

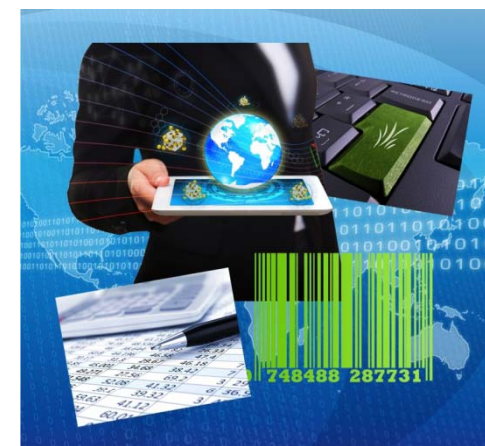
myEcoCost^(R)

Forming the nucleus of a novel ecological accounting system

myEcoCost at a glance

General Presentation of the myEcoCost Project

Version 1.03, February 2014



Outline

- ◆ myEcoCost® in a nutshell
- ◆ Consumer, Policy and Accounting Background
- ◆ myEcoCost Vision, Objective, Approach, Intended Impact
- ◆ Project Structure, Tasks and Planning
- ◆ Project Partners and Advisory Board

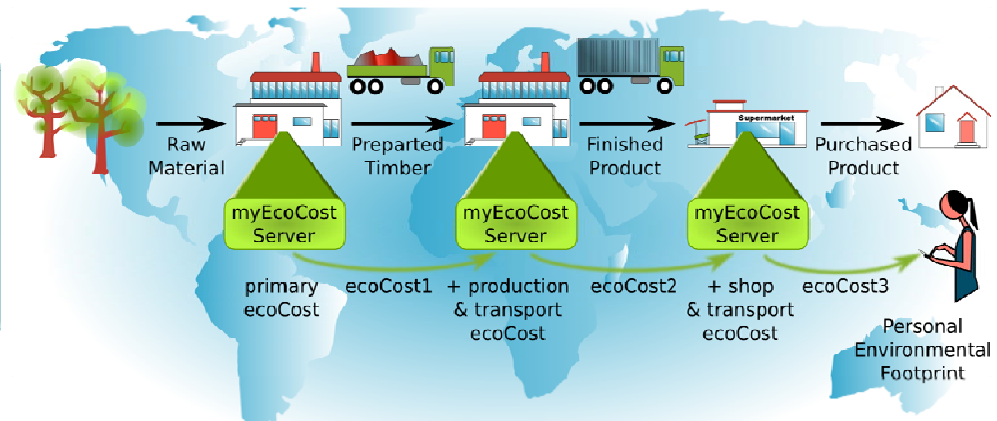
myEcoCost[®] in a nutshell

Project objective:

Develop a resource use and material flows data gathering methodology including the accompanying software system, that will be integrated with current financial data data flow

Facts:

Duration: 10/2012-10/2015
Volume: 3,3 Mio. €
Client: EC, DG ENV
Website: www.myecocost.eu



Partners:

TriaGnoSys (DE, Coordinator), Robert Stewart Mostyn (UK), Nottingham Trent University (UK), Climate Friendly Food - Carbon Calculator (UK), Boots UK (UK), EnviroData (SE), Ecover (BE), Wuppertal Institute (DE), GS1 Germany (DE)

Lack of consistent consumer information

Results of Eurobarometer 2013 “Building the Single Market for Green Products”:

- ◆ 50 % of consumers find it **difficult to differentiate** between green products and others
- ◆ 48 % **mistrust** the environmental performance information communicated on products
- ◆ **Lack of consistency** as barrier to the display and benchmarking of environmental performance (72.5 % of stakeholders agree)

Example:
More than 400 environmental labels



Source: <http://www.caelusgreenroom.com/2011/02/23/what-are-eco-labels/>

Policy Background

Resource efficiency as political objective

Resource efficient Europe as one Flagship initiatives of the strategy “Europe 2020”

New pathways to action on resource efficiency by 2020:

- ♦ “All companies, and their investors, can measure and benchmark their lifecycle resource efficiency”
- ♦ “Accurate information, based on the life-cycle impacts and costs of resource use, is needed to **help guide consumption decisions**”

Source: European Commission, 2011.



Accounting Background

Data Quality Challenges in Environmental Accounting

- ◆ The assessment of resource use of products and services
 - Reliable, accurate and up-to-date data is still missing
 - Different techniques for data gathering in use
- ◆ Difficult to compare different LCA studies
 - Limited scope on single companies, processes or products
 - Different data sources and data details

⇒ **The myEcoCost project addresses the data quality issue**

myEcoCost Vision

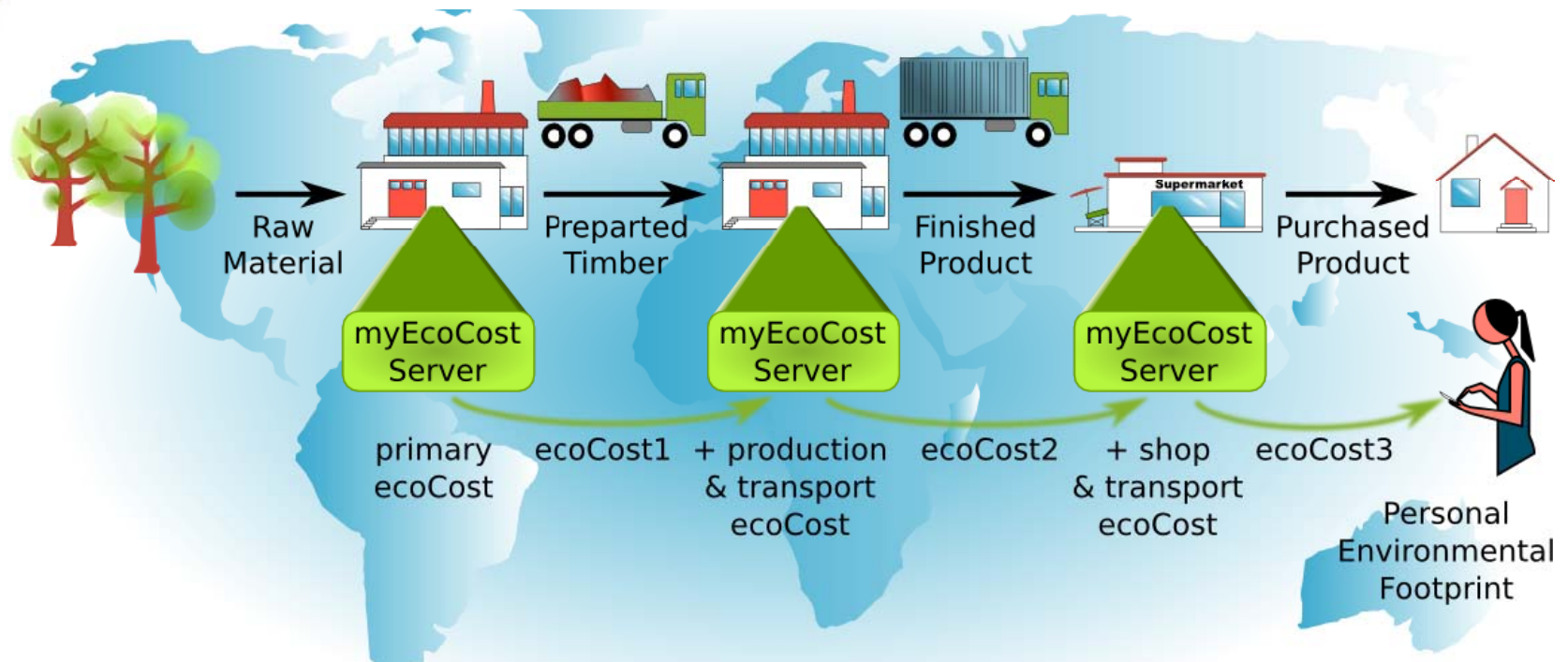
An new era of eco-awareness in everyday life

- ◆ Cost effective accounting system for natural resources with large scale applicability in the global economy
- ◆ Environmental accounting and assessment practices at company level in line with national and international environment policy objectives
- ◆ A vital infrastructure promoting consumer decision making moving towards more sustainable life-styles and a resource based economy



myEcoCost Objective

Develop a resource use and material flows data gathering methodology including the accompanying software system, that will be integrated with current financial data flow



myEcoCost Approach

Key elements:

- ◆ Global collaborative network of resource accounting nodes
- ◆ Flow of environmental information along the product chain
- ◆ Decision support for actors in the value chain

Key features of data gathering and dissemination technique

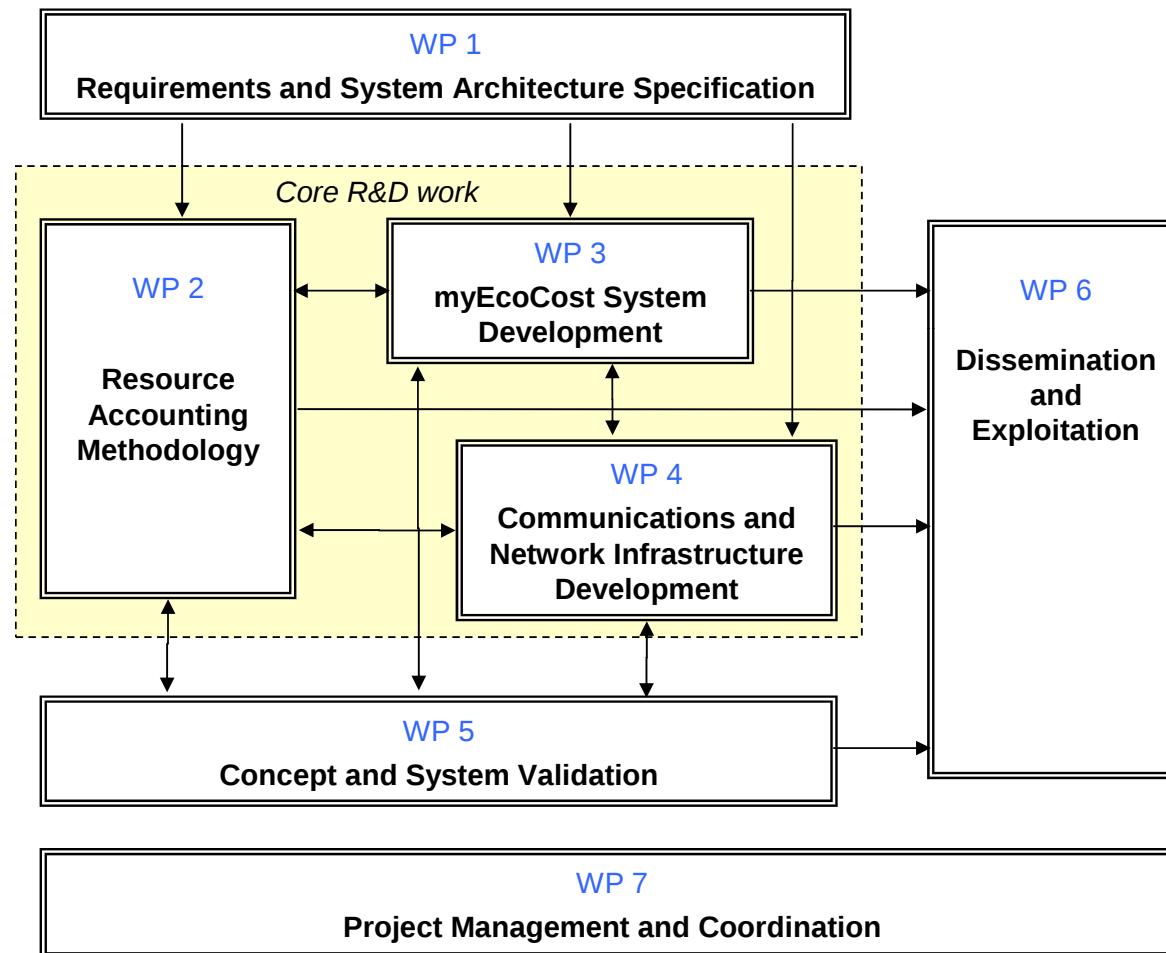
- ◆ Fully integrated and automatic
- ◆ Dynamic and near real time
- ◆ Non-centralised
- ◆ Balancing data privacy and transparency

Intended Impacts

- ◆ Pass data onto consumers to provide personal environmental performance statements
- ◆ Enable the market to include ecological cost in day-to-day decision making, and over time, to learn how to adapt to planetary boundaries
- ◆ Provide access to eco accounting figures for businesses of all sizes to assess their own operational environmental performance
- ◆ Make reliable and verifiable data on material flows available for all environmental life cycle assessment methods



Project Structure



Demonstration scenarios foreseen

Different demonstration scenarios are explored with industry partners in order to illustrate specific aspects of the system's nucleus

1. Farm production demonstration:

Addressing specific characteristics with respect to ecological accounting and direct usage of natural resources at the beginning of the supply chain

2. Industry production demonstration:

Addressing indirect usage of resources in the middle of the supply chain

3. Retail and consumer demonstration:

Addressing the context of the consumer, whose acceptance and usage is key to the success of the whole system

4. Configuration demonstration:

Addressing modularity and flexibility of the system and the eco accounting calculation to fulfil the needs of different businesses

myEcoCost Project Partners

Core research partners

TriaGnoSys GmbH
(Coordinator, DE)

Robert Stewart Mostyn (UK)

Nottingham Trent University (UK)

Enviro Data (SE)

Wuppertal Institute for Climate,
Environment and Energy (DE)

Industry partners

Ecover Belgium N.V. (BE)

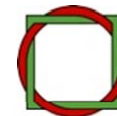
Climate Friendly Food – Carbon
Calculator (UK)

Boots UK Ltd. (UK)

GS1 Germany GmbH (DE)



Enviro Data



Wuppertal Institute
for Climate, Environment
and Energy



Farm Carbon Calculator



A member of
Alliance Boots

myEcoCost Advisory Board

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Prof. Dr. Enrico Giovannini	Istat - Istituto nazionale di statistica

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Thank you for your attention!

More information at: www.myecocost.eu

