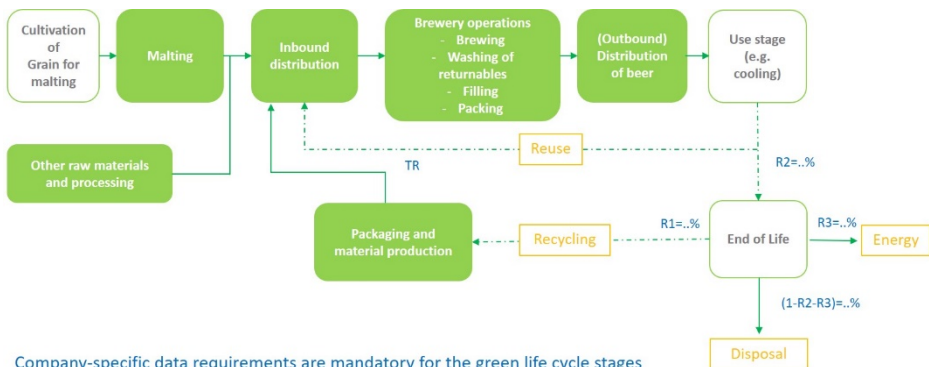


BEER PRODUCT ENVIRONMENTAL FOOTPRINT CATEGORY RULES

The beer category rules implement the Product Environmental Footprint (PEF) method to measure the environmental performance of beer throughout its life cycle.

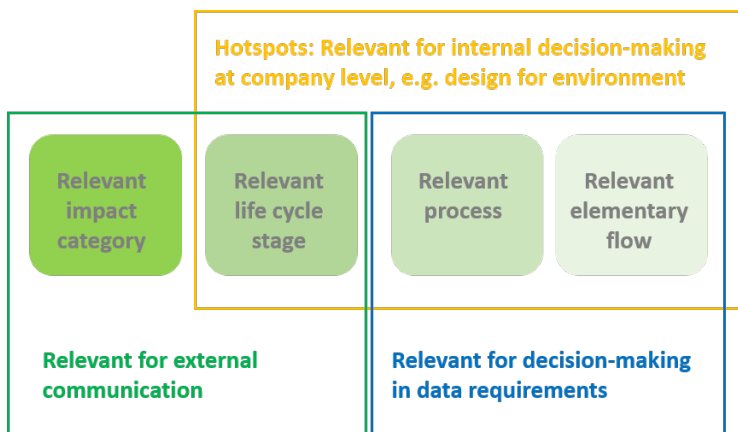


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Methodology

The PEF methodology was developed by the European Commission based on existing life cycle assessment methods. It aims at identifying along the life cycle of beer the most relevant:

- environmental impact categories (15), including emissions to water, air and soil, resource use and depletion, and impacts from land and water use;
- life cycle stages;
- processes;
- elementary flows.



PEF allows to assess, display and benchmark the environmental profile of products.

Where used for communication – B2B and B2C, it provides for truthful information, enabling environmentally friendlier choices.



BEER PRODUCT ENVIRONMENTAL FOOTPRINT CATEGORY RULES

Win – Win – Win

Product environmental footprinting contributes to build a circular economy and to foster a better environment for green businesses.



- identifies hotspots throughout the life cycle stages of beer
- stimulates 'green' innovation
- guarantees a science-based, objective environmental performance assessment
- allows for fair 'green' competition



- responds to consumer expectations
- becomes better aware of the product environmental impact
- guarantees an informed choice for truly environmentally friendly products



- better use of resources
- less emissions
- less pollution
- less waste
- healthier habitats



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The Brewers of Europe digital platform for online evaluation of the environmental performance of beers

The Brewers of Europe PEF calculator allows companies to obtain a comprehensive overview of their product's environmental impacts. It is easily accessible, also by non-experts.

The calculator incorporates all datasets and impacts indicators as defined by the Beer PEF CR and thus reduces the need for further external assistance.

The environmental impacts calculated with this tool are compared with the European benchmark and can be compared with the results of other users of the tool.

On the basis of the results delivered by the calculator, an improvement action plan for the analysed product can be rolled out with respect to the choice, e.g. of ingredients and their production and supply; of packaging used; of processes applied; of transport organisation.

The calculator equally allows the user to identify if a reduction of the impact in one stage will cause an increase of the impact in other stages, or in the same stage but on other impact categories.

