



# **Ecolabelling Concept**

## **Global Ecolabelling Network**

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# Contents

- Type I ecolabels attributes
- Criteria development and product groups
- Impact on the Environment
- About GEN
- International cooperation – GENICES & MRA
- Conclusion



# Type I Ecolabel Products Signify Environmental Excellence

## **Key Attributes:**

- Voluntary, market-based tools, based on ISO 14024:2018
- Multiple criteria
- Lifecycle based approach
- Transparent criteria development process
- Rely on independent (3rd party) verification



# Criteria Development

- Multi-step, multi-stakeholder process
- Life cycle considerations
- Environmental excellence (more than legislation)
- Functional characteristics
- Measurability
- Accessibility
- The stringency is gradually increased over time





# Ecolabelled product categories

## Examples among other GEN members

One product category: Building materials (India), Office electronics (TCO Development), Dairy products (Sri Lanka)

B2B/GPP-focus: Korea, Chinese Taipei, UL Ecologo

Consumer perspective: Ukraine (Green Crane), HongKong, Russia (Vitality Leaf), Good Environmental Choice (Sweden).

Broad spectre: Blue Angel (Germany), EU Ecolabel, Nordic Swan



# Environmental impact



Savings of **21,000** tonnes of CO<sub>2</sub> emissions annually can be attributed to the sale of ECNZ-licensed toilet paper in New Zealand.



Over **5 million** litres of paint and about **332 tons** of VOC content were saved through the sale of paints with the Vitality Leaf Ecolabel in Russia in 2018.



# GEN: Who We Are & What We Do

- Non-profit network of 35 Type I ecolabelling organizations around the world established in 1994.
- Working to improve, promote, and develop the ecolabelling of products and services on a global scale.
- Advocate on behalf of Type I ecolabels on international stage and articulate the distinctions between Type I ecolabels and other, less credible 'green' marks.
- Help government officials, retailers, and consumers understand that not all environmental labels are created equal.











# GENICES

*GEN'S Internationally Coordinated Ecolabelling System*

- Multilateral approach toward mutual recognition (MR agreements).
- Based on ISO 17065 and 14024.
- Involves application, preliminary documentation review, peer review, and site visit.
- Similar to accreditation, assures other members that organization has robust procedures and processes.
- More than 90 % of all GEN members have undergone the GENICES process. Must undertake every 5 yrs.





# MRAs

## *Mutual Recognition Agreements*

Mutual recognition, based on confidence, should be encouraged. There may be mutual recognition of tests, inspections, conformity assessment, administrative procedures and, where appropriate, product environmental criteria (ISO 14024)

Reasons for MRA:

- Reduce barriers and facilitate market access for certified products globally
- Reduce cost of international green product certification (for manufacturers)



# MRAs

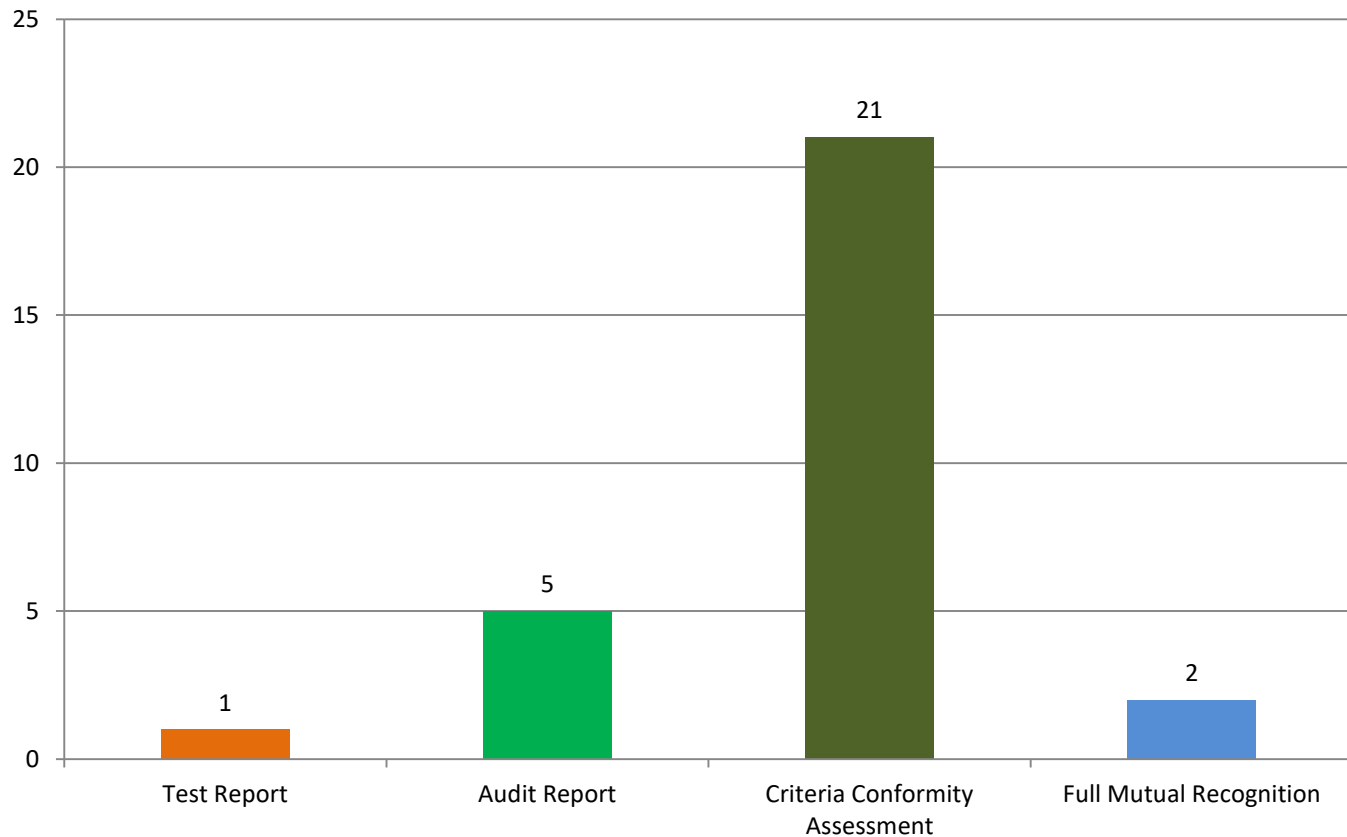
## *Mutual Recognition Agreements*

Country/Territory	Global Ecolabelling Network Member	Date Signed
Australia	Good Environmental Choice Australia	2017
Brazil	Associacao Brasileira de Normas Tecnicas	2017
China	China Environmental United Certification Center (CEC)	2017
China	China Quality Certification Center (CQC)	2018
Germany	German Federal Environmental Agency	2017
Germany	TUV Rheinland	2018
Hong Kong	Green Council	2017
India	Confederation of Indian Industry	2017
Israel	The Standards Institution of Israel	2017
Japan	Japan Environmental Association	2017
Kazakhstan	International Academy of Ecology	2018
Korea	Korea Environmental Industry and Technology Institute	2017
Malaysia	Sirim QAS International Sdn Bhd	2017
New Zealand	New Zealand Ecolabelling Trust	2017
Nordic Countries	Nordic Ecolabelling Board	2017
North America	UL Environment	2017
Russia	Ecological Union	2017
Taiwan	Environment and Development Foundation	2018
Thailand	Thailand Environment Institute	2018
Ukraine	Living Planet	2017



# MRAs

## *Mutual Recognition Agreements*



Scope of mutual Recognition



# Type I Ecolabels in the market

## Confidence & Clarity:

- Clearly identify environmental leadership products.
- Help consumers quickly navigate vague and confusing environmental claims to select genuinely greener products.
- Enhance consumer confidence that the product *actually* is more environmentally preferable (because it has been independently audited against a scientifically robust, public environmental leadership standard).
- Standardized definition of green that is scientifically robust.

Win-win-win situation: producers, buyers, and the environment



**Дякую!**

For More Information | [www.globalecolabelling.net](http://www.globalecolabelling.net)

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