



**Industrial solution to calculate and analyze
environmental information for mass market products**

2009

Our profession

**Calculate and
analyze
environmental
information for
mass market
products**

To provide
manufacturers and
suppliers with
management tools for
environmental
improvement

To provide
manufacturers and
suppliers with data
for carbon
footprinting and
labeling

Our boundaries

■ All life cycle



■ All environmental impacts

- CO₂ equivalent (GHG)
- Miscellaneous factors of impact according to product category

■ All mass market products

- Food
- Body Care (developing)
- DIY and furniture (developing)

Today
CO₂ and Food

The coming of a new regulation in France

Energy label, 1st mandatory label



2008 : A lot of voluntary initiatives



TEMPODIS
Wattrelos, Templeuve et Beaulieu



From 2011 : legal requirement for labeling or footprinting on goods and services



Our vision

Accelerating environmental labeling

Industrializing product's environmental impact evaluation



Identifying manufacturers and suppliers action levers

Favoring the development of sustainable consumption

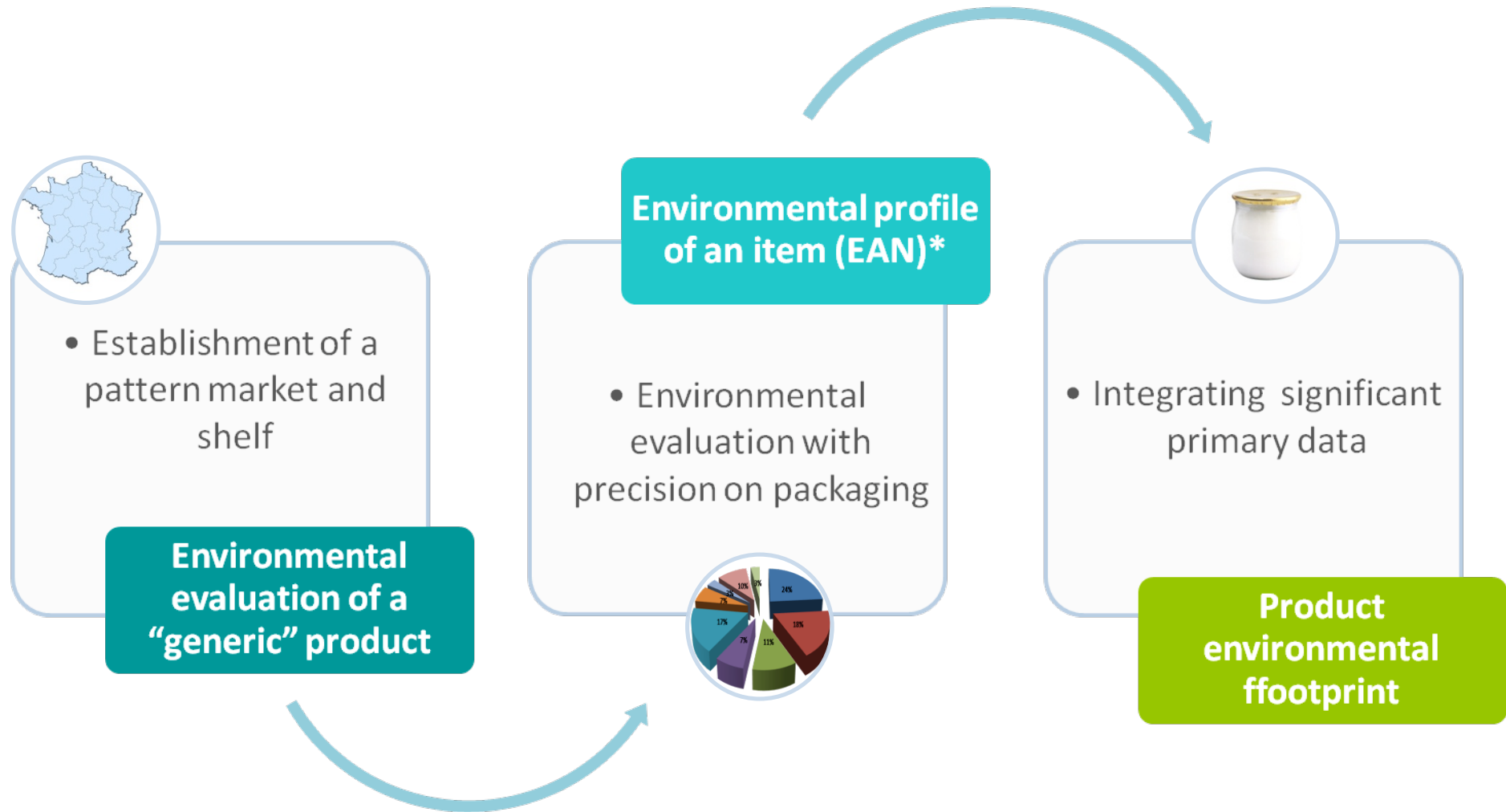
A needed industrialization

The **Life Cycle Assessment (LCA)** is the most commonly used method for the evaluation of the environmental impacts of products. However, LCA application and implementation are complex because it requires the use of primary data (“**specific data**”) that are infrequently available.



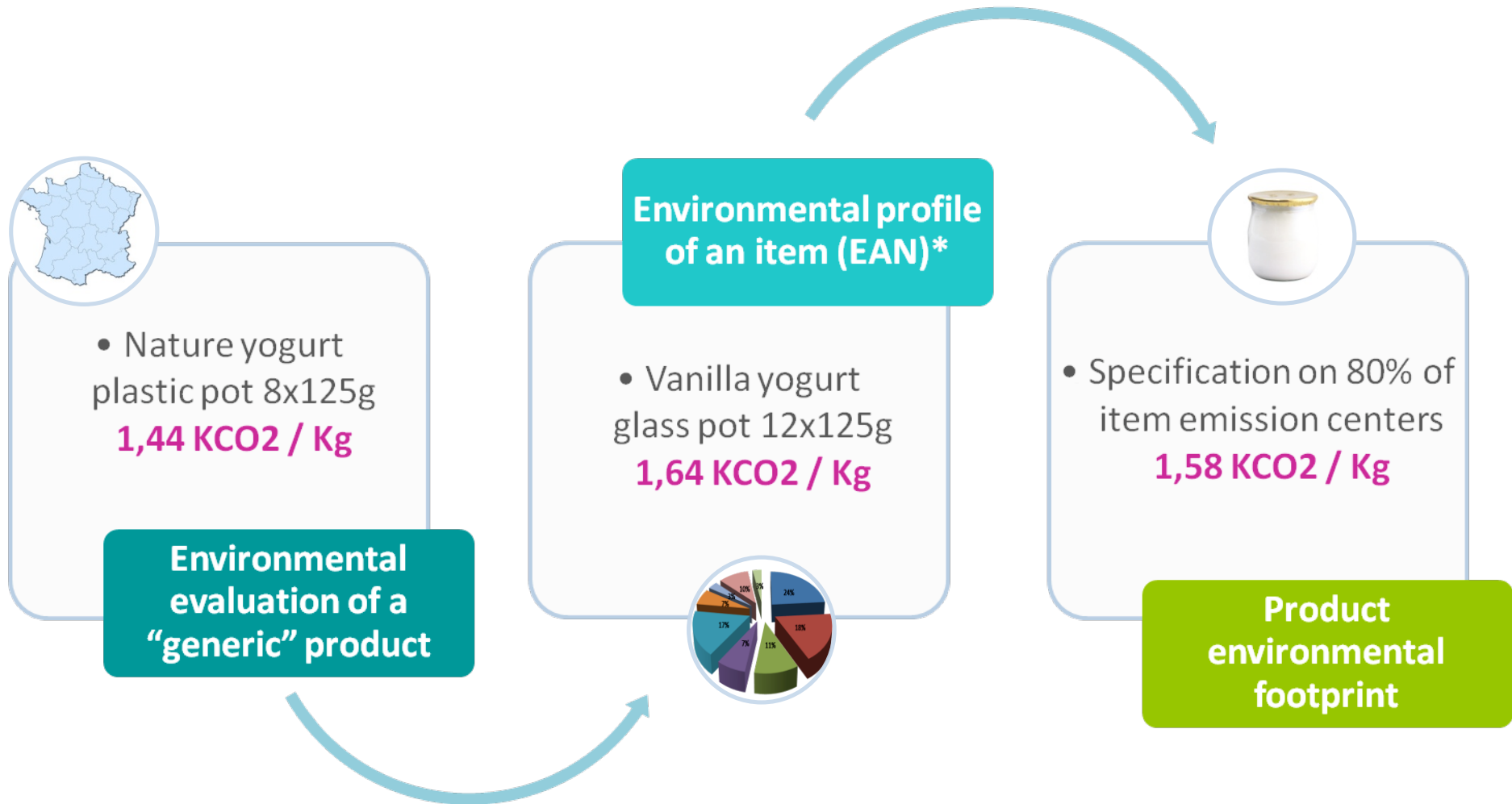
In response to this issue, Greenext has developed a pioneering **approach of progressive specification** . This method enables to industrialize product’s environmental impact evaluation and thus, develop it on a large scale and low cost

The steps of progressive specification



*EAN : product identified by its bar code

Vanilla Yogurt Case



*EAN : product identified by its bar code

Why a progressive specification?

For manufacturers and retailers

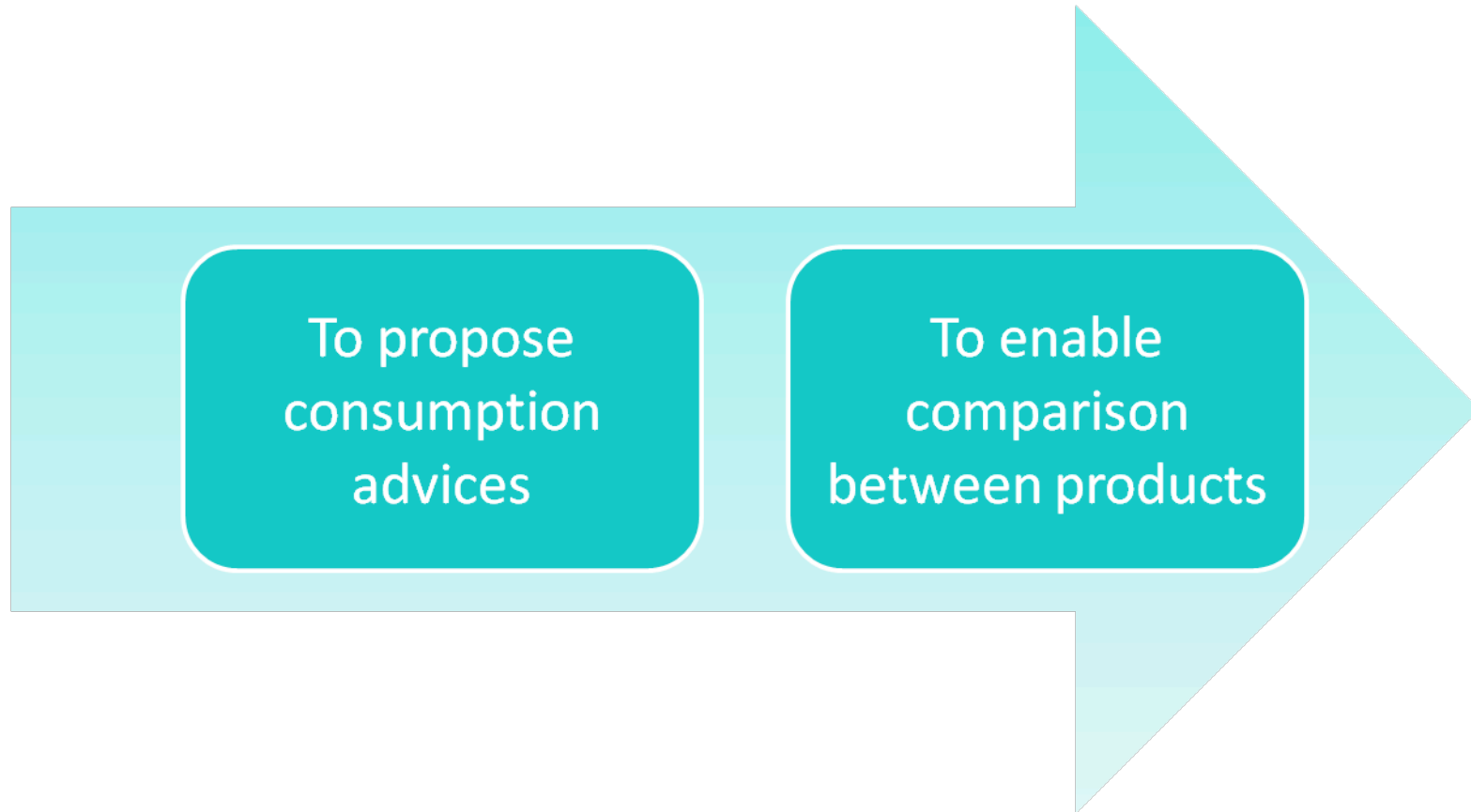
To help prioritise
areas for data
collection

Use of secondary data
(market)
for low emission
centers

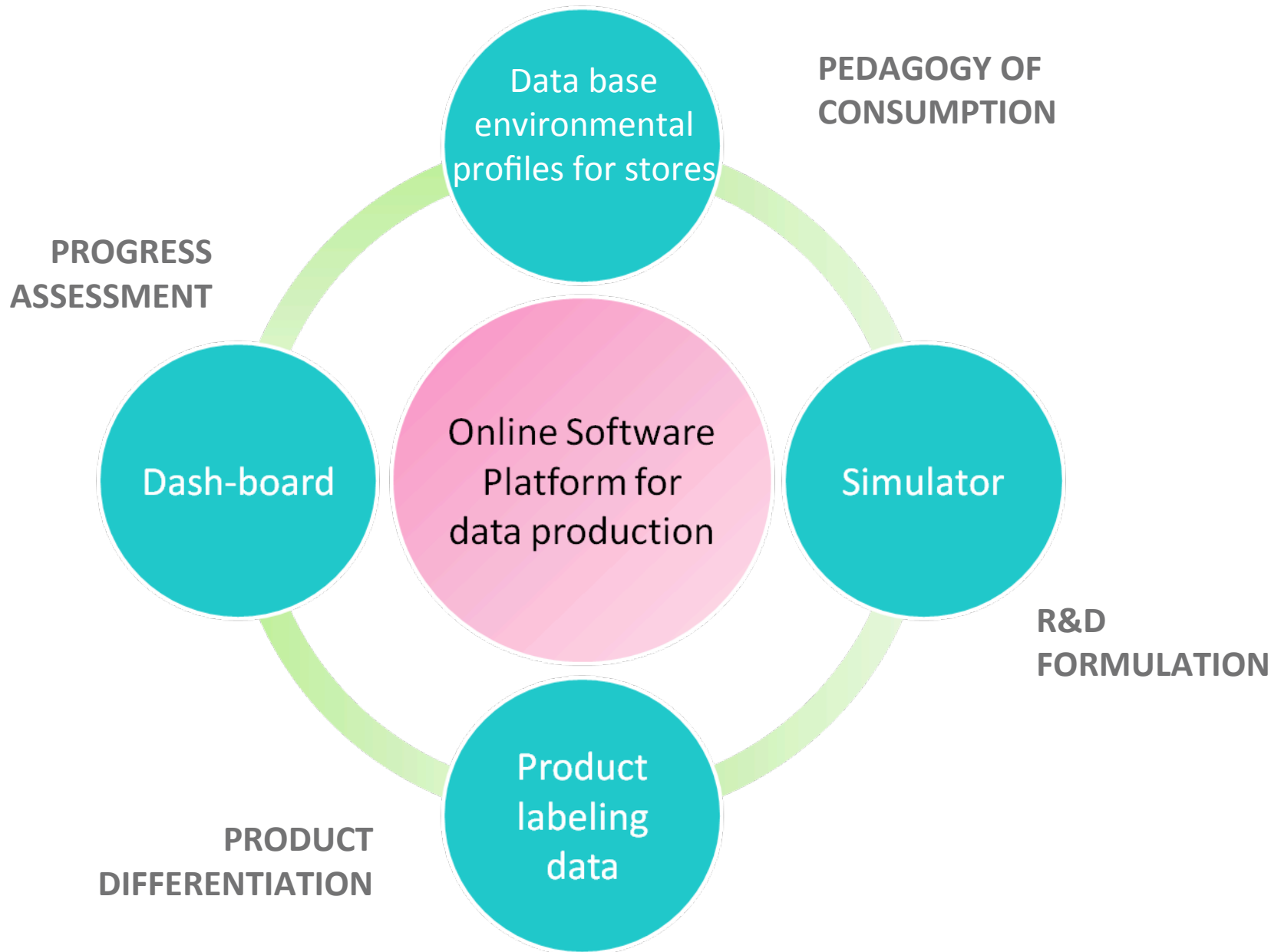
Implementation
and reporting of a
progress approach

Why a progressive specification?

To consumers



To industrialize the approach to answer a variety of needs



Data base of environmental profiles for stores

20.000
food products



[Demonstration movie](#)

***HARICOT VERT EXTRA FIN 440GR**

0.440 KG 2.84 €/KG

0.97 KCO₂/KG

0.778 KCO₂

3017800048221

↑

1 € 25



J'économise ma planète En faisant mes courses écoresponsables

Je m'informe de l'origine des produits

Tomates Barquette de 250 g	kg eq. CO ₂
Tomates de France	0,07
Tomates d'Espagne	0,11

Moins de Transport = Moins de CO₂.

Bilan CO₂ simplifié calculé selon la méthode Greenext!

Ce bilan CO₂ correspond à une valeur moyenne pour une culture conventionnelle. Il a été obtenu en tenant compte des différences sur l'origine des produits.

www.jeconomisemaplanete.fr



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