

GREENSPIRE will drive forward new European product category rules to measure and reduce the environmental impact of household products

- *Ten European partners are meeting in Pontevedra, Galicia, to develop new, sector-specific methodologies for measuring the environmental impact of products in certain sectors*

The ecological transition of the European economy comes up against a concrete obstacle: the lack of common and scientifically validated rules to measure the environmental impact in everyday sectors such as household textiles – sheets, towels or cushions – or polyurethane (PU) foams – mattresses or sofas – so far lack these standards.

The textile sector, with 355 kg of CO₂ equivalent per person per year, is the fourth most polluting consumer sector in Europe, and foams generate approximately 675,000 tonnes of waste per year. Both sectors have a recycling rate of less than 6% on a global scale.

GREENSPIRE will act with a view to improving sustainability within this European framework. The project is funded by Horizon Europe and coordinated by the Spanish consultancy Contactica, brings together ten partners from six European countries to develop two Product Environmental Footprint Category Rules (PEFCRs) in four years: one for home textiles and the other for polyurethane foams.

These rules will allow any company to calculate, compare and communicate the environmental impact of its products in a standardized and transparent way.

Along with the rules, the consortium will develop specific lifecycle datasets, a free digital assessment platform for SMEs, an Information and Engagement Centre (E&I Centre) and an Ecodesign Optimisation Framework (EDO Framework) based on the evolutionary algorithm.

Without a doubt, what distinguishes **GREENSPIRE** from other initiatives is its vocation for accessibility: some of the tools will be freely available, and the project is designed to reduce between 30 and 50% the time and cost involved in carrying out an environmental footprint assessment.

The project is likely to directly benefit companies in the home textiles and PU foam sectors in Europe. Indirectly, its results will reach more than 400 million European citizens, according to data provided by Eurostat, who use products in these categories on a daily basis.

In addition, the consortium incorporates primary data from the industry – provided by textile manufacturers and PU foam producers who are part of the project – which will help in the future for PEFCRs to reflect the productive reality of these sectors in Europe.

This kick-off meeting in Pontevedra marks the beginning of four years of joint work that will culminate in 2030 with the delivery of the Environmental Footprint Category Rules (PEFCRs) to the European Commission for official validation, the publication of the Toolbox platform and the first **GREENSPIRE** competition for the most sustainable product.

About GREENSPIRE

GREENSPIRE is a European project that aims to promote a more reliable and science-based sustainability assessment for high-impact products in the home textiles and polyurethane foam sectors. In response to the increasing demands of climate, circular economy and eco-design policies, the project will develop sector-specific product environmental footprint category standards, datasets and digital tools to help businesses, SMEs, public authorities and other stakeholders measure, compare and reduce environmental impacts. In this way, **GREENSPIRE** aims to support more sustainable product design, informed decision-making and the transition to a competitive circular economy.

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