

Lifecycle based, certified environmental information by independent ecolabels - only to the best products

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e ISO <u>environmental product</u> <u>information</u>standards

ISO 14020-series of standards:

14020 General principles

14021 on self-declared claims

14024 on ecolabels

14025 on EPD's, Environmental Product Declarations

14026 on footprint communication

14027 on PCR's (Product Category Rules) for EPD's

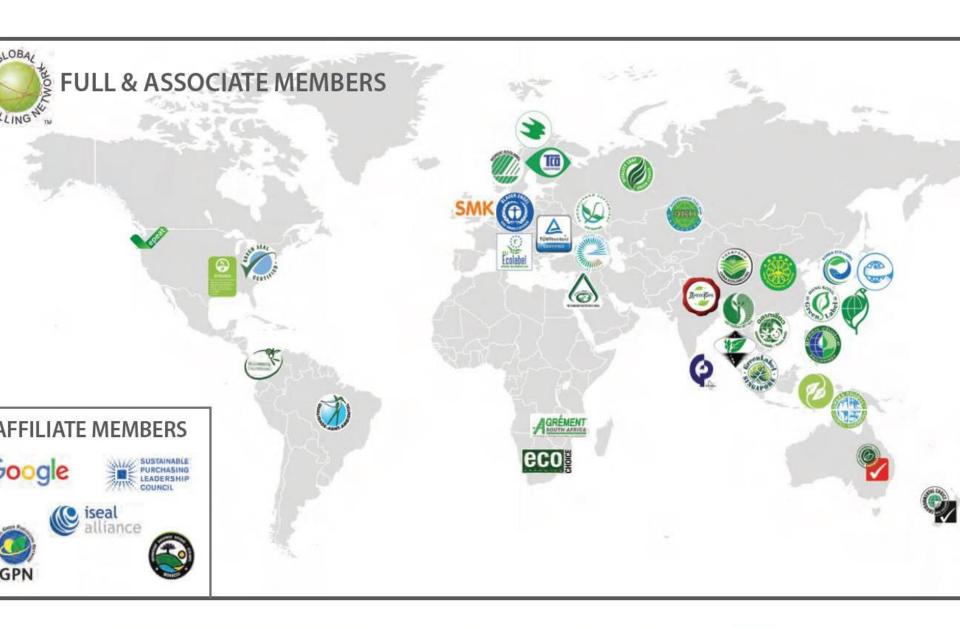
14029 on mutual recognition agreements for EPD's



GEN Who we are & What we do

- Non-profit network of 39 Type I ecolabelling organizations around the world established in 1994.
- Working to improve, promote, and develop the lifecycle ecolabelling of products and services on a global scale.
- Advocate on behalf of Type I ecolabels on international stage and articulate the distinctions between lifecycle ecolabels and other, less credible 'green' marks.
- Help government officials, retailers, and consumers understand that not all environmental labels are created equal.







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European ecolabels

Type I ecolabels:

- EU Ecolabel (29 EEA-countries)
- Nordic Swan Ecolabel (5 countries)
- Blauer Engel (Germany)
- Good Env. Choice and TCO Cert. (Sweden)
- Milieukeur (Netherlands)
- On the way to Planet Proof (Netherlands)
- Ukraine, Russia

Also Umweltzeichen (Austria), Catalunia, France, *Poland, Hungary*, Tsekkia..... Certified single-issue product labels

- EU Organic
- FSC, MSC
- Fairtrade



Type 1 Lifecycle Ecolabelled Products Signify Environmental Excellence

Key Attributes:

- Voluntary, market-based tool, based on ISO 14024
- Lifecycle based approach
- Multiple criteria
- Transparent criteria/std development in a multistakeholder process
- Rely on independent (3rd party) verification
- Comparative for products in actual market only for the best env. performers

Provide confidence and clarity in purchasing decisions

- Win, win, win situation: producers, buyers, and the environment
- Enhance consumer confidence
- Ecolabel informs consumers



Characteristics of ecolabels

- Specifications (=criteria/standard) defined per product category; regularly reviewed&revised
- Reflecting the products on the actual market
- Stringent multiple requirements, often as hurdles
- Only for the best performing goods and services
- Specified documentation presented
- Independent verification&certification



Ecolabelled products

in the Nordic Swan Ecolabel (est. 1989)

Large product categories: Furniture, Textiles, Building materials

<u>Consumer interest</u>: Cleaning agents, Detergents,

Cosmetics, Tissue paper, Diapers

B2B (GPP included): Office machines, Cleaning and

Laundry services, Printing houses, Conference hotels <u>Raw materials</u>: Fuels, Building panels, Printing paper

<u>«Newcomers»</u>: Investment funds, Residential

buildings, Food services (Restaurants)



Ecolabelled products

Examples among other GEN members

One product category: Building materials (India), Office electronics (TCO Development, GEC), Dairy products (Sri Lanka), Food (OtWPP, Netherlands) B2B/GPP-focus: Korea, Chinese Taipei, UL Ecologo Consumer perspective: Hong Kong, Good **Environmental Choice (Sweden)** Broad spectre: Blue Angel (Germany), EU Ecolabel, Russia (EcoLeaf), Ten Rings/CEC (China), Nordic Swan

Making the complex information simple to use,

but still not easy to proof !





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