

# Towards a harmonised Ecolabel for food in the EU

Warm welcome to all participants

16<sup>th</sup> February, 2023, The Hague, The Netherlands



# LCA based Ecolabeling: A game changer

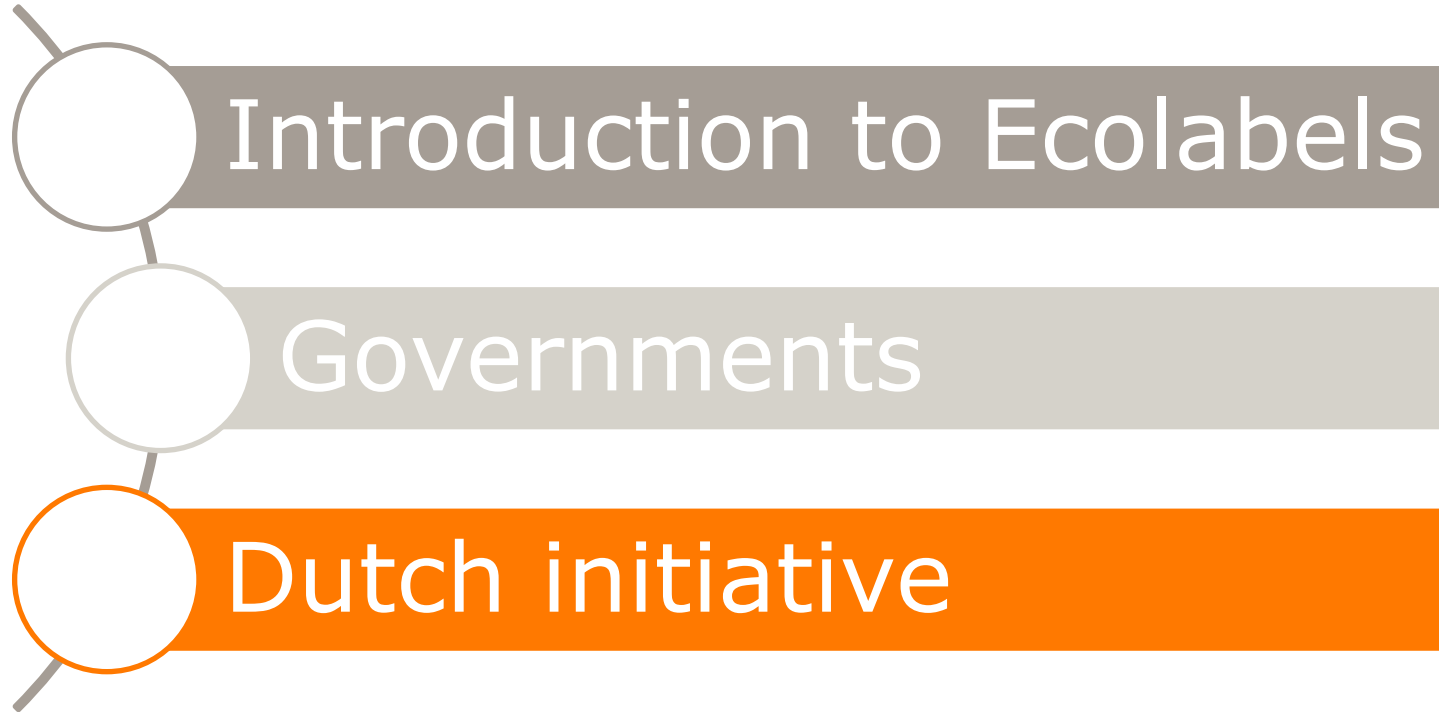
Koen Boone, Wageningen UR

With input from: Houkje Adema, Roline Broekema and Irina Verweij-Novikova





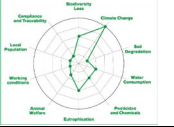


Conference "Towards a harmonised Ecolabel for food in the EU", 16 February, 2023, Den Haag, The Netherlands



# Agenda



# Ecolabeling (LCA) initiatives food

Eco-Score	Planet-Score	EnviroScore	Eco Impact	Coop Sweden Sustainability Declaration	Made Green in Italy	French initiative
						

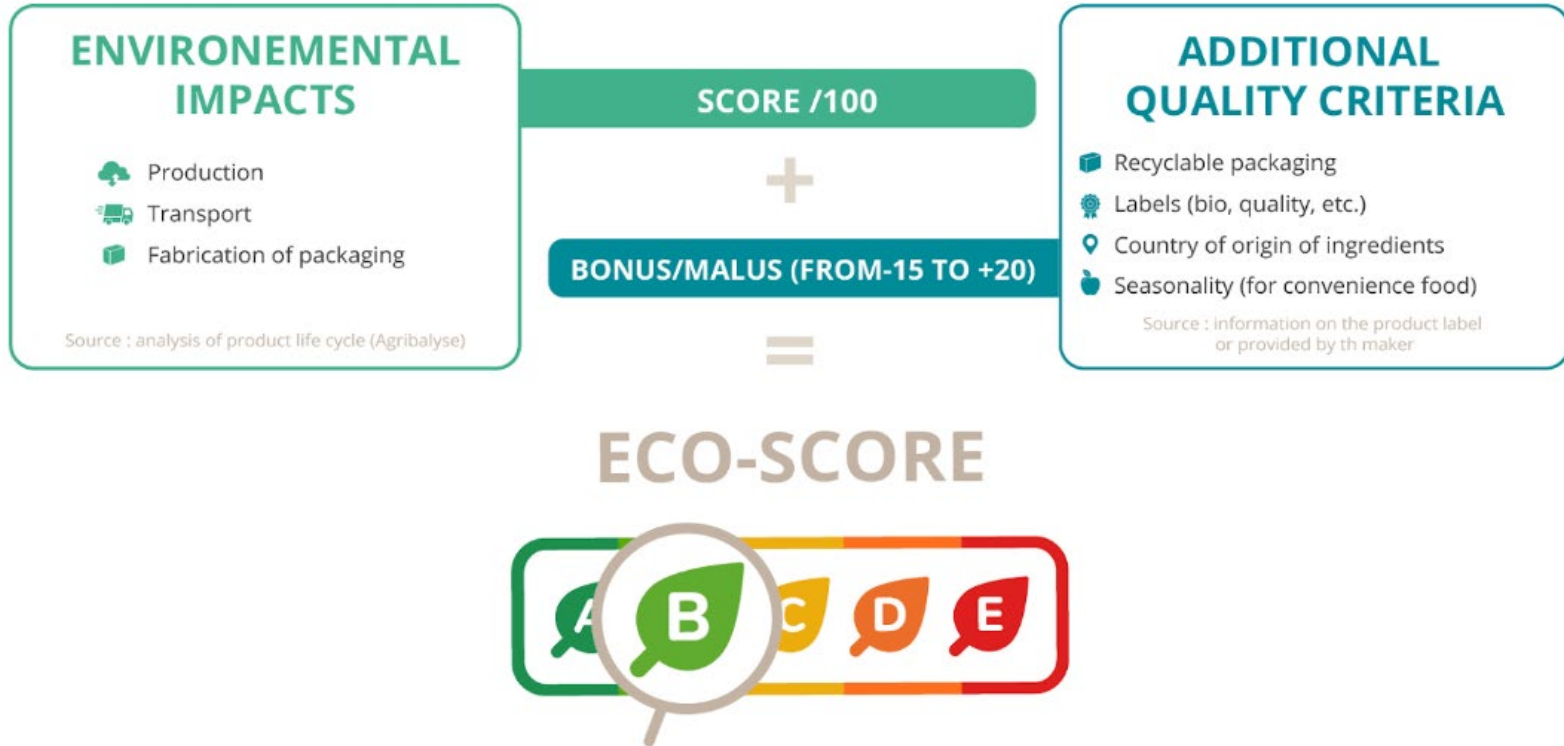
beelong.ch 

**inoqo**

**M-Check Migros**

- Studied all private initiatives
- Studied plans EU and national governments
- Checked demand by speaking to approximately 50 stakeholders

# Eco-score method



# PEF impacts covered



## Normalisation

results divided by normalisation factors defined based on yearly emissions of an average global citizen



## Weighting

normalized results multiplied by weighting factors (expert panels, planetary boundaries, reliability of indicator)



## Single score

+

Additional environmental information

# Ecolabeling: Potential high impact

- Available for all food
- Broad set of impact categories
- Continuous improvement
- Multi-purpose:
  - B2B & B2C
  - Within & between product categories

- Workload/data availability
- Assurance
- Methodological challenges
  - Integrate politics
- Incentive for producers
- Social and animal welfare indicators

**Potential to have high impact on sustainability of food**

# Criticism on LCA based claims

“Norwegian **Consumer Agency** (June 22): [LCA based] Higg Index is **misleading** and therefore illegal. The index does not document the environmental properties of a particular product but measures the **average environmental impact** of a particular material, which does not necessarily apply to the exact product”.

Letter of group of **NGO's** to European Commission (March 22): “The **PEF methodology** is **not adequate** to assess the environmental performance of agri-food products”

Jan 25 2023: **IFOAM** launches lawsuit to Ecoscore and Foundation Earth for use of **term “Eco”**



# Governments



# European Union



- Initiative on substantiating Green Claims

March 2023

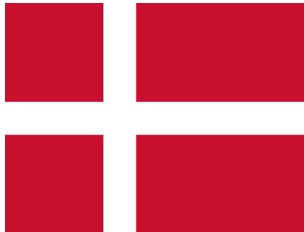
- Sustainable Food Labelling Framework

End 2023

# Government supported initiatives in EU



- Government will introduce Ecolabel in 2023
- All food producers are expected to report

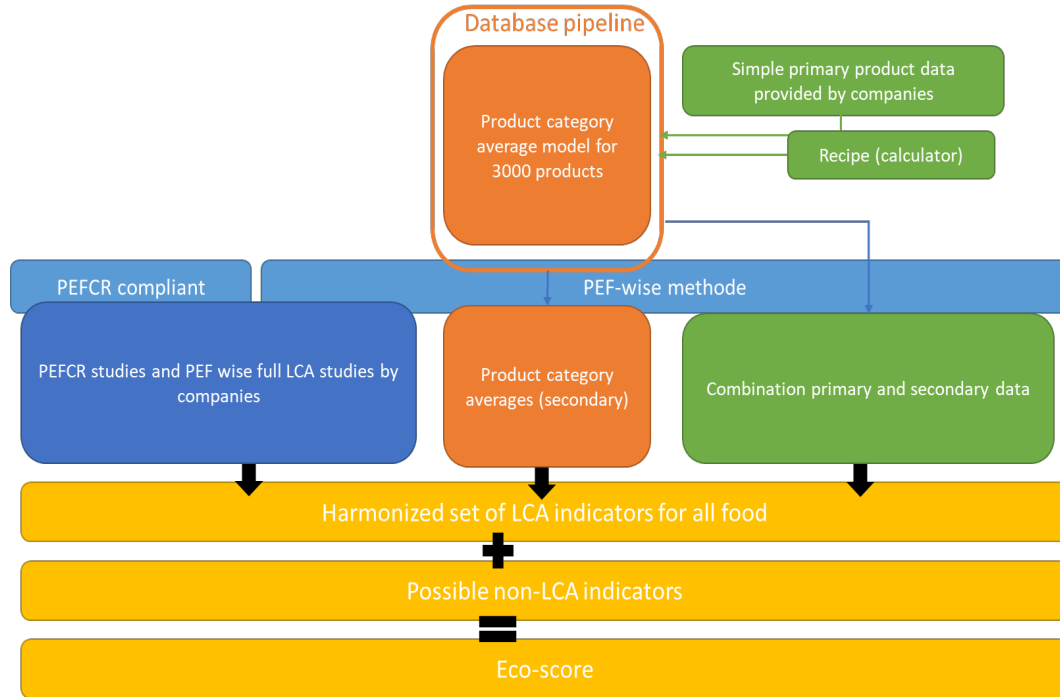


- Climate label in consideration
- Government initiated

# Dutch initiative



# Footprint working group



- Developing PEF-wise method
- Generic LCA database NL
- Researching voluntary ecolabel
- Support by group of 8 CEO's

## Members:

LNV, WUR, CBL, FNLI, MVO, Nepluvi, Nevedi, ANEVEI, COV, NZV, GroentenFruit Huis, NB/FWS, Vereniging Schelpdierhandel, Avebe, Cosun, Friesland Campina, Do it organic, Agrifirm, Unilever, HAK, Delinuts, Vion, Superunie, Jumbo, ABN AMRO, Rabobank, RIVM, Natuur en Milieu and MilieuCentraal

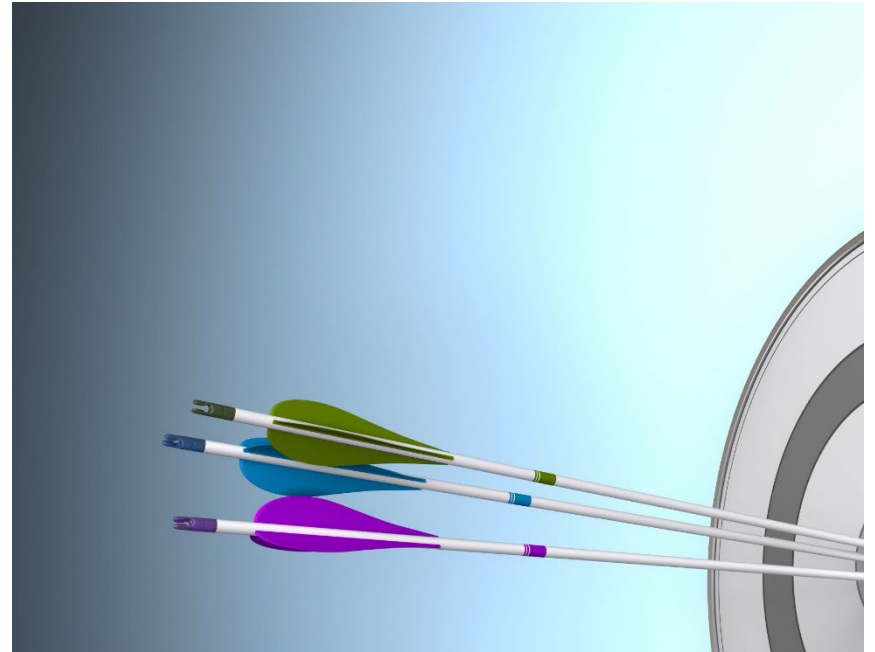
# International harmonization

- LIFE proposal with FR, DE and ES:
  - Harmonized “Agribalyse” databases
  - Ecolabel
  - Test Ecolabel
  - BE, DK, GR, UK, FI show interest
- Cooperation with other private initiatives
  - Foundation Earth
- Expert/policy group
- Webinars
- Conference



# Conclusions

- Labeling based on LCA becomes scalable
- Still challenges to solve but many resources available to work on these
- Game changer if (primary) data will be made available and right incentives applied



# Thank you!

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## LCA based labelling systems: Game changer towards more sustainable food consumption across Europe.



**WAGENINGEN**  
UNIVERSITY & RESEARCH



**LCA-based labelling systems: Game changer towards more sustainable food production and consumption across Europe**

Koen Boone, Roline Broekema, Mariet van Haaster-de Winter, Irina Verweij-Novikova and Houkje Adema

1. Introduction

In recent years many LCA-based labelling systems on food (further on called ecolabels) have been introduced that make it possible to assess and communicate on the environmental impact of all food (see for an overview [1] and [2] and Table 1; examples are Eco-Score [3], Planet-Score [4], Environscore [5], Eco-Impact [6], Made Green in Italy [7] and the French government initiative [8]). These systems are different in two ways from traditional labels such as fair trade or organic. First,

