



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

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The ISO environmental product information 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.







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), Catalonia, 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

Consumer interest: Cleaning agents, Detergents, Cosmetics, Tissue paper, Diapers

B2B (GPP included): Office machines, Cleaning and Laundry services, Printing houses, Conference hotels

Raw materials: Fuels, Building panels, Printing paper

«Newcomers»: 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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