

Green industry: AFNOR brings together stakeholders to write the Triple E standard

As part of the Green Industry strategy, the State has entrusted AFNOR with the task of building a benchmark for European environmental excellence. The Triple E standard will make it possible to assess and make visible, in particular to investors, buyers and contractors, the decarbonization trajectory and the environmental performance of French and European companies. It will take into account in particular ISO standards and other existing approaches for its development.

- Under the leadership of the ministry Economy, finance and industrial and digital sovereignty, from the Ministry of Ecological Transition and Territorial Cohesion as well as the Ministry responsible for industry, work on the Triple E standard, led by AFNOR, will begin on August 29. The repository should be delivered at the beginning of 2024. For Bruno Le Maire and Roland Lescure, “*Le Triple E [which will initially be blue-white-red], will very quickly become European*”. AFNOR will bring together, within a standardization commission, various socio-economic actors such as manufacturers, public and private institutions, federations of all sizes, all sectors and all levels of maturity, as well as investors, financiers and buyers.
- The urgency of accelerating the greening of industry is great. Faced with the current profusion of environmental standards of unequal quality, this Triple E standard will be readable, simple, accepted and recognized by all, taking into account existing voluntary standards, including ISO 14001 on environmental management. This simplicity will notably enable its adoption and use by SMEs and ETIs.
- To date, 20 organizations have expressed interest in being at the AFNOR table. Other SMEs and ETIs are expected to join them.

A tool to be visible to investors

Grouped within an AFNOR standardization commission, institutions, large groups, ETIs and SMEs, from all sectors and all levels of maturity, as well as different investors, financiers, buyers and other stakeholders, will work on this benchmark and its criteria. These will allow an industrialist to claim environmental excellence and request the associated sign of recognition. The Triple E project thus embraces the consensual co-construction approach inherent to voluntary standardization, to be clearly distinguished from regulation.

A guarantee for public and private buyers

Marie Bonnet-Jacqui (IGEDD), president of this new AFNOR commission, encourages all

industrialists to take part in the work: *“Triple E will not focus on products but on processes. It will provide a guarantee to public and private buyers, assured of the environmental excellence of their suppliers. VSEs and SMEs are welcome around the table, many of them are already engaged in ecological progress initiatives recognized by a standard. »*The ambition is to make Triple E a marker of choice to better signal and demonstrate a real, effective and long-term ecological effort. In this, it joins the orientation, given in November 2022 by the President of the Republic to 50 industrial sites with high CO emissions.², to produce greener, cleaner and less carbon-intensive.

Do not penalize companies already engaged in environmental initiatives Director of AFNOR standardization activities, Franck Lebeugle sees the project as necessarily having to encompass the issues addressed by existing, internationally recognized voluntary standards, such as ISO 14001 on environmental management, ISO 50001 on environmental management. energy, or others on greenhouse gas emissions, the circular economy, biodiversity or water conservation. Added to this is an important territorial aspect, which should make Triple E a guarantee of attractiveness for local authorities welcoming companies engaged in this approach to excellence. *“This standard will operate by eco-equivalence with existing environmental systems: players who already have one of the corresponding certifications will be able to be recognized as Triple E.,* details Lina Ismail, who coordinates the project for AFNOR.

Additional information on Triple E commission composition:

<https://norminfo.afnor.org/structure/afnorcn-excellence-env/excellence-environnemental/78089>

About AFNOR Standardization

Mobilized in favor of a sustainable economy, AFNOR (law 1901) manages the French standardization system and acts to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop standards, shared and adopted on a voluntary basis . Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Frank

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