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Comité de Liaison des Industries Françaises de l'Emballage

French Liaison Committee for Packaging Industry

A REGULATORY APPROACH FRANCE

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French Packaging Industry Some figures

- ❑ **Turnover** 21 Billion €
- ❑ **Tonnage** 12 M Tons
- ❑ **Employees** 100 000 people
- ❑ **Companies** 865
- ❑ **Main sectors** Plastic (including flexible) – Paper-Board – Wood – Metal (aluminium and steel) – Glass

Source : Sessi 2007

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Market share for each material sector % by sales

□ Glass	11%
□ Metal	13%
□ Wood	9%
□ Paper-Board	32%
□ Plastic	35%

Source : Sessi 2007

Grenelle for Environment

- ❑ Law I should be published July 2009.

- ❑ Concerning Requirement on Consumer information Article 47 :
 - « Consumers must be given environmental information which is sincere, objective and complete giving global characteristics of both product and packaging and must be proposed products respectful of environment at attractive prices. France will support the recognition of these request at the level of European Union ».

 - This translation is non official.

 - ➔ Very important : it is still under final vote by the Parliament (2 chambers) to have labelling for both product and packaging (not split between both).

Grenelle II

☐ To be published before end of 2009 :


- « From January 1st 2011, consumer must be informed, either by marking, labelling, displaying or any other appropriate process, of content in equivalent CO2 of products and their packaging, consumption of natural resources or impact on environment issued from those products during their life cycle. »

This translation is non official.

How to prepare environmental labelling of consumer products ?

- ❑ A Platform has been put in place which is led by Ademe (French Environmental Agency) (with help of Afnor the standardization body).

- ❑ All stakeholders participate to the Platform :
 - **Industry** : packers-fillers – material producers - packaging manufacturers
 - **Retailers**
 - **NGOs**
 - **Consultants in environment**



□ General principles for an environmental communication on mass market products:
French standardization BP X30-323

- It is a **code of good practices** elaborated by the Platform and published by Afnor.
- It is aimed at being promoted at European and international levels. The code will be able to evolve in conjunction with evolution of European or international standards.

Code can be found in English version on Afnor website.

The content of the Code

- ❑ It defines principles and main lines for the elaboration of environmental claims related to communication on products for consumers.
- ❑ Target of the environmental communication :
 - Allow the consumer to be aware of environmental impacts of a product (all life cycle) and thus have the necessary information to make the decision of purchase of the product.
 - The communication must allow comparison between products of same category and if pertinent between several categories.
 - Communication must follow the rules of the code in order to allow comparison between information on same place of purchase or on different places of purchase.
 - The code must harmonize the different practices of communication to consumer.

Field of application of the code

- It applies to all products of general consumption whatever their mode of distribution.
- It applies to environmental communication on spot of purchase or other mode of purchase (e-commerce, mail order trade...).
- It covers environmental impact of products.
It does not cover other aspects of sustainable development.

Main principles of environmental communication of products (1)

- ❑ It covers all solutions allowing to inform the consumer on environmental impact of the product.
- ❑ Environmental communication is related to the functional unit of the product.
- ❑ Guidelines will be developed in order to precise the format of communication. (this in conformity with code of consumption and ISO 14020).

Main principles (2)

- Environmental communication gives indicators specific to the category of products :
 - Those indicators show main and pertinent environmental impacts of the product in a comprehensive manner for the consumer.
 - Those indicators can vary according to categories of products.
 - Information must allow access to everybody in a transparent and free way.
 - In any case the environmental labelling must inform on CO2.
 - Carbon compensating measures must not be integrated in the evaluation of GHG of the life cycle of the product.

- ➔ Methodological guides by category of products will be elaborated.

Platform organization

Sectorial Working Groups

- Food products for Human and animals.
- Equipment using energy (batteries...)
- Cleaning products, products for gardens and pesticides.
- Hygiene products.
- Beauty products.
- Textile for home, clothes, shoes, bags.
- Products for building, decoration, inks, glue and varnish.
- Furniture.
- Products for sports, camping, bikesetc..., toys, games.
- Financial services – Banks – Insurance.
- Proposal for other groups : culture, edition, non electric tools.
- Packaging is a transversal working group.

Each working group has its functioning but the Platform is the coordinating body and Ademe participates to all working groups.

Work done by Sectorial Working groups

- Definition of Functional Unit.
- Listing of environmental impacts.
- Listing of relevant environmental indicators.
- Listing of information requested.
- Allocations between products and co-products.

Our point of view

- ❑ Information to the consumer must be :
 - Understandable.
 - Comparable.
 - Consumer must be informed but secured and not misinformed.
 - Information given must be based on common, validated methodology, basis of calculations, analysis.
 - Keep harmonized legislation in UE.
 - Necessity of strong coordination in the packaging chain.
 - How to manage the issue in a European/international market ?

Conclusion

- ❑ National initiatives can be sound but have to be managed in an harmonized way in UE. (at least)
- ❑ Environmental communication must be reliable and give credit to the consumer for all the products put on the market.
- ❑ Need to keep a good balance between economic development and be respectful of environment.



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