



World Ecolabel Day Media Kit 2023

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.

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 12 October**.

Finding Eden, the EcoExplorer

This year the Global Ecolabelling Network is asking GEN Members, Licensees, Supporters and Consumers to find our friendly eco-figure, Eden the EcoExplorer, who is hidden all over our social media and website during the week of World Ecolabel Day. The participant who finds the most Edens will be crowned "GEN's Sustainable Champion" and will be recognised on our social media. This campaign is designed to raise awareness and learning about sustainability and ecolabels, whilst fostering engagement and a sense of community.

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. We welcome and encourage members 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).

Prepare to embark on this eco-adventure with us and uncover the hidden Edens! Let's celebrate sustainability and have some fun along the way. Make sure you follow us on social media to see interesting information and activities leading up to World Ecolabel Day on **Thursday 12 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.

Sustainable Procurement Information Brochure – Procurement for People and the Planet

This year, Global Ecolabelling Network participated as speakers in the Sustainable Summit during the B2O India Summit. During this event, GEN proudly launched its new Sustainable Procurement Information Brochure. This brochure is a comprehensive guide to sustainable procurement and ecolabelling.

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

Join us in the fight for a greener, more responsible world!

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

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 12 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 12 October 2023

Link: WorldEcolabelDay.com

Hashtags:

#WorldEcolabelDay
#ChooseEcolabels
#GEN
#GlobalEcolabellingNetwork
#Type1Ecolabel
#LifeCycleEcolabels
#Ecolabels

Key Messages for Consumers

- Across more than 50 countries and territories around the world, ecolabels, independently and rigorously tested, are in place to ensure the environmental integrity of your purchased products and services.
- Ecolabel products and services set the standard, adhering to the most stringent environmental benchmarks available. They have been proven to be environmentally preferable, making them the prime choice in the market. This stems from eco labels being independently third-party tested, guaranteeing the product is CERTIFIED GREEN and ensuring your trust in their environmental authenticity.
- Using ecolabel products into your daily routines, whether at home or work, creates a positive impact on green living and conscious responsible consumption. With ecolabel products, you can be confident that your choices contribute to reducing environmental harm while actively safeguarding our planet.
- As October approaches, consumers, businesses, and communities worldwide will come together to celebrate this global event. Activities, promotions, and educational initiatives will take place across nearly every corner of the globe where ecolabel products and services are present in the weeks leading up to and including World Ecolabel Day, bringing attention to the environmental integrity of ecolabels.
- We strive for everyone to know about the availability of ecolabel products and services in their area. Will you join us in spreading this message around the world?
- Learn more and take part in the celebration by visiting [World Ecolabel Day 2023](#)

Key Messages for Business

- As a provider of ecolabel products and services, you're well acquainted with how third-party certification effectively addresses the growing call for sustainable consumption and production. What better means to bring awareness to the inherent environmental integrity of your certified products and their positive influence on sustainable consumption than through a global celebration: World Ecolabel Day.
- Collaborating with your partners and stakeholders, World Ecolabel Day offers a platform to focus on lifecycle ecolabels and differentiate your products from those lacking

credibility. This global effort demonstrates to customers and consumers alike the power of certified products and services, building trust, protecting against greenwashing, and promoting exceptional environmental performance evidenced by independent, third-party certification.

- World Ecolabel Day's activities, promotions, and educational initiatives are aimed towards consumers, customers, and procurement professionals in the lead-up to and including World Ecolabel Day in October.
- Supporting materials are available to support the promotion of your products and services at [World Ecolabel Day 2023](#). Alternatively, additional resources can be acquired by working with the ecolabel that certifies your product and services.
- Collectively, we hold the power to shape a more sustainable future through lifecycle ecolabels, utilising World Ecolabel Day as a catalyst for promoting sustainable lifestyles. Join us in celebrating World Ecolabel Day!
- Learn more and participate in the celebration by visiting [World Ecolabel Day 2023](#).

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 [world ecolabel day.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 12 October and celebrate #WorldEcolabelDay!
- For #WorldEcolabelDay #ChooseEcolabel products and services.
- Look for [your brand] [your product/service] on #WorldEcolabelDay.
- For #WorldEcolabelDay cuts through greenwashing and makes better decisions for the people and the planet. #ChooseEcolabel products and services.
- For #WorldEcolabelDay considers the environmental impacts of a product and chooses products and services certified by a lifecycle ecolabel.
- For #WorldEcolabelDay, Meet [organisation name]'s Eden, our EcoExplorer on social

media. Can you spot Eden in our posts? Join Global Ecolabelling Network's "Find Eden, the EcoExplorer" challenge and let's celebrate sustainability together! Share your discoveries on Global Ecolabelling Network's pinned post with #FindEdenChallenge and tag us! Happy hunting! To learn more visit Global Ecolabelling Network [Facebook page](#) and [website](#). #EcoExplorer #Sustainability

Global Ecolabelling Network LinkedIn:

<https://au.linkedin.com/company/global-ecolabelling-network>

SAMPLE LINKEDIN POSTS

- To celebrate #WorldEcolabelDay on the 12 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 cuts through greenwash and makes better decisions for the people and the planet. #ChooseEcolabel products and services
- Today we are celebrating #WorldEcolabelDay. People who choose lifecycle ecolabels products every day are creating a more sustainable future.
- For #WorldEcolabelDay, Meet [your brand]'s Eden, our EcoExplorer, on our social media platforms. We've hidden Eden - can you spot Eden in our posts? Join the Global Ecolabelling Network's "Find Eden, the EcoExplorer" challenge and let's celebrate sustainability together! Share your discoveries on Global Ecolabelling Network's pinned post and don't forget to tag us! Happy hunting! To Learn more visit Global Ecolabelling Network [Linkedin page](#) and [website](#). #EcoExplorer #Sustainability #ChallengeAccepted

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 cuts through greenwash and makes 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? Choose products and services certified by #LifecycleEcolabel.

Global Ecolabelling Network YouTube:

<https://www.youtube.com/@globalecolabellingnetwork7770>

Graphics



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

- Posters for consumers and businesses
- Brochures for consumers and businesses
- Social media tiles and web banners
- Email and blog graphics

CANVA Templates

Develop your own WED social media tiles and share them with your followers - [We have developed a WED Template on 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

CANVA Templates of Eden, the EcoExplorer

Personalize your own Eden, the EcoExplorer by added your logo and share them with your followers - [We have developed a Eden, the EcoExplorer Template on Canva:](#)

- Click on the link and choose “use template”
- Create your own free CANVA account
- Edit your Eden, the EcoExplorer 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

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