



How to empower Consumer Choice?

The role of environmental labelling for food



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Senior Food Policy Officer
BEUC (European Consumer
Organisation)

17th of January 2022 - 5 PM to 6 PM CET (Paris Time), 4 PM to 5 PM UTC (London time)

WELCOME !

You can ask **questions** in the chat.

We will try to answer them in the end of the webinar during the **Q&A session from 18.00-to 18.15.**

Replay and all presentations will be available tomorrow on our website



About The Consumer Goods Forum

- ▶ **400 members** from multinationals to SMEs directly employ 10 million people and estimated revenues exceed €3.5 trillion.
- ▶ **50+ global CEOs** on our parity-based Board of Directors, embracing both retailers and manufacturers.
- ▶ **1 global network** committed to action and driving positive change through collaboration on 8 Coalitions of Action:
 - **Collaboration for Healthier Lives (CHL)**
 - Deforestation
 - Plastics
 - Product Data
 - Sustainable Supply Chain Initiative (SSCI)
 - Global Food Safety Initiative (GFSI)
 - Food Waste
 - Human Rights

www.theconsumergoodsforum.com

NON PROFIT ORGANISATION

ACCOMPANY SOCIETAL TRANSFORMATION OF COMMERCE IN FRANCE

230 MEMBERS

(RETAILERS, MANUFACTURERS, SERVICES
PROVIDERS, INSTITUTIONS)

WITHIN A ETHICAL FRAMEWORK RESPECTING THE COMPETITION LAW

ECR in France, member of



3 piliers fonctionnels



Retail

- Develop expertise & new business practices to answer to the evolution of commerce & consumer expectations



CSR

- Accelerate the collective answers of retail actors to societal & environmental requirements



Supply Chain

- Optimise the whole flow of goods & informations to serve with efficiency & responsibility the retail value chain

Emilie Chalvignac
Operation Director

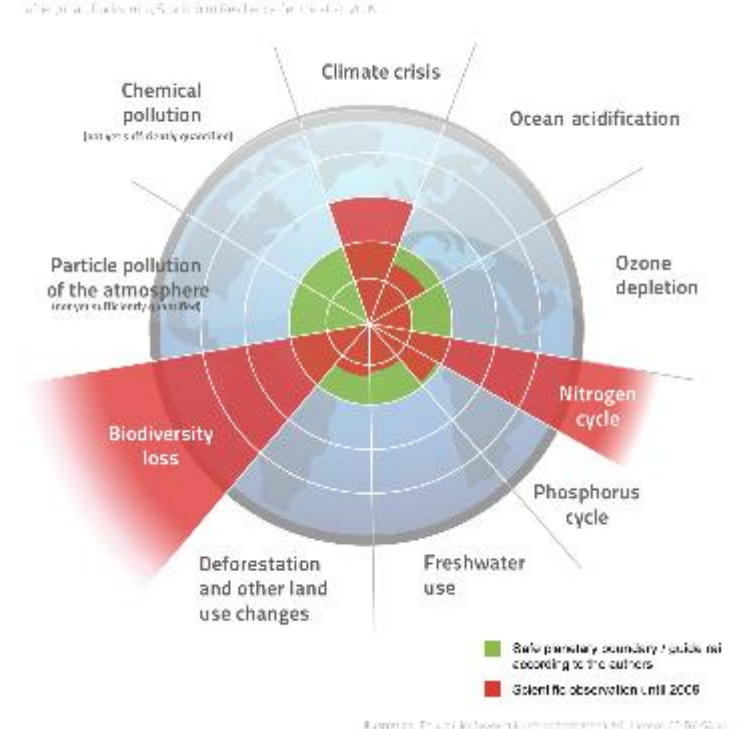
#CSR #Circular economy
#bulk & Reuse
#reverse logistic
#consumption & lifestyle mode ecological
transition
#environmental scoring



Why have we organised this webinar?

- We are all facing the planet boundaries (climate, biodiversity, energy, pollution and waste, scarcity of resources...)
- **Agrofood industry** is both a cause of the problem but also a major sector to bring solutions.
- These solutions support the transition toward more sustainable diet and way of production and selling :
 - **Climate action:** enabling actions reducing the emissions and developing carbon sinks
 - **Biodiversity protection:** reducing the use of pesticides, supporting more vegetal diet, culture rotation, use of a wider variety of seeds, protecting endangered species (by not selling them for instance)
 - **Packaging circularity** (recyclability, bulk & reuse)
 - ...
- **France** has been working hard over the past few months on the best conditions to deploy an food environmental scoring.
- **Institut du Commerce's members, together with The Consumer Goods Forum** have supported and contributed to this common vision to empower consumer choice and be key partners for global-local -harmonisation when possible

Planetary Boundaries



Resources in English

- [ONE BITE AT A TIME: CONSUMERS AND THE TRANSITION TO SUSTAINABLE FOOD : Analysis of a survey of European consumers on attitudes towards sustainable food](#) (BEUC, European Consumer Organisation, 2020)
- [TOWARDS MEANINGFUL CONSUMER INFORMATION ON FOOD ECOLOGICAL IMPACT BEUC's take on environmental scoring systems for food](#) (BEUC, European Consumer, 2021)
- [Food Labeling: Principles to support the uptake of healthy and sustainable diets - World Business Council for Sustainable Development](#) (WBCSD, World Business Council of Sustainable Development, 2021)
- [Food systems delivering better health: executive summary](#) (WHO, World Health Organisation, 2021)
- [The Global Assessment report on Biodiversity and Ecosystem Services](#) (IPBES, 2019)
- [Making nature-positive food the norm](#) - Ellen Mac Arthur Foundation, 2021)
- [Agrobiodiversity Index](#)
- [Demain, une Europe agroécologique. Se nourrir sans pesticides, faire revivre la biodiversité](#), IDDRI
- [Towards meaningful consumer information on food ecological impact](#) (BEUC, 2021)
- [Getting rid of greenwashing; restoring consumer confidence in green claims](#) (BEUC, 2020)

Soon available in English

- FAQ (Institut du Commerce, 2022)
- Official Report of ADEME (ADEME, 2022)



Agenda

- **Introduction 17.00-17.10**
 - Emilie Chalvignac, Operations Director at Institut du Commerce
 - Sharon Bligh, Health & Wellness Director, The Consumer Goods Forum
- **The consumer perspective on environmental labelling for food – 17.10-17.25**
 - Camille Perrin, Senior Food Policy Officer, BEUC (The European Consumer Organisation)
- **Environmental labelling in France: trends & vision – 17.25-17.40**
 - with Vincent Colomb, Food product ecodesign & life Cycle analysis expert at ADEME (French Agency for Ecological Transition)
- **The role & contribution of collaborative retail organizations – 17.40-18.00**
 - Agnès Martin, Health & Diet Advocacy Director (Danone)
 - Sharon Bligh, Health & Wellness Director (The Consumer Goods Forum)
- **Q&A - 18.00-18.15**

The consumer perspective on environmental labelling for food

17th January 2022

Camille Perrin
BEUC, European Consumer Organisation



BEUC: The European Consumer Organisation



BEUC consumer survey on sustainable food



CONSUMERS AND THE TRANSITION TO SUSTAINABLE FOOD. 10 TAKEAWAYS



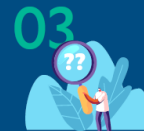
Perception

Consumers tend to underestimate the impact of their own food habits on the environment. Yet, half of them think that overall food production and consumption has at least as big an impact as car use.



Influence

Over half of consumers say that sustainability concerns have some (42.6%) or a lot of influence (16.6%) on their eating habits.



Barriers

Price, lack of knowledge, unclear information, and limited choice of sustainable options are what most consumers say prevent them from eating more sustainably.



Willingness to change

Two thirds of consumers are open to changing their eating habits for the environment. Wasting less food at home and buying seasonal fruit and vegetables has broad consumer support.



Meat and dairy

Just over 40% of consumers say they have either stopped eating or have cut down on red meat for environmental reasons. Over 1 in 3 are currently unwilling to eat less red meat. As for dairy, only 1 in 5 are willing to reduce consumption.



Alternative proteins

Consumers have little appetite for insects and lab-grown meat but are more likely to consider plant-based 'burgers' (if made without GMOs) and traditional vegetarian foods (e.g. stews with beans and other pulses).



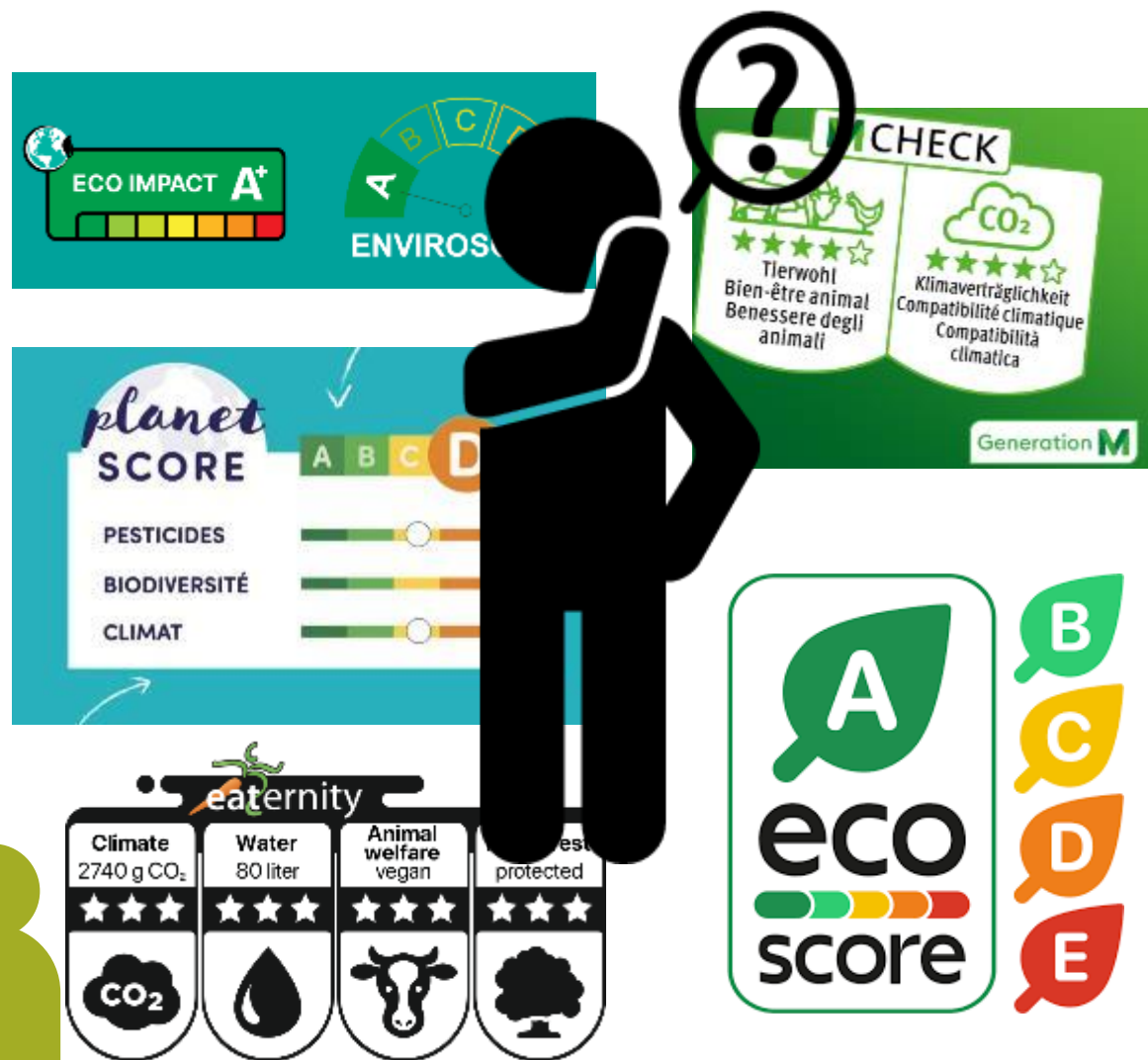
Consumers want more information on the sustainability of food products

Some key findings from the BEUC [survey](#):

- Consumers underestimate the environmental impact of their food habits.
- 2 in 3 consumers are open to changing their eating habits for the environment.
- Price, **lack of knowledge, unclear information**, and a limited choice of sustainable options are the main perceived barriers to sustainable eating.
- **57% want sustainability information to be compulsory** on food labels (88% according to Eurobarometer [poll](#) carried out in 2020).



... but which information?



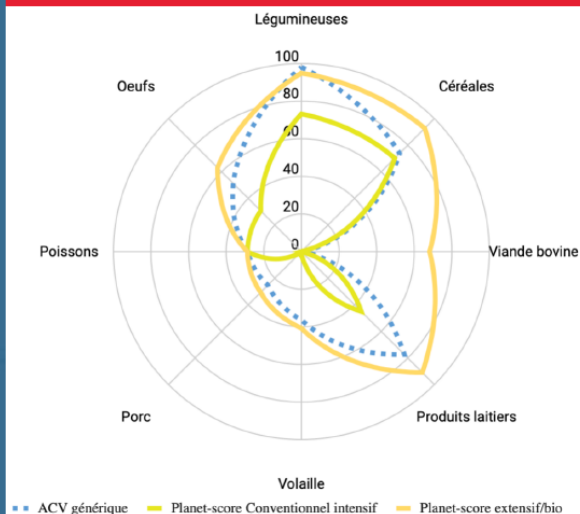
Challenges in measuring the environmental impacts of food

- Environmental scores for food reflect characteristics and properties which are generally otherwise invisible on the packaging (transparency?).
- Limitations of the Product Environmental Footprint (PEF) method:
 - ✓ Product-to-product comparison only possible where 'PEF category rules' exist.
 - ✓ Lack of robust indicators for several key environmental impacts.
 - ✓ Product-based approach.
 - ✓ Positive externalities not considered.
 - ✓ Costs to obtain the data needed for PEF calculation.

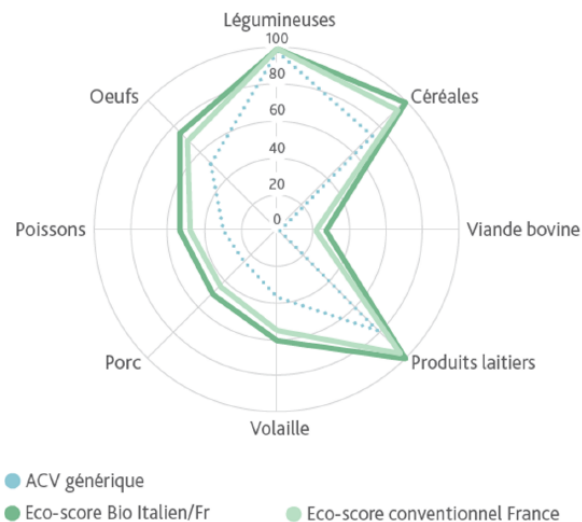
The food system visions behind environmental labelling

IDDRI

Quelques comparaisons pour clarifier les enjeux



Planet-score construit pour refléter différences entre intensif /conventionnel et extensif /bio



L'Eco-score, valorisant d'autres aspects et ne modifiant pas l'ACV, reflète moins ces différences

The development of an environmental sustainability scoring system for food implies methodological choices (e.g. hierarchy among environmental concerns), which implicitly favour certain visions of the food system.

Source: IDDRI [webinar](#) on environmental labelling for food- 16/11/2021

A meaningful environmental label for food....

.... must

- Be transparently developed.
- Be interpretive, clear, easily accessible, and across the board.
- Be based on solid evidence (incl. on consumer understanding).
- Allow comparing products *within* (distinguish between production systems/agricultural practices) and *across* food categories (plant vs. animal source foods).
- Be accessible to all types of businesses, big and small.

The EU policy context



Proposal for a new framework law on a Sustainable EU Food System (by 2023)

- Incl. provision of information on the sustainable performance of food (sustainable labelling)



Legislative proposal for substantiating green claims made by companies (March 2022)

- Articulation with environmental labelling for food?

Beyond environmental food labelling (1)

TACKLING GREENWASHING



The Consumer Voice in Europe

GETTING RID OF GREEN WASHING

Restoring consumer confidence in green claims



Contact: Patrycja Gautier – consumer-rights@beuc.eu

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EC register for interest representatives: identification number 9505781573-45

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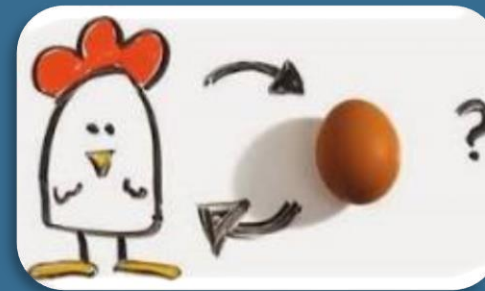
Ref: BEUC-X-2020-116 - 02/12/2020

Beyond environmental food labelling (2)

THE ROLE OF THE FOOD ENVIRONMENT

The shift to a more sustainable food system cannot rely solely on individual choices by consumers.

Healthy, sustainable food must become more available and affordable, through an adequate mix of incentives and stricter regulations.





BEUC The European
Consumer
Organisation

The Consumer Voice in Europe

Thank you for your attention

www.beuc.eu
[@beuc](https://twitter.com/beuc)



This presentation is part of an activity which has received funding under an operating grant from the European Union's Consumer Programme (2014-2020).

Environmental labelling in France

Trends and vision

Vincent Colomb – ADEME
January 2022

ADEME : The French Environmental Agency

- Public agency under the authority of the Environmental Ministry and Research Ministry.
- State organisation to promote sustainable transition for citizens, companies and public bodies (cities, regions, state...)
- About 900 staff in local and national office.
- Scope:
 - Energy and Climate
 - Waste
 - Polluted soils and wasteland
 - Air quality and noise
 - Transversal : [sustainable production and consumption](#),
[sustainable cities and regions](#)
- Action:
 - Knowledge : R&D [technics and society](#);
 - Engage : [communication, information](#), training and education;
 - [Advise](#) : directly or with network;
 - Support implementation : technical and € support

Context

- Strong political will to promote and regulate environmental information :
« Circular economy law », « Climate law »...
- Technical tools available : LCA database (Agribalyse), PEF guidance etc.
- Private initiatives developing rapidly : Ecoscore, La Note Globale, Planet Score etc.

=> Set of a 2 years experiment for eco labelling on food products in France 2019-2021

The question is not if « there will be eco-labeling schemes ? » but whether public bodies with stakeholders are able to build one official and harmonised scheme (like Nutriscore)?

Policy aims :

- **Promote ecodesign** and evolution of production systems, fair competition and incentive for green products
- **Help consumers** to choose more environmentally friendly products and reduce the impact of their food basket.

Organise the market to limit avoidable cost, inefficiencies and loss of trust.



The experimental framework

Material

19 private and operational projects (ex: Ecoscore, Planetscore...)

2 working groups with experts
: indicators and formats

Lab experiments and research schemes (INRAE, ESA)

Scientific comitee

Stakeholders forum
(Professional organisations, NGOs, digital players...)

Complementary studies
(Casino, IDDRI, EY)



Outcomes

- **Scientific report by researchers, independent from ministries**
- **Final report and conclusions by ADEME, ministries and government.**

Key outcomes : Global recommendations

- An official environmental labelling scheme is **strongly welcome by the consumers**
- Scoring schemes tested **enables to improve the environmental balance** of consumers food baskets (by 5-10% in the lab testing based on PEF indicators)
- The scoring system must enable to **compare within categories** (ex : « yogurt A vs yogurt B »), and also **between categories** (ex :« yogurt vs compote »). That enables to obtain the **maximum environmental benefits and at same time does not induce extra-cost for the consumers**. Other systems either increase cost for consumers or reduce the environmental benefits.
- An **harmonised scheme** is preferable for producers and consumers
- The official scheme should be **compliant in the short term with European level**.
- It has the potential to become **a structuring tool** for the food system, similarly to the Nutriscore.

Indicators

- Indicators should be science based. **The scoring system must go beyond the climate/carbon indicator**, and include other aspects such as water, soil, biodiversity.
- LCA and PEF frameworks are the most suitable** as a basis for the environmental scoring. **BUT some adjustments are needed** due to current limitations on PEF.
- Adjustments should be limited, and values always justified by scientific publications. The adjustments should focus in priority on :

Local biodiversity at field	Carbon storage in soils
Eco-toxicity and toxicity indicators	Biotic resource depletion and overfishing
Packaging and single use plastics	

- Those adjustments will enable to **better assess farming systems in particular** (extensive livestock, organic production...).
- The modification of PEF indicators must be transparent and included in the LCA framework as much as possible. Use of external bonus/malus is to be avoided for scientific reasons.
- Non strictly environmental** aspects are relevant but should be **kept apart from the environmental score** : ex : animal welfare, GMOs, worker conditions etc.
- In case policy makers want to highlight/promote some specific points further (ex: organic farming, local products etc.), then **an external and transparent bonus/malus can be considered**. This political adjustment should try not to penalise the overall efficiency/rationality of the scheme by side effects or ranking changes.



Agribalyse LCA database

ID card :

French agriculture and food LCI database ; 2800 food products, 500 agricultural products

Covers all main food type consumed in France (includes imports)

16 PEF indicators : Climate, Eutrophisation, Acidification... and Single score.

Nomenclature aligned with the national nutritional database CIQUAL

Default environmental values for « typical food » : bread, hard cheese, soft cheese...no commercial product

Public, Free, Open data, open access, « scientific board »

Used for ecodesign, environmental information, education.... Several thousands of users

Regular update, connection with Ecoinvent and WFLDB databases

<https://agribalyse.ademe.fr/>



Scoring implementation

- Proven feasibility of a **broad scope and low cost scoring systems**.
- All projects used the **national food LCA database : AGRIBALYSE**. An essential tool.
- For efficiency and fairness, it is crucial that final **scheme is available for large companies as well as for SMEs**.
- Fully generic data are too coarse => a **semi-generic approach is recommended**
- For cost and operability aspects, the semi-generic approach needs to be flexible :

Level 1 : only directly available parameters are specified : recipe, packaging type, ingredient origin, certification scheme (ex: organic). Default value is provided.

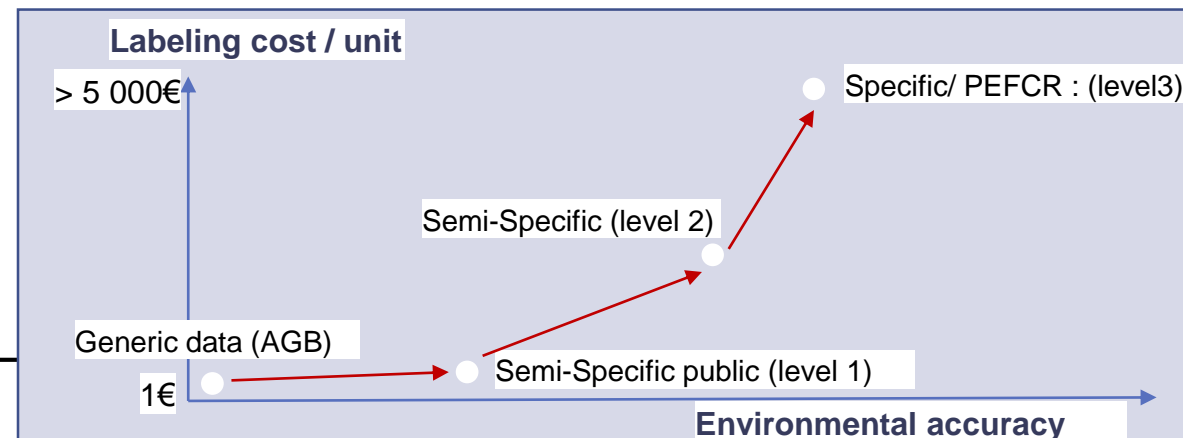
Level 2 : more specified parameters to be defined for each product category by professional organisations, based on environmental relevance : ex: for milk : feed type, geography (mountain, lowland...), cooling/heating energy type for pasteurisation.

Level 3 : fully specified LCA/PEF when PEFCR is available

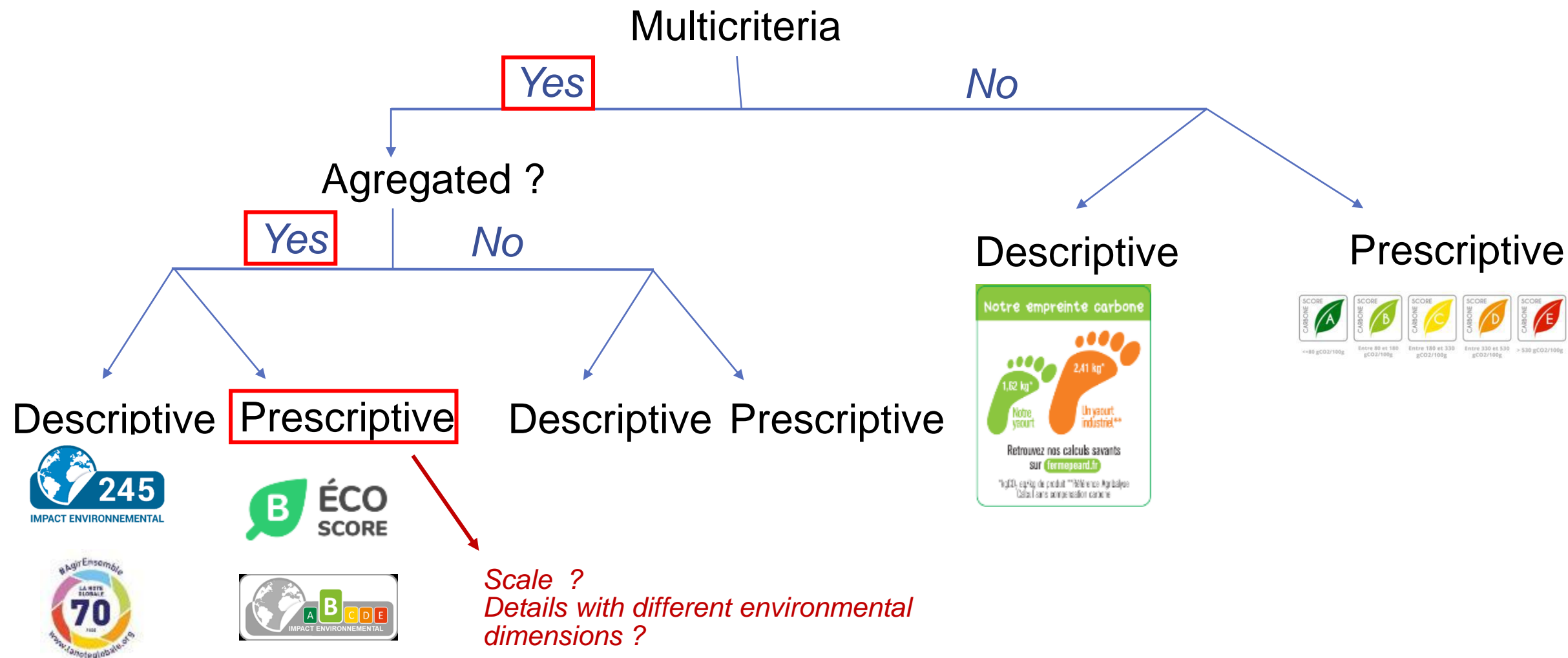
⇒ **The highest level always gets priority.**

⇒ Each level needs a different **review approach**.

- Need for calculation tools. Several under developments : Karbon, Yukkan, OFF... Need for an open access/public one (for Level 1 at least))

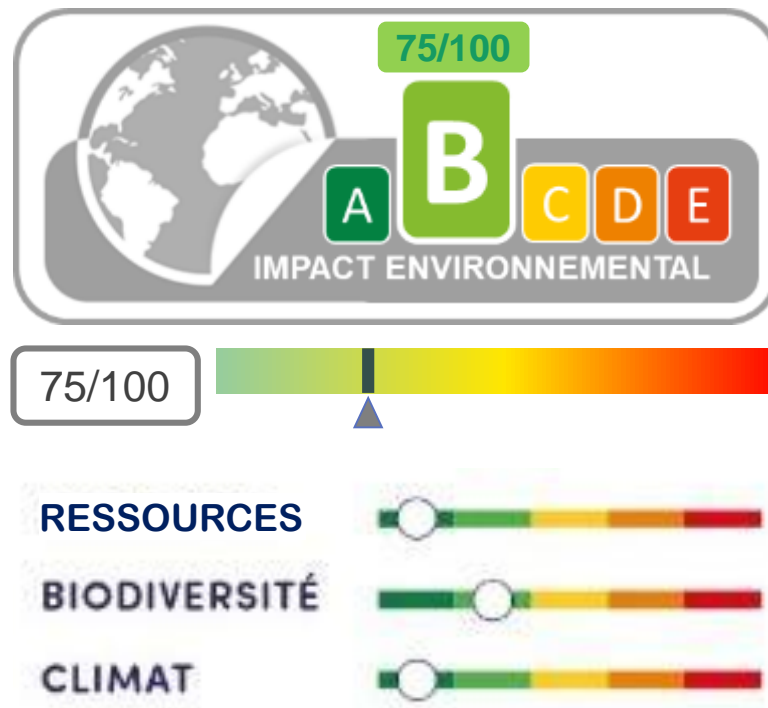


Formats : the « easy part »



Format – Orientation exemple

- Aggregated, colored, prescriptive
- Need for a refined scale to support ecodesign in particular
- Highlight main environmental topics for education and trust



- Compact on pack system + online information :
 - Production type
 - Origine
 - Transport type
 - Packaging material...
 - Detail on other indicators...

Outlook : a clear roadmap

- Next steps : Testing and finalizing of the **scoring algorithm (including PEF adjustments)**, **calculation tool**, communication format, Legal framework, control and review scheme
- Political discussion to be continued with national and European stakeholders.
- Final validation by government and large scale implementation expected in 2023
- All publications are online on [ADEME webpage](#) (english translation in progress)

Take home message :

- France has now built a strong experience on eco-labelling
- A public, affordable, reliable and science based scheme is now feasible and will be tested
- France wish to prove operationality at national level and contribute to european discussions.
- Interested in discussing European cooperation ? Please contact me at vincent.colomb@ademe.fr

Our working group



Agnès Martin

Health & Diet Advocacy Director
DANONE

Member of Consumer Goods Forum

Active Member of Institut du Commerce's
working group on Environmental scoring
for food together with



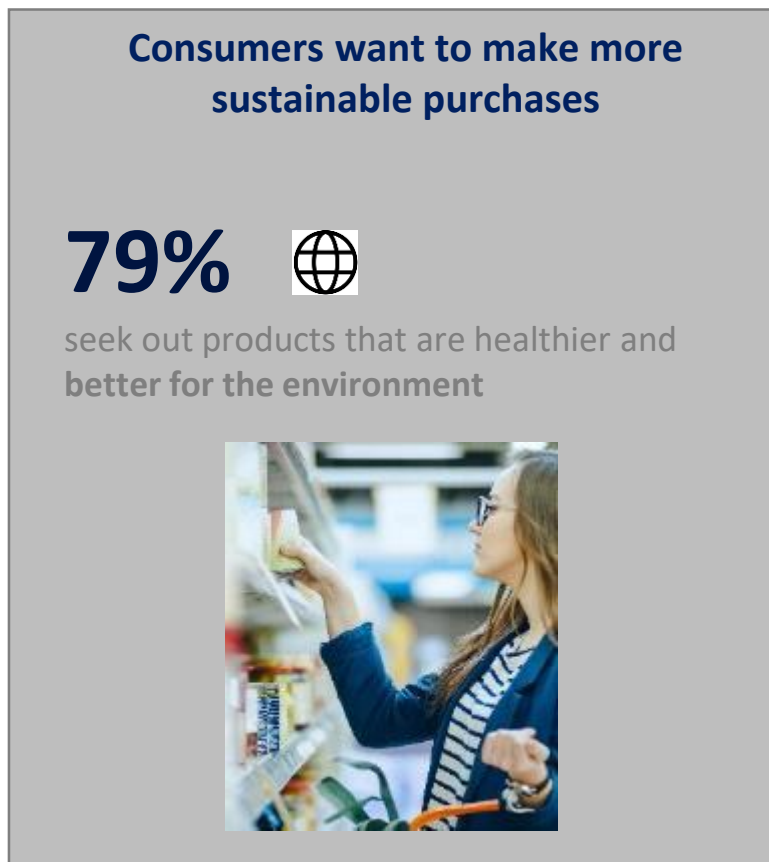
**Institut du
COMMERCE**
PARTAGE & PROSPECTIVE



Environmental impact labelling: a hot societal topic

Consumers are looking to act for the environment, but need guidance

- environmental labelling can solve a pain-point in a simple way at moment of purchase

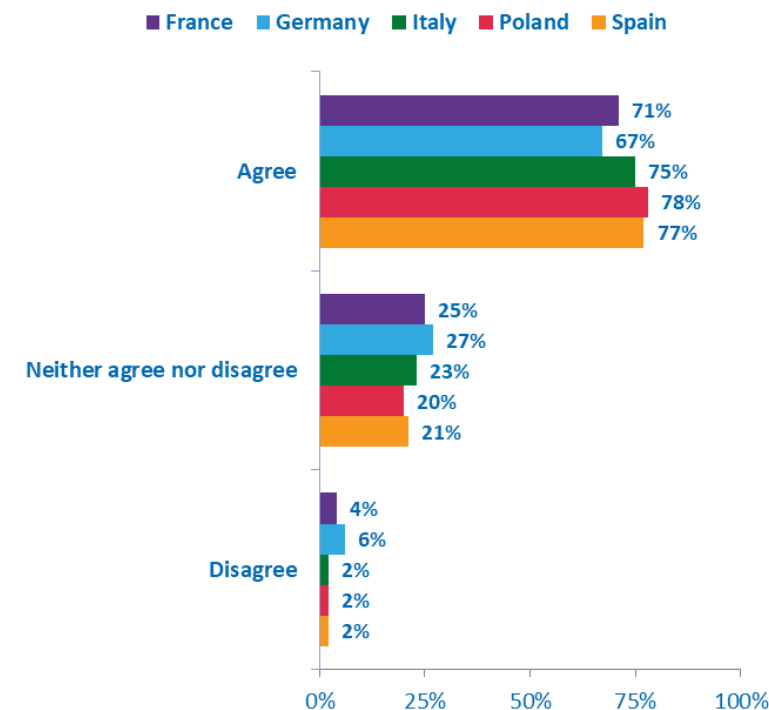


Source: IPSOS Earth Day 2020;



Source: [All ecolabels](#) / [Ecolabel Index](#);

Do you agree or disagree with the following statements:
There should be a clear rating system printed on food packaging that shows how environmentally friendly it is



[Read on mintel.com](#)

Acceleration of initiatives across the EU, powered by retailers, to provide clarity to consumers

SCHEMES/COALITIONS



BRAND / COMPANY



RETAILERS



The most visible schemes

Only LCA based

mondra



- LCA score (0-100 points)
- Based on specific data
- + food groups normalisation
- Total points on a 8 levels scale
- Expressed with letters [A-H]
- Color-coded

ENVIROSCORE



- LCA/PEF score (0-100 points)
- Based on specific data
- Total points on a 5 levels scale
- Expressed with letters [A-E]
- Color-coded

Global



LCA score

LCA + complementary indicators



ECO-SCORE

















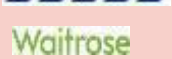

















































- LCA score (0-100 points)
- Based on generic data
- + Bonus / Malus (≤ 25 points)
- Total points on a 5 levels scale
- Expressed with letters [A-E]
- Color-coded



- LCA score (0-100 points)
- Based on generic data
- + Bonus / Malus
- Total points on a 5 levels scale
- + 3 subscores & animal welfare
- Expressed with letters [A-E]
- Color-coded



The most promising schemes we see out on the market today

				
TYPOLOGY	LCA-based only		Based on LCA + complementary indicators	
WHERE	 OtherS?		     	
RETAILERS		       	  	  
COMPANIES		18 incl.   	40 incl.       	  
THIRD PARTIES	    <i>Scientific Board Industry Advisory Committee</i> 	    <i>Technical support provided by</i>	             	



**Institut du
COMMERCE**
PARTAGE & PROSPECTIVE



Environmental impact labelling:

Points of agreement & watch-points identified by our working group @Institut du Commerce

Environmental labelling: our framework

Support a genuine shift towards more sustainable consumption/production practices

OBJECTIVES

PROVIDE A CLEAR AND TRANSPARENT PICTURE
of the env. impact of a product

**EMPOWER CONSUMERS TO MAKE INFORMED AND
MORE SUSTAINABLE FOOD CHOICES**

INCENTIVIZE FOOD ECO-DESIGN
Encouraging and valuing sustainable production practices

GUIDING PRINCIPLES

HOLISTIC

Environmental indicators & food products range

SCIENCE BASED, TRANSPARENT & EASILY ACCESSIBLE

*Recognized methodologies and reliable data
Accessible calculation tools*

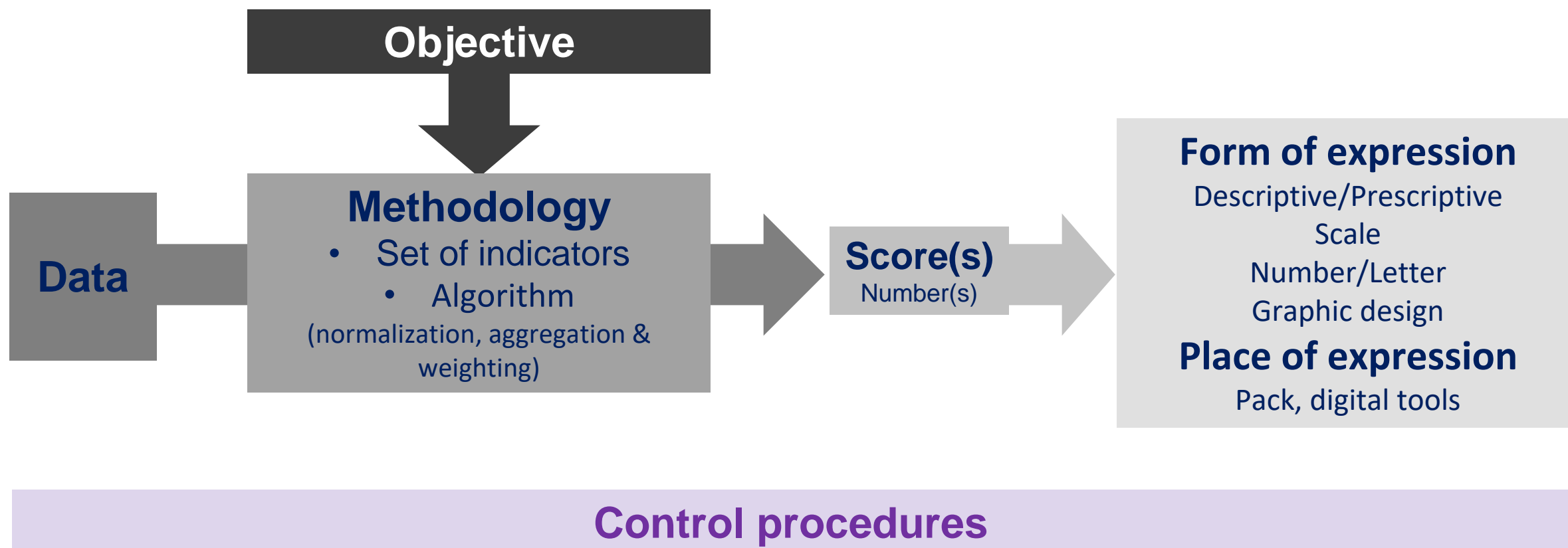
CONSUMER FRIENDLY

Clear, meaningful and understandable for consumers

HARMONIZED ACROSS ACTORS & COUNTRIES (EU)

VOLUNTARY

The building blocks of environmental labelling



The building blocks of environmental labelling: our POV



44

2 objectives

- Comparison within food categories (to incentivize ecodesign)
- Comparison across categories (to foster dietary shifts)



Data

Methodology

- Set of indicators
 - Algorithm
(normalization, aggregation & weighting)

Score(s)
Number(s)

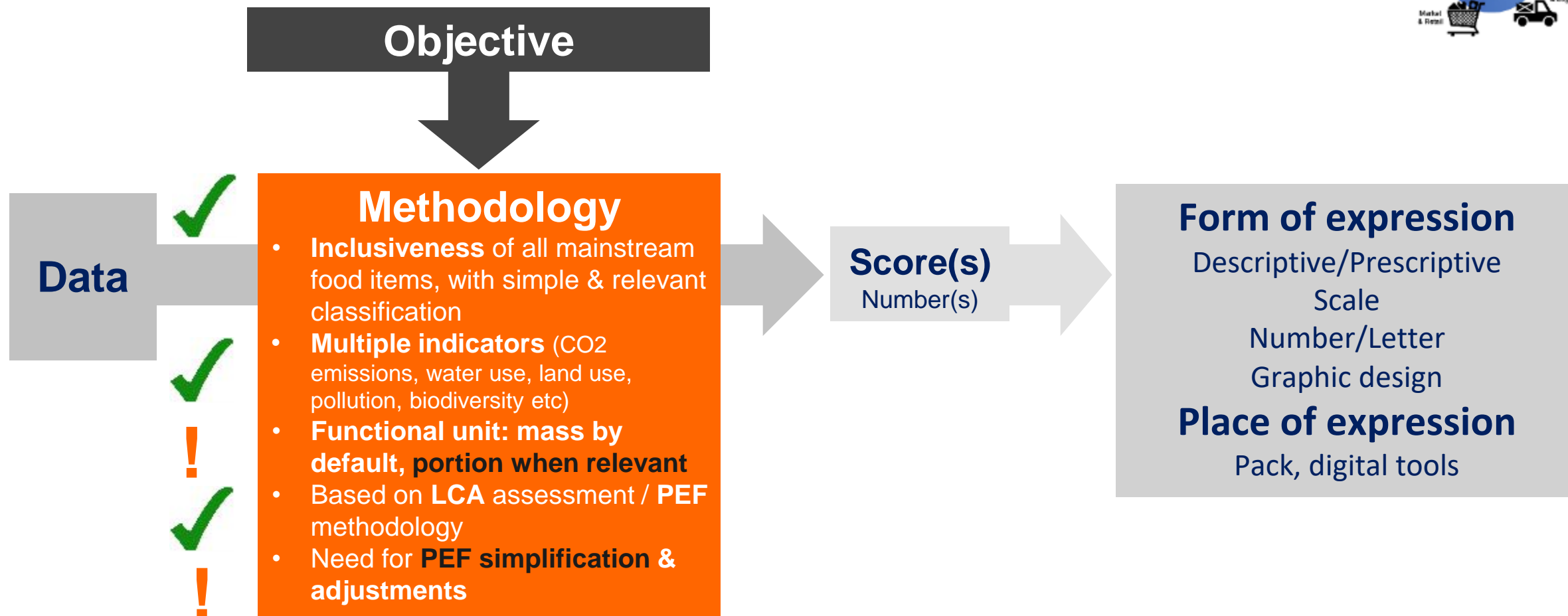
Form of expression

Descriptive/Prescriptive
Scale
Number/Letter
Graphic design

Place of expression

Pack, digital tools

The building blocks of environmental labelling: our POV



PEF requires adjustments: our POV



! ○ Simplify PEF Category Rules to allow cross category comparisons

- One Category Rule for foods (solid/drinkable foods)
- One Category Rule for beverages

Short term

Long term

○ Adjust LCA/PEF to cover blind spots

▪ with complementary indicators

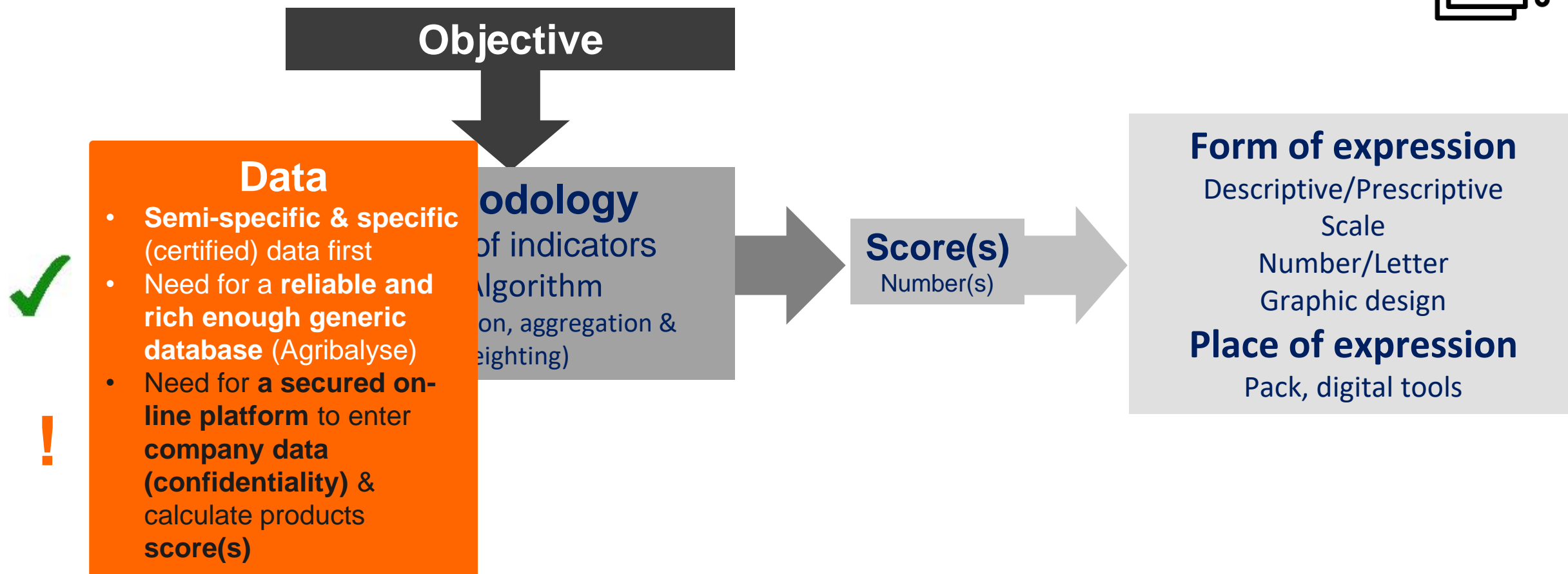
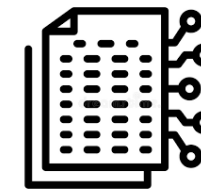
(appropriately weighted bonus/malus applied to PEF global score)

- Farming practices (Soil C sequestration, pesticides, local biodiversity)
- Biodiversity loss (deforestation)
- Pack circularity
- etc

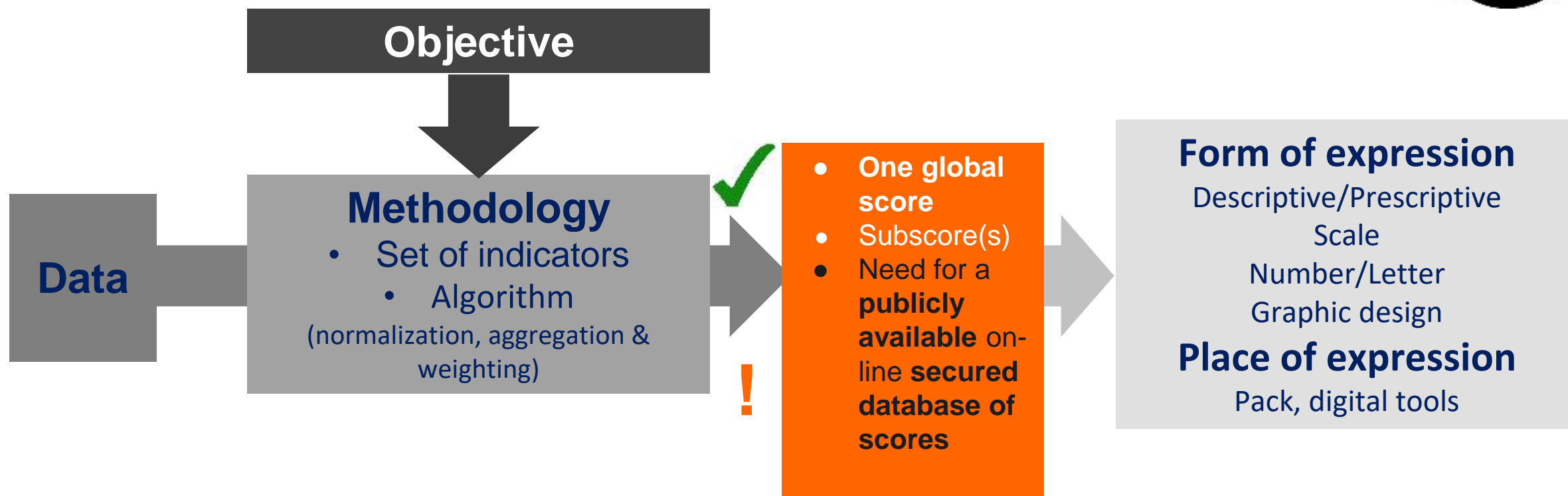
▪ within LCA/PEF

- Different calculations of indicators (integrating Carbon sequestration in soils in CO2 emissions)
- Different weighting of LCA indicators (Ecotoxicity related to pesticides use)
- Additional LCA/PEF indicators (biodiversity)

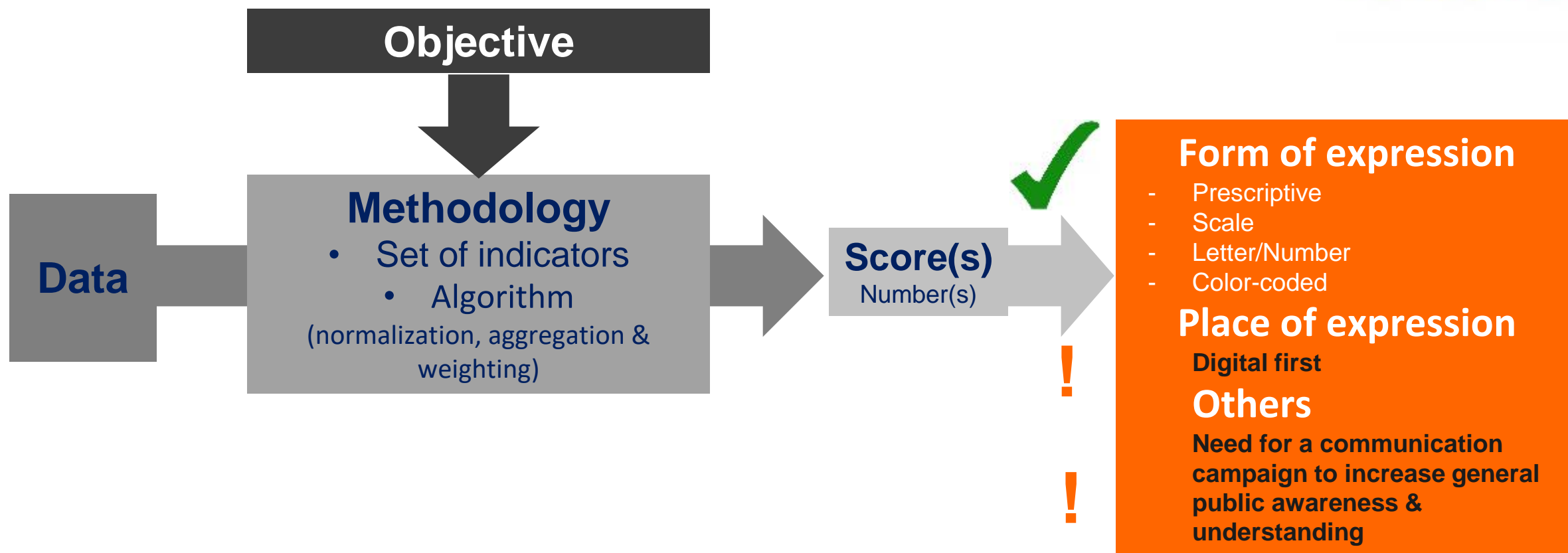
The building blocks of environmental labelling: our POV



The building blocks of environmental labelling: our POV



The building blocks of environmental labelling: our POV

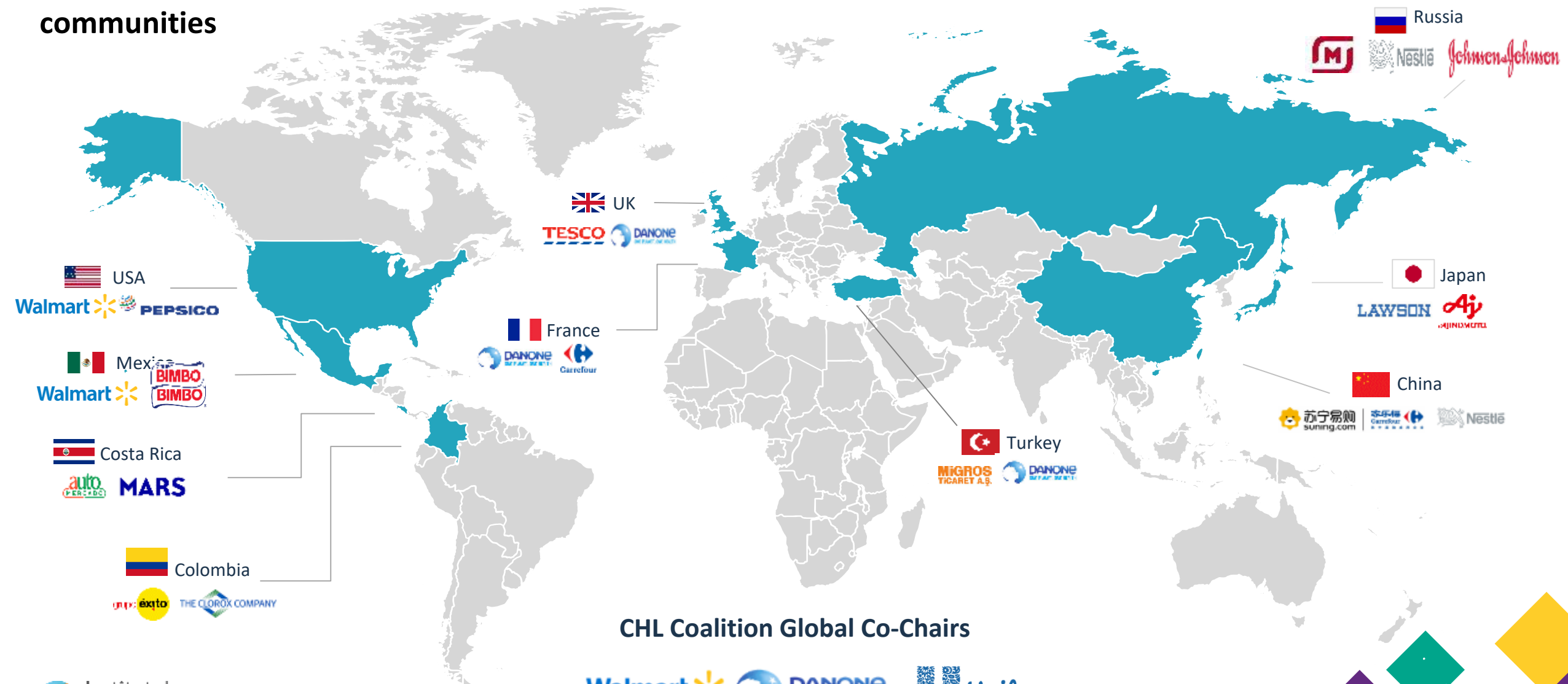


In a nutshell

- **Members of the Institut du Commerce taskforce are supportive of ADEME proposals**
 - Objectives
 - Methodological framework
 - => Harmonization across actors & countries (at least in EU)
- **Some watchouts intended to maximize chances of success**
 - PEF adjustments (category rules)
 - Company implementation
 - limited human, technical and financial resources especially in SMEs
 - company data confidentiality
 - reliability of publicly accessible scores
 - General public empowerment

CGF: Collaboration for Healthier Lives

Empower people to lead healthier lives while creating shared value for business and communities



CHL Coalition Global Co-Chairs

Healthier and Sustainable Diets

HSD Working Group Vision, Mission and Objectives

HSD Vision

Make food that support a **healthier and more sustainable diet** the **easy and preferred consumer choice** by championing taste, availability, and affordability

HSD Mission

Work together as leading manufacturers and retailers to **empower consumers to adopt healthier and more sustainable diets by launching interventions** and encouraging consumers to make better choices

HSD Driving Action – interventions in CHL markets to go live in 2022

Incentivising Healthy Sustainable Choices.

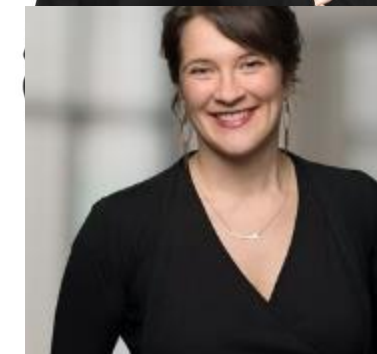


HSD Learning Series 2022:

Next session 1st March on Regenerative Agriculture

How can you help?

- **Give us your feedback and ideas on how to work together to deploy the environmental scoring for food better & faster around the world**
 - Talk to your colleagues
 - ECR local ? launch your own working group for your retailers and manufacturers (knowledge sharing, best practices, test & learn...)
 - ECR members? Talk to your local ECR or send a mail to Ché McGann (che.mcgann@ecireland.ie) from ECR Community
 - Consumer Goods Forum members : contact s.bligh@theconsumergoodsforum.com
- **Join the French working group from Institut du Commerce** : contact emilie.chalvignac@institutducommerce.org



Q

&

A