

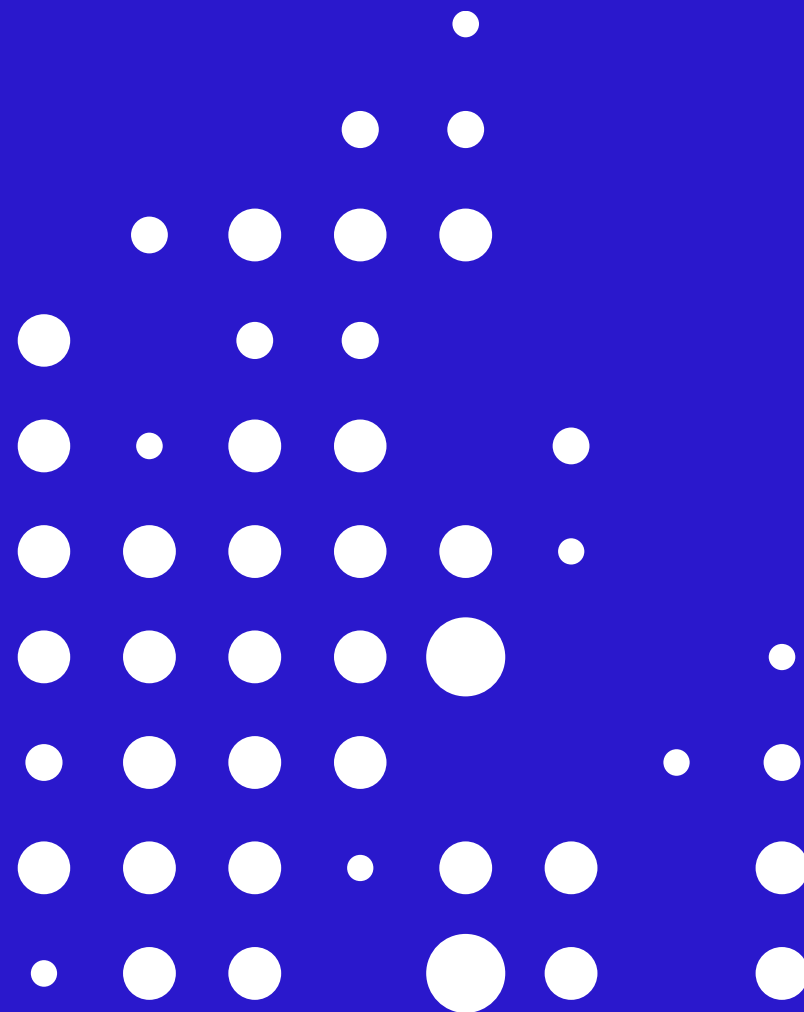
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Future communication of PEF in retail/wholesale sector

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PEF SWOT - Dansk Erhverv and retail /wholesale market

Consumer products	Advantage using PEF	Disadvantages using PEF	Comments
Fast consumer goods – fast turnover in shops	None for retailers and wholesalers <i>(Perhaps isolated to B-B production?)</i>	Retailers/wholesalers are not typical producers – no relevans Lack of space on product packing Burdens for info update for manufacturers - e.g. dynamic product changes	Support simple product labelling Consumer confusion using PEF as product labelling together with Flower and other labels
		Conflicts with consumer needs for simple information PEF must not undermine the Flower – Flower should be EC top priority	Other initiatives more effective e.g. labels – food waste reductions - stimulation of circular economy businesses
		Total PE Footprint addicted to the consumer behavior – lower PEF relevance	
Long term goods and services	Specific business B-B sectors with significant challenges –low resource efficiency / high consumption – have already advantages of EPD communication – need standardization solutions breaking down barriers cross sector	Challenge to spread the use of PEF within a sector and across	Building construction, infrastructure, interior design, service, supportive to EPR? Recycling e.g plastic sourcing and recycling ?

Conclusions

- Isolate PEF to B-B sector and to long lasting products and services
- Investigate how PEF can support circular economy product design and material recycling
- Can PEF be supportive to EPD or EPR schemes?
- Don't set up two scopes for general consumer products – use the resources to strengthen the Flower – it is easier to communicate and consumers accept it.

We have to remember ! Sustainability occurs when the market accepts the solutions