

# EU green strategies in agri food chain and the PEFMED PLUS project

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## EU FOOD AND DRINK INDUSTRY FIGURES

### Turnover

**€1,093 billion**

A leading manufacturing sector

### Value added

**1.9%**

of EU gross value added

### Consumption

**21.5%**

of household expenditure on food and drinks

### Employment

**4.5 million people**

Leading employer in the EU

### Number of companies

**289,000**

### R&D expenditure

**€1.9 billion**

### Sales within the Single Market

**88%**

of food and drink turnover

### Small and medium-sized companies

**40.5%**

of food and drink turnover

**58.4%**

of food and drink employment

### External trade

**€145 billion**

Exports

**€78 billion**

Imports

**€67 billion**

Trade balance

**#1**

exporter of food and drinks

Sources: Eurostat; Joint Research Centre; UN COMTRADE



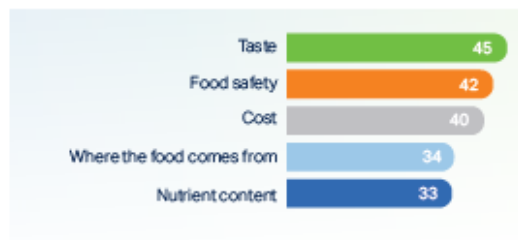
# CONSUMERS EXPECTATIONS

Public knowledge of the current food system and consumer appetite for change

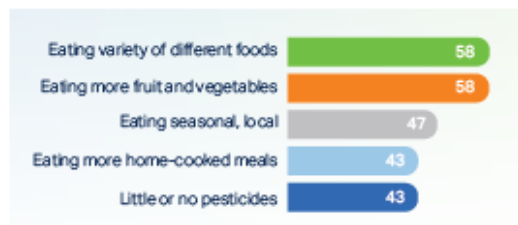
**45% taste**

The main factor influencing  
consumer purchases

## TOP 5 FACTORS INFLUENCING FOOD PURCHASES (%)<sup>1</sup>



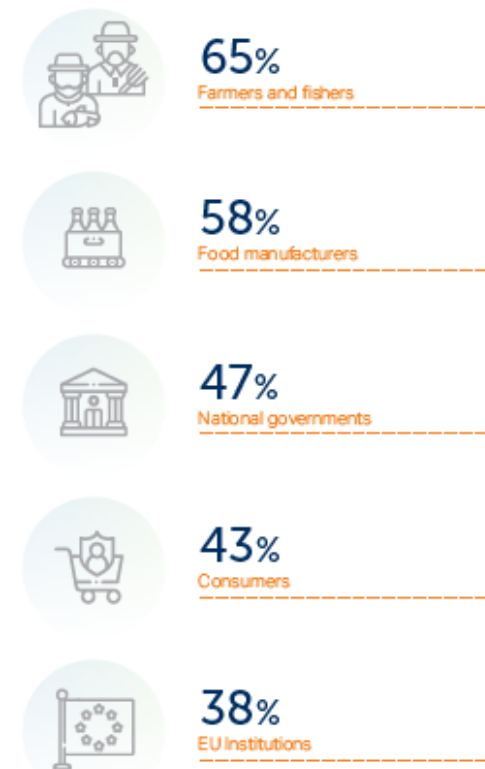
## SUSTAINABLE DIET FOR CONSUMERS (%)<sup>2</sup>



## ASPECTS OF SUSTAINABLE DIET IMPORTANT FOR THE CONSUMERS (%)<sup>2</sup>



## KEY ACTORS IN MAKING FOOD SYSTEMS SUSTAINABLE (%)<sup>2</sup>



<sup>1</sup> Maximum 3 answers  
<sup>2</sup> Multiple answers possible

# European Green Deal

## Research & Innovation as a driver for change



**CLIMATE  
PACT AND CLIMATE  
LAW**

**PROMOTING  
CLEAN  
ENERGY**

**INVESTING IN  
SMARTER, MORE  
SUSTAINABLE  
TRANSPORT**

**PROTECTING NATURE**

**STRIVING  
FOR GREENER  
INDUSTRY**

# The European Green Deal

**FROM FARM  
TO FORK**

**ELIMINATING  
POLLUTION**

**LEADING THE  
GREEN CHANGE  
GLOBALLY**

**ENSURING  
A JUST TRANSITION  
FOR ALL**

Designing a set of  
deeply transformative  
policies

**MAKING  
HOMES ENERGY  
EFFICIENT**

**FINANCING  
GREEN  
PROJECTS**



# CLIMATE ACTION

- ▶ European '**Climate Law**' enshrines the **2030 intermediate target** and the **2050 climate neutrality** objective into legislation, strengthening the framework for ambitious climate action
- ▶ European **Climate Pact** will engage people, communities and organisations in climate action and building a greener Europe
- ▶ 'Fit for 55' package will help implement the EU's revised **2030 climate target of at least 55%** in a responsible way, **revising all relevant legislative measures** by June 2021
- ▶ **EU Strategy on Climate Adaptation** aims to prepare for the **unavoidable impacts of climate change** and make the EU **climate resilient**



# CLEAN ENERGY TRANSITION

- ▶ **Decarbonising the EU's energy system is critical to achieving our targets.**
- ▶ Major strategies on **Energy System Integration, Hydrogen, Methane, Offshore Renewable Energy** and the **European Battery Alliance**.
- ▶ Plan to prioritise **energy efficiency**, develop a power sector based largely on **renewable sources**, have a **secure and affordable EU energy supply**, and a fully integrated, interconnected and digitalised EU energy market
- ▶ Aiming for **at least 32% share for renewable energy** and **at least 32.5% improvement in energy efficiency** by 2030.



## INDUSTRY & CIRCULAR ECONOMY AND BUILT ENVIRONMENT

- ▶ **Industrial Strategy** aims to help EU industry lead the **twin green and digital transitions** for a **globally competitive and resilient EU**, in areas such as low carbon industries, digital platforms and raw materials
- ▶ **Circular Economy Action Plan** aims to change the **ways we consume and produce** across the entire product lifecycle, in key sectors like electronics and ICT, textiles, plastics, food and packaging, and waste.
- ▶ **Renovation Wave** aims to double renovation rates by 2030, creating 160,000 green jobs, reducing energy poverty and improving quality of life
- ▶ **New European Bauhaus** aims to make the Green Deal tangible for citizens, merging **sustainability, inclusiveness, and quality of experience**





## ECOSYSTEMS & BIODIVERSITY AND 'FARM TO FORK'

- ▶ Biodiversity is essential for life. Biodiversity loss and the climate crisis are interdependent. **The EU Biodiversity Strategy for 2030 aims to establish protected areas (30% of land and 30% of sea in Europe), increase afforestation, increase organic farming, halt and reverse decline of pollinators, reduce harmful pesticides**
- ▶ **We must transition to a more healthy and sustainable EU food system. The 'Farm to Fork' Strategy** will tackle chemical and hazardous **pesticide use, excess nutrients** (e.g. in soil), and **antimicrobial resistance**. It will boost **organic farming**, develop a **sustainable food labelling framework**, fight **food waste** and **empower consumers**.



# The Farm to Fork Strategy

## for a fair, healthy and environmentally-friendly food system



## OVERALL GOALS



- Reduction of the **environmental and climate footprint** of the EU food system
- Strengthening its **resilience**, ensuring food security in the face of climate change and biodiversity loss,
- Leading **global transition** towards competitive sustainability from farm to fork
- Tapping into **new opportunities**

## ESTABLISH A SUSTAINABLE FOOD SYSTEM

- has neutral or positive environmental impact of food production:
  - preserving and restoring the land and sea-based resources;
  - mitigate climate change and adapt to its impact;
  - reversing the loss of biodiversity;
- ensures food security and public health:
  - Access for everyone to sufficient, nutritious, sustainable food;
  - high standards of safety and quality, plant health, animal health and welfare
- preserves the affordability of food, while (a.o.):
  - generating fairer economic returns & fostering the competitiveness sector
  - promoting fair trade
  - safeguarding occupational health and safety
  - ensuring integrity of the single market



## THE NEW EU CIRCULAR ECONOMY ACTION PLAN CEAP

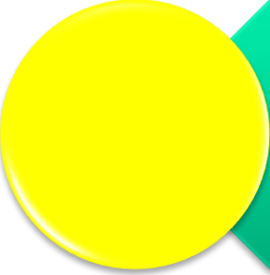
It was presented by the Commission on 11 March 2020 via the Communication entitled '**A new Circular Economy Action Plan: For a cleaner and more competitive Europe**'

(COM(2020)0098)

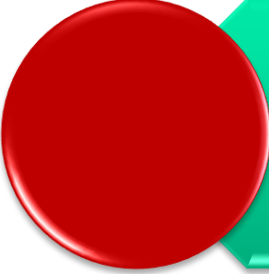
Then adopted by the ENVI Committee of the European Parliament on 8 February 2021

(2020/2077(INI))

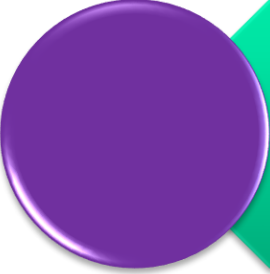





It is one of the main building of the European Green Deal,  
Europe's new agenda for sustainable growth.



The new action plan announces initiatives along the entire life  
cycle of. It targets how products are designed, promotes circular  
economy processes, encourages sustainable consumption, and  
aims to ensure that waste is prevented and the resources used are  
kept in the EU economy for as long as possible.



It introduces legislative and non-legislative measures targeting  
areas where action at the EU level brings real added value.



Measures that will be introduced under the new action plan aim to:

1

- empower consumers and public buyers

2

- make sustainable products the norm in the EU

3

- focus on the sectors that use most resources and where the potential for circularity is high such as: electronics and ICT, batteries and vehicles, packaging, plastics, textiles, construction and buildings, food, water and nutrients

4

- ensure less waste

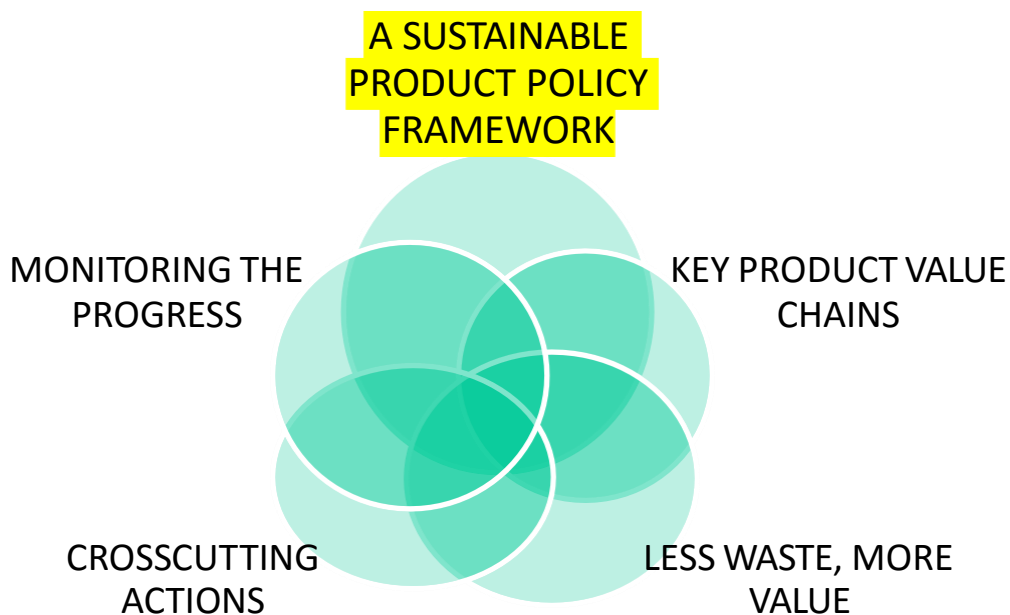
5

- lead global efforts on circular economy

6

- make circularity work for people, regions and cities

*The Commission will implement all 35 actions listed in the action plan.  
Key action plan chapters are the following:*



Full details are available in Document 52020DC0098 at the following link:  
<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2020:98:FIN>



## A SUSTAINABLE PRODUCT POLICY FRAMEWORK

Legislative proposal for a sustainable product policy initiative	2021
Legislative proposal empowering consumers in the green transition	2020
Legislative and non-legislative measures establishing a new “right to repair”	2021
<b>Legislative proposal on substantiating green claims</b>	2020
Mandatory Green Public Procurement (GPP) criteria and targets in sectoral legislation and phasing-in mandatory reporting on GPP	as of 2021
Review of the Industrial Emissions Directive, including the integration of circular economy practices in upcoming Best Available Techniques reference documents	as of 2021
Launch of an industry-led industrial symbiosis reporting and certification system	2022



## Legislative proposal on substantiating green claims

### Background

The Commission will propose that companies substantiate their environmental claims using **Product and Organisation Environmental Footprint methods**.

The review of the Ecodesign Directive as well as further work on specific product groups, under the Ecodesign framework or in the context of other instruments, will build, where appropriate, on criteria and rules established under the EU Ecolabel Regulation, the Product Environmental Footprint approach and the EU GPP criteria.



## Legislative proposal on substantiating green claims

### Context

The provision of reliable, comparable and verifiable information on environmental impacts of different products, services and organisations is essential for making informed purchases and investments. Currently, there are no detailed positive rules on the substantiation of environmental claims.

In order not to mislead, environmental claims should be presented in a clear, specific, unambiguous and accurate manner.



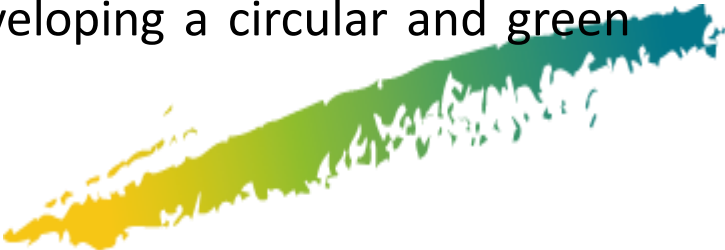
## Legislative proposal on substantiating green claims

### Problem the initiative aims to tackle

There is a **proliferation of methods to measure and assess environmental impacts and a proliferation of labels** and claims related to environmental information.

There are currently 457 voluntary claims, which are often environmental labels worldwide. Only in the EU, over 100 labels are active.

The number of **misleading claims** remains also significant. Three in ten citizens have come across exaggerated or misleading statements on the effect of products on the environment. This limits the uptake of truly green products and, hence, leads to missed opportunities for developing a circular and green economy.



### Definition of green claims

The term 'Green claims' is a broad term which covers voluntary LCA-related claims (e.g. environmental footprint based on EU PEF methodology) and voluntary non-LCA related claims (e.g. recyclability of packaging, farming practices including animal welfare). It can include:

- Voluntary environmental footprint communications substantiated by a full PEF/ LCA study (e.g. claims on absolute value, comparison, improvement for one or several footprints);*
- Voluntary environmental communications on packaging attributes substantiated by recognized international standards (e.g. ISO 14021-2016);*
- Other voluntary sustainability communications substantiated by recognised international standards/reports (e.g. IPCC report)*

**The future green claims legislation should focus on the first type of claims listed above, i.e. the environmental footprint (LCA-based)**



## The context is rapidly evolving

- ❑ “Companies making ‘green claims’ should substantiate these against a standard methodology to assess their impact on the environment” (**The European Green Deal**)
- ❑ “Companies substantiate their environmental claims using Product and Organisation Environmental Footprint methods“ (**The 2020 Circular Economy action plan**).
- ❑ Growing consumer awareness about the food chain and its impacts
- ❑ Increasing concerns about the environment and responsibility



From **PEFMED** TO **PEFMED PLUS**

2016

2019

2022

Uptake of the Product Environmental Footprint across the MED agrofood regional productive systems to enhance innovation and market value  
*A territorial-based approach to agrofood sustainability*

In the PEFMED project (from 2016 to 2019) was tested the real applicability of the **new EU Product Environmental Footprint method (P.E.F.)** for some specific food product in **9 EU MED agrofood regional** systems (clusters & supply chains).



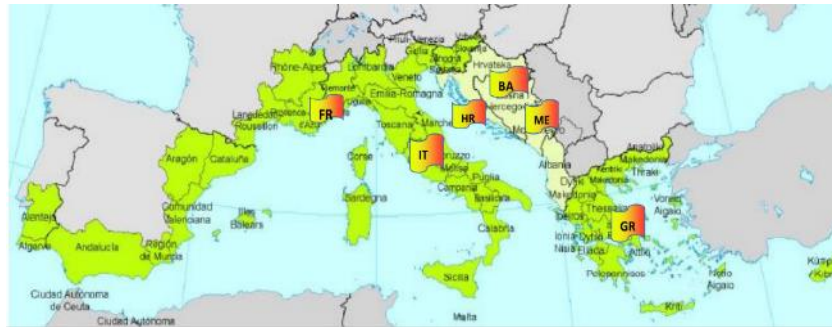
- **General**

- ✓ **Greening** of the agrifood supply chains
- ✓ Promoting the uptake of **eco-innovative practices** in food supply chains
- ✓ Enhancing the **competitiveness** of Mediterranean agrifood products

- **Specific objectives**

- Capitalizing PEFMED project experiences
- Transferring tools and methods and “lesson learned”
- Promoting PEF knowledge in the Balkans area

- **Where and who**



- ✓ 4 givers partners
- ✓ 3 receivers partners
  - Montenegro,
  - Croatia,
  - Bosnia Herzegovina

## Project duration

- ✓ Starting date 2021-06-01
- ✓ Ending date 2022-06-30





**Thanks for your attention!**

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