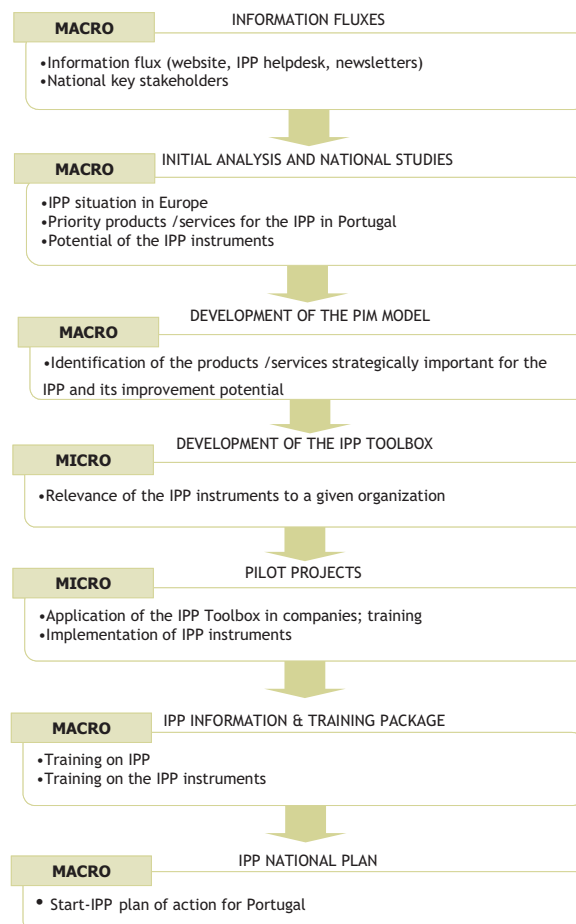


**Starting with the promotion of IPP approach in Mediterranean countries**  
**LIFE 04 ENV/PT/716**

The Start-IPP Project ([www.startipp.gr](http://www.startipp.gr)), financed by the LIFE Programme of the European Union, started in 2004 and was finalized in September 2007. It was coordinated by CENDES - Centre for the Sustainable Entrepreneurial Development - of INETI, the Portuguese National Institute of Engineering, Technology and Innovation, in partnership with the Portuguese Agency for the Environment (APA), the Enterprise Association of the Lisbon Region (AERLIS), the companies Valdemar dos Santos, Lda., DURIT and MOLDIT and with the Greek partners: National Technical University of Athens (NTUA), EPTA, Ecological Recycling Society (ERS) and RAM-EUROPE. The Project's main objective was to initiate the implementation of the Integrated Product Policy in Portugal and in Greece, through the development of a set of methodologies which allow the integration of environmental considerations along the life cycle of products e services, in Mediterranean countries, as well as the practical application of IPP instruments in which there is low experience.

The main activities of the Project are summarized in the following figure.

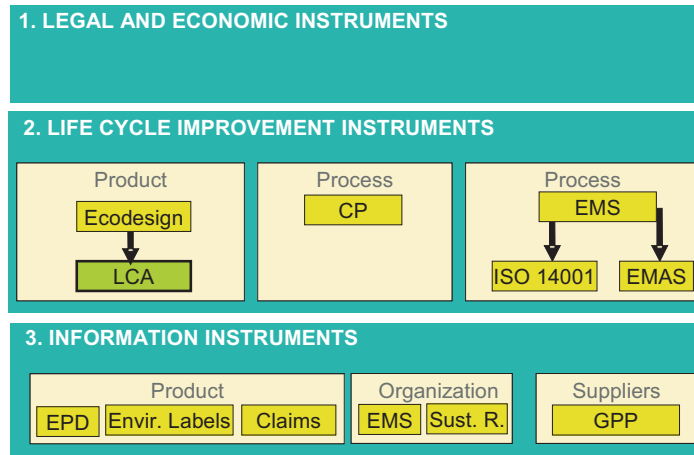


**1. WHAT IS IPP**

The Integrated Product Policy (IPP) is an initiative of the European Union with the purpose of reducing environmental impacts of products and services throughout their life-cycle, using management instruments which act in the production stage (development of products, manufacture and distribution/sales) as well as in the consumption of products (consumption patterns, markets). The implementation of the IPP intends to, in an efficient way, improve the environmental profile of products, with the acknowledgment and preference of the consumer.

With the great variety of products available in the market and the different actors involved along their life-cycle, it is not possible to apply just one policy measure. The IPP is thus a policy which will be integrated in already existing European policies and uses a set of tools, voluntary and mandatory, that can be used to achieve its goals. These include economic instruments, legislation, voluntary agreements, environmental management, ecologic labelling and eco-design. More information in <http://ec.europa.eu/environment/ipp/>.

The IPP instruments can be divided in the following way:



## 2. RESULTS

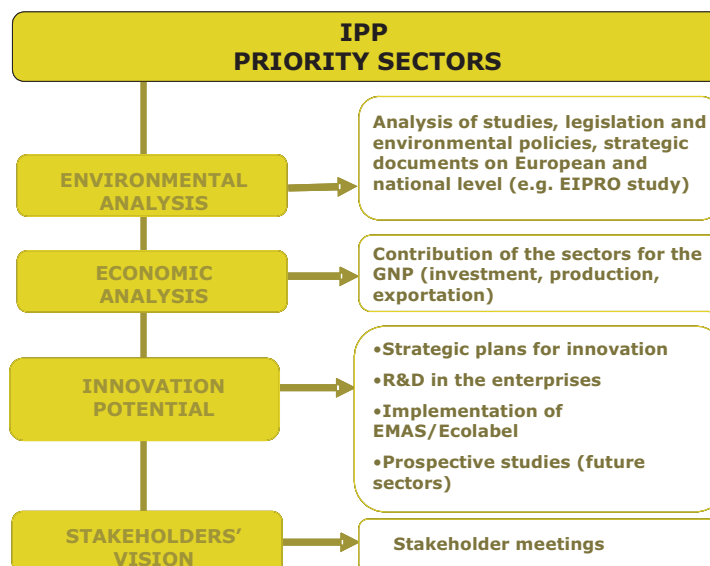
### Initial Analysis Report

An assessment of the status of the implementation of the IPP in Europe was done. The main conclusions were:

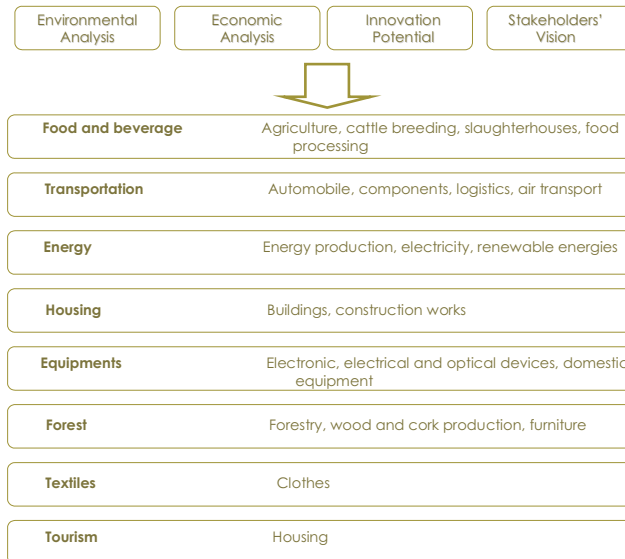
- Development of IPP in Europe
  - Only Denmark, Sweden and Switzerland use IPP as global concept;
  - All other countries have policies oriented to determined phases of the life cycle of products and not for the whole life cycle.
- Phases of the life cycle of the product referred by product-oriented policies from Member-States
  - The product-oriented policies from Member-States address mainly the phases of production, distribution and deposition;
  - The design and use phases are the least addressed;
  - None addresses the maintenance phase.
- Target sectors of the Member-States' product-oriented policies
  - The product oriented policies of the Member-States' policies refer to all industrial sectors;
  - Most countries address the energetic and the agriculture sector, followed by food and electronics;
  - Services and the metallurgic sector are the least addressed.
- Instruments of the Member-States' product-oriented policies
  - Most countries use economic instruments, manufacturer responsibility, environmental labels and information on the product;
  - The least used instruments are guides for the environmental development of the product and product panels;
  - Neither of the instruments is used by all Member-States.

### National Studies

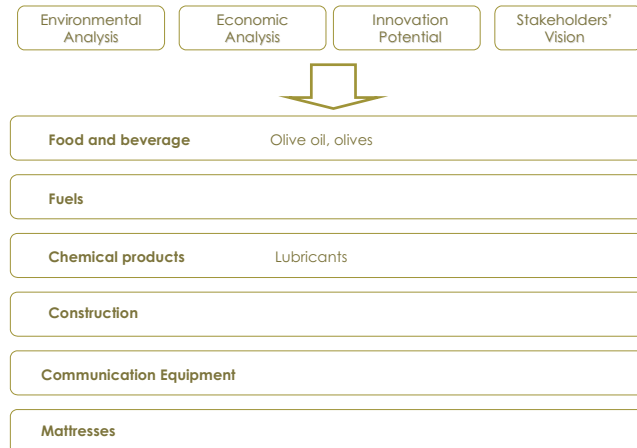
National studies were prepared for Portugal and Greece, with the goal of identifying the priority products/services for the IPP. The used methodology is described in the following figure:



The National Study for Portugal identifies the following sectors as priority:



The results of the National Study for Greece were:

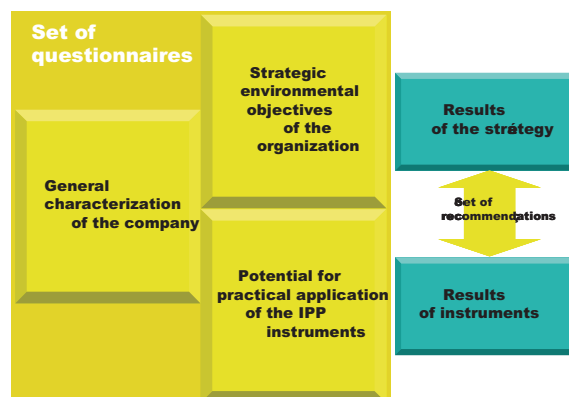


### IPP Toolbox

The objective of the IPP Toolbox is to find synergies between the IPP instruments and to identify the most feasible for a given organization, product or service. In the context of the IPP Toolbox, the IPP instruments are: Ecodesign, Cleaner Production, Environmental Management Systems, Environmental Labels, Environmental Product Declaration, Green Procurement, sustainability Reports and Self-declares Environmental Claims.

The IPP Toolbox has 4 parts:

- Introduction, where the IPP Toolbox is described;
- Set of questionnaires, where the potential of a given organization, product or service is evaluated for each of the IPP instruments;
- Results obtained in the questionnaires and a set of recommendations for interpretation of those results;
- Technical sheets on each of the IPP instruments.



### PIM Model

The products/services strategically important for the IPP were identified and so was their improvement potential, through 3 methodologies: one methodology developed by NTUA, one qualitative developed by INETI-CENDES and one quantitative developed by EPTA, with a posterior comparison of the results obtained.

A compilation of LCA studies was also carried out for the products with potential for the IPP in Portugal and in Greece and the life cycle stages with greater impacts were identified.

### Pilot Projects

Pilot projects- were implemented in Portuguese and Greek enterprises with the purpose of testing the IPP Toolbox and proceed to the practical application of the IPP instruments.

Valdemar dos Santos, Lda. Portuguese Enterprise working in the field of ironwork, with work developed in the environment since 1980. The instrument developed, with scientific coordination from CENDES-INETI, was a Sustainability Report, elaborated bases on the G3 guidelines from GRI Global Reporting Initiative. The first draft of the Sustainability Report is already available.

DURIT Portuguese Enterprise producing highly resistant high precision parts with through pulverometry processes (ISO 9001). A Life Cycle Assessment was carried out, under the scientific coordination from CENDES-INETI, on one of their parts, being the greater impacts from the whole life cycle from energetic consumption and from certain auxiliary materials. During the brainstorming session, 26 improvement options came up. After selection and priority establishment in order to elaborate a Plano of Action, 9 of the options were classified for immediate implementation and 7 for short term implementation.

MOLDIT Portuguese Enterprise producing moulds by plastic injection (ISO 9001). In this case, a Cleaner Production approach was undertaken, with scientific coordination from CENDES-INETI. After a brainstorming session with several elements of the enterprise, 38 improvement options were suggested for the most relevant environmental and economic impacts, being 13 established for immediate implementation and 12 for short term implementation.

RAM-EUROPE Greek Enterprise established in 1951. Produces heavy mechanical equipment, including: agricultural equipment, multifunction vehicles, beach-cleaning vehicles and fire combat vehicles. In this enterprise, only the IPP Toolbox was tested, being that not only on strategy level of the enterprise but also on practical application of the instruments, the results pointed towards the adoption of an Environmental Management System.

### IPP Information & Training Package

The Information & Training Package is a complement of the IPP Toolbox which aims to guide the organizations (public and private) in the implementation of IPP, allowing them to take educated decisions on how and why to implement the Integrate Product Policy.

The Information & Training Package is divided in 4 chapters:

1. Introduction
2. Integrated Product Policy an overview
3. IPP Economical and Legal Framework

### StartIPP Plans

In order to draw up the StartIPP Plan of action for Portugal, 7 stakeholders meetings took place, with the objective of presenting the concept of IPP, gather the participants' perception on the most important IPP instruments for Portugal and on the groups of products/sectors/services with greater potential.

### Final Conference of the StartIPP Project

#### "Sustainable Production and Consumption: Contributions of the StartIPP Project"

Taking place on the 28th September 2007 at INETI, Lisbon, the Final Conference of StartIPP presented the main results of the project in Portugal and in Greece and the instruments developed to support the organizations. The Conference was attended by 70 participants, representatives from diverse sectors, with a strong debate taking place on the IPP instruments, on how to proceed to its adoption and on the way to turn organizations greener.

### 3. IPP HEADLINES

"Talk the Walk": Encouraging sustainable lifestyles through Marketing and Communication - [www.talkthewalk.net/](http://www.talkthewalk.net/)

"Communicating Sustainability": How to draw up efficient public campaigns - [www.futerra.org/publications](http://www.futerra.org/publications)

### 4. FOLLOWING ACTIVITIES

#### CD-ROM

EAn interactive CD-ROM is being produce, with all the results of the project, which will have the following structure:

- What is IPP? ; The StartIPP Project ; IPP Information & Training Package; IPP Toolbox

There will be versions of the CD-ROM in Portuguese and in Greek. Documentation in English will be available at the website [www.startipp.gr](http://www.startipp.gr).

### For more information

Websites : [www.ineti.pt](http://www.ineti.pt) and [www.startipp.gr](http://www.startipp.gr)

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