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EU4Environment
Green Economy in Eastern Partner Countries

GREENING PRODUCTS WITH ECO-LABELLING

Introducing concepts of environmental labelling in the EaP countries

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United Nations Environment Programme

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Action implemented by:





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UKRAINE:

- Eco-labels, Green Markets and SPP (2021)
- New SPP criteria and eco-label standards (2021, 2022)
- Two-day training for SMEs (2021)

**>1,300
persons
trained**

 **ПРЯМУЄМО
РАЗОМ**
ПРОЕКТ ФІНАНСУЄТЬСЯ ЄВРОПЕЙСЬКИМ СОЮЗОМ

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Що таке **екомаркування** ?

Інформація для виробників

-  **Етикетки**, які допомагають споживачам обирати продукти та послуги відповідно до конкретних екологічних і соціальних критеріїв
-  **Інструменти**, які захищають навколишнє середовище та водночас відрізняють продукти чи послуги від конкурентів
-  **Засіб просування**, який сприяє збуту товарів і послуг
-  **Ринкові інструменти**, що є добровільними



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UKRAINE: enhanced skills

- Eco-labeling standards considering life cycle assessment for Type I Green crane
- New SPP criteria and use of eco-labels
- EU policy on green market and role of SMEs





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GEORGIA:

- Training on eco-labelling mechanisms (2021)
- 4 national, 3 local events, 1 press-tour to SMEs (2022)
- 10 posters, 5 stories on SPP for social media (2022)

**>350
persons
trained**





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GEORGIA: enhanced skills

- Use, availability, advantages of EU Ecolabel and other international eco-labels
- Benefits and use of Georgian quality marks
- Green Caucasus: Procedure of Georgian certification of bio-production

Protected Geographical Indication – PGI

Traditional Product

Protected Designation of Origin – PDO

Georgian Quality

Mountain Product

Forest Fed or Forest Fattened

Grassfed

In-Conversion to Organic or In-Conversion to Bio

Bio-Product





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MOLDOVA:

>240 persons trained

- Training on eco-labelling and SPP (2021, 2022)
- 2 public hearings on the draft Regulation on eco-labelling (2020, 2022)
- High-level dialogue, press-tour to SMEs (2022)



Finanțat de
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Care sunt avantajele **etichetelor ecologice** ?

Informații pentru producători

Etichetele ecologice ajută companiile:

Să crească competitivitatea

- exploatând cererea crescândă a consumatorilor pentru produse și servicii ecologice
- prin deschiderea unor noi piețe (naționale și internaționale) sau extinderea celor existente
- prin îmbunătățirea accesului la achiziții publice durabile

Crearea, după o investiție inițială, a unei producții durabile și eficiente pe termen lung, care

- reduce consumul de resurse
- măsoară performanța pentru a reduce în continuare impactul asupra mediului





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MOLDOVA: enhanced skills

- Functionalities and benefits of the EU Ecolabel, national/global best practices
- Principles of ISO 14024 Type I Eco-label
- Procedures of certification in Moldova (i.e. organic certification)

Cum să oferiți informații despre sustenabilitatea produselor¹

Este important să se aplice o abordare bazată pe ciclul de viață pentru a identifica impacturile sociale și de mediu potențiale și reale (de la extracția resurselor până la eliminarea acestora). Afirmările privind sustenabilitatea ar trebui să se bazeze pe cinci principii fundamentale:



FIABILITATE



TRANSPARENȚĂ



RELEVANȚĂ



ACCESIBILITATE



CLARITATE



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ARMENIA:

- Training workshops and communication events, autumn 2023

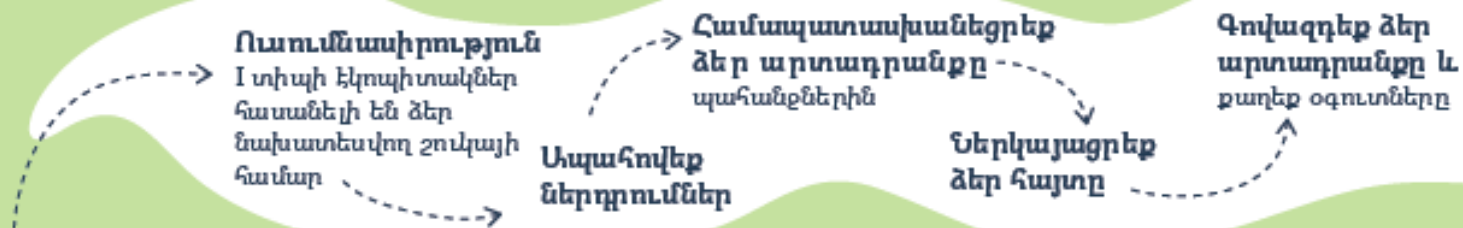


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Ինչպես ձեռք բերել I տիպի էկոպիտակներ

Տեղեկատվություն արտադրողների համար



Ինչպես ձեռք բերել EՄ էկոպիտակ և արտահանել ձեր արտադրանքը EՄ շուկա

EՄ էկոպիտակը I տիպի շնորհման համակարգ է, որը ղեկավարվում է Եվրոպական հանձնաժողովի և EՄ անդամ երկրների կողմից: Պիտակը հասանելի է 11 ապրանքային խմբերի համար՝ մաքրող միջոցներ, հագուստ և տեքստիլ, երեսպատման նյութեր, տնային պայմաններում աշխատանքի համար նախատեսված սարքեր, էլեկտրոնային սարքավորումներ, կահույք և ներքնակներ, այգեգործություն, հանգստի հարմարություններ, քսանյութեր, թուղթ, անձնական և կենդանիների խնամքի միջոցներ:





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AZERBAIJAN:

- Introductory workshop on SPP and eco-labelling (2022, 36 participants)
- Training workshop on eco-labelling scheme, autumn 2023



Aİ Ekoloji etiketi əldə etmək üçün **yeddi addım**

- 1** Aİ-da və ya Avropa İqtisadi Məkanında məhsulunuzun bazara çıxacağı ölkədə Səlahiyyətli Qurumla – Aİ Ekoloji etiketi üçün müraciət və lisenziyalar üzrə cavabdeh olan müstəqil təşkilatla əlaqə saxlayın. Səlahiyyətli Qurum növbəti addımlara dair göstəriş və təlimat verəcək.
- 2** Öz mal və ya xidmətlərinizi Aİ-nin onlayn Ekoloji etiket kataloqunda (ECAT), yaxud Aİ-nin Ekoloji etiket turist yerləşdirmə kataloqunda qeydiyyatdan keçirin.
- 3** Öz ərizə toplunuzu elə tərtib edin ki, Səlahiyyətli Qurum sizin meyarlara uyğun gəldiyinizi qiymətləndirə bilsin.
- 4** Ərizənizi təqdim edin və ərizə və illik haqlarını ödəyin.
- 5** Ərizənin qiymətləndirilməsini gözləyin.
- 6** Ərizənin təsdiqini və Aİ Ekoloj etiket lisenziyasını alın.
- 7** Öz mal və ya xidmətləriniz haqqında məlumatı Aİ Ekoloji etiketi ilə paylaşın və yaxud reklam edin.





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REGIONAL communication materials and events:

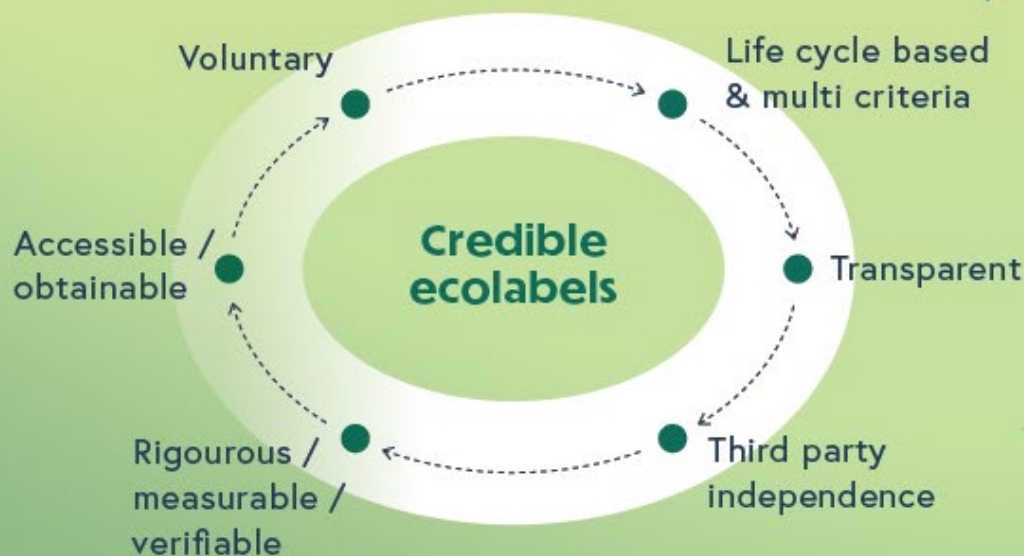
- Video, factsheets, social cards, fliers on SPP, eco-labeling, sustainable lifestyle
- Regional workshop on SPP and eco-labelling, autumn 2023



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The key guiding principles of an
ISO 14024 Type I Ecolabel are



Learn more about the **PRINCIPLES OF ECOLABELS** in the GEN Ecolabelling Training



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GEN Ecolabelling Training Course

- Designed for diverse stakeholders – such as ecolabelling scheme owners, buyers, policy makers, governments, large organisations, manufacturers and auditors



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Environmental labels
advance sustainable lifestyles,
a circular economy and
sustainable procurement.



Design: Zol Environment Network

Learn more about **WHAT ECOLABELS ARE** and
WHY ECOLABELS MATTER in the GEN Ecolabelling Training





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TOPICS



Module 1 What
& Why

Module 2 Ecosystem
of labels

Module 3 Principles
of ecolabels

Module 5 Manufacturing matters
& certification counts

Module 6 Go
global

Module 7 Sharing strategies
for success

Module 4 Moving
markets

Module 8 Activating
strategies

Module 9 Ecolabelling
excellence



Green Marketing Challenge

- Audience: Marketing professionals
- Online challenge to be launched on June 26th, 2023



Supported by:



based on a decision of
the German Bundestag



Welcome to the
Green Marketing Challenge

Begin



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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

Action implemented by:



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Thank you for your attention!

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