Newsletter on Eco-labelling and Eco-friendly Products

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# CERC ENVIS

Environmental Information System
INDIA
ENVIS CENTRE

Vol. 02, No. 03 January - March 2008


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**ENVIS Centre on:**

**Eco-labelling and Eco-friendly Products**

# Foreword

While eco-labelling both in EU countries and in the US, is spreading fast, we in our country are yet to develop the same in our industrial products and services. If we have to really get going in any international market, we shall have to take up eco-labelling on a fast track.

An eco-labelling programme is a voluntary policy instrument using the marketplace rather than regulation to achieve the environmental goals. It therefore has to offer something to business to encourage the industry to participate on a large scale. Products and services have to be made confident that being part of the programme to develop increased eco-friendly and eco-labelled products will improve their position in the marketplace. Credibility aspects are very important to them because it is these standards that will ultimately improve both the industry and the environment.

What is going to be critical in these days of globalization is the consumer recognition and demand for eco-labelled products. This has to be realized by the industry right now because otherwise it may be too late. While it is true that it takes several years to build consumer and industry the confidence that is needed, I think it is time that extra-ordinary accelerated measures are needed in mediators to ensure that those tasks are achieved without any delay.

In this newsletter, therefore, we have given several important aspects of eco-labelling activities. Eco-specifications, plastics and solar products have also been mentioned in this issue.

It is only to be hoped that readers will appreciate the need to participate in issues connected with environment improvement in general and eco-friendly products in particular. We shall be always awaiting your responses.

**Note :** Last two issues of the newsletter were numbered wroangly. The same may be corrected as follows :
Vol : 1 No. 5 to be corrected as Vol. 2 No. 1.
Vol. 1 No. 6 to be corrected as Vol. 2. No. 2



***Published by:***

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# Ecolabelling Objectives

***Ecolabelling*** has become a useful tool for governments in encouraging sound environmental practices, and for businesses in identifying and establishing markets (i.e. domestic and sometimes international) for their environmentally preferable products. Many countries now have some form of ecolabelling in place, while others are considering program development. Commitment to clear objectives has been critical to the success of ecolabelling programs around the world. While program officials may express them differently, three core objectives[3] are generally established and pursued:

***1. Protecting the environment***

Environmental conservation and protection is generally a primary objective. Through ecolabelling programs, governments and/or non-governmental program authorities seek to influence consumer decisions and encourage the production and consumption of environmentally preferable goods and the provision and use of environmentally preferable services. In this regard, ecolabelling serves as a market-based instrument intended to bring about environmental improvement. Specific environmental objectives may include:

- encouraging the efficient management of renewable resources to ensure their availability to future generations;
- promoting the efficient use of non-renewable resources, including fossil fuels;
- facilitating the reduction, reuse and recycling of industrial, commercial and consumer waste;
- encouraging the protection of ecosystems and species diversity; and
- encouraging the proper management of chemicals in products.

***2. Encouraging environmentally sound innovation and leadership***

Ecolabelling programs, through the awarding and promotion of an ecolabel, offer a market incentive to environmentally innovative and progressive businesses. By offering products that reduce stress on the environment, the businesses can establish or reinforce a market niche and positive corporate image among consumers, thereby realising an advantage (and possibly compelling other businesses to follow suit). Generally, ecolabelling criteria are set to reward only the top environmental performers in a product category. Most programs gradually and incrementally raise standards to encourage producers and service providers to keep pace with new and emerging performance improvement opportunities and market shifts.

***3. Building consumer awareness of environmental issues***

Ecolabelling programs can also serve to heighten consumer awareness of environmental issues and of the implications of their choices. In countries where there is a high degree of consumer awareness, a trusted ecolabel that provides reliable information on the environmental impacts of products in the marketplace may be all that is required to promote the selection of ecolabelled products. In countries where consumers are not as highly motivated by environmental concerns, ecolabelling can be used to promote environmentally beneficial actions.

While not exactly an "objective", some program planners and authorities have identified and are exploring the merits of using ecolabelling as a "trade-positive" tool (i.e. for promoting export products in foreign markets where consumer awareness and concern for environmental impacts is established and significant).

## Guiding Principles for Ecolabelling

Based on the experiences of successful ecolabelling programs and pertinent ISO work, a series of principles can be identified as being critical to an effective and credible program:

***1. Voluntary participation***

The decisions of manufacturers, importers, service providers and other businesses to participate in an ecolabelling program must be voluntary. Programs should also be designed and operated so that potential industry participants (and other interested parties) can request that ecolabelling categories and criteria be developed for their products.

***2. Compliance to environmental and other relevant legislation***

A key contributor to the credibility of an ecolabelling program is the nature and extent of program participation requirements, both product-specific and more general conditions. While the main focus of the ecolabelling criteria relates to the environmental aspects and performance of a product being offered, it is important to also address the regulatory compliance of a producer's/provider's facility from which the product is being offered. It is generally accepted that a basic component of industry [environmental] leadership is full compliance with relevant environmental and other legislative requirements. (This compliance requirement may be a licensing condition for program participation rather than a product compliance criterion.) The approach usually taken is to require compliance to legislation applicable on a local/regional scale. This approach acknowledges, and avoids challenging, the varying regulatory

requirements that may exist in different jurisdictions. It also avoids imposing on foreign program applicants what could be perceived as "unnecessary obstacles to trade".

3. ***Consideration of "fitness for purpose" and level of overall performance***
Besides legislative compliance, it is also important to address the quality and performance of a product that is to be considered for ecolabelling. The credibility of both the ecolabel and the ecolabelling program could suffer if products bearing the ecolabel don't demonstrate comparable quality and reasonable performance in relation to alternatives. Market and consumer surveys and research have shown that environmental attributes is only one factor considered by consumers in their purchasing decisions, and is usually only factored in once comparable quality and performance has been established.

4. ***Based on sound scientific and engineering principles***
Maintenance of stringent technical requirements based on good ecological science assures consumers that they can trust the ecolabel and licensing applicants that they will be treated fairly. Further, there is a strongly prevailing view that product environmental criteria should be based on indicators arising from life cycle considerations. The rationale is that there is a generally perceived [growing] need to assure consumers, as well as producers and service providers, that all aspects of a product's development, provision, use and end-of-life options have been taken into account.

5. ***Criteria must distinguish leadership***
Criteria should be developed and adopted which clearly distinguish a leadership segment of a product category from the rest of the category. While it can be quite challenging to determine the appropriate "cut-off point", it is essential in order to avoid and/or effectively address potential challenges of arbitrariness and/or irrelevant leadership criteria.

6. ***Criteria must be credible, relevant, attainable, and measurable/verifiable***
Maintenance of stringent technical requirements based on good ecological science assures consumers that they can trust the ecolabel and licensing applicants that they will be treated fairly. A movement towards full life cycle review in most programs, for example, is in part a result of the need to assure consumers and producers that all aspects of a product's life cycle have been taken into account. However, criteria must also be practical in terms of being attainable (for a leadership market segment initially) and expressed in measurable units that can be verified. In other words, criteria must be acceptable, reasonable and useful to potential program licensees, entities tasked with verifying compliance to the criteria, consumers/procurers, and other interested parties.

7. ***Independence***
A credible ecolabelling program should be operated by an organisation independent of vested commercial or other interests. Program independence also extends to how product categories and environmental award criteria are determined. Typically, this is done through formal and direct representation of different stakeholders and interested groups on independent boards, panels or advisory groups. The boards/panels/groups generally include members from industry, environment, consumer, academic and scientific, and government sectors. The challenge is to strive for some degree of balanced representation so there is not any actual or perceived excessive influence by specific sector or individual stakeholder interests.

8. ***Open and accountable process***
A credible program must be based on an open and accountable process that can be observed, monitored and questioned at any time. At each process step, fair, consistent and uniformly applied procedures must be established. A good quality management system is a strong asset and highly desirable. Also, public criteria review is an essential feature of an open process. Some programs publicly announce new draft criteria through media and government information networks. Others hold public hearings or directly contact stakeholders /interested groups requesting comments. The comments received through these various means are then taken into account in preparing the final criteria.

9. ***Flexibility***
In order to be credible and effective, programs must operate in a business-like and cost-effective manner consistent with market forces and requirements. They must be able to respond in a timely way to technological and market changes. This requires, for example, periodic review and, when necessary, update of both environmental award criteria and categories, taking into account technological and marketplace developments. Periodic review (usually every three years) ensures that standards and criteria levels keep pace with new developments. Many programs allow for standards to be upgraded at any time, while granting licensees a specified period of time to meet the revised standards.

*10. Consistency with ISO 14020 and ISO 14024 guiding principles (or other appropriate documents)*

As the acceptance and adoption of the ISO 14000 series of standards by industry and governments continues to increase around the world, it may prove advantageous for ecolabelling programs to demonstrate consistency with the guiding principles contained in the relevant ISO environmental labelling standards (refer to ***Boxes 3 and 4***). Such consistency could provide greater perceived legitimacy and soundness for ecolabelling programs in place and under development. Nevertheless, Global Ecolabelling Network (GEN) officials have initiated efforts to devise and implement a "GEN Guiding Principles" document pertinent to the development, management and operation of

**Box 3: ISO 14020 -- Guiding Principles for Environmental Labelling (including Type I - Ecolabelling)**

accuracy
avoiding unnecessary trade barriers
scientific basis
provision of information on methodology
life-cycle approach
allowance of innovation
minimal administrative burden
open, consensual process
provision of information on products

Ref : http://www.gen.gr.jp/pdf/pub_pdf01.pdf

# ECO Labelling : OECD (Organization of Economic Co-Operation and Development) Countries

## Executive Summary

T'he purpose of this paper is to examine the actual market, trade and environmental effects of a selection of eco-labelling programmes operating in OECD countries: the EU Eco-label Award Scheme, the Nordic Swan, the Swedish Environmental Choice Programme, the Canadian Environmental Choice Programme, the Blue Angel, the Green Seal, the Japanese Eco-Mark and the French NF Environnement.

## Transparency and Consultation

Examination of the various schemes reveals that a similar procedure is used for the development of the different eco-labels. The transparency and consultation processes follow the same general pattern with certain variations. Eco-labelling programmes all have mechanisms for transparency, ranging from publication of information to active dissemination to interested parties, to simply establishing inquiry points; and they have similar consultation processes. Once product groups have been selected by the decision-making body, representatives of various interest groups generally participate in the expert group responsible for the development of the eco-label criteria. The draft criteria are then available for public review before the final criteria are adopted by the decision-making body. Lack of consideration given to comments provided on the draft criteria has been a source of criticism. Furthermore, decision-making on the final eco-label criteria is generally not open to outside participation. While no examples of overt discrimination have been found in the course of this study, for practical reasons, access to information and participation in criteria development will be more difficult for foreign producers without a domestic presence. The need for an international notification system centralising information on all eco-labelling programmes has been suggested, by those running eco-labelling programmes, as a way to minimise these problems.

## Market Impacts

The market impact of eco-labels may be examined from two perspectives. From the schemes' perspective, the market impact of eco-labelled products is an indication of success. From the trade perspective, the bigger the market impact the

bigger the potential trade impact. However, in practice, data concerning the market impact of eco-labelled products is very difficult to obtain. lt is often confidential commercial information in the hands of industry. Some scattered anecdotal evidence shows that sales have increased when an eco-label has been obtained, but there is no statistical data in general to show the market power an eco-label may confer on a product. Producers however continue to apply for and pay for eco-labels, indicating they have some market value. Also, it is difficult to separate out the market impact of the eco-label from other factors which influence a products' market share.

Eco-labelling programmes have been more successful in countries or regions which benefit from a higher level of consumer awareness of environmentally preferable products and therefore a consumer demand for eco-labelled products (e.g. Sweden). Environmental $NGO_s$, consumer groups and the media have contributed to increasing consumer awareness of environmentally preferable products through consumer awareness-building campaigns of various kinds (e.g. the Swedish Society for Nature Conservation in Sweden, consumer organisations and the specialised press in Germany). In certain cases, eco-labels have had a significant impact on the market for specific product categories (e.g. detergents in Sweden).

Ref : http://www.cepis.org.pe/muwww/ fulltext/ repind63/eco/eco.html

Eco-label criteria are generally set so that only a small percentage of products in a product category (5 to 30 per cent) can obtain the eco-label. In practice, eco-labelled products which are successful often cover more than 30 per cent of the market share in a product category. Eco-labels then no longer selectively identify a sub-set of products which are environmentally preferable to other products in the same product category, but tend to become a *de facto* voluntary standard. lf the product is highly traded, and if the eco-label contains production and process-related criteria, the eco-label may constitute a barrier to competing in the market place as regards foreign products which do not conform to the eco-label criteria.

Overall, eco-labelling has only been moderately successful with the individual consumer. However, eco-labels may have an important market impact when retailers specify they want to stock products with eco-labels (e.g. ICA retailers in Sweden) or when they become a tool in identifying environmentally preferable products for govermment procurement (e.g. Canadian Environmental Choice Programme, Japanese Eco-Mark) and institutional purchasing (e.g. Green Seal Environmental Partners, Canadian Environmental Choice Programme).

T'he fear of losing market share to eco-labelled competing products rather than the drive to increase market share has often motivated producers to obtain an eco-label for their products. Eco-labels are also considered by manufacturers as a valuable tool to communicate the environmental qualities and quality image of their product and their company. Research has shown that improvements in environmental performance of a product only became a significant competitive factor once competitive levels of product performance, quality and value are attained.[1]

Most official government supported eco-labelling programmes have limited their coverage to products. However the Canadian Environmental Choice Programme, which is govermment-owned and directed but delivered through the private sector, has now begun developing eco-labels for services. Private eco-labelling programmes such as the Swedish Environmental Choice and the Green Seal have used product eco-labelling as one element of a broader environmental strategy aiming to educate consumers and guide them in their purchasing decisions, e.g. green shopping guides, and "shop and act green" campaigns.

1The Open University's Design Innovation Group, The Commercial Impacts of Green Product Development, 1996

## Trade Effects

Information gathered during the course of this study, recognising data limitations, did not reveal hard evidence of changes in trade flows arising from the selected eco-labelling programmes. However, fears and concerns have been voiced as to potential effects.

Eco-labelling schemes raise particular trade concerns when they include production-related criteria. Such criteria can discriminate against imports when they reflect exclusively the environmental conditions and preferences of the importing country, and the effects can be particularly acute for developing countries and countries heavily dependent on exports [2]

In the absence of hard evidence regarding the trade effects of the selected eco-labelling schemes, it is

useful to examine the eco-label criteria to determine whether circumstances potentially leading to trade concerns exist. For instance, the extent to which eco-labels include production related criteria and whether eco-labels were developed for products of export interest to developing countries.

Ref :
http://www.cepis.org.pe/muwww/fulltext/repind63/eco/eco.html

Certain eco-labelling programmes, such as the Canadian Environmental Choice and the Japanese Eco-Mark have mostly developed eco-labels for products which reduce environmental damage during the use and disposal phase. These programmes encourage the use of recycled products to limit waste generation and limit consumption of non-renewable resources. Only a limited number of eco-labels include requirements exclusively related to the environmental effects which occur during the production phase (e.g. water effluents, air emissions). The Blue Angel does not develop eco-labels for products which are the source of environmental damage during the production phase.

As for product categories of specific interest to developing countries, the Canadian Environmental Choice Programme (ECP), the Green Seal and the Eco-Mark have developed an eco-label for textiles. The ECP and the Green Seal eco-labels for cotton reusable utility bags do not include any production related requirements; rather criteria address exclusively the use and consumption phase of the product. The eco-label for textiles developed by Eco-Mark encourages textile products made of recycled fibre. The Blue Angel is examining the possibility of developing eco-labels for rattan and jute products in co-operation with developing countries. No eco-labels for products of particular export interest to developing countries had been developed by the Blue Angel previously.

Eco-labelling programmes such as the EU Eco-label Award Scheme, the Nordic Swan, the Swedish Environmental Choice Programme and NF Environement generally include production-related requirements in their eco-label criteria.

T'he eco-label for T-shirts and bed linen and the eco-labels for paper products developed by the EU have bcen the largest source of trade concerns because they include criteria related to the production stage of products which are largely imported into the EU. The importance of the EU market and the economic stakes involved explain the level of concern with respect to these eco-labels. Under these circumstances a high level of transparency and adequate consultation mechanisms would need to be ensured.

2 Report on Trade and Environment to the OECD Council at Ministerial Level, Paris 1995,OCDE/GD(95)63.

The eco-labels developed by the Nordic Swan and the Swedish Environmental Choice include requirements which address the whole life-cycle of the product. Eco-labels have been developed by these schemes for various types of detergents, cleaning agents and paper products which have had a heavy market impact and include production related criteria. Producers, both domestic and foreign, have modified their processes and production methods to meet the eco-label criteria and maintain their products on the market.

Eco-labels for textiles were developed in both of these schemes. The eco-label developed for the Nordic Swan includes production related criteria which favour ecological cotton growing. Two of the three licensees are foreign producers.

The NF Environment has only been awarded for two product categories. Products of particular export interest to developing countries have not thus far been considered for the French label.

It is of interest to note that few eco-labels in the selected schemes have been developed for products of specific export interest to developing countries.

The percentage of foreign licensees varies between 0 and 20 per cent across the schemes studied. This however provides no indication of the percentage of foreign products which are eco-labelled because foreign products are often eco-labelled by the importer or distributor- a national company - through which the product is sold.

Mutual recognition and equivalency have been recognised as useful concepts which may help to minimise the potential trade effects of eco-labelling programmes. In this context, it should be noted that attempts at equivalency and mutual recognition have been initiated by the Canadian Environmental Choice Programme and the US Green Seal.

## Environmental Effectiveness

The environmental benefit sought through eco-labelling will be achieved when a balance is reached between the number of eco-labelled products and the stringency of the criteria. Although data relating to the environmental benefit achieved through eco-labelling is lacking, a few estimates of the environmental

effectiveness of eco-labelling programmes have been made in terms of pollutions avoidance.

Generally however, due to the difficulty of isolating and measuring the environmental benefits of eco-labelled products as distinct from benefits achieved via other environmental measures, environmental effectiveness has instead been evaluated indirectly on the basis of consumer awareness and consumer demand for eco-labelled products, and changes in producer behaviour. Public awareness and attitudes to eco-labelled products vary significantly depending on the country. In some instances, the development of eco-labels has had an impact on the behaviour of manufacturers, strongly encouraging them to modify their products in order to qualify for an eco-label so as to maintain their products in retail chains, for example. Surveys have indicated that eco-labels are better known to women than men and to younger people than older people.

Ref : http://www.cepis.org.pe/muwww/fulltext/repind63/eco/eco.html

# Eco-friendly seafood label showing up in Tokyo stores

By MASATO INOUE
Kyodo News

Shoppers can find blue labels on some products at a shop in Tokyo Midtown telling them the package contains marine products caught with attention paid to sustaining marine resources and protecting the ecosystem.

The sticker, unfamiliar to many consumers, is on packs of king salmon and "gindara" sablefish at the Precce Premium store.

Other stores selling fish with the new label include Kamewa Shouten Co. of Tokyo, the first Japanese shop to start using the label created by London-based Marine Stewardship Council, and stores run by Aeon Co. and Seiyu Ltd.

The label includes the logo of the MSC, which is involved in the conservation of marine environments and protection of marine resources.

The aim of the label is to let consumers know at a glance that a marine product has been caught with consideration to the protection of fisheries products and the ecosystem. Arata Izawa of the World Wide Fund for Nature Japan said about 500 fish products with the label have been shipped around the world. People's awareness of the program here, however, is still low.

The MSC drew up conditions under which the label can be used that include such factors as the size of mesh in fishing nets and whether there a supervisory system in place to ensure fishermen are following the rules.
In addition to individuals and companies that fish, it allows processors and distributors to use the logo if they meet the organization's criteria.

**A shopper picks out a package of fish bearing a label from the Marine Stewardship Council at Precce Premium store in Tokyo's Roppongi district last month. The label is aimed at raising awareness of the need to protect global fisheries resources.**
KYODO PHOTO

Daishiro Seita, the promotions manager at Precce Premium, run by Tokyu Department Store Co., said it was the quality of the seafood bearing the label that made it a good buy.
“The fish is natural and has a good flavor," Seita said. "It doesn't smell like (farm) fish."

People in the fisheries and distribution industries are concerned seafood prices may rise if products bearing the label become popular here, because those products are more expensive than regular fish. For example, the price of salmon grown naturally in Alaska is one and a half to two times higher than farm-raised salmon from South America.

"Japanese people take it for granted that fish is cheap," said Kazuhiko Wada, president of Kamewa Shouten.

Japan has been making up for falling levels of marine resources in coastal waters with farm-raised and imported fish.

Ref : http://search.japantimes.co.jp/cgi-bin/nn20070524f2.html

## Challenges to eco-labeling

1. Misleading or fraudulent claims
   An eco-label has no value to the environmentally-conscious customer if it is misleading or fraudulent. Trust is a major component of a labeling programme's credibility, and the label must be above suspicion. Terms such as 'recyclable', 'biodegradable' and 'ozone friendly' must be used accurately. When claims are used arbitrarily in advertising and labeling, customers will become confused, discouraged, and skeptical even of legitimate claims.
2. Uninformative claims
   Labels that provide trivial or irrelevant 'green' information do nothing to reduce environmental impacts.
3. Unfair competition
   Some companies are concerned about unfair competition. They are reluctant to rely on the assurance of an overseas eco-labeling program that specific environmental criteria are being met. Indeed, some companies may intentionally misrepresent their products as 'environmentally friendly' in order to bolster profits. This amounts to unfair competition for those companies which must spend the time and money to adhere to regulations.
4. Green consumerism
   Many environmentalists are critical of consumerism. They argue that 'green consumerism' is a self-contradicting term, and believe that the goal should be to reduce consumption, not merely redefine it. 'Green shopping' will do little to bring about the more fundamental economic and social changes that are required to protect the planet, they claim. Indeed, consumer preference and market forces cannot, by themselves, guarantee environmental protection.
5. Feasibility
   Another concern is that only a small number of products can realistically be labeled as 'green'. Since the vast majority of goods will not be covered by eco-labeling programs, some critics point to regulation as a more effective tool than the development of voluntary standards.
6. Methodologies
   Differences in testing and certification methods have created difficulties in the application of an eco-label to a particular product category. For example, should the label represent an overall assessment of a product's environmental burden over its entire life cycle, or some subset of it? What techniques can be used to measure environmental impact? Who determines what specific environmental impacts are the most important? And what criteria are appropriate in rating impacts?

## Eco - Specification

ecospecifier is an award-winning knowledge base of over 1000 environmentally preferable building materials and technologies, led by Natural Integrated Living Directors David Baggs, Mary-Lou Kelly, and National Manager Hal Dobbins. Linking independent information with a powerful search interface, ecospecifier does your materials research for you, delivering innovative solutions with a unique difference. Designed to help designers, builders, consultants and those looking to deliver a best practice design, ecospecifier can help reduce environmental impacts and create healthier and more productive living and working environments.

ecospecifier is more than a database however, providing information on how to design and deliver buildings, interiors and surrounds using environmentally preferable products available in Australia. The extensive product database is complemented by the educational knowledge-base component of ecospecifier that provides in-depth reporting on difficult topics within the Green Building Movement specially pertaining to the environmental and health issues surrounding materials.

ecospecifier is designed to serve its users by providing an easy to navigate source of independently verified, scientifically-based assessment of environmentally responsible building and fit-out materials and technologies. A key aim of the service is to empower specifiers to improve their decision-making processes with regard to materials selection for projects in the built environment and to increase the potential for and ease of the inclusion of eco and health-preferable materials in these projects. By partnering with a number of organisations across Australia, **eco**specifier is more easily able to expose the service to the industry and the public at large.

Ref : http://www.thegreendirectory.com.au/eco-friendly-clients/ecospecifier/ecospecifier.html

# The Eco-Enterpreneur

There is a new bottom line for business. Besides measuring financial success, companies are increasingly taking account of environmental and social performance - the so-called 'triple bottom line'. Entrepreneurs with a keen business sense and a desire to make the world a better place will reap the rewards.

In response to environmental and regulatory pressures, technology is advancing rapidly. To keep abreast of changes and to identify potential markets, entrepreneurs need to:

Follow trends in regulations and standards, which can create or destroy markets overnight. Governments change regulations for a variety of reasons, including lobbying and scientific evidence.

- Become familiar with international environmental agreements. The markets created from these agreements will be massive, and cut across many regions and industries. Technologies developed to comply with the agreements will focus on eco-efficiency, pollution prevention, and sustainability.
- Monitor rapid technological advances, such as those taking place in electronics and photovoltaics. Technical advances, and reduced costs, can make new activities, products or services possible.
- Watch for economic and social trends that are 'pulling' the development of sustainable technologies. These include higher prices for resources, and a move by governments away from regulation towards economic instruments and performance standards.

Several tools are available to help entrepreneurs select from the vast range of technical developments under way:

- 'Technology trees', developed as part of the 'EarthEnterprise' project, organize technologies into functional groups. They show which technologies should be regarded as competitors, which might be especially promising, and which have the largest potential markets.
- Assessment criteria for technology opportunities help evaluate the appropriateness of a technology for a particular market and entrepreneur. Useful criteria include the state and timing of the technological development, its physical and financial scale, its potential market size, and barriers to entry.
- Characteristics of the technology that make it sustainable.

**The question answered in this section of the site is not 'What are the winning technologies?', but rather 'What are the techniques or tools for identifying winning technologies?'**

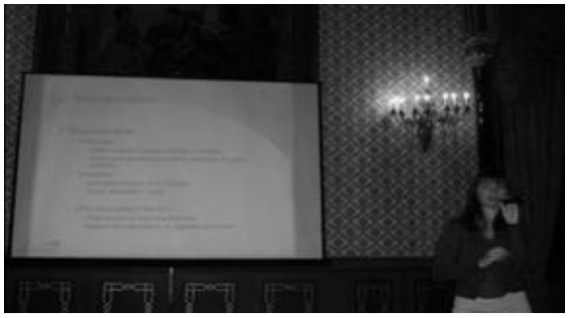
Ref : http://www.bsdglobal.com/markets/eco_ent.asp

# Presentation of the Flower at the UNEP Ecolabelling Conference in Cairo

In November 2007 the Flower was presented to Egyptian government officials and industrials at the UNEP Ecolabelling Conference in the Framework of the Cooperation Work Programme between the UNEP Mediterranean Action Plan and the European Commission.

Approximately 90 participants were present at the two-day conference where a total of four presentations on the Flower were given: the EU Ecolabel and opportunities for Egyptian companies, and the criteria for textiles, detergents and tourism as these are very important industries in Egypt.

*Egyptian government officials and industrials at the conference*



*Cécile des Abbayes from the Ecolabel Helpdesk presenting the Flower*

Participants showed strong interest in the European Ecolabel, especially government officials interested in the criteria as examples of the European product policy. Industrials were very interested too, especially for detergents and tourism.

*Cécile des Abbayes from the Ecolabel Helpdesk presenting the Flower*

*Egyptian government officials and industrials at the conference*

Ref : http://ec.europa.eu/ environment /ecolabel /news/index_en.htm

Latest news - February 2008

# Strong interest of the Finnish media in the EU Flower

In 2007 a total of 80 articles mentioned the Flower in the Finnish media and showed strong interest not only in the Ecolabel in general, but also in the textile and tourist accommodation product groups.

Of the 80 articles published about half jointly covered the Nordic Swan and the Flower whereas the other half was dedicated solely to the Flower. The subject of most of these articles were ecolabels or the Flower in general. Strong interest was, however, also shown in the tourist accommodation group as 15 papers reported about the first Finnish tourist accommodation award. With a total of 14 articles, textiles and ecolabelling were frequently appearing topics, as was copying paper with 7 articles mentioning the Ecolabel award to the Finnish paper producer UPM.

Most of the articles were published in daily newspapers, but there were also articles in home/family magazines, women's' magazines, and professional publications (textiles, hotel & restaurant, paints and PCs). News about the first tourist accommodation award was also communicated on the radio and on TV.

The Finnish Competent Body is strongly involved in the media coverage of the EU Flower: Following every award or product extension and when new criteria are published it issues a press release to spread the news. In addition, articles are written on different topics of current interest, for example a Eurobarometer survey showing that the European Flower recognition rate was highest in Finland or a Swedish survey on dangerous substances found in towels and children's clothing.

Ref :
http://ec.europa.eu/environment/ecolabel/news/index_en.htm

# CERC ENVIS

## Environmental Labels World - Wide

| ASIA | EUROPE |
|---|---|
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PERIODICAL PRINTED & PUBLISHED BY JOSE EMMANUEL ON BEHALF OF CONSUMER EDUCATION & RESEARCH CENTRE, 'SURAKSHA SANKOOL', THALTEJ, SARKHEJ-GANDHINAGAR HIGHWAY, AHMEDABAD 380 054



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