GENews
Global Ecolabelling Network News

Issue No. 3

GEN Calls for Change in ISO Standard

The Global Ecolabelling Network has been actively involved in the development of international standards for ecolabelling within the International Organization for Standardization (ISO). As an organization of practicing ecolabelling bodies, GEN has particular expertise to bring to the table in ISO, particularly with regard to the practice and capabilities of seal-of-approval programs (what ISO calls Type I labels). To a considerable extent, our advice and expertise have been heeded in the several working groups in which GEN plays an active part.

ISO's ecolabelling standards are now at a critical juncture. The standard for general principles of ecolabelling (ISO 14020) has gone out for ballot as a Draft International Standard. The standard for seal programs (ISO 14024) is also being balloted as a DIS, even though comments on the last Committee Draft are being carried over into this stage. Thus, the standards are at their penultimate stage.

GEN believes that the standard for seal programs is much improved over earlier drafts and is close to being acceptable for use by seal programs around the world. However, there is one provision that could render the standard problematic, if not impractical. The provision graphically illustrates the difference in approach of ecolabelling programs and more conventional tools for environmental improvement, and it betrays a lack of understanding of the principles underlying ecolabelling. In section 6.3.2 of ISO 14024, under development of product environmental criteria, the draft standard states that "Any exclusions of certain substances should be based on a risk assessment meeting principle 3 of ISO 14020." The latter principle states, "Environmental labels and declarations shall be based on scientific methodology that is sufficiently thorough and comprehensive to support the claim and that produces results that are accurate and reproducible."

On its face, this provision in 14024 is contradictory and unattainable:reproducible risk assessment procedures are established only for human impacts, not for ecological impacts. Yet, many of the environmental impacts associated with products affect ecosystems, habitats, and other living things. Moreover, basing criteria excluding certain substances on risk assessment gives undue emphasis to exposure assessment, which is often speculative. Industry often defends its use of hazardous chemicals by claiming that any normal or likely use scenario would lead to insignificant exposures. Unfortunately, as many environmental disasters have shown, there is always the chance that releases or spills can result in higher-level exposure and risk.

Ecolabelling programs subscribe to the principle of pollution prevention:if a chemical is known to be hazardous, it should be avoided in favor of other, less harmful chemicals that fulfill the same function.
The idea of conducting a risk assessment to determine (probabilistically) whether a harmful chemical is likely to cause harm in practice misses the point. Why have that chemical in commerce at all? Our objective is to lessen environmental impacts by improving the environmental aspects of products and substances in commerce. We start from a different premise and have different thresholds for excluding chemicals. Naturally, a company that is vested in a particular chemical, either because it manufactures it or because it has designed its product around that particular chemical, will object to the exclusion. But from the environmental point of view, there is no issue.

If the risk assessment provision remains in the standard, it will require expensive, time-consuming, and ultimately useless risk assessments to be conducted by ecolabelling programs. Hazardous chemicals that should not be tolerated in an environmentally responsible product may pass through. Certainly, the underlying principle of ecolabelling will be compromised.
We urge all programs and all national delegations to ISO to challenge this provision. Risk assessments have their place, but not in determining prohibitions in ecolabelling.

Dr. Arthur Weissman
Chair
Green Seal U.S.A

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Feature

Procedure for Awarding of Products

Verein für konsumenteninformation (Austria)

License or certification process:

The Austrian Eco-Label is awarded by the Republic of Austria as represented by the Federal Ministry for the Environment. The label may be used for a period of one year and may be extended.

Applications for the awarding of the Eco-Label are submitted to the Austrian Associaton for the Promotion of Quality, Gonzagagasse 1/4, A-1010 Vienna, or the Federal Ministry for the Environment.

An applicant can be any natural or legal person who is resident in the country, who produces products in Austria or imports them to Austria or who offers a service in Austria. The requirement of native residence is considered to be fulfilled if the applicant resides in an EC Member State or any EFTA country.

Applications for the awarding of the Eco-Label may only be submitted subsequent to the publication of the award criteria for the relevant product group or service.
In the event of applications being submitted for products for which no criteria yet exists, the procedure described above in the section on developing of criteria standards is to be followed.

The following documents must accompany an application:

- Name and address of applicant and one of the manufacturer
- Copy of authorization to trade and installation permits
- Characterization and description of product/service for which the Eco-Label is being sought
- Intended manner to place the Eco-Label on the product, on the packaging or the manner of characterizing the service
- Accrediting documents which confirm that the product / service complies with the legal ordinances (e.g. concerning safety, health and labelling) as well as technical norms and standards
- The applicant must be able to demonstrate and confirm that the production conforms to the environmental protection regulations and other legal requirements in the country of origin
- Expert reports or certifications which confirm that the product/service fulfils the requirements of the award criteria. The certificate must be issued by a qualified test center. Criteria may lay down requirements relating to the qualification and equipment of the test center (e.g. fulfilling demands of good laboratory practice, GLP).

All documents, certificates and reports are to be sent to the Austrian Assocation for the Promotion of Quality.
The formal examination of all documents is carried out by the Austrian Association for the Promotion of Quality; the conceptual examination is undertaken by the Austrian Consumer Association. As required, the documents and/or certificates are returned to the applicant or qualified inspector for correction or revision.

Costs and Fees:

Applicants have to pay an application fee when applying for the label. If an application is approved and the label is awarded, there is also an annual fee for the use of the label, payable to the Austrian Association for the Promotion of Quality. The annual utilization depends upon the specific turnover of the certified product group. The charges amount to:

Annual turnover (in ATS million)	annual fee (ATS)
< 2,0	2.000,-
2,0 - 10,0	8.000,-
10,0 - 30,0	16.000,-
30,0 - 50,0	20.000,-
> 50,0	25.000.-

Extension of authorized use of the Eco-Label:

The use of the Eco-Label is permitted for one year. To extend the label utilization contract for a further year, it has to be proved, by an expert report or certificate, that the product/service still fulfils the requirements of the award criteria.

Environmental Choice[M] Program (Canada)

Canada's Environmental ChoiceM Program (ECP) provides a market incentive to manufacturers and suppliers of environmentally preferable products and services. A company seeking use of the ECP's official certification mark-the EcoLogoM - in its marketing and promotional efforts, may apply to have its product (or service) certified. Moreover, any company which develops, produces and/or markets a product that conforms to ECP Panel Review and Certification Process, may be considered for licensing.

A key aspect of the certification process is the requirement for third party verification of compliance to ECP certification criteria. This process contributes to the Program's credibility, and includes:

- a review of each applicant company's product and process information;
- an examination of the company's quality assurance / quality control measures; and
- a physical site audit of the company's facility(ies) for purposes of initial certification, unless waived by ECP officials.

Following the publication of an ECP guideline or the establishment of certification criteria by means of an ECP Panel Review, ECP officials develop and implement two auditing tools:

- the Pre-Audit Documentation Requirements List outlines the documentation which the applicant must provide, and serves as a working document designed to guide the applicant in the collection of all supporting data, including:

- product formulations;
- proof of conformity to industry specific classifications / standards (if applicable);
- Material Safety Data Sheets;
- test results (which must come from an accredited third party facility and be conclusive) ; and
- proof of compliance with relevant local, regional or national legislation.

- the Audit Checklist is a working document which is used during a verification audit.

The two key ECP players in this process are the Environmental Auditor and the Licensing and Applications Coordinator.

The Environmental Auditor reviews verification documentation provided by applicants and assesses it against the pre-established Audit Checklist to confirm compliance to certification criteria. The Environmental Auditor may also either perform, or direct the performance of, a site audit (see below).

The Licensing and Applications Coordinator directs the application and licensing process, and is responsible for all applications, from beginning to successful closure. This involves ensuring that auditing, testing and licensing functions are managed in a timely and cost effective manner. Specifically, it includes:

- guiding potential licensees through the application and licensing process;
- determining and assessing audit and licensing costs;
- ensuring all necessary documentation and technical information is submitted;
- directing the Environmental Auditor to commence and complete audit work;
- issuing license agreements and certificates; and
- liaising with the applicant throughout the entire process, including responding to any questions or concerns.

Subsequently, the Licensing and Applications Coordinator also coordinates annual licensing renewal procedures and additional product certification under existing license agreements.

Once a request for certification against an established guideline is received, the licensing and Applications Coordinator forwards an Application Package to the applicant. The package contains an application form, a verification quote (verification costs are the responsibility of the applicant), and a copy of the relevant guideline and its *Pre-Audit Documentation Requirements List.*

Upon receipt of an applicant's complete documentation, the Environmental Auditor reviews the data to ensure all requirements are met, and determines whether or not a site audit is required. An audit may not be necessary if the applicant company is ISO9000 certified, or if the manufacturing facility or service provider has passed a previous ECP audit. A company which has its product or service recommended for certification through the ECP's Panel Review process will also undergo a facility audit.

If an audit is required, it will be performed by the Environmental Auditor or an external auditor affiliated with the ECP. Upon completion of the facility audit, the auditor prepares an Audit Report. If an audit is conducted by an affiliated auditor, the Environmental Auditor reviews and approves the Audit Report. The Environmental Auditor follows up with the applicant regarding any necessary corrective actions, including establishing an appropriate time frame for their implementation.

The Environmental Auditor forwards a copy of the *Audit Report* to the applicant within 10 working days following successful completion of the audit and provides the Licensing and Applications Coordinator with a Verification Report and Product Listing. Once compliance to relevant certification criteria has been derermined, ECP officials prepare and forward a license agreement and invoice for annual license fees based on anticipated product sales.

Although a site audit is not required for the certification of additional products (against the initial certification criteria), supporting documentation must be supplied to the ECP for review. As well, all licensees are responsible for informing ECP officials of any changes relating to the certified product, including: formulation changes; relocation of manufacturing site; or any other process changes(e.g. transfer of responsibility to new personnel).

Following the initial certification of a product or service, continued compliance to certification criteria is required and attested to by means of an annual Declaration of Compliance. If there is any doubt regarding the continued compliance of a licensee's product or service, stipulations in the ECP license agreement allow ECP officials to conduct surveillance audits to confirm ongoing compliance.

For further information, please contact:

Ms Jocelyne M. Koepke
ECP Licensing and Applications Coordinator
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Eco Mark (Japan)

Awarding of Eco Mark Products
Requirement for Awarding of Ecomark Products

- The product shall satisfy the awarding criteria of the product category.
- The applicant and the manufacturer of the product (in case the manufacturer is not the applicant) should abide by any related environmental laws, regulations, and pollution prevention treaties.
- Regarding quality and safety, it should meet the related laws, criteria and standards.

However, the Secretariat reserves the right to disapprove awarding a product it judges to cause environmental problems, even if the product satisfies all the requirements above.

Awarding Procedure for Eco Mark Products

The awarding procedure for an Eco Mark product proceeds according to the following;

- The Manufacturer or distributor of a product sold in Japan can apply to the Secretariat for award of the Eco Mark. To apply, the applicant follows 'Guideline for Awarding Application of Eco Mark Product'.
- The Secretariat awards the product's use of the Eco Mark based on the requirements set forth in Article 7 after the decision of the Experts Committee.
- The Secretariat asks a third party for an examination if necessary, and requires that applicants provide written proof of the examination.

Use of the Eco Mark

Eco Mark License Contract

An applicant granted Eco Mark award must enter into a license contract with JEA for use of the Eco Mark. The contract is effective for two years and is renewable.

Regulations on Use of the Eco Mark

An applicant licensee must abide by the Regulations on the Use of the Eco Mark and must pay a license fee to JEA.

Eco Mark Trademark Rights

Trademark rights for the Eco Mark belong to JEA. If the Eco Mark is improperly used, JEA shall terminate the license contract or take other necessary legal procedures.

Awarding Procedure for Eco Mark Products

Application for Award of Eco Mark Products
↓
Deliberation of the Products by Eco Mark Expert Committee
↓
Award as an Eco Mark Product
↓
Conclusion of a License Contract
↓
Demostration of Eco Mark on the Product

Environmental Labelling Program (Korea)

[Procedure of Awarding]

Step 1 : Application of Company

↓

Step 2 : Expert Council Approval

↓

Step 3 : License Fee Payment

↓

Step 4 : Contract

Step 1 : The Applicant has to present documents for Quality Confirmation.
(If it is necessary, KELA may visit the manufacturing facilities.)

Step 2 : Expert Council organized by Board members and Experts.

Step 3 : License fee computation is based on the factorial price for products.

Step 4 : Contracts are available for 1 year.

Green Mark Program (ROC(Taiwan))

Procedures for Awarding Products

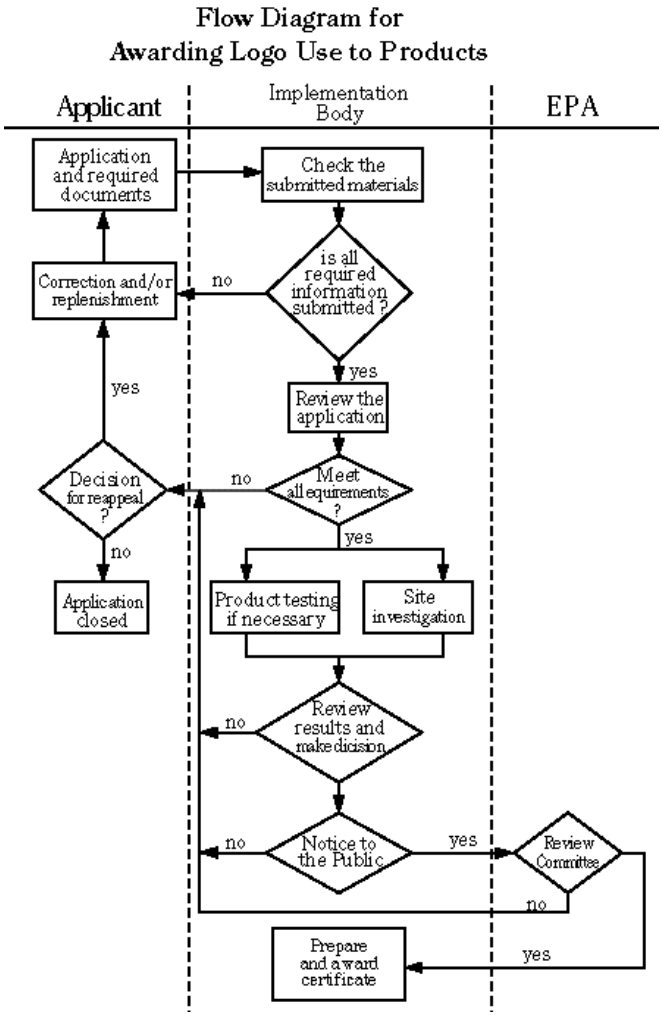
All applications are received by the Implementation Body. An initial review is then carried out. The initial review involves two parts, one is the document review and the other is the on-site visit. The Implementation Body then recommends the application to the Review Committee for final approval.

Documents to be reviewed involve the following:

1. Application form,
2. Company license or for-profit enterprise registration certificate,
3. Factory registration certificate,
4. A statement from the local environmental protection agency proving that the factory has not been a target of corrective action within one year prior to the date of the application,
5. Applicant's industrial waste disposal plan and contract for waste cleaning-up and disposal services,
6. Document verifying that the disposed product waste recycling system and the recycling results achieved have satisfied the requirements of relevant laws and regulations, and,
7. Document verifying the product satisfies relevant specifications and quality and safety requirements. A test report has to be provided by an impartial and competent laboratory and the cost of testing is paid by the applicant. The Implementation Body may take random samples to verify the test results.

The on-site visit serves the purpose of verifing the information submitted by the applicant on subjects of the production line and process, the location and the environment of the site, and its waste disposal plan.

The flow diagram of the procedure for awarding the products is shown in the attached figure.



AENOR-Medio Ambiente (Spain)

Developed of the certification procedure to be followed in order to verify compliance with the requirements set in the ecological criteria. Once there is a technical standard for a product group, applicants should send their candidature for the awarding of the mark.

On receipt of this application, an auditor is appointed by AENOR to visit the production site and take samples of products to carry out analysis on the products presented.
The applicant is awarded when the audit report and test reports establish compliance with the technical standard criteria.

Once the mark has been obtained, periodic checks are carried out to ensure that the product follows up provisions implemented by the holder.
-Procedure of awarding products
Once ecological criteria have been elaborated and published as a Standard, UNE is developing the awarding procedure of the label.

1. APPLICATION PRESENTATION
Manufacturers interested in obtaining the label send an application form plus descriptive information of the product (catalogs, brochures, etc.). This documentation is studied, evaluated and accordingly, further information is obtained, if necessary.

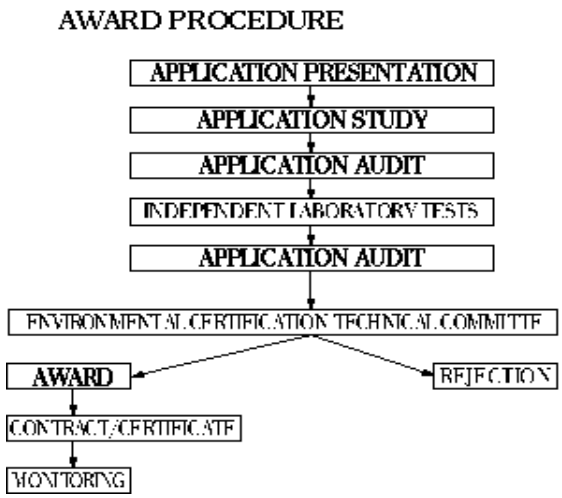
2. ON SITE AUDIT
Auditors of AENOR visit factory sites to check ecological criteria fulfillment. In the process, some samples of products are collected and sent to accredited laboratories. From this first visit, we make a report.

3. LABORATORY TESTS.
Independent laboratories test the product along the lines of the ecological criteria Standard. These laboratories must be accredited by the Entidad Nacional de Accreditation (ENAC) or the Ministry of Industry.

4. EVALUATION
The application form is evaluated according to the documentation sent, audit report and test results.
The final evaluation report is sent to the Environmental Certification Technical Committee.

5. ENVIRONMENTAL CERTIFICATION TECHNICAL COMMITTEE
This Technical Committee is joined by all interested parties: the Environmental the Ministry, Ministry of Industry, consumers, manufacturers, ecological parties and AENOR, which study the application form and decide if the label should be awarded.
If the decision is positive, the manufacturer signs a contract for a three year period.

6. COMPLIANCE MONITORING
Products with the label are held to a yearly follow-up to verify ecological criteria fulfillment, factory visits and making laboratory test as defined in the ecological criteria Standard.
The follow-up result is sent to the Technical Certification Committee.



Green Seal (USA)

Green Seal's Process for Certifying Products

Manufacturers with products in categories with existing Green Seal standards or criteria may apply to Green Seal to have their products evaluated and, if the relevant criteria are met, awarded certification. The manufacturer signs a contract with Green Seal covering the evaluation and certification. A fee is charged to the manufacturer to cover the cost of evaluating a product for certification.

For each Green Seal standard a checklist is developed of all relevant data needs and criteria to be used in evaluating a product. The checklist includes not only the criteria themselves but also factors in the production system relevant to ensuring quality control. As a first step, the manufacturer is provided with a list of information and documentation it must provide to Green Seal on the product to be evaluated.

A visit is typically made to the production facility/ies to inspect the process and take measurements on characteristics (such as recycled content) that cannot be determined from the product itself. Depending on the particular product and criteria, product samples may be sent to laboratories for testing and analysis. Green Seal uses established laboratories for its testing, and in many evaluations it has retained Underwriters Laboratories, the world's foremost private testing and certification organization, as the primary contractor. Manufacturers' data may be used if derived from an acceptable laboratory.

Products that Green Seal determines meet all criteria and quality control specifications may use the Green Seal logo with accompanying text describing the basis for certification. The product manufacturer agrees in its contract with Green Seal to abide by Green Seal's policies for use of the seal. If a product fails to meet the standard, Green Seal explains confidentially the source of the non-conformity and gives the manufacturer an opportunity to bring the product up to the standard.

In the certification process, the underlying objective of transparency must be balanced by the need for confidentiality, particularly for confidential business information. In most cases, manufacturers submitting a product for evaluation do not want the public to know before the results are in, lest their product fail to meet a standard. Even after a certification is announced, the information on which the certification is based cannot be made public because so much of it is confidential business information. In this process, Green Seal acts as a surrogate for the public and must have credibility with the public.

Certification of products made by foreign manufacturers involves a few additional considerations. First, to avoid higher costs for foreign manufacturers, Green Seal may look for an independent certification body in the manufacturer's country to perform any necessary facility inspection and quality control. Second, regarding compliance with environmental laws, Green Seal looks for any violations of the laws applicable to the facility in its own country, not to the laws pertinent in the US. Overall, certification is equally open to manufacturers outside the US if they qualify under the criteria. Green Seal has certified several products by foreign companies and is conducting additional such certifications now.

GEN Participation at United Nations Event

A Global Ecolabelling Network (GEN) presentation and exhibit booth attracted considerable interest at the Sustainable Development in Action Exhibition, held during a special session of the United Nations General Assembly in New York City from June 23-27. The exhibition theme was demonstration of progress being make around the world to move towards patterns of sustainable development.

The GEN Chair Dr. Arthur Weissman, delivered an "Executive Briefing" presentation which involved an overview of the GEN and ecolabelling in general . On the exhibition floor, the GEN was well represented by Ms. Marie Fahlin of the GEN Secretariat (and Product Manager for Sweden's SIS Ecolabelling Program), and assisted by Mr. Kevin Gallagher, who is the TerraChoice Environmental Services Inc. official responsible for marketing the Canadian ECP.

The United Nations General Assembly Special Session (UNGASS) delegates, United Nations staff, non-government organizations, media, and others associated with the Special Session, were invited to attend the Executive Briefings provided by select exhibitors, including the GEN, and to tour the exhibits and speak with exhibitors. Visitors to the GEN exhibit expressed interest in the activities of the GEN and its individual members, and in potential ecolabelling initiatives in their countries.

Additional of Last Issue's Feature

Procedure for Developing Criteria of Brazilian Ecoabelling Program

Associaçào Brasileira de Normas Técnicas (Brazil)

ABNT is a founding member of the International Organization for Standardization (ISO) and a member of the International Eletrorechnical Commission (IEC). The Association has also contributed to the foundation of the Pan American Standards Commission (COPANT) and has taken part in the settlement of the MERCOSUL Committee for Standardization (CMN), being responsible for its Executive Secretariat. In 1992, ABNT began to develop a Brazilian Ecolabelling Program. The first step was to conduct extensive research about international experiences on ecolabelling. That research provided the basis for the conceptual framework of the Brazilian ecolabel, the ABNT - Environmental Quality Label.

The model adopted is voluntary and multiple criteria-based, in conformity with the draft of ISO 14024 - Environmental Labels and Declaration - Environmental Labelling Type I Guiding Principles and Procedures.
Within ABNT, the management of the label involves the following structure:

a) the Certification Commission (ABNT/CC) - It is a board composed of representatives of parties interested in certification, such as government, consumer representatives, industry associations, scientific and technology institutions, environmental non- governmental organizations, etc. The composition, appointed by the ABNT Governing Board, is established in a way to provide a balance of interest, where no single interest dominates, in order to assure the impartiality and the independence of the certification body operated by ABNT.

The Commission proposes the Certification Policy (which involves product certification, quality systems and environmental management systems registration and ecolabelling) to the ABNT Governing Board and supervises the implementation of its policies, and the certification process, including the creation of Technical Committees for Certification, the approval of standards, criteria and procedures proposed by them and the granting of the label.

b) Technical Committees for Certification (ABNT/CTC) - They are formed when there is demand for ecolabelling a product or product category. They are composed like the Certification Commission, but their composition focuses on the technical specificity of the product category under discussion. Their members are appointed by the ABNT/CC.

The ABNT/CTC elaborate the specific criteria for each product or product category and the specific rules to assess conformity with those criteria. They are also responsible for evaluating each application and proposing the granting of the label to the Certification Commission.

c) Certification Department - It is responsible for the operational procedures of certification, by carrying out the certification process, conducting the assessments, test reports and all steps established in the specific rules.

Procedure for developing criteria:
1) Creation of Technical Committee for Environmental Certification(ABNT/CTC)
The creation of ABNT/CTC may be requested by a corporate organization which represents a product or product category, or by the ABNT Board of Directors.
This request must be based on a set of documents that testify to the real need for creating the ABNT/CTC and justify the balance among member representatives.

2) Inventory
The ABNT/CTC must define the functional unit, delineate the product system boundaries, establish the level of detail required and agree upon a procedure for ensuring the quality of studies.
After that, input from and output to the environment through the life cycle of the product are quantified. If there is no available data, an ad hoc group is formed to gather data. When applicable, international research is considered, too.

3) Environmental Impact Evaluation
The Environmental Impact Evaluation identifies, characterizes and evaluates the effects on the environment of the input and output of the system product identified during the inventory. The inputs and outputs are related to each relevant impact verified through the product's life cycle.

4) Setting the Criteria
Based on the results of the previous steps, and taking into account the views of interested groups, the ABNT/CTC should determine the most relevant environmental aspects for which shall be established specific criteria and respective verification methodology (test methods, inspection, etc.). The criteria should also consider, in addition to the current status of industrial performance, trends toward improvements, available technology and the significance of these points in the context of economic feasibility with a view toward promoting environmental excellence. Here, the ABNT/CTC may establish consultation with an ad hoc group. Finally, the test methods and certification procedures are determined and set out in what is called "Specific Rules" of the program.
All of these issues and considerations about solutions for qualitative and other related issues are assembled in a draft proposal submitted to the Certification Commission.

5) Public Consultation
The draft proposal of the criteria is submitted to public consultation in a similar way to that used with National Standards. The final proposal is established following the consensus process according to the "Code of Good Practice for Preparation, Adoption and Application of Standards" and ISO/IEC Guide 59.

6) Adoption of the Criteria
Finally, when the criteria and certification procedures are accepted by involved interested parties, the final proposal of the criteria is submitted to the Certification Commission of ABNT for adoption.

Additional of Last Issue's Feature

Stages For Setting Ecological Criteria

Asociación Española de Normalizatión y Certificaión (Spain)

1.DEFINITION OF PRODUCT GROUP

Selection of products which are representative of the market and of ecological issues, taking account of :

-Interest showed by manufacturers about AENOR regarding the development of ecological criteria.

-Opportunities to significantly reduce the negative impact of the products.

-Give answers to industrial sectors that have no ready ecolabel for their type of products.

The scope of ecological criteria shall include products with the same function, which may be considered to be substitutable for one another and able to be compared according to the same criteria.

This first step is very important because it could determine the success of the process. The product group is selected depending on the interest showed by the industrial sectors regarding the development of ecological criteria.

2. FEASIBILITY STUDY

After deciding in which priority areas to begin work, AENOR carries out a feasibility study in order to determine the benefits of undertaking the job. In this study, there is a phase of information collection in which data are collected on:

-The size and structure of the market.

-Interest shown by industrialists of the sector concerned.

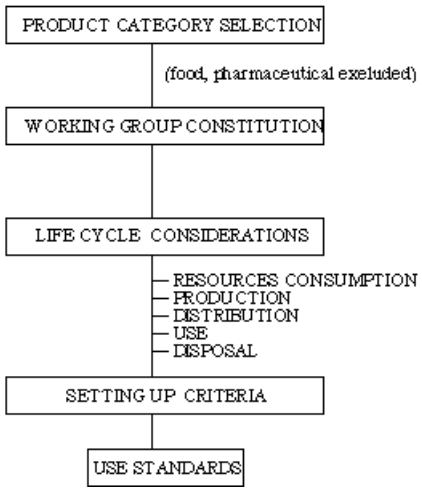
-Number of national manufacturers of this products.

It is the results of this consultation stage which determine whether or not work is started on a new product group.

3. CONSIDERATION OF THE LIFE CYCLE ASSESSMENT

Once it has been decided to open a new project, we look for life cycle studies already available or contract a consultancy to carry out one, if necessary.

STAGES FOR SETTING ECOLOGICAL CRITERIA



Brief Report on the First Case of the Technical Assistance Program

Green Mark (ROC(Taiwan)) Ning Yu

Duration: May 19 to 24, 1997

Location: ITRI, Hsinchu, Taiwan, ROC

Expert: Mr. Jan Erik Stokke, Head of Information, Norwegian Environmental Labelling Foundation (NELF)

Purpose of visit: To provide ITRI, the Implementation Body of the Green Mark program in Taiwan, ROC, with information on the Nordic Swan program.

Cost of the visit : GEN provided Mr. Stokke with one economy-class round trip airline ticket from Oslo to Taipei and ITRI provided local accommodations for six days. The total direct cost was about 2000 US$. Subjects discussed:

1. Organization chart, manpower distribution, budget, and other administrative and procedural issues,
2. Basis for the selection of product categories,
3. Methodologies used in the formulation of product criteria,
4. Promotion and public relations, and
5. Harmonization and mutual recognition.

Lessons learned from the Nordic Swan (the Norwegian part especially):

1. The Board of NELF consists of 7 members, representing consumer, trade, industry and government agencies. They meet every month and everyone is interested in the most benefit of the program. Therefore, loyalty to the program is very important and the Board is responsible for its success.
2. The program was started in 1990. The number of product criteria increased gradually and steadily from 1992 to 1997. The average number of criteria developed per year was 8. The number of licensed products has the same trend, with an average of 60 per year.
3. The decision to name a "product category" may be tactical in order to follow the basic principles of a Type I program. In other words, the product category has to be precise enough to define "leading" products while wide enough to cover as many potential licensees as possible.

For example, "batteries" may be a better category than "mercury-free batteries", because the latter may have just a very limited number of manufacturers.

4. The product categories may be either "material-based"(e.g., "products made of recycled plastics") or "use-based" (e.g.,"car-care products"), or "characteristics -based" (e.g., "energy-saving lamp"). In some cases, a product may fit in more than one category.
5. In the "criteria document," it is better to reveal the major environmental concerns of a certain product category. For example, for a correction agent, NELF stated that "the goals of the ECO labelling of correction agents are: to minimize the content of harmful substances and to minimize the waste associated with the packaging. "
6. The NELF's criteria document is very comprehensive. Besides having specific requirements on the product, it also contains requirements on packaging and accessories (e.g., surface treatment agents for wooden furniture). It covers requirements on the components of the product (e.g., chemicals used as raw material), production (e.g., discharge of VOCs during production), application (e.g., dosage of use for detergent), function (e.g., the effectiveness of all purpose cleaners), properties (e.g., degree of opacity of correction agents), and promotion (the applicant must provide a plan for training its marketing people), etc. However, it is agreed that all the requirements should be as verifiable as possible.
7. The Implementation Body should be proactive in making the criteria more practical and cost-effective. For example, NELF once grouped the applicants for compost bins together and made the testing laboratory give them a big discount on the test fee. The Implementation Body should also provide active services to licensees to better understand their needs and difficulties.
8. There are six basic principles for the selection of product category. They are (1) environmental problems (quality x quantity), (2) alternative products and production methods (e.g., electrical or two-stoke or four-stoke motorcycles), (3) market considerations (consumer demand, political demand, manufacturers interest, and competition between manufacturers, etc.), (4) resources needed (less is better), (5) is the ecolabel suitable to solve the problems ? (e.g., if the price of the labelled product is too high, it will not be chosen), and (6) timing of introducing a specific category.
9. Linkages with various groups may be different in nature but are equally important. Information provided by the Implementation Body to these groups should also have different emphases. Promotion and educational material such as video tapes, pamphlets, and newsletters are all very useful. Stories of success from licensees may be used to encourage potential applicants. Television commercials, although powerful, are too expensive. The magazine, Environmental Strategy, published quarterly by NELF, has a circulation of 10,000 copies now. It is a very lively and informative magazine.
10. Mutual recognition with other programs around the world has not been considered before. Mr. Stokke seemed to be very interested in the model developed between Green Mark and the Environmental Choice of Canada. It is agreed that we will pursue this for future discussions.

Conclusions

After comparing the Nordic Swan with the Green Mark programs in many aspects, we found that they do not differ very much in the principles and procedures and both are already in compliance with most of the provisions in the draft ISO 14024 standard. Since Green Mark is in the process of privatization, it will have to be more and more self-sufficient and business-oriented, while maintaining the credibility at the same time. A lot of experience from NELF, especially in the promotion of the program, may be adopted by Green Mark to achieve that goal. We thank GEN very much for the financial support of this technical assistance program and we believe that this program has proved to be worthwhile.

News from Members

The Austrian Eco - Label (Austria)

Verein für kansumenteninformation

Total number of valid criteria: 36
Certified products and services: 158
Newly developed criteria:

UZ 32: Peatfree Culture Substrates and Soil Improvers

The aim of this guideline is the substitution of peat, so as to contribute towards the preservation of natural resources and the protection of species and habitat. It is also intended to encourage the recycling of wastes by recirculating organic wastes in the natural cycle.

UZ 33: Water and Energy Saving Sanitary Fittings

Sanitary fittings must be designed in such a way that the user can contribute to resource protection both actively by easy operation and passively by on-the-spot adjustment of water temperature and volume. While the climate balance will also be improved by a saving in energy, an anticipated positive secondary effect is the reduction in drinking water

consumption.

UZ 34: Office Chairs
This standard promotes office chairs which are constructed in a way that they easily can be deconstructed and therefore contribute to a sustainable development by enabling the reuse or recycling of components of used chairs. In this sense, office chairs must also consist of renewable or secondary materials to a significant content.

UZ 35: Textile Floor Coverings
The criteria focus on textile floor coverings with a low content of certain heavy metals and substances which are classified as damaging to human health or to the environment and which emit little organic substance during use. Recovery or recycling of production waste and used products must be possible.

UZ 36: Newsprint for Journals, Magazines and Catalogues
Only forestry thinnings and residual industrial wood are permitted as raw material for primary fibers which, beside secondary fibers, are allowed to be used for paper production. Extensive restrictions regarding paper additives and process materials as well as biological waste-water treatment combined with restrictive thresholds for aquatic emissions ensure that the level of environmental pollution resulting from the production process is kept as low as possible.

Criteria under developement
Wood Central Firing
If density of settlement is too low for the use of long-distance energy, wood-based heatings in combination with other renewable energy carriers make sense. The criteria focus on most effective and low emission wood central firing and require as much as possible aid for the consumer to enable a low pollution operating mode of the heating.

Other information
The Federal Ministry for Environment has launched a World Wide Web homepage at http://www. bmu. gv. at/bmu/bmu/fachinfo/wum/UWZHome.htm. Information about the history, the basic idea and the administration of the Austrian Ecolabel as well as facts like a survey of the criteria documents are available.
A service organisation called "BeschaffungsService Austria" (Public Procurement service Austria) was founded recently to provide public procurement offices with information about environmental aspects of purchase decisions. A newsletter is published quarterly to enable exchange of information between purchasing departments concerning experiences with environmentally sounded products.
Up to now 19 tourism enterprises (e.g., hotels, restaurants) have been awarded with the Austrian Ecolabel. Criteria concentrate on measures to save energy as well as provisons to reduce water consumption and waste. Recent developments show that this label seems to be a successful approach to offer tourists the possibility of taking environmental aspects into account when they decide about their vacation destination and to provide tourism enterprises with a powerful environmental marketing tool.

Environmental Choice[M] Program (Canada)

TerraChoice, Environment Canada

Total Number of Valid Criteria: 93:

50 guidelines
43 Panel Review criteria documents

Guidelines Under Review / Revision: 4

ECP-07 [Water-borne] Surface Coatings
ECP-08 Fine Paper [From Recycled Paper]
ECP-11 Newsprint [From Recycled Paper]
ECP-37 Dry Cleaning Services

Guideline Under Development: 2

ECP-05 Biodegradable Non-toxic Hydraulic Fluids

JWEL-03 Coated Paper

Guidelines Recently Revoked: 2

ECP-23 Compost
ECP-27 Non-rechargeable Batteries

Guideline to be Revoked: 1

ECP-12 Solvent-borne Paints

New Certification Criteria: 11

PRC-030 Residential Homes
PRC-034 Electronic Equipment Recovery Service
PRC-036 Component Pulp
PRC-038 Warming / Cooking Gel
PRC-033 Outdoor Community Events
PRC-035 Fishing Sinkers
PRC-037 Fireboard Manufactured from Recycled Resources
PRC-039 Organic Turf Management

PRC-040 Office Design

PRC-041 Anticorrosion Chemicals for Vehicles

PRC-042 Laundry Detergent

Number of Certified Products/Services/Technologies/Events:>1750

The EcoBuyer Catalogue:

Following the tremendous success of the premiere edition, TerraChoice officials are working on a 1988 issue. As a reference guide to ECP certified products, services, events and technologies, the catalogue organizes and presents these under the following major category headings:

- Appliances
- Building, Grounds and Construction
- Cleaning Products
- Equipment, Machinery and Automotive
- Marine Products
- Non-commercial and Consumer Products
- Office Products
- Paints and Surface Coatings
- Paper and Printing Service Plastic Products and Plastic Film Systems and Technologies

Each category section includes: an index of all certified products; a category description; an overview of the environmental standards that must be adhered to in order for a product to be ECP certified; environmental benefits that are realized by meeting certification criteria; including descriptions and contact information to assist buyers in their purchasing activities and/or to obtain further product information.

Eco Mark (Japan)

Japan Environment Association

1. Total number of valid criteria;
   69 (as of the end of June 1997)
2. Number of certified products;
   2033 (as of the end of June 1997)
3. Name of newly developed criteria;
   Recyclable Suitcases with Collecting System
   Offset Printing Ink
4. Name of criteria under development now;
   Personal Computers
   Copiers
   Toothbrush with Exchangeable Head
5. Name of revised criteria under public review;
   Recycled Paper for Office Use
   Recycled Paper for Printing
   Recycled Paper for Sanitary Use
   Clothing Made of Used PET Resin
   Household Textile Products Made of Used PET Resin
   Textile Products Made of Used PET Resin for Industrial Use

Note: All awarding criteria will be revised within three years in accordance with the revised "General Procedures for the Eco Mark Program".

Environmental Labelling Program
Korea Environmental Labelling Association (Korea)

1. Total number of valid criteria : 34(no more available 4 criteria not included)
2. Number of certified products : 227
3. Names of newly developed criteria(last 6 months)
   - Low harmful textile products
   - Recycled toner-catridge set for Laser Printer
   - Recycled toilet paper(updated for packing criteria)
4. Names of Criteria under development now
   - Detergent
   - Washing machine
   - Dishwasher
   - Air Conditioner

- Copier
- Gas Heating apparatus
- Paint and Ink
- Industrial Rechargeable Batteries(Stable, non-toxic, gel type electrolysis solution)
- Heat Insulating materials(without CFCs, asbestos)
- Biodegradable daily necessities(eg. chopsticks, toothpicks, straws, etc.)

[Activities]

The consumer monitoring groups of KELA, 205 volunteers, find out the 135 cases of wrong and deceptive commercial advertisements and descriptions from printed material during Oct.~Nov. 96. KELA indicted 17 companies to Fair Trade Commission and make it right.

These groups also act a role of monitor for Eco-labelled products' quality.

KELA published 23,000 copies of "Green Consumer Guidebook" and they were distributed to schools, NGOs, military and goverment organizations, etc.

This was supported by the Korea NGO Promotion Foundation.

[Program]

All criteria(34 criteria) will generally be revised in 1997. The Korea Testing & Reseach Institute for Chemical Industry(KOTRIC) are undertaking this project for revising and developing criteria and the Ministry of Environment(MOE) and KELA supports it.

[Conference]

KELA held a "Seminar for Eco-labelling in the US and LCA study of Washing Machines in Europe" on Apr. 23.

Dr. Arthur Weissman spoke on Eco-Labelling Programs in the US, Green Seal and Dr. Hellen Durant - PA consulting group, UK - spoke on LCA results for washing machine.

Green Mark Program
Environment and Development Foundation(ROC(Taiwan))

1. The Green Mark Program Will Have A New Implementation Body On August 1, the opening ceremony of a new not-for-profit organization, named the Environment and Development Foundation (EDF) was held in Taipei. Close to 150 guests witnessed this very successful event. EDF is invested solely by ITRI and its mission is to promote green consumption and sustainable development. It will be the implementation body of the Green Mark ecolabelling program of ROC(Taiwan). Dr. Ning Yu, who was the Director of CPCT, ITRI, is now the first Acting Executive Director of EDF.

2. Survey of Type I Ecolabelling Programs
   A survey form designed by Dr. Ning Yu was sent out by fax to Type I implementation bodies around the world. After corresponding with individual bodies twice to make sure that all the returned information was correct, the final version of the survey result was compiled in August (see attached Table).
   Unfortunately, some of the GEN member programs could not be reached by fax..
   They are Croatia, Israel, Luxembourg, and Austria. If any of these or other non-member bodies wish to send their information, please contact Dr. Ning Yu at fax number 886-3-5820231.

3. The First Case of Technical Assistance Program of GEN was carried out in May Under the sponsorship of GEN, an expert from Norway, Mr. Jan Erik Stokke, visited Taiwan from May 19 to 24. A brief report of the accomplishments of this program appear in this issue, too.

4. Status of the Green Mark program
   1) Number of product categories: 41
   2) Number of certified products: 451
   3) Names of newly developed criteria:
   a) Building materials made of recovered wastes,
   b) Glow starters for fluorescent lamps.
   c) Toothbrushes with replaceable heads,
   d) Water-saving faucets/devices, and
   e) Water conserving dual-flush cistern retrofit devices.

5. Name of criteria under development:
   Water-saving shower heads

Survey of Type I Ecolabelling Programs in the World

CPCT, ITRI, ROC(Taiwan)
July, 1997

Country/ Region	Implementation Body	Nature	Starting Yr	Pdt Categories Developed	No. of Licensed Pdts	Operational Budget in Current Year(US$)	Manpower in Current Year	Total Investment (US$)
USA	Green Seal	nfp	1990	64	261	567,000(grant) 60,000(fees)	6	~ 4,000,000
Germany	Federal Environmental Agency	Government	1976	76	4100	NA	NA	NA
	RAL	nfp				900,000(fees)	7	1,500,000(RAL)
Japan	Japan Environment Association	nfp	1989	71 C: 57 I: 12	2031 C: 1921 I 110	600,000(fees)	6	NA
Canada	TerraChoice Env. Services, Ltd.	Private Company	1989	66 C: 36 I16	1700 C: 1650 I 50	700,000(fees)	6	20,000,000
ROC(Taiwan)	ITRI	nfp	1993	41 C: 34 I 7	451 C: 381 I 70	363,000 (government)	6	965,000
Singapore	Ministry of the Environment	nfp	1992	24 C: 21 I 3	707 C: 707 I 0	NA	NA	NA
New Zealand	International Accreditation New Zealand	nfp	1990	16	59	126,000(fees) 36,750 (government)	1.75	4 ~ 500,000
UK	UK Ecolabelling Board (predating the EU Label only)	Government	1992	11 C: 11 I 0	26 C: 26 I 0	UK 1,500,000 (government) 60,500(fees)	6	6,700,000

Country/ Region	Implementation Body	Nature	Starting Yr	Pdt Categories Developed	No. of Licensed Pdts	Operational Budget in Current Year(US$)	Manpower in Current Year	Total Investment (US$)
Spain	AENOR	nfp	1994	4	17	167,000(fees)	4	430,000
Thailand	Thailand Industrial Standards Institute, Thailand Environment Institute	nsb/nfp	1996	9 C: 9 I 0	5 C: 5 I 0	140,000 (government)	4	NA
The Netherlands	Stichting Milieukeur	nfp	1992	35 C: 35 I 0	70 C: 70 I 0	1,175,000(government) 23,500(fees)	9 (4 for certification)	3,000,000
Nordic (Sweden, Finland, Norway, Iceland, Denmark)	Nordic Swan	nfp	1990	46	~ 1000 (310 licensees)	Norway 714,000(government) 702,000(fees)	15	4,300,000
						Finland 270,000(government) 780,000(fees)	9	1,160,000
						Sweden 2,550,000	15.5	NA
						Iceland, nil		
Korea	KELA	nfp	1994	34 C: 24 I 10	32 C: 23 I 9	140,000(fees) 5,600(membership)	3	NA
Greece	ΑΣΑΟΣ	government	1993	none	none	16,500(government)	3	500,000
Brazil	ABNT	nsb	1992	none	none	13,455(government) 30,000(grant)	5	430,000

Note: nfp: not-for-profit, nsb: National Standards Body, C: Consumer, I: Industrial, NA : not available

AENOR-Medio Ambiente (Spain)

Associacion Española de Normalizatión y Certificatión

AENOR-Medio Ambiente: Basic Information
- Total number of valid criteria: 5
- Number of certified products: 18
- Newly developed criteria:
  *Envelopes
  *Organizers
- Criteria under development:
  *Paper labels
  *Solar systems
  *Car care products
  *Photocopiers
  *Vacuum-cleaners
  *Vacuum-cleaner filters
  *Used car recovery & scrapping.
  *Paper recovery & warehousing.
  *Facsimile machines.
  *Printers.
  *Leather products.

Green Seal (USA)

Green Seal

News from Green Seal
(for third GEN Newsletter)

Green Seal, the U.S. ecolabelling program, now has 33 standards and criteria, covering 85 product categories, and has over 270 certified products in the market today. Five additional standards are in various stages of completion, with the one for room air conditioners to be issued next.

Green Seal just completed criteria for split ductless heat pumps, the units used for heating and cooling in many small residential buildings around the world. The standard promotes energy-efficient heat pumps and those that use refrigerants with no ozone-depleting potential. By the time of publication of this newsletter, several major brand-name heat pumps are expected to be certified under the criteria.

Green Seal is completing work on a series of technical reports on products and systems that can save energy in residential homes. The reports, supported by a grant from the US Environmental Protection Agency's Energy Star Homes Program, cover the following topics: sealants and ventilation systems; ducts; windows; roofs; water heaters; interior lighting; and photovoltaics. In addition to providing generic information about each topic, the reports give specific brand recommendations of products that meet Green Seal's criteria in each category. The reports are distributed to Green Seal's purchasing network of over 500 Environmental Partners and subscribers, who get Green Seal's regular monthly product reports on different categories.

Green Seal has been trying to persuade the US government to allow the use of third-party ecolabels in government purchasing. Industry argues that information rather than seals must be provided to allow government officials to make informed, independent decisions. Green Seal has been making the case that ecolabels provide objective, impartial guidance on environmentally preferable products, and that without the convenience of credible third-party seals, government officials will have neither the means nor the will to carry out environmental purchasing.

≪News from GEN Secretariat≫

I am very pleased to announce that GEN has 4 new members.

They are :

- the Korea Environmental Labelling Association
- the German Federal Environmental Agency
- the Environmental Choice New Zealand
- the Swedish Society forNature Conservation

Now we have 18 members.

In late June, I represented GEN at the Exhibition on Sustainable Development in Action. It was held in the UN building in New York and the building was full of environmentally aware visitors, mostly to participants in the conferences and meetings.

I would also like to give my personal thanks to TerraChoice, Canada, which let GEN use one panel in their booth at the Exhibition.

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Marie Fahlin
GEN Secretariat

≪from GEN General Affairs Office≫

The Annual Meeting and International Workshop on Ecolabelling '97 was held at Fairmont Hotel from September 22 to 25. We had participants from Mexico, Thailand, Indonesia, Malaysia, Chech and many more besides members. It is so great that we had an opportunity to exchange experiences with delegates from so many countries and empower each other at the workshop. Upcoming issues will be focused on at the Annual Meeting and International Workshop on Ecolabelling '97.

I would like to extend my thanks to Showa Ota & Co., our auditor, for Audited Financial Statements 1996.

Hiroyuki Sato
GEN General Affairs Office

GEN Home Page Address:http://www.interchg.ubc.ca/ecolabel/gen.html

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