



# Type I Ecolabelling & the Global Ecolabelling Network(GEN)

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## What is ecolabelling?

Ecolabelling is a voluntary method of environmental performance certification and labelling that is practised around the world. An *ecolabel is a label which identifies overall, proven environmental preference of a product or service* within a specific product/service category.

# Money Pit or Treasure House?

Purpose of Ecolabelling

Communicate Information



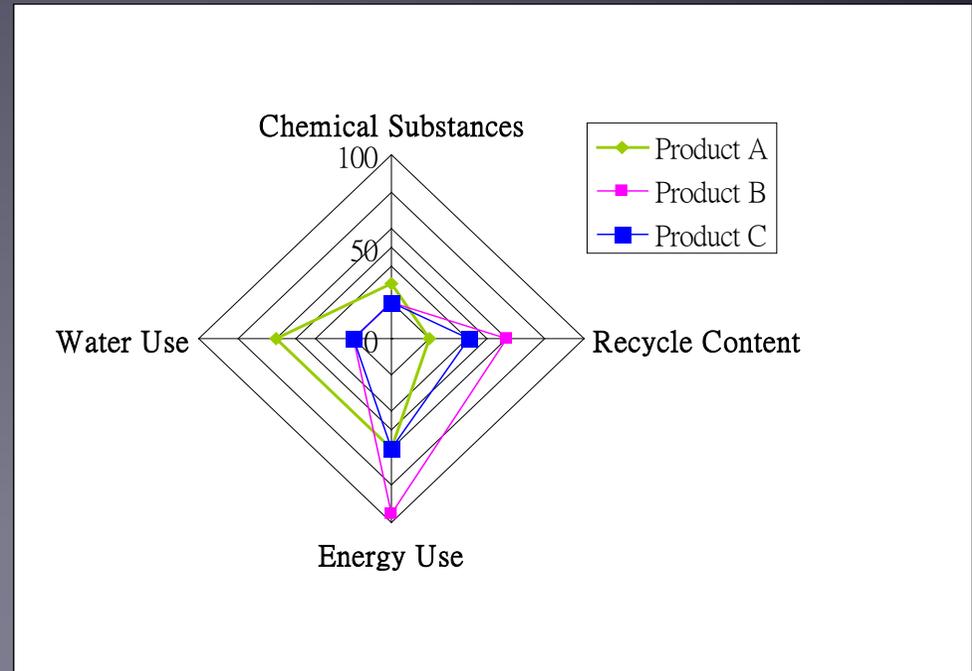
Influence Purchasing Decision



# Why Type I Ecolabelling?



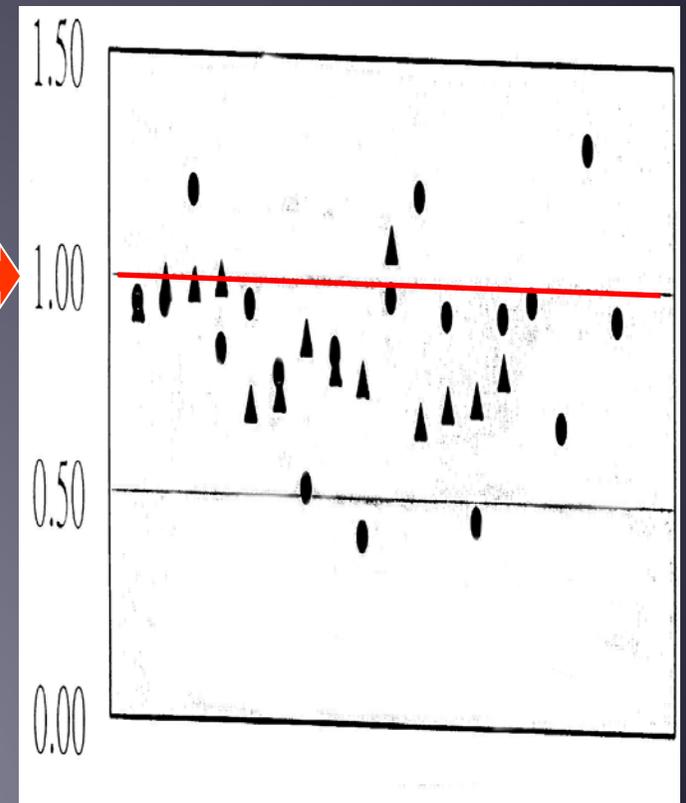
- To provide simplified environmental information
- Easier for consumers to choose “green” products
- Avoid Wash-Green
- Provide economic incentive to manufactures





## Type I Ecolabelling

- Voluntary Nature
- Preset Criteria with multiple requirements
- Selective- only the top 25~30 % can meet the criteria
- Life Cycle Consideration
- Third-party Certified





## Credibility

- Transparent, collaborative **standard development process** involving **external stakeholders**.
- Credible ecolabels address **impacts** across the **entire life cycle** of a product or service.
- Are awarded by an **impartial third-party** and independently audited against transparent leadership criteria.



# Criteria Development

## Life Cycle Consideration

Stage of the life cycle	Environmental input/output indicators									
	Use of Energy and Resource		Impact on Human Health		Emission to					
					Water		Air		Waste	
	EL	Traditional	EL	Traditional	EL	Traditional	EL	Traditional	EL	Traditional
Resource Extraction	⊙	⊙	⊙	⊙	○	○	⊙	⊙	○	○
Production	⊙	⊙	○	⊙	○	⊙	⊙	⊙	⊙	⊙
Distribution	⊙	⊙	○	○	○	○	○	○	○	○
Use	○	●	○	●	○	○	○	⊙	○	○
Disposal	⊙	●	○	●	○	○	○	●	⊙	●

Note: GM denotes Green Mark product whereas T denotes traditional product .

○ denotes negligible environmental attribute,

⊙ denotes important attribute,

● denotes significant attribute



# Stages of TGM & SCP Development



Stages  
of TGM  
& SCP  
Develop-  
-ment

System  
Establish

- Establish GM structure
- Develop product criteria
- Design certification process

GPP  
Promotion

- Legislate green procurement law
- Implement GPP action
- Increase certified GM product

Green  
Living  
Promotion

- Simplify GM certification process
- Expand scope of green product
- Create incentives for green consumption

*Strategy : System Establish → Focus on group buyer → Expand to everyone*



## Introduction to GEN

Who we are and what we do

What is ecolabelling?

Our mission

Our members

Networking

GENICES



## GEN: Who we are and what we do

- Non-profit **network** of Type 1 **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** for Type 1 ecolabels and articulate **distinctions** between these and other less credible **'green' marks**.
- **Help** government officials, retailers, and consumers understand that **not all environmental labels are created equal**.





## Our mission

GEN exists to **educate** and cause government, industry, and consumers to **recognise** the unique and important **value** of Type I ecolabelling programmes.

**Serve our members, other ecolabelling programs and the public by promoting and developing the ecolabelling of products and services.**

**Foster cooperation, information exchange, and harmonisation among our members ecolabelling programmes**

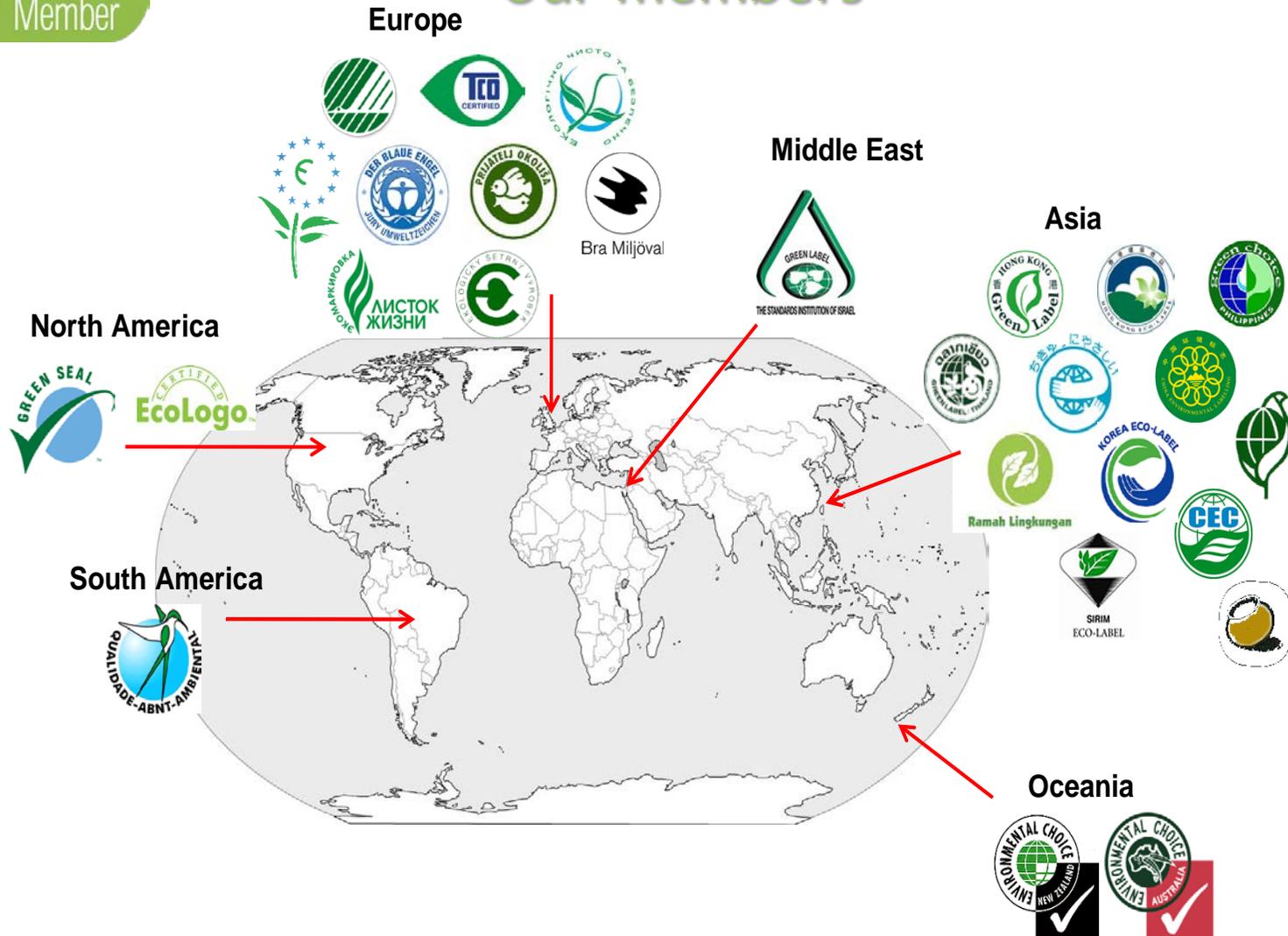
**Facilitate access to information about ecolabelling standards globally.**

**Participate in international organizations to promote ecolabelling.**

**Encourage demand for, and supply of, more environmentally preferable products and services.**



# Our members





## Networking

We are a network. *Communication* is a key function.

**GEN** is our biannual member news magazine on-line

AGM and annual **reports** are published on-line

Our **website** provides space for member features

The latest ecolabelling **news** is found on our website

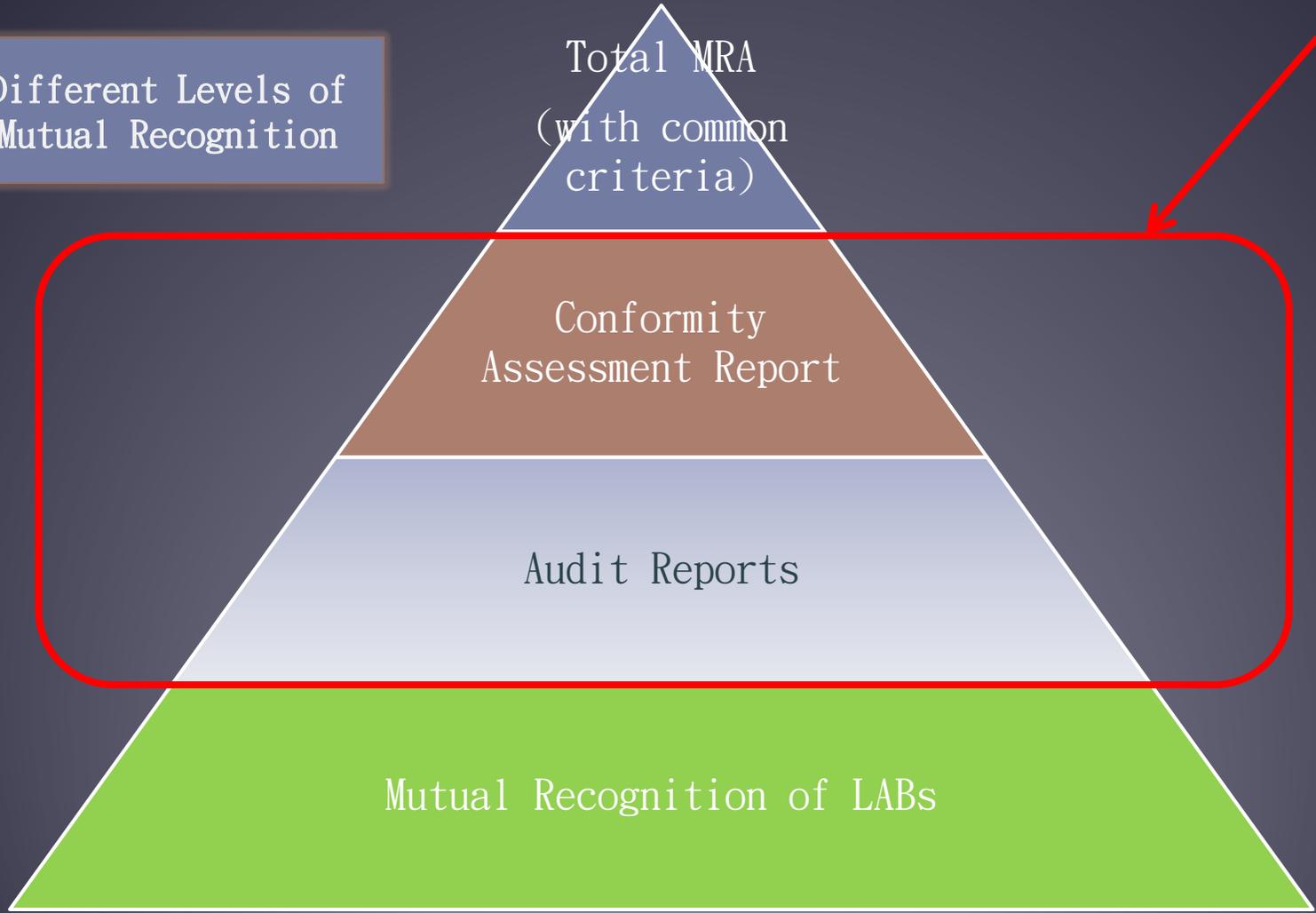


## Why Mutual Recognition ?

- *Reduce cost* of international green product certification (for manufacturers)
- *Increase green product supply*, facilitate green consumption & procurement (for consumers & governments)
- *Avoid trade barrier* (for international trade)

# Basic Concept of MRA

Different Levels of Mutual Recognition



# GENICES



## GEN'S Internationally Coordinated Ecolabelling System

Global Ecolabelling Network's Internationally Coordinated Ecolabelling System - GENICES

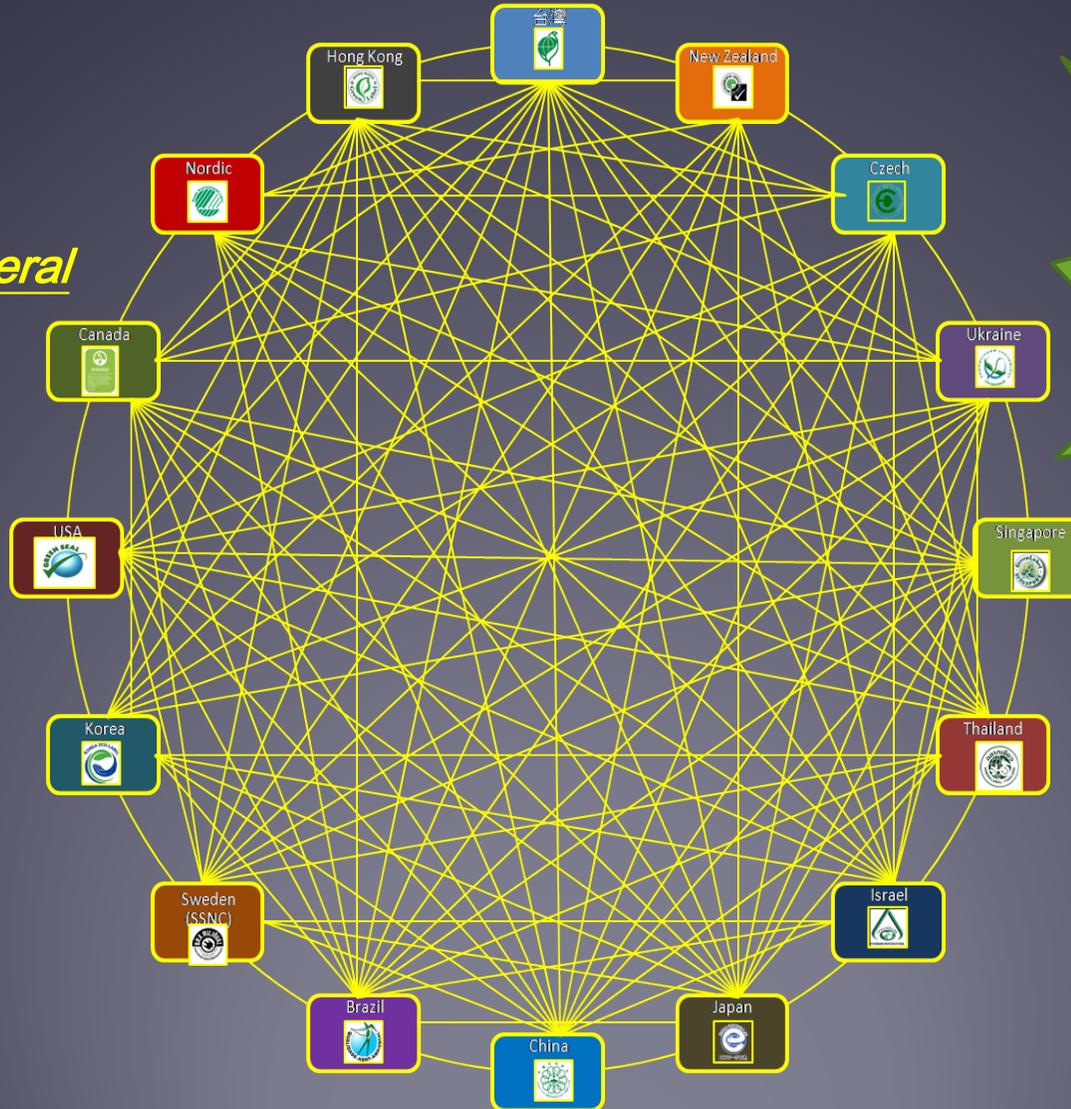
- Common Core Criterion
  - Enhance harmonization
  - Avoid trade barrier
  - Reduce certification cost
- Peer review and mutual recognition
  - by ISO 14024 and ISO/IEC 17065
  - Exchange experience and improve SOP
  - 20 GEN members Joined
  - Enhance multilateral recognition



# GENICES - Multilateral Mutual Trust



*GENICES Multilateral Mutual Trust Loop*



Hong Kong Green Label included



## Networking tools - external communications

- Website public pages
- Associate agencies and international connections
- Media releases and responses
- GEN News



# GLOBAL ECOLABELLING NETWORK

Members login:

Email Address:   
Password:

[Forgotten your password?](#)

**LOGIN**

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- Home
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## Global Ecolabelling Network (GEN)



Linking a world of environmentally preferable products and services

The Global Ecolabelling Network (GEN) is a non-profit association of third-party, environmental performance recognition, certification and labelling organizations founded in 1994 to improve, promote, and develop the "ecolabelling" of products and services.

### Latest News:

**AGM 2015 (held 29 October 2015)**- a summary and statement will be produced in due course.

**GEN 31** - latest news from GEN members (July 2015)

**AGM 2014** - summary and report

### Our Members:



Associação Brasileira de Normas Técnicas  
(Brazil)



Living Planet (Ukraine)

2015

# GEN 31

Ecolabels in fashion

UN ESCAP co-hosts GEN

A green share of €2000 billion





For More Information |  
[www.globalecolabelling.net](http://www.globalecolabelling.net)  
Contact Us | [gensecretariat@ul.com](mailto:gensecretariat@ul.com)

Thank you