



Introducing environmental footprint in national policies on food safety and sustainability in agri food chain: *the Italian experiences*

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Many environmental marks and labels



CONSUMERS
GET
CONFUSED !

The info jungle

Number of ecolabels worldwide

430 → 457
2013 2020

4%

Growth of brands with stated commitment to sustainability in 2014

7%

Growth of brands that state this on labels & packaging

1%

Growth of brands without sustainability commitment

29% of food and drink sales carry an environmental label

53% of non-food and drink sales carry an environmental label

DE, FR, IT, PL, SE, 2017

Product groups: wine, apples, coffee, olive oil, cheese, dried pasta, processed meat, bottled water, dog food, laundry care, footwear, jackets & coats, shirts & blouses, decorative paint, televisions

47%

Growth of assets under green funds in last three years

95%

of consumers say that buying "green" products is the right thing to do

€5,000 - €2million

Cost of methods/ initiatives used

56%

of consultation respondents encountered misleading claims

74%

Businesses use more than two methods to measure environmental performance

4% filed a complaint

The scheme «**Made Green in Italy**»

Made Green in Italy (MGI) is an environmental assessment and communication scheme promoted and managed by the Ministry of Ecological Transition to enhance the environmental qualities of made in Italy products.

The **regulation** of the scheme entered into force in **2018** and defines **how to calculate and communicate** the environmental performance of the products that want to obtain that mark.



How to calculate PEF

Calculating the environmental performance of a product means **analyzing** what its potential impact on the environment is, throughout its **life cycle**.

To do this, **Made Green in Italy** adopts the Product Environmental Footprint (PEF)

The PEF is one of the results of the "**Single Market for Green products**" initiative that the European Commission has strongly wanted **to harmonize** the way in which the environmental performance of products and services are calculated.



Fonte immagine: National Institute of Standards and Technology

EU Initiative «Single Market for Green Products»



Janez Potočnik, ex Commissario Europeo per l'Ambiente

“To stimulate sustainable growth, we need to make sure that the most resource efficient and environmentally friendly products available on the market are **known and recognizable**.

By giving people **reliable and comparable** information on the environmental impacts and credentials of products and organizations, **we give them the choice**.

By helping companies to align their methods, we cut their costs and administrative burdens. ”

PRODUCT CATEGORIES RULES

Fundamental elements of the MGI scheme are the **Product Category Rules (RCP)**, documents that contain the **guidelines** for using the PEF methodology, theoretically applicable to any category of product or service, to calculate the environmental impact. of a product that is part of a certain category.

The RCPs are proposed **to** the Ministry and developed **by companies and associations that represent at least 50% of the turnover** of a certain product category.

They are the **first step** to allow the products of a certain category to try to obtain the Made Green in Italy brand.

Communicate results

Once a RCP is **valid** for its category, a company can evaluate its product by following the indications contained in the RCP itself.

Then **compares** the values obtained with the **benchmark** values of the category and defines its **performance class** to which it belongs:

- **Class A** (above average): obtains the mark, which can be affixed to the product and used in communication
- **Class B** (aligned to the average): obtains the mark only if it presents a three-year improvement plan
- **Class C** (below average): does not get the mark



LIFE MAGIS a project to promote Made Green in Italy

Expand and strengthen
the technical basis of
the scheme



Support the
communication
and dissemination
of the scheme



Project ARCADIA

Life cycle approach in public contracts and Italian LCA database for the efficient use of resources

Funded by the Territorial Cohesion Agency,

Duration: sett. 2019 – apr. 2023 Budget: 1.500.000 euro

The project coordinated by ENEA **intends:**

A) **Promote** the life cycle approach in public procurement and green purchasing and strengthen the skills of PAs in this area;

B) **Create** an Italian LCA (Life Cycle Assessment) **database** to build a source of **representative data of the Italian context** for companies wishing to develop LCA studies of their products, in order to activate improvement actions.

The screenshot shows the Arcadia website header with logos for UNIONE EUROPEA, Agenzia per la Coesione Territoriale, ENEA, and PON. The navigation menu includes HOME, IL PROGETTO, FILIERE DI INTERVENTO, **LA BANCA DATI** (circled in red), and NEWS ED EVENTI. Below the menu is a banner for 'ARREDO DA INTERNO' and a search bar with the text 'Cerca...'. The main content area features the Arcadia logo and the title 'Arcadia: approccio ciclo di vita nei contratti pubblici e banca dati italiana LCA per l'uso efficiente delle risorse'. Below the title, it states 'Il progetto Arcadia, iniziato a settembre 2019, sviluppato e coordinato da ENEA, intende:' followed by two bullet points: '• favorire l'approccio di ciclo di vita negli appalti pubblici e acquisti verdi e rafforzare le competenze delle Pubbliche Amministrazioni (PA) in questo ambito;' and '• realizzare una banca dati italiana LCA (Life Cycle Assessment) relativa a 15 filiere nazionali quale strumento di supporto alle PA nella preparazione dei bandi di acquisto e nella valutazione delle offerte e come fonte di dati rappresentativi del contesto italiano per le aziende che intendano sviluppare studi di LCA dei loro prodotti e servizi.'

FREE ACCESS !

• Provides a description of the dataset giving clear information to the end user to choose the most appropriate dataset

Metadata

Flussi in input/output

• input and output elements to the system



The role of public research

- One key point is the involvement of technical and scientific community in the process of testing and providing data sets useful for LCA application.
- An open dialoge and collaboration between:
 - Universities
 - Research centres
 - Public istitution
 - Private agrifood association





LIFE MAGIS

MAde Green in Italy Scheme

**ENEA**

AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE,
L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE

COORDINATOR

**apoconerpo****CONSORZIO
LEGNOLEGNO**

qualità, gusto e piacere

**iNaB**

Institute of
Sustainability in
Civil Engineering

**RWTHAACHEN
UNIVERSITY****ISTITUTO
DI MANAGEMENT**

Sant'Anna
Scuola Universitaria Superiore Pisa

**LINEAPELLE**

CNR-IBE
Istituto per la
BioEconomia



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<https://www.lifemagis.eu>

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