

Improving the environmental performance of the Hellenic Food Industry

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Hellenic Food Sector

Turnover: €14.2 billions

Gross Value Added: 25%

Employment: 115.000 direct

Number of Companies: 1225

Exports: €4.1 billions

Source: IOBE

European Food Sector

Turnover: €1 trillion

Value Added: 20%

Employment: 4.24 million

Number of companies: 289.000

Exports: €102 billions

Source: FOODDRINKEUROPE

1 SEVT

The Federation of Hellenic Food Industries

- **Represents** the Greek Food & Drink Industry at national, European and international level.
- **Membership** is made up of food and drink companies and sector associations.
- The **mission** is to facilitate the development of an environment in which all food and drink companies, whatever their size, can meet the needs of consumers and society, while at the same time competing effectively for sustainable growth.

SEVT Priorities



Competitiveness & Extroversion



Research & Innovation



Nutrition & Health



Safety & Quality



Sustainable Development



Networking

2 Food Sector challenges



The world challenges

Providing **Food and Nutrition Security** in a changing world is an urgent objective due to the increasingly interconnected challenges of **natural resource scarcity, climate change and population growth**, which affect European and food systems globally.

Source: EC FOOD 2030: Research and Innovation for Tomorrow's Nutrition and Food Systems.

How to make sustainable the agrofood system?

Changing the way we produce, distribute and utilize food

Technology
Change

Optimization

Behavior
change

Co-
operation
and mutual
agreements

3 SEVT & Sustainable Development

Sustainability & Environment Committee

Target 1

Zero
Waste to
Landfil

Target 2

Energy
Management.


Target 3

Packaning
Waste

Target 4

Recycling


European Projects



keep sector updated
for the current
technological and
scientific evolutions



provide tools to
improve sector
environmental
performance



increase sector
awareness on
environmental issues



LIFE FOODPRINT Project

«Development of an integrated strategy for reducing the carbon footprint in the food industry sector»

The co-operation model



4 companies

JOTIS SA
BIOCHEM ARVANITIS SA
KONTZOGLIOU BROS SA
AKTINA SA



2 Universities

NTUA
AUA



2 Federations

SEVT
FEDERALIMENTARE Srl

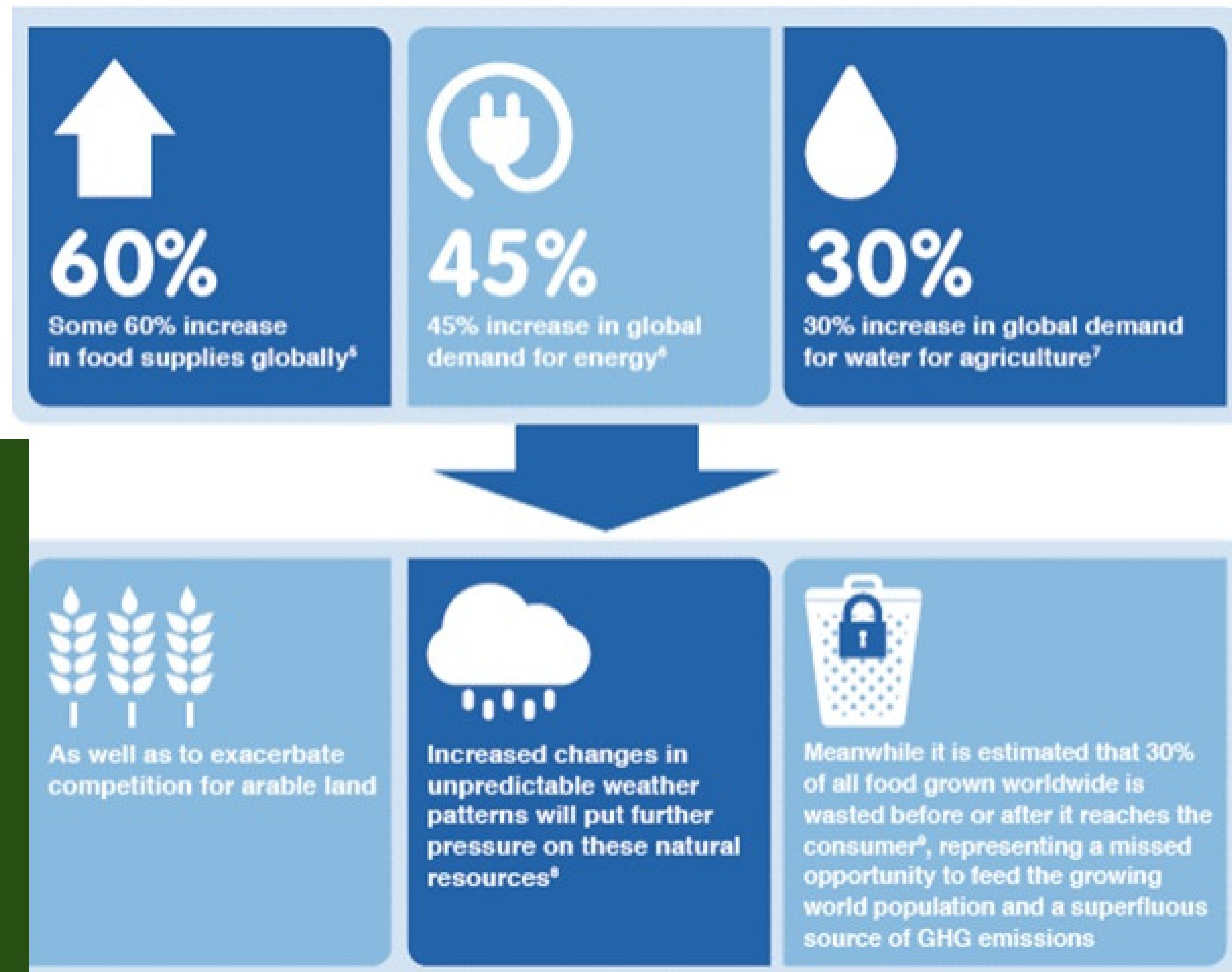
A partnership under a LIFE project



Developed a solution for
the sector

The problem: The carbon footprint of the food industry

World population
expected to reach 9
billion by 2050



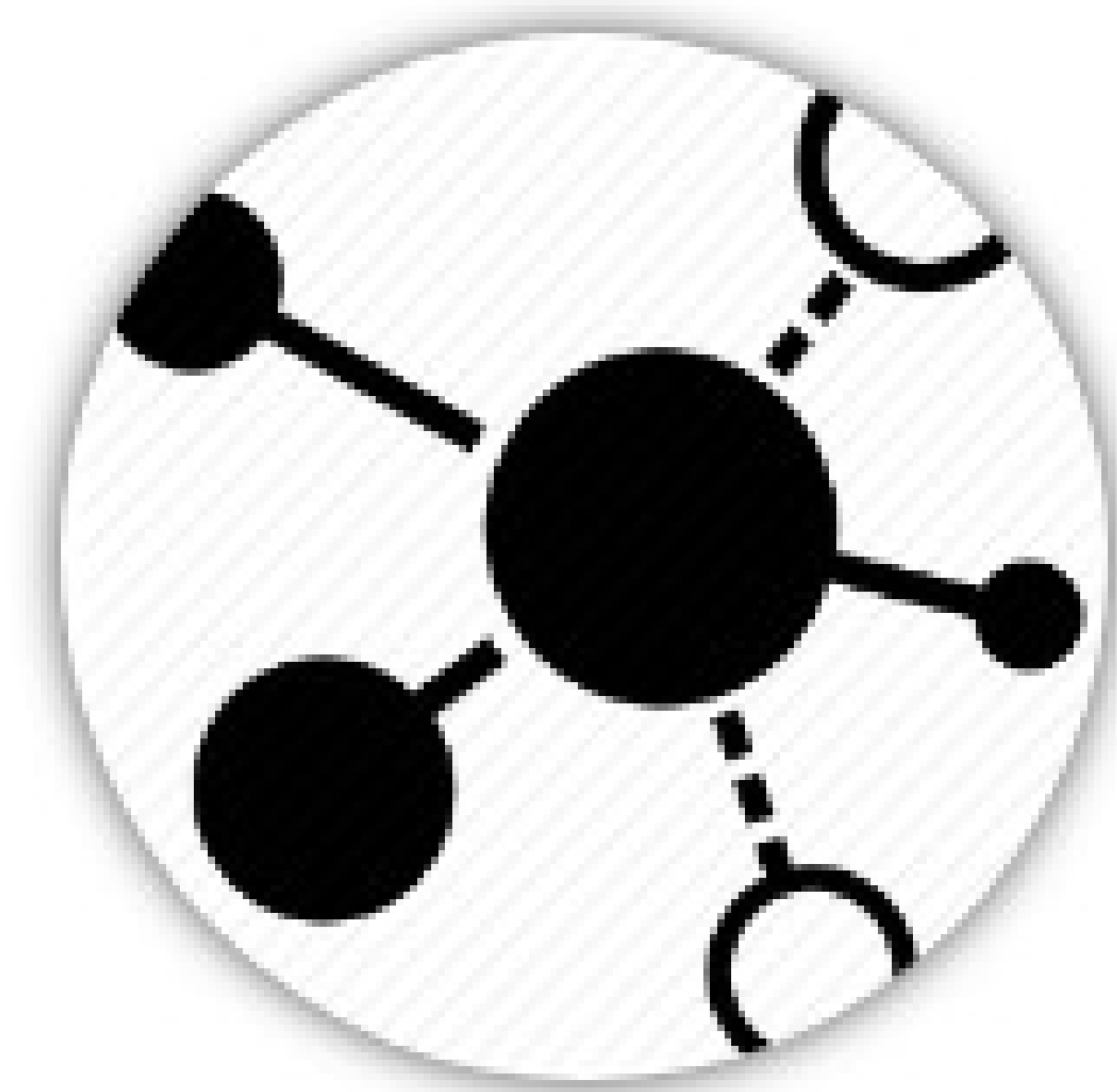
The co-operation model: The roles



Solution developers

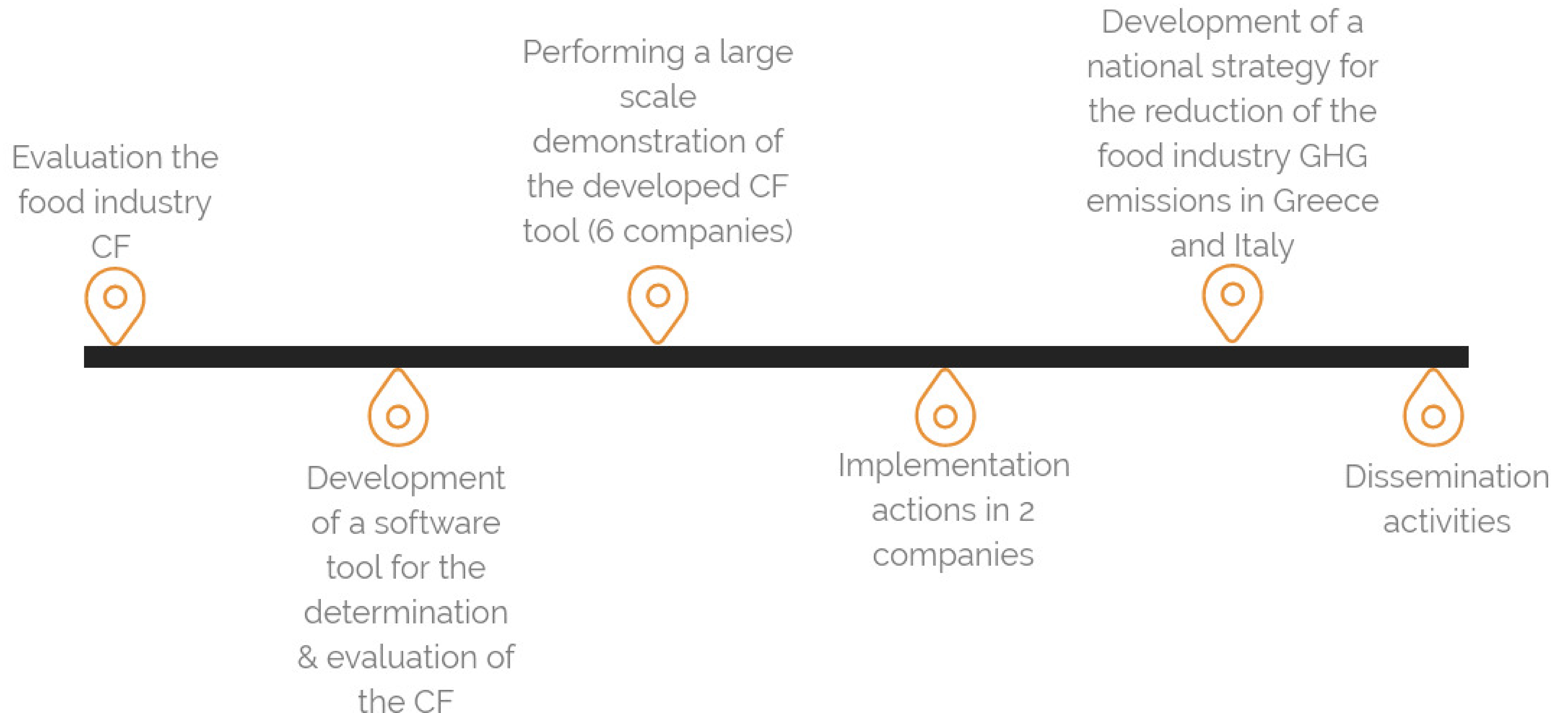


Provision of necessary data, test of solution, act as best practice for other companies

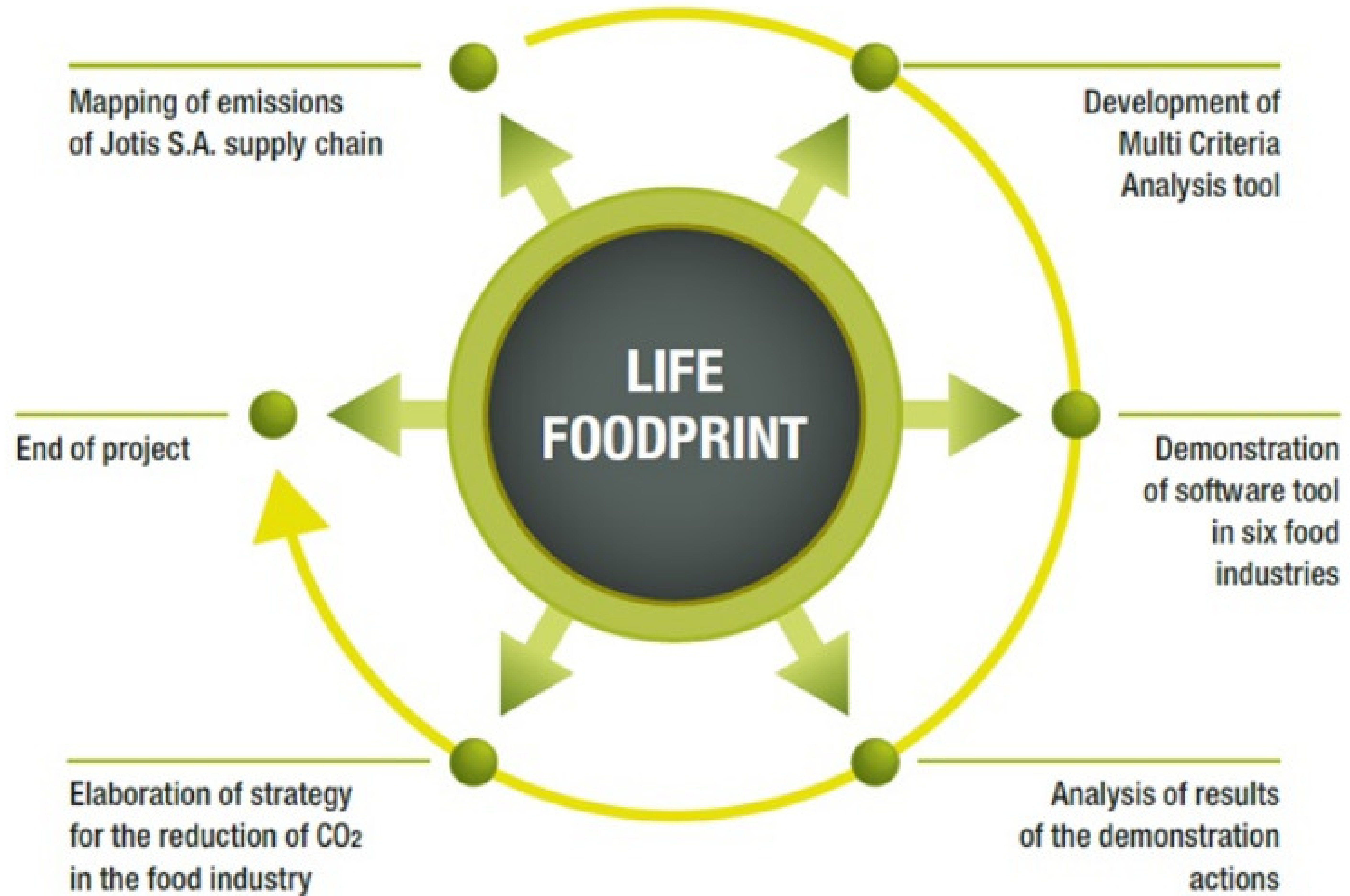


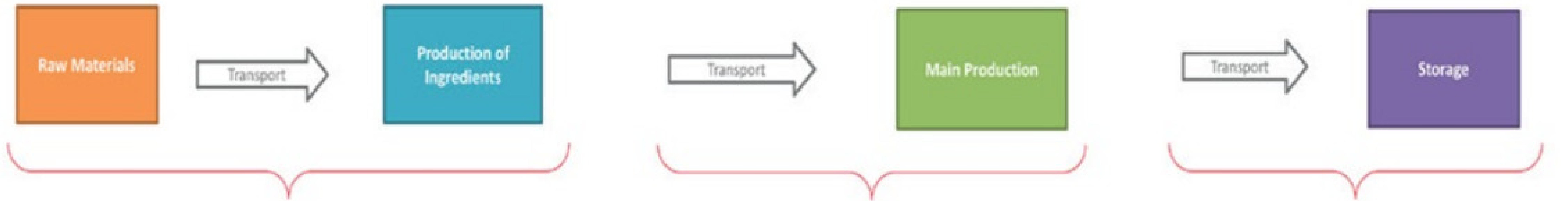
Dissemination of the results, raise of sectors awareness, development of proposals for the policy makers

FoodPrint Project Aims



FoodPrint methodology





User can also enter data regarding the production of ingredients. Alternatively, can use default values sourced by extensive literature review.

The user focuses on the main production stage, that includes transportation of the ingredients to the factory.

User can also enter data regarding the storage of products, in case it is outside the factory. Alternatively, can use default values.

FoodPrint Tool (www.foodprint.gr)

The tool quantifies the total CO₂ equivalent emissions of food products, taking into consideration all the processes involved with the manufacturing of the final product.

The characteristics of FoodPrint Tool

- Calculation of the CF
- Specific reduction measures that could be prioritized via a multi-criteria analysis function
- Modular methodology allowing its implementation in any food product
- Uncertainty analyses
- Free access, Easy to use, Menu Bar
- Not necessary to install the program, making its use even simpler (Excel-based calculations)

The JOTIS SA case

- Adoption of an energy strategy aiming to reduce energy consumption and carbon footprint
- Experience and training of the staff in energy management and data collection
- Introduction of products that have effectively lowered the CF and successfully label them. More than 3000 products were placed in big Supermarket chains.

The benefits for the food sector

- The tool helps companies to improve their environmental performance
- The Strategy will be the guide of the sector for the reduction of GHG.
- The awareness of the food Industry on environmental issues is raising
- The food industry - academic network was expanded with scientists of this research field as well.
- Specific research priorities for the reduction of GHG were identified.



Project co-financed by the European
Regional Development Fund

PEFMED Project

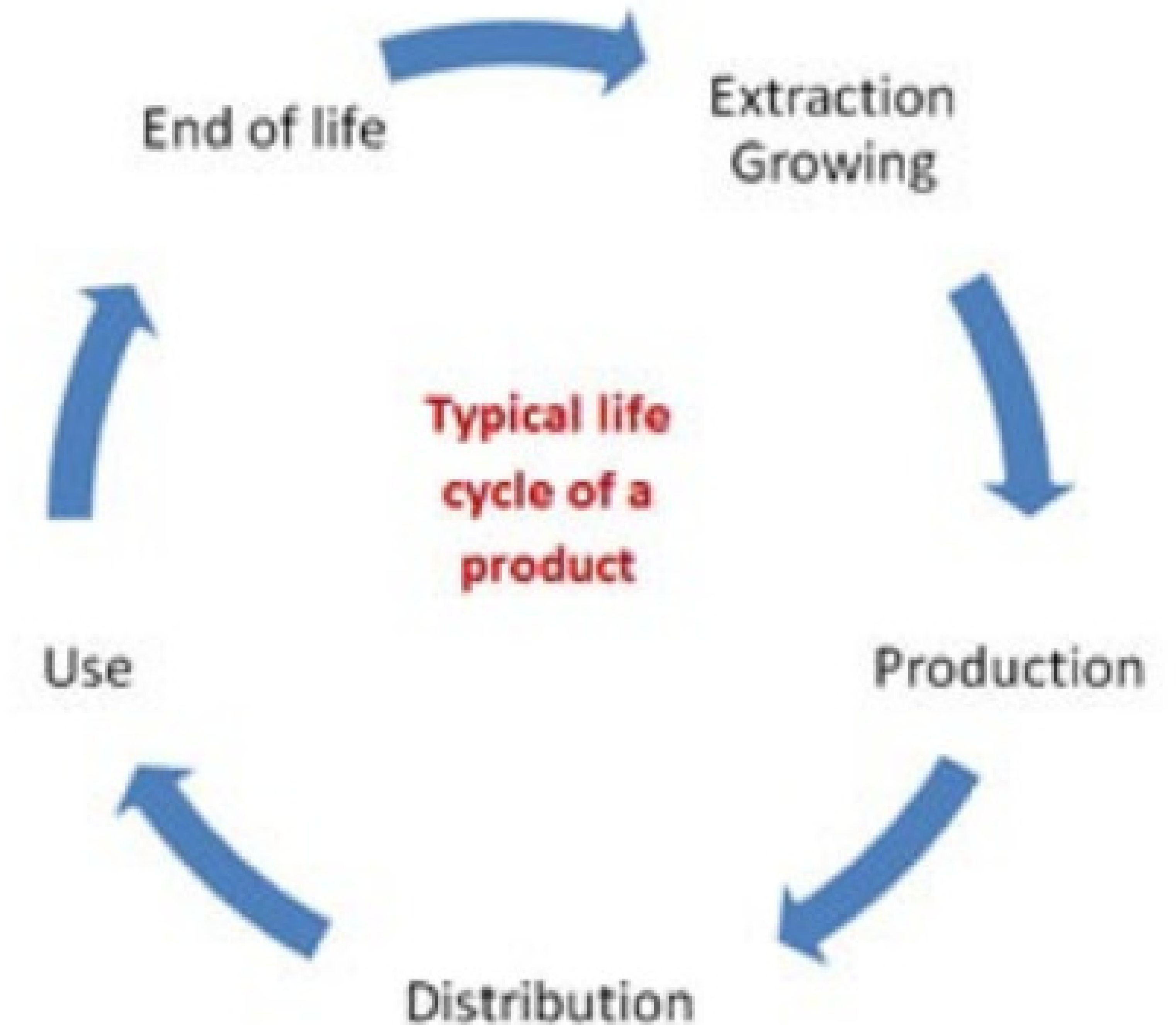
«Uptake of the Product Environmental
Footprint across the MED agrofood regional
productive systems to enhance innovation
and market value»

What it's PEF?

The PEF method measures the life cycle environmental performance of products.

The information considers relevant environmental impacts of all steps needed to get the product to the final consumer:

- the materials and energy that are needed to make it.
- manufacturing
- transport
- how it is used
- whether it is then thrown away, recycled or reused .



A single market for green products initiative

- it establishes two methods to measure environmental performance throughout the lifecycle, the PEF & the OEF.
- it recommends the use of these methods to MS, companies, private organisations and the financial community through a Commission Recommendation
- it announces a testing period to develop product- and sector-specific rules through a multi-stakeholder process;
- it provides principles for communicating environmental performance, such as transparency, reliability, completeness, comparability and clarity.
- it supports international efforts towards more coordination in methodological development and data availability.

The co-operation model



6 Food Industry Federations

SEVT (Greece)
FEDERALIMENTARE Srv (Italy)
ANIA (France)
FIAB (Spain)
FIPA (Portugal)
CCIS-CAFE (Slovenia)



3 organizations

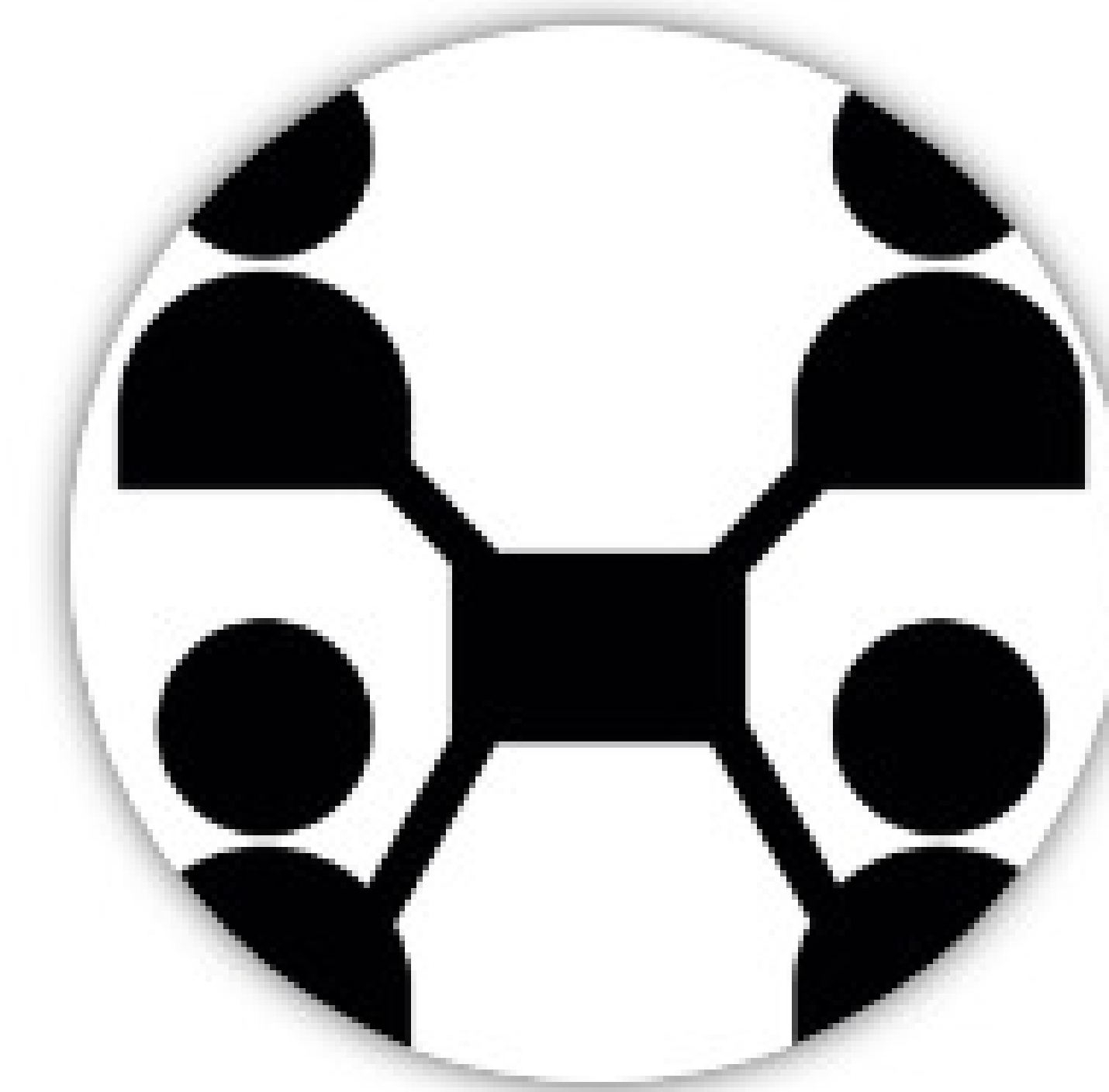
ENEA (Italy)
DNV-GL (Spain)
CRITT (France)



1 Ministry

Ministry of Enviroment (Italy)

A partnership under a MED project



The test the applicability
of the EU Environmental
Footprint method



PEFMED main goals

- The reduction of environmental footprints,
- the implementation of green innovations,
- the development of the "PEFMED method" based on the application of PEF, combined with socio-economic indicators for the agrofood sector in specific territorial contexts.

Focus on impacts throughout the product life cycle (from cultivation to disposal and recycling) and the whole supply chain.

PEFMED Strong points

- PEFMED represents the 1st verification in Europe of the PEF standards within given territorial domains.
- It strengthens connection & cooperation between LCA research & ecoinnovation experts and agrofood business organization from 6 MED Countries by providing a set of technology, organizative & market intelligence drivers, to guide a mind-change in traditional agrofood productions model towards PEF-compliant measures



What do we expect from PEFMED

- Scenarios of intervention (technological and managerial actions) to improve the 9 supply chain environmental footprints
- Marketing strategy implementation to communicate the key environmental performance of the 9 product chains.
- National roadmaps to extend the environmental footprint approach
- Wiki web-platforms to facilitate fast creation, sharing and transfer of collaborative knowledge content in a highly accessible and visible manner
- Knowledge vouchering and new eco-innovation services to be provide by agrofood associations

Thank you!!!