

**Product Environmental Footprint (PEF) and its benefits
for manufacturing enterprises**

AGENDA

Date: 20 October 2022

Start: 14:00 (EEST)

End: 17:00 (EEST)

Format: web-based video conference via Zoom

Language: Ukrainian and English (with simultaneous interpretation)

MEETING LINK

Action implemented by:

Connection Details

Meeting link:

<https://unido-org.zoom.us/j/81559362020?pwd=K0FERkhqWlFqQ1Z0NDEyaW5TdUZ2UT09>

Meeting ID: 815 5936 2020

Passcode: 568792

AGENDA

Moderator: Ms. Kateryna Romanova, Communication and Advocacy Expert of RECP, Resource Efficient and Cleaner Production Centre

Time (EEST)	Item
Welcoming remarks	
14:00-14:20	<p>Mr. Yevheniy Fedorenko, Deputy Minister of Environmental Protection and Natural Resources of Ukraine</p> <p>Ms. Viktoria Kovalenko, State Expert on Smart Specialization and Resource Efficiency, Directorate for Development of the Real Sector of Economy, Ministry of Economy of Ukraine</p> <p>Mr. Gregory Tsouris, Counsellor, Green Deal, EU Delegation to Ukraine</p> <p>Mr. Andriy Remizov, Acting Director of the State Institution “Entrepreneurship and Export Promotion Office”</p> <p>Ms. Tatiana Chernyavskaya, EU4Environment Project Manager, Circular Economy and Resource Efficiency Unit, UNIDO</p>
1. Promoting greener products at national/international level	
14:20-14:30	<p><i>Greener product instruments to support the transition to greener economic growth</i></p> <p>Mr. Johannes Fresner, Senior Technical Advisor, UNIDO</p>
14:30-14:45	<p><i>The EU policy landscape on green products</i></p> <p>Ms. An De Schryver, UNIDO International Expert (PRé Sustainability)</p>
14:45-15:00	<p><i>SPP activities and progress in implementing green product initiatives in Ukraine</i></p> <p>Mr. Farid Yaker, Programme Officer, Economy Division, UNEP</p> <p>Ms. Laetitia Montero, Associate Programme Officer, Consumer Information & Ecolabelling, Consumption and Production Unit, Economy Division, UNEP</p>
2. Applying PEF at company level	
15:00-15:20	<p><i>Potential impact of the PEF system for enterprises exporting to the EU market</i></p> <p>Ms. An De Schryver</p>
15:20-15:30	<p><i>Example of PEF application: Lebanese wine</i></p> <p>Mr. Walid Harb, Associate Professor, Chair of the Department of Chemistry and Biochemistry, Holy Spirit University of Kaslik (USEK) (Lebanon)</p>
15:30-15:50	<p><i>Establishing environmental performance system for products and organizations</i></p> <p>Ms. An De Schryver</p>
15:50-16:00	Break

3. Piloting PEF in Ukraine

16:00-16:15	<i>Pilot PEF projects in Ukraine: selection of demonstration companies, experts, trainings and assessments</i> Mr. Andrii Vorfolomeiev , Director, Resource Efficient and Cleaner Production Centre
16:15-16:45	<i>Q&A session. Open discussion on the opportunities</i> All participants
16:45-17:00	<i>Closing remarks. Wrap-up of the event</i>

Meeting objectives and expected outcomes

The event aims to introduce stakeholders from Ukraine to the potential impact of the Product Environmental Footprint (PEF) system on national economies by focusing on industries exporting to the European Union (EU) market. The main objectives of the event are:

- Raising awareness among participants and key stakeholders on the EU Single Market for Green Products (SMGP) initiative, Product Environmental Footprint (PEF) and Organization Environmental Footprint (OEF);
- Demonstrate the application of the PEF initiative and its relationship to Circular Economy and the EU Green Deal package;
- Presenting the benefits and opportunities of SMGP and PEF for manufacturing enterprises;
- Announcing the PEF pilots in Ukraine for national companies and experts.

The expected outcomes are to better understand processes related to green products and principles in Ukraine and to focus on the potential to implement the SMGP/PEF methodology in the country. This will help export-oriented enterprises evaluate their production processes and follow practical steps to access the EU market.

Participants

The event is open to all stakeholders interested in and working on issues related to green economy, circular economy, resource efficient and cleaner production, and environmental protection.

The target audience for this event consists of representatives from national organizations, industrial enterprises, local authorities and agencies, business associations, and NGOs. These include sector or product experts, sustainability professionals, researchers, policymakers and other stakeholders from Ukraine.

The meeting is organized by UNIDO in collaboration with PRé Sustainability (Climate Neutral Enterprise) and the RECP Centre in Ukraine.

Practical Information

The event will take place on October 20, 2022 (14:00-17:00 EEST) within the EU4Environment Result 2 activities on “Circular Economy and New Growth Opportunities”. It will be delivered online, using the Zoom platform, in both Ukrainian and English (simultaneous interpretation will be provided).

Interested participants should register in advance by filling in [this form](#).

To join the meeting, please use the following link:

<https://unido-org.zoom.us/j/81559362020?pwd=K0FERkhqWIFqQ1Z0NDEyaW5TdUZ2UT09>

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Background

Product Environmental Footprint (PEF) is an approach based on Life Cycle Assessment (LCA) to quantify the environmental impacts of goods or services. It was developed by the European

Commission to harmonise and improve the information on the quality and sustainability of products for the consumers, encouraging, thus, the consumption and production of sustainable products in the EU Single Market. The PEF methodology defines how a producer can calculate and communicate an environmental score of a product by covering its entire life-cycle. The PEF methodology makes it possible to determine a wide range of environmental, health, and resource-related impacts related to a product in a single assessment.

PEF also enables enterprises to effectively improve the sustainability of their supply chain. A PEF study will provide valuable insights into the most impactful ingredients, processing steps, or life cycle stages of a product; and is, therefore, the perfect starting point for the reduction of the environmental impact of products.

The introduction and promotion of the concept and tools of the EU Single Market for Green Products (SMGP) initiative is one of the EU4Environment initiative components, and is led by UNIDO. It includes mapping existing practices and barriers for current labelling schemes, raising awareness and understanding of opportunities and benefits of SMPG, and piloting product environmental footprint (PEF) in selected industries.

Read more about the PEF methodology and its introduction in the EU Eastern Partnership (EaP) countries [here](#) (available in both English and Ukrainian).

About EU4Environment

The meeting is organized within the framework of the EU-funded regional programme, “European Union for Environment” (EU4Environment – Green Economy) Action, which helps the Eastern Partnership countries preserve their natural capital and increase people’s environmental well-being by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts.

It is funded by the European Union and implemented by five Partner organisations – OECD, UNECE, UNEP, UNIDO, and the World Bank – over the 2019-2024 period, with a budget of EUR 20 million.

For more information, please visit: www.eu4environment.org