

# Sharing responsibilities

## The Danish Product Panels

Rikke Traberg

Danish Environmental Protection Agency  
Danish Ministry of the Environment

# Agenda

- Background and context
- Product Panels
  - What is it?
  - Which product groups?
  - How are they organised?
  - What do they do?
  - Success story and other stories
  - Other panels
  - What is important for succes?

## Background and context

- Discussion paper: Product oriented environmental strategy (IPP), 1996
- From point sources to products
  - Life cycle approach
  - Focus on the market
- Experiences: LCA-methodology, eco-labels, EMS, green public procurement

## Product Panels - Characteristics

- Group of stakeholders from the product chain
- Forum for dialogue and co-operation
- Objective:
  - Find ways to green the market (promote the development and sale of cleaner product)

## Panels - Product Groups /services

- Textiles (1998)
- Electronics (1998)
- Goods transportation (1998)
  
- Construction materials (2000)
- Food (2002)

## Panels - Organisation and financing

- Chairman and Members invited/appointed by the Danish EPA
- Secretary financed by DEPA + small operating budget for reports, web-page etc. (app. 50.000 EURO/year)
- Possibility of financing for projects (50.000 - 500.000 EURO/year)

## Panels - Tasks

- Overview of
  - Activities in the product area
  - Environmental impact in the life cycle of the product group
- Action plan:
  - Goals, initiatives, project proposals, timetables, budget
- Implementation
- Reporting and evaluation

# Textile Panel

- Members:
  - Manufactures, retailers, trade organisations, consumer and environmental organisations, designers, laundries and public institutions
- First goal: Promote the EU-Flower
- Commitments:
  - Manufactures: Flower-licences
  - Retailers: Sell Flower labelled products
  - DEPA: Finance eco-label campaign



# Textile Panel

- Results:
  - Now 18 Flower licences
  - Consumer awareness of Flower increased
- Other activities:
  - Establishment of knowledge centre
  - Activities for different target groups: Workshops, networks, training
  - User friendly tools

## Other product/service panels

- **Electronics:** (examples)
  - Env. ass. of product concepts
  - Study on simple EPD's
  - Info. to public purchasers
  - Info. to local authorities on scrap
- **Goods transportation:**
  - quantification of environmental impacts
  - standardisation of data
  - guidelines for buyers
  - tools for co-operation between sellers and buyers

## New panel concept

- Retail (2002)
  - Consumer survey
  - Tools for waste handling etc.
- Public and corporate green purchasing (2003)

## Successful panels

- Good knowledge base
- Important parts of the product chain represented
- Front runners and enthusiastic members and chairperson
- Members with decision power
- Some public financing ?