

# PRESS KIT

## ECO-SCORE



### Author

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### Product

Eco-Score - helps players in food production and distribution to reduce environmental impact



Etiquettable®

A solution proposed by a consortium, including....



- Eco-Score is a means of giving food products and recipes a score from A to E. It reflects the environmental impact by taking into account sources, production modes, transport, packaging, seasonality and so on.
- This alimentary Eco-Score has been developed over the last 10 years through research by the consultants Eco2 Initiative on their project Etiquettable. It is the result obtained by a consortium actively engaged in software analysis (computing) and catering.
- This Eco-Score proposal is the synthesis of many studies carried out both by researchers and scientists from NGO and consultants in varied domains (environment, agronomy, economy, sociology, behavioural studies).
- Results are submitted to a committee of specialists in food and environment, health, nutrition, economy, sociology and consumer behaviour.
- This alimentary Eco-Score can be applied to agro-industrial food products and convenience food.



**Product data**

Production  
Provenance  
Transports  
Transformation  
Packaging  
Ingredients



**Impact on biodiversity**

CO2  
Pesticides  
Ressources  
Energy  
Waste  
Water, air, soil pollutions  
Biodiversity



**Stakes and concerns**

Health  
Climate, environment  
Local economy  
Ethics  
Plastic pollution  
...



## PACKAGING

Materials, recyclability, end of life, separability



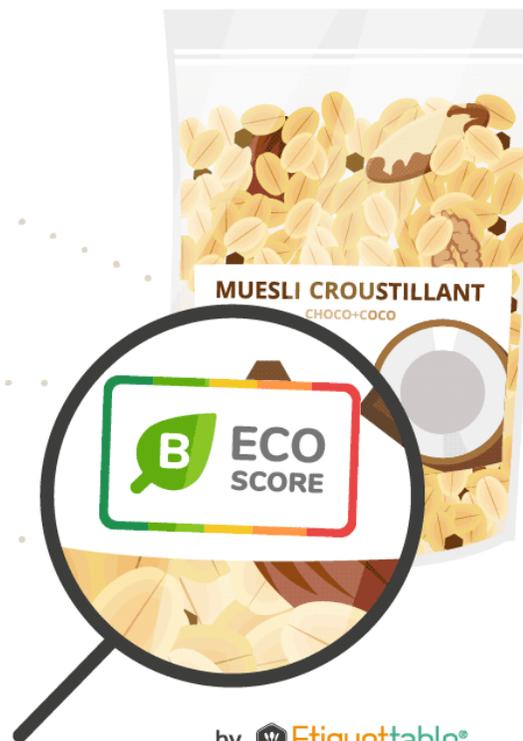
## PROVENANCE & TRANSPARENCY

Origin of ingredients



## PRODUCTION MODES

Environmental labels, fishing, etc.



by  **Etiquettable**

## ENVIRONMENTAL IMPACTS

Impacts of production, transport and packaging of ingredients, especially on biodiversity



Life cycle analysis

## SPECIFIC INGREDIENTS

Important impacts on biodiversity and ecosystems



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Important impacts on biodiversity and ecosystems



## SEASONALITY OF INGREDIENTS

Seasonal fruit and vegetables, nothing hothouse grown



## ENVIRONMENTAL IMPACTS

Impacts of production, transport and packaging, especially on biodiversity

Life cycle analysis



## PACKAGING

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## PROVENANCE & TRANSPARENCY

Origin of ingredients



## PRODUCTION MODES

Environmental labels, fishing etc.





**25 %**

Greenhouse gases in France come from food



**10 %**

Jobs in France are directly connected to food



**38 %**

French consumers take into account the origin or the seasonality of the food they choose



**78 %**

French consumers lack information on the impact of food products on environment and health



**50 %**

Greenhouse gases can be reduced individually by changing our food choices



**30 %**

Cancers could be avoided through a balanced diet



**30 %**

Food is wasted along the distribution chain



**31,6 %**

Fish stocks are overexploited in 2017



**50 %**

Fruit and vegetables contain pesticides

Sources:

[Alimentation et environnement, champs d'action pour les professionnels, Ademe \(2016\)](#)  
[Etiquetage nutritionnel, que contiennent vraiment nos assiettes, Article du Monde \(2016\)](#)  
[PNA, Ministère de l'Agriculture \(2016\)](#)

Sources:

[Guide des espèces, Ethic Ocean](#)  
[Etude de la fondation Carasso sur l'alimentation durable \(2016\)](#)  
[Bilan Carbone de l'alimentation en France, Ademe \(2019\)](#)



## JUNE 2020

ADEME\* and INRAE\*\* updated their environmental data bas AGRIBALYSE on food products (2500 products linked to the nutritional base Ciqua).

Eco-Score is one of 146 propositions put forward by the French [Citizens' Convention for the Climate](#).



## FEBRUARY 2020

The French law against food waste for circular economy passed on 10th February 2020 stipulates clear environmental display and marking so that consumers are aware of the environmental impact of the goods or products they choose.



## FEBRUARY 2020

An 18-month period of experimentation supervised by the Ministry of Ecological Transition and ADEME\* to be started in September to evaluate different methods and modalities of scoring display.



## A HEALTH CONTEXT ENCOURAGING BEHAVIOURAL CHANGES

During lockdown, French consumers wasted less, consumed less convenience food and cooked more, with an increasing demand for the food industry to provide much more local produce.

- *Agence de la Transition Ecologique*
- *\*\* Institut national de recherche pour l'agriculture, l'alimentation et l'environnement*

## E-commerce



**Purée De Pommes De côteaux ajoutés - 630g**  
 Côteaux Nantais - 630 g

**2,74€** (4,34€ / kg)  
 Prix non membre: 3,59€

Ajouter au panier

**Description**  
 Issue d'un mélange de variétés de pommes sélectionnées DEMETER, cette compote est cuite et aromatisée avec des côteaux ajoutés. Retrouvez la douceur et la saveur de la Côteaux Nantais sont élaborés à partir de recettes traditionnelles.

**En savoir plus**

- ✓ Commerce Equitable
- ✓ Demeter
- ✓ Fait En France

**Eavis des experts**

Etiquettable 110 gCO2/100g

Mika 100/100

## Distribution



## Recipes



NOUVEAU

**Linguine aux légumes, crevettes ASC & sauce gingembre-miso**

NUTRI-Score: A B C D E | ECO SCORE: A | 550 KCAL | VEGGIE | - 0 +



**FoodChéri.**



NOUVEAU

**Linguine aux légumes, crevettes ASC & sauce gingembre-miso**

NUTRI-SCORE: A B C D E | ECO SCORE: A | 550 KCAL | VEGGIE

- 0 +

**frigo magic**



Camembert aux fruits secs ⓘ

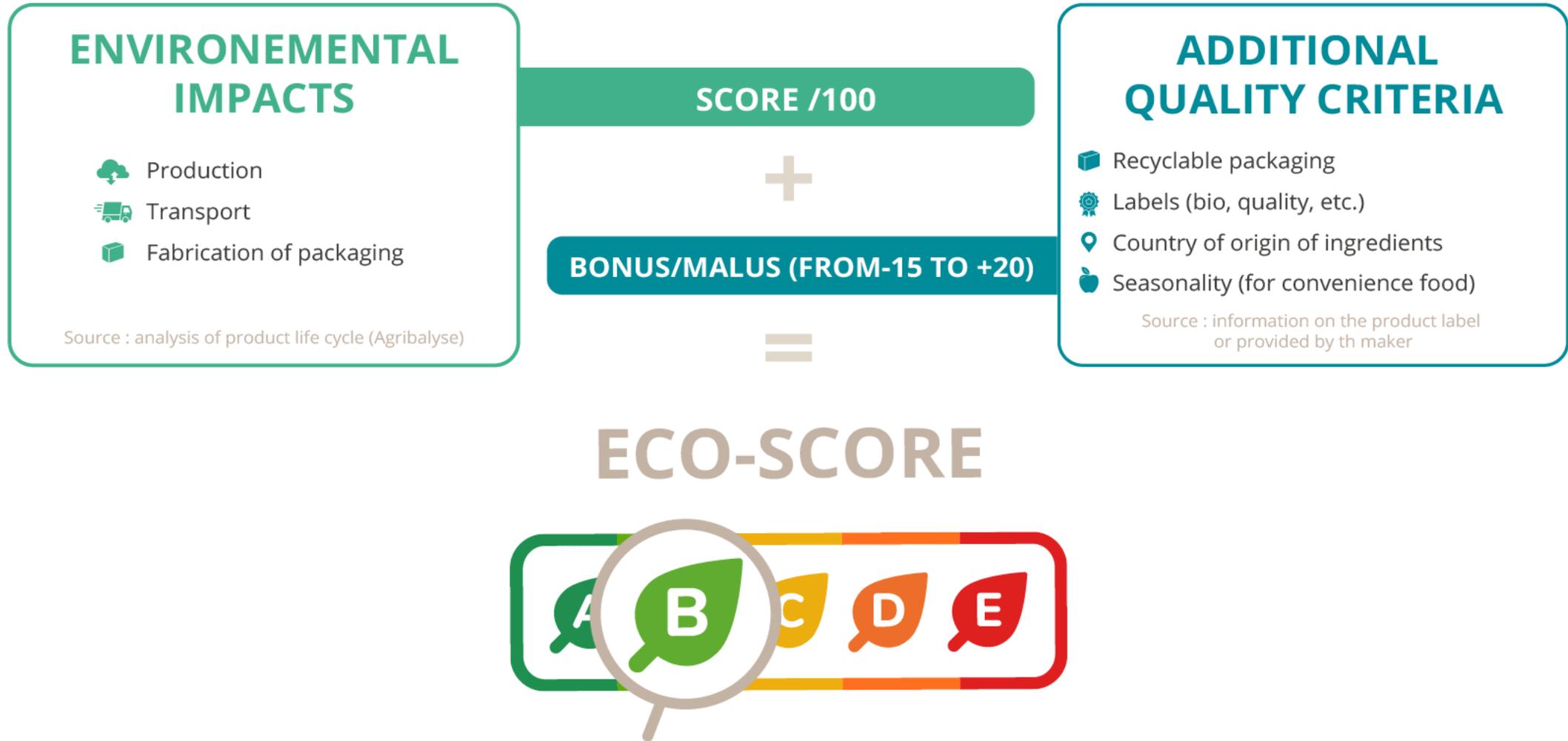
20 min | ECO SCORE: A | NUTRI-SCORE: A B C D E

Personnes: - 2 +

## ECO-SCORE IS THE RESULT OF A COLLECTIVE OF PLAYERS

Eco-score is jointly proposed by a consortium of by foodtech and sustainable food services, with the common ambition of creating a simple tool to reduce the impact of food production on the planet. These committed players include Eco-Score in their own applications and food offers.





### Why do we need more quality criteria?

Because some concerns such as protecting biodiversity and soils or the impact of plastic pollution on the ocean are not taken into account in Agribalyse basis. Also, different countries demand different environmental norms. Bonus-malus coefficients are applied to all these aspects. This is why more quality criteria are essential.



### **WITH ECO-SCORE, WILL ANIMAL PRODUCTS ALWAYS BE IN RED OR « E » SCORE ?**

No. While meat and poultry do have more carbon impact (due to the extensive agricultural area used, methane gas in ruminant rejects, fodder given to livestock, pesticides and so on), there are differences between animal products : poultry has less environmental impact than beef, for example, and production modes and other criteria can give a much higher score.



### **DOES ECO-SCORE DISTINGUISH BETWEEN FREE-RANGE AND INTENSIVE FARMING?**

Yes, provided the type of farming is displayed on the meat package. For example, meat with a label Bio or Label Rouge will score higher than traditional meat products.



### **WILL AN EXOTIC PRODUCT NECESSARILY GET A BAD SCORE?**

No, it depends on the product. Transport represents an impact of 5% to 30%, depending on the product. However, the greatest impact comes from agriculture, the type of farming, and transformation, so a you might get a better score with a banana shipped from Guadeloupe than a local French tomato cultivated in a hothouse in winter.



### **DO ENVIRONMENTALLY FAVOURABLE PRODUCTS NECESSARILY COST MORE ?**

No. It is not more expensive to buy environmentally favourable products. [WWF and ECO2 Initiative](#) carried out a study showing that the impact on the environment of our food choices could be halved at no extra cost - by including 50% of bio and sustainable products.



### **CAN ECO-SCORE BE APPLIED TO OTHER SECTORS?**

Yes, as long as the players do a detailed analysis of the specificities of their sectors, since the evaluation criteria will vary accordingly.



### HOW CAN ECO-SCORE BE CALCULATED IF THE ORIGIN IS NOT DISPLAYED ON THE PRODUCT?

In this case it is not possible to have a completely accurate score. A hypothesis will be made but it will apply the highest transport value.

Brand producers will be able to inform on the true origin of ingredients, or to display it on the product and so obtain a better score. This will incite brands to be more transparent on the origin of ingredients and will valorise brands who have already rendered their products transparent for the consumer.



### WILL ECO-SCORE NOT BE CONFUSED WITH NUTRI-SCORE?

Consumers do distinguish between nutrition and environment which are very different subjects. We have worked on making Eco-Score absolutely different visually from Nutri-score so that there is no confusion if they are displayed together. However, consumers will have to be helped to understand what Eco-Score is and how it differs from Nutri-Score.

In time, consumers will come to consult Eco-Score automatically. For example, the energy label put in place in 1984 in France has proved most efficient in providing consumers with comprehensible and verifiable information, and has completely modified the way we choose our home appliances. [The CESE \(Conseil économique, social et environnemental\) study](#) on the subject illustrates this.



## **AGRIBALYSE, THE DATA-BASE USED FOR NUTRI-SCORE, WOULD ENCOURAGE INTENSIVE FARMING AND SO WOULD NOT BE RELIABLE**

Agribalyse must be distinguished from our proposal Eco-score.

Agribalyse is a database based on analysis of product life cycle (ALC). There are 14 types of impact in the database (carbon, water pollution, soil, water consumption) + 1 aggregate indicator. ALC reports environmental impacts based on 1kg food produced and consumed. Up till now this has been the most developed scientific method evaluate our environmental footprint and is used all over the world by experts, researchers, GIEC scientists and all specialists studying our environmental impact.

However, like any other database, Agribalyse does have limits, especially:

1. The generic database does not differentiate between modes of production and farming. Thus the Agribalyse score cannot compare different production modes for certain foods. Only the « expert » database is able to distinguish between different modes of production, but only very few products are concerned, so no there can be no viable display.
2. ALC gives a higher score for some products in favour of conventional farming because of higher yield compared to organic farming.
3. ALC does not give a correct reflection of some key negative impacts, including those linked to pesticides. antibiotics, pest controls, or soil quality and biodiversity.
4. ALC does not take into account the positive impact on the environment created by organic farming, extensive agricultural practice (meadows, alpine pastures, hedges) or animal wellbeing.

**ECO-SCORE TAKES INTO ACCOUNT ALC BUT ALSO COMPLETES THE MISSING ELEMENTS** 



## THE DATABASE USED (AGRIBALYSE) WOULD ENCOURAGE INTENSIVE FARMING AND WOULD NOT BE RELIABLE

This is why the Eco-Score we have developed allows to complete the ALC analysis:

- by using the generic data (the mean impact by product) of Agribalyse solely for food products, but not the data on production modes based on plots which cannot give a reliable comparison.
- by including supplementary criteria such as bonus-malus to determine the Eco-Score, such as :
  1. The labels which could be present (Bio, Demeter, Nature et Progrès, Rainforest etc.) in function of the environmental benefits they represent = a bonus from 10 to 20 points
  2. Provenance : the origin of every product is noted. This allows precise adjustment of the score in function of the origin of every ingredient = bonus from 0 to 15 points
  3. Policy: the environmental strategy of the producing country = bonus or malus from -5 to +5 points
  4. Packaging : Degree of recyclability and circularity of packaging. Packaging from raw materials (closed loop system) will get a higher score than packaging from non sustainable and non recyclable sources = malus from 0 à to 15 points
  5. Threatened species. Exhausting stocks of fish and destroying forests with a high level of biodiversity = malus of 10 points

With the bonus/manus system , the score will always be between 0 and 100 (a bounded score). Thus a French organic chicken will have a higher score than a conventional one.



ECO2 Initiative has created [Etiquettable](#) to reduce the carbon footprint of food products in France, using a mobile App for consumers (Etiquettable), et advising professionals in catering and distribution.



ECO2 Initiative is a consulting firm specializing in ecological and energetic transition. Since 2006 it has advised clients on transition towards more sustainable strategies in the domains of climate, carbon footprint, CSR (Corporate Social Responsibility), nutrition, territorial policies etc. ECO2 Initiative's vocation is to encourage clients to actively apply these new strategies within their businesses.

# ECO-SCORE



[docs.score-environnemental.com/](https://docs.score-environnemental.com/)

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