

Enabling developing countries to seize eco-label opportunities

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➤ **CONTENTS**

- Background to eco-labelling
- Workshop objectives
- Project organogram

What is the purpose of an eco-label?

- To educate and increase awareness
- Incentive to improve products
- Increase competition amongst producers
- Green marketing for differentiation strategy



What are the benefits?

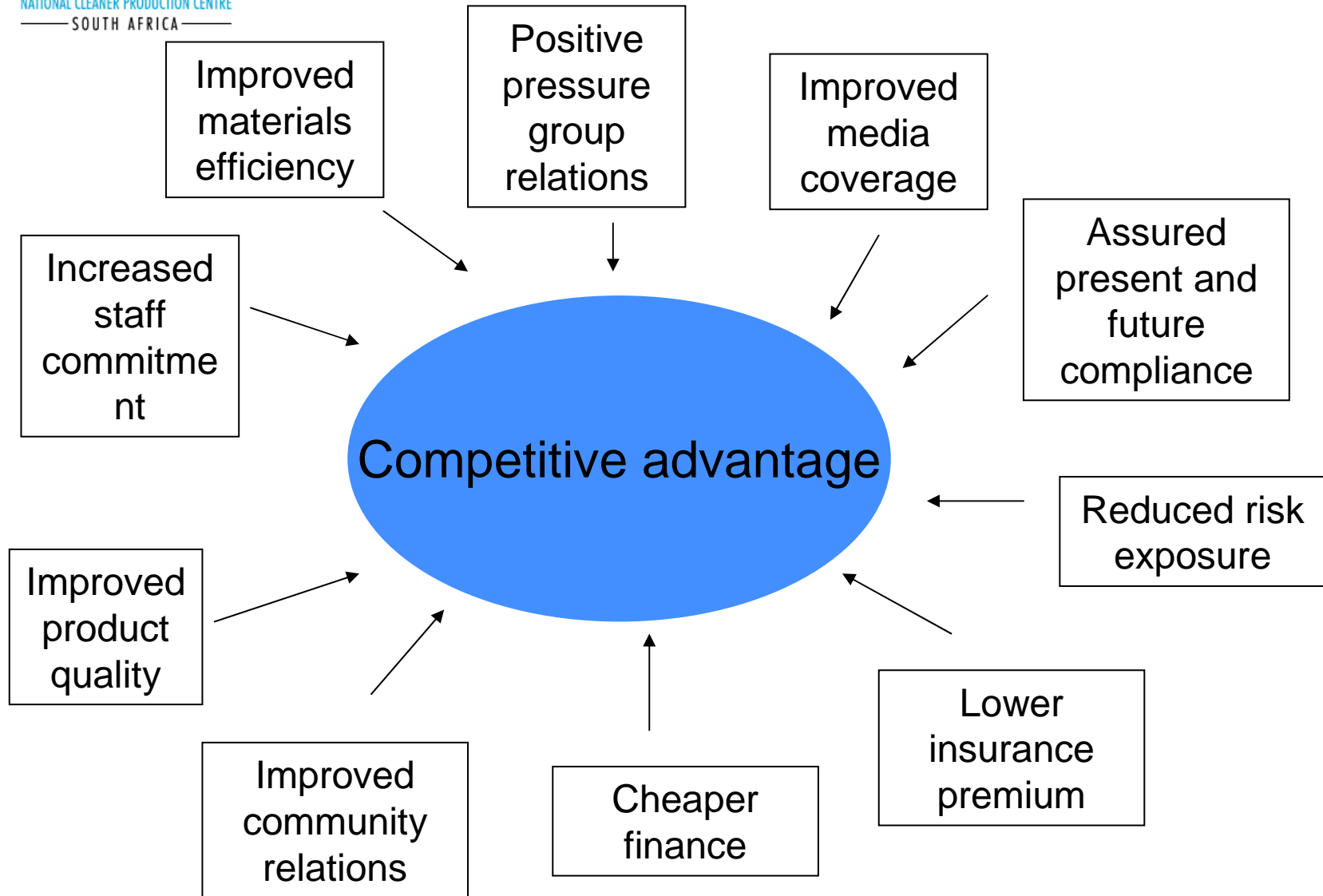
- Economic benefits
 - Price premium for green products
 - Access to new markets
 - Safeguarding existing markets
 - Preferred supplier status
- Environmental benefits
 - Promote and communicate environmental benefits to consumers
 - Promote continuous improvement for process and product optimisations
 - Raising environmental awareness



NCPC

NATIONAL CLEANER PRODUCTION CENTRE

SOUTH AFRICA



Environmental business strategies

- Cost reduction and differentiation
- Excellence and leading edge
 - (moving beyond compliance)
- Incorporate environmental management into overall corporate strategy
- Short vs long term strategy
 - quick paybacks
- Effective communication
 - maintaining good public relations

**THEREFORE ECO-LABELING CAN BE
USED AS A KEY BUSINESS
STRATEGY**

Challenges faced

- Limited Eco-labelling initiatives apart from Oeko-Tex
- Need to develop further technical capacity for Eco-labelling
- Need for support to address risk for local businesses
- Cost for certification currently a perceived barrier
- Information gap for manufacturers around Eco-labelling opportunities, certification and access to markets.
- Uncoordinated policy instruments and lack of enforcement by government regarding manufacturing environmental standards

Broader project objectives

- Improve understanding of eco-labelling
- Enable stakeholders to assess requirements to meet EU eco-label criteria
- Assist companies to apply for EU eco-label and market eco-labelled products
- Assist government representatives to promote eco-labels with supporting policies



Why textiles sector?

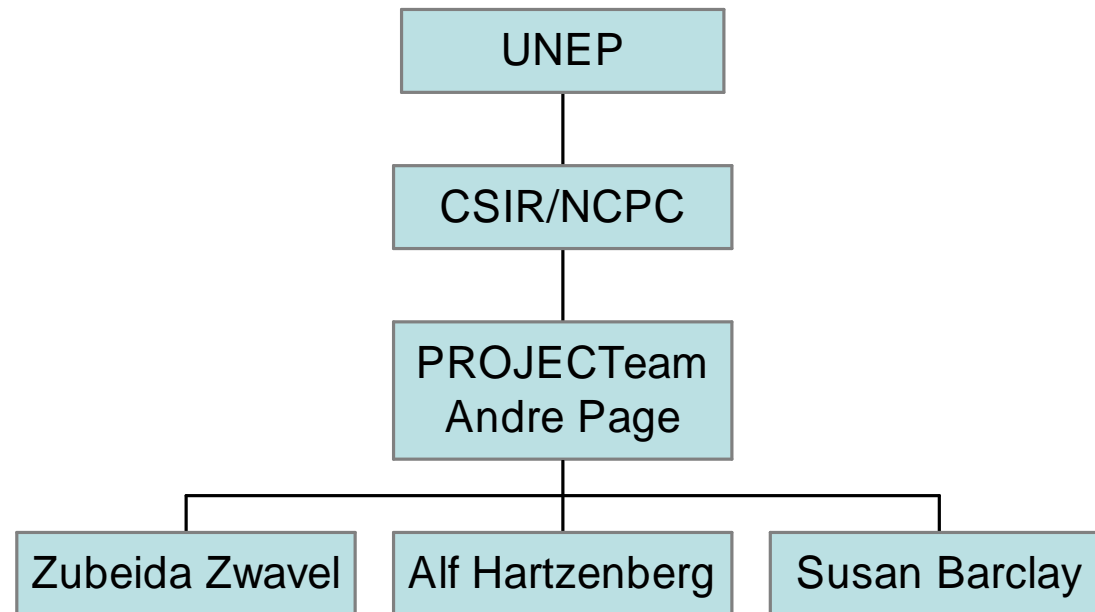
- The textile industry is one of the world's worst polluters
- Increased environmental awareness and legislation for the industry internationally
- More pressure on African producers looking at export opportunities, especially to countries with stringent requirements
- Developing countries disadvantaged by Ecolabelling schemes
 - excluded from more “environmentally sensitive” markets
- Environmental matters will continue to have a central role in future development of international trade in textiles & clothing
- Supply of eco-friendly textile products can be an additional competitive advantage
- The European market for such products is of increasing importance

Project progress

- The project comprises 5 stages
- 1) Background and assessment
- 2) Capacity building
- 3) Technical assistance
- 4) Cooperation among eco-labelling schemes
- 5) Conclusion, dissemination, and basis for project replication



Organogram



Project Progress



Capacity Building

- The training of trainers' workshop is a key activity of the project that sets the stage for capacity-building and the technical assistance phase.
- The purpose of the training is to improve understanding of the eco-labelling concept in general and more specifically build knowledge about technological requirements needed to meet the EU eco-labelling requirements and skills on handling the application process to obtain the certification of the EU Flower

- The training is divided into four core modules:
 1. **A - Introduction**: Environmental information systems and other labelling systems. The EU Eco-label in the framework of the SCP Action Plan: the scheme, the actors, the procedures
 2. **B - The EU Eco-label**: the criteria of the product group and their technological requirements; the application process. The EU Eco-label: tests, assessment and verification required of the product group; roles and interaction with laboratories and audit procedures.
 3. **C - Marketing** of eco-labelling products; and
 4. **D - The role of Government and Consumers organisations** in promoting eco-labelled products through other tools and policies



QUESTIONS