



Экологический союз

Система добровольной экологической  
сертификации «Листок жизни»



## Ecolabel Guide: Finding Ecolabels is Easier

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The mobile app Ecolabel Guide recognizes true ecolabels on product packaging.

Ecological Union, a member of the Global Ecolabelling Network (GEN), has developed a new version of the mobile app for searching for green products - the Ecolabel Guide. This is an international modified version of the original Russian "Ecopolka", released back in 2016. In the new app, experts have created a complete database of universally recognized ecolabels and industry marks, and also for the first time added a scanner with a recognition function based on machine learning.

The Ecolabel Guide can be an indispensable tool in your daily purchases, helping to make a choice in favor of truly environmentally friendly products. You no longer need to spend time analyzing the composition of products or looking for evidence on the Internet. You can download the app in the App Store or Google Play.

**Why is the app worth trusting?** The Ecolabel Guide was developed by environmental experts based on the approach of the United Nations Environment Program. The ecolabels recommended in the application highlight products that meet the most stringent environmental standards that exist. This means that independent experts visited all stages of production, studied the product development documents, conducted laboratory analysis, and were convinced of the safety of the substances in the products life cycle (from raw materials to the disposal stage). The app will not allow you to be fooled by the marketing tricks of dishonest manufacturers who are chasing the "green" trends.

**How does the app work?** Through the app, the user can scan any mark on the package to check if the given mark is a trustworthy ecolabel, as well as learn about its meaning. Currently the Ecolabel Guide recognizes 100 marks, including ecolabel members of GEN, organic labels, industry marks, environmental declarations, and others. The app also continues to expand, receiving new images for analysis frequently to improve the performance of the recognition function.

Experts in the environmental community consider it necessary to combine the world experience of eco-certification and ecolabelling to combat the global problem of greenwashing (dishonest eco-marketing). *"Conscious consumers need rapid and correct information about product labels when found on products in the shop. The Ecolabel Guide app presents this information in an easy way and shows which labels are true ecolabels",* said **Björn-Erik Lönn, Chairman of the Board of Directors of GEN.** *"Third party-proofed and life cycle-based ecolabels like the Russian Vitality Leaf, the Nordic Swan, the German Blue Angel and the EU Ecolabel, all show that the product is among the best in environmental and quality performance. The mobile app is about to be spread globally among the members of GEN."* It is expected that, in the near future, customers around the world will be able to use the application.

### Proven project success:

- Supported by the Nordic Council of Ministers;
- Approved by the One Planet Network of the 10 Year Framework of Programmes on Sustainable Consumption and Production set up by the United Nations
- Nominated for "The Best Motivating Online Healthy Lifestyle Project" within the framework of the All-Russian National Award in the Sphere of Healthy Living and Conscious Consumption GREEN AWARDS 2018.