

Understanding and measuring GI sustainability

15 October 2026, 15:00-17:00 CEST

First webinar of the GI SMART Regional Exchange Series

5th meeting of the GI SMART EU MAP



Interpretation available in: DE | EL | EN | ES | FR | IT



**Funded by
the European Union**

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From sustainability dimensions to measurable indicators

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Research Focus 1: on assessing the sustainability of all GIs

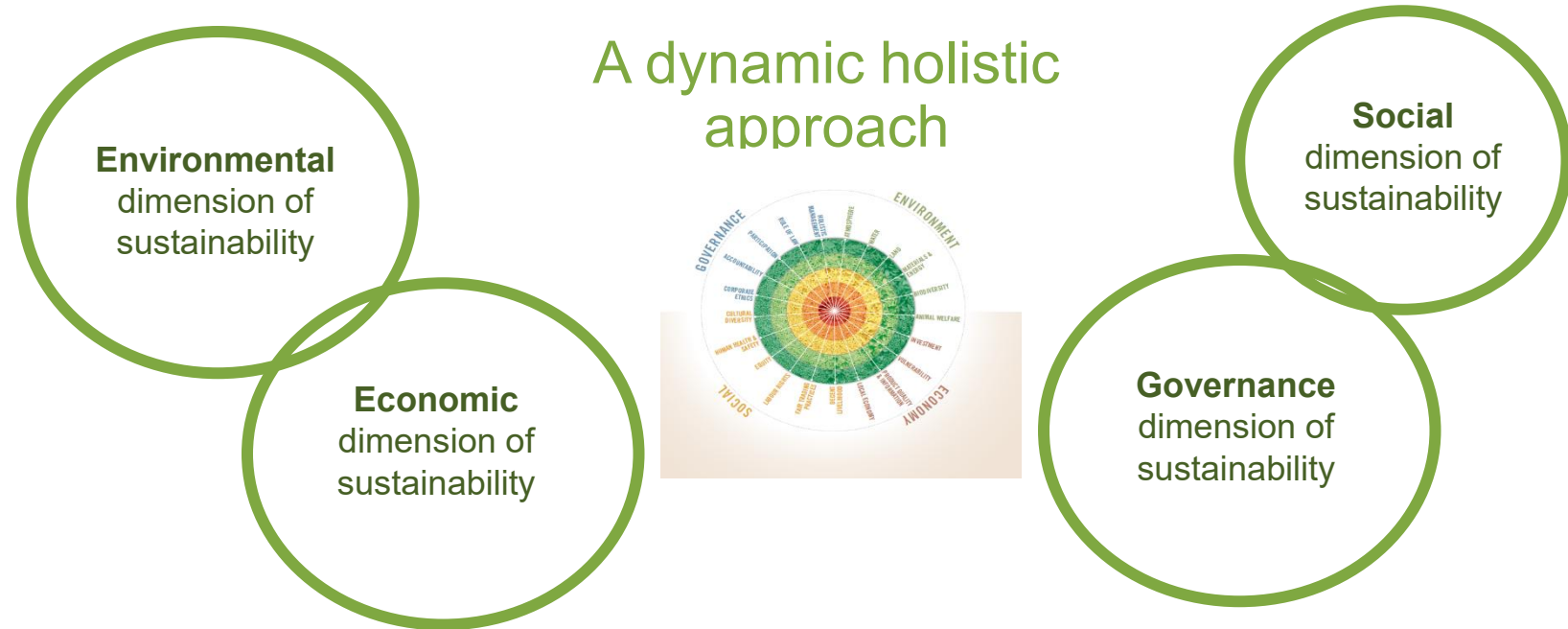
First webinar of the GI SMART Regional Exchange Series - Understanding and measuring GI sustainability

15 October 2026, Mantova





What kind of sustainability do PDO and PGI products have?





Are PDO-PGI products sustainable simply because they are PDO-PGI products?

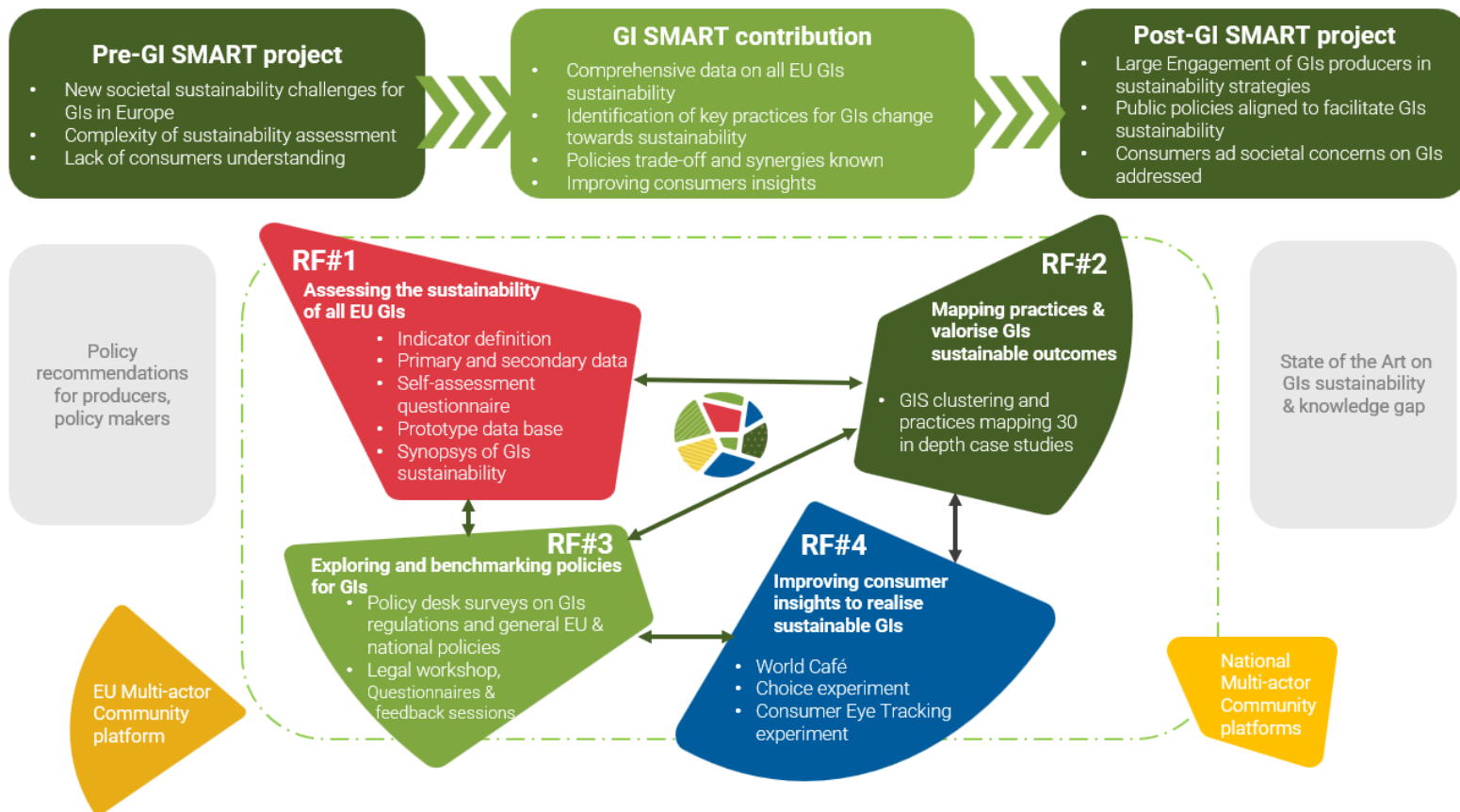
- What does 'sustainability' mean for PDO-PGI products?
- Merely a reduction in the use of resources (water, energy, agrochemicals), plastic and other packaging, and waste?
- Merely the generation of income and added value in local areas?
- ... or is there more to it?

Where do the roots of PDO and PGI product sustainability lie?

Is an individual or business-led approach sufficient, or do we need to go further?

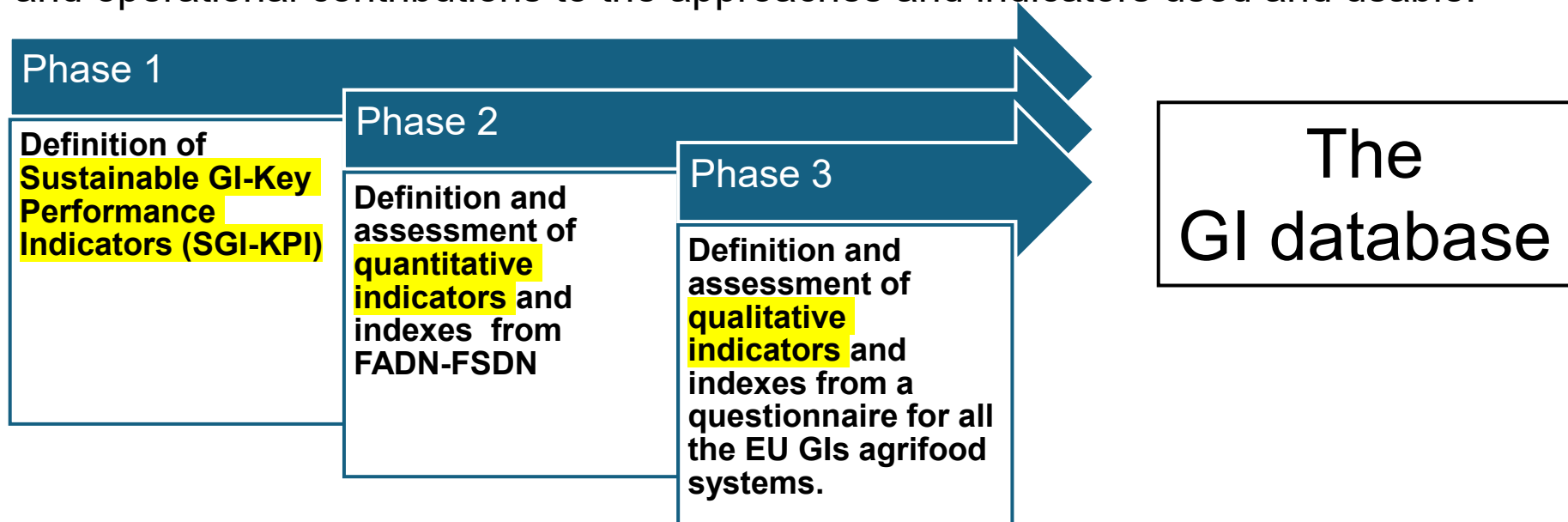


GISMART H-Europe project





Define a generalised and **reproducible** methodology for assessing the sustainability of European GI products, taking into account the available scientific and operational contributions to the approaches and indicators used and usable.





What data sources are available to assess them?

Main data sources	Product category challenges	Territorial scale challenges
• FSDN/FADN (at EU and National levels) • Agricultural Censuses • EUROSTAT • Other official statistical databases	• Accountability at the value chain level • Confidentiality of information • The issue of the incidence of GI production at the NUTS3 level	• Need for additional data sources, as some data are not available at the desired territorial scale • Integration of different data sources. • The lack of information at the NUTS3 level limits the choice of indicators.



What KPIs can be used to assess sustainability?



KPI Quantitative

Measurable indicators through consolidated secondary data.



KPI Qualitative

A structured questionnaire on **perceptions** of the economic, social, environmental, governance, and cultural heritage sustainability dimensions.



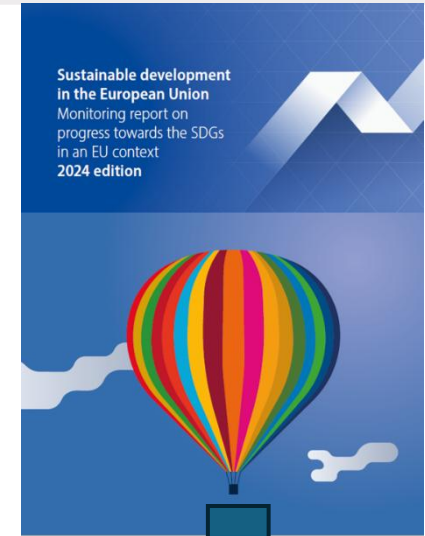
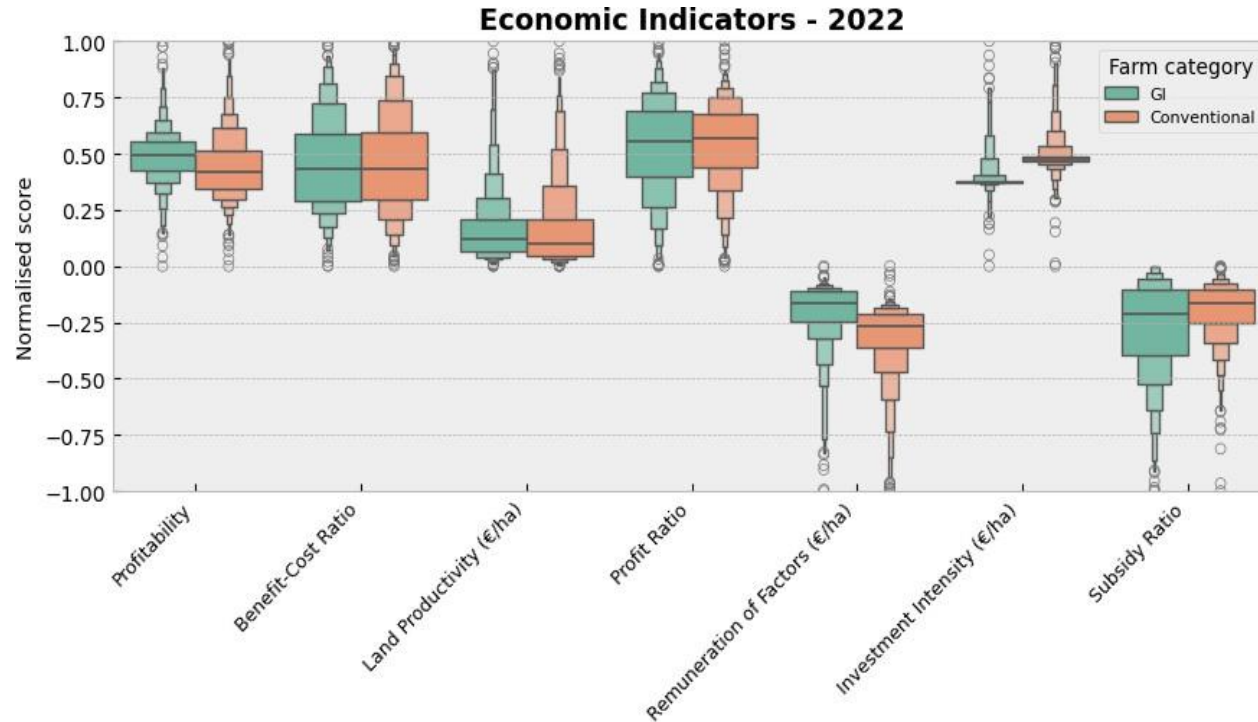
- ➔ For farm-level KPIs, FSDN/FADN provides a common framework across EU Member States.
- ➔ KPIs can show either positive or negative effects.
 - e.g., subsidy ratio; fertiliser intensity measures negative effects
 - e.g., presence of other activities; Shannon-Wiener measure positive effects

Main limitation

- Lack of dedicated GI databases on structural characteristics and sustainability outcomes at the value chain level
- Data related to GI systems at the local dimension must be extrapolated to broader contexts using proxy
- FSDN do not allow the distinction between PDO and PGI
- FSDN implies problems of representativeness and confidentiality
 - The lack of information at the NUTS3 level limits the choice of indicators.
 - It is possible to use indicators at the NUTS2 level by reporting using **national statistics** and **the incidence of the GI variable at** the NUTS3 level



Quantitative KPIs



eurostat

EUROSTAT SUPPORTS THE SDGs

Composite Indexes
(KPIs are grouped
together in one index)
[Gharraei et al. 2025]



Economic Sustainability:

7 KPIs

15 Variables



Social Sustainability:

8 KPIs

12 Variables



Environmental Sustainability

9 KPIs

27 Variables



SGI-KPI – FSDN/FADN based indicators

SGI-KPI	Dimension	Description	Related frameworks	FSDN - Variables
Profitability	Economic	Net income by total revenue	SAFA, FAO-SDG	SE131,420
Benefit-Cost		Revenue to cost ratio	SAFA	SE131,270
Land productivity		Gross output per hectare	SAFA, FAO-SDG, CAP	SE025,131
Profit ratio		Gross profit by net sale	CAP	SE131,275
Remuneration of factors		Value added to agricultural production	SAFA, CAP	SE025,415
Investment Intensity		Gross farm investment per hectare	SAFA	SE025,516
Subsidy ratio		Total subsidies by gross income	FLINT-EU	SE410,605
Employment		Total farm labour input per hectare	SAFA, CAP, FLINT-EU	SE010,025
Risk management		Diversification on activities	FAO-SDG, FLINT-EU	SE022
Rural development	Social	Rural development payment per hectare	SAFA	SE025,624
Insurance ratio		Insurance per hectare	FLINT-EU	SE025, insurance
Age profile		Youngest level of farmer	CAP	Age
Education		Education level of farmer	CAP, FLINT-EU	Education
Family labour		Unpaid farm labour by total labour	SAFA	SE010,015
Gender equality		% of Female farm owners	SAFA, CAP	Gender
Water intensity		Value added per water unit usage	SAFA	SE131, water usage
Permanent Woodland		Permanent woodland in hectare	SAFA, CAP, FLINT-EU	SE075
Eco-efficiency		Environmental output to input	SAFA	SE025,345, water usage, land price
Shannon Weaver	Environmental	Crop acreage to total acreage	SAFA, FAO-SDG, CAP	SE035,041,042,046,050,054,055,060,065,071
Energy intensity		Energy consumption per hectare	SAFA, CAP, FLINT-EU	SE025,345
Fertilizer intensity		Fertilizer consumption per hectare	SAFA, FAO-SDG	SE025,295
Pesticide intensity		Crop protection per hectare	SAFA, FAO-SDG, CAP, FLINT-EU	SE025,300
Livestock density		Number of livestock per hectare	SAFA, CAP, FAO-SDG, FLINT-EU	SE080, SE025
GHG emission		IPCC methodology	SAFA, CAP, FLINT-EU	SE025,085,090,095,100,105,fertilizer, energy



Economic

13 KPIs – 7 FADN-linked

- Profitability (farm)
Profitability (firm)
- Productivity
- Value added (farm)
Value added (firm)
- Remuneration of workers
- Investment intensity
- Subsidy support – CAP payment
Willingness to pay
Financial risk
Export share
Diversification of activities
General economic sustainability

Socio-cultural

16 KPIs · 8 FADN-linked

- Employment
- Diversification of territorial activities
- Rural development
- Generational renewal
- Education and training
- Family labour
- SME support
Economic uncertainty
- Gender equality
General social sustainability
Traditional know-how – cultural heritage
Support for tourism initiatives
Landscape relevance
Traditional know-how – local cuisine
Dietary relevance
Influence of landscape

Environmental

10 KPIs · 6 FADN-linked

- Permanent woodland
Natural resources use efficiency
- Biodiversity
- Energy intensity
- Fertilization intensity
- Pesticides intensity
Animal welfare
- GHG emissions and air quality
Waste and by-products
General environmental sustainability

Governance

11 KPIs · 0 FADN-linked

- Cooperation among producers
- Governance efficiency
- Sustainability statement
- Agreement with local administrators
- Management of conflicts
- Bargaining power
- Updating rules democratically
- Communication and valorisation
- Social dialogue
- GI sustainability reputation
- General governance sustainability

● FADN-linked KPI (also computable from farm accounting data).



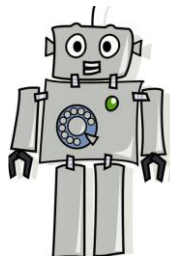
Output from GI SMART



Quantitative Self-
Assessment tool
(Commission)



Qualitative Self-Assessment
tool (AREPO/National
Governments/ GI-Groups)

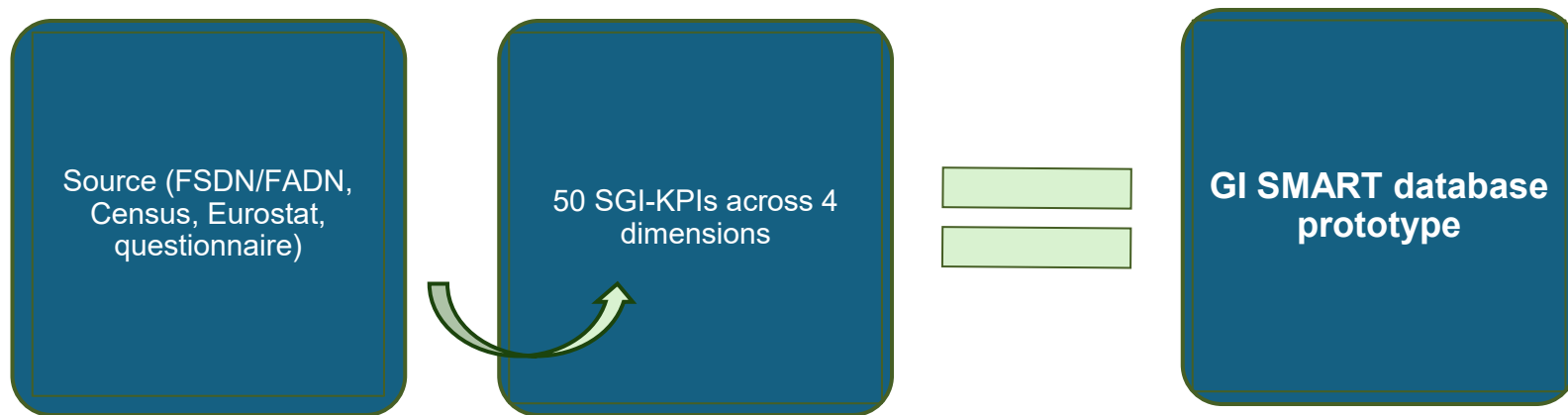


GI SMART database
prototype



From KPIs to the GI SMART Database

Depending on data availability and update frequency, the GI SMART Database could support public authorities and not only.



In order to provide analysis ex-ante and ex-post

End of the presentation

Thank you for your attention



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What the available data tell us about perception on GI sustainability

Filippo Arfini

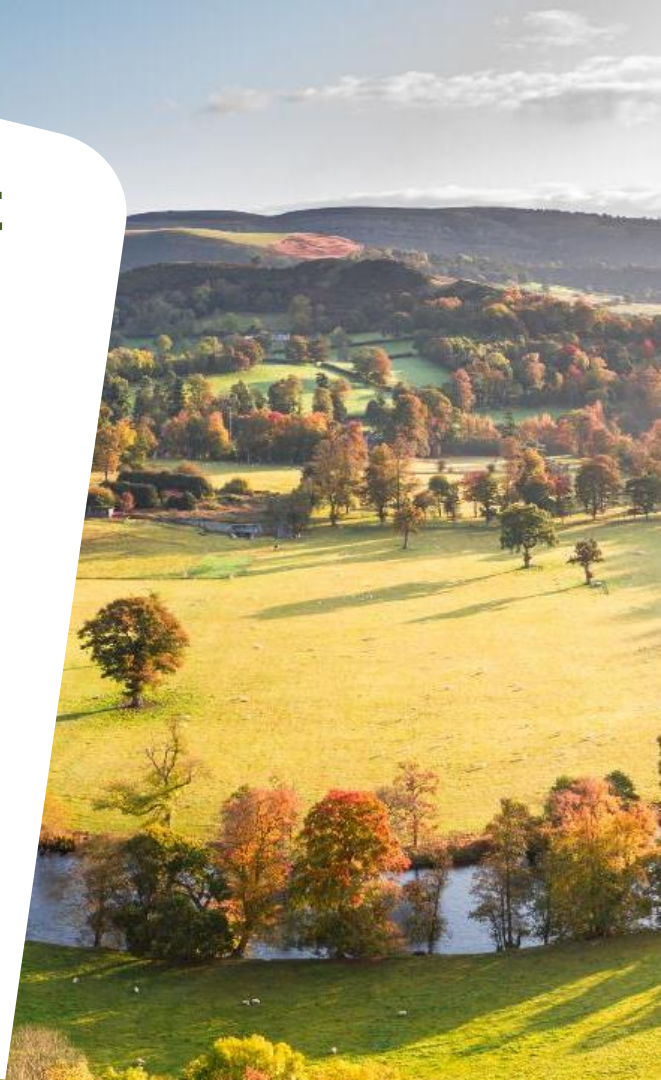
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Data availability for GIs sustainability

Problems in measuring sustainability for European GIs

FADN/FSDN:

- **Data relating solely to agricultural holdings**
- **Data available on a territorial basis and not for GI production type**
- **Data representativeness only at NUTS 2 level**
- **Data on processed products are completely absent**
- **Data confidentiality**

CENSUS and other data banks

- **Difficulty in identifying holdings involved in GI supply chains**
- **Difficulty in identifying sectors covered by GI products**
- **Outdated data**
- **Lack of variables relating to the four dimensions of sustainability**
- **Lack of data for areas below NUTS 2 level**

Need for information that can be directly linked to GI products and indirectly to their territories.



Objective: to collect how stakeholders **perceive** the sustainability of the GI using qualitative primary informations (economic, social, cultural, environmental and governance dimensions).

The questionnaire includes **5 sections**:



- **13 questions** on economic aspects
- **10 questions** on social aspects
- **6 questions** on cultural aspects
- **10 questions** on environmental aspects
- **10 questions** on governance

Technical Specifications:

- Likert scale from 1 to 7
- Using the EU-Survey platform: [LINK](#)
- Base language: English (but translated into the national language)



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- Social dialogue
- GI sustainability reputation
- General governance sustainability

● FADN-linked KPI (also computable from farm accounting data).



Sustainable GI KPIs:- Cultural questions

SGI-KPI	QUESTIONS
Traditional know-how cultural heritage	To what extent is the GI product related to one or several cultural heritage practices of the region? (e.g., religious, harvesting celebrations, frequently held markets or fairs, seasonal grazing)
Support for tourism initiatives	To what extent does the GI product linked to festive event?
Landscape relevance	To what extent is the GI product emblematic for the local/regional landscape?
Traditional know-how	To what extent does the GI product influence local cuisine and recipes?
Dietary relevance	To what extent is the GI product a typical/representative food product of the local/regional diet?
Influence of landscape	To what extent is the GI product influence the landscape management of the GI territory?



Target stakeholders:

GI producer groups; control bodies; regional/National policy officers; consumer and citizen associations; farmer unions; and producer organisations.

Stakeholder answers are organised by:

- **GI product:** GI producer groups and control bodies
- **GI Product category:** GI producer groups; control bodies; regional/National policy officers; consumer and citizen associations; farmer unions; and producer organisations.

Why Several stakeholders?

- Measuring the trade-offs among stakeholders regarding their perception of sustainability



Respondent by Country and GI Sector

Respondents by country. Countries with $N < 10$ are statistically unreliable

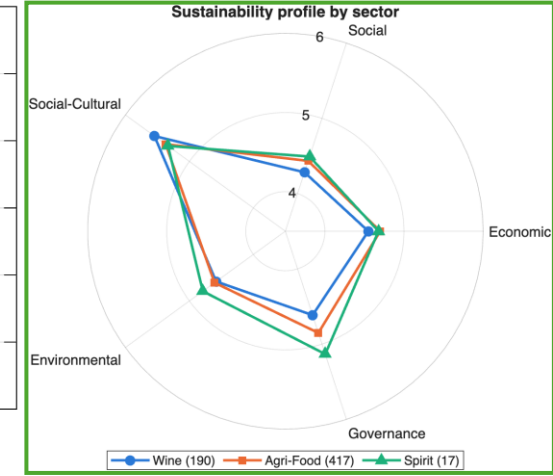
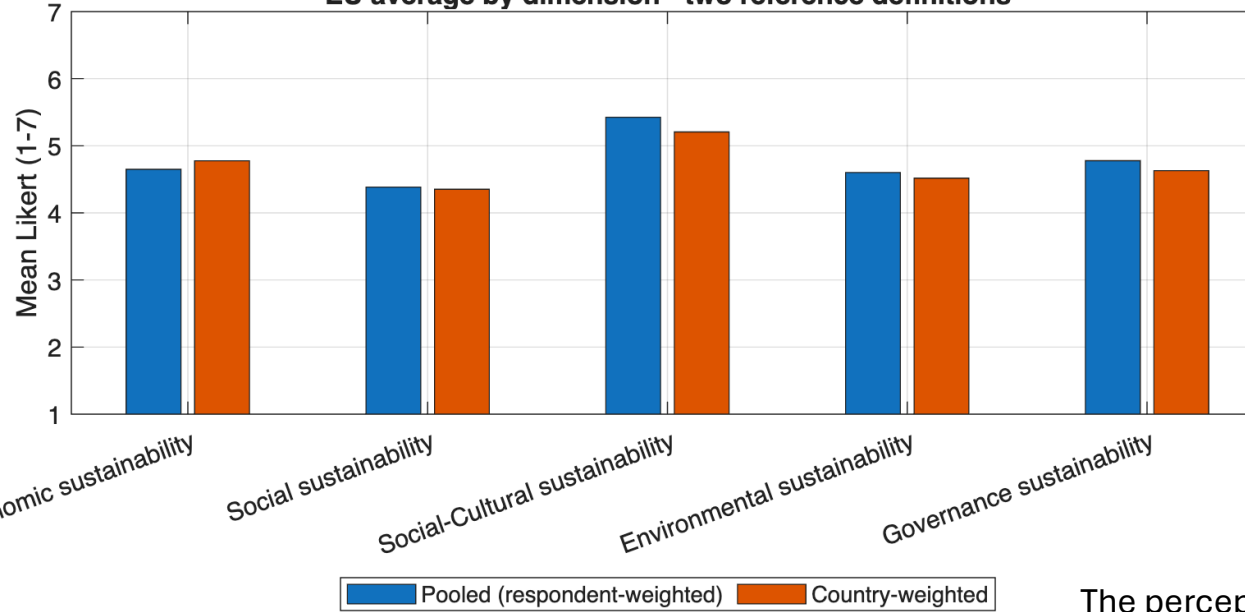
Country	Respondents	Status
Italy	337	Reliable
France	100	Reliable
Spain	65	Reliable
Greece	33	Reliable
Germany	19	Reliable
Hungary	19	Reliable
Portugal	17	Reliable
Slovak Republic	6	Unreliable (small N)
Austria	5	Unreliable (small N)
Belgium	4	Unreliable (small N)
Finland	3	Unreliable (small N)
Croatia / Cyprus / Slovenia / Sweden / Switz. / UK	2 each	Unreliable
Bulgaria / Denmark / Malta / Netherlands	1 each	Unreliable

Respondents by sector.

Sector	Respondents	Share
Agri-Food	417	67%
Wine	190	30%
Spirit	17	3%

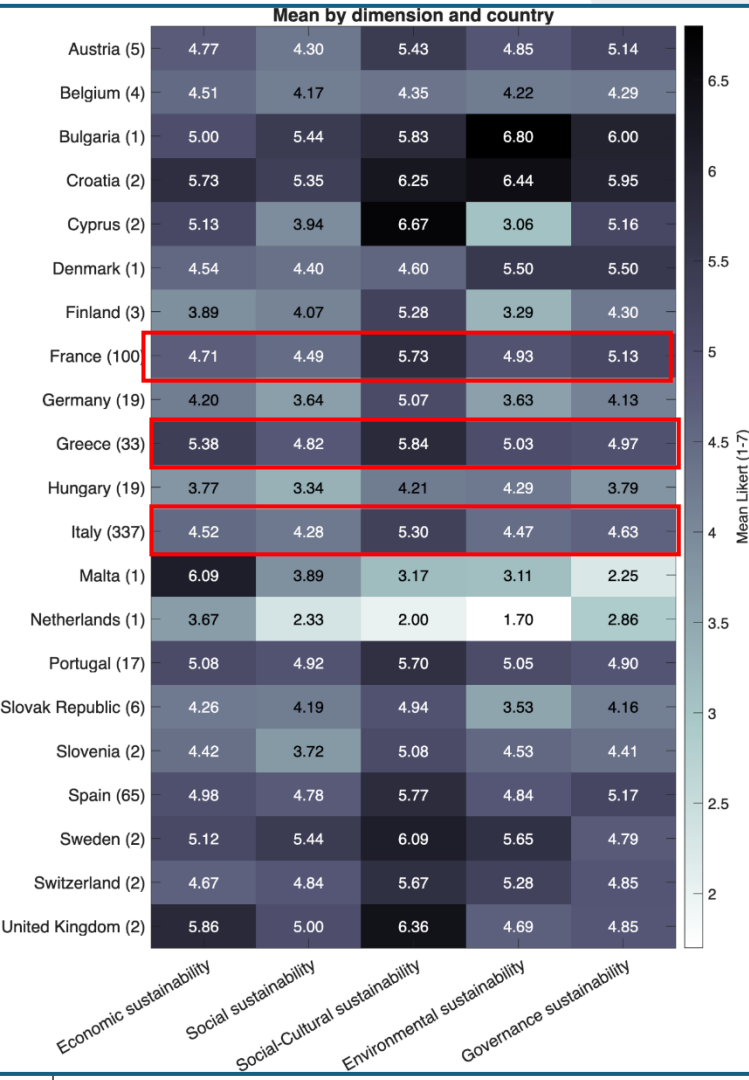


EU average by dimension - two reference definitions

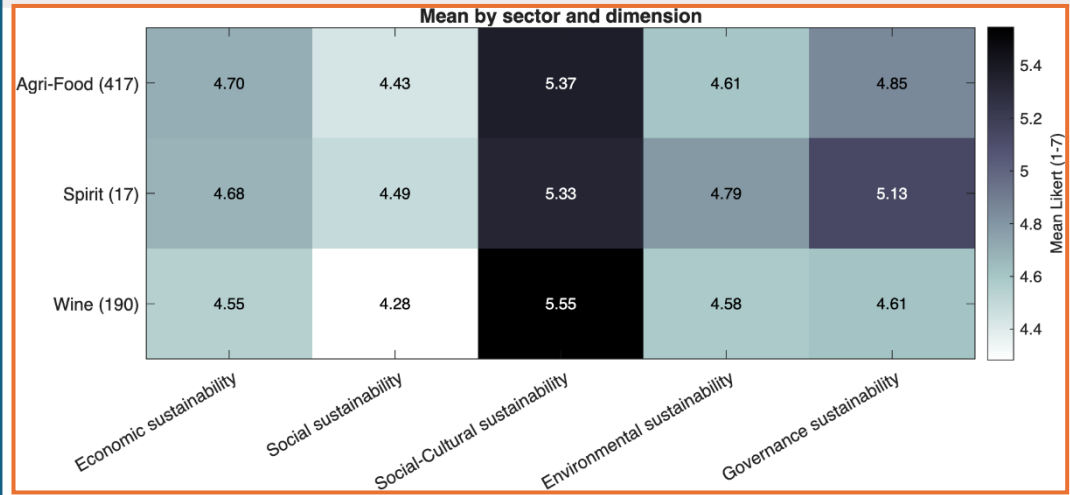


The perception of cultural sustainability demonstrates the role of GI in the culture of local products.

The perception of economic sustainability reflects the level of risk involved in the economic management of the value chain



Sustainability profile by dimension, Country and sector



Greece, France and Italy are the countries with the highest perceived sustainability.

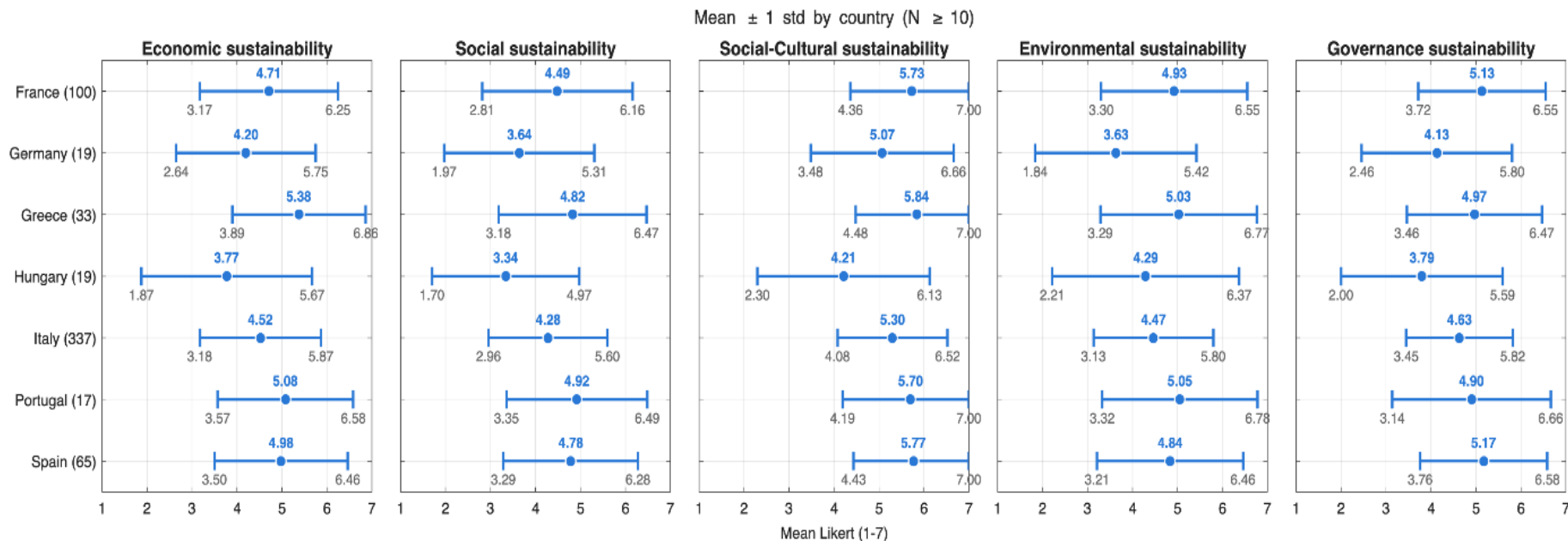
Hungary has the lowest sustainability score

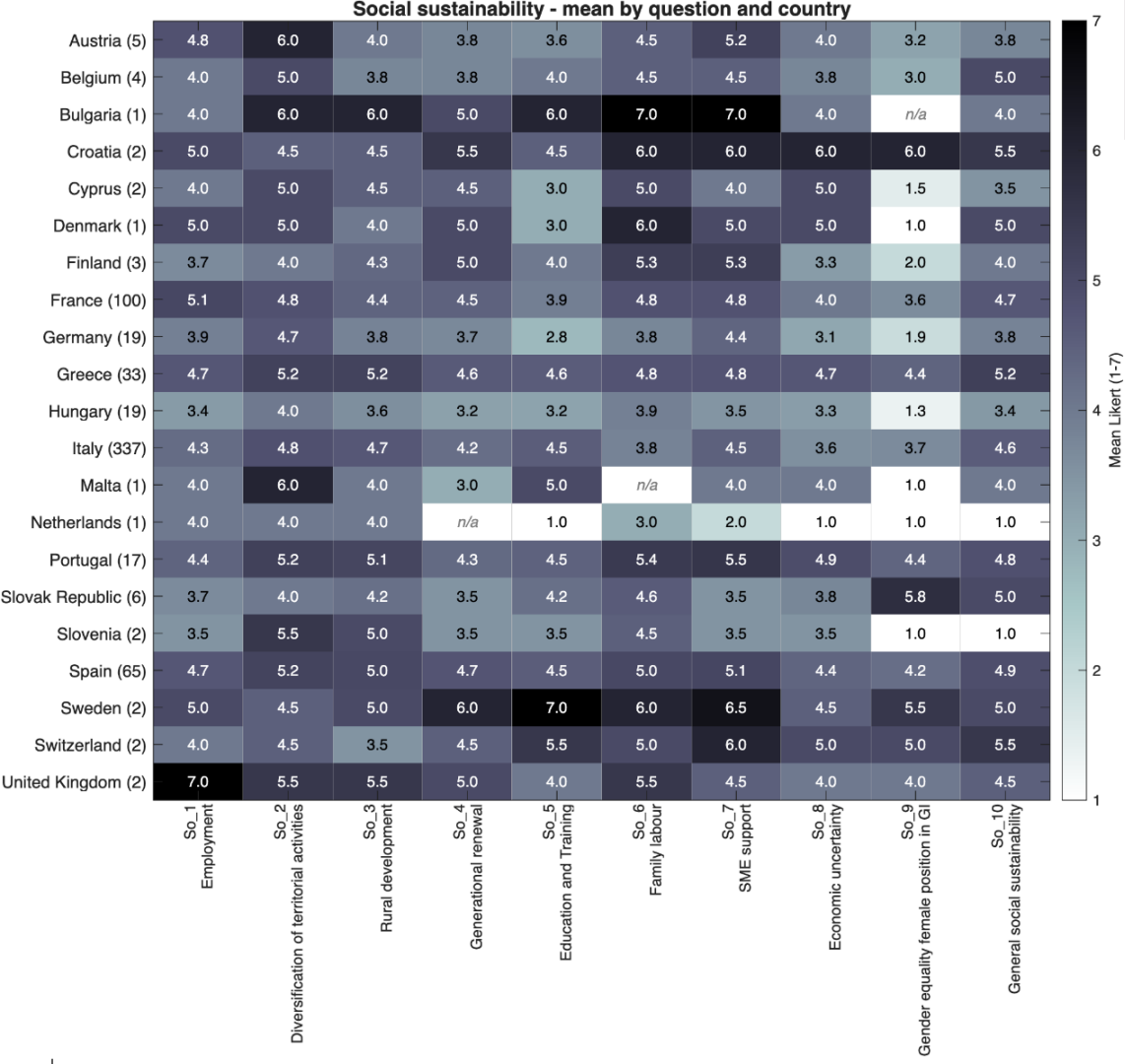
Mediterranean countries versus Eastern and Northern European countries



Trade-off by sustainability dimension and Countries (N=>10)

Pooled mean $\pm$ one standard deviation by country, restricted to countries with N $\geq$ 10 for readability.





KPIs of Social sustainability per Country

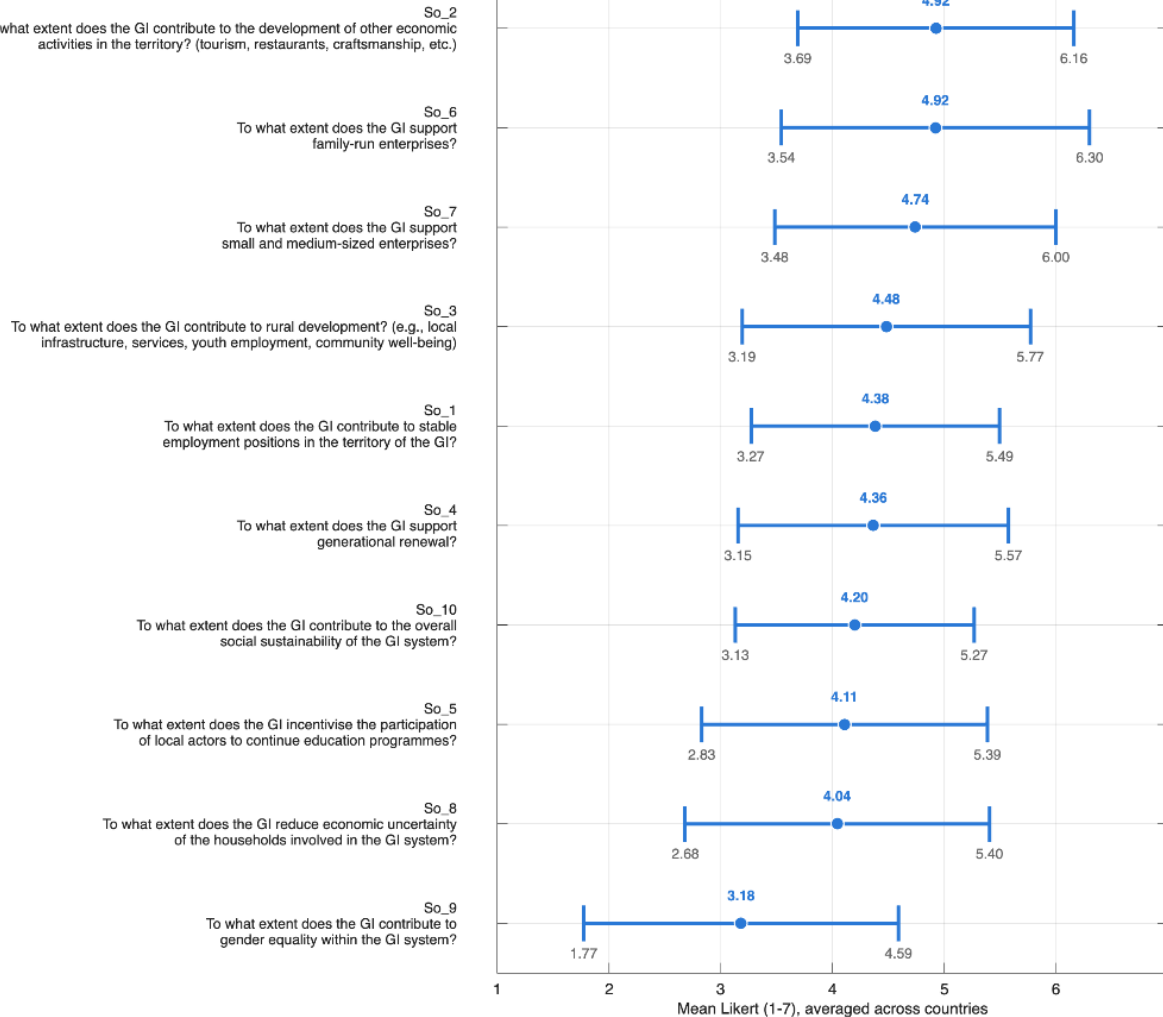
Social sustainability is the the most problematic Pillar.

SME_support is the highest, while gender equality is the lowest

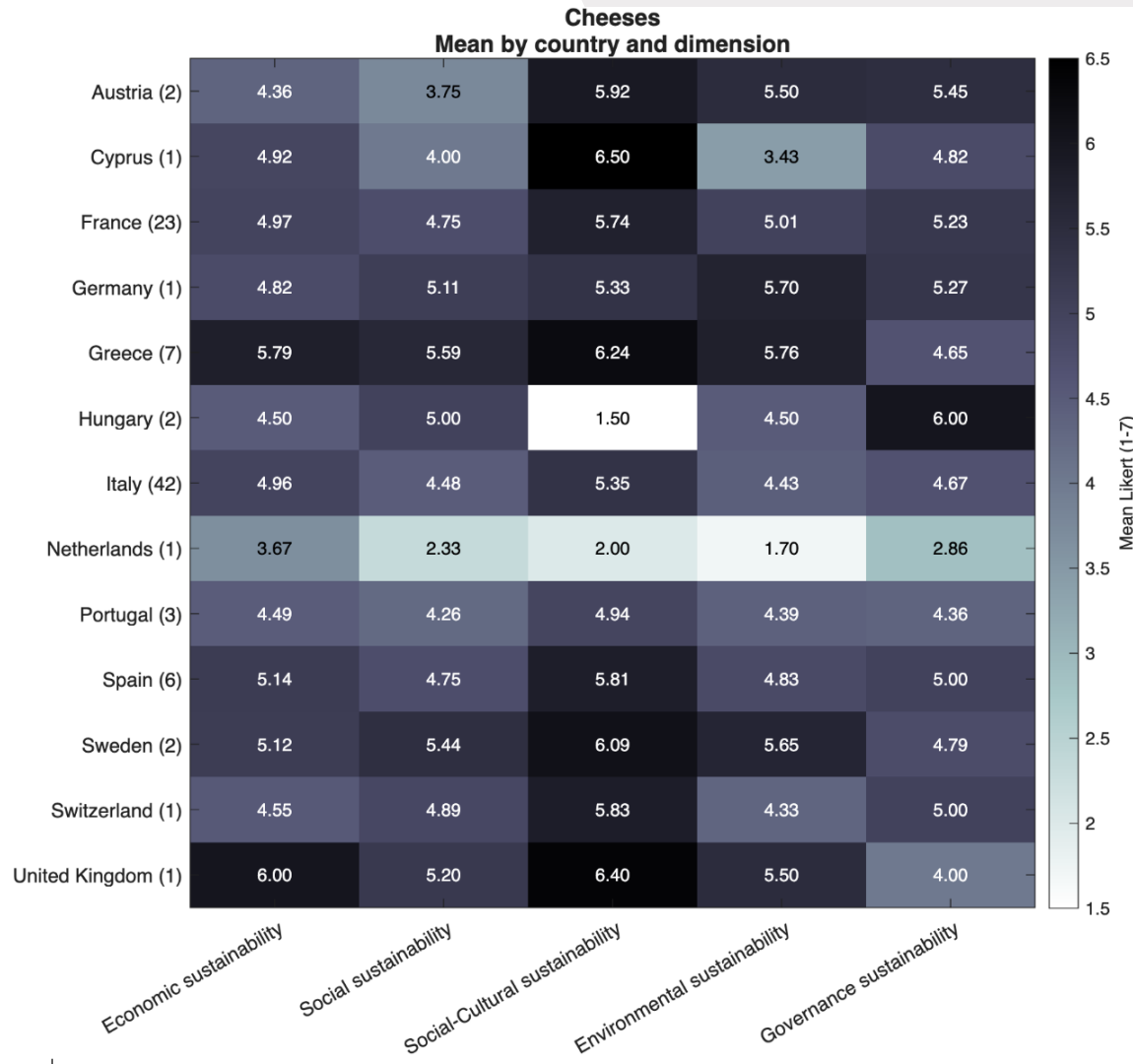
Trade off of Social KPIs

The factors that have a negative impact on social sustainability are gender equality, household insecurity and the relatively low participation in education programmes.

Social sustainability - question-level mean $\pm$ 1 std



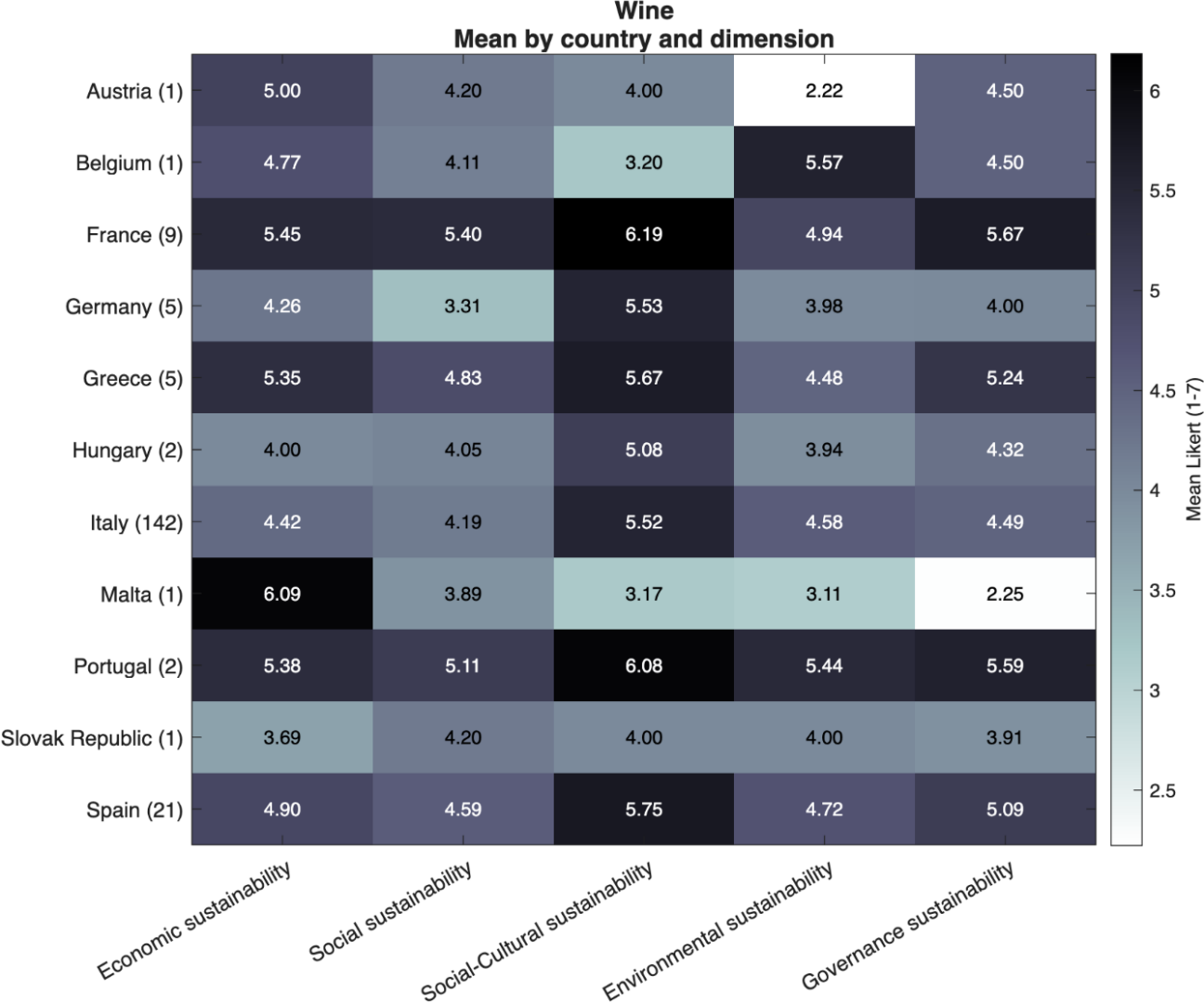
Sustainability profile of the cheese sector per countries



Analysing individual sectors allows for a detailed assessment of the trade-offs between different aspects of sustainability and across European countries.

It comes as no surprise that Greece is the country with the highest perception of sustainability, whilst the Netherlands has the lowest.

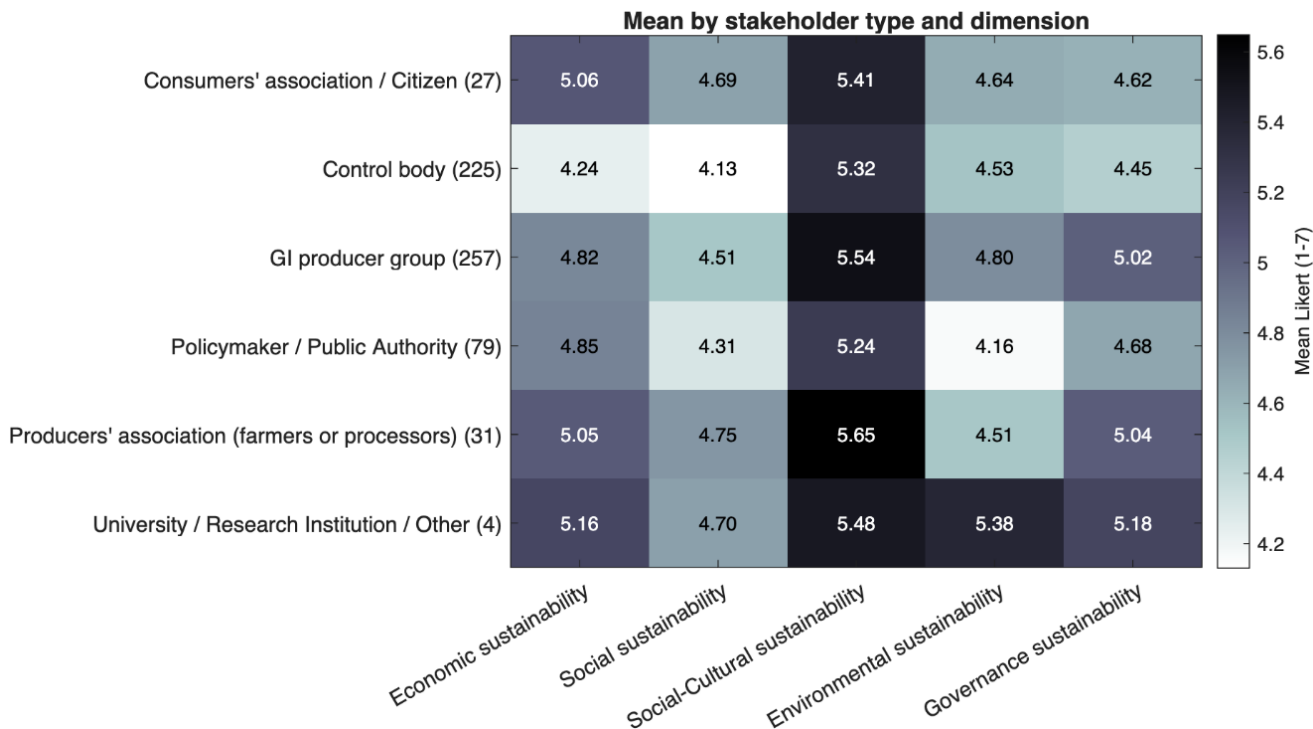
Sustainability profile of the wine sector per countries



France is the country with the highest perception of sustainability, reflecting its wine culture across all aspects of sustainability.



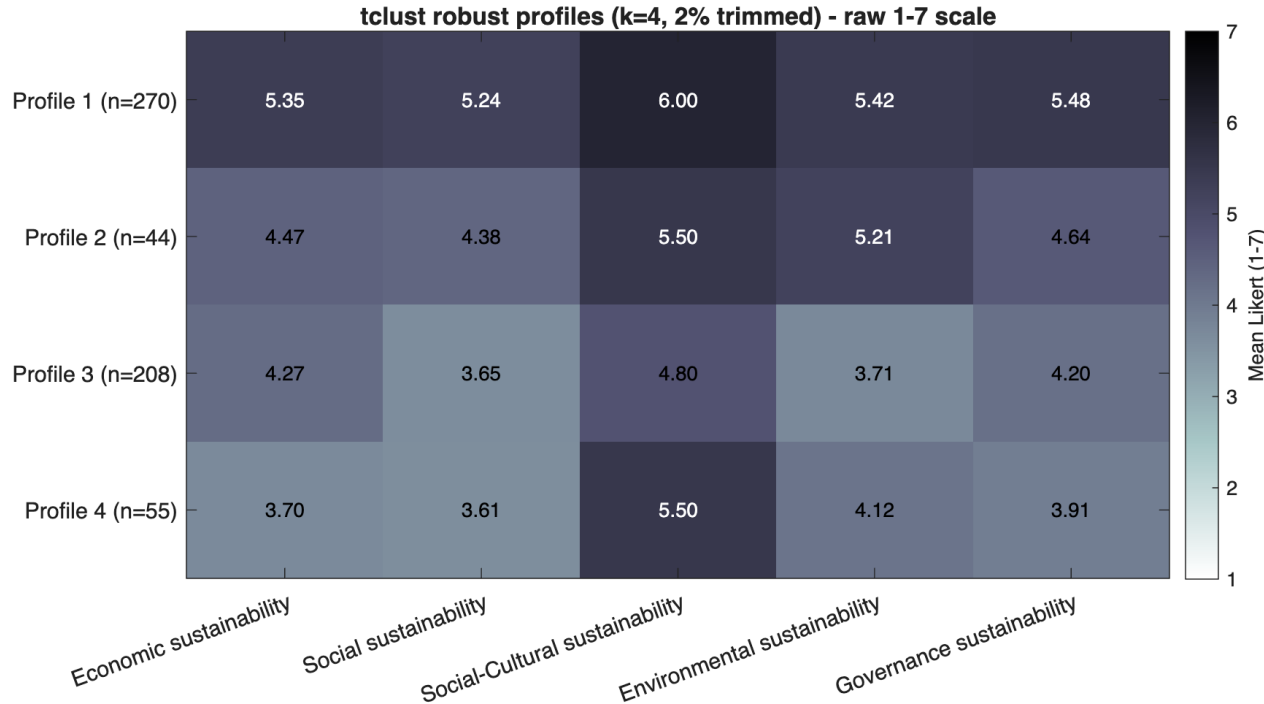
Sustainability profile of the stakeholder groups



The trade-off identified amongst the stakeholders interviewed highlights that perceptions of sustainability are not uniform and that action is needed to bring them into line, particularly with regard to environmental and social sustainability.



The cluster of GI Stakeholders



P1 — Virtuous (n=270): high on every dimension

P2 — Moderate (n=44): mid-range overall but environmental concerning

P3 — Sceptics (n=208): the lowest group on most dimensions, especially in environmental and social

P4 — Symbolic Adopters (n=55): low on every dimension except Social-Cultural



Findings

GIs are perceived above all as instruments of cultural and territorial identity.

GI contribution to the other sustainability dimensions is positive but moderate and uneven.

On the economic side it lies in value creation more than in income stability or fair distribution.

Governance is valued for cooperation among producers more than for conflict management and external communication.

The social and environmental contributions are the weakest, with gender equality, household economic security, energy use and emissions as the clearest gaps.

Even if the responses obtained reflect only a small proportion of the potential sample of stakeholders, the results suggest that the KPIs represented by the respective questions effectively identify and reflect the stakeholders' perceptions on different sustainability dimensions.

End of the presentation

Thank you for your attention



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SOFIG PROJECT

*Sustainability in Tuscany's PDO and PGI product supply chains:
sharing good practices and accountability*

AREPO Plenary Meeting

GI SMART | 1st dissemination webinar for regional actors

Mantova, 15 October 2026

Developing the sustainability report for GIs: the SOFIG project in Tuscany

Giovanni Belletti, Andrea Marescotti, Matteo Mengoni and Fabiola Ruggiada

Conceptual framework: PDO/PGI products and sustainability

PDO and PGI products are not inherently sustainable, but they embody a **distinctive form of sustainability**

What “sustainability”?

- ✓ Reducing the use of resources, packaging and waste
- ✓ Generating income and added value in local areas

NOT ONLY

... GI sustainability goes further.

Where does sustainability come from?

The multidimensional link between product and territory

1

Specificity of local resources

Resources used in the production process

2

History, traditions and identity

Links with local people and the local context

3

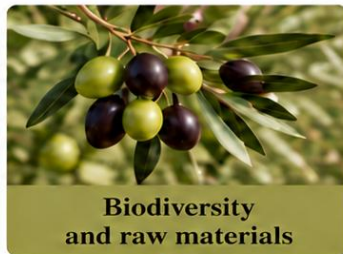
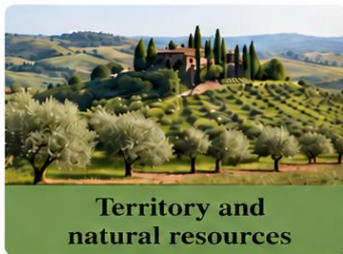
Collective dimension

Shared knowledge and relationships among stakeholders

An individual or business-level approach is not enough → shift to a systemic, territorial approach

Conceptual framework: The virtuous cycle of product valorisation

From specific local resources ...



... to the GI product



... to the wider territory

Value for the territory



Environmental

Sustainable resource management and landscape protection



Economic

Strengthening local supply chains and socio-economic development



Social

Vibrant communities, territorial cohesion and transmission of knowledge



Product valorisation contributes to the conservation and renewal of local resources

Conceptual framework:

Where does the sustainability of a PDO/PGI come from?

The sustainability of a PDO/PGI concerns the entire relationship between product, territory, local communities and collective reputation.

Three components contribute to the sustainability of the PDO/PGI system:

01 Shared rules in the product specification

- Effects linked to the reach and actual use of the PDO/PGI

02 Conduct and performance of businesses in the supply chain

- Heterogeneity in conduct: average performance as well as its distribution
- Need to collect data on the conduct of single businesses in the PDO/PGI system

03 Collective action by the Producer group

- Sustainability as outcome of some of the initiatives carried out by the Producer group

Regulatory framework:

EU Regulation 1143/2024 and GI sustainability

Sustainability is now explicitly part of the GI regulatory framework

Art.
7

Sustainable practices

- The producer group may agree on some **sustainable practices**
- Non-exhaustive list
- Standards **stricter** than EU and national requirements
- **May be made mandatory by including them in the product specification**

Art.
8

Sustainability report

- Purpose: **identify, measure and report** on GI sustainability
- Prepared **voluntarily** and updated **by the Producer group**
- Based on **verifiable information**
- Describes environmental, social and economic **practices and impacts**
- **Published** by the European Commission

**But: What should be assessed? Which indicators? Which procedures?
How can we bridge the “sustainability divide” between small and large
PDOs/PGIs?**

The objectives of the SOFIG project

Sustainability in Tuscany's PDO and PGI product supply chains:
sharing good practices and accountability



Cofinanziato
dall'Unione europea



Regione Toscana

PDO and PGI products face **new challenges: introducing, documenting and communicating environmental, social and economic sustainability practices.**

In light of the changes introduced by Regulation 1143/2024, SOFIG aims to support producers and their groups (protection consortia and associations):

- in **identifying** sustainability practices
- in **codifying and monitoring** these practices, including their impacts
- in **reporting**, through the Sustainability report

The PDO/PGIs involved in SOFIG are:



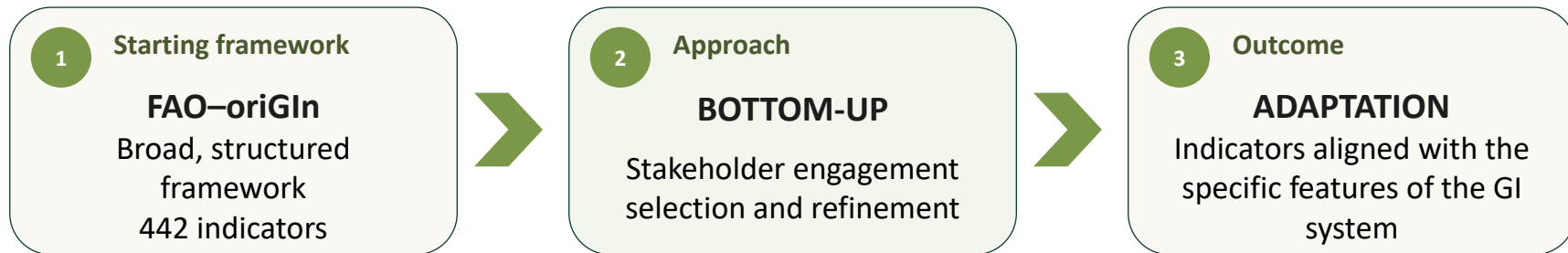
11 PDO/PGI products, with a
specific focus on:



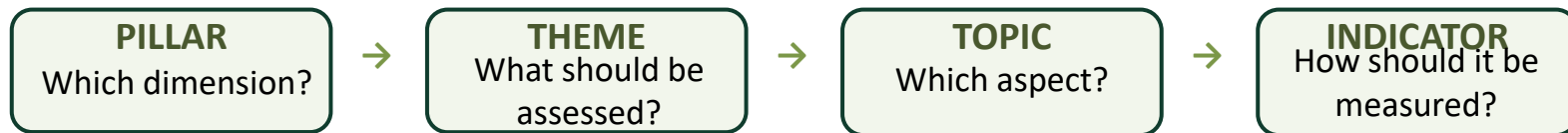
Methodology: a bottom-up, participatory approach

OBJECTIVE

Co-create a sustainability assessment tool tailored to each GI system through a **participatory approach that engages producers and raises **awareness**, while **adapting to the specificities** of the product, production system and territory.**



Structure used to turn sustainability aspects into measurable elements

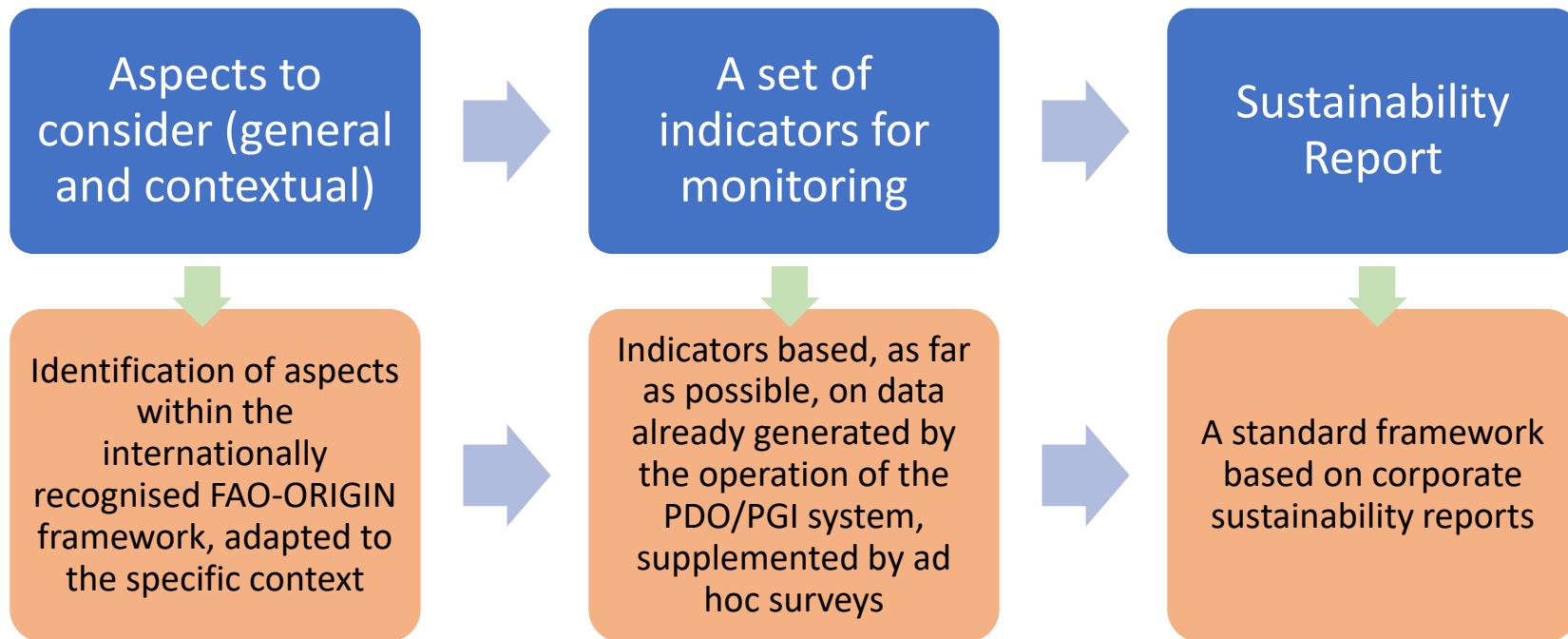


The main steps in the process at product level

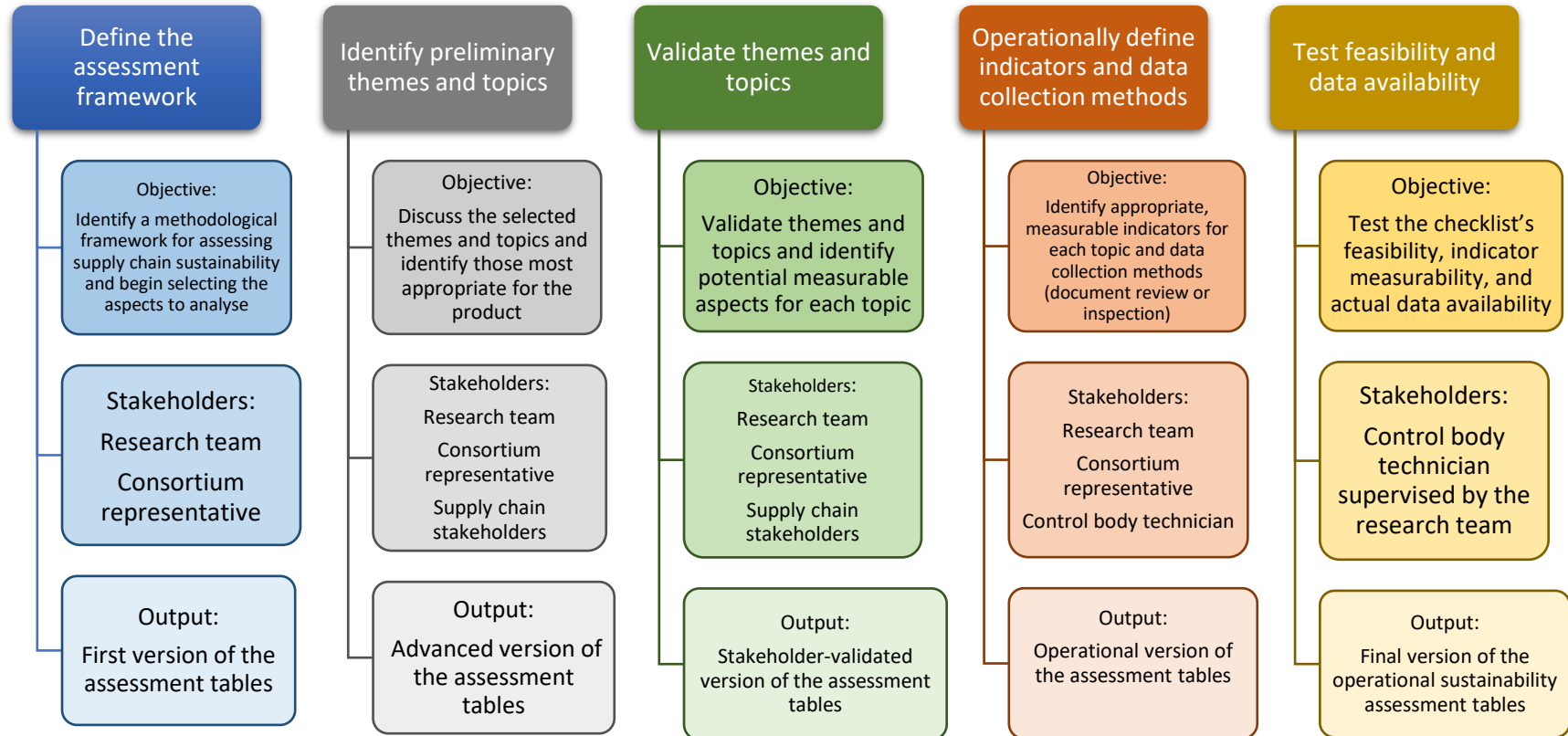
For each of the five products involved from the outset, we followed several steps:

- **Preliminary bilateral** meetings with the Consortium to gain an overview of the product and supply chain
- **First meeting (focus group)** with producer representatives to surface sustainability issues, current challenges and areas for improvement in each production system and its supply chain across the economic, environmental and social dimensions
 - *Consolidation of findings: a framework of significant sustainability areas*
- **Second meeting (company visit)** to identify good sustainability practices and possible indicators to measure and demonstrate the PDO/PGI's economic, environmental and social effects
 - *Consolidation of findings: a table of possible sustainability assessment indicators*
- **Follow-up technical meetings** to consolidate and refine the indicator system, make it operational by identifying data collection methods, and identify other points for the draft sustainability report
 - *Consolidation of findings: sustainability indicator system and draft report*

Main stages in preparing the sustainability report



The methodology for identifying themes, topics and indicators



Overview of themes and topics considered in the initial phase

PILLAR	THEMES	TOPICS
ENVIRONMENTAL INTEGRITY	ATMOSPHERE	Air quality; emissions
	BIODIVERSITY	Ecosystem diversity; genetic diversity; species diversity
	LAND AND LANDSCAPE	Land and landscape management and use; soil quality
	MATERIALS AND ENERGY	Efficient use of inputs; energy efficiency; waste reduction and disposal
	WATER	Interactions with water systems; water use
SOCIAL WELLBEING	WORKPLACE SAFETY, HEALTH AND TRAINING	Workplace health and safety; human capital development
	CONSUMER WELLBEING	Product health and safety; nature-based services supporting physical and mental wellbeing
	CULTURAL DIVERSITY	Local knowledge and traditions
	EQUITY	Gender equality; non-discrimination and support for vulnerable people
	YOUNG PEOPLE AND GENERATIONAL RENEWAL	Entry of new generations; young people in leadership roles; mentoring and onboarding pathways
	EXTERNAL COLLABORATIONS	External collaborations
	EMPLOYMENT	Employment stability; working and contractual conditions
	WORKERS' RIGHTS	Working and contractual conditions
ECONOMIC RESILIENCE	BUSINESS PROFITABILITY	Overall business profitability
	PRODUCERS IN THE PDO/PGI SYSTEM	Number of PDO/PGI producers
	PGI UPTAKE	Trend in GI production volume
	PROFITABILITY	Prices; costs; profitability
	RESILIENCE	New geographic markets; stability of commercial relationships
	LOCAL ECONOMY	Local economic activity; investment in the territory; food and wine tourism linked to the product

Defining relevant themes, topics and aspects: a closer look at the environmental pillar, Toscano PGI Olive Oil

THEME	TOPIC	TOPIC DEFINITION	QUESTIONS — TOSCANO PGI OLIVE OIL	ASPECTS TO CONSIDER	AVAILABLE OR OBTAINABLE DATA
Biodiversity	Genetic diversity	Presence and maintenance of local olive varieties and cultivars, which strengthen the link with the territory and the adaptability of olive growing.	• Do PGI farms maintain native varieties or a range of olive cultivars? • Is varietal diversity recorded during inspections, or can it be estimated from cultivated areas? • Does the PGI contribute to conserving local olive-growing heritage?	• Preserve native varieties • Maintain varietal diversity in olive groves • Link cultivars, territory and the product's recognisable quality	Number of native varieties present or recorded. Estimated area by variety or cultivar. Information available from inspections, farm-level data or technical studies.
Land and landscape	Soil quality	Ability of olive-growing practices to preserve soil fertility, limit degradation and help prevent erosion.	• Do farms use soil-friendly agronomic practices? • Are olive groves located on terraces or in areas at risk of erosion? • Does olive-grove management help maintain the traditional agricultural landscape?	• Pruning and targeted management of olive groves • Avoiding burning or finding beneficial uses for residues • Presence of terraced olive groves or groves in sensitive areas • Erosion-control function of root systems	PGI area on terraces or in erosion-prone zones. Farms participating in eco-schemes or agri-environmental measures relevant to olive growing. Possible cross-referencing with territorial data, ARTEA/SIAN or GIS systems.
Materials and energy	Energy efficiency	Ability of olive mills to reduce energy consumption through more efficient technologies, equipment and processing methods.	• Do olive mills monitor energy use in relation to the volume processed? • Do they use two-phase plants or other lower-energy technologies? • Is renewable energy generated on site or otherwise used?	• Two-phase plants • Cold extraction and process optimisation • Purchased and self-generated energy • Renewable energy sources and energy-efficiency measures	Purchased and self-generated energy use per volume of product processed. Number of two-phase plants as a share of all plants. Processing capacity of two-phase plants as a share of total capacity. Share of renewable or self-generated energy.

*It is important to cover every aspect relevant to the product, including less «comfortable» topics
→ involving independent external stakeholders in the design phase can provide a safeguard*

Indicator examples – Pecorino Toscano PDO

Pillar	Theme	Topic	Indicator
ENVIRONMENTAL	Atmosphere	Emissions	Share of renewable energy (purchased + self-generated) / total energy consumption
	Materials and energy	Whey management	Whey reused as animal feed (at the dairy or a nearby farm) / total whey produced
SOCIAL	Equity	Gender equality	Number of women employees / total number of employees
			Number of women among employees by role across different activities or functions
	Young people and generational renewal	Entry of new generations	Employees under 40 / total number of employees
ECONOMIC	Use of the PDO	Trend in PDO production volume	Pecorino PDO production / total pecorino cheese production (by volume)
			Pecorino PDO production / total pecorino cheese production (by value)
			Certified Pecorino PDO volume / total volume eligible for PDO certification (%)
	Profitability	Prices	Average ex-farm sale price of 4-month aged Pecorino PDO / average ex-farm sale price of non-PDO pecorino aged 4 months
			Average ex-farm sale price of fresh Pecorino PDO / average ex-farm sale price of fresh non-PDO pecorino

Topics and indicators selected by pillar and product

Pilot product / certified supply chain	Environmental pillar KPIs	Economic pillar KPIs	Social pillar KPIs	Total indicators
Toscano PGI Olive Oil	26	29	22	77
Terre di Siena PDO Olive Oil	27	30	16	73
Seggiano PDO Olive Oil	27	28	16	71
Pecorino Toscano PDO	18	22	22	62
Mugello Sweet Chestnut PGI	16	30	16	62

Sustainability report template

RELAZIONE DI SOSTENIBILITÀ

OLIO TOSCANO IGP

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Implementing the sustainability report

- 1) Moving from design to implementation requires **investment** in sourcing and organising data
 - Maximise the information already available
 - *Integrate the indicator system with the control body (CB) / certification activities*
 - *Connect with ARTEA data and other farm-level data*
 - Businesses in the PGI system need to cooperate by providing data through tailored questionnaires
- 2) Balance the **collective perspective with the situation of individual businesses**: whether and how to report differences in their sustainability performance
- 3) Adopt a monitoring approach that supports **improvement over time**
 - Find benchmarks (which may be difficult)
 - Repeat the survey over time (annually, every two years, or a mixed approach?)
- 4) Take a **progressive approach**: step-by-step contents development
- 5) Build **credibility**: Transparency / Independent actors / Guarantee committee

Possible uses of the sustainability report

- **Demonstrate—not just claim—the “social” added value of the PGI system:**
 - ❖ Be accountable to all stakeholders
 - ❖ Strengthen engagement with local communities and the territory
- **Support improvement within PGI businesses:**
 - ❖ Define shared metrics and replicable good practices
 - ❖ Identify areas for improvement and achievable objectives
- **Differentiate the product in final and intermediate markets:**
 - ❖ Strengthen product positioning and support pricing strategies
 - ❖ Meet the needs of intermediary buyers
- **Identify possible amendments to product specifications and develop voluntary practices**
- **Meet an ethical imperative**

Overall, the sustainability report should be more than a communications document: it should be a governance tool. The data collected can help the Consortium identify challenges, set improvement goals and guide future decisions across the supply chain.

The required policy support

1) **Support producer groups in preparing the sustainability report:**

- Not only through investment ...
- ... but also through facilitation and capacity building

2) **Make the system credible:**

- Standardise minimum content by setting basic requirements for sustainability reports
- Oversee and verify accuracy: establish public oversight of reports—at what level, national or European?

3) **Help reports reach their intended audience:**

- “The Commission shall make the sustainability report public” (Art. 8, Regulation 1143/2024): ensure visibility and access
- Inform consumers, both end consumers and intermediaries, through appropriate public campaigns

Thank you for your attention



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