

Ecolabelling: Defining the True Meaning of Green



Representing Life Cycle-
based Type 1 Ecolabels
Worldwide

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As concerns about climate change, toxicity and waste increase, those making responsible purchasing decisions need products with genuine environmental benefit.

Life cycle-based ecolabels offer a viable market solution



What Are Life Cycle-based Ecolabels?



What Are Life Cycle-based Ecolabels?

- Leadership ecolabels
- Classified as Type 1 by International Organization Standardization (ISO) 14024:2018
- Awarded to environmentally preferable products and services
- Based on life cycle considerations



What Are Life Cycle-based Ecolabels?



How Are Ecolabels Different?



How are Ecolabels Different?

A life cycle ecolabel indicates that a product or service has been certified against a science-based standard specific to its category.



How are Ecolabels Different?

Criteria and product categories can differ, reflecting regional variables, but all life cycle-based standards address multiple environmental and health attributes and most have requirements for issues such as toxicity, air quality, energy use, recyclability, volatile organic compounds (VOCs), carcinogens and other areas of concern.



How are Ecolabels Different?

Standard criteria must:

- **be developed in a transparent process open to the public**
- **address multiple key environmental and health impacts over the product life cycle**
- **be attainable, verifiable and measurable**
- **consider the performance of the product**
- **be published and available for inspection by anyone**
- **be updated regularly to represent environmental leadership**



How are Ecolabels Different?

Type 1 ecolabels are licensed for use only after a product or service is proven to meet the standard.

The ecolabel must:

- be voluntary, not regulatory
- be open and equitably applied to all potential applicants
- be awarded by an independent and unbiased third party



How Do Ecolabels Benefit Providers?



How Do Ecolabels Benefit Providers?

- **DIFFERENTIATION** | the ecolabel has a market advantage
- **CREDIBILITY** | the ecolabel provides a genuine environmental benefit
- **VALIDATION** | the ecolabel proves environmental claims
- **RIGOUR** | the ecolabel requires performance testing
- **ACCESSIBILITY** | the ecolabel is recognised by a worldwide market
- **RELEVANCE** | the ecolabel focuses on all relevant environmental issues
- **INSPIRATION** | the ecolabel promotes more sustainable consumption



What is the Global Ecolabelling Network?



What is the Global Ecolabelling Network?

The Global Ecolabelling Network (GEN) 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.

Purchasing a product certified by a GEN ecolabel member is a vote for the right kind of future- a future where care for people and planet is embedded into everything we make, do and consume.



What Does GEN Do?

GEN brings 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.

In order to achieve this we need to embed true life cycled ecolabels into every major purchasing decision. We work with all buyers including consumers, businesses and government procurement bodies.



GEN Vision?

**A world where everything is built, bought and sold with impacts on people and planet in mind.
Our vision is to lead the change towards green global economy and shape a world where everything is built, bought, and sold with the impacts on people and the planet in mind.**



What is the Global Ecolabelling Network?



GEN Mission

There are five main mission we intend to do at GEN:

1. **Define comprehensive criteria for impactful ecolabels**
2. **Advise new and emerging ecolabels around the world**
3. **Support government and business to design truly sustainable procurement policies**
4. **Foster networking and knowledge-sharing**
5. **Elevate members on the global stage.**



GEN Value

GEN's four values based principles are:

- 1. We focus on genuine, real world change. The impact we make must make our world a better place through credible and measurable change.**
- 2. We pursue excellence. We set the bar high and we will continue to raise it.**
- 3. We commit to and maintain high levels of integrity integrity**
- 4. We are stronger together.**
- 5. Working together to be stronger such as sharing wisdom and experiences of our members and global networks.**



How Do GEN Members Operate?



How Do GEN Members Operate?

- **Set and publish life cycle-based environmental standards or criteria**
- **Certify products and services that meet the standards**
- **Provide information, advice and technical assistance to organisations developing ecolabelling programmes**
- **Disseminate information to the public**
- **Represent the interests of ecolabelling at various international meetings and events**



How Do GEN Members Operate?

Signatories of a Memorandum of Understanding (MOU) can negotiate joint specific activities that rest on mutual recognition of each other's programmes. GEN members also collaborate on Common Core Criteria which speeds standard development, improves quality and expands the market for similar products.



GENICES



GENICES

The **GEN** Internationally **C**oordinated **E**colabelling **S**ystem is a peer review process that benchmarks members as a basis for mutual trust and confidence.

GENICES enables sharing of information among qualified GEN members.



GENICES

- Helps new programmes start more quickly
- Facilitates ecolabelling of products that have been certified elsewhere
- Makes international ecolabelling more cost-effective
- Facilitates exports of environmentally preferable products
- Addresses and allays concerns about trade barriers



World Ecolabel Day



World Ecolabel Day

More than 50 countries around the world celebrate World Ecolabel Day in October.

It's a day to focus on ecolabel products and services that are proven to be environmentally preferable and performance tested, to ensure the best products for the health of people and the planet.



World Ecolabel Day

Consumers, companies and communities worldwide celebrate this event by discovering the ecolabels available in their countries, buying and using third-party certified products and services.



Global Ecolabelling Network

To contact GEN member organisations,
discover the product and service
categories that carry their ecolabels, and
learn more about the
Global Ecolabelling Network visit
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