

Introduction to Eco-labelling and the EU Eco-label

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by

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- Training for participants to:
- Become familiar with the concept, philosophy and principles of eco-labelling
- Understand type I eco-labels and the relevant International Organisation for Standardization (ISO) standards
- Know about the main eco-labels world-wide and in particular in Europe
- Understand the life-cycle-approach to eco-labelling
- Understand the EU eco-label scheme
- Understand the relationship between the EU eco-label scheme and European Union policy, including the EU Sustainable Consumption and Production Action Plan
- Understand how to establish new eco-label schemes

- **Environmental Information Systems and the Theory of Eco-labelling**
 - environmental information systems
 - life cycle assessment and eco-labels
 - the theory of Type I eco-labels

Theory of eco-labelling

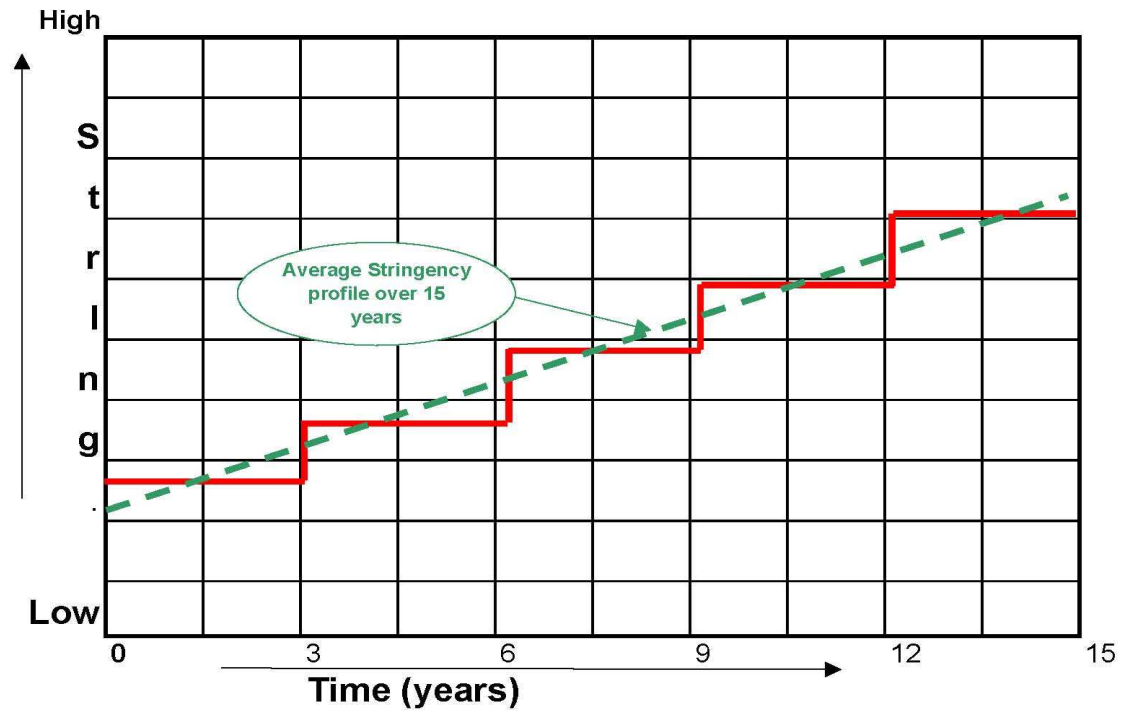
Life Cycle Assessment modification from full LCA for eco-labelling LC Thinking or LC Considerations

	Extraction	Manufacture	Distribution	Use	Disposal
Raw Materials					
Emissions					
Physical Pollution					
Waste Material					
RRR Material ENergy					

Theory of ecolabelling

- **Purpose of eco-labelling**
 - Inform buyers
 - Create market advantage
 - Cause displacement

GRAPHIC 2: STRINGENCY OF CRITERIA



- **Standards and Eco-labelling**
- ISO 14020 , 14021, 14024

<p>TYPE I</p>	<p>a voluntary, multiple-criteria based, third party program that awards a license that authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations</p>
<p>TYPE II</p>	<p>informative environmental self-declaration claims</p>
<p>TYPE III</p>	<p>voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party</p>

Types of eco-labels

- Elements of eco-labels
- voluntary or mandatory;
- targeted at individual consumers, industrial customers, investors, government agencies or other drivers;
- addressing single or multiple issues;
- impacts related to consumption, production or entire life cycle;
- single or multiple sectors;
- approaches to criteria-setting based on leadership, rating or information;
- criteria for management processes, performance outcomes or both;
- criteria or scope defined locally, regionally or internationally;
- declarations of conformity by second parties or third parties, or self-declarations;
- impacts of single product, range of activities or defined manufacturing site; and
- environmental, social or economic issues or a combination of these.

- **ISO Types of Labels - cont'd**
 - Principles for ISO 14024 - Type I eco-labels
 - voluntary
 - legislative compliance
 - differentiation
 - fitness for purpose
 - open participation
 - transparency
 - open access
 - no undue influence
 - confidentiality
 - 14020 principles to apply
 - life cycle considerations
 - attainable and measurable
 - validity period, predefined review
 - verifiable, acceptable standards
 - obstacles to trade
 - scientific & engineering principles
 - low as possible and equitable fees
 - mutual recognition

Types of eco-labels

- Other Types of Labels
 - examples of existing eco-labels:
 - organic
 - sustainable forest management
 - energy consumption
 - fair trade



Eco-labelling Considerations

Issues typically considered:

- pollution
- energy consumption & management
- waste production & management
- resource consumption, resource depletion
- natural resource management
- biodiversity
- ecosystem health
- human health

Examples of Type 1 eco-labels



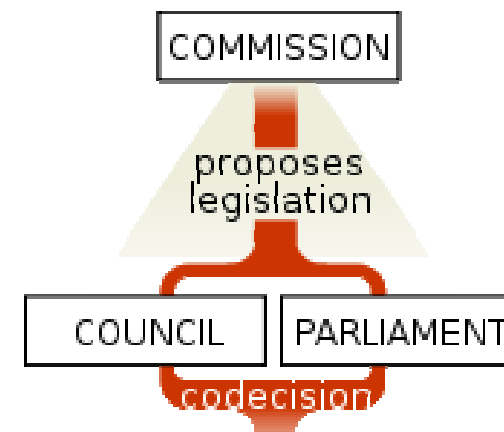
Quick Exercise

- In terms of:
 - mandatory or voluntary;
 - degree of life cycle consideration;
 - sectoral application;
 - degree of independence (for label issuance as well as verification)
 - type of label - information, relative rating or leadership.

- Describe the following labels:
 - (1) Energy Star
 - (2) Forest Stewardship Council

- **EU Policy Landscape on Sustainable Consumption and Production and the EU Eco-label**
- Introduction information on the European Union
- Key EU strategies and policy frameworks
- Thematic strategies and policies
- Europe's way towards a SCP policy approach
- The EU Action Plan on SCP.

- Basic facts:
- established in 1951
- European Union is a pact between 27 sovereign nations
 - share a common destiny
 - pool an increasing share of their sovereignty
- half a billion Europeans
- is the EU's main decision-making body
- has to agree unanimously on important questions



- EU Sixth Environmental Action Programme (6th EAP)
- EU Sustainable Development Strategy (EU SDS)
 - promotes full integration of environmental protection
- Regulations examines general introductions into environmental policy areas, which are relevant for the EU eco-label, like
 - Climate Change and Energy Efficiency
 - Sustainable Use of Natural Resources
 - Waste Prevention and Recycling
 - WEEE and RoHS
 - Sustainable Production and Pollution Control
 - Chemicals
 - Eco-Innovation and Environmental Technologies
 - CSR
- EU Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy

- A range of policies are already in place to improve the energy and environmental performance of products, e.g. like:
 - EuP Directive (energy using product/ecodesign)
 - waste
 - labelling
 - incentives and
 - public procurement

- Ecodesign Directive, the revised Energy Labelling Directive, the revised EU eco-label Regulation and the Communication on Green Public Procurement will be re-directed to provide:
 - minimum requirements
 - performance benchmarks
 - periodic updates of requirements and benchmarks (dynamisation)
 - incentives
 - broader scope of application
- European Commission intends to promote the “push-and-pull”-factors via mandatory and voluntary approaches to stimulate the transformation of markets to become “green”
- EU eco-label is clearly positioned as “label of excellence” to cover only the best performing products on the markets

- **The EU Eco-label**
- The development of the EU eco-label
- The legal status and institutional setting of the EU eco-label
- The status of implementation of the EU eco-label
- The outlook towards the new regulation for the EU eco-label.

- EU eco-label is a central part of a wider SCP policy framework and an important policy instrument to support achieving various environmental policy objectives in the European Union
 - the first idea of an EU eco-label was introduced in 1987
 - several years of consultation within EU institutions and with Member States
 - first EU eco-label regulation came into force in 1992
- The preparation and further development of the overall strategy for the EU eco-label is supported by three management groups within the EUEB European Union Eco-Labeling Board

policy management

marketing management

co-operation and
coordination

- Process of criteria development might take between 2-3 years
- Criteria for each product group are adopted by the European Commission as legal act
- Assessment and verification requirements to comply with the criteria and the validity of the criteria are part of the decision
- Revision of the criteria starts before the end of the validity period in due time
- Revision process is similar structured

- The official logo of the EU eco-label consists of two parts:
 - pictogram (the “flower”)
 - specifications for the environmental information relevant to each product group
- The specifications for the environmental information are part of the official adopted criteria for each product group
 - example:
 - low air pollution
 - energy efficient
 - reduced toxicity



- Application fees cover costs of processing the application
- A minimum and a maximum fee are fixed between 300 and 1300 EUR
- Reductions:
 - SMEs and also product manufacturers as well as service providers of developing countries the application fee shall be reduced by at least 25 % (cumulative up to 50%) and shall apply for the minimum and the maximum fee
- Annual fee is calculated by a factor of 0.15% in relation to the annual volume of sales (in ex-factory prices) within the Community of the product awarded the eco-label
- A minimum and a maximum fee are fixed between 500 and 25 000 EUR –reduced to 1500
- Applicants will meet the cost of testing and verification themselves



NCPC

NATIONAL CLEANER PRODUCTION CENTRE

— SOUTH AFRICA —



Product categories

- currently 22 product groups and services
 - **Cleaning:**
 - All purpose cleaners and cleaners for sanitary facilities
 - Detergents for dishwashing machines
 - Hand dishwashing detergents
 - Laundry detergents
 - Soaps, shampoos and hair conditioners
 - **Clothing:**
 - Textiles
 - Footwear
 - **Do-it-yourself:**
 - Hard floor coverings
 - Paints and varnishes

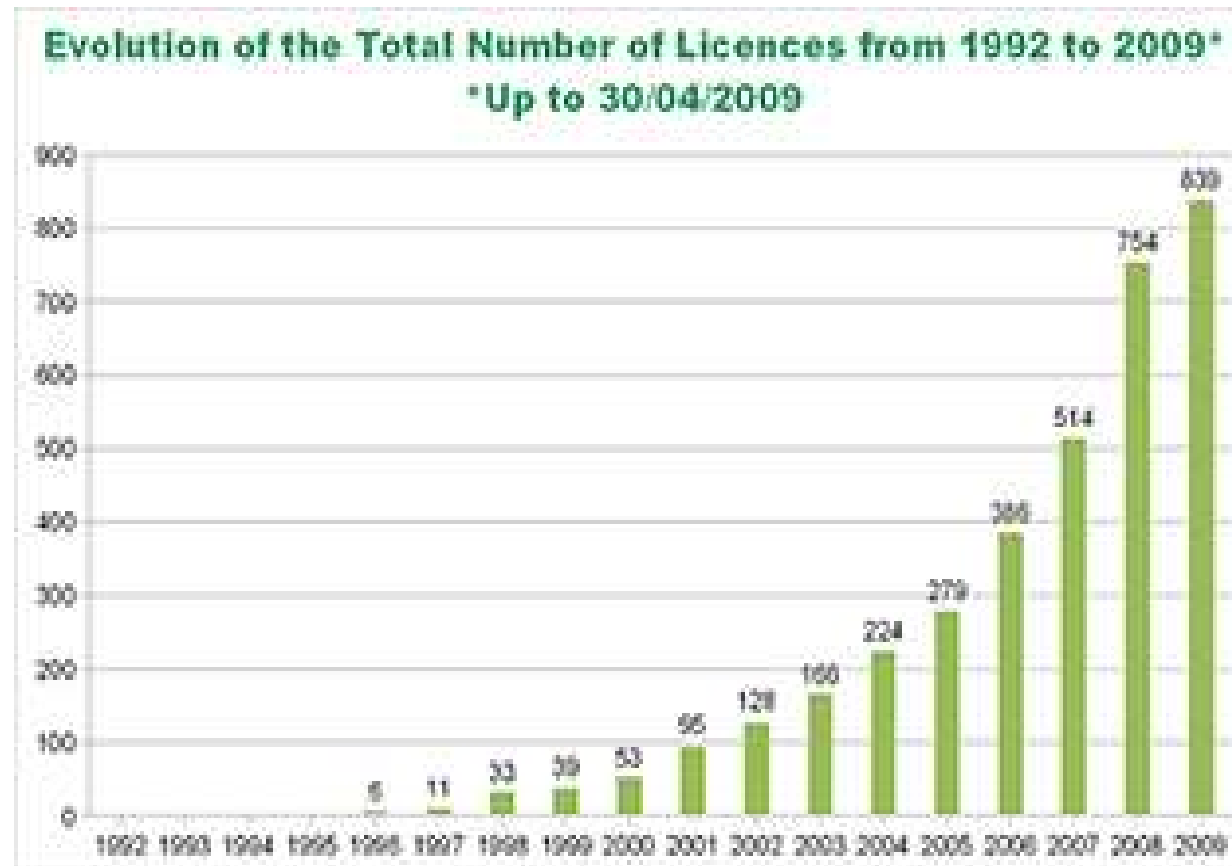
Product categories

- **Electronic Equipment:**
 - Personal Computers
 - Portable Computers
 - Televisions
- **Gardening:**
 - Growing media and Soil improvers
- **Household Appliances:**
 - Light bulbs
 - Heat pumps

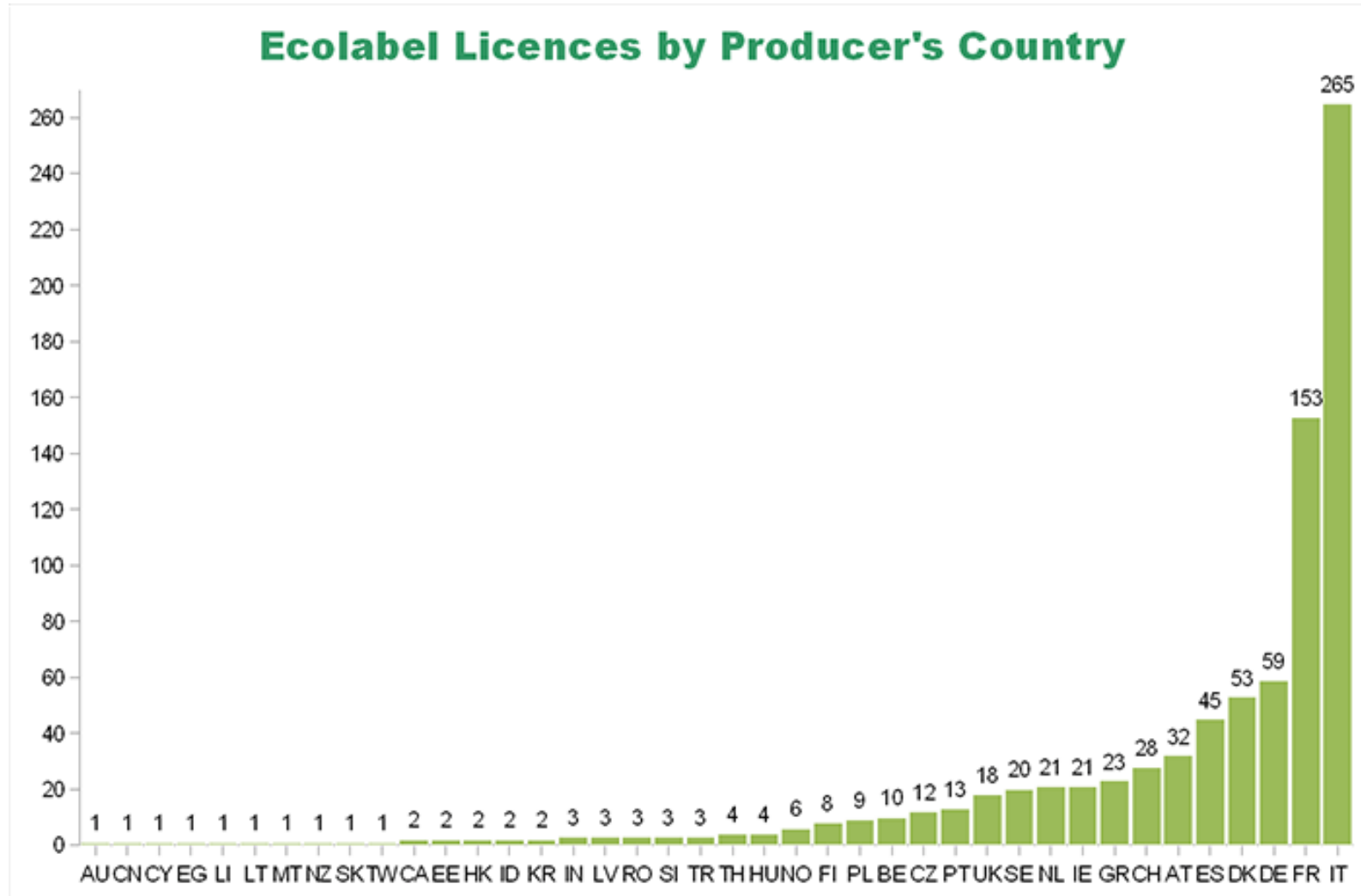
Product categories

- **Lubricants:**
 - Lubricants
- **Other Household Items:**
 - Mattresses
- **Paper:**
 - Copy and graphic paper
 - Tissue paper
- **Services:**
 - Campsite services
 - Tourist accomodation services

Uptake of EU eco-label

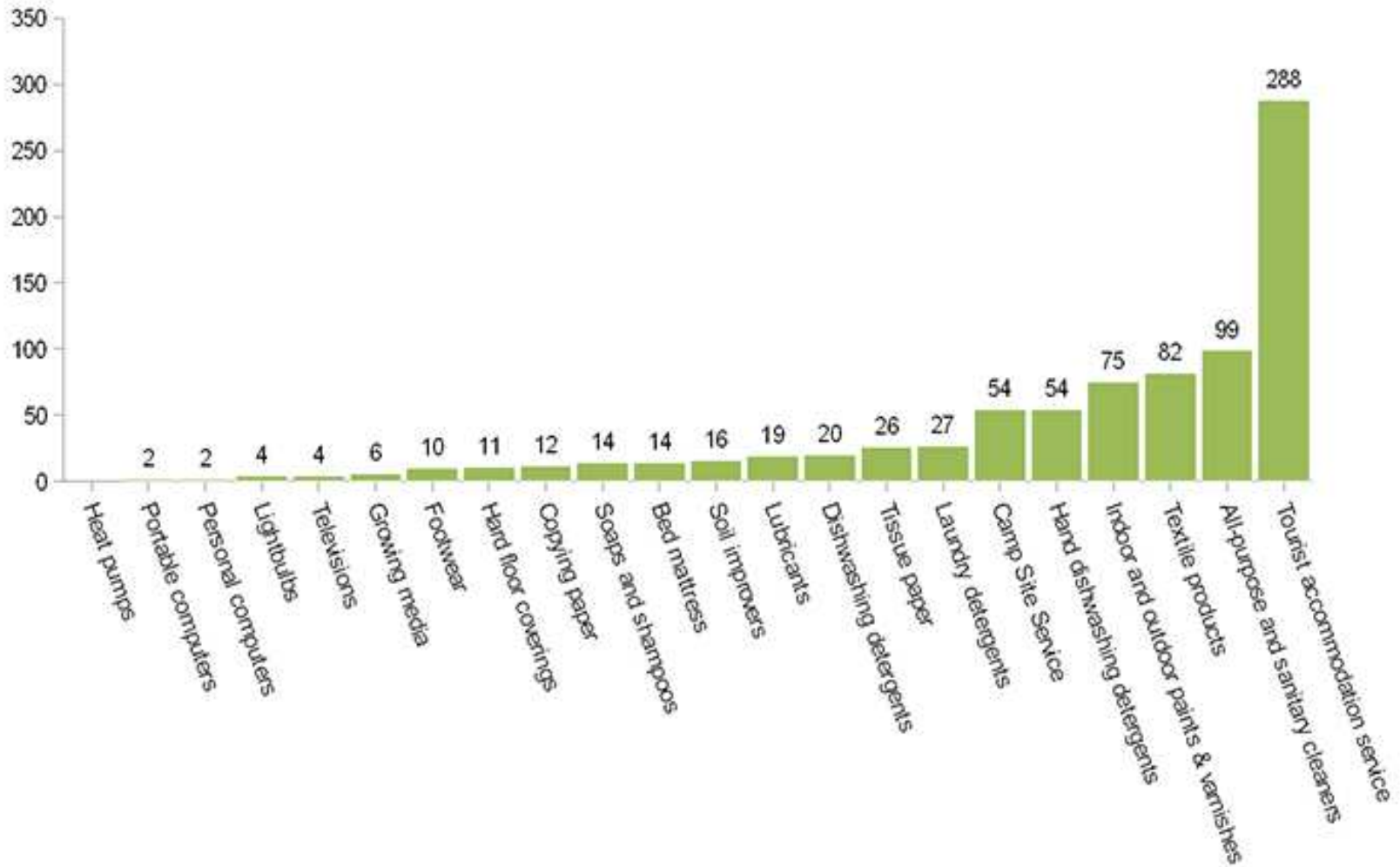


Uptake of EU eco-label



Uptake of EU eco-label

Ecolabel Licences by Product Group



- **Designing and Launching New Eco-labels**
 - if decision to proceed with national program, suggest following steps
 - (1) Take Stock
 - (2) Lay the Foundation
 - (3) Design Program
 - (4) Business Plan
 - (5) Implementation

Own National Ecolabel

- **Take Stock**
- consider current economic, social, environmental, and public policy conditions
 - examine presence of building blocks
 - [a] funding
 - [b] expertise
 - [c] adequate knowledge of client needs
 - should you proceed???

Lay the Foundation

- collect and analyze data
 - national strategies & priorities
 - environmental and economic objectives
 - economic data

structure and funding examples

Designing the Program

- major activities & supporting processes
- program must:
 - (i) reflect local conditions
 - (ii) be credible
 - (iii) be effective
 - (iv) create no trade concerns
 - (v) be recognized
 - (vi) encourage participation
- main program activities:
 - [a] select categories,
 - [b] develop criteria,
 - [c] certify,
 - [d] communicate

Own National Ecolabel

Developing the Business Plan

- objectives
- processes
- timeframe
- benchmarks for progress

Success stories

- The success of the Blue Angel label awarded to low-noise construction machinery, such as wheel loaders, roadmaking vehicles, concrete mixer trucks and motor compressors, was linked to officially introduced user benefits. In particular, regulations permitted only these machines to be used in sensitive areas such as near hospitals, or at times of day when louder machinery could not be used.¹⁰





QUESTIONS