A C O W	ECO IMPACT A	Complicate and Theoretical Company of Theoret	MINISTER PELLAMERYE MADE GREEN IN ITALY	

























- Nutriscore for environment: LCA based score for all food
- Start with product category average databases for all food
- First ecolabels mainly based on EU PEF and French Agribalyse database
- New private ecolabels develop their own methodologies and private databases
- Limited recognition of sustainable (e.g. farming) practices



European Union product level policies



Green Claims initiative Criteria for voluntary environmental claims made to consumers



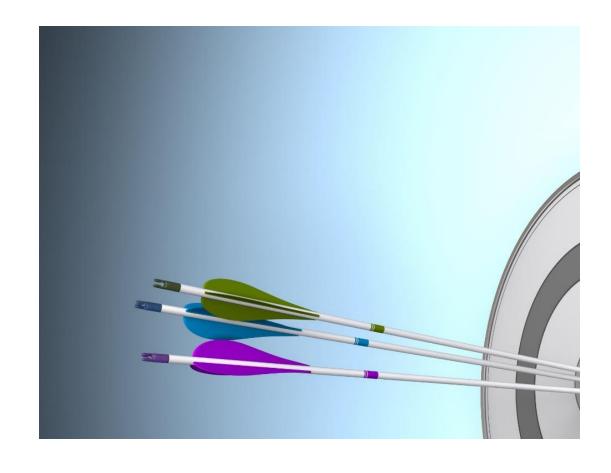
Farm to Fork strategy Sustainable Food Labelling Framework: nutrition, environment, social and animal welfare





Conclusions

- Footprinting is introduced by private and public sector
- ➤ Great potential but lack of data
- Methodologies still in development and lack of alignment between product and company level
- Limited recognition of sustainable practices
- Focus on GHG. Limited activity in other domains





Thanks for your attention

Questions?

Koen.boone@wur.nl

More information:

<u>Harmoniseren en meten van duurzaamheid (voedsel) – WUR</u>

(11) Koen Boone | LinkedIn

