Today for Tomorrow: Rising to the Challenge

Falligth Xu
TÜV Rheinland

Product Ecolabels: Empowering Sustainable Consumption & Production

TÜVRheinland®
Precisely Right.

2030 Sustainable Development Agenda: A shared vision for our future

SDG 12: Towards sustainable consumption and production (SCP) patterns

Target 12.1 Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

Target 12.2 By 2030, achieve the sustainable management and efficient use of natural resources

Target 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Target 12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

Target 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Target 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Target 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

Target 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Target 12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

Target 12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Target 12.c Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities

TÜVRheinland®
Precisely Right.

A growing number of policies are introduced globally to support the shift to SCP

Policy instruments by year of adoption

SDG 12 HUB

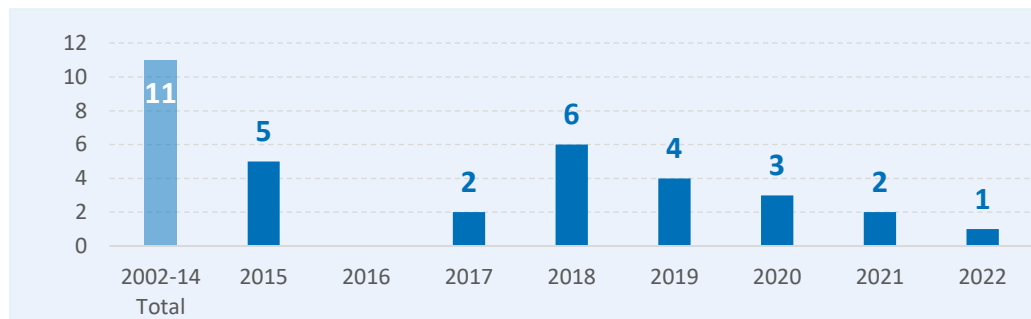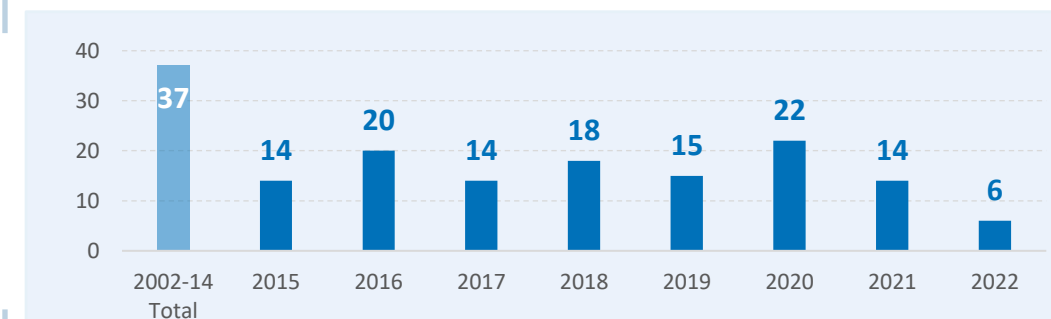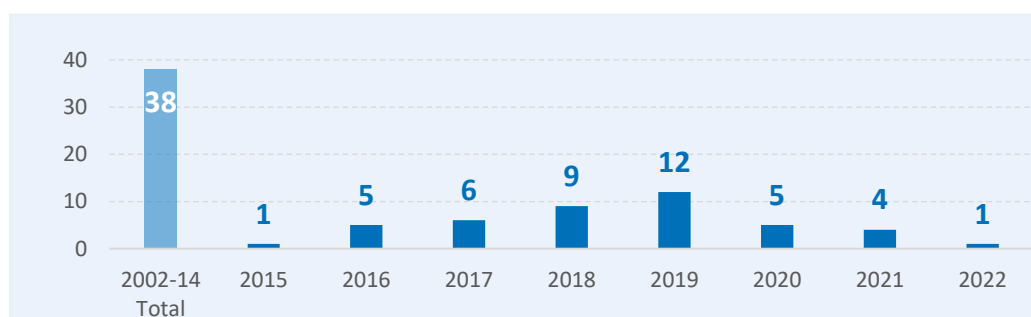## Economic and fiscal — 34

2002-14 Total	2015	2016	2017	2018	2019	2020	2021	2022
11	5		2	6	4	3	2	1

Macro policy — 160

2002-14 Total	2015	2016	2017	2018	2019	2020	2021	2022
37	14	20	14	18	15	22	14	6

Regulatory and legal — 81

2002-14 Total	2015	2016	2017	2018	2019	2020	2021	2022
38	1	5	6	9	12	5	4	1

Voluntary schemes — 72

2002-14 Total	2015	2016	2017	2018	2019	2020
25	7	8	8	7	9	8

TÜVRheinland®
Precisely Right.
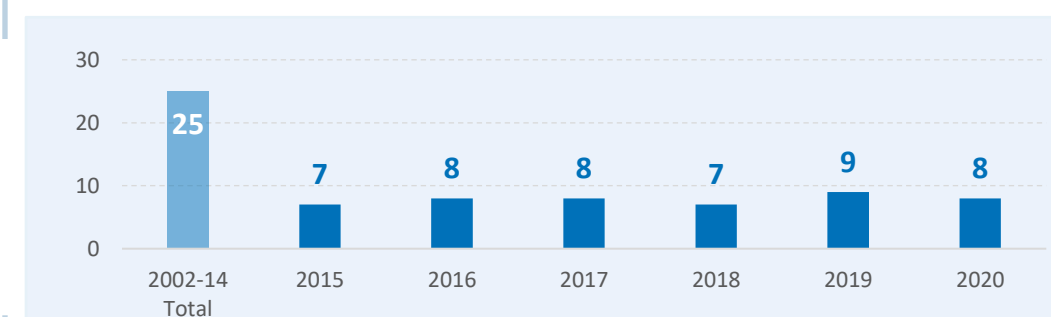
Ecolabels are an important type of voluntary policy schemes in supporting SCP

Labels that help consumers select products and services according to specific environmental and social criteria.

Tools that protect the environment and simultaneously differentiate the products or services from competitors.

Means of promotion that boosts the sale of products and services.

Market-based instruments that are voluntary.

- Sales of **sustainability-marketed products grew** more than twice as fast as conventionally marketed products in the past 6 years.

- In a recent survey in 25 countries, 64% of respondents said they wanted **to reduce their personal impact on the environment and nature**, and 44% felt guilty about their current impact.

- Consumer preferences are changing globally, not just in developed markets – more than 35% of respondents in emerging or developing markets (versus 28% in developed markets) said they **bought sustainably produced goods**.

TÜVRheinland®
Precisely Right.

Ecolabels enable different stakeholders to play their own parts in SCP transition

1

Producers

- **Diversity of standards** can mean local conditions and needs are considered

- A range of standards with different stringency can **encourage step-wise improvements** of lowest performers

- Can provide **new trade opportunities** through access to high-value niche markets

2

Manufacturers & retailers

- Choice of standards suited to particular markets and supply-chain partners

- Allows for **flexibility to align risk strategy**

3

Consumers

- Greater choice allowing consumers to **buy products with labels targeting issues** that **they care about**

TÜVRheinland®
Precisely Right.

Ecolabels add value that are tangible and lasting to various beneficiaries

Increase competitiveness

- tapping rising consumer demand for green products and services
- opening up new markets (domestic and international) or expanding existing ones
- improving access to sustainable public procurement

Install long-term sustainable, efficient production, after initial investment

- cutting resource use
- measuring performance to further reduce environmental impact

Promote products with a sustainable brand that stands out and gains the trust of consumers

Improve their reputation in the field of nature protection and sustainable development

Provide consumers with a reliable criterion for choosing sustainable products with little effort

TÜVRheinland®
Precisely Right.

Select the right type of ecolabels in proportionate to your sustainability ambition

	Type I	Type I-like	Type II	Type III
	Ecolabel	**Certification scheme or sustainability label**	**Self-declaration**	**Environmental product declaration**
ISO reference	ISO 14024		ISO 14021	ISO 14025
Third party-verified	✓	✓	Not required but recommended	✓
Life cycle-based	✓	✓	Rarely	Typically
Environmental focus	Full set of environmental (and social) criteria	Specific environmental impact	Specific environmental impact	Overall impact (often shown as matrix)
Comparability between products possible	Sometimes	Sometimes	---	Typically
Communication method	Seal or label	Seal or label	Declaration, sometimes with seal or graphical element	Environmental product declaration
Type of communication	Business-to-consumer	Business-to-consumer	Business-to-consumer	Business-to-business

TÜVRheinland®
Precisely Right.

Pulse-check selected ecolabels on their current market penetration status
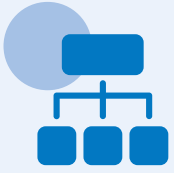
1 public management

2 communication strategy

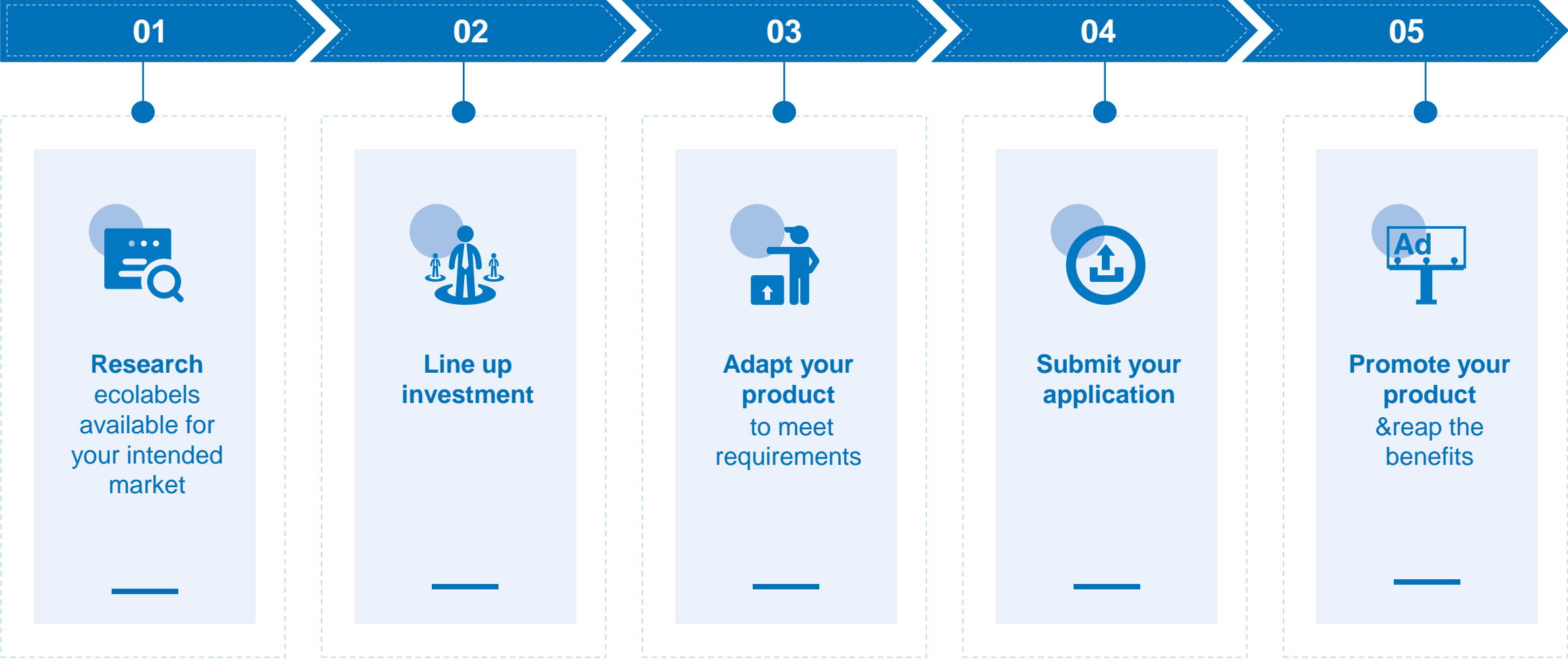**3** sustainable public procurement criteria

4 local income per capita

5 international trade incentives

TÜVRheinland®
Precisely Right.

From A to Z: How to secure ecolabelling for your products

01	02	03	04	05

Research ecolabels available for your intended market

Line up investment

Adapt your product to meet requirements

Submit your application

Promote your product &reap the benefits

TÜVRheinland®
Precisely Right.

Product Ecolabels: Making your environmental claims free of "greenwashing"

- A recent market review in the EU found that **42% of environmental claims made on websites were exaggerated**.

- **Misleading consumers regarding the environmental practices** of a company or the environmental benefits of a product or service is called "**greenwashing**".

- To **avoid greenwashing and build trust** between businesses and their customers it is essential for producers to provide the right background information when writing their own green claim.

Environmental claims should be based on five fundamental principles

| Reliability | Relevance | Clarity | Transparency | Accessibility |
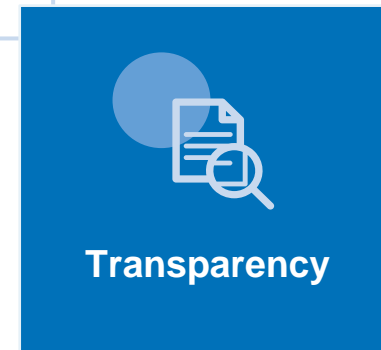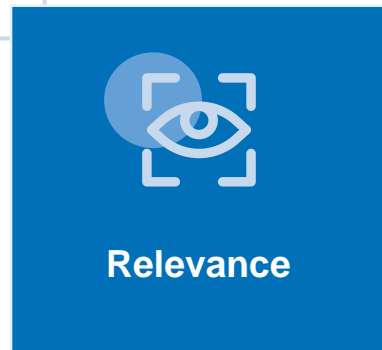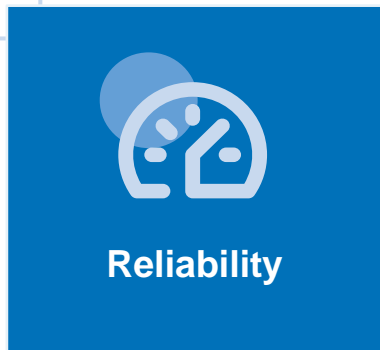
Further, consider all of the economic, social and environmental dimensions of sustainability, highlight the long-term positive impact your product or service will deliver, find innovative ways to spread your message, work with partners to enhance your credibility and help consumers compare products.

The „EU Green Claim directive" (Proposal) addresses the fundamental principle in Article 8 for future EU - ECO Labeling schemes and requires the verification of environmental claims by a „verifier" which shall be a third-party conformity assessment body" !

TÜVRheinland®
Precisely Right.

Global Ecolabelling Network: Connecting leading ecolabels around the world

Global Ecolabelling Network (GEN) is the leading network of the world's most credible and robust ecolabels

GEN full members run an ISO 14024 ecolabelling scheme and have successfully completed peer review assessment

GEN is a mission-driven organization founded in 1994 setting the global benchmark for ecolabel excellence

GEN associate members run an ecolabelling scheme and cover full aspects of the life cycle but have yet to complete peer review assessment

GEN has **37** members across nearly **60** countries

GEN affiliate members are supportive partners and organisations that believe and share in GEN mission but do not run an ecolabelling scheme themselves

TÜVRheinland®
Precisely Right.
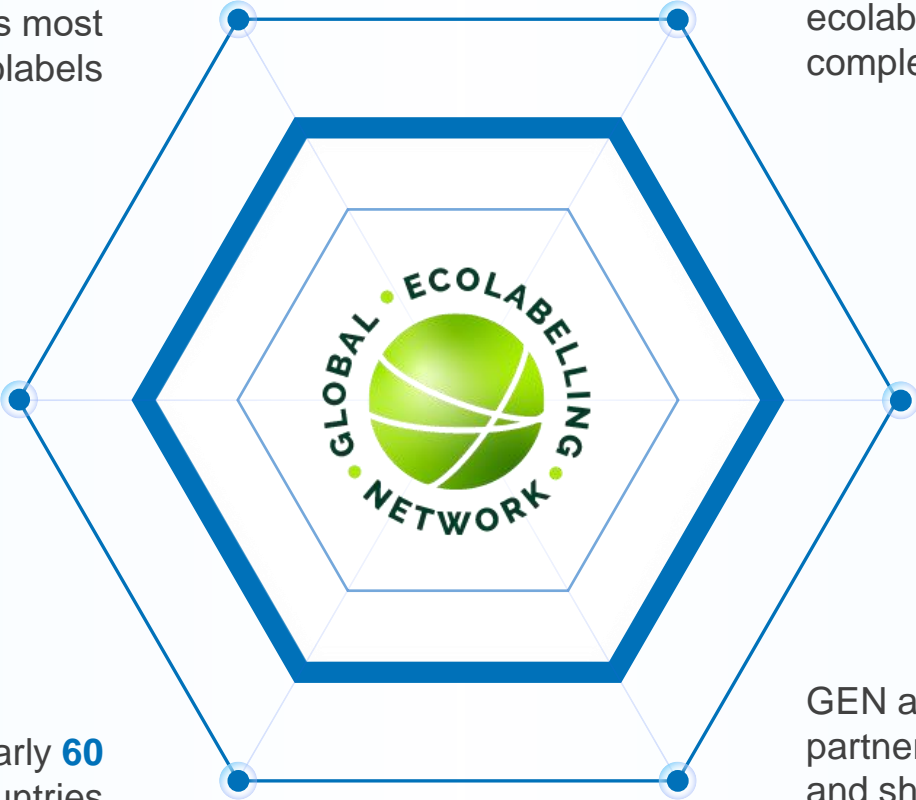
Green Product Mark: TÜV Rheinland's approach to product sustainability

- A Type I ecolabel operated by TÜV Rheinland since 2012
- Underpinned by the ISO 14024 operation system
- A full member of Global Ecolabelling Network
- Accredited by ANSI National Accreditation Board (ANAB)
- Recognized by public and institutional procurers around the world

Green Product — TÜV Rheinland CERTIFIED — www.tuv.com ID 0100000000

Core pillars of certification criteria

- Protection of environmental and human health
- Conservation of energy and resources
- Reduction of product carbon footprint
- Social compliance of production sites

Product scope

- Electrical & electronic products
- Network equipment
- Commercial products
- Hardlines (e.g. luggage)
- Softlines (e.g. toys)
- …

TÜVRheinland®
Precisely Right.

Business cases: Green Products certified by TÜV Rheinland

Deutsche Telekom
- In Germany
- Certified Green Product: W-LAN Router

Bouygues Telecom
- In France
- Certified Green Product: Wi-Fi 6 gateway

ALDI
- In Germany
- Certified Green Product: Frying Pan

TCC Global
- In Netherlands
- Certified Green Product: Luggage

Kenwood
- In UK
- Certified Green Product: Kitchenware

ZAGG
- In US
- Certified Green Product: Screen Protector

Midea
- In China
- Certified Green Product: Refrigerator-freezer

LG
- In Korea
- Certified Green Product: Wearable devices

TÜVRheinland®
Precisely Right.

Thank you for your attention.

www.tuv.com

Falligth Xu
Falligth.Xu@tuv.com

TÜV Rheinland

TÜVRheinland®
Precisely Right.