



Confederation of Danish Industry

Tina Sternest



Product environmental
footprint - PEF

07.

dec.

17



Future market communication of environmental performance of products

DI wishes to the PEF



How can PEF be a success?

- PEF should be on a voluntary basis
- It should be based on transparency, solid data and summarized in the most relevant 3 – 5 parameters
- Focus on B2B
- Help to small and medium sized companies
- Be in line with existing legislation
- It is important to have uniform enforcement across Europe



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Thank you