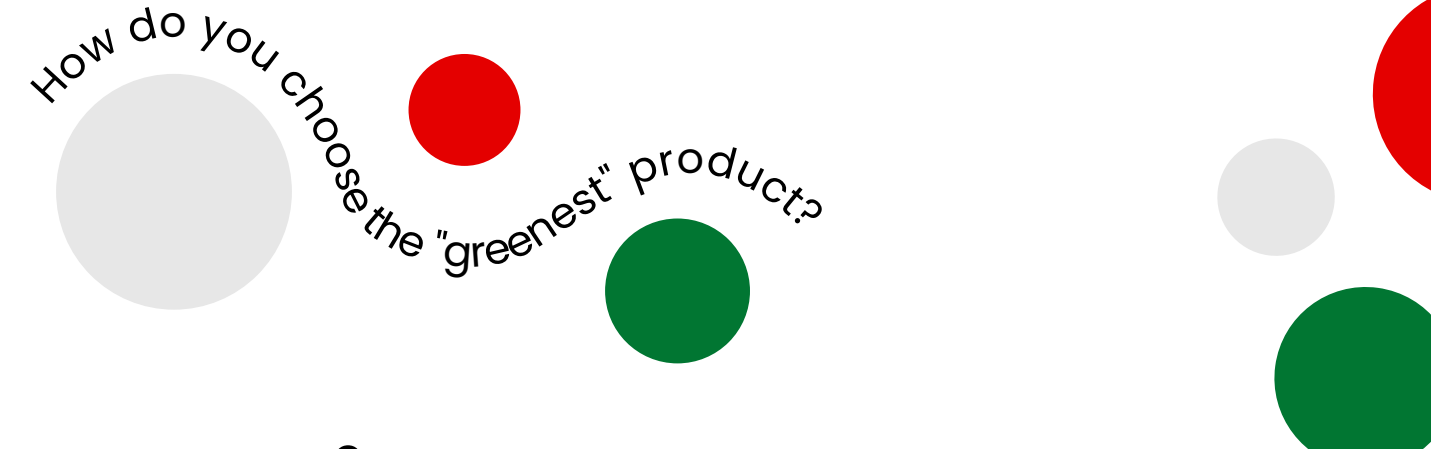



How do you choose the "greenest" product? 

Discover PEF!

What is the effect of a product on the environment? 

The choice a consumer makes when buying a product is generally based on two variables: price and quality.

In recent years, the new trend of evaluating and comparing products also based on their environmental impact has been emerging.

The lack of international standards has led to the exponential growth of environmental labels, which makes sustainable products unrecognizable and confuses consumers, reducing their trust.

To solve this problem, the European Commission introduced the Product Environmental Footprint (PEF), a methodology to measure environmental performance throughout the entire life cycle of products and highlight what the most significant impacts derive from.

The PEF takes into consideration 16 different types of environmental impact that can involve land, water, air, and human health.

The objective is to allow companies to quantify and communicate the environmental footprint of products in a unique and standardized way, to encourage product comparison and informed purchasing choices by consumers.

The adoption of PEF will allow consumers to reward the most sustainable products and this will encourage more and more companies to design their products taking into account the environmental footprint:
a virtuous circle for the planet!

To find out more, scan the QR code and watch the video "Discovering PEF":



Visit the website of the LIFE MAGIS project: www.lifemagis.eu