

ASSESSING ENVIRONMENTAL PRODUCT DECLARATION OPPORTUNITIES: A REFERENCE FRAMEWORK

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ABSTRACT

The growing awareness about environmental issues places greater responsibility on firms to transmit information about the environmental quality of their products. One of the most innovative ways to achieve this objective is through the “Environmental Product Declaration”. Unfortunately, from an operating viewpoint, there is a very little evidence on the effects associated to the introduction of this label.

In lieu of this context, the paper suggests operating guidelines and a methodological approach for managers who aim at understanding under which conditions the EPD can represent a useful tool for the company’s competitiveness. In particular, the paper will identify:

1. the EPD specific peculiarities and requirements;
2. the EPD parameters of attractiveness, related to its potential costs and benefits;
3. an operational framework in order to assessing the EPD target audience.

In this respect, an empirical analysis on seventeen Italian firms will be carried out.

1. INTRODUCTION

2. THE CONCEPTUAL CONTEXT

2.1 Type I: Environmental Labels

2.2 Type II: Self-declared Environmental Claims

2.3 Type III: Environmental declarations

3. RESEARCH METHODOLOGY

4. THE EPD ATTRACTIVENESS

4.1 The Attractiveness matrix: the EPD costs and benefits

4.2 The proposed framework: the factors explaining the EPD attractiveness

4.2.1 Firm level factors

4.2.2 Industry level factors

5. APPLYING THE FRAMEWORK TO THE INVESTIGATED COMPANIES

6 CONCLUSIONS

7. NOTE AND REFERENCES

This paper is the results of the joint work of the authors. However Giuliano Noci wrote section 1, Emanuele Pizzurno wrote sections 2 and 3, Raffaella Manzini wrote section 4 and Massimiliano Ostinelli section 5. The section 6 has been written jointly.

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