

# WE-EEN



**WE -EEN**  
*Wizard of the  
Environment:  
the Enterprise  
Europe Network*

**Eurosportello del Veneto**  
Via delle Industrie 19/C Venezia



**WE-EEN**



**WE –EEN** Wizard of the **E**nvironment: the  
Enterprise **E**urope **N**etwork

***Environmental  
services related  
to products***

**Federico De Filippi**  
Sogesca ltd

## Presentation outline

- Basic definitions
- Labeling
- Instruments: the Life Cycle Analysis
- Applications



## Basic definitions

- **Ecodesign** means the integration of environmental aspects into product design with the aim of improving the environmental performance of the product throughout its whole life cycle.
- **Life cycle** means the consecutive and interlinked stages of a product from raw material use to final disposal;
- **Environmental labelling** a form of sustainability measurement directed at consumers, intended to make it easy to take environmental concerns into account when shopping.
- **Energy labelling:** indication by labelling and standard product information of the consumption of energy and other resources by energy-related products
- **Energy related products (ERPs)** 'Energy-related product', (a 'product'), means any good that has an impact on energy consumption during use which is placed on the market and/or put into service in the Union

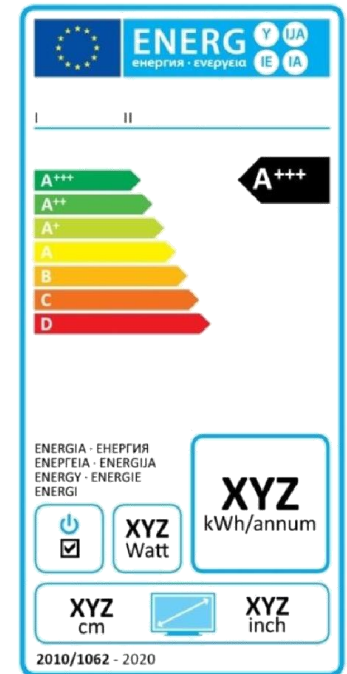
WE-EEN



Labels: Type II



Labels: Type I



Energy Label



THE GREEN YARDSTICK

Labels: Type III



## Environmental labels according to ISO series 14020

- Type I: Environmental labels based on a voluntary multicriteria scheme considering the entire **Life Cycle of the products**. It employs a **third-party certification** process to verify product or service compliance with a pre-selected set of criteria. (ECOLABEL). (ISO 14024);
- Type II: Environmental Labels reporting ecological claims by producers, importers or distributors, **without verification** by a third part or independent controller ("Recyclable"). (ISO 14021);
- Type III: Eco-labels that bear statements based on established parameters and contain a quantification of the environmental impacts associated with the **Life Cycle of the product**. They undergo under **independent audit** and are presented in a clear and comparable form (EPD) (ISO 14025)

# The Life Cycle

- **Life Cycle thinking (LCT):** Life Cycle Thinking (LCT) seeks to identify possible improvements to goods and services in the form of lower environmental impacts and reduced use of resources across all life cycle stages.
- **Life-cycle analysis (LCA):** is a method in which energy and raw materials, emissions and other important factors related to a specific product are being measured, analysed and summed over the products entire life cycle from an environmental point of view.

## Life Cycle Thinking

Resource Use, e.g.

Health & Environment Impacts, e.g.

