

## Guidance on how to consistently address packaging in the context of the European Commission Product Environmental Footprint methodology (PEF)

Based on an international consensus of the packaging supply chain

EUROPEN<sup>1</sup> supports the European Commission's objective and efforts to achieve harmonized and clear product environmental information for consumers to make better informed choices, based on a life-cycle approach.

Based on the experience and expertise of its membership, comprised of multinational companies spanning the packaging value chain (raw material producers, converters and brand owners), EUROPEN has developed this guidance document to support the PEF pilots to coherently address packaging as part of the product in the development of potential future PEF CRs:

**EUROPEN recommends using the Global Protocol on Packaging and Sustainability (GPPS)<sup>[1]</sup>, in line with the other existing guidance for packaging in life cycle approaches listed in this document, to address packaging in the PEF methodology and its ongoing pilots to develop potential future PEF CRs.**

**EUROPEN, via the involvement of its members in the ongoing PEF pilots, is prepared to address any cross-sectoral activities aiming to harmonize the PEF methodology in relation to packaging as part of the product.**

Using the GPPS as guidance for the relevant areas of the PEF methodology and different PEF CRs will ensure that packaging is appropriately and consistently addressed from a science-based life cycle perspective, in line with international consensus and standards, including ISO 14040, the ILCD handbook of the European Commission, the relevant CEN standards and the other below referenced initiatives.

Developed and released in 2011, the GPPS represents a milestone towards a harmonized LCA approach offering a common language to exchange information and data about packaging and sustainability. It helps businesses make informed decisions that ultimately contribute to reduce the environmental impact of their packaging and packaged products.

The GPPS protocol is endorsed not only by EUROPEN members but constitutes a global consensus among businesses across the entire packaging value chain. It is supported by the Consumer Goods Forum, a global network of CEOs from over 650 Consumer Goods manufacturers, packaging industries and the related material sectors as well as retailers, service providers and other stakeholders across 70 countries, with combined sales of €2.5 trillion and employing directly nearly 10 million people along the value chain ([theconsumergoodsforum.com](http://theconsumergoodsforum.com)).

The GPPS is based on earlier packaging sustainability guidelines developed by EUROPEN with ECR Europe and similar work on metrics for packaging developed by GreenBlue's Sustainable Packaging Coalition (SPC) in the United States ([sustainablepackaging.org/](http://sustainablepackaging.org/)).

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<sup>1</sup> EUROPEN -- the European Organization for packaging and the Environment -- is an EU industry association in Brussels presenting the opinion of the packaging supply chain in Europe, without favouring any specific material or system. EUROPEN members are comprised of multinational corporate companies spanning the packaging value chain (raw material producers, converters and brand owners) plus six national packaging organizations all committed to continuously improving the environmental performances of packaged products, in collaboration with their suppliers and customers. [www.europen-packaging.eu](http://www.europen-packaging.eu)

**Relevant references for the PEF pilots:**

- [1] **Global Protocol on Packaging Sustainability 2.0**, The consumer Good Forum, 2011. Available here: <http://www.theconsumergoodsforum.com/download-global-protocol-on-packaging-sustainability-gpps>
- [2] **EUROPEN's Guidelines how to communicate LCA environmental information, B2B, through the packaging supply chain**, October 2012. Downloadable here: <http://www.europen-packaging.eu/downloads/1133.html>
- [3] **ENVIFOOD Protocol, Environmental Assessment of Food and Drink Protocol**, Version 1.0, EU Food Sustainable Consumption and Production Round table, 20 November 2013. Available here: [http://www.food-scp.eu/files/ENVIFOOD\\_Protocol\\_Vers\\_1.0.pdf](http://www.food-scp.eu/files/ENVIFOOD_Protocol_Vers_1.0.pdf)
- [4] **An Analysis of Life Cycle Assessment in Packaging for Food & Beverage Applications**, UNEP/SETAC Life Cycle Initiative, 2013. Downloadable here: [http://www.lifecycleinitiative.org/wp-content/uploads/2013/11/food\\_packaging\\_11.11.13\\_web.pdf](http://www.lifecycleinitiative.org/wp-content/uploads/2013/11/food_packaging_11.11.13_web.pdf)
- [5] **ISO 14040:2006 Environmental management - Life cycle assessment – Principles and framework**
- [6] **ISO 14044:2006 Environmental management - Life cycle assessment – Requirements and guidelines**
- [7] **ILCD handbook 2010**. Available here: [http://eplca.jrc.ec.europa.eu/?page\\_id=86](http://eplca.jrc.ec.europa.eu/?page_id=86)
- [8] **CEN standards on packaging:**

CEN Report CEN/TR 13910:2010 Packaging - Report on criteria and methodologies for life cycle analysis of packaging

The current suite of harmonized CEN Standards, EN 13427 – EN 13432 provide a presumption of conformity with the Essential Requirements of the Packaging and Packaging Waste Directive (94/62/EC). See:

- EN 13427, Requirements for the use of European Standards in the field of packaging and packaging waste
- EN 13428, Requirements specific to manufacturing and composition – Prevention by source reduction
- EN 13429, Reuse
- EN 13430, Requirements for packaging recoverable by material recycling
- EN 13431, Requirements for packaging recoverable in the form of energy recovery, including specification of minimum inferior calorific value
- EN 13432, Requirements for packaging recoverable through composting and biodegradation – Test scheme and evaluation criteria for the final acceptance of packaging