



# MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE

*Liberté  
Égalité  
Fraternité*

*Commissariat général  
au développement  
durable*

## AISE 2021 Forum

Technical and  
political vision from  
France on product  
environmental impact  
and consumer  
information

8 December 2021

## France – recent environmental laws

- Law on energy transition and green growth 2015
  - Law against waste and for the circular economy 2020  
(« AGECL » law)
  - Climate and resilience law 2021
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## **France - main environmental policy objectives (products)**

- 30% resource productivity increase by 2030 ↔ 2010
  - Combat waste and promote circular economy
  - Reduce single use plastic products
  - Develop EPR schemes
  - Sustainable public procurement
  - Consumer information
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## Focus: product environmental information

Three angles:

- Best in class (EU Ecolabel)
  - General improvement in quantity and quality of general environmental information on products (article 13-1 AGEC law)
  - Consumer product environmental information (LCA-based) (Climate & resilience law)
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# European Ecolabel

- France 2<sup>nd</sup> MS for number of licence holders and 3<sup>rd</sup> MS for number of products
  - About 20 products in the detergents sector
  - Reform of governance at national level (on going)
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## Article 13-1 AGEC law

Context and objectives:

- Growing demand for environmental information
  - Need to improve both quantity and quality of product environmental information
  - Need to combat greenwashing
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## Article 13-1 AGECL law (draft decree)

- Manufacturers must provide information about the environmental qualities and characteristics of products
  - The information can be provided via electronic means and must be easily accessible and usable, for free
  - Those environmental qualities and characteristics include, depending on the product categories concerned, the incorporation of recycled material, the use of renewable resources, durability, compostability, reparability, possibilities for re-use, recyclability, the presence of hazardous substances, precious metals or rare earth metals, traceability and the presence of plastic microfibres.
  - Following claims are forbidden: “biodegradable”, “environment-friendly” or equivalent
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## **Article 13-1 AGECL law (draft decree)**

Coming into force :

- 1 January 2022 (pending)
  - Transition period (controls start only one year after coming into force)
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# Consumer product environmental information

Climate and resilience law (article 2) :

- Regulatory environmental information after experimentations
  - Experimentations can be conducted for each product category, for a maximum duration of 5 years
  - The textile sector is identified among the priority sectors for the establishment of an environmental display scheme
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# Consumer product environmental information

## Environmental display objectives

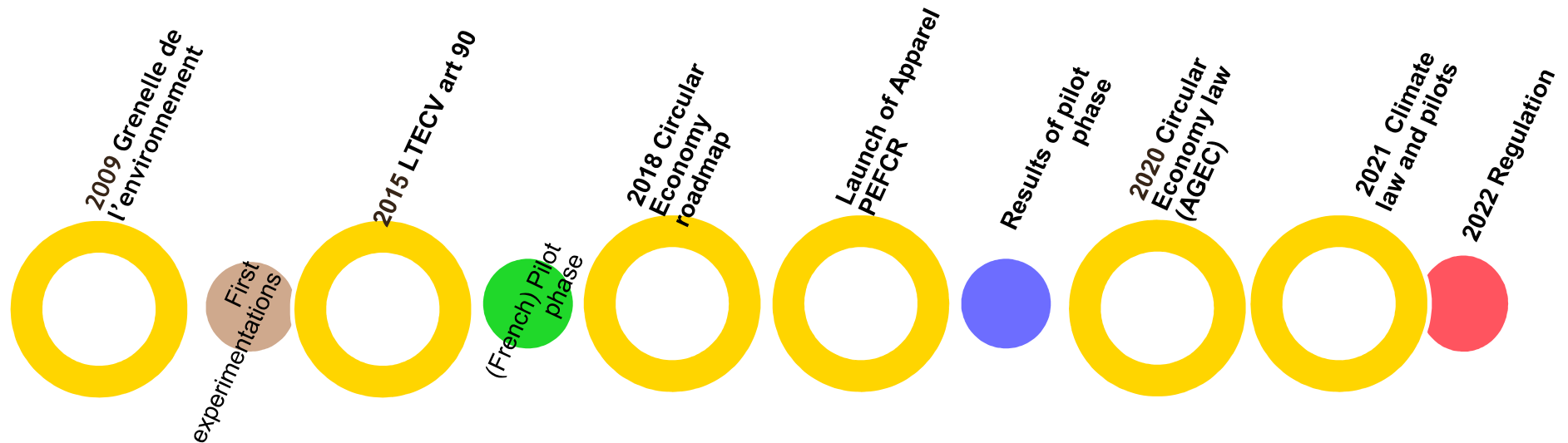


- ✓ **Raise awareness on sustainable consumption** : inform the consumer about the environmental impacts of a product (product or service), at the moment of purchase in particular
- ✓ **Encourage sustainable production** : push producers and retailers to improve the environmental performance of their products / services : an incentive to start ecodesign

A simple and clear display for the consumer : calculated on the whole life cycle of the product / service and displayed through a score on the product itself, on the shelf or via internet (on a scale A - B - C - D - E)

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## An experimentation based on the technical tools from previous French works in parallel to the European works (PEF)



## On-going experimentations

- Food sector
    - Pilot phase finished
    - Regulation in preparation
  
  - Textile sector
    - Pilot on-going
    - Different methods tested + support studies / Apparel PEFCR
    - Objective: find a consensus on a method that is practical for businesses, notably SMEs, and consistent with PEF, while allowing trustworthy environmental scores that are easy to understand for consumers
    - Overall evaluation of the results by ADEME in May 2022 that can feed into French draft implementation measures
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