



**Åbning af temadag om Product Environmental Footprint (PEF)
den 7. december kl. 10.00-10.10**

Tejs Binderup kt. Ch. MFVM

Welcome

- A pleasure to welcome you to this information day on the European Commission's pilot initiative on assessing the environmental footprint of products – also known as Product Environmental Footprint – or simply PEF
- Pleased to see so many of you here today – we have around 100 representatives from businesses, academia and a variety of organisations
- The great attendance shows the significant interest for today's topic

The perspective

- And today's theme is important
- Because, wouldn't it be great if we could take important steps towards building a stronger internal EU market for green products
- Wouldn't it be great if we could make it easier for citizens across Denmark and EU to choose green products?
- And wouldn't it be great if we could make it easier for businesses throughout Denmark and EU to market themselves on the environmental benefits – while at the same time avoiding greenwashing?
- This is ultimately some of the underlying visions behind the European Commission's PEF pilot initiative
- Building a stronger EU market for green products has been a Danish priority for many years and if we succeed in doing so, we can contribute to greening both consumption and production
- Denmark played a leading role in developing the basis for lifecycle assessment many years ago

- And we have played an important role in the development of eco-labels and as a result today we have two very successful and beloved official eco-labels – the Nordic Swan and the EU Flower – with more than 15.000 products on the Danish market – more than four times as many than a decade ago

PEF

- With PEF the Commission has launched a pilot project with interesting perspectives in bringing the EU product policy one step further
- A harmonized method for assessing the environmental footprint of products such as PEF could
 - reduce costs of use,
 - prevent greenwashing and
 - potentially move the market for green products
- And PEF could potentially play a role in the future EU green product policy, which has been called for in the 7th Environmental Action Plan and subsequent Council Conclusions
- Our ministry and especially Miljøstyrelsen has given priority to follow PEF over the last two years. A Danish interest group has been established as well as a Nordic working group
- I am pleased to see that many Danish stakeholders – some of which are here today – actively participate in the Danish stakeholder group

Today's purpose

- The purpose of today's meeting is to raise awareness about the PEF initiative and to discuss potentials and limitations
- And the timing is good.
- Beginning of next year the first round of PEF pilot projects will be finalized and ready to be tested
- I am pleased that we have with us Michele Galatola from the Commission – he has played a key role in the development of PEF and will explain much more about what PEF is all about, its background, how it can be used and share with us some thoughts from the Commission on how to move forward

- I look forward very much to hearing back from your discussions today. I hope that you will have a chance to come around some of the many important questions, dilemmas and potential trade-offs that PEF raises.
- I am thinking about important issues for discussion such as:
 1. What is the potential role of PEF in the business to business segment versus the business to consumer segment?
 2. Should PEF be voluntary to use or obligatory?
 3. Who should pay for PEF?
 4. Can we reach a balance between on the one hand reducing costs of assessing the environmental footprint of products and at the same time ensuring high credibility?
 5. And last but not least how can we ensure that PEF integrates the waste / end of life stage and support a transition to a circular economy – an important Danish priority
- I hope that many of you will welcome the PEF initiative and try to test it where relevant – even if all methods have not been fully developed at this stage
- I also hope that you will share your thoughts with us – both the positive perspectives and potential concerns
- I am aware we have many presentations on the programme but we will also have time to take questions and comments, so don't be shy
- With these words I wish you all a fruitful day