



The Global Ecolabelling Network and the German Blue Angel Host a Celebration of Sustainability

Atlantic Beach Florida, USA, 4 December 2018– The Global Ecolabelling Network, in cooperation with the German Blue Angel and the German Environment Agency, hosted an educational and inspirational event in Berlin, 21-25 October, to highlight the success of ecolabelling around the globe, and celebrate the 40th anniversary of the Blue Angel and the first annual World Ecolabel Day.

Gathered at the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, members of the Global Ecolabelling Network and guests saw presentations on sustainable raw materials and human rights due diligence in product supply chains given by the German Environment Agency and Oeko-Institute. A presentation by UN Environment on communicating about ecolabels to consumers was of particular interest to the 22 labelling organizations represented. Participants also took part in workshops on measuring the performance of ecolabels, and learned about international databases that feature sustainability standards and certified products and services.

Network members attended the 2018 Annual General Meeting, electing Björn-Erik Lönn from The Nordic Swan ecolabel for a second term as Chair, and Kate Harris of Good Environmental Choice Australia and K. S. Venkatagiri of Green Pro India as new board members. The Chair and several Network members gave updates on their individual programs and the many activities celebrating World Ecolabel Day around the globe.

“We congratulate the Blue Angel, the ‘mother’ of all ecolabels, on their 40th year,” said Björn-Erik Lönn. “The growth of ecolabelling in Germany and internationally, and the success of the first annual World Ecolabel Day, demonstrates how we are all empowered to contribute to global sustainable development through the everyday decisions we make as consumers and buyers.”

The Blue Angel hosted an international conference on “40 Years of Environmental Labelling” including speakers from the German Federal Ministry for Environment, the German Environment Agency, and UN Environment. Attendees learned from panel discussions and debates on ecolabels and digitization, and the opportunities and challenges of globalized markets. Break-out sessions explored increasing the market share of green products, integration of social responsibility to criteria, product durability versus obsolescence, and the future of ecolabels. Members and guests also enjoyed an Anniversary Gala hosted by the Blue Angel.

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About the Global Ecolabelling Network: The Network is a non-profit association of leading ecolabel organizations worldwide. Network members follow ISO 14024 Principles for Type 1 ecolabels, awarding certification to products and services that meet multi-attribute, life cycle-based criteria. GEN was founded in 1994 to help protect the environment by improving, promoting, and developing ecolabelling. www.globalecolabelling.net