



PEFMED outputs

*products environmental footprint
assessment methodology in food
sector: case studies*

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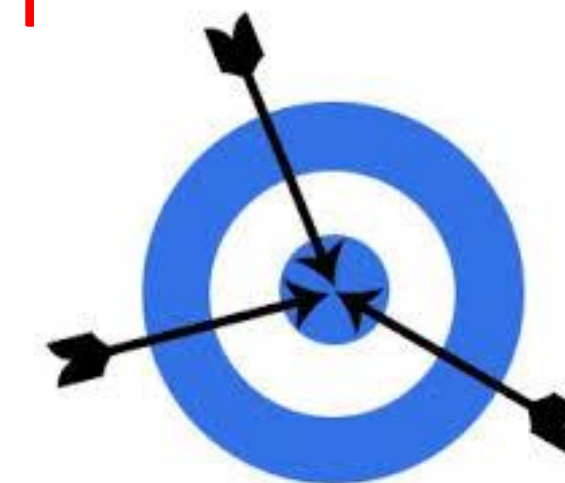
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PEFMED OVERALL OBJECTIVES



- ✓ To foster targeted **systemic ecoinnovation** interventions to **green** the agrifood supply chain
- ✓ Promote the **market uptake** of **eco-innovative production solutions** and maintain the **competitiveness** in the frame of the regional Smart Specialization



Project objectives



- ▶ PEFMED has been the **1st** verification in Europe of the PEF standards **within given territorial domains**.
- ▶ It **strengths** connection & cooperation between LCA research & ecoinnovation experts and agrofood business organization in MED Countries **by providing a set of technology, organizative & market intelligence drivers**.
- ▶ to **guide** a mind-change in traditional agrofood productions model towards PEF-compliant measures

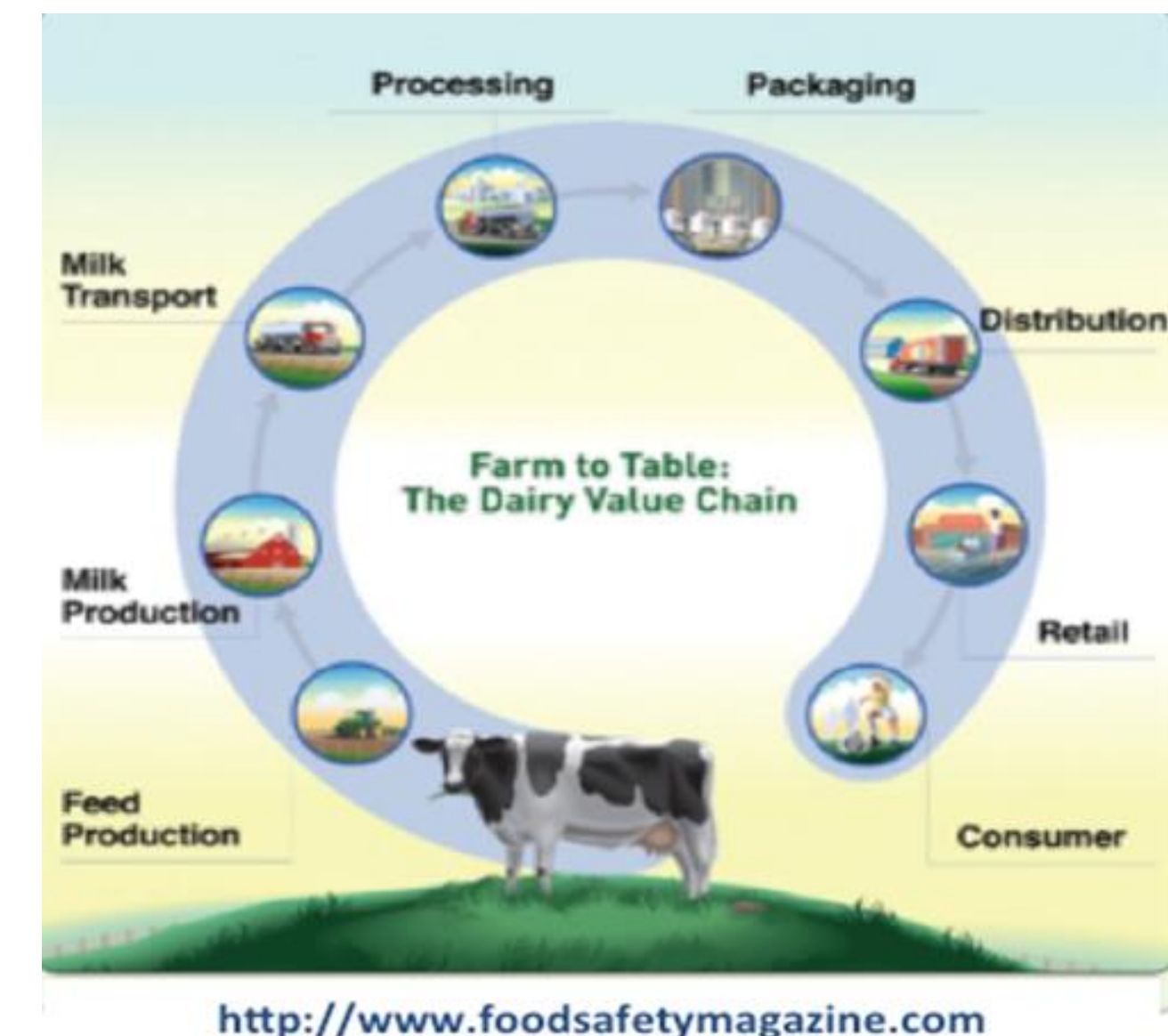
NOW PEFMED PLUS MOVE FORWARD TO SPREAD PEFMED EXPERIENCES IN OTHER COUNTRIES AND AGRIFOOD CLUSTERS!



THE "PRODUCT ENVIRONMENTAL FOOTPRINT" METHODOLOGY

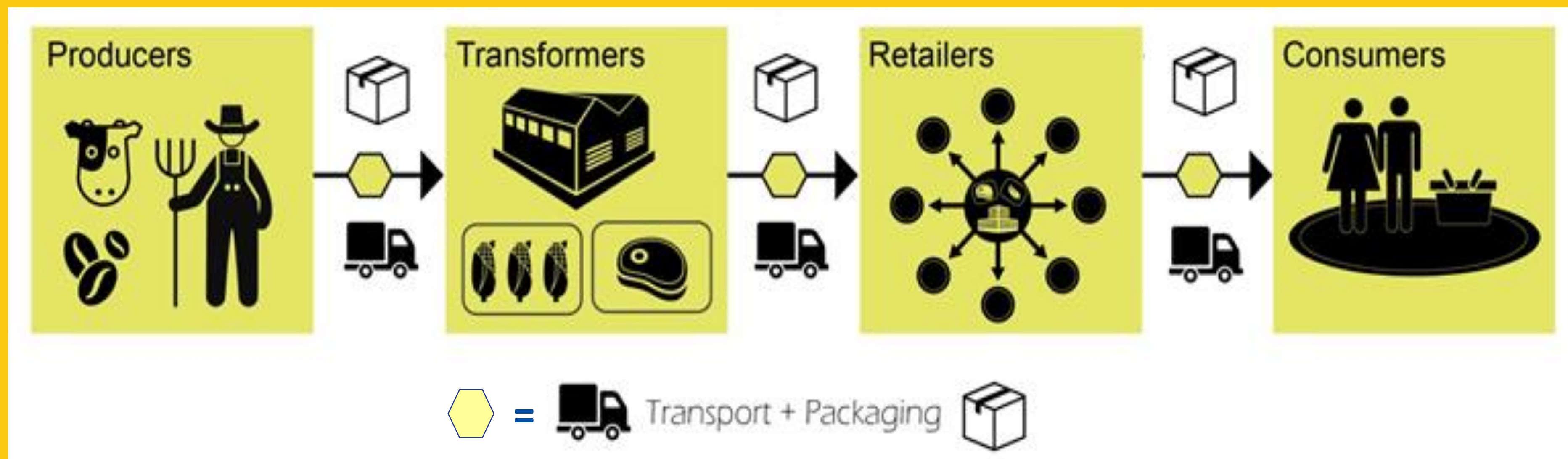
FROM THE CRADLE TO THE GRAVE

- ✓ The "Product Environmental Footprint" (PEF) **method** is based on evaluating the environmental impact of a product throughout its **life cycle**, from the primary production to domestic consumption and waste treatment (**LCA method**)





Many different stakeholders **along** and **around** the agrofood chains



TAKING INTO ACCOUNT AND MONITORING ALL THE FOOD CHAIN !



REGIONS AND PRODUCTS



Regions: France, Italy, Portugal, Spain, Slovenia and Greece

- ✓ This method, coupled with environmental and socio-economic aspects, was **tested** in nine agri-food product chains and clusters located in different Mediterranean regions
- ✓ **Over 100 companies from nine mediterranean regions have been involved to reduce the environmental footprint**
- ✓ **Six consumer goods: Olive oil and Bottled water (France), Wine (Italy), Livestock feed (Portugal), Cured meats (Spain) and Cheese (in Slovenia, Italy and Greece).**



PRODUCTS CHAIN & Test

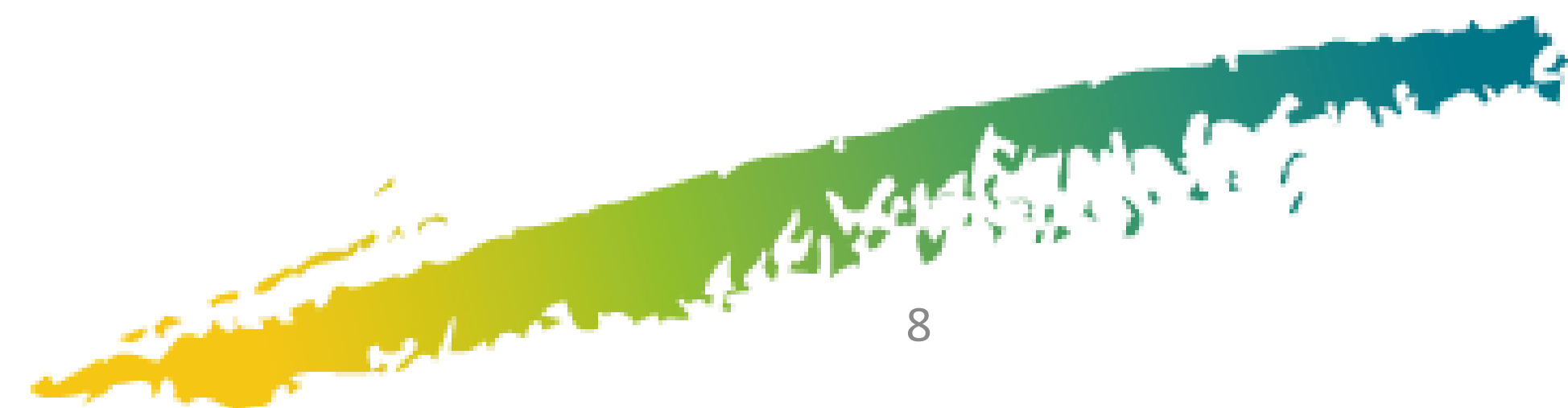
► **Sectors are:** *Olive oil, Packed water, Meat, Wine, Dairy, Feed for food-producing animals.* These products have been already tested by the EC and environmental life-cycle results are available.

► **100 agrofood** companies (estimated value) within these 9 MED systems indirectly involved in the PEFMED method application

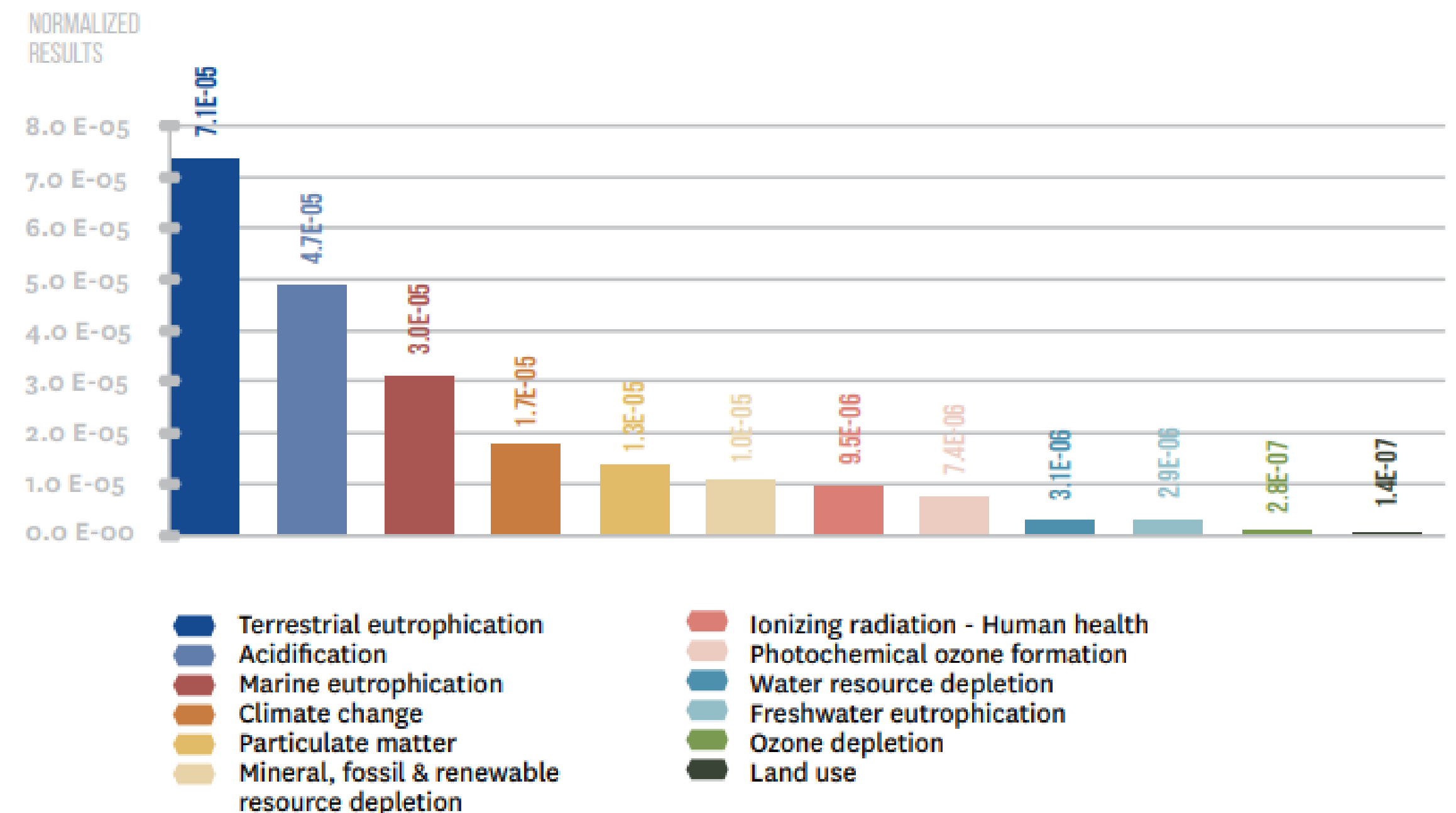
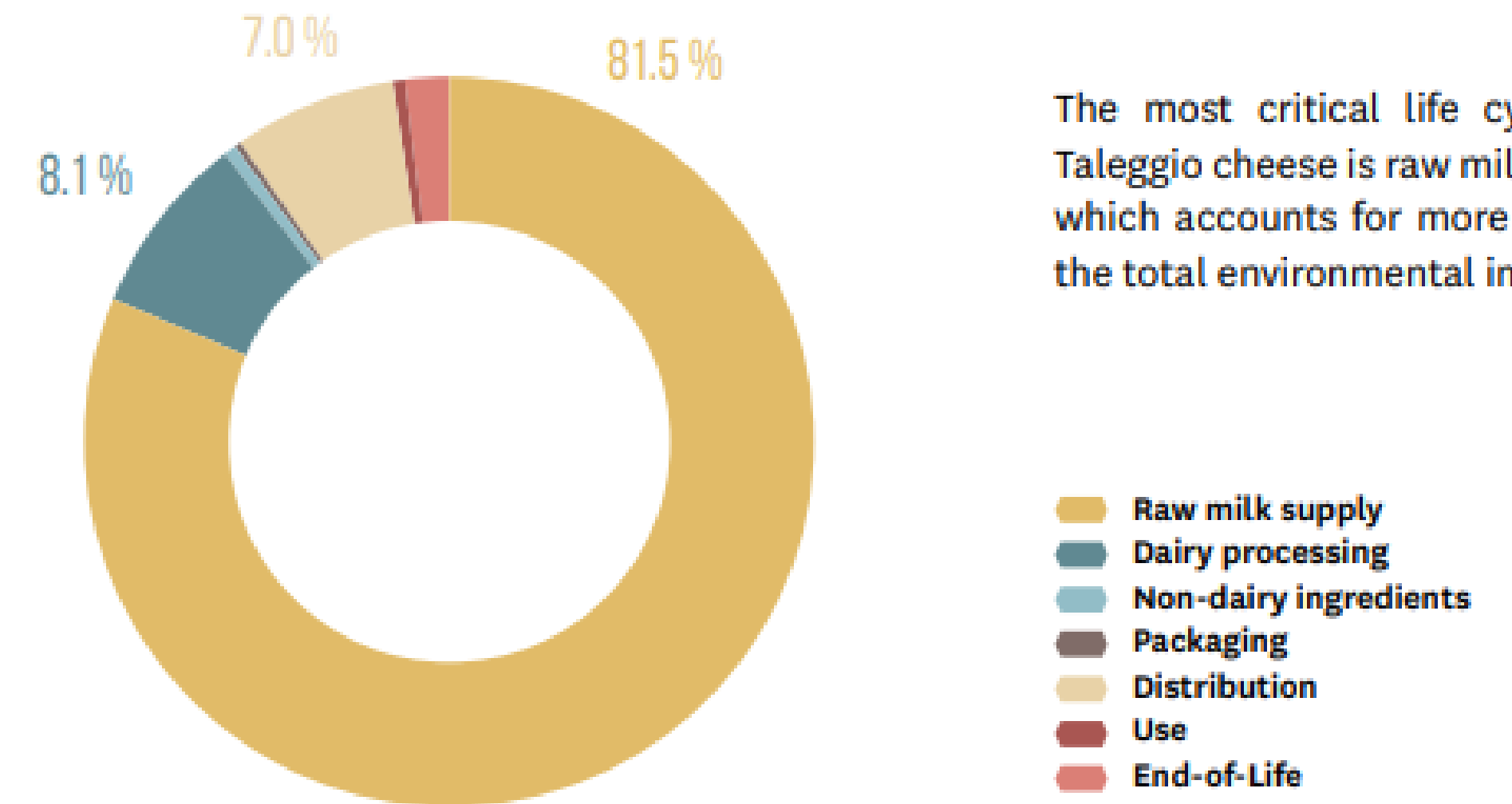
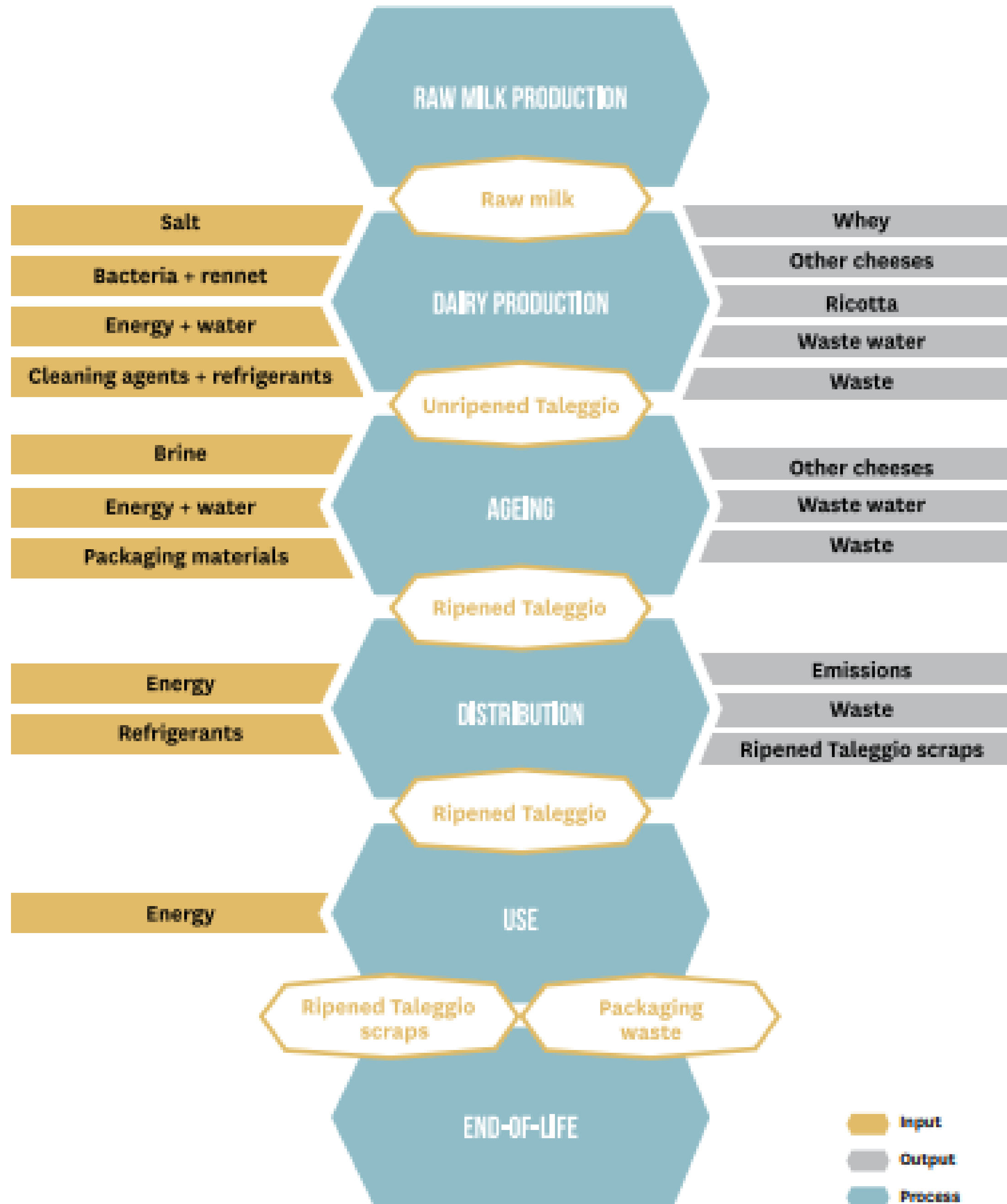
Pilot test phase



*In Lombardy region method was
tested on Taleggio DOP Caseificio
Sangiovanni s.r.l.*



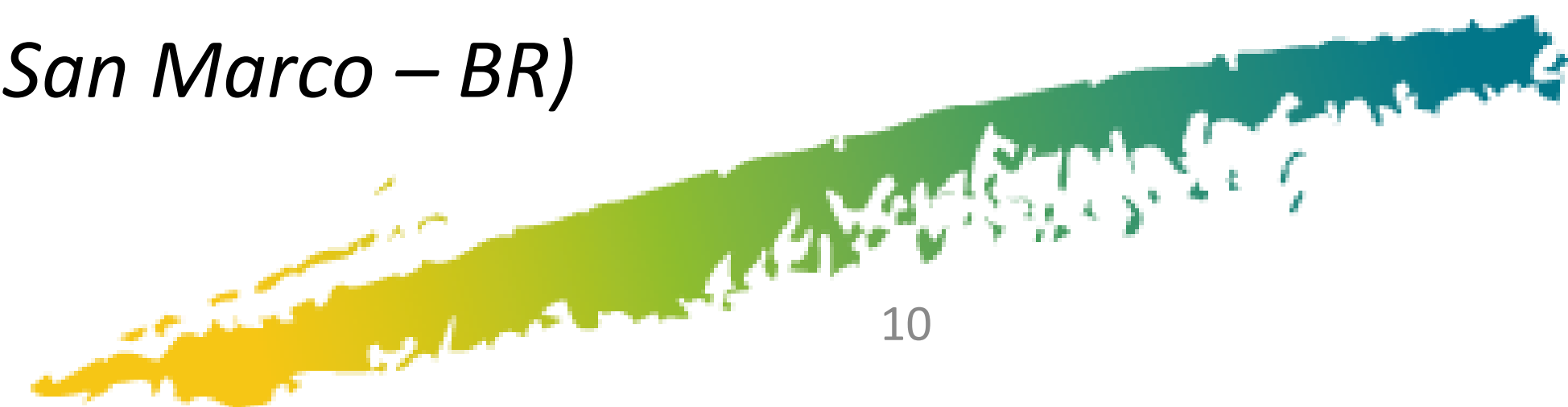
THE MAIN RESULTS OF THE PEF STUDY



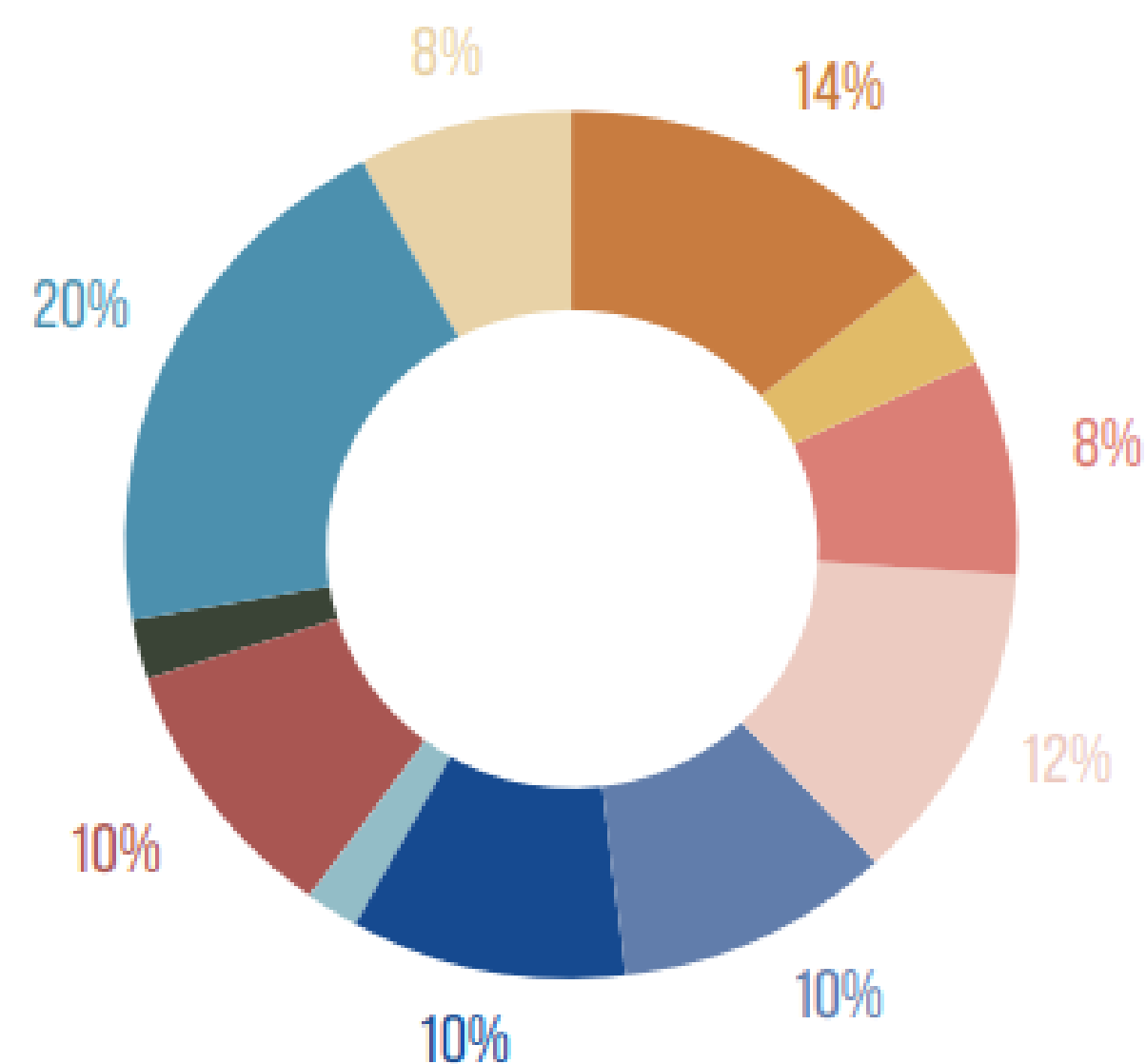
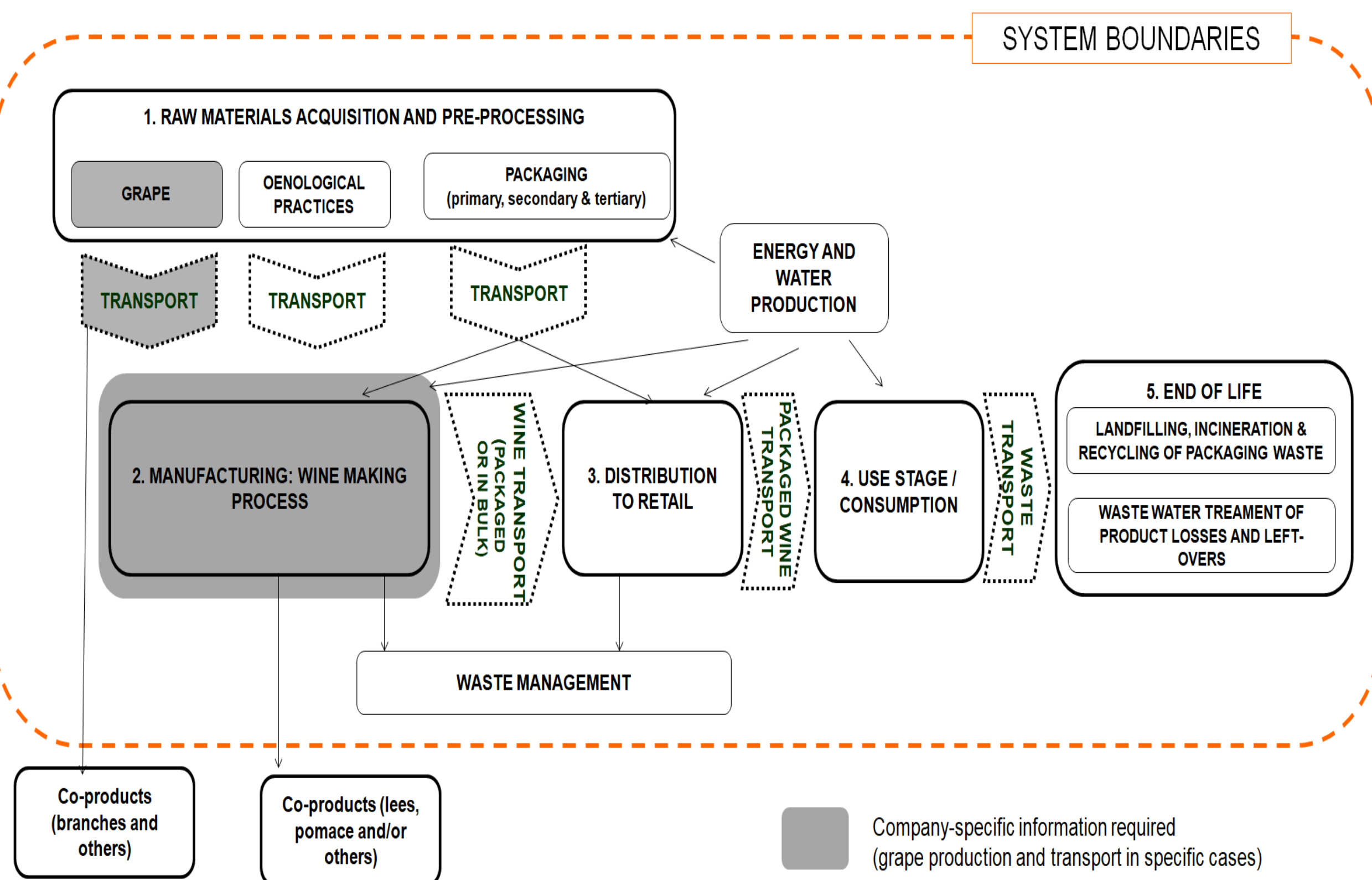
Pilot test phase



*In Puglia method was
tested on Tinaia wine
Cantina 2 Palme
(Cellino San Marco – BR)*



Tinaia wine – System Boundaries and main impact categories



The most relevant impact categories are Terrestrial Eutrophication, Acidification, Photochemical ozone formation, Climate Change and Water depletion. Grape production, Distribution, Packaging production and Use account for around 90% of the impact of the complete life cycle. Packaging accounts for around 50% of the 5 most relevant impact categories.

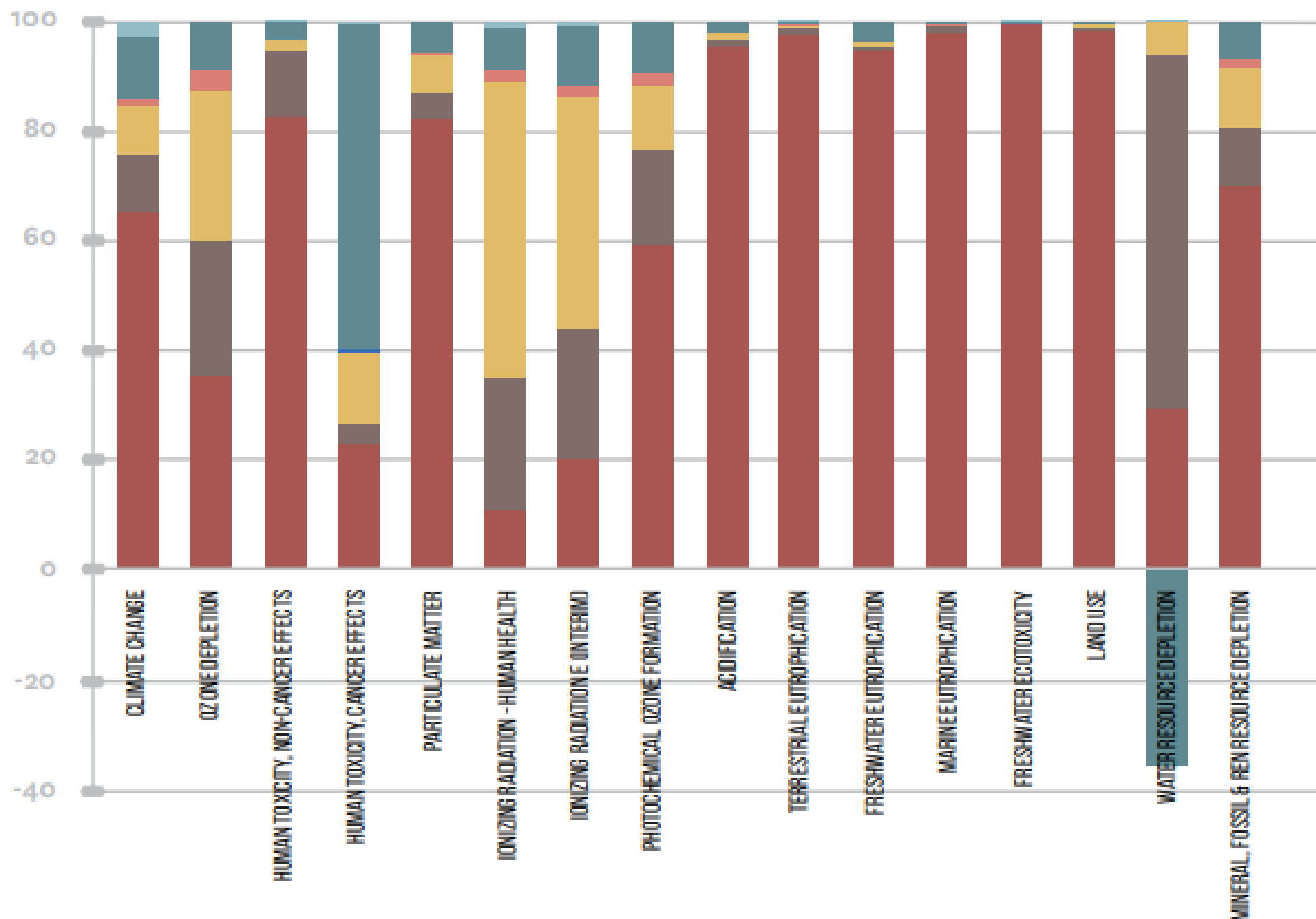
- Water resource depletion
- Mineral, fossil & renewable resource depletion
- Climate change
- Particulate matter
- Ionizing radiation - Human health
- Photochemical ozone formation
- Acidification
- Terrestrial eutrophication
- Freshwater eutrophication
- Marine eutrophication
- Land use



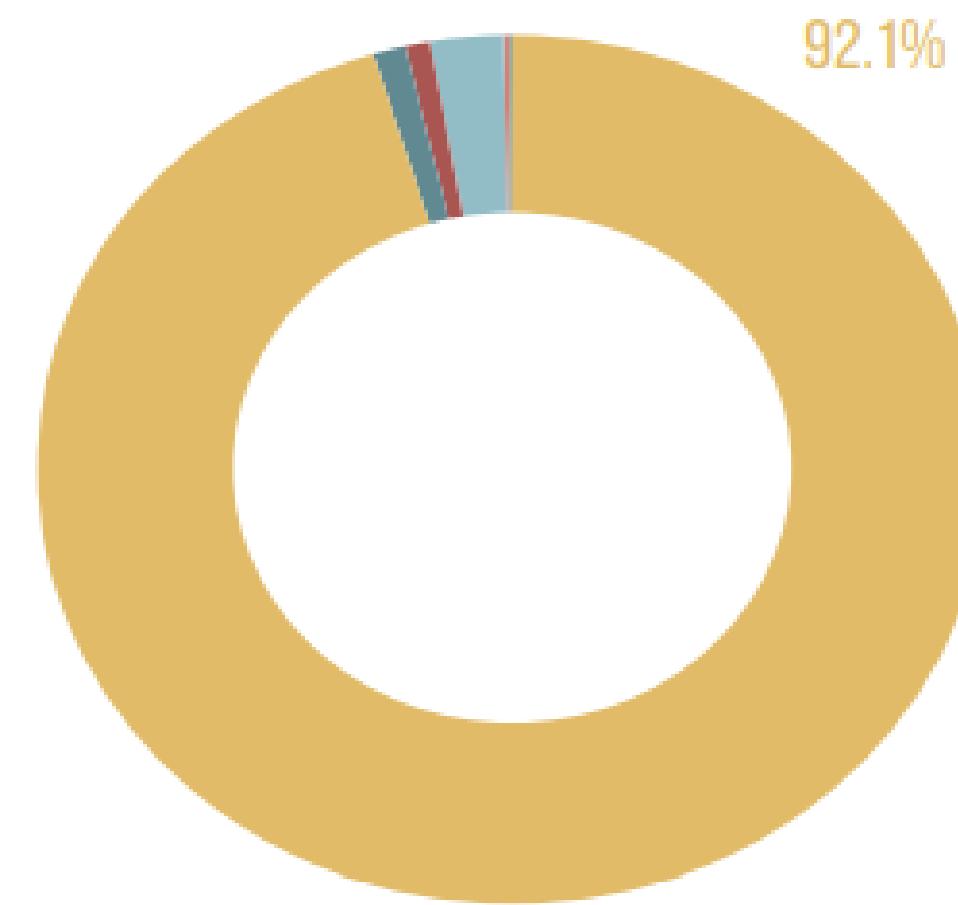


Moulin Rossi
EXTRA VIRGIN OLIVE OIL
 IN A GLASS OR BAG-IN-BOX CONTAINER

NORMALIZED RESULTS



THE MAIN RESULTS OF THE PEF STUDY



The most critical life cycle stage of olive oil in glass container is Cultivation of Moulin Rossi olives, which accounts for more than 90% of the total environmental impact.

- Processing (for 1 kg of olives)
- Glass container 75 cl
- Cap
- Distribution of olive oil
- Cardboard
- Cultivation of Moulin Rossi olives

The stages which impact the environment the most are Cultivar and Packaging, depending on the impact category.

The most significant process of olive cultivation, which accounts for more than 80% of global impact is pomace fertilization.

- Carboard bottle boxes
- Bottle caps
- Olive oil in glass container distribution
- 75 cL glass containers
- Processing 1 kg of olives
- Moulin Rossi olives cultivation
- 1L of olive oil bottled in 75 cL Rossi bottle

PEFMED “TOOLS”

PEF Tool

designed for 3 products: olive oil, packed water and wine to allow a simplified **qualitative** and **quantitative** assessment of each sector, from their production to their end of life.

Socio–Economic Indicator Guide

consists of a set of **14** Key Performance Indicators (KPIs) and **36** questions to test the applicability of the new EU Product Environmental Footprint method (PEF) and It is useful for companies to identify where and how to improve on their supply chain

INFOSHEETS

INFOSHEETS a list of potential eco-innovative solutions with over 60 good practices and solutions for greening Agrofood sector.

Innovative Product Environmental Footprint (PEF) tool

- PEF Tool was designed for 3 products: olive oil, packed water and wine.
- The tool allowed a simplified **qualitative** and **quantitative** assessment of each sector, from their production to their end of life.
- This **easy to use** tool helped assessing the product life cycle hotspots, e.g. in terms of most critical phases, processes, impact categories, and improvement potentials.

Steps

1. Qualitative assessment -
Questionnaire

2. Qualitative assessment -
Results

3. PEF - System boundaries

4. PEF - Data collection

5. PEF - Results

6. PEF - Benchmark



Economic and Social Key Performance Indicators (KPIs)

- Designed for the product groups of the 9 MED agrifood regional systems (clusters & supply chains) involved in the project.
- The tool consists of a set of 14 Economic and Social Key Performance Indicators (KPIs) and 36 questions to test the applicability of the new EU Product Environmental Footprint method (PEF).
- It also useful for companies to identify where and how to improve on their supply chain
- Socio – Economic Indicator Tool and Guide are available [here](#).



The indicators include

- ✓ human rights
- ✓ working conditions, health and safety
- ✓ cultural heritage
- ✓ governance
- ✓ socio-economic territorial impacts.





SE-KPIs TOOL IMPLEMENTATION

- The results of applying SE-KPIs tool reflect the company's progress in this field, and indicate the sustainability of its supply chain in **socio-economic terms**.
- Using this method on a yearly basis allows companies **to track progress** on specific KPIs, and identify areas for improvement. Users can choose to focus their resources on all KPIs, or select those that most interest them.
- More on SE-KPIs Tool available [here](#).



INFO-SHEETS TOOL

Description of Innovative solutions
(technological / management / tools)
effective to be used by companies
for improving the environmental footprint of agrifood value chains

✓ Target Group(s): **SMEs**



INFO-SHEETS CATALOGUE

✓ **51** Info-sheets related to 6 Specific Thematic Areas

Water

Waste

Packaging

*Resource
efficiency*

Eco-labeling

*Socio
economic*

✓ **10** Cross-cutting Info-sheets

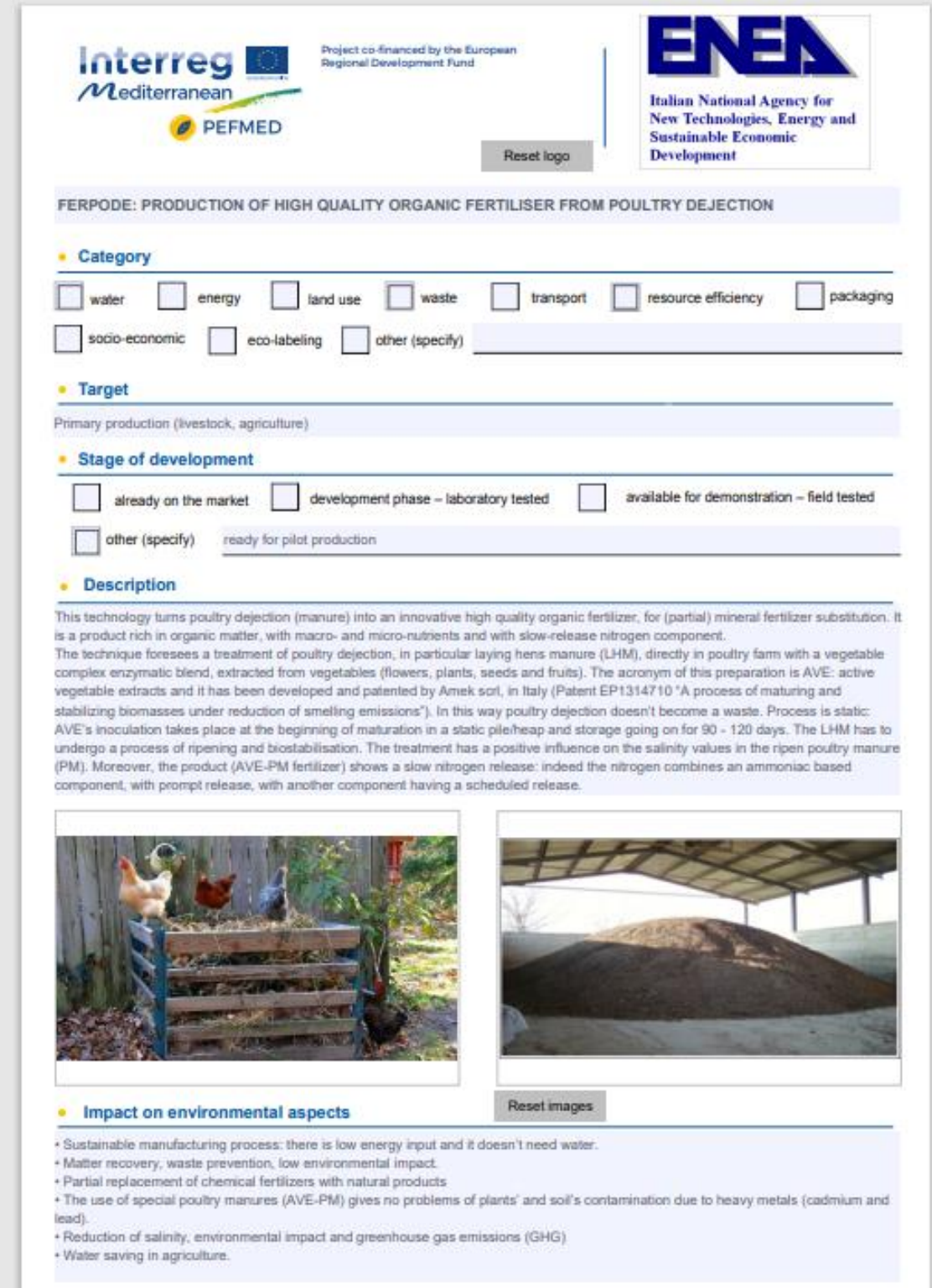
Other

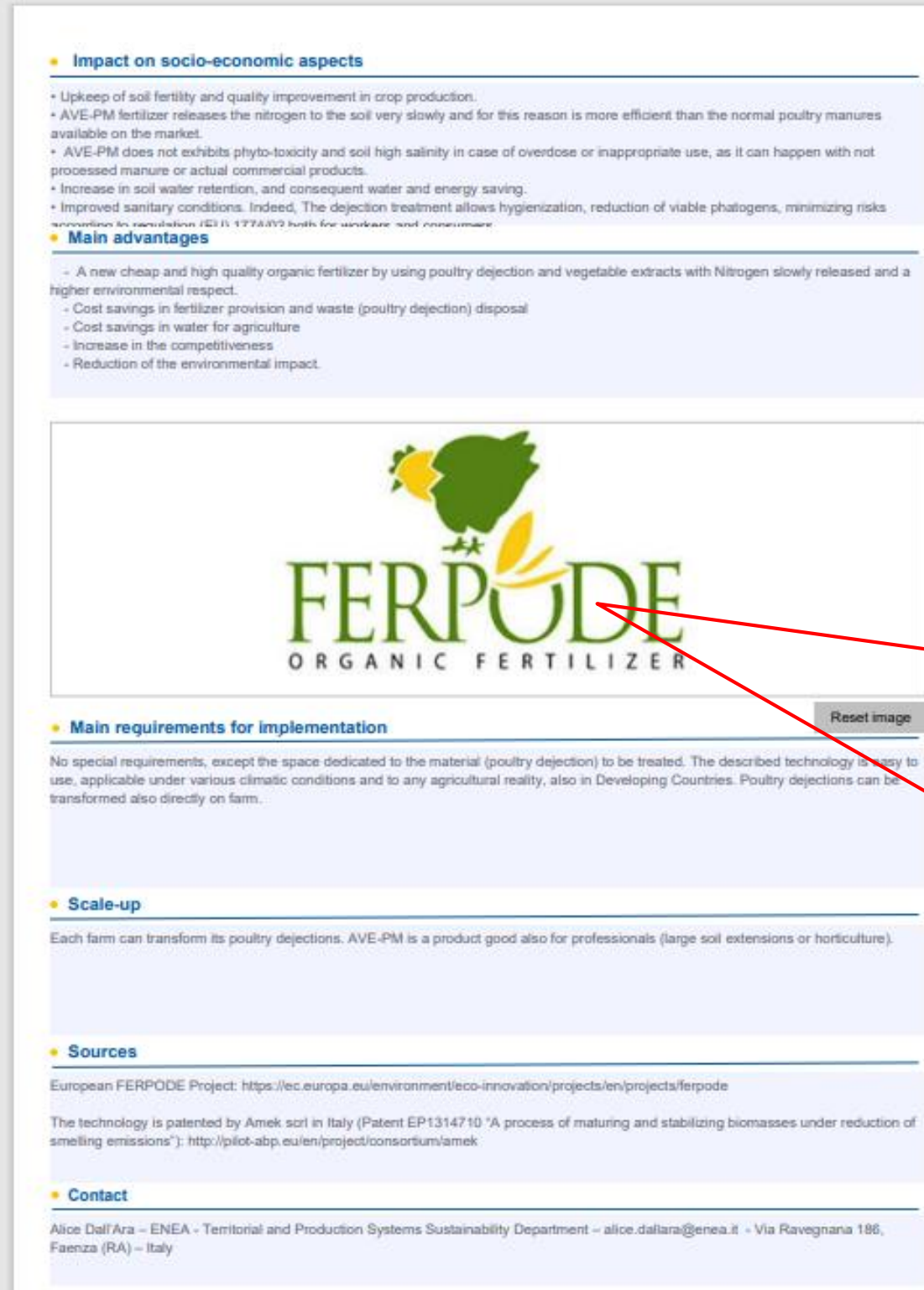


INFO-SHEETS TOOL

Waste

Description of Innovative solutions to be used by companies for improving the environmental footprint of agrifood value chains





Source: <https://www.pefmed-wiki.eu/infosheets>



Replicability potential

Companies can use the tools and the PEFMED experience to perform a preliminary assessment on environmental and socio-economic aspects of their entire production chain

- ✓ The drivers are the same everywhere and all companies are interested to save money, increase resource use efficiency and stay competitive on the market
- ✓ There are **no** “borders” for their application also if **some adaptation** could be necessary

- ✓ They are **not specific** for a region or a country and can be applied to other productive systems.
- ✓ The info sheets are “universal” and inform companies about opportunities for becoming more sustainable.

PEFMED results

Goals achieved

1

Definition of a PEFMED mixed method (PEF requirements+ environmental /socio economic territory based indicators)

2

LCA- based stress tests reports delivered for the pilot agrofood productive systems.

3

Development of territory-based PEF self-assessment diagnosis tools (in all partners languages + EN)

4

National roadmaps for environmental footprint sustainability in MED productions

LESSON LEARNED

- Each Country involved has a different «**awareness**» about the environmental performances related to food production and consumption
 - *Agrifood sectors have a **different perception** on eco-labelling, strictly connected to market condition, regulatory framework and consumer trends*
- Smaller agrifood companies show higher **difficulties** than the bigger ones to comply with the P.E.F procedures and cost
 - *Agrifood sector, as a whole, needs a massive campaign of **capacity building** to increase the skills of their workforce and be ready to meet the challenges represented by the future environmental labelling schemes*





Agrifood goes green !

Thank you!