

# UNDERSTANDING THE *FRENCH* ENVIRONMENTAL LABEL

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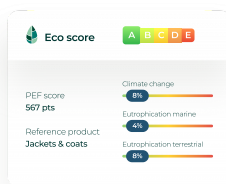
# UNDERSTANDING THE FRENCH ENVIRONMENTAL LABEL -COUT ENVIRONNEMENTAL

## What is it?

The French Environmental Scoring System is a voluntary, incentive-driven framework designed to assess the full lifecycle impact of fashion products. Its goal is to promote transparency through measurable environmental data, empower consumers to make informed choices, and support standardized sustainability compliance across France.

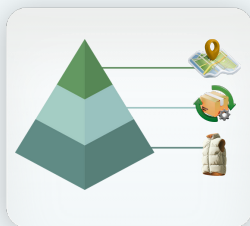
## Key Objectives:

- ✓ *Make environmental costs as transparent as financial prices*
- ✓ *Empower consumers with clear, reliable data for informed choices*
- ✓ *Ensure authenticity and prevent greenwashing*
- ✓ *Promote eco-design across the entire product lifecycle*



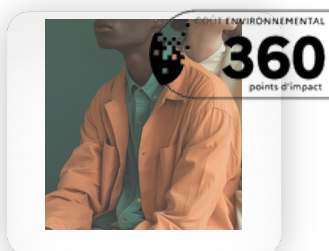
Based on the Product Environmental Footprint (PEF) methodology, evaluates products on 16 key indicators, including:

- **16 Environmental Indicators, such as:**
  - Carbon footprint, energy & water consumption;
- **Two additional Indicators:**
  - End-of-Life impact (recycling likelihood, microfiber release)
  - Emotional durability (repairability, product longevity)



### The 3-Tier Precision System for Compliance

- **Level 1:** Basic Calculation (Ecobalyse, free tool for SMEs) Simplified, quick analysis with 12 key parameters
- **Level 2:** Advanced Analysis (Aligns with PEFCR) More precise impact tracking with additional LCIA parameters
- **Level 3:** Comprehensive Lifecycle Analysis (Custom Methodology) Proprietary material data integration & deep sustainability insights



### Compliance Timeline

#### 2025: Voluntary Labeling Phase Begins

- **Q1:** Regulation submitted for EU approval
- **Q2-Q3:** Brands exceeding turnover thresholds must register & integrate reporting

**2026:** Audits & penalties for non-compliance introduced

# HOW DOES IT ALIGN PEF & EU REGULATIONS?

France emphasizes its alignment with the **European Product Environmental Footprint (PEF) methodology** to support a more comprehensive and standardized approach to sustainability. However, notable differences exist between the two methods, as French authorities aim to address specific areas they consider limitations in the current version of the PEF Category Rules for Apparel & Footwear.

## Why aligning with PEF matters

- ✓Ensures scientific accuracy & data transparency
- ✓Strengthens compliance with EU environmental policies
- ✓Incorporates Physical Durability to account for the functional unit

## What are the main differences?

- ✓French Coût Environnemental integrates **Emotional Durability** to account for consumers behavior.
- ✓Addresses **biodiversity impact, microplastic pollution** & anti-fast-fashion practices

Feature	PEF (PEFCR A&F v2.0)	Coût Environnemental (Ecobalyse v.2.2.0)
Coverage	Apparel & footwear (16 impact indicators)	Apparel only (no leather, silk, cashmere)
Impact Method	EF 3.1 (mid-point indicators)	EF 3.1 (French weighting factors)
Database	Ecoinvent, Blonk, Thinkstep (5,500+ datasets)	Empreinte (82 datasets)
Official Score	PEF Score (days of use)	French Score (Coût Environnemental)

## WHAT IS EMOTIONAL DURABILITY?

Emotional Durability is an important factor in sustainability, assessing the following elements:

- **Traceability Display:** Transparency in supply chain data
- **Raw Materials:** Sourcing practices and environmental impact tracking
- **Commercialization Duration:** The length of time a product remains in use
- **Range Breadth:** The diversity and longevity of product lines
- **Repair Incentive:** Availability of repair and reuse options

**Why It Matters:** Considering Emotional Durability can provide a more comprehensive view of sustainability. Without it, eco-scores may miss the behavioral factor in fashion durability, and not fully reflect the long-term environmental impact of different materials, potentially affecting comparisons between synthetic and natural fibers.



# THE CORE GOALS OF FRENCH ENVIRONMENTAL LABELING

Rooted in [Article 2 of Law No. 2021-1104](#), “Climate & Resilience” this initiative plays a pivotal role in combating climate change and promoting transparency and responsibility in fashion.

## Key Objectives

# 1

### Quantifying Environmental Impact

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Making environmental costs as clear as financial prices.

Brands must accurately measure and disclose their environmental footprint, ensuring transparency across the supply chain.

# 2

### Empowering Consumers

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Providing clear, reliable data for informed, sustainable choices.

A standardized labeling system allows consumers to compare products easily and choose eco-friendly alternatives

# 3

### Ensuring Authenticity

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Preventing greenwashing by promoting genuine sustainability efforts.

Strict guidelines ensure that environmental claims are credible, data-backed, and verifiable.

# 4

### Driving Eco-Design

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Encourage responsible design across the product lifecycle by promoting durability, recyclability, and overall sustainability in product development. However, the current framework may not fully support the realization of these objectives, highlighting the need for ongoing refinement and improvement.

#### Key takeaway:

While Ecobalyse serves as an accessible benchmark for basic assessments, PEF offers a comprehensive and standardized approach to sustainability, providing detailed insights across a wide range of materials.



# LAUNCH OF THE DECREE

On November 28th, the public consultation for the French Environmental Labeling Decree officially began—**with the ambition to become a significant step toward more transparent and accountable practices in the textile industry in France and the EU.**

This decree aims to make environmental costs as clear as financial ones, enabling informed choices while promoting eco-design and tackling greenwashing.

“A logo, a method and a calendar: enough to show you at a glance on the label or packaging of your future purchase whether it is more or less environmentally friendly.

This marking will be done with a point system, and the more points there are, the greater the impact on the environment. On the shelf, at the same price, we will be able to arbitrate between two T-shirts and take the one that has the least environmental impact.”

Agnès Pannier-Runacher, Minister of Ecological Transition



## REGULATORY FOCUS

Encouraging voluntary adoption, emphasizing scientific accuracy, data transparency, and actionable insights to create a robust and enforceable system.

## ON ENFORCEMENT

A firm commitment to ensuring leadership in establishing a robust EU-wide system.



## NEXT STEPS:

**Jan 25, 2025:** Madame Le Ministre Agnès Pannier-Runacher reasserted her commitment to deploy Environmental Labeling at scale within 2025

**Q1 25:** Submission of the Decree to the European Commission for pre-enforcement approval



*Images via the French Ministry of Ecological Transition*

# HOW TO GET STARTED:

✓**Prep for PEF:** Implementing a PEF-based impact strategy gives your company the leverage to prepare for French and EU-wide regulations simultaneously.

✓**Assess your brand's readiness:** Identify gaps in compliance

✓**Implement best practices in eco-design** to future-proof your collections.

**Need expert guidance? Contact us at Peftrust or schedule a demo!**

## ADDITIONAL RESOURCES

### Blog Articles:

- July, 2024: [French Score Also Known as "Coût Environnemental"](#)
- Jan, 2025: [French Environmental Labelling Update](#)

### Webinar Recording:

- Sept 2024: [Coffee Pause with Peftrust - Navigating French Environmental Labeling Legislation](#)



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Scalable LCAs for Fashion & Lifestyle



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