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Ecolabels

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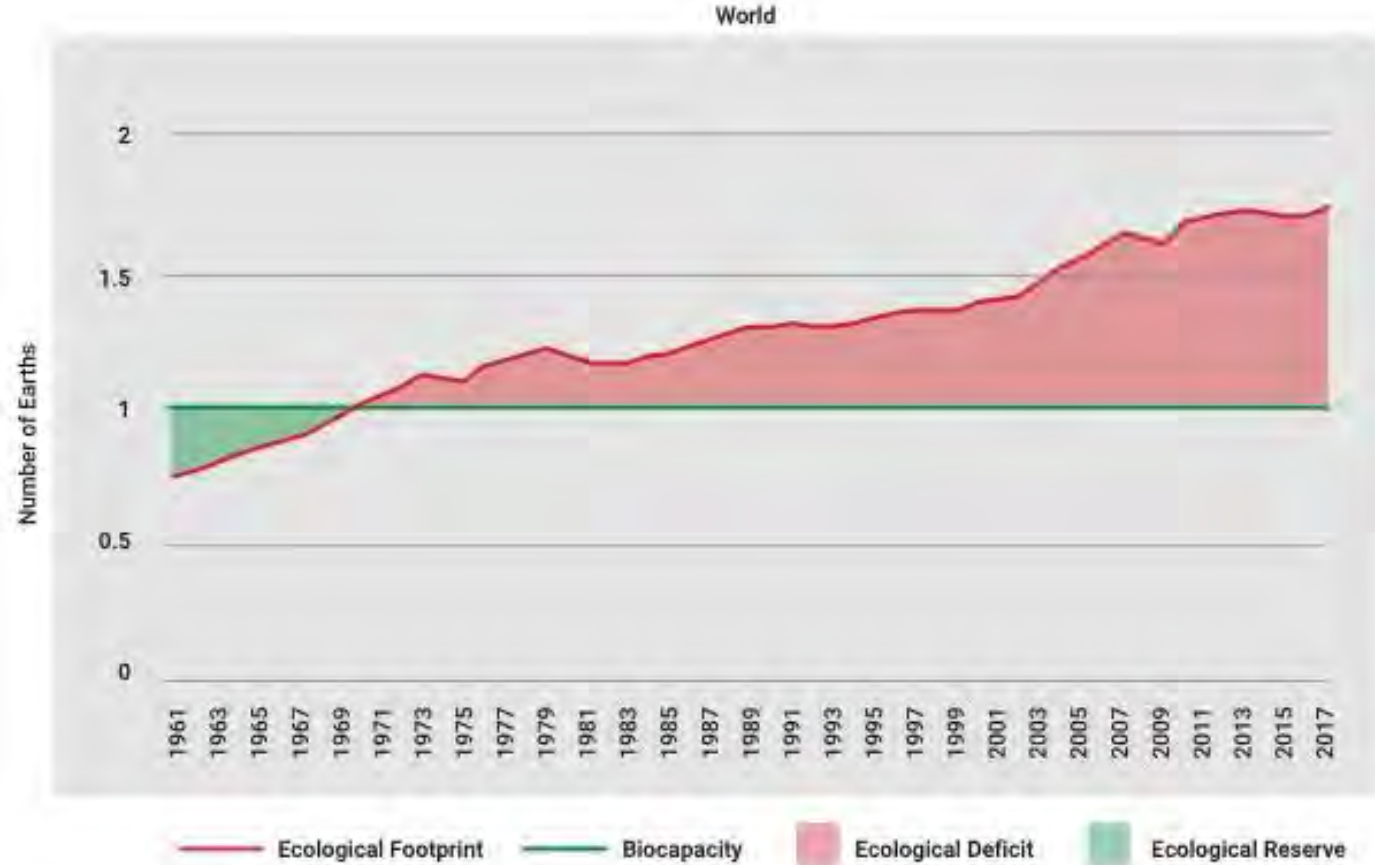
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Ecological Footprint

How sustainable is our way of life ?



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We are facing **three planetary crises**
due to **unsustainable patterns of consumption and production**



Climate change



Nature loss



Pollution and waste

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The 2030 agenda

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	SUSTAINABLE DEVELOPMENT GOALS





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Consumers want CHANGE

- In a recent survey in 25 countries, **64%** of respondents said they wanted to reduce their personal impact on the environment and nature (Globescan)
- Changing consumer preferences are **global** – **35%** of respondents in emerging or developing markets versus **28%** in developed markets said they bought sustainably produced goods (Euromonitor)

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Did you know...?

- Sales of sustainability-marketed products grew more than twice as fast as conventionally marketed products in the past 6 years (NYU Stern)

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Consumers are still subject to unfair practices

42%

of environmental claims made on websites are exaggerated
(EU Commission, 2021)

39%

of consumers say business claims about the environment are not accurate
(GFK, 2011)

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What are the different types of environmental Labels?

	Type I: Ecolabel	Type II: Self-declaration	Type III: Environmental product declaration
ISO Standard	ISO 14024	ISO 14021	ISO 14025
Third party-verified	YES	Not required but recommended	YES
Life cycle-based	YES	Rarely	Typically
Communication method	Seal or label	Declaration, sometimes with seal	Environmental product declaration
Type of communication	Business-to-consumer	Business-to-consumer	Business-to-business

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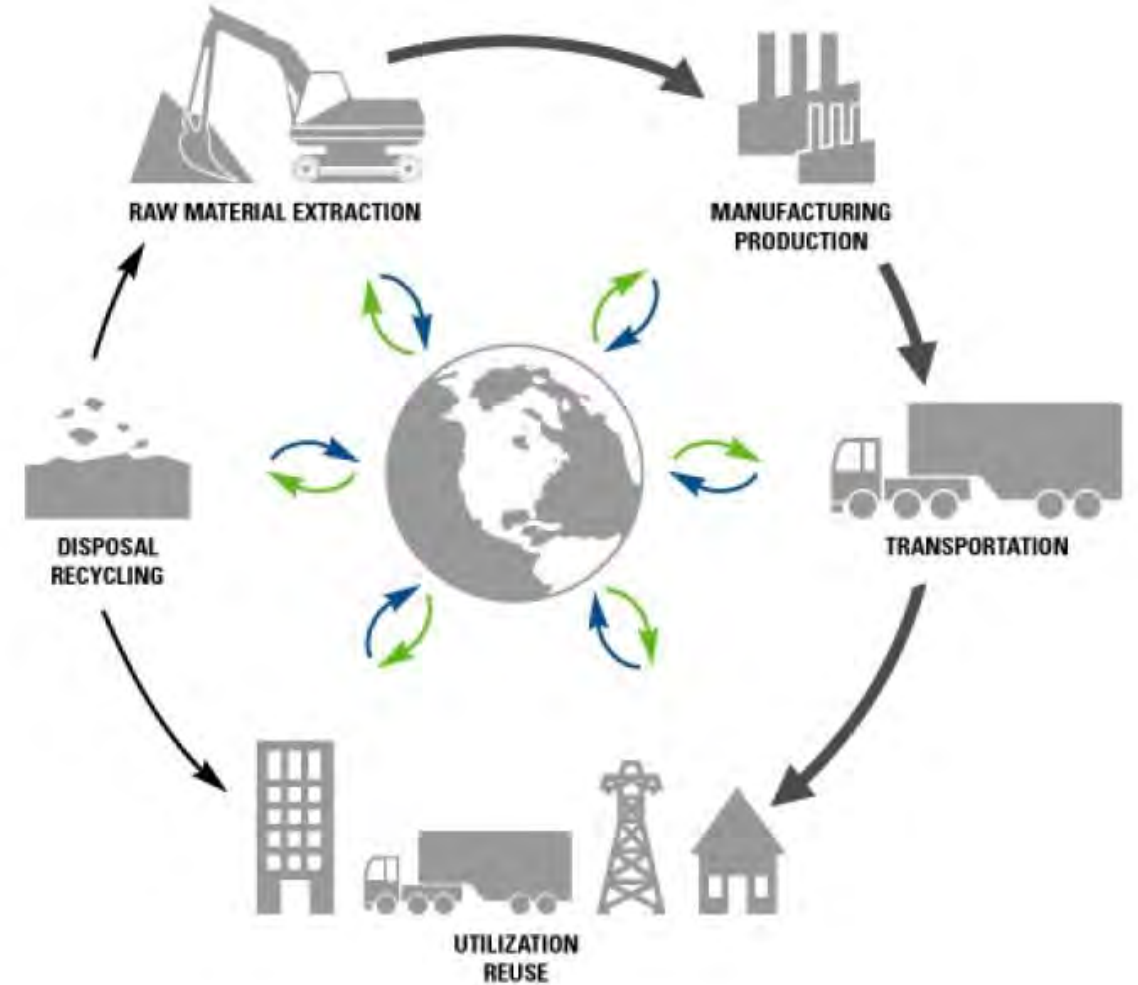


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Life cycle approach



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Examples

EU Ecolabel (Type I Ecolabel)

- Voluntary
- EU coverage
- Multiple sectors covered
- Life-cycle based
- Third-party verification



Forest Stewardship Council (Type I-like VSS)

- Voluntary
- International
- One sector covered
- Third-party verification



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Ecolabels benefits:



- **Business**

- **Increases company competitiveness** ⇒ **marketing tool** to differentiate products from competitors opening up new markets (domestic and international) or expanding existing ones
- **Improves company reputation** and gains the trust of consumers
- control performance through the supply chain ⇒ **supply chain /risk management tool**

- **Consumers**

- Visual shopping guide ⇒ **information tool**

- **Governments**

- **market-based instruments that are voluntary** ⇒ provide market incentive to produce sustainable goods and services
- stimulate the demand for sustainable products through supportive measures such as public procurement ⇒ **policy tool**

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How Ecolabels Function

- Provide **reliable** information on the ‘world behind the products’
- Use environmental and ethical values of consumers as a market incentive for producers to improve their environmental and social performance
- Provide competitive advantage for producers in the market place
- Dynamic displacement process \Rightarrow continuous environmental improvement through a pull effect

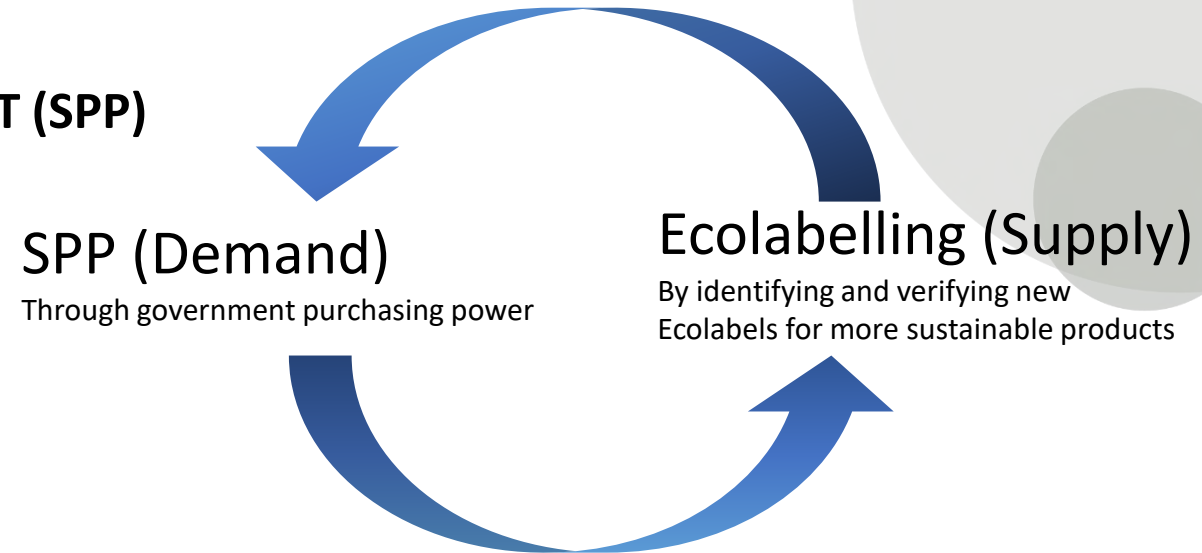
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SUSTAINABLE PUBLIC PROCUREMENT (SPP) AND ECO-LABELLING: AN INTEGRATED APPROACH



Combined approaches of voluntary labelling and SPP are important to:

- Stimulate the demand and supply of better products
- Help consumers make better choices

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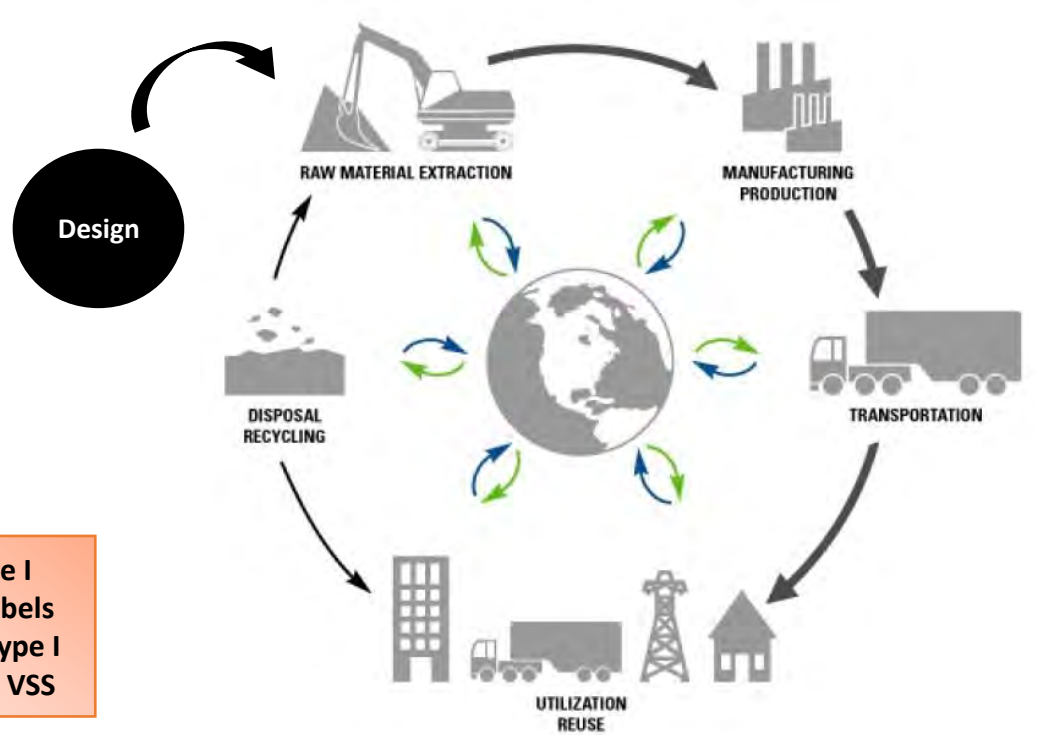
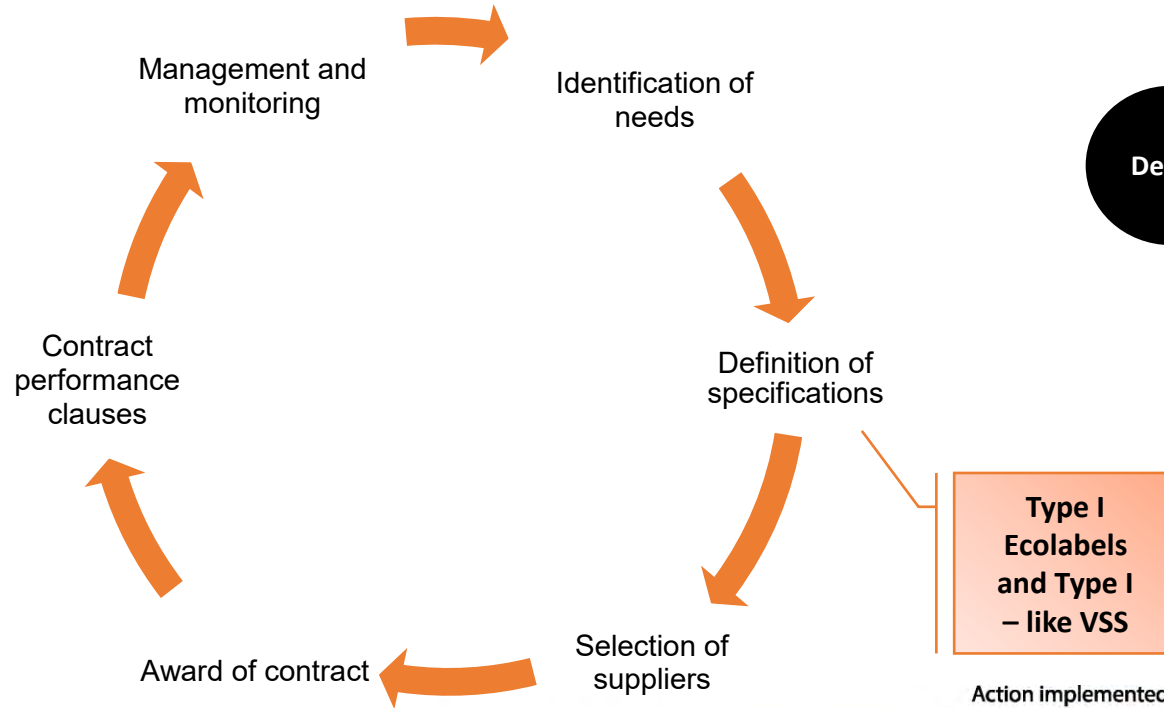
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Sustainability aspects and criteria should be considered:

During each stage of the Procurement Cycle, particularly on the definition of technical specifications

.... when measuring the impacts of products and services throughout their life cycle



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Why Type I Ecolabels?

ISO Type I Ecolabels :

- ✓ Are a good source of specific criteria for SPP specifications
- ✓ Allow for comparison as they are criteria-based
- ✓ Are transparent and third-party verified
- ✓ Can also serve as proof of compliance

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Use of Type I Ecolabels in SPP

To define
criteria

To define
test
methods

To define
sustainable
production
methods

Reference can be made:

- To the whole label
- To a section of the label

Attention!

In competitive procurement procedures, the reference should not demand certification, but instead should specify the **criteria set in the label or equivalent**

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The One Planet network

(10 Year Framework of Programmes on Sustainable Consumption and Production)



One planet
inform with care

Consumer Information Programme



One planet
procure with care

Sustainable Public Procurement Programme

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The Consumer Information Programme (CI-SCP)

A multi-stakeholder network that is building the global movement for sustainable consumption and production through 6 programmes



611
Programme Partners



One planet
eat with care



One planet
live with care



One planet
build with care



One planet
inform with care



One planet
procure with care



22
UN entities in the 10YFP Inter-Agency Coordination Group



130
National Focal Points



Action imple

The Objective:

Support the provision of quality information on goods and services, and effective strategies to engage consumers in sustainable consumption.

Membership :

105 partner organizations





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THANK YOU!

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