



## **QUANTIFICATION OF THE ORGANISATION ENVIRONMENTAL FOOTPRINT IN THE RETAIL SECTOR - WITH THE SUPPORT OF THE CHAIN-OEF APPROACH**

*Technical Secretariat - Pilot OEF Retail*

*Hanna Schreiber - Environment Agency Austria*

*Steven Van Hemelryck - Colruyt Group*

 COLRUYTGROUP

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT 

## Retailers act as link ...



... between upstream product providers and downstream markets

Close relation between supply chain partners and customers

What would be a “single market for green products” without retailers?!

# OEF Retail – Technical Secretariat

## Sector Rules for retailers



**6 retailers**



**3 public agencies**



**1 retailers Assoc.**



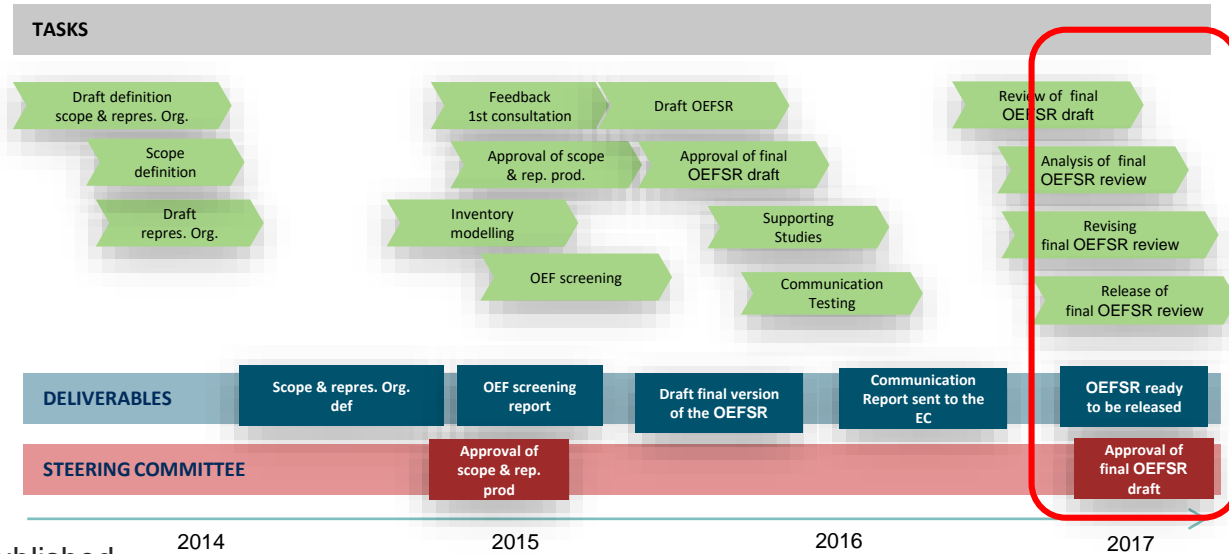
**1 NGO**



**1 LCA consultant**

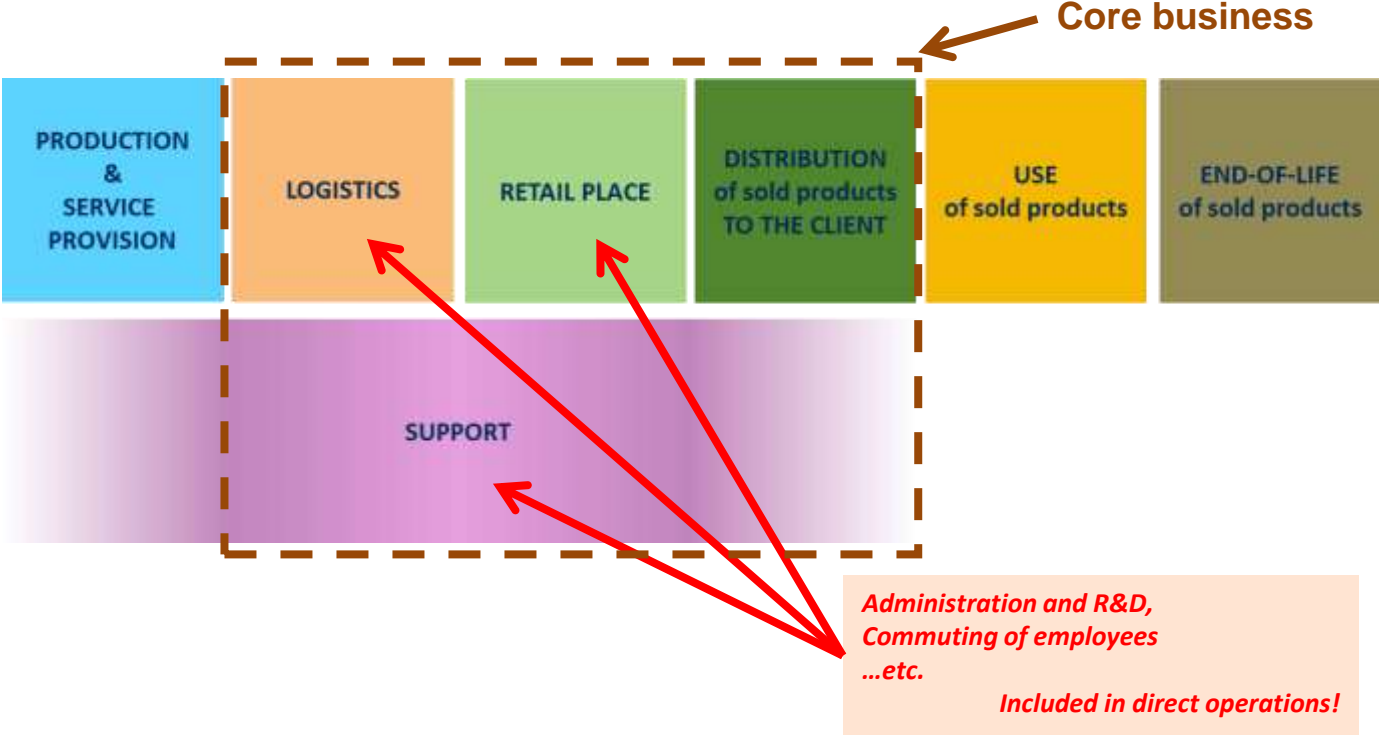


# OEF Retail Pilot: Where are we ?

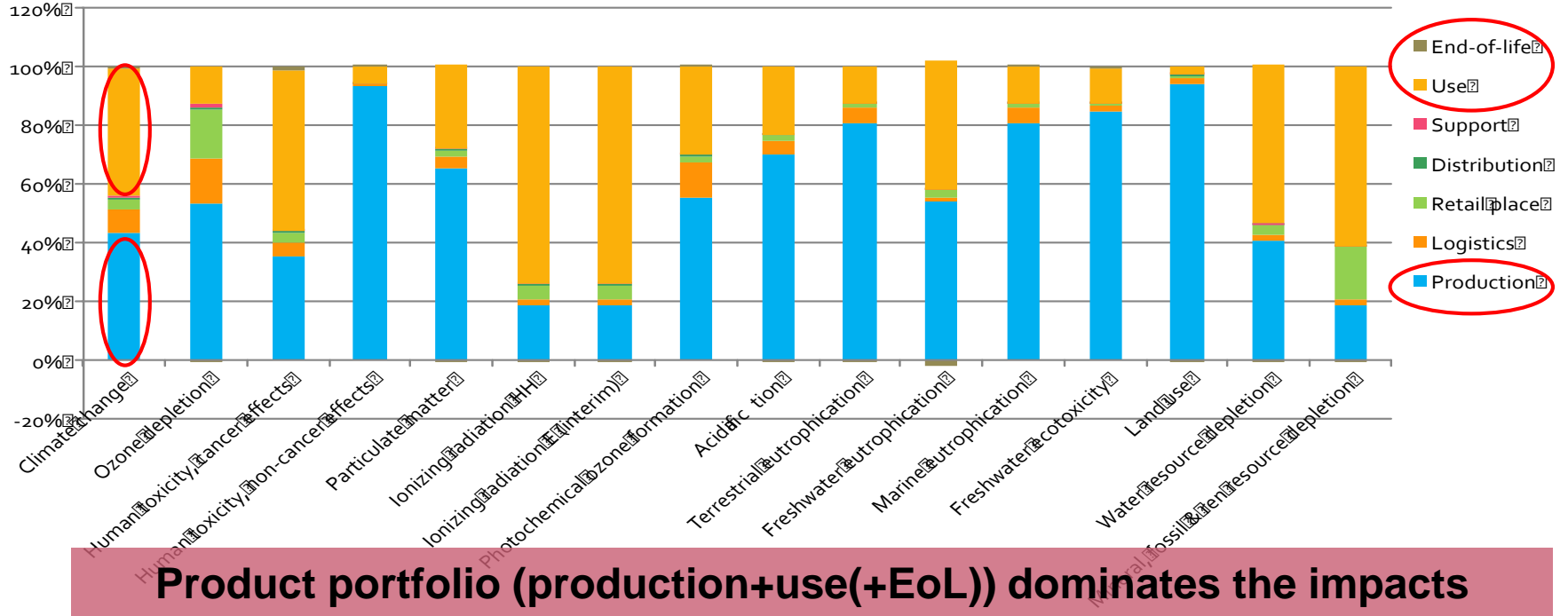


- Screening study published
- First version OEFSR published (Public consultation was running until May 2015) and validated by the Steering Committee in July 2015
- Test of OEFSR by 3 retailers in supporting studies finished
- Test of communication of OEF results finalised and report with lessons learned sent to EC
- Final draft of OEFSR in end of 2017 will include learnings from supporting studies

# System Boundaries



# Results of the Screening



# Exemplary focus on Product Portfolio → CFP

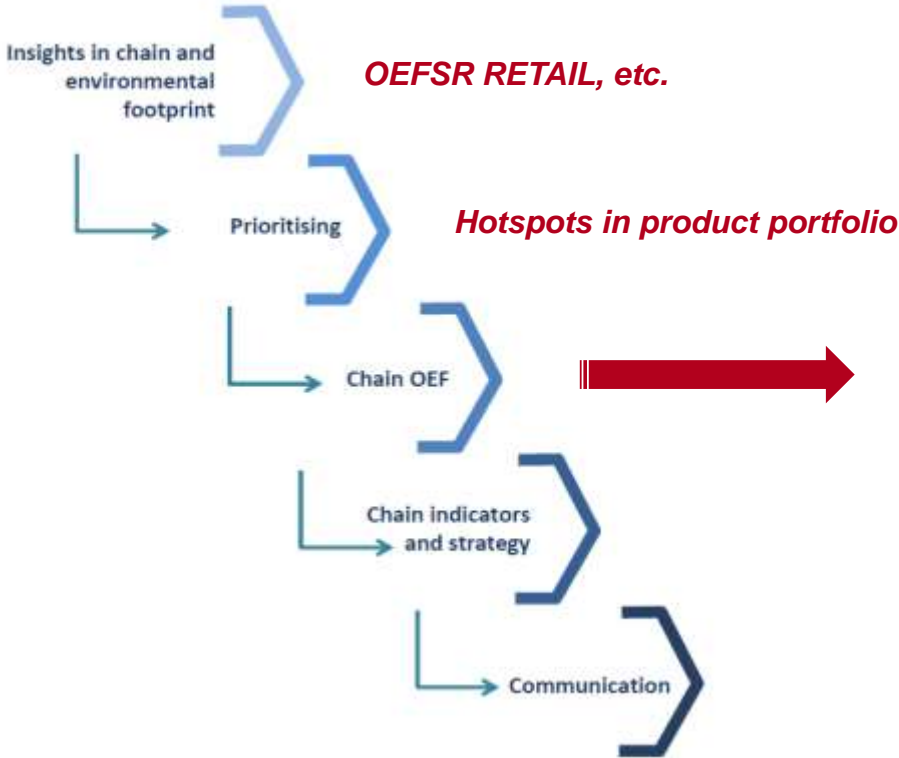


# Lessons learned during Pilot Process

- Each retailer is different but all can share common rules
- Product portfolio assessment & improvement is key for a sustainability strategy
  - Help retailers to make sure their sustainability strategy targets major issues first
- A complete OEF is feasible by
  - using representative product for each product category
  - strongly simplifying the data collection (use proxy and representative product instead of trying to “count” everything)
  - developing LCI databases containing more “consumer” products
- Inter product categories comparison will be done
  - modeling consistency among product categories is important
- Risk of double Counting (e.g selling T-Shirt and the Washing machine)
- General feeling after qualitative internal stakeholder interviews on supporting study of Colruyt Group:
  1. Information overload
  2. Highly relevant topic
  3. No clear call to action

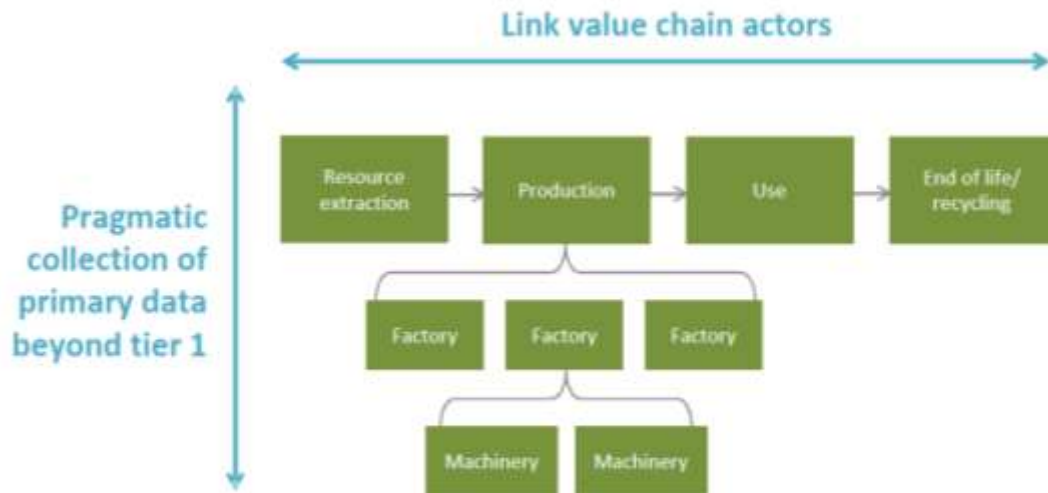


# CHAIN-OEF: essential part of a **cascade system**



# CHAIN-OEF: a value chain-based complementary approach

Combination of 2 ideas:



Can we stimulate **reduction** in a cost-effective way?

## TEST CASES

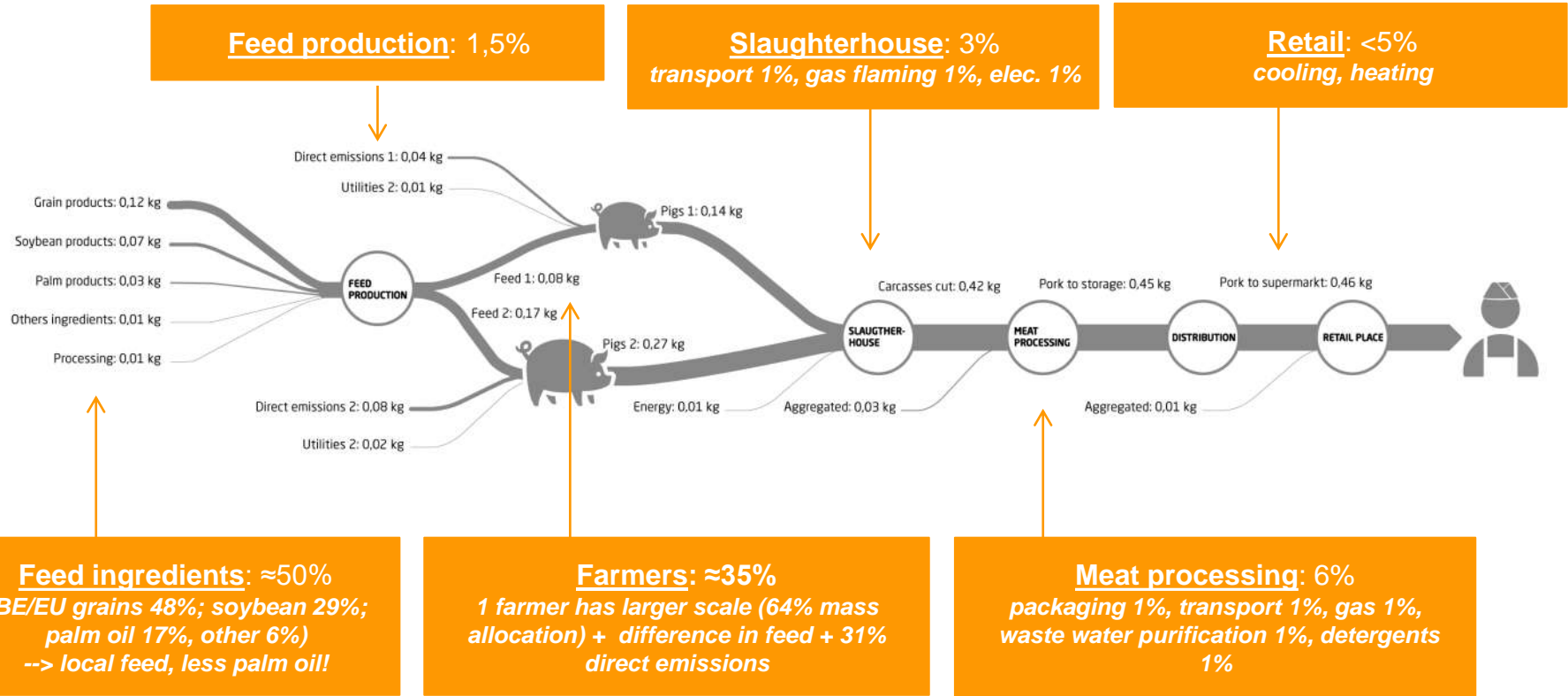
### Private label

- pork meat (*own processing*)
- beef meat (*own processing*)
- coffee (*own production*)
- floor detergent
- milk
- diaper

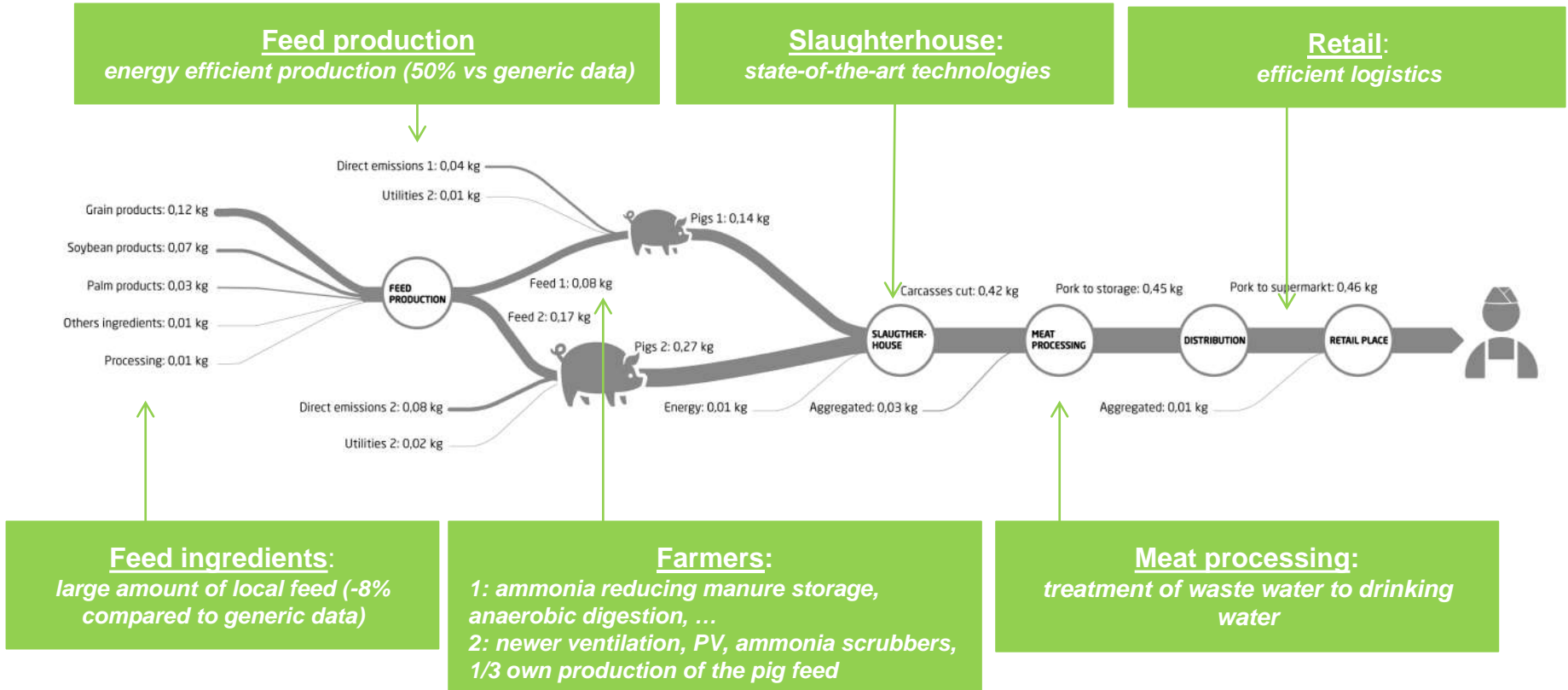
### Others

- apple
- organic vegetable juice (carrot & beet root)

# CHAIN-OEF: test case pork meat - hotspots climate change



# CHAIN-OEF: test case pork meat - best practices



Six, L., De Wilde, B., Vermeiren, F. et al. *Int J Life Cycle Assess* (2017) 22: 1354.

# CHAIN-OEF: test case pork meat - lessons learned

1. Data availability - large scale data collection needs automation
2. Valorise reduction potential & best practices through the use of primary data
3. Value chain “willingness to improve further” - experts in best practices needed
4. The use phase (+ end-of-life) should be included - how to get primary data?

# Contact

Hanna Schreiber

T: +43-(0)1-313 04/5521

M: +43-(0)664-9668670

[hanna.schreiber@umweltbundesamt.at](mailto:hanna.schreiber@umweltbundesamt.at)

**Umweltbundesamt GmbH**

Spittelauer Lände 5

1090 Wien

Austria

<http://www.umweltbundesamt.at>

Steven van Hemelryck

T: +32 2 363 55 45

M: +32 477 09 72 93

[steven.vanhemelryck@colruytgroup.com](mailto:steven.vanhemelryck@colruytgroup.com)

**Colruyt Group**

Edingensesteenweg 196

1500 Halle

Belgium

[www.colruytgroup.com](http://www.colruytgroup.com)