‘GreenPro’- Green Product Market Transformation in India

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GreenPro – Green Product Certification

- GreenPro – Green Product Certification launched in 2015

- Objective
  - Facilitate Green Products market transformation in India
What is GreenPro?

- Assesses how ‘Green’ is a product based on lifecycle approach
- Improves continuously the Green attributes in:
  - Selection of raw materials
  - Manufacturing process
  - Product performance
  - Recycling / disposal
- Type -1 Ecolabel based on ISO 14024
‘GreenPro’ Certification Standards

GreenPro will Continuously raise the Bar
‘GreenPro’ – Accredited by Global Ecolabeling Network (GEN)
GreenPro - Focus Areas

- Present Focus - Green Building Products
- Launching Industrial Products with the support of UNIDO in 2018
- By 2020
  - Consumer Products
  - Services
Progress made so far...

- More than 300 green products certified
- Under 15 Building Product Categories
- ‘GreenPro’ Certification welcomed by Indian Industry
Companies leverage ‘GreenPro’ certification for
- Educating their customers
- Enhancing their market reach

Certified Products demanded by all end users
- Architects, Green Building Consultants, Developers, Builders
CII’s Initiatives for Green Market Development

- Work with Public Works Departments for implementation of Green procurement
  - CII working with PWD, Maharashtra
- CII to support Indian Railways to adopt Green procurement policy
- Awareness programmes, Workshops and newsletters for creating demand
CII and UNIDO - Joint Initiative

- Developed ‘GreenPro Reference Manual’
  - Single point reference for product manufacturers
  - Peer reviewed by World Resource Forum

- GreenPro for Industry products
To conclude...

- ‘GreenPro’ very well accepted by Indian industry and growing faster
  - Companies started realizing the Environmental and Financial benefits
    - Applying for renewal
  - ‘Win – Win’ for manufacturers and end users
- Enormous opportunities in India for expansion
- Beneficial for the country and the World
- CII welcomes participation and support international organizations