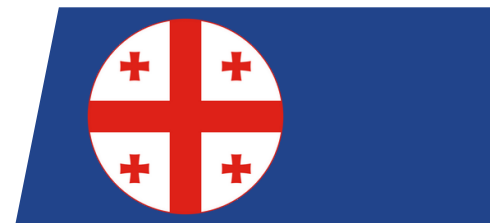




# Introduction of the Product Environmental Footprint (PEF) methodology in Georgia

Pilot Project: Marta Bebo's Dambalkhacho



## Life cycle thinking according to PEF

The Product Environmental Footprint (PEF) methodology is designed to assist companies **measure the environmental performance of their products** and position **themselves in the market of sustainable products**. The PEF method entails a multi-criteria measurement of the environmental performance of a good or service throughout its life cycle. It **considers the entire resource cycle** and environmental factors in product manufacturing across all stages and **provides concrete rules** that reduce freedom of interpretation and promote stringent data quality and verification requirements. Implementation of a PEF assessment establishes 16 environmental impact categories and includes representative product profiles, which serve as benchmarks within their product categories.

## Marta Bebo's Dambalkhacho

**Sector** | Dairy products

**Location** | Tianeti, Georgia

**Key products** | Dambalkhacho, village butter, erbo (melted butter)

**Employees** | 4 women

**Main markets** | Georgia

**Exportation quota** | 0%

**Founding year** | 2018

**Certifications/management systems** | None



The family-run enterprise combines traditional and sophisticated techniques to craft its products, staying true to generational knowledge. Innovatively, the company has introduced agro-tourism services, allowing visitors to explore the rich history and traditions behind their products, providing a unique insight into the captivating production process.

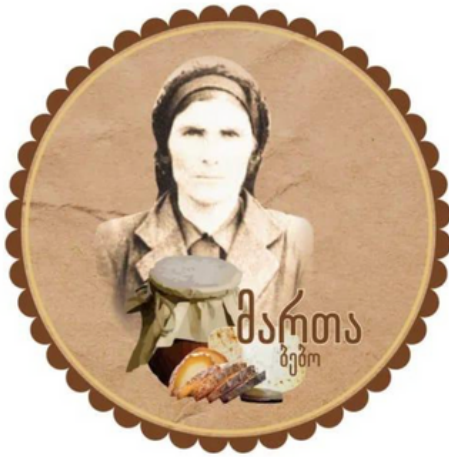
## Motivation for introducing the PEF methodology

**Sustainability commitment** | The company is focused on producing eco-friendly goods and offers a range of natural dairy products without preservatives or additives. Participating in the PEF study allowed the company to outline the objectives, and key improvement points, as well as demonstrate the dedication to promoting eco-friendly products and practices.

**Transparency enhancement** | The adoption of the PEF methodology stems from the company's desire to enhance transparency and consistency in evaluating environmental performance. It aims to equip stakeholders with a reliable tool for assessing and reducing the environmental impacts of products, ultimately contributing to a greener and more sustainable future.

## Key findings of the PEF study

The **most relevant impact categories** are (1) Climatic change (22%), (2) Ecotoxicity, and Freshwater (17%), (3) Particular matter (16%), (4) Acidification (11%), and (5) Eutrophication, marine (8%). The **most relevant life cycle stage** for this product is (1) LCS1 Raw materials acquisition and pre-processing. Finally, the **most relevant process** for this product is (1) Cow milk.



Climate change impact category:



LCS1 Raw materials acquisition and pre-processing



Process cow milk



## Recommendations

**Process Optimization** | Based on the most impactful life cycle stage *Raw materials acquisition and pre-processing* the process optimization efforts should be aimed towards the adaption of more sustainable material sourcing practices in this area.

**Localized Supply Chain Resilience** | Strengthen local supply chains, building partnerships with reliable suppliers and exploring local sourcing options. This will further assist in addressing the most impactful life cycle stage.

**Community Engagement** | Engage with the local community to build awareness and support for sustainable practices.

**Incremental Implementation** | Implement sustainability measures incrementally, allowing the company to adapt gradually without overwhelming resources.



*Participating in this project allows us to address weaknesses and implement sustainable practices, reinforcing our dedication to excellence. Despite our initial lack of awareness regarding the PEF report's business importance, we now anticipate that obtaining the relevant certification will allow us to bring products of our cultural heritage to the EU market and provide a competitive advantage.*



**Ekaterine Dojurishvili, CEO**

The Product Environmental Footprint (PEF) methodology was introduced by the European Commission in 2013, under the 2013 Single Market for Green Products (SMGP) initiative. In the Eastern Partner (EaP) region, the PEF methodology is promoted as an activity led by the United Nations Industrial Development Organization (UNIDO), through the EU-funded EU4Environment Action. For more details, visit: [www.eu4environment.org](http://www.eu4environment.org)

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