



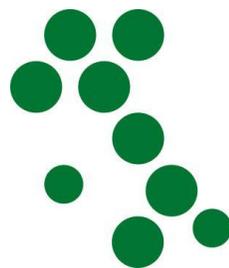
How PEF methodology can support the green transition? The case of Made Green in Italy policy

- Prof. Francesco Testa
- Sant'Anna School of Advanced Studies



The LIFE MAGIS project has received funding from the LIFE Programme of the European Union.

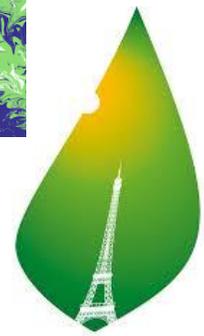
<https://www.lifemagis.eu>



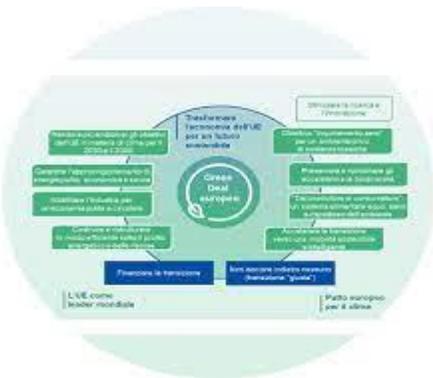
The institutional context calls for a business contribution towards a sustainable transition



- Policy makers (Global, Regional, National, Local)
- Environmental movements and NGOs
- Consumers and Competitors
- Financial community



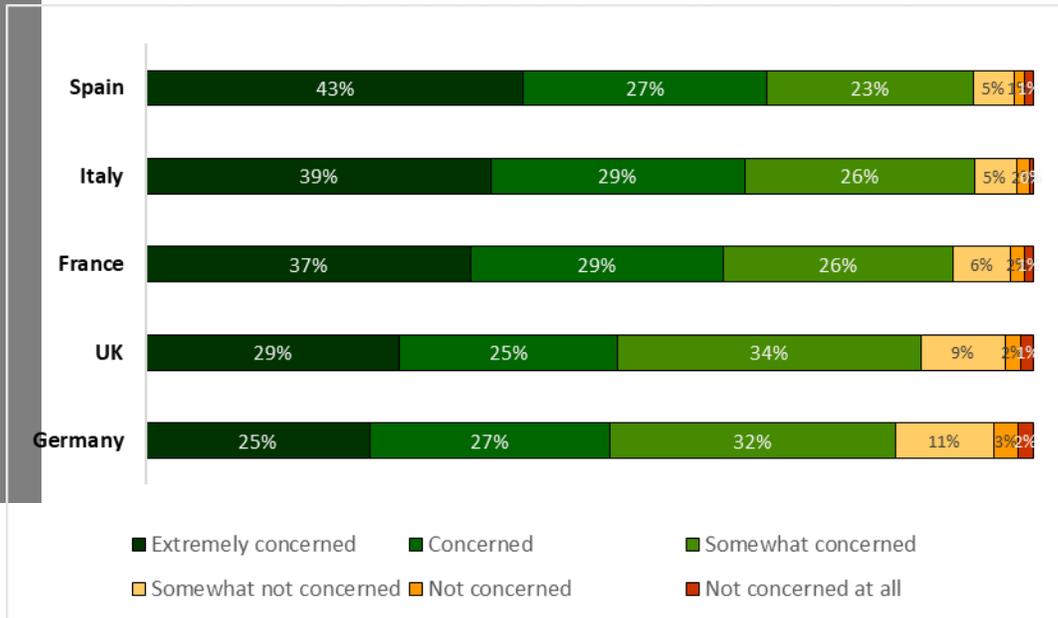
MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



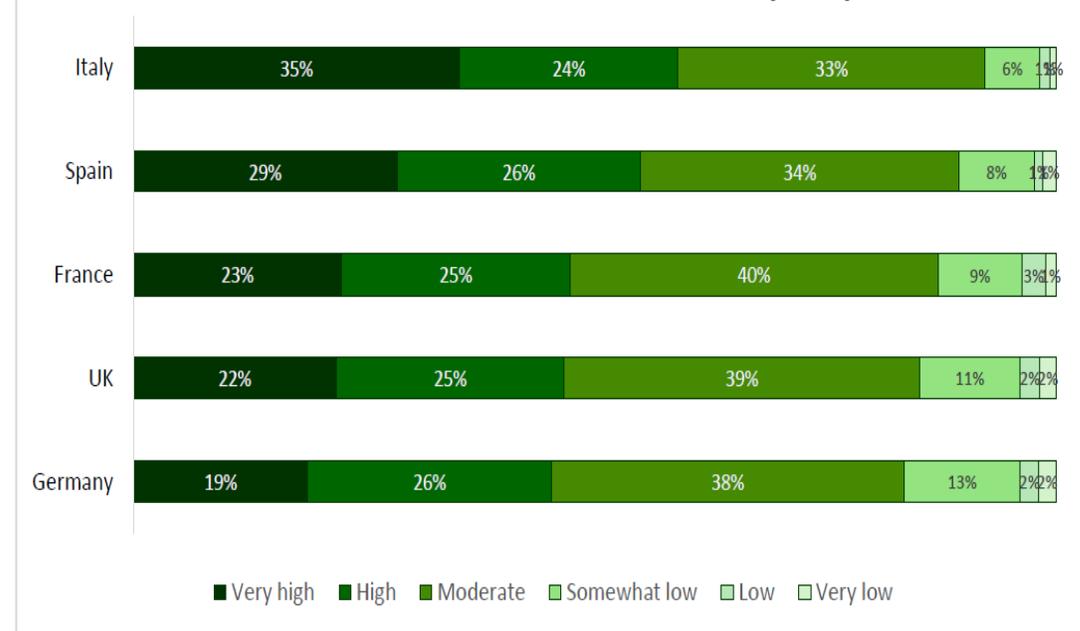


Consumers want to play a role

ENVIRONMENTAL CONCERN IN EUROPE – Feb 2020

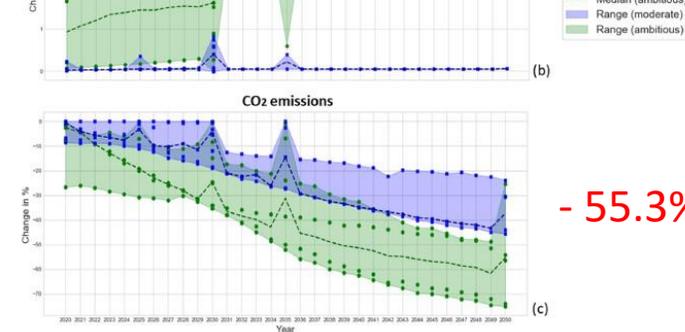


PERCEIVED CONSUMER EFFECTIVENESS (PCE) – Feb 2020

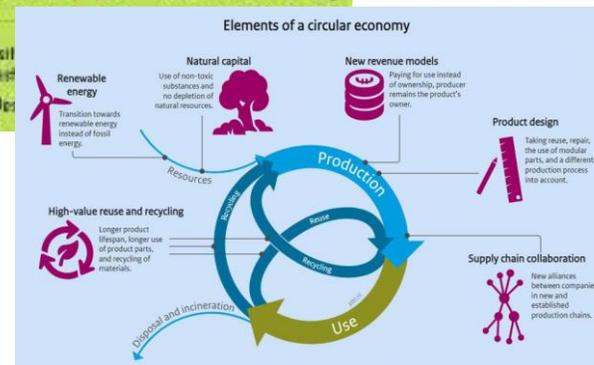


- About **90% of Europeans** believe that the **environment is seriously threatened** generating deep concern and that **we are not doing enough**
- More than 85% of European consumers in the 5 countries consider the **purchase act to be an effective action that can have an impact on the environment**

Source: Sant'Anna – MAGIS, 2020 (approx. 4.200 corresponding to IT, UK, ES, DE, FR)



3. Range of changes in (a) GDP, (b) job creation, and (c) CO₂ emissions from 2020 to 2050 as estimated in the selected studies. Blue crosses indicate the values of moderate scenarios in each study. Green dots indicate the values of ambitious scenarios in each study. Blue and green dashed lines denote the median of moderate and ambitious scenarios in year, respectively. Light blue and green areas denote the range between the maximum and minimum values for moderate and ambitious scenarios per year, respectively. (For pretation of the references to colour in this figure legend, the reader is referred to the Web version of this article.)

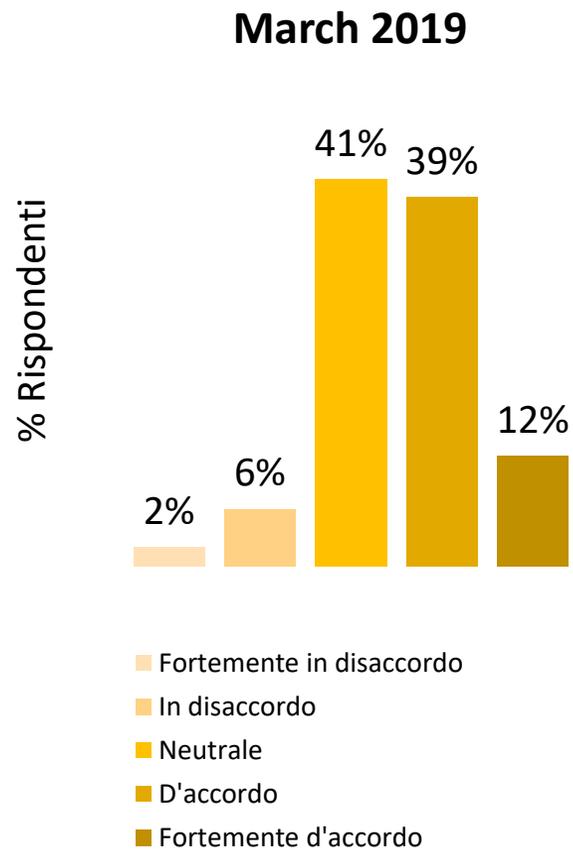


institutional pressures can also lead to a **DECOUPLING** between the symbolic assimilation of environmental/social practices and the real organizational environment

The term was first used in the Oxford English Dictionary in 1999: «**Disinformation** disseminated by an organisation so as to present an **environmentally responsible public image** but perceived as being **unfounded or intentionally misleading**»

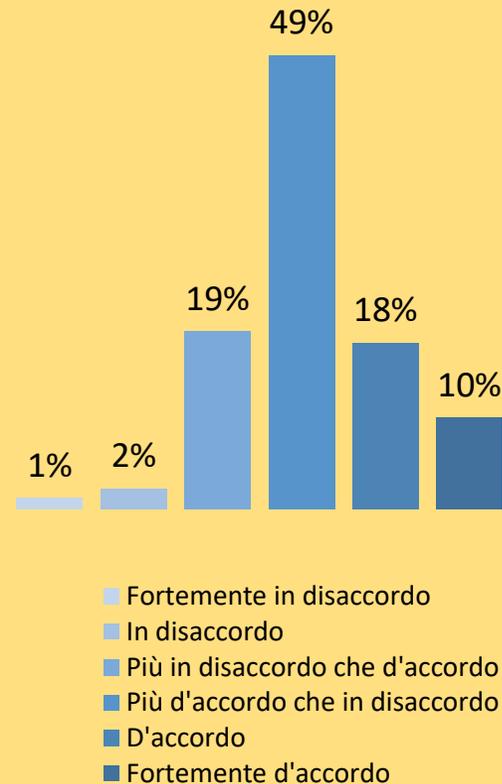


Beliefs on greenwashing

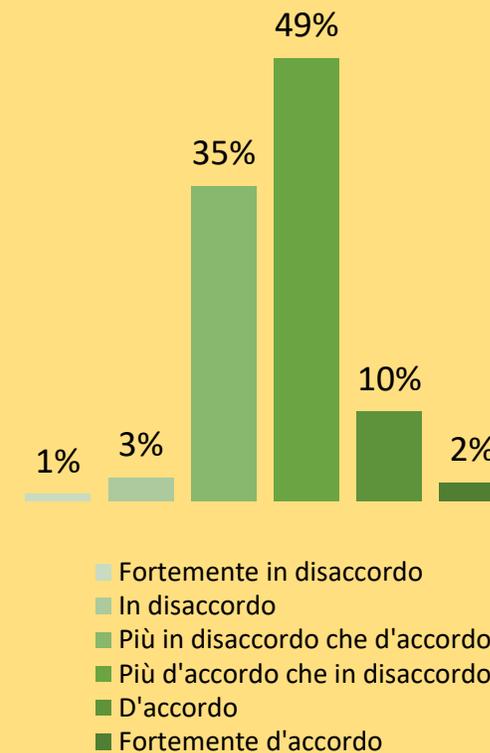


The suspicion that companies practice greenwashing is reducing

February 2020



September 2020





The EU Product Environmental Footprint Initiative



- **PEF**

- ◆ *Defines common methods to measure and communicate the life cycle environmental performance of products and organization*
- ◆ *Based on a collaborative approach with industries (common definition of rules)*
- ◆ *Define a representative product for each product category (benchmarking)*
- ◆ *Supporting companies in identifying environmental hot spots and, consequently, improvement actions*
- ◆ *Design robust green claims avoiding greenwashing*



Scuola Superiore
Sant'Anna
Finalised PEFCRs

-  Batteries and accumulators
-  Liquid household detergents
-  Decorative paints
-  Metal sheets
-  Hot & cold water pipe systems
-  Photovoltaic electricity generation
-  Intermediate paper products
-  Thermal insulation
-  IT equipment
-  T-shirts
-  Leather
-  Uninterrupted power supplies

-  Beer
-  Pet food
-  Dairy products
-  Pasta
-  Feed
-  Wine
-  Packed water
-  Olive oil (pending)

Finalised OEFSRs
Stakeholders in the world (= leading stakeholders)



Retail sector

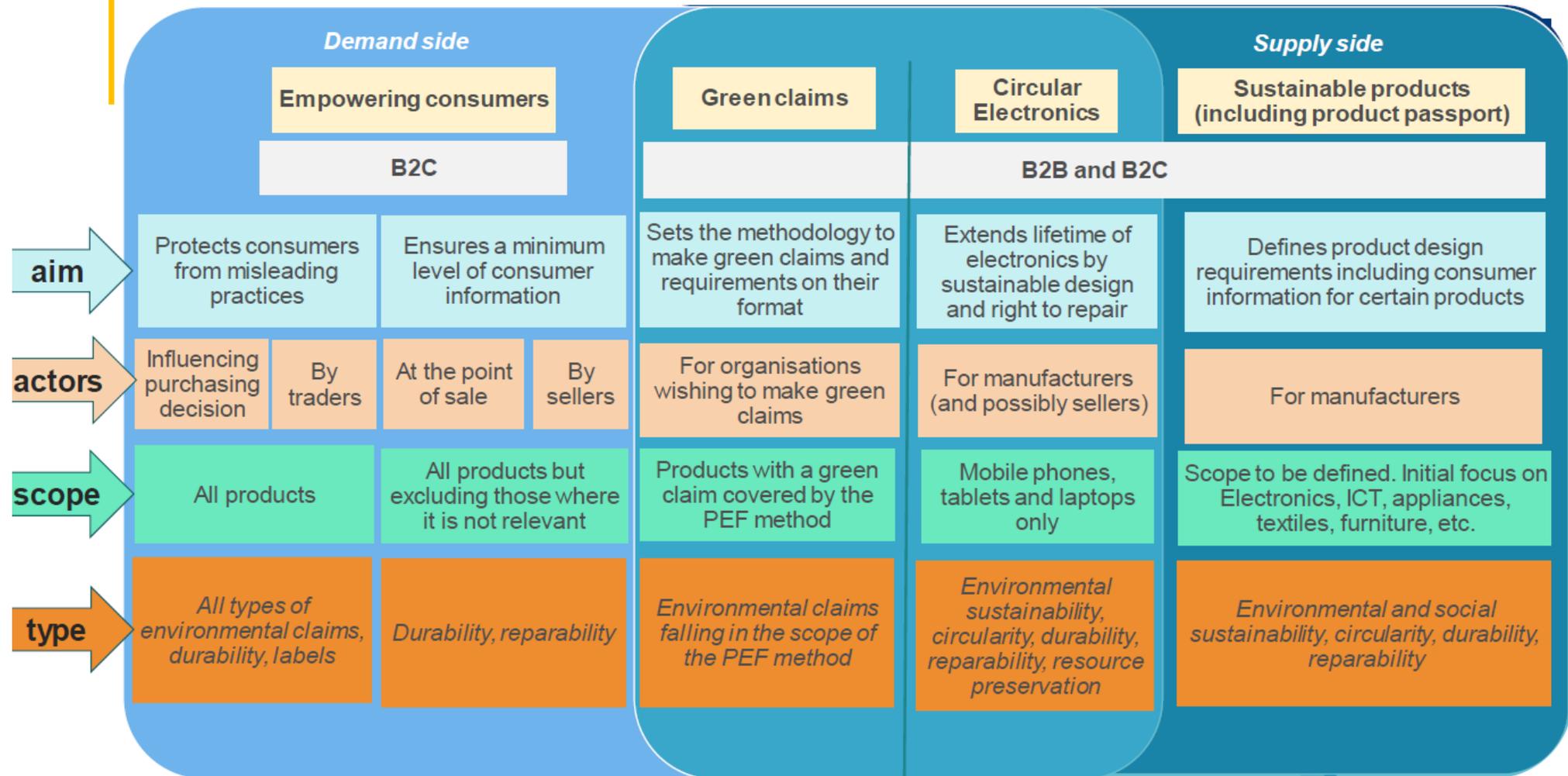


Copper sector

Fonte: **Imola Bedó, 2019** - Environmental Footprint Team, DG Environment, *"The Environmental Footprint: Updates and Next Steps"*



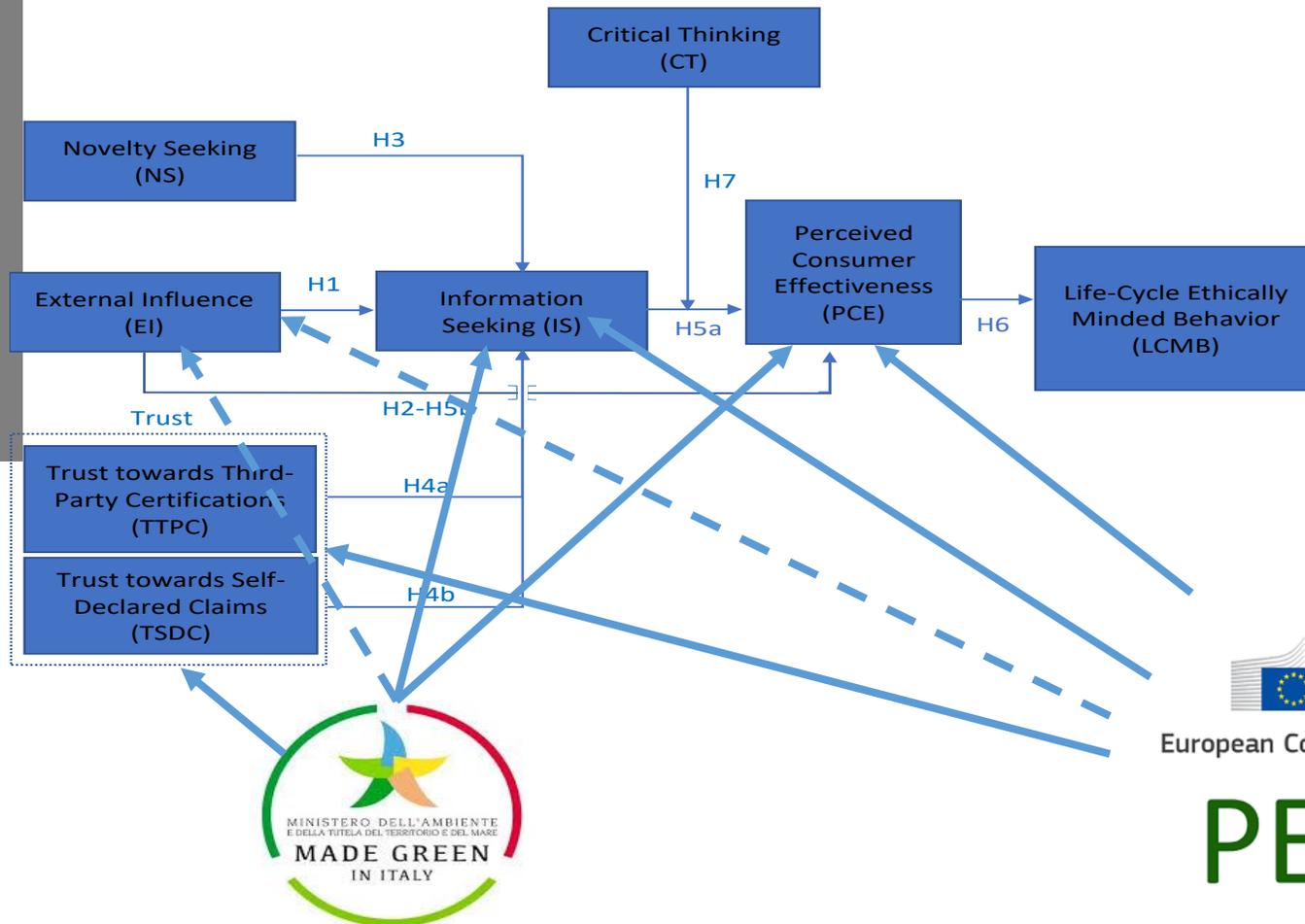
PEF in EU forthcoming policies





Information and trust are important to reduce the gap PEF & Made Green in Italy may play a role

Figure 1- The proposed model



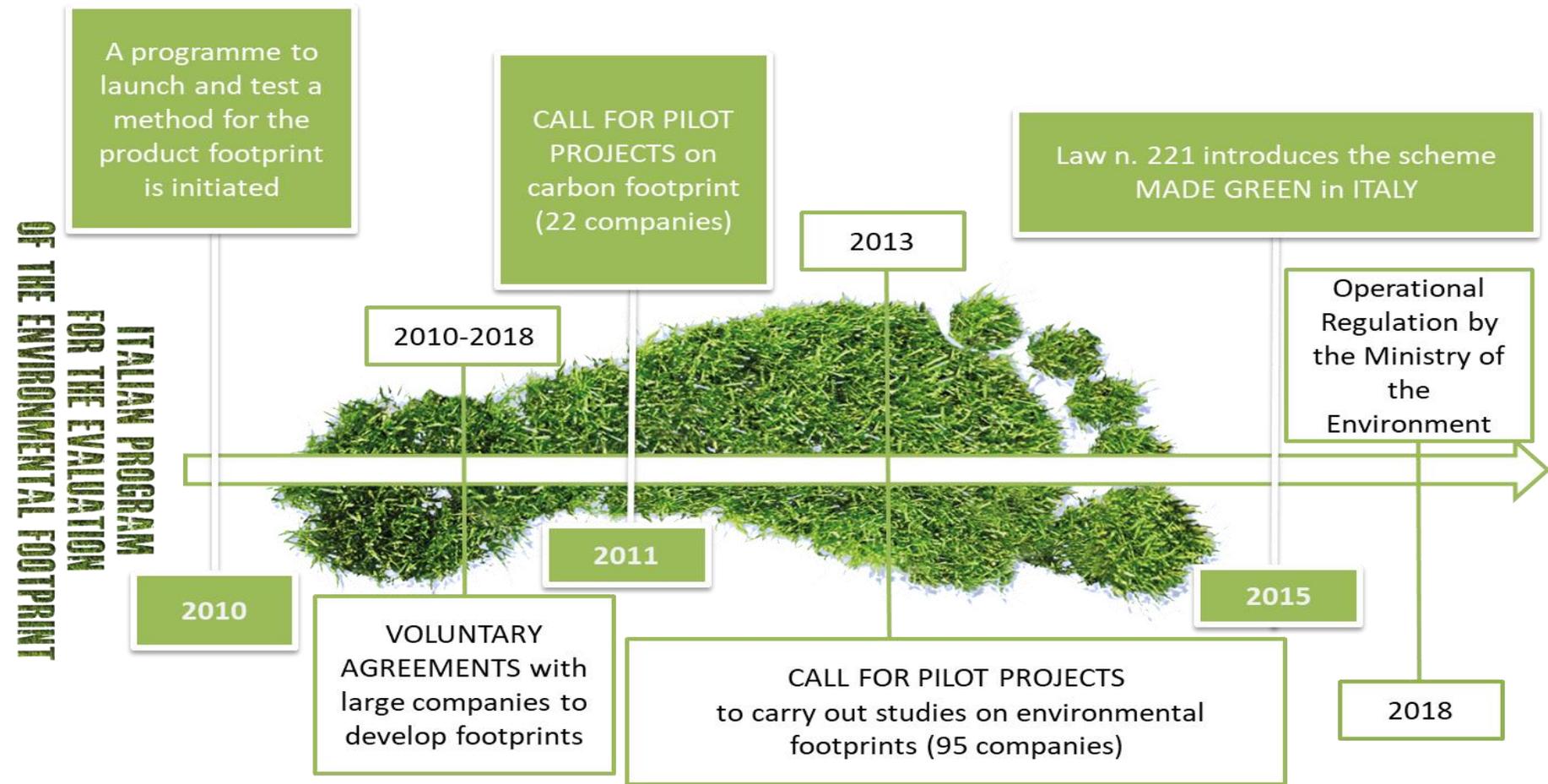
Hypotheses	Results
H1: External influence has a positive impact on consumer' information seeking	Supported
H2: External influence has a positive impact on perceived consumer effectiveness (PCE)	Supported
H3: Novelty seeking has a positive impact on information seeking	Supported
H4a: Trust towards third-party certification inhibit information seeking	Inversely Supported
H4b: Trust towards self-declared claim inhibit information seeking	Not supported
H5a: Information seeking positively influences PCE	Supported
H5b: Information seeking mediates the impact of external influence on PCE.	Supported
H6: Perceived consumer effectiveness positively affects the Life-Cycle Minded Behavior (LCMB).	Supported
H7: Critical thinking moderates the relation between information seeking and PCE. When critical thinking is high, PCE increases.	Not supported

PEF & Made Green in Italy may affect some significant determinants





The history of «Made Green in Italy»





«Made Green in Italy»

- **Voluntary scheme**, introduced by National Law n. 221/2015;
- It is a **combination of type 1 and type 3 ISO labels**
- It is **fully based on the Environmental Footprint method** and it adopts **Rec. 2013/179/CE** and **following guidelines**;
- An **operational Regulation** has been published by the Ministry of the Environment to enact and apply the Law.
- Application has allowed to **Made in Italy products**





Relationship with the EU PEF method and related initiatives

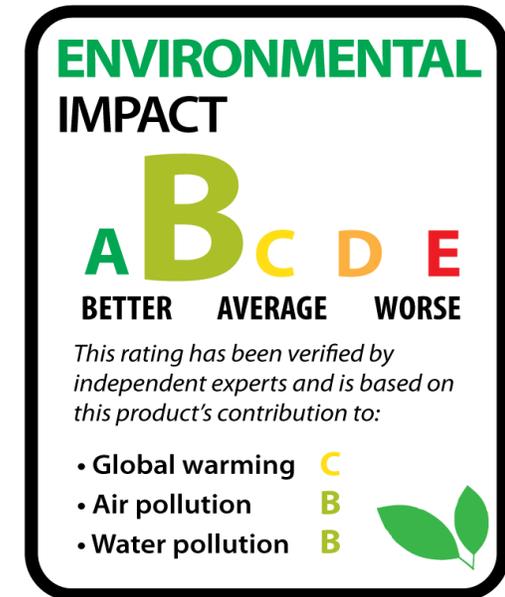
- If PEFCRs exist at the EU level, these must be applied;
- If not, CRs can be developed at the MS level, but according to the subsidiarity principle.
- To propose national CRs: must represent more than 50% of the relevant sector.
- If CRs are developed at a national level, they should undergo a public consultation process, managed by the Ministry of the Environment, in order to be finally approved.





The benchmark must:

- always be defined by the proponent of a (PEF)CR if it is not available at European level;
- be accompanied by 3 classes (A - B - C) even if at European level the classes have not been defined or a different number have been defined.
- If benchmarks have already been calculated and made public at European level, the proposer transposes these values in the CRs of the "Made Green in Italy" scheme, aggregating the three most relevant impact indicators, weighted by adopting the proposed method from the PEF guidelines.



www.eco-impact.eu



Current state of the art of the approved PCR:s:

- Shoppers in PE
- Cheese (Provolone & GP)
- Wool woven
- Wooden packaging
- Industrial laundry services
- Vinegar
- Pasta



- Geotextiles
- Steel casting
- Forthcoming:
 - Tobacco
 - Pig meat
 - Bovine meat



How does it work for an applicant?

An applicant company can participate in the scheme if:

- **Carries out a PEF study** according to all the applicable EU and national rules (Rec. 179, EC guidelines, National operational Regulation, Category rules,... including applicable environmental laws),
- Performs well **against the benchmark**,
- Pursues and achieves a **continuous improvement** of the product footprint (main impact categories), if not in the «best class»,
- Complies **with additional criteria** (focused on the specific product group, e.g. for food: organic farming, etc.)
- **Communicates the PEF** results to consumers and stakeholders,
- Updates the PEF study.



What can and should be communicated

- A logo is assigned and **must be placed on the product**;
- A bidimensional bar code must be used to lead the consumer to a **landing page with and EPD-like detailed declaration**;
- **Indicators on the three main impact categories** are communicated;
- **Positioning against the benchmark** can be communicated;
- **Achieved continuous improvement results** (if documented) can be communicated;
- **Compliance with National GPP mandatory criteria** (if checked and validated) can be communicated.





The verification procedure includes both a “desk” documentary analysis and an audit “in field” of the applicant and its supply chain.

The objectives of the audit are to ensure that:

- The methods used to conduct the environmental footprint assessment study and the related results are consistent with the 2013/179 / EU recommendation, the PEF guidelines and the corresponding RCP
- The data are appropriate, reasonable and meet the quality requirements
- The interpretation of the results reflects the identified limitations
- The study is transparent, accurate and consistent
- The identification of the performance class is correct
- The DIAP complies with the requirements of the RCP and the "Made Green in Italy" regulation
- The quality control of the quantitative information reported in the DIAP is guaranteed
- The accuracy of the qualitative information reported in the DIAP is guaranteed



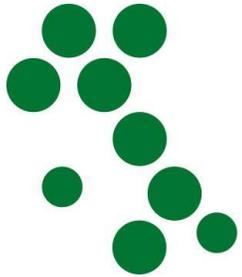


Verifiers and products:

- First verifier has been accredited in July 2021

- First product has been awarded the Made Green in Italy certification in July 2021





**LIFE
MAGIS**

MAde Green in Italy Scheme

Thank you

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The LIFE MAGIS project has received funding from the LIFE Programme of the European Union.

<https://www.lifemagis.eu>

