



World Ecolabel Day Media Kit 2022

Thank you for helping to spread the word about World Ecolabel Day!

The following promotional pack consists of information and images related to celebrating ecolabels as well as sample posts for social media, website and newsletter content. Please don't hesitate to contact us with any questions at communications@globalecolabelling.net.

Celebrating our heroes – Looking forward together

This year the Global Ecolabelling Network is asking GEN Members, Licensees, Supporters and Consumers to share your stories about your ecolabel heroes on World Ecolabel Day. This campaign is designed to spread stories about how individuals and companies are making a positive impact on the environment by developing, prioritising or choosing ecolabels.

We are celebrating our heroes:

- our GEN Members, the world's most credible and robust ecolabels
- our GEN Members' licensees that show sustainability leadership and commitment to better products and services for the people and the planet
- procurers who include ecolabels in their policies
- all consumers who look closer at each product and take the next step choosing products and services certified by lifecycle ecolabels

We encourage each member to highlight a planet warrior on social media- someone who deserves acknowledgement and share a short story or pop video on how they have helped change the world through responsible consumption of ecolabel products.

Prepare your narrative and make sure you follow us on social media to see interesting information and activities leading up to World Ecolabel Day on **Thursday 13 October**.

Continual Promotion of the “Look Closer” Ecolabelling Campaign

Last year the Global Ecolabelling Network launched the “Look Closer” ecolabelling campaign on World Ecolabel Day. This campaign was designed to educate procurement officials about avoiding greenwashing and to help them insist on products and services with lifecycle ecolabels. During the month leading up to World Ecolabel Day, GEN will continue to promote the Look Closer video as a call to action on how to buy better. We encourage our members to follow our social media channels and share the video as well.

White Paper – Ecolabels and its Role in Mitigating Climate Change

This year, Global Ecolabelling Network has created a white paper with the focal topic of “Ecolabels and their role in mitigating climate change”. The paper will detail the effects of climate and how ecolabelling can support the reduction of environmental impacts of products and services.

The paper can be used to inform and promote ecolabelling to a wider audience. The paper will be launched on World Ecolabel Day. Follow our social media channels to support the promotion of our white paper.

World Ecolabel Day Information

What: An annual celebration of ecolabels around the globe

Description: World Ecolabel Day is celebrated on the second Thursday in October each year as a day to focus on ecolabel products and services that are proven to be environmentally preferable and performance tested, so you are ensured the best products for your health and the health of the planet. This year it falls on 13 October. Consumers, companies and communities worldwide will celebrate this event by [discovering the ecolabels available in their own countries](#), buying and using third-party certified products and services, and sharing the good news with family, friends, neighbours and co-workers. Since the [Global Ecolabelling Network](#) launched the first World Ecolabel Day in 2018 it has seen growth in popularity every year.

When: Thursday 13 October 2022

Link: WorldEcolabelDay.com

Hashtags:

#WorldEcolabelDay

#ChooseEcolabels

#GEN

#GlobalEcolabellingNetwork

#Type1Ecolabel

#LifeCycleEcolabels

#Ecolabels

Key Messages for Consumers

- In more than 50 territories and countries around the world, independent, third-party tested ecolabels exist to ensure that the products and services you purchase are certified to reduce environmental impact.

- Ecolabel products and services are best-in-class and are held to the strictest environmental standards that exist. They are proven to be environmentally preferable to all other kinds of products you could buy. That's because ecolabels are independently third-party tested to ensure that you're getting a product that is CERTIFIED GREEN so you can trust in its environmental integrity.
- Using ecolabel products daily in your household or at your workplace creates a positive effect on green living and responsible consumption, and you can rest assured that ecolabel products are helping to protect the planet and doing the least amount of harm.
- In October, consumers, companies and communities around the world will participate in the celebration of this worldwide event. There will be activities, promotions and education in almost every territory and country that has ecolabel products and services during the weeks leading up to and including World Ecolabel Day to bring awareness to the environmental integrity of ecolabels.
- We want everyone to know that ecolabel products and services are available where you live—will you join us in helping to spread the word?
- Consumers can become a hero by considering the environmental impacts of a product and choosing products and services certified by a lifecycle ecolabel.
- Learn more and take part in the celebration by visiting [World Ecolabel Day 2022](#)

Key Messages for Business

- As a supplier of ecolabel products and services, you know that third-party certification meets the evident and growing demand for sustainable consumption and production. There is no better way to bring awareness to the environmental integrity that defines your certified products and their positive effect on sustainable consumption and lifestyle than with a global day of celebration: World Ecolabel Day.
- Along with your partners and stakeholders, World Ecolabel Day is an opportunity to shine the spotlight on lifecycle ecolabels and set your products apart from those that don't carry them. Globally, we will show customers and consumers the power behind certified products and services to build trust, protect against greenwashing, and stand for superior environmental performance as evidenced by independent, third-party certification.
- World Ecolabel Day will include activities, promotions and education aimed at consumers, customers and purchasing agents during the weeks leading up to and including World Ecolabel Day in October.
- Materials are available to support the promotion of your products and services at [World Ecolabel Day 2022](#) or additional materials are available by working with the ecolabel that certifies your products or services.
- Collectively, we can create a more sustainable future with lifecycle ecolabels and use World Ecolabel Day as an agent of change in promoting sustainable lifestyles. Let's celebrate World Ecolabel Day together!
- Learn more and participate in the celebration by visiting [World Ecolabel Day 2022](#).

Social Media, Website and Other Assets

We will be posting before, during and after World Ecolabel Day, so watch for interesting information and surprises on our social media channels and **please follow us and like and share our posts** to spread the word about lifecycle ecolabels.

Here are some samples of posts you can use to promote World Ecolabel Day on your social media channels. Use these posts, or others like them, with your own product images, other event promotional images or World Ecolabel Day logos. Feel free to include a link to your website, promotional events or articles, or worldcolabelday.com. And please feel free to translate and adapt these messages to your social media channels in your country as necessary.

Global Ecolabelling Network Facebook:

<https://www.facebook.com/GlobalEcolabellingNetwork/>

SAMPLE FACEBOOK POSTS

- #ChooseEcolabels on 13 October and celebrate #WorldEcolabelDay!
- For #WorldEcolabelDay #ChooseEcolabel products and services.
- Look for [your brand] [your product/service] on #WorldEcolabelDay.
- For #WorldEcolabelDay be a hero by choosing products certified by an ecolabel
- For #WorldEcolabelDay cut through greenwash and make better decisions for the people and the planet. #ChooseEcolabel products and services
- For #WorldEcolabelDay become a hero by considering the environmental impacts of a product and choosing products and services certified by a lifecycle ecolabel.

Global Ecolabelling Network LinkedIn: <https://www.linkedin.com/company/global-ecolabelling-network/>

SAMPLE LINKEDIN POSTS

- To celebrate #WorldEcolabelDay on the 13 October choose lifecycle ecolabels, the better choice for people and the planet!
- Lifecycle ecolabels like [your brand] help protect your health and the environment. Choose ecolabels on #WorldEcolabelDay.
- For #WorldEcolabelDay cut through greenwash and make better decisions for the people and the planet. #ChooseEcolabel products and services
- Join us and celebrate our heroes on #WorldEcolabelDay on 13 October.
- Today we are celebrating #WorldEcolabelDay. Our heroes who choose lifecycle ecolabels products every day are creating a more sustainable future.
- To celebrate #WorldEcolabelDay the Global Ecolabelling Network published a white paper on “Lifecycle Ecolabels and their role in mitigating climate change”. Learn more about how lifecycle ecolabels can support reducing the impact of climate change.

SAMPLE TWITTER POSTS

- On #WorldEcolabelDay choose products and services that reduce environmental impact and are certified by a #LifecycleEcolabel.
- When you #ChooseEcolabels, you avoid the greenwash and get a product that has been independently assessed and certified.
- For #WorldEcolabelDay cut through greenwash and make better decisions for the people and the planet. #ChooseEcolabel products and services

- Visit your favourite store and choose a product certified by #LifecycleEcolabel to protect your health and the planet!
- By choosing ecolabels on #WorldEcolabelDay, you are making an active step to save our environment.
- Do you want to protect our environment? Be a hero and choose products and services certified by #LifecycleEcolabel.
- Participate in #WorldEcolabelDay! Post a story telling us how you are a sustainable hero by choosing products and services certified by a #LifecycleEcolabel.

Global Ecolabelling Network YouTube: <https://www.youtube.com/channel/UChz-PrBtATDViB6iQRZu9Bg>

Global Ecolabelling Network YouKu:
<http://i.youku.com/i/UNTczODIzNTk4NA==?spm=a2hzp.8253869.0.0>

Graphics



The [Global Ecolabelling Network website](#) has many tools to easily download and promote your support of ecolabels like those pictured above, including:

- Posters for consumers and businesses
- Handouts
- Brochures for consumers and businesses
- Social media and web banners
- Email and blog graphics
- T-shirt and sticker designs

CANVA Templates

Develop your own World Ecolabel Day social media tiles and share them with your licensees – We have developed a [WED Template at CANVA](#).

- Click on the link and choose “use template”
- Create your own free CANVA account
- Design your social media tiles with the template provided. You can add logos, text, resize, and change images.
- When ready, choose “share/download” and the files you need

More Information

Contact: GEN Secretariat

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Communications email: communications@globalecolabelling.net