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

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- 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

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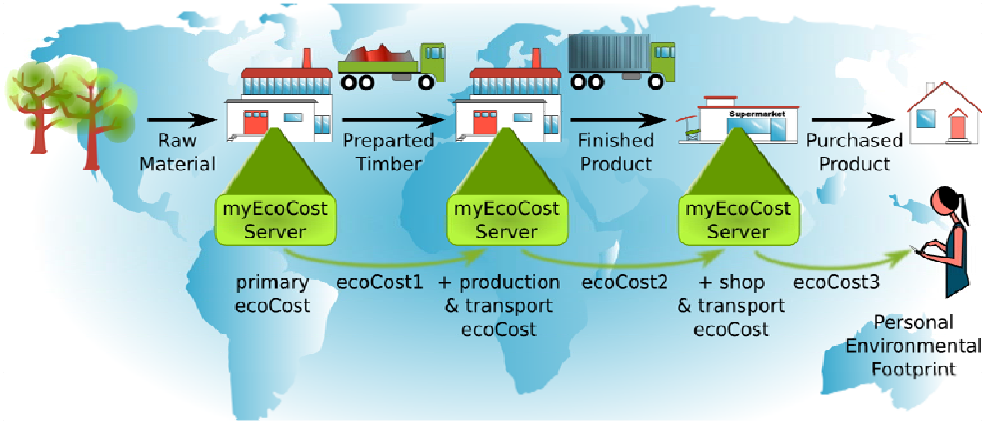
Project objective:
Develop a resource use and material flows data gathering methodology including the accompanying software system, that will be integrated with current financial data data flow

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)

Consumer Background

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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

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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

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Data Quality Challenges in Environmenal 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

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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

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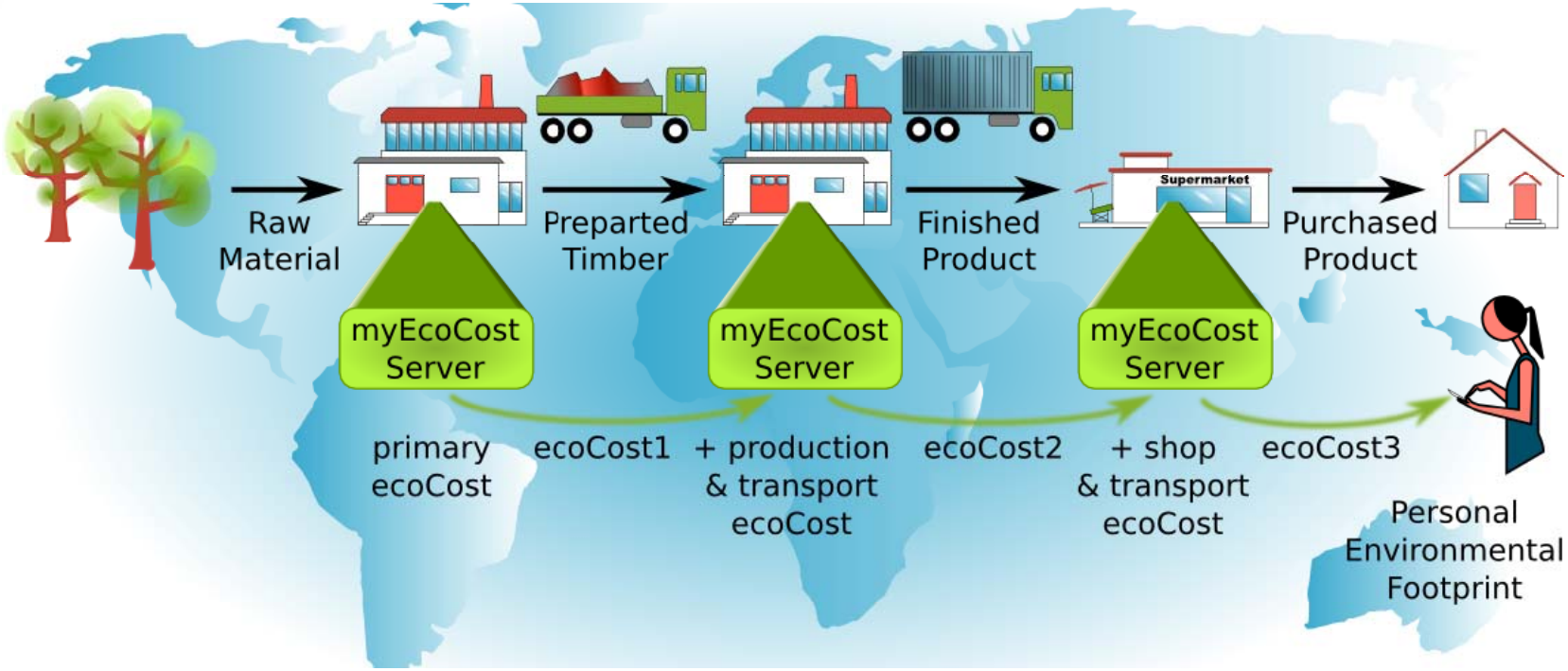
Develop a resource use and material flows data gathering methodology including the accompanying software system, that will be integrated with current financial data flow



myEcoCost Approach

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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

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- 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

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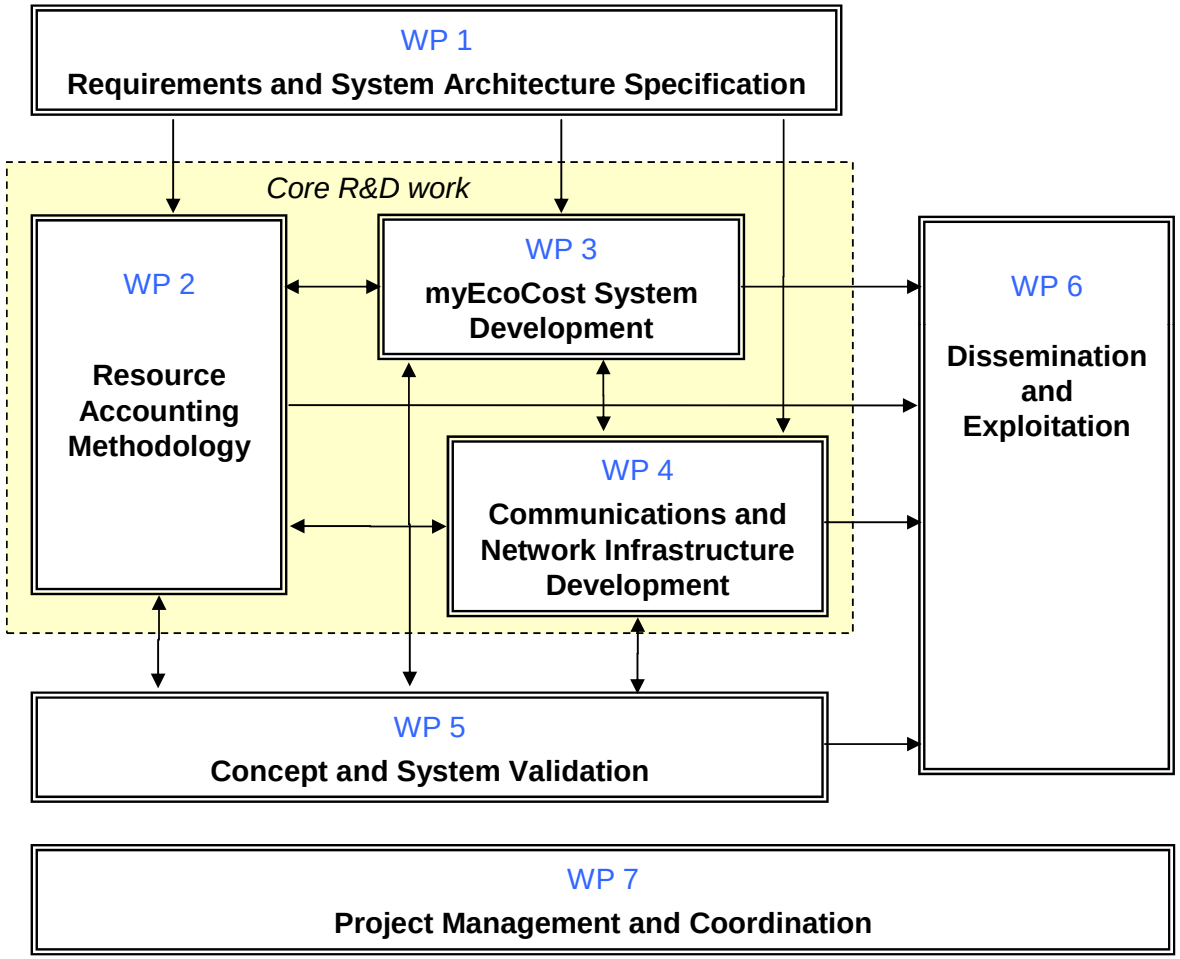

Demonstration scenarios foreseen

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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

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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)

myEcoCost Advisory Board

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Members	Affiliation
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Prof. Dr. Martin Shepperd	Brunel University
Dr. André Reichel	Zeppelin University
Prof. Dr. Anil Markandya	Basque Centre for Climate Change
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Hans Grobben	Fujitsu Components Europe
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Elisabeth Laville	Utopies
Eva Eiderström	Swedish Society for Nature Conservation (SSNC)
Aniol Esteban, Griffin Carpenter	The New Economics Foundation (NEF)
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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