



## Benefits of GEN Membership

*“As the world increasingly sees sustainable trade through environmental eyes, especially relating to climate change, it is gratifying to see the huge efforts and progress being catalysed by GEN members. Their eagerness to help each other in our global forum is uplifting and appropriate in the spirit of our three pillars of trust, proof and understanding. As an organisation it is how we grow, serve and lead.”*

--Bjorn-Erik Lonn, GEN Board Chair

Since 1994, the Global Ecolabelling Network’s proven reputation has added weight and international validation to the ecolabels of its members. With an ISO basis for membership, and the requirement of formal peer reviews of member programs, GEN strengthens the worldwide and regional credibility of its members and those products and services that carry member ecolabels.

### Networking

Information sharing, including the GEN Annual General Meeting, assists members to develop robust standards and adds value and trustworthiness to member ecolabels - an asset for the ecolabel and its clients and consumers (both individual and institutional). GEN’s member roster includes the longest-established ecolabels on earth, strengthening the credibility of member programs by association.

### Collaboration

Mutual understanding and recognition agreements among members simplify criteria development and improve the quality of ecolabelled products and services. Common Core Criteria development benefits customers and clients of GEN members by increasing access to certification and expanding the market for more sustainable products.

### Education & Training

GEN members share their knowledge of Type I ecolabelling methods through the GEN Technical Assistance Program, expanding the availability of credible ecolabels. The GEN website [globalecolabelling.org](http://globalecolabelling.org) welcomes over 30,000 new users annually, with the GEN Members list representing one of the highest pageviews. The website offers news and information about ecolabelling worldwide and expands the reach of individual programs to global decision makers.

### Outreach

The GEN Board of Directors strives to improve the visibility and reputation of members to a global audience. Strategic partnerships with international influencers such as UN Environment, Google, ISEAL, and OECD, and purchasing organizations such as APO, IGPN, and SPLC expand the awareness and stature of members.