Global Best Practices in Ecolabelling Programs

Dr. Elisabeth Magnus, Nordic Swan Ecolabelling, 24 October 2017
At WS 7 at World Resources Forum 2017: Green Product Certification in India
Presentation

• Global Ecolabelling Network (background)

• Characteristics of Type 1 Ecolabelling

• Product Category Selection

• Criteria Development
GEN is a Network of Type I Ecolabelling Organizations

- Non-profit network established in 1994.
- Works to improve, promote, and develop the ecolabelling of products and services on a global scale.
- Advocates for Type I ecolabels and express distinctions towards other ‘green’ labels.
- Helps government officials, retailers, and consumers understand how ecolabels can be used to develop and advance sustainable purchasing.
- Encourages cooperation between two or more parties for harmonized criteria and test methods, and agreements on verification / licensing.
Type I Ecolabel

• Voluntary, market-based tool, based on ISO 14024
• Lifecycle based approach
• Transparent criteria development process
• Relies on independent (3rd party) verification
• Multiple criteria based
• Ensures products among the environmentally best

Provides confidence and clarity in purchasing decisions
• Win, win, win situation: producers, buyers, and the environment
• Enhances consumer confidence
• Guides consumers and purchasers
Ecolabelling Goal

“...communication of verifiable and accurate information, that is not misleading, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement” (ISO 14024)
Our Members

Europe

Middle East

Oceania

Affiliate Members:
- Google
- ISEAL Alliance
- IGPN

Asia

South America

North America

Colombia
Selection of Product Categories

- A formal and open participation process should be used for selection and review of product categories
  - New category suggestions come from within or outside stakeholders
  - Recommendation can be made from research and working groups on which product category is to be developed
- Complete a feasibility study to confirm that the market conditions are ready for a standard

Categories should:
- Be in wide use
- Have significant environmental impacts
- Be separated in different categories if they have large degree of differentiation between the products/services
## Examples of Product Categories

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>![Car]</td>
<td><strong>Automotive</strong></td>
<td>![Battery]</td>
</tr>
<tr>
<td>![Cleaning]</td>
<td><strong>Cleaning Products</strong></td>
<td>![Clothing]</td>
</tr>
<tr>
<td>![Home]</td>
<td><strong>Construction/Building</strong></td>
<td>![Food]</td>
</tr>
<tr>
<td>![Gardening]</td>
<td><strong>Gardening/Agriculture</strong></td>
<td>![Home Appliances]</td>
</tr>
<tr>
<td>![Light]</td>
<td><strong>Lights</strong></td>
<td>![Office Equipment]</td>
</tr>
<tr>
<td>![Office]</td>
<td><strong>Office Supplies</strong></td>
<td>![Other Services]</td>
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<tr>
<td>![Paints]</td>
<td><strong>Paints/Coatings</strong></td>
<td>![Paper]</td>
</tr>
<tr>
<td>![Personal Care]</td>
<td><strong>Personal Care Products</strong></td>
<td>![Printing]</td>
</tr>
<tr>
<td>![Solar]</td>
<td><strong>Solar-Energy</strong></td>
<td>![Water]</td>
</tr>
</tbody>
</table>

Criteria Development

Life cycle considerations are essential

- Environmental Relevance
- Controllability
- Measurability
- Accessibility
Lifecycle Perspective and Holistic Requirements
Steps in Circular Economy

- Sustainable and traceable raw materials
- Evaluation of the entire lifecycle, also dismantling and reparability
- Resource efficiency
- Good environmental practice with low environmental burden
- Packaging and transport solutions
- Destruct harmful residues
- Recycling (upgrading and purification)
- Efficiently collection and sorting
- Marketplace to redistribute
- Repair and remanufacture
- Product quality, operation and maintenance
- Consumption, use and reuse
- Distribution
- Production
- Remanufacturing
- Recycling
- Collection
- Design
- Raw materials
- Waste
Ecolabels Stimulate Circular Economy

- Requirements for renewable, recycled and sustainable raw materials
- Strict chemical requirements
- Reduced use of resources and energy
- Quality requirements
- Requirement for product design, dismantling and reparability
- Requirement for optimum waste handling
KEITI Case Study: Life Cycle Environmental Impacts for the Product Category “Wood Composite Products”

<table>
<thead>
<tr>
<th>Impact Level</th>
<th>Impact Details</th>
<th>Environmental Influence</th>
<th>Impact Reducing Strategies</th>
<th>Controllability Measurability Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Consumption of resources based on wood and synthetic resin waste</td>
<td>Resource consumption</td>
<td>Use rate of thinned out logs and wood, synthetic resin waste</td>
<td>High</td>
</tr>
<tr>
<td>Medium</td>
<td>Use of foaming agents</td>
<td>Emission of ozone damaging substances</td>
<td>Foaming agent use restrictions</td>
<td>High</td>
</tr>
<tr>
<td>High</td>
<td>Emissions based on the use of additives (flame retardants, stabilizers, lubricants)</td>
<td>Emission of hazardous substances</td>
<td>Heavy metals and hazardous substance use restrictions</td>
<td>High</td>
</tr>
<tr>
<td>Very High</td>
<td>Indoor emissions from VOCs, formaldehyde</td>
<td>Indoor emission of organic and hazardous compounds</td>
<td>VOC, formaldehyde emission restrictions</td>
<td>High</td>
</tr>
</tbody>
</table>
KEITI Case Study: Information Sources for Life Cycle Consideration

**Information sources**
- Product catalog
- Factory inspection
- Interview with manufacturer
- Market analysis report
- Consumer report
- Overseas eco-labelling certification criteria
- Domestic and overseas related laws
- Interviews with specialists (Face to face, written interview)
- Academics reviews
- Test results
- Related Korean Standard
- Related overseas technical standards
- Related national and overseas statistics

**Consideration factors**
- Definitions & functions
- Raw materials & Component
- Production process
- Market status
- Distribution route & transportation
- Related domestic and overseas laws & directive
- Examples of overseas eco-labelling certification criteria
- Potential and need for environmental improvement in the aspect of product
- Quality-related domestic and overseas matters about an appropriate product of similar products

**Life cycle stage**
- Acquisition of materials
- Manufacturing
- Distribution, Use & Consumption
- Discard & Recycle

**Environmental load**
- Consumption of resources
- Consumption of energy
- Emission of global warming substances
- Emission of ozone depletion substances
- Emission of air pollutants
- Emission of water system pollutants
- Emission of solid wastes
- Destruction of ecosystem
- Use - Emission of hazardous substances
- Emission of indoor pollutants
- Noise/Vibration
Conclusion

• Type I ecolabelling is a voluntary, 3rd party verified and multi criteria based tool with guaranteed minimum environmental performance (ISO 14 024).

• Product groups in wide use, with varying degree of environmental performance, are good candidates for ecolabeling.

• Ecolabels are drivers for circular economy, material efficiency and other continuous environmental improvements.