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UNEP's recommendations on the use of ecolabels for SPP

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We are facing **three planetary crises**
due to **unsustainable patterns of consumption and production**



Climate change



Nature loss



Pollution and waste

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Our Mission

To accelerate the world's transition towards more Sustainable Consumption and Production policies and practices by increasing the **availability of reliable information to guide consumers' decision-making.**



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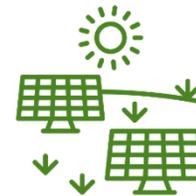
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Our Vision

To support the **behaviour change of producers and consumers** towards long-term sustainability, in the light of the Agenda 2030 and the Sustainable Development Goals, thus reducing pressure on the environment whilst fostering social and economic development.



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Whom do we work with?



- Governments
- Private Sector
- Standard-setting and Labelling Bodies
- Consumers
- Research Institutions, Consumer Organizations and NGOs

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How do we work with them?



- Knowledge products and technical tools
- Capacity building and awareness raising
- Technical assistance
- Policy development

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Our Approach

Eco-labels as a tool for:



- **Business**

- communicate environmental credentials ⇒ **marketing tool** to differentiate products
- control performance through the supply chain ⇒ **supply chain /risk management tool**

- **Consumers**

- Visual shopping guide ⇒ **information tool**

- **Governments**

- provide market incentive to produce sustainable goods and services
- stimulate the demand for sustainable products through supportive measures such as public procurement ⇒ **policy tool**

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How Ecolabels Function

- Provide **reliable** information on the ‘world behind the products’
- Use environmental and ethical values of consumers as a market incentive for producers to improve their environmental and social performance
- Provide competitive advantage for producers in the market place
- Dynamic displacement process ⇨ continuous environmental improvement through a pull effect

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ECO-LABELS: HOW CAN THEY BE SCALED UP, STREAMLINED AND USED TO DRIVE SUSTAINABLE CONSUMPTION AND PRODUCTION?

23 MARCH 2021 | 10AM CET



- How effective are eco-labels in scaling up sustainable consumption and production?
- How can eco-labeling open business opportunities, particularly with public procurers?
- What is the biggest challenge for governments in an increasingly complex eco-certification landscape?
- How can we strengthen collaboration and knowledge exchange for global coordination on eco-certification?
- How can we better promote the benefits of eco-labelling to consumers?

<https://www.greengrowthknowledge.org/webinar/ggkpwebinar-eco-labels-how-can-they-be-scaled-streamlined-and-used-drive-sustainable>

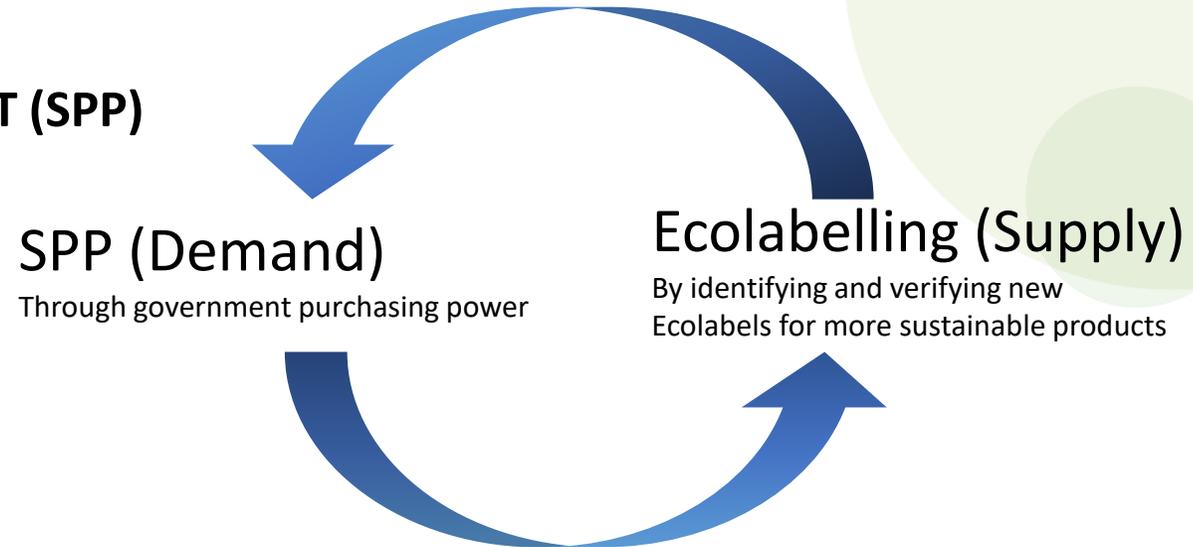
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SUSTAINABLE PUBLIC PROCUREMENT (SPP) AND ECO-LABELLING: AN INTEGRATED APPROACH



Combined approaches of voluntary labelling and SPP are important to:

- Stimulate the demand and supply of better products
- Help consumers make better choices

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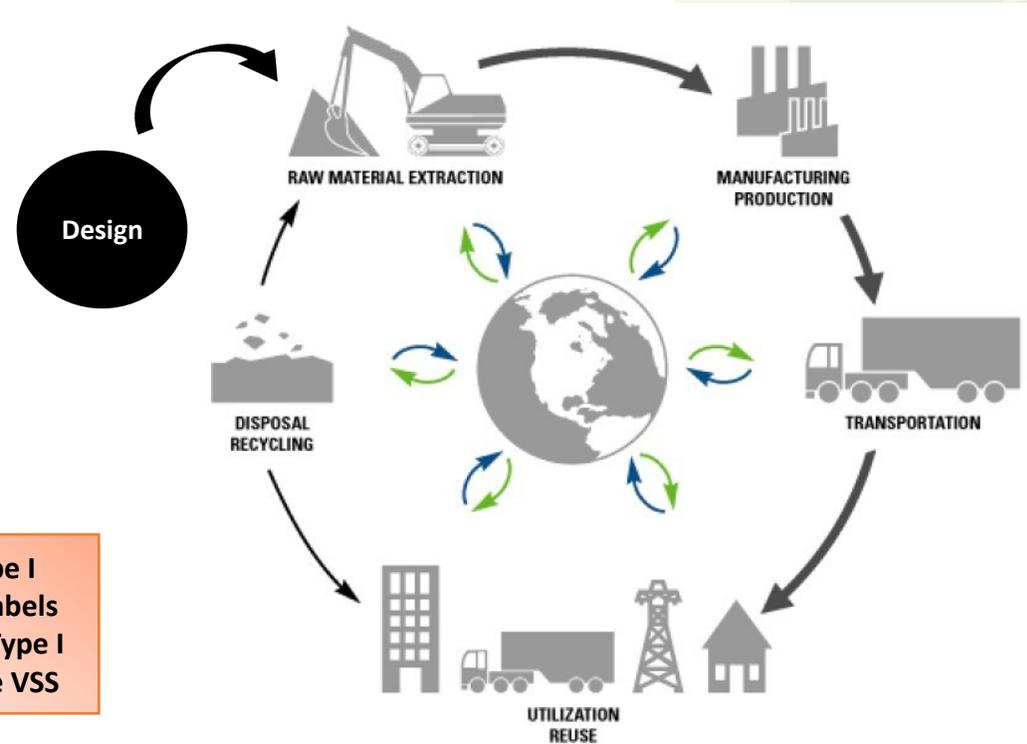
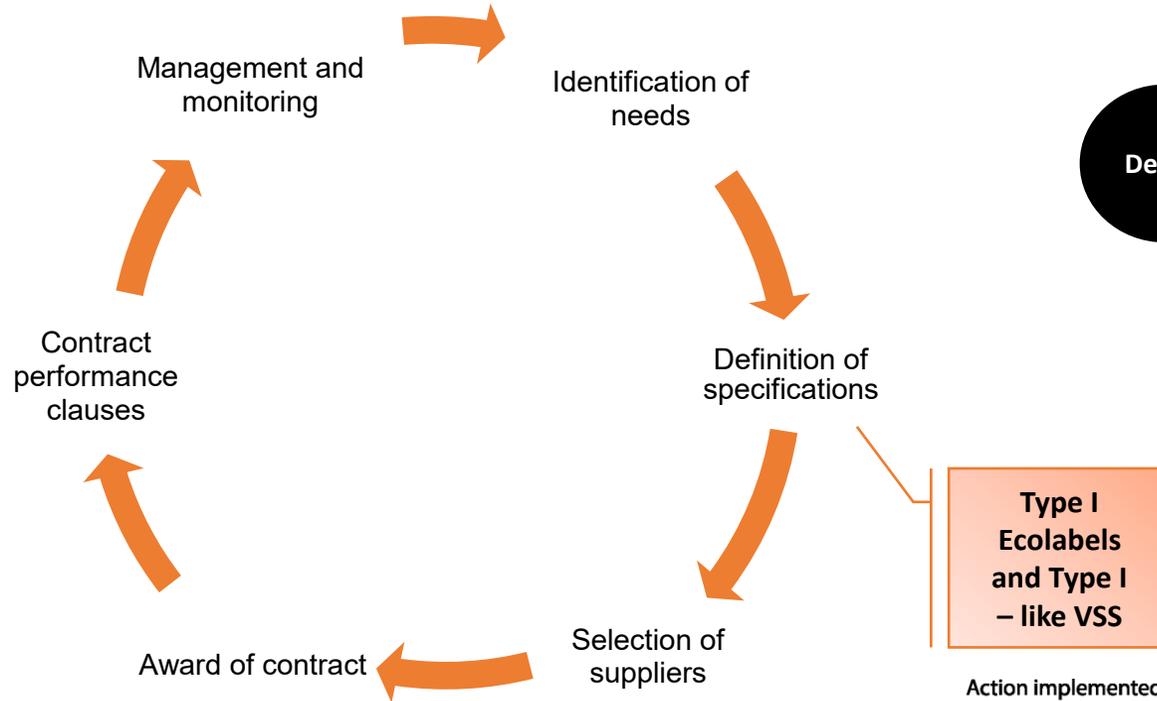
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Sustainability aspects and criteria should be considered:

During each stage of the Procurement Cycle, particularly on the definition of technical specifications

.... when measuring the impacts of products and services throughout their life cycle





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Why Type I Ecolabels and Type I-like VSS?

ISO Type I Ecolabels and Type I-like VSS :

- ✓ Are a good source of specific criteria for SPP specifications
- ✓ Allow for comparison as they are criteria-based
- ✓ Are transparent and third-party verified
- ✓ Can also serve as proof of compliance

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Examples

EU Ecolabel (Type I Ecolabel)

- Voluntary
- EU coverage
- Multiple sectors covered
- Certifies products and services
- Third-party verification



Forest Stewardship Council (Type I-like VSS)

- Voluntary
- International
- One sector covered
- Certifies products and the supply chain
- Third-party verification



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Direct Use of Type I Ecolabels and Type I – like VSS in SPP

To define test
methods

To define
sustainable
production
methods

Reference can be made:

- To the whole label
- To a section of the label

Attention!

In procurement procedures, the reference should not demand certification, but instead should specify the **criteria set in the label or equivalent**

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Indirect Use of Type I Ecolabels and Type I – like VSS in SPP

To define criteria based on recognized
standards and test methods

- The Ecolabels and VSS are used as a **source of criteria** for the procurement specifications without being directly referred to.
- Procurers should compare **similar criteria** in different ecolabels/VSS to ensure compliance.

To go further!

Stricter performance levels can be included and evaluated in the **contract awarding phase**.

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Enabling Developing Countries to Seize Eco-label Opportunities

Increase the **environmental efficiency** of key export products and related industrial processes in target countries through a combination of awareness raising, capacity building and technical assistance

A **bottom-up approach** is applied, building on the need assessments carried out in each country

This approach was already applied in many countries, e.g. **Brazil, China, Costa Rica, Ethiopia, India, Kenya, Mexico, Morocco, South Africa,...**

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Some Examples...

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Driving Sustainable Consumption in Latin America with Better Product Information and Design

Goal: to support governments, the private sector and other relevant actors in the implementation of policies and practices that lead to improved design and sustainability of products, consumer information and increase consumer interest in more sustainable lifestyles in Latin America (Colombia, Mexico, Costa Rica)

Project Components

1. Technical assistance and training of the private sector to improve **design and production processes**
2. Technical assistance to public and private institutions to create a **regulatory framework** to improve consumer information tools
3. Provide **information** on the use of eco-labels and sustainable lifestyles



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Support the Alianza Ambiental de América

- Prioritization of products and sectors for the development of criteria: coffee, paper, cleaning products, cement, steel
- Support governance through the Administrative Committee of the Alianza
- Promotion and dissemination of the Alianza to encourage participation of other countries in the region

Impact

- Countries as suppliers of sustainable products
- Increased competitiveness among organizations with products that have environmental labelling in the market
- Improved image of organizations and their products
- Ecolabel Sello Ambiental recognized nationally, regionally and internationally
- Promotion of change in production and consumption patterns



PROGRAMA ALIANZA
AMBIENTAL AMÉRICA



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The One Planet network

(10 Year Framework of Programmes on Sustainable Consumption and Production)



One planet
inform with care

Consumer Information Programme



One planet
procure with care

Sustainable Public Procurement Programme

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The One Planet Network (10YFP)

A multi-stakeholder network that is building the global movement for sustainable consumption and production through 6 Programmes

The 10-year Framework of Programmes on sustainable consumption and production is the commitment made in 2012 to accelerate the shift to SCP.

The One Planet network is the implementation mechanism: the multi-stakeholder network was formed to support the implementation of this commitment

One Plan for One Planet: 2018-2022 Strategy

https://www.oneplanetnetwork.org/sites/default/files/strategy_one_planet.pdf



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Consumer Information Programme



The Objective:

Support the provision of quality information on goods and services, and effective strategies to engage consumers in sustainable consumption.

The Aspirational Target:

Working towards companies providing **credible sustainability information** on at least **50% of their products** and services at the point of sale



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



KEMENTERIAN LINGKUNGAN HIDUP DAN KEHUTANAN REPUBLIK INDONESIA

<https://www.oneplanetnetwork.org/consumer-information-scp>

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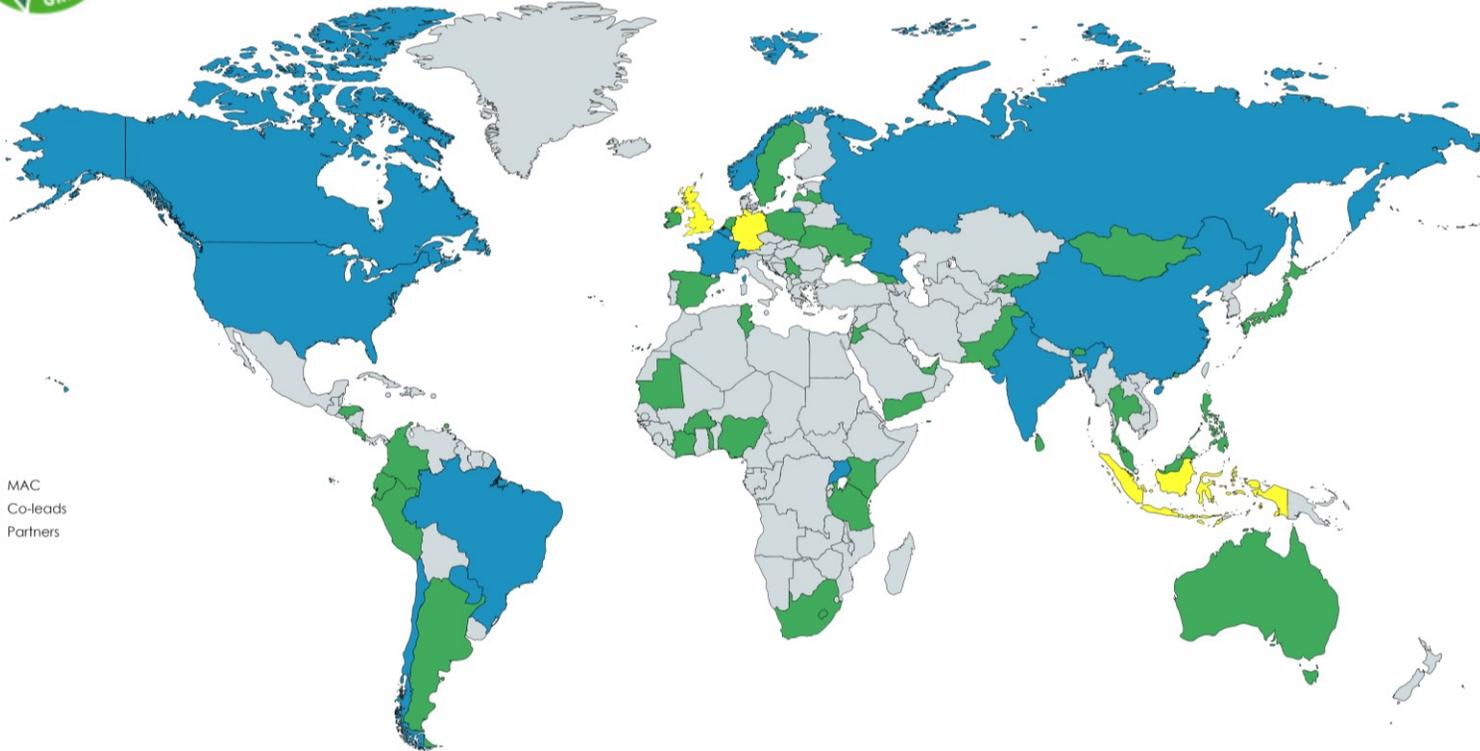




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list of organizations

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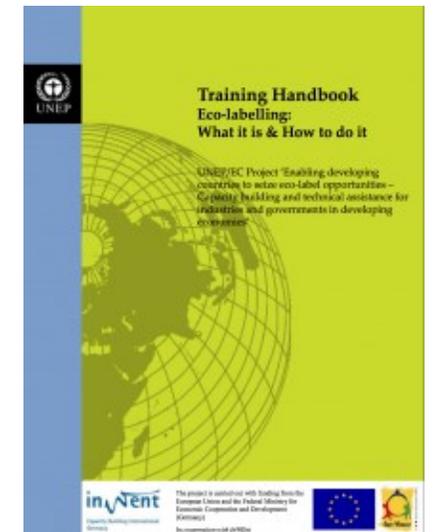
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Working Group on Type-I Ecolabels

- Led by the Global Ecolabelling Network and UN Environment Programme
- Members include type-1 ecolabel organizations, certification bodies and governments
- Supports emerging ecolabelling initiatives around the world through capacity building and knowledge exchange
- Capacity building workshops and trainings planned for Q1 2022
- Update of UNEP's ecolabel training material under development

<http://www.oneplanetnetwork.org/initiative/working-group-2-type-i-ecolabels>



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THANK YOU!

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