



Harmonization and implementation of
Corporate Social Responsibility EU Directives

Ecolabel: information or confusion?

Zagreb 31/01/2017

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- The analysis of the regulatory landscape is based on **eRevalue's** proprietary database **Observe**
- It includes 3 different scopes of regulations: specific disclosure requirements for reporting, general disclosure requirements, supporting regulations
- Covers active and expected, mandatory and voluntary regulations worldwide

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- 298 regulations on product labelling and nutrition

WORLD



- 51 regulations on product labelling and nutrition

EUROPEAN UNION



- 9 regulations on product labelling and nutrition

ITALY



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- Upcoming EU regulations

Draft Commission Delegated Regulation supplementing Directive 2001/83/EC by laying down detailed rules for the safety features appearing on the outer packaging of medicinal products for human use (1586)



MANDATORY



DISCLOSURE REQUIREMENTS: YES



EUROPEAN UNION

DESCRIPTION

The draft Regulation sets out the detailed rules for the implementation of obligatory safety features (an unique identifier and an anti-tampering device) to prevent the entry of falsified medicines in the legal supply chain of the European Union. In addition, it provides for the harmonized structure and content of the unique identifier as well as its carrier, across the EU. It also sets up an “end-to-end” system for the verification of the authenticity of the safety features complemented by risk-based checks at wholesaler level and establishes schemes for management and supervision of a repositories system where legitimate unique identifiers are stored. The repositories system is to be set up and managed by stakeholders, under the supervision of EU Member States competent authorities.

LIFE CYCLE

Introduction: Aug, 12, 2015

Evolution of the initiative: The draft Regulation aims to supplement Directive 2001/83/EC. The European Commission published the text in August 2015 and sought comments. Once finalized, the regulation will take effect three years from its publication in the EU official journal.

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Proposal for an Official Controls Regulation (1896)

COM(2013) 265 final



MANDATORY



EUROPEAN UNION

DESCRIPTION

The objective of the proposal is to simplify and clarify the legal framework applicable to official controls. It also aims to promote an integrated approach to official controls across the entire agri-food chain and ensure that Member States appropriately resource control authorities through fees charged on operators. The proposal aims to extend the scope of Regulation (EC) 882/2004.

LIFE CYCLE

Introduction: 2013

Evolution of the initiative: In May 2013 the Commission published a proposal. The proposal is part of the EU strategy package "Animal and Plant Health Package: Smarter rules for safer food". On 15 February 2016 it was debated in Council and currently it is awaiting Council 1st reading position/budgetary conciliation convocation.

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- Upcoming EU regulations

Proposal for a Regulation on consumer product safety and repealing Council Directive 87/357/EEC and Directive 2001/95/EC (2447)

52013PC0078



MANDATORY



DISCLOSURE REQUIREMENTS: YES



EUROPEAN UNION

DESCRIPTION

The Regulation applies to products obtained through a manufacturing process placed or made available on the market, whether new, used or reconditioned, and which: (a) are intended for consumers; (b) are likely, under reasonably foreseeable conditions, to be used by consumers even if not intended for them; (c) to which consumers are exposed in the context of a service provided to them. It does not apply to products to be repaired or reconditioned prior to being used where those products are made available on the market as such. It does not apply to: (a) medicinal products for human or veterinary use; (b) food; (c) materials and articles intended to come into contact with food; (d) feed; (e) living plants and animals, genetically modified organisms; (f) animal by-products and derived products; (g) plant protection products; (h) equipment on which consumers ride or travel; or (i) antiques. The Regulation establishes the general safety requirement that manufacturers, importers, representatives and distributors shall place or make available on the European Union market only safe products.

LIFE CYCLE

Introduction: Feb, 14, 2013

Evolution of the initiative: The Proposal was introduced in February 2013 and in May 2015 discussions within the Council and its preparatory bodies were initiated. Should the Proposal be enacted, Council Directive 87/357/EEC and Directive 2001/95/EC will be repealed.

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- Italian regulations

Regulation	Entry into force	Last update	Degree of binding	Country	Issuer
Act No. 4 on the labelling and quality of food products	Mar, 6, 2011	May, 8, 2014	Mandatory	Italy	Government of Italy
Legislative Decree No. 109 implementing EEC Directives 89/395/CEE and 89/396/CEE concerning the labelling, packaging and advertising of foodstuffs	Jan, 27, 1992	Mar, 23, 2006	Mandatory	Italy	Government of Italy
Ordinance of 26 June 1995 concerning safety requirements for street-vended food	Jun, 26, 1995	Aug, 28, 1996	Mandatory	Italy	Government of Italy
Legislative Decree no. 206 of 6 September 2005 - Consumer Code	Oct, 23, 2005	2014	Mandatory	Italy	Government of Italy
Ministerial Decree concerning the hygiene requirements of packages, containers and tools destined to come into contact with food or substances for personal use.	1973	2007	Mandatory	Italy	Government of Italy
Legislative Decree no. 22 of 1997 on waste, hazardous waste and packaging and packaging waste	1997	2003	Mandatory	Italy	Government of Italy
Decree on the arrangement of the functions referred to in Regulation (EC) No. 178/2002 as regards risk assessment in the food chain	Jul, 26, 2007		Mandatory	Italy	Government of Italy
Legislative Decree No. 24 of 2002: Implementation of Directive 1999/44/EC on certain aspects of the sale and guarantees of consumption	Mar, 23, 2002		Mandatory	Italy	Government of Italy
National Strategy on Adaptation to Climate Change	Jun, 16, 2015		Voluntary	Italy	Government of Italy

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Initiative information



Decree on the arrangement of the functions referred to in Regulation (EC) No. 178/2002 as regards risk assessment in the food chain (2214) [FOLLOW](#)

Decreto 26 luglio 2007: Organizzazione delle funzioni di cui al Regolamento (CE) del 28 gennaio 2002, n. 178, del Parlamento Europeo e del Consiglio in materia di valutazione del rischio della catena alimentare



MANDATORY



ITALY, EUROPE

DESCRIPTION

This Decree assigns the National Committee on Food Safety and the Committee on Food Strategy the tasks referred to in Regulation (EC) No. 178/2002 in matters referred to food safety. The main goal of this initiative is to ensure the coordination of those functions at the national level, with particular emphasis on risk assessment.

LIFE CYCLE

Entry into Force: Jul, 26, 2007

Evolution of the initiative: The Decree implements the Regulation (EC) No. 178/2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety.

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Initiative information



Legislative Decree No. 109 implementing EEC Directives 89/395/CEE and 89/396/CEE concerning the labelling, packaging and advertising of foodstuffs (2204) [FOLLOW](#)

Decreto Legislativo No. 109 attuazione delle direttive 89/395/CEE e 89/396 CEE concernenti l'etichettatura, la presentazione e la pubblicità dei prodotti alimentari



MANDATORY



DISCLOSURE REQUIREMENTS: YES



ITALY, EUROPE

DESCRIPTION

The Decree includes two primary Sections. Section 1 consists of provisions regarding the labelling of foodstuffs in general. The labelling, presentation and advertising of foodstuffs must not mislead the consumer on the characteristics (i.e. quality, quantity, durability, origin, etc.) or particular medicinal properties of the product. To this end, Article 3 establishes all the information to be provided in the label, which are, inter alia, the name of the product, the list of ingredients, the net weight and the expiry date. Subsequent articles (4-18) identify further specific information to be given. Section 2 focuses on the labelling of the following specific foodstuffs: beer, butter, camomile, cereals and bread, fresh cheese, margarine, honey, oil, tomato peel and rice.

LIFE CYCLE

Entry into Force: Jan, 27, 1992

Last update: Mar, 23, 2006

Evolution of the initiative: The Decree has been amended several times; the most recent amendments took place by Legislative Decree No. 259 implementing Commission Directive 1999/10/EC on the labelling of foodstuffs as well as by Legislative Decree No. 114 implementing Directives 2003/89/EC, 2004/77/EC and 2005/63/EC as regards indication of the ingredients present in foodstuffs.

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Initiative information



Legislative Decree No. 24 of 2002: Implementation of Directive 1999/44/EC on certain aspects of the sale and guarantees of consumption (2260) [FOLLOW](#)

Decreto Legislativo 2 febbraio 2002, n. 24 "Attuazione della direttiva 1999/44/CE su taluni aspetti della vendita e delle garanzie di consumo"



MANDATORY



ITALY, EUROPE

DESCRIPTION

The Decree mandates that sellers must deliver goods to customers who conform with the sales contract. Goods must comply with the sales description; be fit for the purpose for which the good was intended; and demonstrate the quality and performance that can reasonably be expected. Consumers have the right to ask for faulty goods to be repaired or replaced free of charge within a reasonable time and with minimum inconvenience. Sellers, who are liable to consumers for the goods they sell, may take action against producers if the fault is found to lie with them. The Decree does not apply to water, gas, electricity or goods sold by an execution order or by legal authority.

LIFE CYCLE

Entry into Force: Mar, 23, 2002

Evolution of the initiative: The Decree implemented the EU Directive 1999/44/EC and amended the Italian Civil Code.

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Directive implementation focuses on:

- Transparent product information
- Seller's liability
- Consumer rights
- Misleading communication/advertising

These regulations introduce mandatory requirements for companies operating in Italy.

What about voluntary certification schemes?

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Ecolabel “identifies a product that meets a wide range of environmental performance criteria or standards. Developed by governments, manufacturers, and third-company organizations, ecolabeling is a voluntary approach to environmental certification practiced around the world. In contrast to “green” symbols or claims, an ecolabel is given to products that have met specific environmental criteria. As there is a wide range of products available on the market, environmental performance labels and declarations vary greatly” – Nicholas Institute for Environmental Policy Solutions (2010)



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The Ecolabel Index, utilized by UNEP and OECD among others, includes **465 different ecolabels in 199 countries, and 25 industry sectors.**

ISO-defined voluntary label schemes

Type 1	Voluntary, multiple-criteria-based, third-party program that awards a license that authorizes the use of environmental labels on products indicating overall environmental preference of a product within a particular product category based on life cycle.
Type 2	Informative environmental self-declaration claims.
Type 3	Voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on lifecycle assessment, and verified by that or another qualified third party.

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- “eco-labelling aims to internalise the external effects on the environment of the production, consumption and disposal of products” (Bougherara & Combris, 2009).
- The growing number of ecolabels in recent years has generated both **information** (Vermeir and Verbeke, 2006; Pirotte, 2007; Padel et al., 2010; Zander and Hamm, 2010) and **confusion** (Hoogland et al., 2007; Gadema and Oglethorpe, 2011) among consumers.



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- The aim of our research is to investigate eco-labelling in the **agri-food** sector, since it is *“one of the most debated sector with regards to sustainability, because of its visibility and its evident implications in term of social and individual concerns. Not by chance, almost one-third of the total amount of worldwide ecolabels is concentrated in agri-food sector”* (Antonicelli, Calace, Morrone, Russo, Vastola, 2015)
- The global agri-food sector has 148 ecolabels. Observing this framework, we believe that, in spite of proliferation and the confusion generated, **ecolabel is still a valid element to differentiate in a positive way a food product.**



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- This research is based on data deriving from a **questionnaire**, adopting a random sampling strategy. The questionnaire has been composed after a pre-test performed on 120 persons (60 women and 60 men), in order to avoid misinterpretation or unclear questions. The final sample includes 360 entries.
- We chose to analyse three of the most widespread labels and precisely “**organic farming**”, “**fair trade**” and “**rainforest alliance**”.



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- The Model



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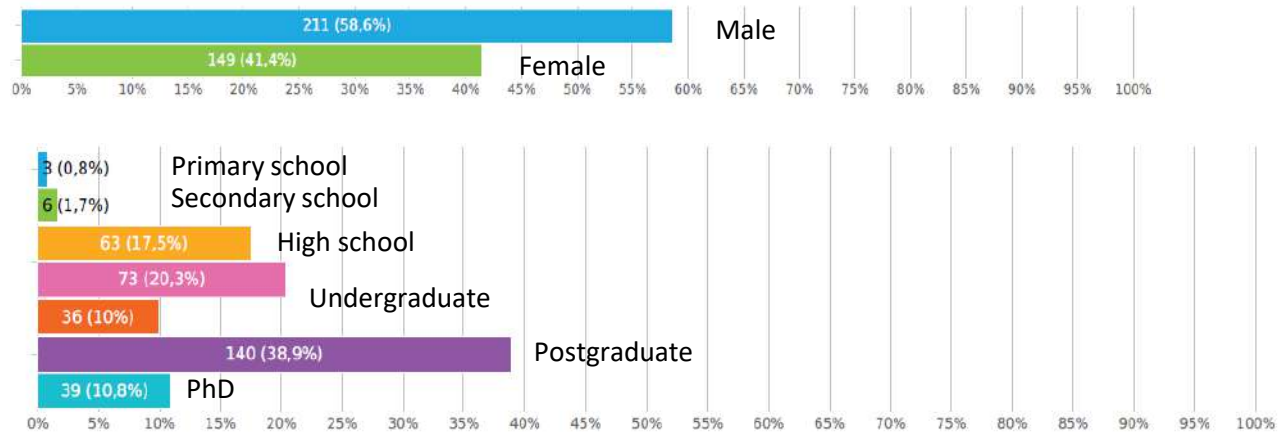
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- Sample information – gender & education



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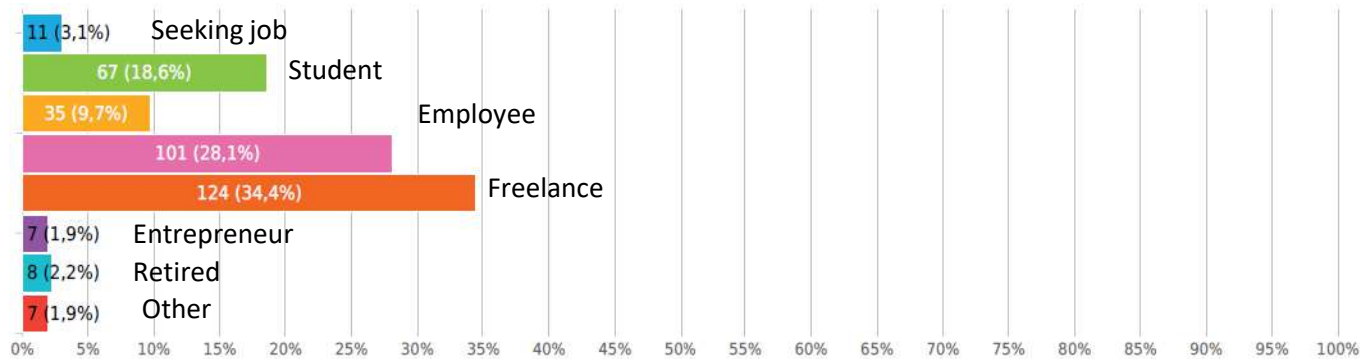
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- Sample information – job & income



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- Table of results – multivariate regression

	Organic farming		Fair trade		Rainforest alliance	
	Coef.	P-Value	Coef.	P-Value	Coef.	P-Value
Const	4,505	0,017 **	1,987	0,071*	0,661	0,091*
Gender	-1,270	0,007***	0,436	0,063*	0,063	0,094*
Age	0,0176	0,084 *	0,0491	0,073*	0,011	0,094*
Education	-1,713	0,014 **	-0,090	0,087*	-0,162	0,077*
Job	1,584	0,034 **	1,056	0,043**	2,597	0,030**
Housing unit	0,580	0,061 *	0,123	0,076*	0,232	0,058*
Presence of children with age less than 5 years	1,078	0,040 **	-0,839	0,059*	-1,882	0,023**
Income	-0,267	0,033 **	0,483	0,035**	0,574	0,026**
Food information	0,205	0,058 *	0,202	0,053*	0,199	0,055*
Knowledge related to ecolabel symbols	2,134	0,076 *	0,408	0,033**	0,066	0,089*
R Squared	0,771		0,536		0,497	
F (9, 110)	2,3		2,87		2,91	

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Conclusion:

- *a positive behaviour is associated with most popular eco-labels* is verified in all three models
- The variable “knowledge related to ecolabel symbols” plays a pivotal role in the model
- “Organic farming” seems to be the best eco-label in the selected group and this evidence is also supported by selling increase in the past years. Between 2000 and 2012 the total world market for organic products has more than tripled
- An unexpected result is that people with lower educational level are more sensible to these labels. Moreover, the presence of children is a positive aspect regarding to a better attention to higher standards in food products as well as higher incomes.

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Discussion time

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