

FOR IMMEDIATE RELEASE

World Ecolabel Day 2023: Eden the EcoExplorer

Another year, another World Ecolabel Day! On 12th of October 2023, we celebrate this global event, dedicated to raising awareness about the importance of ecolabels and sustainable consumption.

Ecolabels play a pivotal role in ensuring that the products and services we purchase are certified to reduce their environmental impact. They act as beacons of sustainability, guiding consumers toward choices that benefit the planet.

Throughout October, consumers, companies, and communities worldwide will participate in this celebration. Activities, promotions, and educational initiatives will take place in almost every territory and country that has ecolabelled products and services. These efforts aim to increase awareness of ecolabels' environmental integrity.

Consumers will have the opportunity to be involved in Finding Eden the EcoExplorer who is our friendly eco-figure, who is hidden all over our social media and website. Eden stands for sustainability, ecolabelling, and our commitment to a greener planet. By participating in World Ecolabel Day 2023, everyone can contribute to a more sustainable future.

Members are welcome and encouraged to post about Eden on their own pages HOWEVER, the post will not be included as an 'Eden' (will NOT go towards the final total/tally).

There will be many Eden across our social media ([Facebook](#) and [Linkedin](#)) and [website](#). Make sure you follow us on social media to see updates and interesting information and activities leading up to World Ecolabel Day on Thursday 12 October.

Your Mission: Find every single Eden for a chance to be crowned the "GEN's Sustainable Champion".

How to Play: It's simple! Spot Eden wherever they appear in our posts or website content. When you have spotted an Eden, take a screenshot or make a note of where you found them on our Facebook and LinkedIn pinned post.

The Ultimate Title: The participant who finds the most Edens will be crowned "GEN's Sustainable Champion" and will be recognised on our social media.

Why Join? It's more than a game. It's about raising awareness, learning about sustainability, and fostering a sense of community. Plus, you'll be a sustainability advocate!

To learn more about World Ecolabel Day, [click here](#).

This year, Global Ecolabelling Network were involved at the B2O Summit as we participated as speakers in the Sustainable Summit. During this event, GEN proudly launched its new Sustainable Procurement Information Brochure.

Inside, you'll find a wealth of insights and resources for businesses and governments:

- Sustainable Procurement Solutions
- What is Sustainable Public Procurement?
- Why We Need Sustainable Public Procurement?
- How to Make Better Purchases
- What Is an Ecolabel?
- Inspiring Case Studies
- Fighting the Good Fight Against Greenwashing
- Who is Global Ecolabelling Network and How Do They Support Better Public Procurement
- Examples of Best Practices
- Next Steps

This brochure is a comprehensive guide to sustainable procurement and ecolabelling. Join us in the fight for a greener, more responsible world!

[Click here to take a look at GEN's Sustainable Procurement information brochure.](#)

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Note to Editors: High-resolution images and additional information are available upon request.

About World Ecolabel Day:

World Ecolabel Day is an annual global event that celebrates ecolabels and their role in promoting sustainability and responsible consumption. It provides a platform for organizations, businesses, and consumers to raise awareness about the benefits of ecolabelled products and services.

About Global Ecolabelling Network:

Global Ecolabelling Network is the leading network of the world's most credible and robust ecolabels. We are a non-profit organisation and together we set the global benchmark for ecolabel excellence. Our mission is to bring knowledge and expertise on ecolabels so we can all buy better. Whether you are a consumer or a procurer, our purchasing decisions impact all

people and our planet, the organization has been at the forefront of promoting ecolabeling and sustainable practices worldwide.

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