

## PressRelease

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Brussels, 8 September 2011

### Start of consultation for Product Footprint Rules for paper

The Confederation of European Paper Industry (CEPI) and the European Commission DG Environment are launching a consultation for Product Footprint Category Rules (PFCR) for paper and paper products. The paper PFCR is linked to the forthcoming European methodology for the calculation of environmental footprint of products, currently being developed by the Commission services. This is a pilot project testing a new way of adopting PFCR for an industry sector using crowdsourcing and online tools

The PFCR development process will be transparent and open allowing all stakeholders to participate in the process. All interested organisations and experts are invited to register themselves now and start commenting on a consultation paper via the online collaboration platform [www.paperpfc.eu](http://www.paperpfc.eu) as of Monday, 12 September

A final PFCR for paper should provide clear guidance for paper companies to conduct environmental footprint studies. In addition, it might represent an important reference document for possible future policy actions both at EU and Member States level.

The European Product Footprint Category Rules (EPFPCR) for paper will be divided into three sections; after each section there will be an open consultation (crowdsourcing). Stakeholders can comment on the draft PFCR during the crowdsourcing stages and at the stakeholder meeting which will be held in Brussels 14 and 15 November 2011. The comments received through the open consultation are visible for registered participants via the online platform. At the end of the process, in December 2011, an e-vote will be organised in order to measure the level of support of the document among the stakeholders who contributed to its drafting.

The EPFPCR development work includes the following stages:

- |                                  |                    |
|----------------------------------|--------------------|
| 1. Preparatory stage             | July-August 2011   |
| 2. PFCR consulting stage:        |                    |
| a. 1 <sup>st</sup> crowdsourcing | 12/09 > 02/10/2011 |
| b. 2 <sup>nd</sup> crowdsourcing | 10/10 > 30/10/2011 |
| c. 3 <sup>rd</sup> crowdsourcing | 09/11 > 30/11/2011 |
| 3. E-vote:                       | 12/12 > 19/12/2011 |

Stakeholders that are registered will be reminded of the start for each consultation stage by email.

For more information, please contact Bengt Davidsson, CEPI Environment Manager at [paperpfc@cepi.org](mailto:paperpfc@cepi.org) or +32 2 672 4916



## Note for the editor

For more info on Environmental footprint of products please visit one of the following web pages:

- European Commission, DG Environment  
[http://ec.europa.eu/environment/eussd/product\\_footprint.htm](http://ec.europa.eu/environment/eussd/product_footprint.htm)
- For more info on the paper PFCR development work: [www.paperpfc.eu](http://www.paperpfc.eu).
- Definition of crowdsourcing on Wikipedia: <http://en.wikipedia.org/wiki/Crowdsourcing>

## Role of PFCR

Product Footprint Category Rules (PFCRs) aim at providing detailed technical guidance on how to conduct a product environmental footprint study. PFCR is linked to the forthcoming European methodology for the calculation of environmental footprint, currently being developed by the Commission services. PFCR complement general methodological guidance for environmental footprint by providing further specification at the product level. PFCR will thus make important contributions to increased reproducibility and consistency in product environmental footprint studies. As defined in ISO 14025(2006), PCRs (Product Category Rules) include sets of specific rules, guidelines and requirements that are aimed at developing “Type III environmental declarations” for any product category. “Type III environmental declarations” are quantitative, LCA-based claims of the environmental aspects of a certain good or service.

## CEPI aisbl - The Confederation of European Paper Industries.

The Confederation of European Paper Industries (CEPI) is a Brussels-based non-profit making organisation regrouping the European pulp and paper industry and championing this industry's achievements and the benefits of its products. Its mission is to promote the members' business sector by taking specific actions notably, by monitoring and analysing activities and initiatives in the areas of industry, environment, energy, forestry, recycling, fiscal policies and competitiveness in general. Through CEPI, the paper industry increases its visibility and acts on emerging issues, making expert and constructive contributions on behalf of the industry.

Its collective expertise provides a unique source of information both for and on the industry; coordinating essential exchanges of experience and knowledge among its members, the ability to provide technical assistance to legislators and to identify independent experts on specific issues. Through its 19 member countries (17 European Union members plus Norway and Switzerland) CEPI represents some 700 pulp, paper and board producing companies across Europe, ranging from small and medium sized companies to multi-nationals, and 1020 paper mills. Together they represent 24% of world production.

Website: [www.cepi.org](http://www.cepi.org)