



**RÉPUBLIQUE
FRANÇAISE**

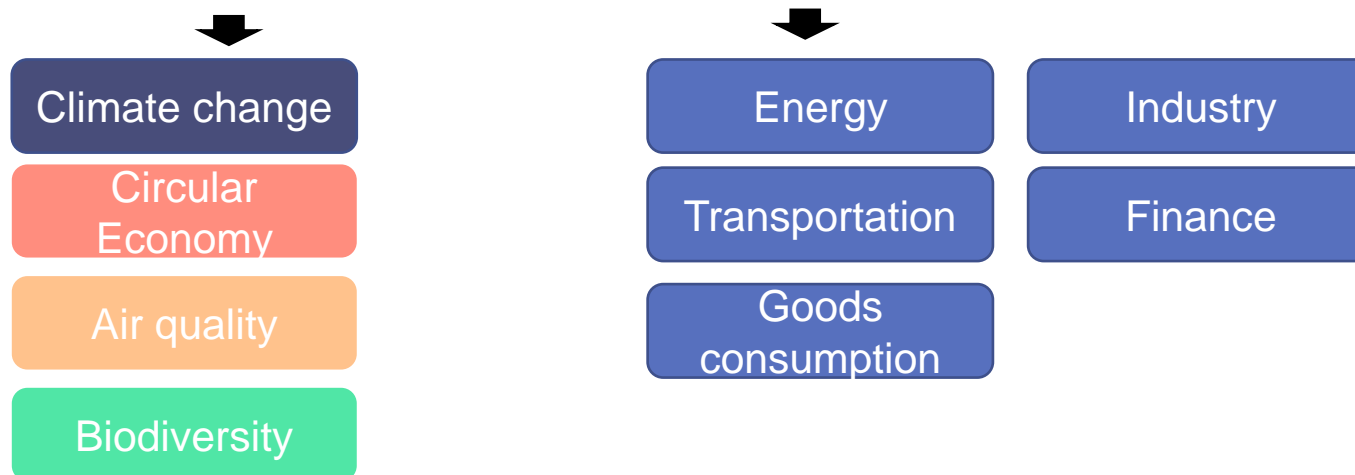
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Labelling initiative in France and European collaboration

ADEME : The French Environmental Agency

- Public agency under the authority of **the Ministry for ecological transition**.
- We **promote and finance sustainable transition** for citizens, companies and local government bodies (cities, regions...)
- Staff of **900 collaborators**
- A budget of **2 000 millions €** in 2022
- Large scope of actions : We tackle **ecological challenges** in **various economic sectors**



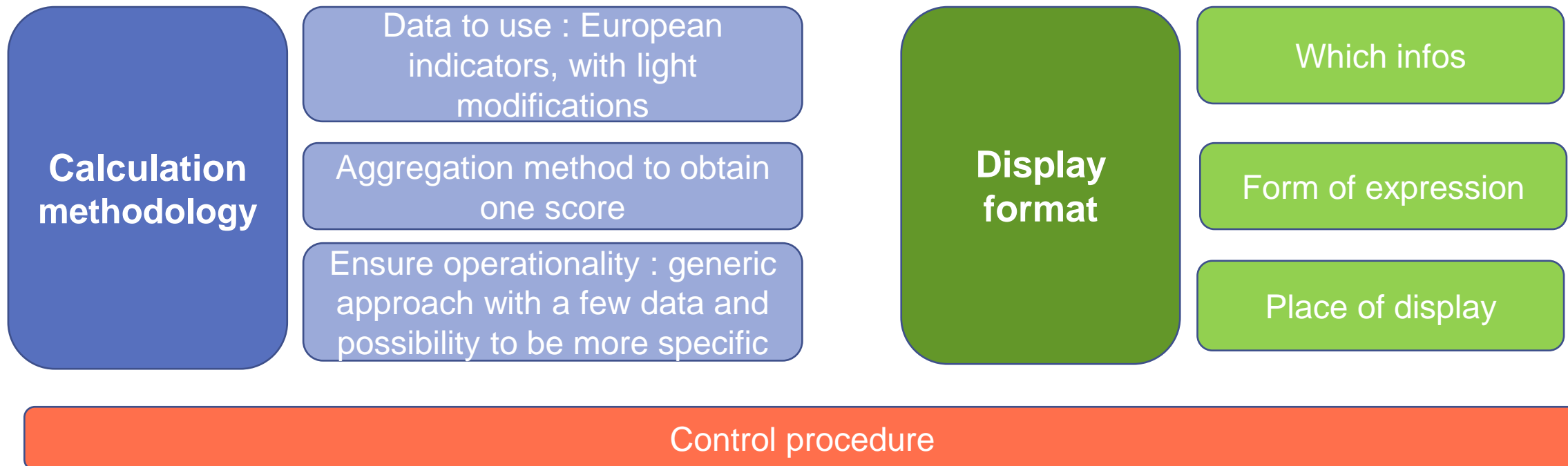
2020 = The context was in favour for a national labelling display

- **A public, open-data, scientific-led database for food: Agribalyse**
 - Environmental impacts for 2800 products
 - Widely used by stakeholders of the food industry and researchers
- **Strong political will** to promote environmental information :
 - France: « Circular economy law » & « Climate law »
 - we have to develop an environmental labelling experimentation.
- **Private initiatives developing rapidly :**
 - EcoScore / Planet Score / La Note Globale ...



... **2020-2023 = roadmap to elaborate a labelling system**

Environmental impact labelling framework : many topics to discuss



2020-2021 First set of learnings

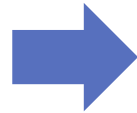
Material

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

Scientific committee

Lab experiments and research schemes (INRAE, ESA)

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



1. An official environmental labelling scheme will be **strongly welcome by the consumers.**
2. The label should both **promote ecodesign + foster dietary shifts**
3. The methodology should rely on :
 - European PEF indicators and unique score = relevant and politically stable
 - With **short-term adjustments**
4. The first level of calculation will require **few data** (recipe, packaging type, ingredients origin, certification) thanks to a generic approach, but more specific approaches will be possible.
5. Scoring schemes tested are efficient : 5-10% improvement on average food basket.

March 22 : 2 main reports, in English ! See Ademe website !
- Scientific report by researchers
- Final conclusions by the government.

What should the label look like ?

- Multicriteria
- Colored and prescriptive
- Highlight main environmental topics for education and trust
- Compact on pack system + online information (production type, origin, packaging material...)



RESSOURCES



BIODIVERSITY



CLIMATE



Prototype-example

Where are we now ? The 2022-2023 roadmap

- **Still some steps to reach a full operational display :**
 - March 22 - Autumn 22 : Final adjustments on methodology and algorithm
 - Autumn 22 – Early 23 : Testing on 500 food products + Organize a control procedure
- **Implementation expected in France in 2023**
- **Develop EU-collaboration on data and method** – a LIFE project is under construction with the Netherlands / Germany / Spain





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Thank you very much !

3 objectives for a LIFE project together

Objective 1

Collaborate to create **harmonized databases** on food environmental impacts

- Public databases
- National yet harmonized

Objective 2

Develop a **methodology** for an « **eco-score** »

- Calculation + visual
- PEF-wise
- National yet harmonized

Objective 3




Test the labelling in real life

- with conventional or organic retailers
- through apps...
- Measure the impact

Practical Infos
in a nutshell...

- *The call LIFE-2022-SAP-ENV has opened and will be closing in October 22*
- *Topic « Environmental governance » is relevant*
- *Sub-topics 1 and 3 « Activities in support of public administrations' decision-making and voluntary approaches » and « Behavioral change and awareness-raising initiatives »*
- *Possibly up to 2 M€ subsidies (50%-60% of costs) for 4 years, 2023-2027*

A great team is building up...

	Expertise on data and labelling (objective 1, 2 & 3)	Stakeholders for the labelling testing (objective 3)
The Netherlands 	<ul style="list-style-type: none"> Wageningen University and Research (WUR) Blonk National Institute for Public Health and the Environment (RIVM) 	App ? Retailer ?
Germany 	<ul style="list-style-type: none"> Universität of Göttingen Institute for scientific data analysis of Göttingen (GWDG) Ecolnvent ? University of Hohenheim ? 	Organic retailers ? Lidl ?
Spain 	<ul style="list-style-type: none"> Institute of AgriFood Research and Technology (IRTA) University of VIC (UVIC) Basque Institute Neiker ? Andalusian Institute IFAPA ? 	App Yuka ? Committed retailers : Bonarea and Amettler Origin ?
France / transversal	<ul style="list-style-type: none"> French Agency for ecological transition (Ademe) National Research Institute for Agriculture, Food and Environment (INRAE) ? Ecolnvent 	The Consumer Goods Forum ECR Community ?

Yet some of the 16 PEF-impact indicators are to be adjusted

- Adjustements should be limited. It should be a short-term correcting, before the European Commission advances on these scientific topics with its own timing and procedure.
- It is essential to improve the representation of better farming systems (extensive livestock and organic farming).
- Discussions in working groups [March 22 – September 22] to find the appropriate short-term correction.

Local biodiversity
at field

How to better take
into account
farming that enable
a local biodiversity
?
Hedges...

Eco-toxicity and
toxicity

How to better take
into account the
impacts of
pesticides on
nature and humans
?

Impact of plastic
packaging

How to better take
into account the
plastic leaks in the
environment ?

Carbon storage in
soils

How to better take
into account the
carbon that is
stocked in
meadows ?

Overfishing

How to better take
into account the
impact of fishing on
fishes stocks

The label will require few data but more specific approaches will be possible

