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## CONTRIBUTION TO THE DRAFT REPORT

### « COMMUNICATING ENVIRONMENTAL PERFORMANCE ALONG THE FOOD CHAIN »

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#### 1. Do you have any comments on the "Setting the context"?

To meet the challenges of more sustainable production and consumption, access to information on the environmental impact of product and services is a prerequisite. It is only through gaining precise command of this information that companies can launch optimization strategies which will give them a competitive edge.

Making this information available on a large scale will **accelerate the adoption of more sustainable production and consumption practices in the everyday life**. This information should, from the start, build on a **multi-criteria approach** (impact on climate change, impact on natural resources, air pollution, etc.) in order to avoid any pollution transfer and to provide guidance for the adoption of responsible reduction practices.

**Greenext has developed an innovative approach, relying on industrialized life-cycle analysis covering the whole life-chain of products** (from the production of raw materials to the treatment of waste, through, for example, the means used to bake or preserve the products).

Following a call for proposals launched by the ADEME and the Ministry in charge of Sustainable development in December 2009, Greenext and Kantar Worldpanel have been chosen in May 2010 to conduct jointly a detailed analysis of the CO2 equivalent content of household consumption in France. The methodology developed by Greenext has also been selected by the European Commission among the 11 methodologies existing worldwide for the assessment of the carbon footprint of products.

Widely replicable to almost all the products of a market, the methodology relies on a **database containing the environmental profile of the (approx.) 500.000 mass consumption goods** distributed in France, as well as on GreenCode SaaS®, a **calculator/simulator of the products life-cycle, accessible through a web service** (SaaS mode):

- Pre-assessed on the basis of generic data (secondary data) giving a broad view of the market, the environmental profile is then progressively fine-tuned for the industry and the retailers, on the basis of their specific and individual data (e.g. energy consumption of the production plant of a specific product, etc.) as soon as these data (primary data) become available.

- GreenCode SaaS® provides a simple way of integrating the data related to a specific product or production site (primary data), of obtaining (in real-time and on-demand) the results of an LCA, of simulating progress practices, of accessing to dynamic scoreboards, of establishing comparative analysis between products and benchmarks, or among others, of filing a demand for guaranteed results for the establishment of external communication campaigns. Of ergonomic design, GreenCode SaaS® is accessible to all the divisions of the companies (from production to management).

In July 2011, in the framework of the current test case at national level in France, Greenext has also uploaded GreenCode Info®, a web service and mobile information tool for the consumer. GreenCode Info® provides, for almost all the 300.000 food & drink products distributed in France, information on the environmental impact of the product families these product belong to. The specific environmental impacts of the individual product, provided by the industry or the retailers, complement the information on the product families ([www.greencode-info.fr](http://www.greencode-info.fr)).

The approach developed by Greenext respects the existing guidelines, standards and reference tools: reference tool of the French AFNOR-ADEME BPX30-323 platform (in charge of preparing the upcoming regulations), ISO LCA 14040 and 14044 standards.

According to Greenext, all stakeholders involved in LCA approaches should be able to **rely on a defined set of methodology rules as well as on a common format for display, enabling comparability of results between products.**

As a future step, the environmental information should evolve towards socio-environmental information, by integrating other characteristics related to the products (label, origin, presence or suppression of ingredients, etc.).

## **2. Do you have any comments on the "Business-to-Consumer" chapter?**

Greenext wishes to underline that the deployment of environmental information will be accelerated, as a 1<sup>st</sup> step, by displaying environmental profiles by families of products (an average of the market representative data, i.e. secondary data). These environmental profiles, by families of products, will enable:

- To offer strong references for the consumers (see, for example, the CO2 comparison device established by Greenext on [www.greencode-info.fr](http://www.greencode-info.fr)).
- To avoid stigmatization of products (the impact becomes a relative impact; the consumers' choices can evolve with time, as is the case in the field of nutrition).
- To stimulate other economic actors to position their products in comparison with a market average, and to underline the progresses registered.

To enable such an approach, it is important to **establish common measurement units for all food and drink products**, as is the case in France (environmental impact for 100g of product).

A measurement unit common to all F&D products will enable to provide the consumer with a vision of the cumulative environmental impact of its F&D purchases (e.g. on the till receipt) or with a vision of its "environmental purchases" (as is the case in the field of nutrition with the "recommended daily allowances" – RDAs).

## **3. Do you have any comments on the "Business-to-Business" chapter?**

According to Greenext, the main challenge today is to provide the economic actors (industry and retailers), in a cost-efficient way, with **new tools of ecological intelligence interoperable with their existing information systems.**

In order to support and foster the commitment of the economic actors, it is equally important to deliver reliable data. To do so, it is recommended to rely on third-party certification.

To **guarantee the reliability of its data**, Greenext relies on the Recognition Scheme for the Display of Environmental data (SRAE - Schéma de Reconnaissance de l’Affichage de données Environnementales) developed by ECOCERT Environment on the basis of the various existing ISO

standards and references. SRAE compliance imposes internal control processes (self-inspection, benchmarks, and internal audits) as well as external inspections (with, a.o., an annual audit from ECOCERT Environment).

#### 4. Do you have any comments on the recommendations?

With regards to information devices for the consumer, a **wide range of communication tools should be developed**: on the product label, on the till receipt, on the retailers' information material, on the Web, etc. All these information channels play a **complementary role in the education of the consumer**, and in meeting its specific needs. In this framework, the industry and the retailers have a major role to play.

To complement the information devices implemented by its clients, Greenext developed a mobile and Web service, named [www.greencode-info.fr](http://www.greencode-info.fr). This service enables the consumer to have remote access to the **environmental information by families of products**.

Below are presented examples of Web and mobile applications (in French) :

The image displays the greencodeinfo website and two mobile app screens. The website screenshot shows the 'Recherche / Résultats / fiche environnementale' for 'Jus d'orange, pamplemousse et fruits exotiques'. It features a 'CO2' tab with a score of 'B' (110) and a 'RAYON' section showing 'IMPACT MINI MAXI DU RAYON' with a score of 26. The mobile app screens show the 'greencodeinfo' interface for 'CONTREX EAU MINÉRALE PLATE', displaying 'IMPACT FAMILLE' scores for CO2 (A), AIR (A), and EAU (A), and 'IMPACT MINI MAXI DU RAYON' with a score of 26. A red label 'Orange Juice family (Web)' is positioned below the website screenshot, and another red label 'Mineral still water family (mobile)' is positioned below the mobile app screens.

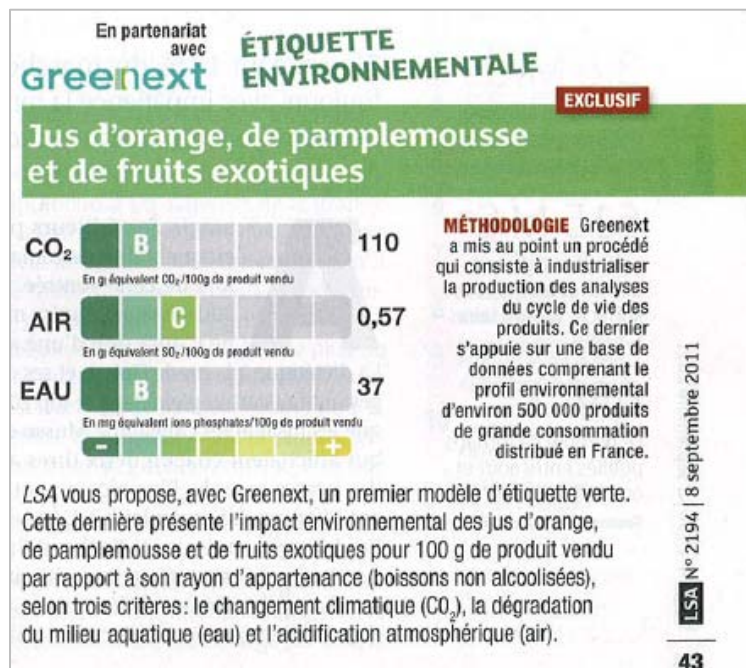
The industry and retailers then have the possibility to position their products (i.e. the environmental impact of their products) on the product family scale (see below an example for a product distributed by Intermarché, in French).

The image shows three mobile app screens for 'greencodeinfo' displaying data for 'ELODIE Confiture fraise'. The first screen shows 'IMPACT PRODUIT' with scores for CO2 (C), AIR (B), and EAU (A). The second screen shows 'INFO PRODUIT' with a score of 'B' (0.97) and 'INFO PRODUCTEUR' for 'Sélection Mousquetaires'. The third screen shows 'IMPACT MINI MAXI DU RAYON' with a score of 0.97. A red label 'Strawberry jam Intermarché' is positioned above the middle screen.

It is only by providing him with a comprehensive vision of the market (i.e. all the products of the same shelf) that the consumer will be able to establish the absolute value of a product. In this framework, tools such as the CO<sub>2</sub> comparison device (also available on GreenCode Info®) can help the consumer understand the environmental impact of a product (see below, example in French).



Other initiatives (communication in the press or through the companies' own communication material) can complement the information towards the consumer. See below an example of an information column devised by Greenext in the LSA magazine in France (LSA is a publication specialized in consumer and retailer issues) :



5. Do you agree/disagree with the given terminology in the glossary?

(No particular remark on this issue)

6. Can you provide examples of best practices in different chapters?

Example 1 – Biocoop

Detail of the project

Biocoop is a French retailer specialized in organic products, who wanted to communicate environmental information on its products to its consumers.

Solutions provided by Greenext

Greenext provided Biocoop with the full range of its services:

- Environmental impact analysis and calculation > Biocoop suppliers were equipped with the « GreenCode SaaS® » device to get data
- Data guarantee : the engineers of Greenext audited data to deliver products certification
- Communication > Beyond traditional communication in points of sale (shelf tags and leaflets), Biocoop resorted to Greenext web and mobile phone applications to deliver environmental information to their consumers.

Results

- 3 suppliers involved (starting point for enlarging the process to a wider range of suppliers and products)
- Information displayed in 14 outlets



Leaflets developed by Biocoop in the framework of the environmental information initiative



## Example 2 – Intermarché

### Detail of the project

Intermarché, the 3d French FMCG retailer, wanted to involve their private labels suppliers in a large environmental communication plan towards consumers.

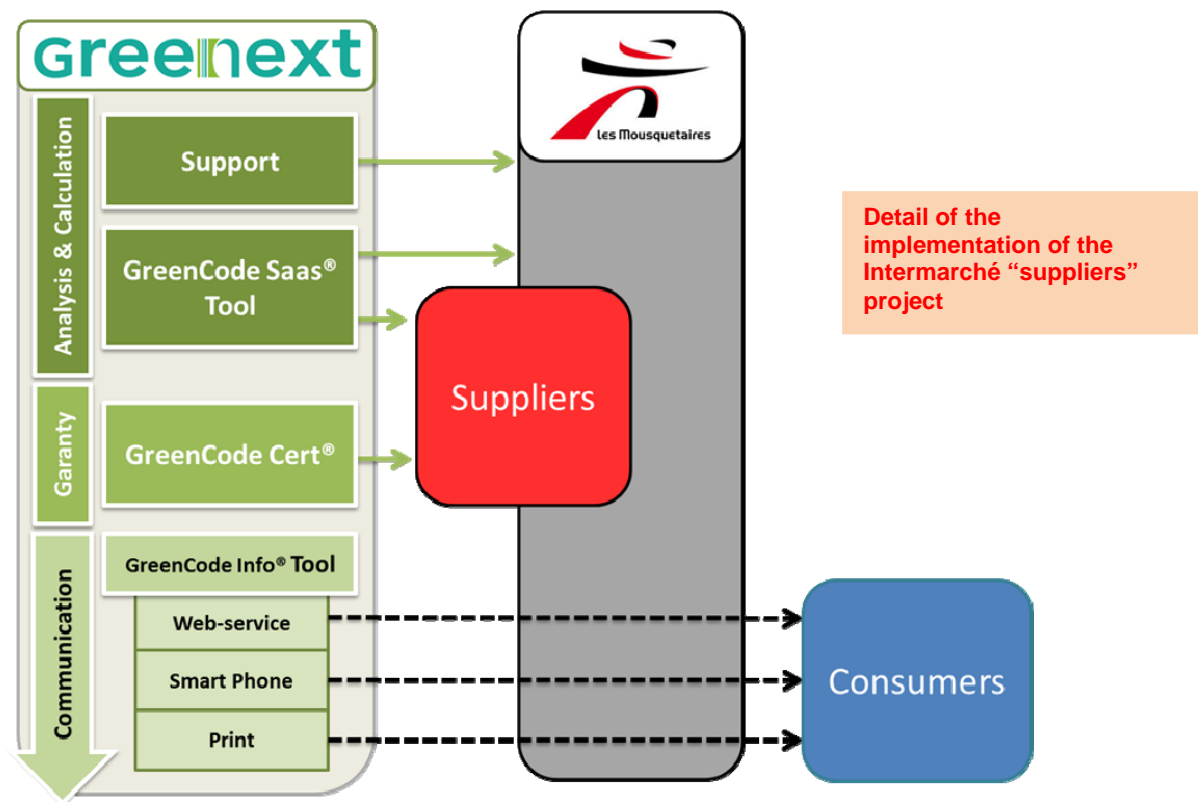
### Solutions provided by Greenext

Greenext provided the actors involved with a broad range of services:

- Environmental impact analysis and calculation
- Communication tools

### Results

- 30 suppliers involved
- Environmental impact calculated for 150 products



## **7. Do you have any other comments?**

The **challenge of the environmental information should be met by a shared action at European level.**

In this framework, the French test case on environmental display for consumer goods, launched in July 2011, could provide an interesting working material to be shared with other Member States.

The actions related to environmental information should also merge with actions and initiatives linked to the origin of products and their nutritional properties, in order to launch a true momentum for the socio-environmental information on products.

In this context, we would like to put forward **3 recommendations**:

- Foster transparency and traceability of products, while enabling the economic actors (industry and retailers) to engage freely in voluntary approaches
- Ensure convergence of regulations and initiatives taken by public authorities and at EU level, in order to ensure consistency, clarity and acknowledgement by the private actors
- Set up financial incentives (modalities to be determined) to foster commitment by the economic actors.

### **About Greenext ([www.greenext.eu](http://www.greenext.eu))**

*Created in 2007 by Caroline Alazard and Clarisse Fischer, Greenext develops, for the industry and retailers, solutions for calculating and analyzing the **socio-environmental footprint of consumer goods**. The innovative approach of Greenext lies in an **industrialization of the production of Life Cycle Analysis (LCAs)**.*

*Greenext has at its disposal the **environmental profile of the (approx.) 500.000 mass consumption goods distributed in France**. The company has been chosen by numerous actors (industry and retailers) involved in the national test case for environmental display launched in July 2011 by the French authorities.*

*Respecting the existing standards and references (ISO LCA 14040 and 14044 and reference tool of the French AFNOR-ADEME BPX30-323 platform), Greenext is the **only solution on the French market to engage each year into third-party certification** (by ECOCERT Environment, a certification body specialized in environmental matters, and subsidiary of ECOCERT).*

*Greenext is an **active member of the French AFNOR-ADEME platform**, in charge of preparing the upcoming regulations.*