ANALYTICAL REPORT
OF THE ECO-LABELLING PRACTICES IN UKRAINE

SUMMARY

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INTRODUCTION

Eco-labelling is a powerful tool for securing a sustainable future and actively contributing to Sustainable Development Goals 11 of the 17. It contributes to:

- Effective consumption of natural resources and waste management;
- Limiting the use of harmful chemicals;
- Preventing climate change;
- Informing the consumer in order to influence their choice.

The European Green Deal (EGD)[1] states that public authorities should set an example and ensure that their procurement is environmentally friendly; overcoming unfair green labelling is one of the areas of the EGD. The Guidelines for Providing Product Sustainability Information (United Nations Environment Programme)[2] points out that gaining consumers' trust is a prerequisite for ensuring that they purchase and use products in a more sustainable manner.

In Ukraine, the requirements for eco-labelling were introduced in 2002-2003 by adopting a series of international standards ISO 14020 "Environmental labels and declarations" to the national standardization system. The development of eco-labelling to improve the environmental performance of products is one of the objectives of the State Environmental Policy Strategy of Ukraine for the period up to 2030[3]. According to the Strategy, environmental certification and labelling provides for the improvement of ecological validity and efficiency of activity of economic entities, as well as of ecological characteristics of products.

In 2016, in the framework of the EU-funded EaP GREEN project, UNEP experts reviewed the existing eco-labels in Ukraine: Green Crane (Annex I-A) and Green Star (Annex I-B). Three SPP categories of products developed in 2016 by UNEP under EaP GREEN SP project: i) Detergents and cleaning products; ii) Paint and varnish materials; iii) Thermal insulation materials.

THE OVERVIEW OF THE ECOLABELS AVAILABLE ON THE UKRAINIAN MARKET

Type I ecolabels are independent and reliable labels that consider the life-cycle impact of products. Type I ecolabels take into account all adverse environmental impacts of a product throughout its life cycle, for example, energy and water consumption, emissions, disposal, etc. A Type I label is a third-party assessment of a product based on a number of criteria involved in the environmental impact of a product or material throughout its life cycle. ISO 14024 is the fundamental guiding document for environmental certification and product labeling systems (Type I Ecolabelling Programs).

There are products marked with eco-labels available on the Ukrainian market (see Annex I):

- Ukrainian Ecolabelling Programs of type I[4];
- Regional programs Ecolabel EU[5] and The Nordic Swan[6];
- Type I Ecolabelling Programs that operate in other countries and are internationally recognized[7].

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[1] Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions. The European Green Deal. COM (2019) 640 final, 11.12.2019 https://ec.europa.eu/info/sites/info/files/european-green-deal-communication_en.pdf

[2] https://www.oneplanetnetwork.org/sites/default/files/guidelines_for_providing_product_sustainability_information_ci-scp_2017_revised.pdf

[3] https://zakon.rada.gov.ua/laws/show/2697-19

[4] DSTU ISO 14024:2002 Environmental labels and declarations. Type I environmental labelling. Principles and Procedures (ISO 14024: 1999, IDT) – Valid until 01/01/2022. In 2018, the International Organization for Standardization adopted an updated version of this standard, which has been implemented in the national standardization system as DSTU ISO 14024:2018 Environmental labels and declarations. Type I environmental labelling. Principles and Procedures (ISO 14024: 2018, IDT). This standard is effective from 01.01.2020. At the same time, DSTU ISO 14024:2002 remains in force until 01.01.2022. The new edition has no significant differences from the previous one.

[5] European Union Program, http://ec.europa.eu/environment/ecolabel/

[6] Scandinavian Program, www.nordic-ecolabel.org/

[7] The Blue Angel (Germany), Green Seal (USA), TCO Certified (Sweden), ENERGY STAR, FSC, PEFC, OEKO-TEX

Type II Eco-labelling indicates a specific environmental characteristic in the form of an application or a graphic. Such characteristics, depending on the item being purchased, may be useful for operation, maintenance, repair or disposal. The requirements for environmental self-declarations, including statements, symbols or images relating to products are indicated in DSTU ISO 14021[8].This standard specifies requirements for self-declared environmental claims, including statements, symbols and graphics, regarding products. These include, among others, "compostable", "degradable", "designed for disassembly", "recyclable", "recycled content", "reduced energy consumption", "reduced resource use", "reduced water consumption", "reusable", "refillable" and "waste reduction". In addition, it prohibits non-specific statements, such as "environmentally friendly", "green", or "emission-free". The most common graphic image of type II eco-labelling is the Mobius Loop in Ukraine marking recyclability. More about the Type II co-labeling in Ukraine can be found in Annex II.

Type III Environmental Declarations consist of qualified product information based on life cycle impacts. Type III environmental declarations include: i) *product declarations* - there are products that have environmental product declaration (EPD) on the Ukrainian market: TM ISOVER[9], TM Roto[10] ,TM Marco[11]; ii) *'Carbon footprint'* (is relatively new to Ukraine); iii) *Water Footprint*[12] (is also a new concept for Ukraine). More can be found in Annex III.

Greenwashing practices: the facts of greenwashing on the market were also identified.

AWARENESS AND PERCEPTIONS OF PRODUCT LABELING IN UKRAINE
In January - February 2020, researchers of the Marketing Department of the Kyiv National University of Trade and Economics have assessed how much consumers are aware of the importance of eco-labels on packaging of products and how they perceive these labels.

Results show that there is an increase in consumer awareness of eco-labels. Moreover, the presence of labelling, which indicates the environmental friendliness of products, is one of the most popular criteria for choosing products, in particular:
* When choosing products, respondents pay the most attention to price information - 71% (177 people), composition and labeling information - 55% (138 people), promotional offers - 45% (113 people), advertising information - 38% (95 people));
* The most popular criteria for product selection are: recommendations from acquaintances - 59% (148 persons), references to DSTU - 46% (116 persons), availability of labels indicating the environmental friendliness of products - 37% (92 persons), expert information - 32% (80 persons);
* The most understandable to consumers is the label "Mobius Loop".
* Respondents are prepared to pay more for products marked with ecolabel. 32% respondents are ready to pay more for products marked with ecolabel "Green Crane", that more than for national conformity mark (29%).

More information about this study and its results are given in Annex IV.

ECO-LABELLING PRACTICES IN PUBLIC PROCUREMENT
Currently, procurers in Ukraine are requested to include in the tender documentation such documents as: the evidence of product compliance with environmental criteria during life cycle assessment in accordance with DSTU ISO 14024, and providing the copies of environmental certificate in accordance with DSTU ISO 14024 as a supporting document (for such products, for instance, *Detergents and*

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[8] DSTU ISO 14021: 2016 Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling) (ISO 14021: 2016, IDT).
[9] https://www.isover.ua/documentation?f%5B0%5D=field_document_tr_category%3A626
[10] https://ftt.roto-frank.com/en/company/ehkologicheskie-deklaracii/
[11] https://san-marco.in.ua/
[12] Water Footprint reflects the amount of water consumed in the production of various goods or services (www.waterfootprint.org)

cosmetics[13]; Paints and varnishes[14]; Pipes (water, sewer)[15]; Fruit and vegetable juices[16]; Glass[17]; Textile products[18]; Paper products[19]).

BACKGROUND TO THE USE OF ECO-LABELS IN PUBLIC PROCUREMENT

The potential for the further development of the use of eco-labelling and its introduction to public procurement is significantly exacerbated by changes in national legislation that occurred in the period 2017-2020. Among the important normative documents contributing to the development of sustainable public procurement in Ukraine is DSTU ISO 20400[20], which was adopted in 2018 by the SE "Ukrainian Research and Training Center for Problems of Standardization, Certification and Quality". This standard provides the organizations with an understanding of the following: Sustainable public procurement; and Impacts and considerations on sustainability related to different aspects of procurement activities (politics, strategy, organization, process).

The barriers to the use of eco-labelling in public procurement:

1. Lack of definition of environmental goods and services and statistical reporting in the environmental goods and services sector.
2. Restriction of the right to place ecolabels on products if such products were obtained as a result of organic production in accordance with the Law of Ukraine "On basic principles and requirements for organic production, circulation and labeling of organic products"[21].
3. Most procurers are hesitant about the: i) inclusion of the requirement for a certificate in accordance with DSTU ISO 14024, because of the potential contestation of the terms of the documentation or the results of the procurement by participants and the risk of cancellation of bidding; ii) correct wording of the requirements of the tender documentation; iii) willingness to further uphold its decision as the one that complies with public procurement law, in the case of contestation.
4. Insufficient awareness of product manufacturers, suppliers, service providers and contractors on the basic principles, methods and best practices for the use of ecolabels and the correct use of ecolabels.

CONCLUSIONS AND RECOMMENDATIONS

Several conclusions could be drawn from the UNEP's experience in Ukraine:

1. Ukraine markets have domestic and imported products that have ecolabels type I, II, III, and other programs.
2. The level of environmental awareness of consumers today is increasing. Consumers are more conscious of choosing products and services, increasingly paying attention to ecolabels.

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[13] Procurement №UA-2020-01-29-000288-a (toilet soap and household soap) https://prozorro.gov.ua/tender/UA-2020-01-29-000288-a; UA-2020-01-31-000119-b (detergents) https://prozorro.gov.ua/tender/UA-2020-01-31-000119-b; UA-2020-02-14-001420-c (detergents) https://prozorro.gov.ua/tender/UA-2020-02-14-001420-c; UA-2019-11-15-000959-a https://prozorro.gov.ua/tender/UA-2019-11-15-000959-a; UA-2019-11-14-003188-b https://prozorro.gov.ua/tender/UA-2019-11-14-003188-b, etc.

[14] Procurement №UA-2019-12-05-000997-c https://prozorro.gov.ua/tender/UA-2019-12-05-000997-c; UA-2019-10-09-001217-b, https://prozorro.gov.ua/tender/UA-2019-10-09-001217-b, No.UA-2019-06-24-000395-b https://prozorro.gov.ua/tender/UA-2019-06-24-000395-b etc.

[15] Procurement №UA-2020-01-23-000168-a https://prozorro.gov.ua/tender/UA-2020-01-23-000168-a; UA-2019-02-13-001787-a https://prozorro.gov.ua/tender/UA-2019-02-13-001787-a; №UA-2019-10-23-002378-b https://prozorro.gov.ua/tender/UA-2019-10-23-002378-b, etc.

[16] Procurement №UA-2020-01-03-000555-a https://prozorro.gov.ua/tender/UA-2020-01-03-000555-a

[17] Procurement №UA-2019-08-29-001254-a https://prozorro.gov.ua/tender/UA-2019-08-29-001254-a

[18] Procurement №UA-2019-12-27-001892-b (special work wear) https://prozorro.gov.ua/tender/UA-2019-12-27-001892-b; UA-2019-10-25-000611-c (bedding) https://prozorro.gov.ua/tender/UA-2019-10-25-000611-c; UA-2019-11-12-003785-b (bedding) https://prozorro.gov.ua/tender/UA-2019-11-12-003785-b; UA-2019-11-28-000818-c (home textile) https://prozorro.gov.ua/tender/UA-2019-11-28-000818-c, etc.

[19] Procurement №UA-2019-10-24-001895-c (office paper) https://prozorro.gov.ua/tender/UA-2019-10-24-001895-c

[20] DSTU ISO 20400: 2018 Sustainable Procurement. Guidelines (ISO 20400: 2017, IDT) (valid until 01/01/2022) and DSTU ISO 20400: 2019 Sustainable Procurement. Guidelines (ISO 20400: 2017, IDT) (will come into effect 01/01/2022)

[21] https://zakon.rada.gov.ua/laws/show/2496-19

3. The most common and easiest to apply for procurement (setting requirements for goods and supporting documents, checking compliance) is type I ecolabels in accordance with DSTU ISO 14024. The use of type II and III ecolabels (declarations) is difficult to apply for procurement.

Recommendations on the next steps for developing eco-labeling in Ukraine were developed, using the experience of the EaP Green and EU4Environent programs (Table 1).

Table 1: THE RECOMMENDATIONS ON THE NEXT STEPS IN THE FRAMEWORK OF EU4ENVIRONMENT PROJECT

No	Activity
	Improving legislation and introducing statistical reporting
1	The development of the draft Law of Ukraine on Amendments to the Laws of Ukraine on the Development of the Market of Ecological Goods, Services and Technologies
2	Amendments to the Program for the Development of State Statistics until 2023, approved by the resolution of the Cabinet of Ministers of Ukraine dated 27 February 2019 № 222, on the implementation of EU Regulation № 691/2011 in the part concerning the sector of environmental goods and services
3	The development of the State Classifier "Environmental goods, services and technologies".
4	The development of Methodological provisions for reporting on environmental goods, services and technologies.
5	The development and updating of an electronic directory of environmental goods, services and technologies.
	Integration of environmental performance requirements between eco-labelling programs
1	Update and revision of the ecological criteria of the Ukrainian eco-labelling type I program "Green Crane" taking into account the requirements of SPP criteria, as well as:
	a) taking into account the environmental criteria of leading European programs [22] and Common Core Criteria Global Ecolabelling Network[23];
	b) reference to environmental characteristics in accordance with DSTU ISO 14021;
	c) reference to compliance with FSC[24], OEKO-TEX Standard[25];
	d) taking into account the requirements of the Technical Regulations on Eco-design[26].
2	The development of amendments to the Technical Regulation on the establishment of a system for determining the requirements for eco-design of energy consumer products on the presumption of conformity with reference to conformity certificates issued by an accredited eco-labelling body in accordance with DSTU ISO 14024.
3	The development of a draft Standard 'Sustainable Construction'. Criteria and methods for life cycle assessment.
	Information and educational activities
1	The translation into Ukrainian (with national supplement) of the manual Guidelines for Providing Product Sustainability Information [27]
2	The development of Guidelines for the application of eco-labeling of different types for:
	a) customers, in particular in the field of public procurement;
	b) consumers;
	c) retailers
3	Conducting a training webinar for retailers
4	The development of a Press Kit for the media
5	Conducting a training webinar for journalists and other interested organizations in the field of communications
6	Holding an annual national competition for journalists to cover eco-labelling

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[22] Ecolabel.EU, Nordic Ecolabel (The Nordic Swan), Blue Angel.
[23] https://globalecolabelling.net/eco/common-core-environmental-criteria/
[24] For timber and paper products
[25] For textile and textile products
[26] For energy consuming products
[27] https://www.oneplanetnetwork.org/resource/guidelines-providing-product-sustainability-information

7	The translation into Ukrainian (with national supplement) of the Guide to Consumer Information Tools on Climate Change - Promoting Low Carbon Choices in Tourism, Construction and Food Systems[28]
8	The development and production of videos on the importance of type I eco-labeling in relation to the following product categories:
	1) furniture and timber products;
	2) plastic products;
	3) cosmetics;
	4) building materials;
	5) temporary accommodation services[29]
9	The development and creation of an electronic service for green space with a reference to eco-labels (classrooms, offices, libraries, apartments, hotels, etc.)
10	The development of visual information materials on the importance of eco-labels for educational and cultural institutions
13	The development and support of the annual "Eco-labelling Lesson"[30]
14	Holding the annual national competition among teachers "The Best Lesson on Eco-labelling"
15	The creation and organization of the exposition "SHOWROOM of eco goods marked with eco-labels"[31]

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[28] https://www.oneplanetnetwork.org/resource/consumer-information-tools-and-climate-change
[29] Certification facilities: hotels, campsites and other temporary accommodation facilities
[30] Provides for the development of methodological and educational materials dedicated to the celebration of World Eco-Labeling Day. The developed materials should be marked "Recommended by the Ministry of Education and Science" and implemented in all schools through the National Electronic Educational Platform.
[31] https://ec.europa.eu/environment/ecolabel/news.html

ANNEX I. ECOLABELS TYPE I IN UKRAINE

Annex I-A. Green Crane Ecolabelling Program

Graphic image of an ecolabel	32
Website	www.ecolabel.org.ua
Date of operation	2003
Operator	All-Ukrainian Non-Governmental Organization Living Planet
CAB	Center for Environmental Certification and Ecolabelling
Certification Body Competence Certificate	Accreditation Certificate №1O156 dated 12.10.2017, issued by the National Agency for Accreditation of Ukraine[33] (valid until 11.10.2022), in the field of Ecolabelling type I: food, alcoholic beverages, water and soft drinks, textiles, mattresses, furniture and timber floor coverings, construction materials and products, chemical products, paper and plastic products, cosmetics, electrical and household appliances, accommodation services, services like "Green Office" and "Green Class", retail and wholesale and retail trade, as well as bath services.
The implemented management system	The CAB implemented the management system that meets the requirements of DSTU EN ISO / IEC 17065[34]. The management system covers: general documentation of the management system, document management, records management, management analysis, internal audit, corrective and preventive actions.
International Recognition	2003 Member of Global Eco-labelling Network – GEN[35]. 2011 - GENICES Certification and accession to the Multilateral Agreement on Mutual Recognition of Conformity Assessment (MMRA) between GEN member bodies[36].
Product categories for which the approved environmental criteria are available	The environmental criteria of the program cover 48 categories of goods and services[37].
The development and implementation of environmental criteria	The environmental criteria set indicators of improved environmental performance[38] and additional criteria that determine the environmental benefits of the certification subject over its life cycle. They are implemented as a standard of the environmental certification and ecolabelling system. A separate standard is developed for each category of product or service. The environmental criteria are developed by working groups established on the basis of the national technical standardization committee TC 82 "Environmental Protection" in accordance with the requirements in the field of national standardization. The working groups include TC members and the experts involved.

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[32] The sign is called "Green Crane". The inscription of SOE OEM 004 is variable depending on the product category and indicates the number of the ecological criteria of the Program for compliance with which the assessment was carried out. The inscription UA.08.002.341 is variable and means the registration number of the environmental certificate.

[33] https://www.ecolabel.org.ua/images/2019/2019_CERTIFICATE_NAAU_ENG.pdf

[34] DSTU EN ISO / IEC 17065:2014 Conformity assessment. Requirements for bodies certifying products, processes and services (EN ISO / IEC 17065:2012, IDT)

[35] https://www.globalecolabelling.net/

[36] www.ecolabel.org.ua/en/about-as/genices

[37] www.ecolabel.org.ua/en/certification-criteria

[38] The improved environmental performance defines the improved relative to mandatory national standards that characterize the effects of certain categories of products on the environment and human health over the life cycle

	The main normative documents on the basis of which the environmental criteria are developed are: DSTU ISO 14024, DSTU ISO / TS 14027[39], DSTU ISO 14040[40].
	The standard is designed to meet the following requirements: a) the criteria for European and other eco-labelling programs that have been GENICES certified; b) GEN Common Core Criteria.
	This ensures mutual trust and recognition of the results of the evaluation by the international partners of the body.
	As a rule, the requirements of environmental criteria include (but are not limited to): • The effectiveness of environmental policy and the effectiveness of managing the environmental aspects of the product life cycle; • The indicators of energy efficiency, physical and technical characteristics, durability: • Restriction or prohibition of the use of components by risk factors for the environment and human health according to the class and category of danger according to EU Regulation No 1272/2008[41] (for industrial products); • The level of contamination of natural raw materials with toxic elements, the content of GMOs and dangerous impurities (for food, fabrics, cosmetics); • The indicators of specific activity of radionuclides in finished products; • The indicators of energy intensity of technological process of production; • The indicators of consumption of water and other resources in the technological process of production; • The indicators of environmental impacts of production activity; • Waste management of production and consumption, etc. The draft standard is discussed with stakeholders. After discussion, it is submitted to the Coordination Council for Eco-labelling[42]. The council consists of the representatives of central authorities, scientific and expert organizations, industrial unions, public organizations for consumer protection and environmental protection.
	The draft standard is agreed upon at the meeting of the Coordination Council. The standard is approved and put into effect. Environmental criteria are subject to review every five years in the absence of grounds for earlier review (change of legislation, etc.).
	This procedure of the development and implementation of environmental criteria provides consultation with stakeholders when selecting and analyzing product categories, environmental criteria and functional characteristics of products in accordance with the requirements of DSTU ISO 14024.
	The information on the development and implementation of environmental criteria, as well as a description of the applicable environmental criteria, is available on the CAB website.
Assessment of compliance of products with environmental criteria and	The procedure for assessment of compliance of products with environmental criteria and verification of current conformity (monitoring of environmentally certified products) is covered in detail on the CAB website. The evaluation is carried out by an expert commission formed by a conformity assessment body. The evaluation procedure involves a documentary audit. The list of supporting

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[39] DSTU ISO / TS 14027:2018 Eco-labels and declarations. Development of product category rules (ISO / TS 14027:2017, IDT)

[40] DSTU ISO 14040:2013 Environmental Management. Life cycle assessment. Principles and Structure (ISO 14040:2006, IDT)

[41] Regulation (EC) № 1272/2008 of the European Parliament and of the Council of 16 December 2008 on the classification, labeling and packaging of chemicals and mixtures, which replaces and repeals Directives 67/54 / EEC and 1999/45 / EC and amends Regulation (EC) EC) № 1907/2006 REACH

[42] https://www.ecolabel.org.ua/pro-nas/koordinatsijna-rada

verification of current conformity	documentation and the requirements for it are determined by the conformity assessment body in accordance with the requirements of the environmental criteria for assessing the life cycle of a particular category of certification entity. When evaluating services and organizations ("green office", "green class"), an on-site audit is mandatory (at the service facility or organization office).
	The results of the evaluation are analyzed by the head of the conformity assessment body. According to the results of the analysis, a decision on environmental certification is made. The certificate is valid for three years subject to annual supervision of certified products.
	During the period of validity of the certificate, the environmentally certified products are monitored annually in order to confirm further compliance of the products with the requirements of environmental criteria and to control compliance with the rules of application of eco-labelling. The supervision is carried out by analyzing the questionnaire data and the supporting documents provided.
Assignment of the ecolabel and conditions of its application to the products	The assignment of the ecolabel is carried out on the basis of a certificate and an agreement on the right to use the ecolabel, which defines the conditions of its application for the products. The detailed rules and policies for the use of eco-labelling are set out in CAB - SOU OEM 913.01. The label is registered in the State Register of Certificates of Ukraine for Labels for Goods and Services. The Certificate №271085 confirms the label as intellectual property of the NGO Living Planet.
Number of users of ecolabels and certified products	As of 01 January 2020, there are 99 users of eco-labels and 1 272 certified products and services.
	The register of valid environmental certificates and certified products is available on the CAB website [43] and the Ministry of Ecology[44].
	As of 01 January 2020, the leading environmentally certified products are paints and varnishes (325 names), food (231 names), detergents (211 names) and dry building mixtures (196 names).

Annex I-B. Green Star Ecolabelling Program[45]

Graphic image of an ecolabel	
Website	www.greenstar.org.ua
Date of operation	2018 (year of the NGO registration)
Operator	NGO All-Ukrainian Union of eco-labelling Green Star
CAB	NGO All-Ukrainian Union of eco-labelling Green Star
Certification Body Competence Certificate	The data on accreditation of the body are missing from the Register of conformity assessment bodies of the National Accreditation Agency of Ukraine and on the organization's website
The implemented management system	No data available
International Recognition	No data available
Product categories for which	No data available.

[43] https://www.ecolabel.org.ua/en/register-of-certificates
[44] https://menr.gov.ua/content/ekologichne-markuvannya-1.html

[45] The requested information on the questionnaire form wasn't obtained. A representative of the NGO "All-Ukrainian Union of Ecolabelling Green Star" informed by phone that the information, which was not provided on the website of the organization about its activities as a body, was a closed one, and therefore the organization would not participate in the questionnaire.

approved. environmental criteria are available. Development and implementation of environmental criteria	Despite the requirement of DSTU ISO 14024 for the transparency of the Type I Ecolabelling program at all stages of its development and operation, the Green Star program does not contain open information about the product categories for which the approved environmental criteria are available, as well as the procedure for the development and implementation environmental criteria, stakeholder involvement, etc.
Assessment of compliance of products with environmental criteria and verification of current conformity	The procedure for conducting an environmental review to obtain the Green Star product label includes the following main steps: 1) Registration of the application at the Presidential Secretariat; 2) Consideration at the Presidential Secretariat of the application and a set of documents provided for the given product, and decision-making on the application, including the choice of the scheme of examination; 3) Sampling, identification and delivery to the Expert Council (the number of samples, the procedure for their selection, identification, transportation and storage conditions are established in accordance with the requirements of regulatory documents for products); 4) The Expert Council's verification of production and consumer qualities of products, if provided for by the scheme of expertise; 5) The Expert Council's analysis of the results obtained and the decision to issue the Green Star certificate and label; 6) Issuing the certificate and permission to use the Green Star label (the certificate is issued free of charge for a period of six months); 7) Inspection of labeled products, if provided for by the examination scheme.
Assignment of the ecolabel and conditions of its application to the products	The Green Star label is assigned under the trademark agreement.[46]
Number of users of ecolabels and certified products	According to the Register of Valid Certificates[47], 32 entities are the users of the Green Star label. The number of certified products and services cannot be determined. The Register lists the product groups, including the following: two-component polysulfide sealant, butyl sealant based on polyisobutylene; molecular sieve; thermal insulation materials; mastics roofing and waterproofing; ceramic tiles; door leafs; wood chip boards; foam board; expanded polystyrene; molded polyvinyl chloride products; soft cheeses, floor coverings; restaurant services; paints and varnishes; detergents and cleaning products; cosmetics; means for decontamination; disinfectants; production[48]; profiles galvanized and their components; glass sheets; dry building mixtures; pipes made of polyethylene and polypropylene, metal-plastic; PVC floor coverings; accessories, devices rotary, folding and turning-folding, fastening elements.

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[46] As no information on the ownership of the label was provided, a search was conducted in the database of the State Register of Certificates of Ukraine of Marks to Goods and Services (https://ukrpatent.org/en). No information on Green Star label registration, as well as any other labels belonging to NGO "All-Ukrainian Union of Ecolabelling Green Star" was found.

[47] http://greenstar.org.ua/31-reyestr-dyuchih-sertifkatv-vsem-zelena-zrka.html

[48] It is unclear why there is a "production" among the certified products. DSTU ISO 14024 relates to Type I environmental labelling programmes, which award their environmental label to products that meet a set of predetermined requirements. And 'products' are any products or services.

Annex I-C. Ecolabelling programs with international recognition, most widely used in Ukraine.

Eco-labels	About the eco-labelling program	Most common product groups that have ecolabels
Blue Angel www.blauer-engel.de	The program operator is the Federal Environmental Agency of Germany. The program criteria cover 104 product categories: building materials and decoration products, chemical products, electronics, toys, transportation, textiles, shoes, stationery, etc. 9098 products have been certified.	Detergents Laminate Office paper
Ecolabel EU www.ec.europa.eu/env ironment/ecolabel	The Program Operator is the European Commission, the national accredited certification bodies are located in the countries of the European Union. The program criteria cover 23 product categories: cosmetics and detergents, paper and textile products, electronics, furniture, hotels, etc. As of September 2019, 77 358 products (goods and services) have been certified.	Detergents Paints and varnishes Cosmetics Laminate Office paper
Green Seal www.greenseal.org	The Program Operator – Green Seal Inc. (USA). The program criteria cover 28 product categories: detergents, cosmetics, paints, construction materials and decoration products, paper products, lighting products, hotels, restaurants, transportation etc. 1 682 products and services have been certified.	Detergents
The Nordic Swan www.nordic-ecolabel.org	The Program Operator — Nordic Council of Ministers. Independent accredited certification bodies are located in Denmark, Sweden, Finland, Norway and Iceland. The program criteria cover 61 product categories: chemical industry products (detergents, paints, adhesives, etc.), paper products, textiles, construction materials and wood products, cosmetics, household appliances, toys, hotels, restaurants, shops, public events, etc. More than 25 000 products and services have been certified.	Paints and varnishes Cosmetics Office paper Toilet paper Baby diapers
TCO Certified www.tcocertified.com	The program operator is TCO Development (Sweden). The program criteria cover 11 categories of IT products: displays, laptops, tablets, smart phones, desktops, all-in-one PCs, projectors, headsets, networking equipment, storage products and servers. 3 126 device titles have been certified.	Desktops
Energy Star www.energystar.gov	The operator of the program is the United States Environmental Protection Agency (EPA). The label shows the high energy efficiency of consumer goods. The devices on which the label is placed have an average energy consumption of 20% - 30% less than their analogues of equal functionality. The label is approved by the International Accreditation Service (IAS). The Energy Star standards cover 63 categories of equipment, as well as buildings, new buildings and apartments, buildings and factories. In 2018, more than 2 800 models of equipment, 8 100 buildings (total - more than 34 000), 100 industrial enterprises, 98 000 new houses and apartments were certified.	Electronics Office equipment

FSC www.fsc.org	Program Operator - Forest Stewardship Council (FSC). Independent accredited certification bodies are located worldwide. The FSC National Office is available in Ukraine (www.ua.fsc.org). The program covers forestry, supply chain and controlled timber systems. In total, 204313013 ha of forests are certified in the world. There have been issued 41 082 CoC certificates and 1 684 FM / CoC certificates. The labelling means that the timber resources for a product come from responsibly managed forests, not from questionable, often illegal sources. Some of the criteria required for obtaining the FSC certificate are: conservation of valuable forests, legality of tree felling and their mandatory restoration, occupational health and safety of forestry workers, concern for the interests of people living in the immediate vicinity of forests. There are 532 certified producers and foresters in Ukraine. There are also imported products available.	Wood and wood products, including paper, cardboard, furniture, floor coverings, printed matter
PEFC www.pefc.org	Program Operator - Program for the Endorsement of Forest Certification. Independent accredited certification bodies are located worldwide. Labeling ensures that timber resources for the product come from sustainably managed forests, with the highest environmental, social and ethical standards throughout the supply chain. More than 20,000 enterprises in 70 countries are certified. There are seven manufacturers certified in Ukraine. The imported products are also available.	Wood and wood products, including paper, cardboard, furniture, floor coverings, printed matter
Oeko-Tex Standard www.oeko-tex.com	Program Operator - OEKO-TEX Service GmbH (Switzerland). Independent accredited certification bodies are located worldwide. In Ukraine - OETI Ukraine (OETI representative office, Austria). The program includes standards and labels: Standard 100 by OEKO-TEX®, STeP by OEKO-TEX®, Made in green by OEKO-TEX®, Leather Standard by OEKO-TEX®, Detox to zero by OEKO-TEX®, Eco Passport by OEKO-TEX®. In Ukraine, 17 manufacturers have Standard 100 by OEKO-TEX® certificates and 1 manufacturer - STeP by OEKO-TEX® certification. The imported products are also available. Standard 100 by OEKO-TEX® ensures that the textile product (each component, accessory) is checked for harmful substances and its safety is confirmed. The tests take into account numerous controlled and unregulated substances that can be harmful to human health. In many cases, the limit values of Standard 100 fall outside national and international requirements. STeP by OEKO-TEX® stands for Sustainable Textile and Leather Production and is a modular certification of production capacity in the textile and leather industries. The aim of STeP is to implement environmentally friendly production processes in the long run, improve health and safety and promote socially responsible working conditions at production sites. The target groups for STeP certification are textile and leather manufacturers, as well as trademarks and retailers. STeP differs from other certification systems in that instead of considering only certain aspects of sustainability, it involves a comprehensive analysis and evaluation of production conditions. STeP analyzes all important areas of the company with six modules: chemical management, environmental performance, environmental management, social responsibility, quality management, health and safety at work. The purpose of STeP certification is the long-term implementation of environmentally friendly production processes, social working conditions and optimal health and safety.	Textile and leather products

ANNEX II. ECOLABELS TYPE II IN UKRAINE

Type II Ecolabeling indicates in the form of an application or a graphic a specific environmental characteristic. Such characteristics, depending on the item being purchased, may be useful for operation, maintenance, repair or disposal.

The labels belonging to this group do not share some of the usual characteristics of environmental labels, the main difference being that they are not awarded by an independent authority. These labels are developed internally by companies, and they can take the form of a declaration, a logo, a commercial, etc., referring to one of the company products.

Consumers and procurement practitioners are increasingly attentive to the environmental impact of what they purchase. For this reason, providing information on the environmental performance of products and services is becoming a commercially interesting option for many firms. A company makes an environmental claim or green claim when it voluntarily issues a self-declaration that:
  • Refers to an environmental aspect of a product, to a component of the product or to its packaging;
  • Is made on the product, on product packaging, in product literature or in the advertisement.

This kind of producer declaration can provide useful information for procurers and requisitioners, but green claims are not always as accurate and true as they should be. If the information conveyed in claims is vague, misleading or inaccurate, the consequence can be loss of trust in claims and labels in general.

The requirements for environmental self-declarations, including statements, symbols or images relating to products are indicated in DSTU ISO 14021[49]. This standard specifies requirements for self-declared environmental claims, including statements, symbols and graphics, regarding products. These include. "compostable", "degradable", "designed for disassembly", "recyclable", "recycled content", "reduced energy consumption", "reduced resource use", "reduced water consumption", "reusable", "refillable" and "waste reduction". In addition, it prohibits non-specific statements, such as "environmentally friendly", "green", or "emission-free".

The most common graphic image of **type II eco-labelling** is the Mobius Loop in Ukraine. This label can be applied to non-food products, their components and any packaging. The Mobius Loop should only be used for these statements: (a) "recyclable content" (shaded) and (b) "recyclable" (transparent). In the case of the Mobius Loop, the content of recycled material should be indicated as a percentage of the content of the recycled material.

(a)   (b)
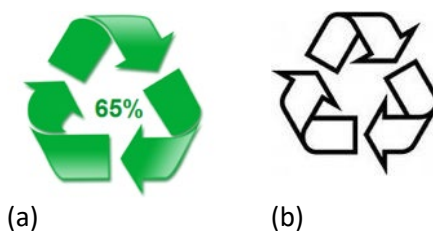
The examples of self-declarations that are increasingly used are: "compostable", "decomposable" and the like.

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[49]DSTU ISO 14021: 2016 Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling) (ISO 14021: 2016, IDT)

Most often, such declarations are applied to packages that are called "bio packages" by retailers, which is misleading to consumers, because these are oxo-biodegradable packages that contain 99% conventional polyethylene and 1% oxo-biodegradable substance[50]. The decay of such packets occurs only under the condition of oxygen access. If a package gets dumped into a waste pile, nothing happens to it. If the package breaks down, it forms millions of microscopic particles of plastic. These particles of plastic remain in soil and water forever. Together with water and food, microplastics enter the human body. The products of Ukrainian manufacturers are also available on the market. In particular, products are certified by the TÜV Austria[51] Certified European Bioplastics Certification Authority and have the label OK Compost HOME, OK compost INDUSTRIAL (LLC Novis TB - garbage packages and roll-up t-shirt bags made of corn starch and PJSC Ukrplast (IMMER GROUP)[52] - corn starch packaging materials also suitable for use in the following areas: bulk confectionery packing, individual packing for cereals, breakfast cereals, vegetables and fruits; packing for mass-market stores), OK biodegradable SOI[53] (PJSC Ukrplastik - mulching film for application in the gardening, horticultural and agricultural fields).

OK Compost HOME[54]	OK compost INDUSTRIAL[55]	OK biodegradable SOIL[56]

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[50] Oxo-degradable impurities are metal-based additives that are added to polymeric materials to accelerate their decomposition under the action of oxygen and ultraviolet into small fragments (microplastics) over a period of time.

[51] http://www.tuv-at.be/green-marks/

[52] http://www.ukrplastic.com/en/

[53] http://www.tuv-at.be/green-marks/

[54] The label confirms biodegradation under conditions of garden ("home") composting.

[55] The label confirms the biodegradation of industrial composting. It conforms to EN 13432: 2000 and Directive 94/62 / EC of the European Parliament and of the Council on packaging and packaging waste

[56] The label ensures that the product is completely decomposed into the soil without adversely affecting the environment.

ANNEX III. ECOLABELS TYPE III IN UKRAINE

Type III Environmental Declarations consist of qualified product information based on life cycle impacts. Environmental parameters are fixed by a qualified third party, then companies compile environmental information into the reporting format and these data are independently verified. The environmental impacts are expressed in a way that makes it very easy to compare different products and sets of parameters, for example for public procurement purposes. Type III labels do not assess or weigh the environmental performance of the products they describe. This type of environmental labels only shows the objective data, and their evaluation is left to the buyer.

The main tasks of type III environmental declarations are:
   a) Providing information derived from the assessment of the product life cycle, as well as additional information on environmental aspects of the product;
   b) Assisting buyers and users in comparing products; however, these declarations are not comparative statements;
   c) Promoting the improvement of the environmental performance of products;
   d) Providing information to evaluate the environmental impacts of the product over its life cycle.

The declaration is developed for each type of product individually and approved by a competent third party (conformity assessment body) in accordance with DSTU ISO 14025[57].

Type III environmental declarations include:
* *PD declarations*[58]. There are products that have EPD on the Ukrainian market: products of thermal insulation TM ISOVER[59] (manufacturer: concern "Saint-Goben"), window and door accessories TM Roto[60] (producer: Roto Frank AG), paints and heat-insulating materials TM Marco[61] (manufacturer: San Marco ColorificioS.p.A);
* *'Carbon footprint'*[62] is relatively new to Ukraine, where the climate change regulatory framework is just beginning to emerge. In 2016, the Concept of Implementation of the State Policy on Climate Change for the Period up to 2030[63] was approved, in 2018 - the Strategy of Low Carbon Development of Ukraine until 2050[64] was approved. The Law of Ukraine "On principles of monitoring, reporting and verification of greenhouse gas emissions"[65] came into force on 01.01.2021. The following standards have been adopted: DSTU ISO 14064-1: 2015[66], DSTU ISO

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[57]DSTU ISO 14025: 2008 Environmental labels and declarations. Type III environmental declarations. Principles and procedures (ISO 14025: 2006, IDT)

[58] An Environmental Product Declaration or EPD is a document that contains the results of an assessment of the life cycle of a product, material or product. EPD provides the manufacturer with an opportunity to estimate the resource intensity, environmental impacts and life cycle cost of an in-house production on the basis of standardized research data. You can get EPD for products of any category. The most popular is the EPD design procedure for building materials and decoration products. This is because the use of EPD data is necessary when assessing the life cycle of buildings or structures in accordance with ISO 21930: 2017 Sustainability in buildings and civil engineering works. Core rules for environmental product declarations of construction products and services or EN 15804 Sustainability of construction works. Environmental product declarations. Core rules for the product category of construction products. In Ukraine, in addition, adopted DSTU EN 16908: 2019 Cement and building lime. Environmental product declarations. Product category rules complementary to EN 15804 (EN 16908: 2017, IDT).

[59] https://www.isover.ua/documentation?f%5B0%5D=field_document_tr_category%3A626

[60] https://ftt.roto-frank.com/en/company/ehkologicheskie-deklaracii/

[61] https://san-marco.in.ua/

[62] The Carbon footprint reflects the amount of greenhouse gases released during the production, use and disposal of products and services that affect the climate. The production stage covers all the processes - from the extraction of raw materials to the entry of goods on the store shelf (after the sale of the goods its packaging falls into the waste category and the process of their disposal must also be taken into account). The carbon labelling concept was proposed in 2007 in the UK, where it was first described in the Carbon Trust (www.carbontrust.com) and agreed with the British Standards Institute.

[63] https://zakon.rada.gov.ua/laws/show/932-2016-%D1%80

[64] https://menr.gov.ua/files/docs/Proekt/LEDS_ua_last.pdf

[65] https://zakon.rada.gov.ua/laws/show/377-20

[66] DSTU ISO 14064-1: 2015 Greenhouse gases. Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals (ISO 14064-1: 2006, IDT)

14064-2: 2015[67], DSTU ISO 14064-3: 2015[68], DSTU ISO 14065: 2015[69]. A DSTU ISO 14067[70] the draft has been developed that sets out the principles, requirements and guidelines for quantifying and reporting the carbon footprint of a product in accordance with international life cycle assessment standards (ISO 14040 and ISO 14044).

Since 2019, the implementation of Directive 1999/94/EC[71] in the framework of the implementation of the Association Agreement, the Paris Agreement and the Global Initiative to Support Countries in the Transition to Electricity (E-Mobility Program) has begun.

Considering the novelty for the Ukrainian market of carbon labelling, there are products of imported production available with this type of labelling.

- *Water Footprint*[72] is also a new concept for Ukraine. Only DSTU ISO 14046: 2018[73] and DSTU ISO / TR 14073: 2018[74] are effective from 1 January 2020. Only imported products with this type of labelling are available, such as washing machines.

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[67] DSTU ISO 14064-2: 2015 Greenhouse gases. Part 2: Specification with guidance at the project level for quantification, monitoring and reporting of greenhouse gas emission reductions or removal enhancements (ISO 14064-2: 2006, IDT)

[68] DSTU ISO 14064-3: 2015 Greenhouse gases. Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions (ISO 14064-3: 2006, IDT)

[69] DSTU ISO 14065: 2015 Greenhouse gases. Requirements for greenhouse gas validation and verification bodies for use in accreditation or other forms of recognition (ISO 14065: 2013, IDT)

[70] DSTU ISO 14067 Greenhouse gases. Carbon footprint of the product. Requirements and guidelines for quantification (ISO 14067: 2018, MOD)

[71] Directive 1999/94 / EC of the European Parliament and of the Council of 13 December 1999 relating to the availability of consumer information on fuel economy and CO_2 emissions in respect of the marketing of new passenger cars. The Directive regulates the rules for labelling new cars with fuel economy and CO_2 emission signs and sets the requirements for information on fuel consumption and CO_2 emissions, which are contained in information and advertising materials.

[72] Water Footprint reflects the amount of water consumed in the production of various goods or services (www.waterfootprint.org)

[73] DSTU ISO 14046: 2018 Environmental management. Water Footprint. Principles, requirements and guidelines (ISO 14046: 2014, IDT)

[74] DSTU ISO / TR 14073: 2018 Environmental management. Water Footprint. Illustrative examples on how to apply ISO 14046 (ISO / TR 14073: 2017, IDT)

ANNEX IV. RESULTS OF A CONSUMER SURVEY ON AWARENESS AND PERCEPTIONS OF PRODUCT LABELING

The research was conducted by the scientists and specialists of the Marketing Department of the Kyiv National University of Trade and Economics in January - February 2020. The purpose of the study is to obtain information on how much consumers are aware of the importance of eco-labels on packaging of products and how they perceive these labels (whether their presence affects the purchase of the product, etc.).

The chosen research method is interviewing (personal standardized questionnaire survey). As a result of the research, the following data were obtained regarding the knowledge of the respondents and their perception of ecolabels.

Sources of product information

When choosing products, respondents pay the most attention to price information - 71% (177 people), composition and labeling information - 55% (138 people), promotional offers - 45% (113 people), advertising information - 38% (95 people). Respondents pay the least attention to specialized shelves - 22% (56 persons), publications on independent product testing - 21% (53 persons), sweepstakes - 8% (19 persons) (see Table 1).

Table 1. Sources of information on product.

Source of information	2020		2015	
	Number of persons	Number of persons in%	Number of persons	Number of persons in %
Price information (shelf labels)	177	71	181	13
Promotional information (videos, billboards, etc.)	95	38	164	11
Promotional offers from retailers on discounts on prices	113	45	242	17
Promotional offers of the trading networks on the drawing of valuable prizes	19	8		
Publications and TV programs for consumers about independent product testing	53	21	295	21
Composition and labeling information provided on the packaging	138	55	557	38
Specialized shelves, such as organic or eco-friendly products	56	22	-	-

Product selection criteria

The most popular criteria for product selection are: recommendations from acquaintances - 59% (148 persons), references to DSTU - 46% (116 persons), availability of labels indicating the environmental friendliness of products - 37% (92 persons), expert information - 32% (80 persons). The least popular were the presence of labels indicating the organic nature of the products - 27% (68 persons), the highest price - 26% (65 persons), references to ISO 9001 standards - 9% (22 persons), references to ISO 14001 standards - 5% (12 persons), references to HACCP standards - 3% (7 persons) (see Table 2).

Table 2. Product selection criteria.

Criterion for selecting better and safer products	Number of persons	Number of persons in%
Reference to DSTU	116	46
Reference to quality management system standards in accordance with ISO 9001	22	9
Reference to environmental management system standards in accordance with ISO 14001	12	5
Reference to HACCP Food Safety Standards	7	3
The presence of the labels indicating that the products are environmentally friendly	92	37
The presence of the labels indicating that the products are organic	68	27
High price, in comparison with similar indicators of products of the same category	65	26
Recommendations from acquaintances who have already used such products	148	59
Expert information in special publications or TV programs	80	32

Awareness of labeling

The logo recognition rates are the highest for №1 and №7. Sign №3 influences the choice most (Figure 1). Respondents are ready to pay more for availability №2.
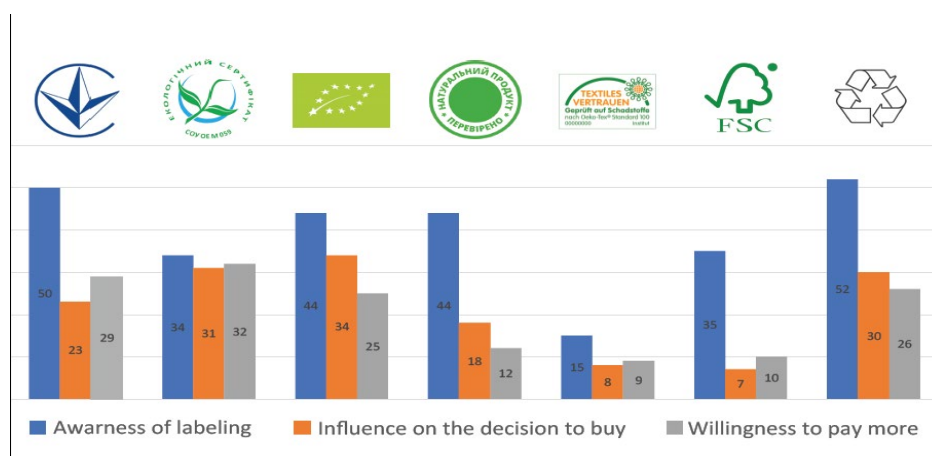

Figure 1. Respondents' awareness of labeling (%).

The results of knowledge of the labeling, its influence on the decision to buy and the willingness to pay more for its presence on the packaging are more clearly illustrated in *Figure. 2.*
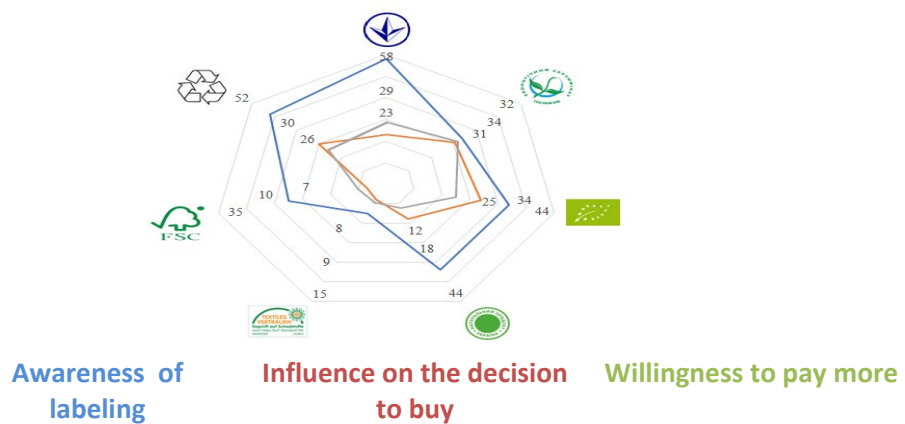
Awareness of labeling   Influence on the decision to buy   Willingness to pay more

Figure 2. Environmental awareness of respondents (%).

Figure 3 compares the respondents' awareness of labeling by the survey results in 2015 and 2020. In five years the awareness has increased significantly.
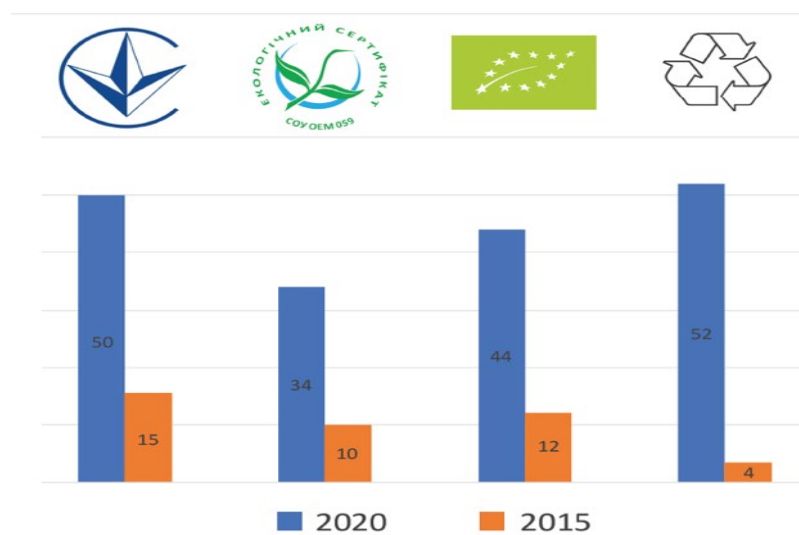

■ 2020   ■ 2015

Figure 3. Respondents' awareness of labeling (%) in 2015 and 2020 (value of the labels).

Understanding the value of labels
According to the respondents' answers, the indicators of understanding the value of the label are the highest at №7 and the lowest at №5 (**Figure 4.**).
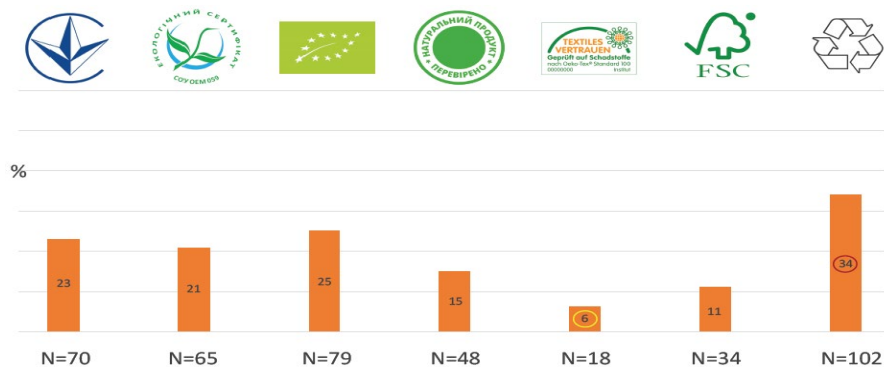
Figure 4. Understanding the value of labels.

CONCLUSIONS

In Ukraine, there is an increase in consumer awareness of marking marks. The presence of labelling, which indicates the environmental friendliness of products, is one of the most popular criteria for choosing products. Respondents are prepared to pay more for products marked with ecolabel "Green Crane". The most understandable to consumers is the label "Mobius Loop".