



World Ecolabel Day Ambassador Kit

**Global Ecolabelling
Network**

World Ecolabel Day

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**WORLD
ECOLABEL
DAY**

CERTIFIED GREEN
FOR YOU AND THE PLANET

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GEN AMBASSADOR



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INTRODUCTION

Welcome and congratulations on being apart of GEN's World Ecolabel Day Global Ambassadors! We are thrilled to have you as a representative of this important global initiative. As a global ambassador, you play a crucial role in spreading awareness about the significances of ecolabels in promoting sustainable consumption and production practices.

Your dedication and passion for environmental sustainability are invaluable to our mission which is why you were chosen. Through your participation, you will engage with audiences around the world, sharing the importance of ecolabels in guiding consumers and businesses towards more environmentally conscious choices.

Role and Expectations:

As a GEN Global Ambassador, you will be a key advocate for ecolabels and their positive impact on the environment. Your role involves:

1. **Promotion:** Sharing information about ecolabels, their benefits, and their role in fostering sustainability through your social media platforms, blogs, and networks.
2. **Engagement:** Encouraging discussions and raising awareness about World Ecolabel Day, highlighting its significance and relevance.
3. **Inspiration:** Inspiring your followers and peers to adopt more sustainable practices by making informed choices based on ecolabel certifications.

Value of Participation: Your involvement as a global ambassador goes beyond just spreading awareness. It contributes to a global movement towards responsible consumption and production. By joining hands with us, you are:

- **Empowering Consumers:** Guiding individuals to make environmentally conscious choices, aligning with the United Nations Sustainable Development Goals.
- **Catalyzing Change:** Being a catalyst for positive change within your community and beyond, amplifying the impact of ecolabels.
- **Global Impact:** Becoming part of a global network of like-minded individuals dedicated to environmental sustainability.

We truly appreciate your commitment to this cause and are excited to work together to make a real difference. Your efforts will shape a more sustainable future, one choice at a time.

About Us



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. We exist to make life cycle environmental performance a non-negotiable in every procurement decision.

Our members amplify each other's social and environmental impact, by sharing knowledge, networks and resources. We develop, expand and strengthen ecolabels as a tool for embedding sustainability into every major procurement decision - by businesses and governments. Together, GEN and our members make the complex simple - for governments, business and consumers in order to cut through greenwashing and make better choices for you and me.

We focus on genuine, real world change: The impact we make is measurable, making the world better.

We pursue excellence: We've set the bar high, and we'll continue to raise it.

We work with integrity: We're clear, transparent, and we always walk the talk.

We're stronger together: We leverage the shared wisdom and experience of our members and global networks.

Vision



- A world where everything is built, bought and sold with impacts on people and planet in mind.
- Today's production and consumption choices shape the future. GEN is leading the change towards a green global economy - one that supports the environment, and everyone that depends on it.

Mission



- 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.

About World Ecolabel Day



World Ecolabel Day is an annual global event that focuses on celebrating products and services that are proven to be environmentally preferable as they ensure we are receiving the best products to protect our health and the health of the planet. World Ecolabel Day is celebrated every second Thursday of October each year by more than 50 countries around world. **This year, that's 12 October 2023.**

Ecolabels play a critical role in providing consumers with reliable, science-based information about products and services' environmental impact. Ensuring a sustainable future for the planet requires collective action from all sectors of society. Any manufacturer can apply for an ecolabel, and the certification process verifies that the product or service meets strict environmental standards.

World Ecolabel Day provides an excellent opportunity for businesses, governments, and environmental organisations to come together and promote the use of eco-friendly products.

Ecolabels help consumers make informed decisions about the products they purchase, enabling them to choose products that have a more positive impact on the environment. Similarly, businesses can leverage ecolabels to improve their reputation, increase their market share, and contribute to a more sustainable future.



Event Highlight

Educates consumers on what ecolabelling really is

Brings awareness to importance of ecolabels

Celebrates sustainability

Brings organisations and consumers together

Materials

As a global ambassador, you will have access to a range of eye-catching and engaging social media graphics. These materials are tailor-made to elevate your efforts in promoting our events, products, and initiatives. Let your social channels come alive with visuals that speak volumes about our shared commitment to a brighter, sustainable future. Create, Download, share, and make your advocacy truly stand out!

Social Media Graphics Sample



CANVA Templates

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

The Ambassador Kit is a treasure of resources designed to support your efforts in finding an ambassador by providing details on a recommend criteria and drafted an email to send to the ambassadors. [Click here for the Ambassador Kit.](#)

A media kit for World Ecolabel Day has also been released along with media releases, social media tiles and compelling narratives that capture the essence of our brand and World Ecolabel Day. This Media Kit will support the impactful narratives that resonate with audiences worldwide. [Visit the website here to access these resources.](#)

Lets explore, create, and amplify our message together!



Thank you!

Please feel free to reach out if you have any questions, ideas, or insights.

**TOGETHER, WE CAN INSPIRE
MEANINGFUL CHANGE AND
FOSTER A BETTER FUTURE FOR
US AND OUR PLANET.**

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