



Ecolabels as Environmental Policy Tool



A meeting organized by OECD, WTO, UNEP and GEN concerning Ecolabelling and its future was held in Berlin during the last week of October on the occasion of the 20th anniversary of the German Ecolabel Blue Angel. The annual meetings of GEN and ExCOM were held afterwards.

More than 30 countries with ecolabelling systems were represented at this conference. One of the most important results was the confirmation of the importance of Ecolabel as tools of environmental policy. The benefits of ecolabeling systems were clearly identified and successes in these schemes were described.

The importance of adequate environmental information about products and services was emphasized in the conference as the key to having effective ecolabelling systems.

This information must support the purchasing decisions of consumers, whether they are otherwise knowledgeable or not. It must favor competitiveness in the market, guide considerations of environmental risks in the design and

development of products and must help to comply with the objectives of environmental and educational policies.

In conclusion, the conference emphasized the importance of the type I ecolabel. GEN, as a leader in this area, made a presentation of activities concerned with promoting the ecolabel type I and upholding its standards in the ecolabeling systems which employ its principles.

Decisions were taken in the ExCOM meeting on the elaboration of a strategic plan for the next five years, the expansion of programs of technical assistance, the elaboration of a communication plan, the preparation of teaching materials and the continuation of programs of mutual recognition.

Also in the annual meeting, the incorporation of 3 new members -- Zimbabwe, Thailand, and the European Commission -- was approved, bringing the number of members worldwide to 21. In this way, GEN's presence and relevance continue to grow.

José L. Tejera
GEN Chair
Asociación Española de
Normalización y Certificación

New ExCom Members



John Polak, TerraChoice,
Canada



Harald Neitzel, FEA, Germany



Heather Baily, Environment
2000, Zimbabwe



Pongvipa Lohsomboon,
Thailand



Seiji Taguchi, Ecomark, Japan

New GEN Home Page Address
<http://www.gen.gr.jp>

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ANNUAL MEETING of The Global Ecolabelling Network (GEN)

MINUTES

DATE: 29TH AND 30TH OF OCTOBER 1998

PLACE: BERLIN, GERMANY

PARTICIPANTS:

GEN members

John Polak

TerraChoice Environmental Services Inc
Canada

Nevenka Preradovic

State Directorate for the protection of Environment
Croatia

Simon Goss

European Commission, DGXI, E4
European Community

Andreas Troge

Federal Environment Agency
Germany

Harald Neitzel

Federal Environment Agency
Germany

Shigeyuki Hashizume

Japan Environment Association
Japan

Seiji Taguchi

Japan Environment Association
Japan

Hiroyuki Sato

Japan Environment Association
Japan (GEN GAO)

Tove Tronstad

Norwegian Foundation for Environment Labelling
Norway

Marianne B Eskeland

Norwegian Foundation for Environment Labelling
Norway

Anton Elejabeitia

Asociacion Espanola de Normalizacion y Certificacion
Spain

Jose Tejera

Asociacion Espanola de Normalizacion y Certificacion
Spain (Chair)

Ragnar Unge

SIS Ecolabelling
Sweden

Sven Thiberg

SIS Ecolabelling
Sweden

Kerstin Sahlen

SIS Ecolabelling
Sweden (SEC)

Eva Eiderstrom

Swedish Society for Nature Conservation
Sweden

Ning Yu

Environment and Development Foundation
Taiwan

Pongvipa Lohsomboon

Thailand Environment Institute
Thailand

Michael Jones

UK Ecolabelling Board
UK

Arthur Weissman

Green Seal
USA

Heather Bailey

Environment 2000 Foundation
Zimbabwe

Non-members

Ana Isabel Zuniga Sanzana

National Commission for the Environment
Chile

Stefan Larenas

Consumers International, Regional Office for Latin
America
Chile

Ana Quiros

ECO Global KPMG Consulting
Costa Rica

Roman Vyhnanek

Czechia Environment Center
Czechia

Jesper Gruvmark

DK-teknik, Miljom?rkessekretariatet
Denmark

Zsuzsanna Fiegler

Hungarian Ecolabelling Organisation
Hungary

Ajay Aggarwal

Central Pollution Control board, Ministry of
Environment and Forests
India

Sabar Ginting

Environmental Impact Management
Indonesia

Annella McFarlane

The Bureau of Standards
Jamaica

Clarissa M. Oracion

Bureau of Product Standards PRIME Project -
Environmental Management System
Philippines

Alexander Kaffka

Russian Academy of Science
Russia

Chad Dobson

CCC, Consumer's Choice Council
USA

0 Opening of the Meeting

Mr Andreas Troge, President of the Federal Environmental Agency opened the meeting. Mr Troge emphasized the importance of ecolabelling and of co-operation.

1 Introduction

The participants presented themselves and the organisation they represented.

2 Approval of Agenda

The agenda was approved. Heather Bailey and Michael Jones were appointed as the drafting committee.

3 Approval of Minutes from the last Annual Meeting

No objections were raised concerning the minutes from the Tokyo-meeting.

4 Membership:

4.1 Status of membership

There is expressed an interest to become GEN members in the future from the ecolabelling organisations in Philippines, Costa Rica, China and Hungary.

The possibility to make it possible for single-issue schemes to become members or associated members of GEN was brought up. Some of the members considered this very important. Other members wanted a clear definition of a single-issue program, as these programs are very different from the type-I programs, which are the only members today.

The proposal concerning the single-issue programs was that the Executive Committee would elaborate a proposal how to open the GEN membership to this kind of schemes. This proposal will be discussed at the next annual meeting. Single-issues schemes should be invited to the next annual meeting and that a workshop with single-issue organisations should be included in this annual meeting.

4.2 Approval of New Members

Three organisations have applied for GEN membership and the ExCom has taken provisional approval decision:

- * The European Union, DGXI, E4, contact person: Claude Rouam/Simon Goss
- * Thailand Environment Institute, Thailand, contact person: Pongvipa Lohsomboon
- * Environment 2000 Foundation, Zimbabwe, contact person: Heather Bailey

The full membership approved the new members. With these new members, GEN has 21 members.

5 Technical Assistance:

5.1 Current Status and report of past year's activities

Mr Polak had elaborated a proposal for an expanded technical assistance. Currently this program is open to GEN members. It was proposed that the technical assistance program should be available also to potential members as well, and the assistance offered more flexible. The summary of the presentation is attached to the minutes.

During the past year there have not been any applications for the technical assistance program. To give more information about the program and its possibilities, there will be more marketing during the coming year by

GENews.

5.2 Plans for 1999

The meeting discussed the need for teaching material in combination with the technical assistance program. As some of the members already have elaborated teaching material, these members were requested to send their teaching material to the secretariat before the 1st of February 1999. At the next meeting, the ExCom will evaluate the possibility of compiling the material or making it possible to use in connection with the technical assistance program.

The GEN members accepted the proposal for an expanded technical assistance program. Mr Polak will elaborate a proposal for the necessary GEN policy and procedures regarding the expanded Technical Assistance Program for consideration at the next annual meeting of GEN.

6 Outreach, Marketing and Representation:

6.1 Communications Strategy

The members assented to the ExCom proposal to develop a communication strategy. The strategy proposal will be presented at the next annual meeting. The importance of measuring the results of the efforts was stressed.

6.2 Web Site - Home Page

GAO informed the members about the problems with the GEN homepage, which was suddenly shut down by UBC. GAO will reconstruct the home page and asked the members to provide GAO with updated information. Members with their own home page will continue to use this for publishing their criteria documents as the updating process is easier.

The cost of the URL-site seemed to be high and the members were asked to find out if there is a cheaper site to be found for the home page. GAO office insisted in the possibility to contract the Japanese company to assure the maintenance due to the reason of the rapid communication by geographic location and the language.

6.3 Representation in ISO

GEN has participated in the ISO working group 207/SC3 during the development of the standards 14021 and 14024. These working groups are expected to disband soon. There remains the work with ecolabelling type III, but it has been decided that this type of ecolabelling will not be stated in a standard but in Guidelines.

AFNOR has invited GEN to participate in a new working group for eco-design. GEN will be represented by AENOR, which is going to participate.

6.4 International Representation Plan

Because of lack of information, it has not been possible for GEN to get an overview to make it possible to plan the work yet. The members were encouraged to send information to SEC about important international conferences to make it possible for GEN to plan and organise participation.

6.5 Consumer's Choice Council

Mr Chad Dobson, CCC, informed the membership about CCC and the importance of this organisation, of which

GEN is a member.

The possibility to inform the governmental representatives, which have connections in Geneva with the trade people, about the ecolabelling and the way the work is performed was emphasised.

7 Mutual Recognition:

7.1 System of Mutual Recognition

The document on Mutual Recognition, was presented by Mr Polak. The status of this paper was thoroughly discussed. The expression "Mutual Recognition" was defined according to the ISO standard 14024, article 5.17. The document should be regarded as a discussion paper and the members were invited to give their comments to Mr Polak. Mr Polak will develop the draft further and a final version will be presented at the next annual meeting.

7.2 Use of ISO 14021 and 14024 and Code of Good Practice

The GEN members agreed on adopting the ISO standards 1021 and 14024 as the GEN code of good practice.

7.3 Action Plan

Attention was paid to the difficulties with bilateral agreements with already approved criteria. EDT, Taiwan, invited other countries to collaborate. The discussion terminated in a proposal that five of the member organizations should collaborate in the development of criteria for computers. Computer criteria already exist in six different schemes.

A follow-up proposal of this project will be to give a report of the result at the workshop in connection with the annual meeting in October in Ottawa, Canada next year.

7.4 Report of Ongoing Pilot Projects

There are three agreements in practice, the first one was the one between EDT, Taiwan, and TerraChoice, Canada and this project has been followed by the ones between TerraChoice-Green Sean, US and EDT-Green Seal.

8 ExCom Election

The Executive Committee was elected and will have the following members:

- Mr Jose Tejera, AENOR (chair)
- Mr Seiji Taguchi, JEA (treasure)
- Mr John Polak, TerraChoice
- Mr Harald Neitzel, FEA
- Ms Pongvipa Lohsomboom, TEI
- Ms Heather Bailey, Environment 2000 Foundation

9 Work program and Financial:

9.1 Approval of 1997 financial audit

Mr Hashizume, JEA, presented the report. The meeting accepted the report. It should be noted that the European Commission had contributed to parts of the cost for the Secretariat in Sweden. There was a request for more information about specific activities in the activity report as well as a connection between this report and the financial report. The meeting decided that next year the two reports should be connected.

9.2 1998 Financial Report

Mr Hashizume, JEA, presented the actual income and

expenditure versus the approved 1998 budget. The members were critical about the great carry-over. The carry-over was estimated at 70000 US \$.

9.3 Approval of 1999 work program

The 1999 work program was discussed. The need for a 5 year strategic plan was obvious. It was decided that the Chair should do this plan. The proposal shall be presented at the next annual meeting.

The need of teaching material was discussed and Mr Polak would send the teaching material used by TerraChoice to SNF, Sweden, SIS Ecolabelling, Sweden, FEA, Germany, AENOR, Spain, Environment 2000, Zimbabwe and EDF Taiwan for comments and proposals.

Finally, the Swedish chair, Mr Sven Thiberg, proposed that the role of the secretariat should be reconsidered and that GEN needed to have a stronger support for its work. Mr Thiberg proposed that Sweden together with the other Nordic countries will propose the alternatives in a report, that should be discussed by the ExCom. The conclusion was that the Chair would contact Mr Thiberg to get his views on the Secretariat role.

9.4 Approval of 1999 budget

The Chair and Mr Sato explained the budget for 1999 and with minor amendments and reallocations it was accepted as follows:

1999 BUDGET

Income

Membership fee	78.000
Carry-over	70.000
Total	148.000

Expenses

Technical assistance	25.000
Seminars	35.000
Teaching material	10.000
Home page	2.500
Communication	15.000
Brouchure	1.000
Tel/fax/postage	1.000
Chair	9.000
Benefit for chair (22%)	1.980
Secretariat support	30.000
Annual Audit/legal	6.000
Others	6.000
Total	142.480

The membership accepts the financial report for 1999 and the budget is approved.

10 Other Business

There was no other business

11 Presentation of the German ecolabel

Mr. Harald Neitzel presented the Blue Angel ecolabel; including statistics of the current situation and future

projects.

12 Resolutions

The members accepted the following resolutions

Resolutions

Res 1/98 That the following ecolabel organisations Environment 2000 Foundation (Zimbabwe), Thailand Environment Institute (Thailand) and European Commission (DG XI) be approved as members of GEN;

2/98 that GEN reevaluates categories and conditions of membership with consideration of types of eco-labelling programmes which are not ISO Type I Eco-labelling Programmes;

3/98 that GEN accepts the proposal for an expanded GEN Technical Assistance Programme;

4/98 that the definition for Mutual Recognition is taken as per paragraph 5.17 of ISO 14024;

5/98 that the document "System for Mutual Recognition" be regarded as a discussion paper to the membership of GEN, with comments invited from members to John Polak;

6/98 that ISO 14024 in conjunction with ISO 14020 be endorsed by GEN as a code of Practice for Type I Eco-labelling Programmes;

7/98 that the membership accepts the audited financial report for 1997;

8/98 that for the future, the financial report and activity report shall be merged, in order that the costs for each

activity shall be evident;

9/98 that the Executive Committee be authorized to appoint the auditor of the financial report for 1998 after consultation of the full members;

10/98 that membership fees remain as agreed in Resolution 4/97.

13 Date of next meeting

Next meeting will be held in Canada (Ottawa) next October 1999.

Mr. Tejera closed the meeting and expressed in his name and in the GEN members name his deeply gratitude to Harald Neitzel for the hospitality and efficiency shown during the meetings.



Notice

- GEN Provides Technical Assistance to You -

Introduction

In line with the objective to, among other things, promote and develop ecolabelling world-wide, GEN started a Technical Assistance Program in 1996 in which members provide other members with technical assistance on administration, budget, procedures, methods of creating certification criteria, promotion, public relations, and so on. At the annual meeting in 1998, GEN decided to expand the program to potential members and organizations in process of designing or developing ecolabelling programs.

Assistance Recipients :

- GEN members
- Potential GEN members (organizations already having programs)
- Organizations in process of designing or developing ecolabelling programs

Type of Assistance :

- Experts from GEN member programs work with recipient programs
- Officials from recipient programs attend GEN meetings and workshops
- GEN provides support materials

Contents of the Assistance :

[For GEN members]

- GEN provides travel funding for experts to visit recipient members (assisting program pays expert's salary, and recipient program pays in-country costs)
- GEN provides travel funding for officials to attend GEN meetings and workshops

[For Potential GEN members and organizations designing/developing programs]

- GEN coordinates provision of expert from member programs (assisting program expert visits recipient organization)
- GEN invites recipient organization to attend GEN meetings and workshops (funding is responsibility of recipient organization)

Contact :

If you are interested in receiving the assistance, do not hesitate to contact the GEN secretariat. (TEL.+46-8-610-30-00, FAX.+46-8-34-20-10, E-mail. gen. secretariat@sis.se)

Report on Green Goods V International Conference

Labelling Environmentally Friendly Products

Gaining Importance World-wide

International conference in Berlin underlines significance for sustainable development of eco-labelling

Federal Environmental Agency of Germany
Harald Neitzel

There has been a global boom in labelling for environmentally sound products. A number of credible eco-labels are now in operation, including the "Blue Angel" in Germany, the "Nordic Swan" in Scandinavia and the European Union's own Europe-wide eco-label. Some are administered by the state, although they are more frequently awarded by independent private organisations. Eco-labelling is gaining in importance because consumer behaviour across the world, but especially in the industrialised countries, will have to change considerably, if sustainable - i.e. long term environmentally sound - development is to be possible. Eco-labels help by informing consumers about environmentally friendly alternatives. And now, from 26th to 28th of October, 180 representatives from the labelling institutes, business, consumer and environmental groups, as well as from government departments in 56 countries and international environmental organisations, are sharing their experience at a conference in Berlin: "Ecolabelling for a Sustainable Future." Nine initiatives are also being presented. They are demanding that the criteria for awarding eco-labels be made public, in order to prevent free loaders from making capital out of an undeservedly positive environmental image. It is also expected that not only products, but also services will be awarded eco-labels in the future.

Between 30 to 40% of environmental stress can be laid at the door of consumer behaviour. For this reason, altering consumer behaviour is a key point in Agenda 21, a plan of action passed by over 170 countries at the 1992 United Nations Conference for the Environment and Development in Rio de Janeiro. Agenda 21 explicitly mentions environmental labelling as an instrument for improving the environmental quality of products. However, as Jean Cinq-Mars, director of the OECD Environment Department, pointed out during his opening speech, eco-labelling is just one item on the overall agenda for change in patterns of production and consumption.

Product-based environmental protection gaining significance

The rise of product-based environmental protection across the world also underlines the major importance of labelling for environmentally friendly products. In most industrialised countries in particular, environmental stress from industrial facilities has become noticeably less, but the burden caused by products themselves has risen. In Germany, for example, industrial plant are no longer the most important source of cadmium, a heavy metal which can be a public health hazard. Only around three tons of cadmium per year are now emerging from Germany's

smokestacks, while 350 tons of it get into the domestic waste system in the form of nickel-cadmium batteries.

Eco-labelling on the rise across the world

The conference also shows that labelling for environmentally sound products is most highly developed in the highly industrialised world although many eco-label projects have been initiated in less developed countries such as Zimbabwe, Korea, Hungary and Thailand. The number of international - even intercontinental - projects now also show that environmental labelling has now become an indispensable component of long term sustainable development. The following examples show the relevance of eco-labelling in the key issues of sustainable development.

* Sustainable Forest Management: this global certification scheme for forests and timber, administered by the Forest Stewardship Council, is drawing more and more attention. It is not only influencing the building or furniture timber sectors, but is becoming increasingly important to the paper industry and newspaper publishers. Success in the medium term can only be expected if all participants work together.

* Sustainable Fisheries: increasing over-fishing in the sea has made sustainable fishing essential. A labelling project supported by the multinational company Unilever has recently been set up. A representative of the Marine Stewardship Council is participating in this conference. Intensive salmon farming has also come under criticism, and representatives from a project for sustainable salmon farming in Chile have also come to the conference.

* "Clean Electricity": the environmental group Greenpeace recently handed a proposal to the Federal Environmental Agency, whereby environmentally clean electricity generated from renewable sources such as the sun and the wind could be labelled. There are already some examples of this in the USA, Australia and Switzerland, and they show that electricity from regenerable sources can be promoted using eco-labels.

* Eco-labels for foodstuffs and agricultural products have been working well for many years. "Bioland" and "Demeter" are two examples from Germany. In this area especially, an explosion in new labels is taking place. Their increasingly global perspective is especially noticeable, and the labels themselves are, with the exception of the Dutch "Stichting Milieukeur", all organised from outside the traditional eco-labels. More and more areas beyond simple foodstuffs are also being exploited; for example, the labelling of organically grown cotton or flowers cultivated with little or no pesticide.

The conference is also discussing the success of labelling environmentally friendly products, cooperation with

manufacturers and possible improvements to the schemes. A further focus of debate is the challenge of effective communication: informing the consumer about the many labels, operated by often highly committed independent organisations, without confusing retailers or their customers.

Assessing the success of the German "Blue Angel"

The German environment ministry and the Federal Environmental Agency have conducted a survey among companies who use the German eco-label, the "Blue Angel", as well as experts from business and other organisations. The label will celebrate its 20th birthday this year. Some 4000 products from over 800 manufacturers are currently permitted to use the label, which is awarded by the independent "Jury Umweltzeichen", a committee consisting of representatives from industry, retail, political parties and consumer groups. The results of the survey was presented at the conference.

Of the companies surveyed, 57% found the eco-label "good" or "very good", 27% "satisfactory", 11% "adequate" and 5% "inadequate". The conclusion was that the "Blue Angel" has firmly established itself in some sectors; for example, the awards criteria for the eco-label have become a standard for products such as photocopiers, heating appliances and hydraulic fluids. The companies affirmed that the eco-label have had a positive effect on certain products, encouraging environmentally sound developments. Fundamental criticisms of the label were the exception rather than the rule, although the companies did make some suggestions for improvements. Most importantly, businesses expect that more will be done in future to heighten the profile of the "Blue Angel". Around half of all German consumers currently check for the "Blue Angel", making it - despite some recent falls in popularity and increasing competition - the leading eco-label in Germany. A further criticism was directed at what

companies held to be "eco-label fatigue". Businesses requested that labelling be restricted to key areas of environmental protection. This alleged overload is nevertheless an inevitable consequence of the orientation of product life-cycles around eco-label criteria, something now demanded by many interested parties. The associated expense for companies should, however, be taken just as seriously as the oft-heard complaint about there being too many different labels with too many different criteria, even within Europe.

Key results of the survey:

- * 76 % of companies believe that the eco-label has increased competition for environmental innovation in their sector.
- * 38 % believe that the eco-label has led to a clear improvement in the environmental quality of their products, while a further 28% agree with reservations.
- * 56 % of companies are of the opinion that the "Blue Angel" is "very beneficial" or "beneficial" to the environment. One third of companies perceive a great or very great benefit for their business as well.
- * The most frequent reasons given for applying for the eco-label were "responding to competition" and "improving the marketability of the product." Environmental labelling receives a positive response from 91% of customers.
- * Nonetheless, only 25% have actually experienced a marked improvement in their market position, although a further 38% agreed that their position had improved "to some extent".

About 1000 companies were approached, of which 296 responded. To complement the results, a further 112 telephone interviews and 30 in-depth interviews were carried out. The full results of the survey have been published in the Federal Environmental Agency's TEXT series (No. 61/98).

ECO-LABELLING FOR A SUSTAINABLE FUTURE

Green Goods V International Conference

Conclusions

Berlin, Palais am Festungsgraben, 26 - 28 October 1998

Environmental labelling and declarations stand among the product policy tools and market instruments useful to achieve sustainability. They mean to inform consumers about their product choices by providing the market place with environmental information. They may include environmental certification programs, single issues or multi attribute and/or self-declaration or independently certified claims. Discussions focussed largely on third party organized environmental labelling (such as Type I labelling, ISO 14024), although several other labels were also examined.

1. Among the various policy-tools used to achieve environmental goals, eco-labelling stands as a market based tool with the following characteristics:

- * it is a voluntary approach;
- * it uses market incentives to improve environmental

performance and raise environmental awareness;

- * it is based on a participatory decision-making process;
 - * it provides guidance to consumers so they can select products that are environmentally preferable
 - * it is based on science to underpin the definition of product categories and the choice of qualification criteria
2. By describing and setting environmental performance criteria over a product's life cycle within its product category, ecolabelling provides the market place with an environmental driver.
3. Appropriate stakeholder involvement is key to achieving transparency necessary to set the environmental performance criteria. Governments as well as industry, trade, environmental organisations and consumer associations should be encouraged to contribute to eco-

labelling activities.

4. Eco-labelling aims at providing environmental information on products and services as an instrument to contribute to the promotion of environmentally sustainable economies. The tool effectively responds to market demand by:



- * helping consumers to make a choice
- * assisting professional purchasers
- * giving industries an environmental marketing tool
- * creating markets for environmentally preferable goods
- * providing guidance for product development and design
- * stimulating more sustainable production processes
- * serving environmental and educational policy objectives

5. A number of experiences are available on existing eco-labelling schemes and these indicate that:

- * in many schemes, promotional efforts have focussed on increasing consumer awareness, encouraging industry participation and on the greening of institutional procurement;
- * the increasing diffusion of eco labelling schemes, and the increasing number of product groups proves a growing acceptance and recognition of the instrument.

* considerable opportunities may be realized by small and medium sized enterprises

* eco-labelling schemes can be organised differently in order to achieve their objectives

* environmental labelling contributes to public policy and government activities, e.g. it may assist the choices of professional purchasers

6. Various parties have raised a number of concerns related to different eco-labelling schemes that need to be better understood and addressed, and noted the following:

* effects of disparities in criteria setting for a same product-category that are generated by different eco-labelling schemes

* effects on developing countries and transitional economies

* trade effects related to transparency, access and non-product related process and production methods

* rationale for criteria development

* criteria designed so that they take into account local conditions in order to avoid undue environmental discrimination

7. Correctly devised and implemented eco-labelling schemes can also provide business opportunities for developing countries and those in transition. However special attention and support should be given to the following issues:

* Attitudes and environmental awarenesses of consumers in different societies and the resulting relationship with

businesses

* Testing facilities and appropriate technology

* Scarcity of information

* Cost of implementation

* Options available to obtain government support

8. Eco-labelling schemes should be evaluated on a periodical basis, in order to determine and improve their effectiveness. The evaluation should include:

* Appropriateness of eco labelling as an instrument;

* Scientific basis;

* Administrative and financial requirements;

* Market demand and impact;

* Inclusion of different stakeholders;

* Specific reasons for success;

* New and innovative products, processes, and labelling approaches

* indicators of environmental effectiveness.

9. Eco-labelling has several links to other management strategies and/or environmental policy instruments. It serves as a key to the development of other policy strategies, e.g. strategies for the greening of government for instance rely on clear indicators of environmental preferability. Also, it is closely related to the implementation of eco-efficiency, green public and private purchasing, and life cycle management - including the development of product standards.

10. Practical tools to improve eco-labelling shall be encouraged through the use of

* life cycle approaches to identify the most important parameters;

* a balanced group of experts

* internationally recognized testing and verification methods when available.

11. Co-operation issues:

* Eco-labelling practitioners as well as international organisations should be encouraged to improve information exchange and enhance co-operation towards assessment of feasibility of harmonisation or mutual recognition in order to strengthen the use and credibility of eco-labelling.

* A further development of the global eco-labelling network GEN should be supported in order to establish an effective strategy for cooperation.

* Several initiatives are undertaken to facilitate the development and the use of eco-labelling at the supranational, national and regional level. ISO 14000 series standards play an important role in establishing sets of predetermined requirements for eco-labelling programs. Provisions should be made for balance participation in the decision making process of standardisation.

* Better cooperation should be established between ecolabelling schemes in developed and developing countries.



"Assessing the Success of the German Eco-label" is published by the Federal Environmental Agency as TEXT No. 61/98. It is 80 pages long and be obtained by sending a message to Harald Neitzel (harald.neitzel@uba.de)

New GEN Home Page

[<http://www.gen.gr.jp>]

This January GEN web site has moved, and new home page has been opened at a simple and easy-to-memorize address [<http://www.gen.gr.jp>]. I wish you visit our new site and jump to members' own site, and get the information you need.

When you visit our pages, you can find ;

"What is the GEN?"

You can get the basic information about GEN including membership requirement.

"Members"

All the GEN members are introduced here. You can find the basic information on each program, and jump to its own web site.

"Product Category List of Ecolabelling Programs Worldwide"

When you want to know which program has certification criteria on which product categories, you should visit here first. Easily you can search that either by category or by program.

"GEN Activities"

Activity reports and annual meeting minutes can be found.

"GENews"

You can get the PDF files of GEN Newsletters we have already published.

"Links"

Under Construction. If you want us to make links from our site to your one, please let us know.

If you have any questions or comments on our site, don't hesitate to contact with Hiroyuki Sato at GEN General Affairs Office. [e-mail: hv6h-stu@asahi-net.or.jp]



Fee Structure of Type I Ecolabelling Programs

Information collected by EDF through e-mail, fax and from existing brochures.

Date of completion: December, 1998

Organization/Country	Application Fee*	Annual Fee Structure	Exchange Rate, Dec. 1998
JEA, Japan	Unit: Yen None	Basis: Sale Price Fee < 999 40,000 1,000~9,999 60,000 10,000~99,999 80,000 > 100,000 100,000	1US = 117 Yen
KELA, Korea	Unit: Won 30,000	Basis: Factory Price Fee <500 300,000 500~1,000 500,000 1,000~5,000 700,000 5,000~10,000 900,000 10,000 1,000,000	1US = 1186 Won
RAL, Germany	Unit: DM 300	Basis: Annual Turnover <0.5 million 350 0.5~2 700 2~5 1,400 5~10 2,750 >10 3,980	1US = 1.6 DM
TerraChoice, Canada	Unit: Cdn 100 for Panel Review, and None for Existing Guidelines	Basis: Annual Sales 1st million 0.6% further sales 0.1% Maximum 10,000/product 20,000/company Minimum 500	1US = 1.52 Cdn
VKI, Austria	Unit: ATS	Basis: Annual Sales <2.0 million 2,000 2.0~10.0 million 8,000 10.0~30.0 million 16,000 30.0~50.0 million 20,000 >50.0 million 25,000	1US = 11.8 ATS
Nordic Swan SIS, Sweden	Unit: SEK 15,000	Basis: 0.4% of Annual Turnover Maximum 350,000 Minimum 10,000 25% value-added tax for Swedish companies	1 US = 8 SEK
Ecolabelling Norway, Norway	Unit: Kron 12,000	Basis: 0.4% of Annual Production Value Maximum 300,000 Minimum 10,000	1US =
SFS, Finland	Unit: FIM 4,000	Basis: 0.4% of Annual Turnover Maximum 250,000 Minimum 4,000	1US = 5.1 FIM
Denmark	Unit: Dkk 3500	Basis: 0.4% of Annual Turnover Maximum 250,000 Minimum no limit	
Iceland	Unit: Isk 100,000	Basis: 0.4% of Annual Turnover Maximum 200,000 Minimum 5,000	
Green Seal, USA	Unit: US 7,500 per product	Basis: Per Product 5,000	
EDF, ROC(Taiwan)	Unit: NT 20,000 per product group	Nil	1US = 32.2 NT
European Label	Unit: ECU 475	Basis: 0.15% of Annual Sales	1US = 0.85 ECU
IANZ, New Zealand	Unit: NZD 100 Verification and Processing Fee: ND 140/hour + tax	Basis: Annual Net Sales Up to 250 500 250 ~ 500 1,000 500 ~ 2000 2,500 2,000 ~ 5000 3,750 Above 5000 5,000	1US = 1.89 NZD
AENOR, Spain	Unit: PTA 75,000	Basis: 0.1% of Annual Sales	1US = 137 PTA
TEI, Thailand	Unit: Baht 1,000 per product	Basis: per product per year 5,000 Baht	1US = 40 Baht
Society for Nature Conservation, Sweden	No on-site audit Unit: SEK 5,000 ~10,000 per product name	No on-site audit Basis: Annual Sale or Company Turnover Maximum 300,000 Minimum 1,500	1 US = 8 SEK
AFNOR, France	No on-site audit Unit: FF 15,000	Basis: 0.1% of Annual Sales	1 US = 5.6 FF

News from Members



The Environmental Choice Program(Canada)

TerraChoice Environmental Services Inc.

"The Environmental Choice Program" in Canada is continuing to grow in a number of areas, most notably services and green electricity. Criteria for car washes and automobile repair facilities have been developed and a national multi-stakeholder process is currently underway to further develop environmental criteria for electricity generation. The research and initial consultations started in

October 1998 and a multi-stakeholder review committee will be considering various options and proposals over the next three months. It is expected that national and international notification for public input will take place in June and July 1999 with final criteria ready for marketing by the fall of 1999. For more information contact John Polak by e-mail at "jpolak@terrachoice.ca".



Blue Angel (Germany)

Federal Environmental Agency

Total number of valid criteria	81(end of 1998)
Number of certified (last 6 month)	4239(end of 1998), 3766(beginning of 1999)
Newly developed criteria (last 6 months)	Fax Equipment Energy Operating Systems for Building
Criteria under development now	Household Equipment Lawn Mower Vanishes Furniture (review ?)

Programs, activities, conferences, etc. and any comments or messages

See reports of the Green Good V Conference

Study "Assessing the Success of the German Eco-labeled" is available without costs from the FED.

e-mail : harald neitzel @ uba. de



Green Label (Israel)

The Standards Institute of Israel

With the advent of eco-labeling in Israel, individuals will have the chance to opt for cleaner and safer environmentally-friendly products.

In 1993, criteria for eco-labeling were defined and a symbol designed, setting the way for manufactures and importers to apply to the joint committee of the Ministry of the Environment and the Standards Institute of Israel for permission to append the eco-label to their product.

Israel "Green-Label" takes into consideration the product's environmental impact at each stage of its life cycle(pre-

production, production, packaging and distribution, use and disposal).

Criteria for granting the "Green Label" include the evaluation of a product's impact on waste, soil pollution, noise, energy consumption, natural resources and other factors.

The new standard will provide uniform, recognized criteria for environmental labeling made by manufactures regarding their products. The provision of accurate and reliable information on the environmental effects of certain products

will increase consumer awareness, change consumer behavior, lead manufactures to develop environmental-friendly products and improve the environment. The environmental label is conceived as a market-oriented instrument of environmental policy which will provide a competitive edge to environmentally friendly products relative to other products in the category.

The standards for environmentally friendly products have been published by the Standards Institute of Israel:

SI 1738-General guidelines for the assessment of products with reduced environmental impact(Green Label)

SI 1611-Hygienic paper with reduced environmental impact(toilet paper, paper napkins and towels, tissues etc.).

SI 1899-Paper products for writing and printing with reduced environmental impact(notebooks, printing paper, envelops, computer paper etc.).

SI 1576-Paper and cardboard products for packing with reduced environmental impact.

SI 1937-Water based paints with reduced environmental impact

SI 1621-Mineral based lubricants with reduced

environmental impact.

SI 990-Primary batteries: general requirement with reduced environmental impact.

SI 1999-Polyethylene bags with reduced environmental impact(Green Product).

SI 4163-General standards of recycling plastic products with reduced environmental impact.

-Standard test method of solid waste with environmental impact.

-Standard test method of air quality with reduced environmental impact.

-Standard test method of water quality with reduced environmental impact.

Other standards, in advanced stages of preparation, include:
-A tri-layer plastic piping system for irrigation with reduced environmental impact.

-Plastic piping systems for non-pressure with reduced environmental impact.

-Green hotels.

-Green agriculture.



Eco Mark (Japan)

Japan Environment Association

Total number of valid criteria	70, as of December 31,1998
Number of certified products	2711, as of December 31,1998
Number of newly developed criteria (last 6 months)	6 (Revised)
Number of criteria currently under development	2 (Newly Developing) , 4 (Revising)

Programs, Activities, Conferences, and such, and Any Comments or Messages

The Eco Mark Home page has been renewed on January 1st , 1999.

To get information about the status of the Eco Mark Program, please access our home page.

All guideline and Criteria documents shown below are to be found there.

1.Guidline

1.1 The Eco Mark Program

1.2 Guidelines

1.3 Reference Data

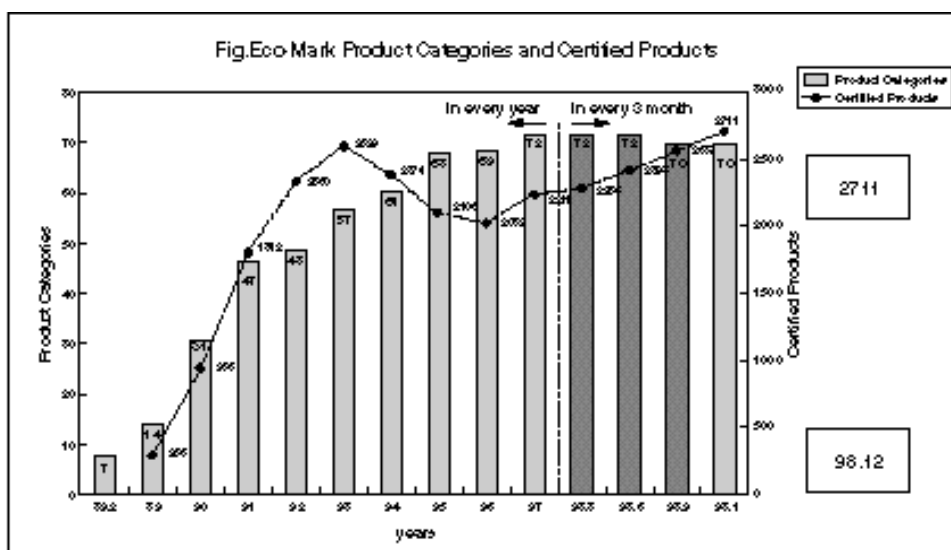
2.Criteria

Contents, Number of products, Number of manufactures, and so on

The address of the home page is [http : // www. jeas. or. jp / ecomark / english](http://www.jeas.or.jp/ecomark/english) (in English) [http : // www. jeas. or. jp / ecomark](http://www.jeas.or.jp/ecomark) (in Japanese)

Changes in the number of certified products and the product categories are shown in the figure below. Especially, the numbers of certified products in categories such as clothing made from recycled PET resin, recycled paper for stationery and products made from used plastics are increasing remarkably.

The number of certified products marked a record high.



Environmental Choice New Zealand (New Zealand)

International Accreditation New Zealand (IANZ)

Genuine Environmental Choice in New Zealand Supermarkets

The first products with a genuine environmental label are now in supermarkets throughout New Zealand. Both products are new to the market. They are the Elite range of household tissue products and Premium Packaging's range of egg cartons. Each have been assessed by Environmental Choice New Zealand and their products found to meet strict environmental requirements.

Environmental Choice was initiated by the Government in the early 1990s as an incentive to businesses to reduce adverse effects of products on the environment. The concept arose because consumers wanted to buy products that are better for the environment and needed a label that was credible. It also picked up on concern about advertising messages which were not backed up by independent certification.

Manager for the programme, Melissa Arseneault, said that the move into supermarkets is a breakthrough. "The licences we had issued up until now were with paints and carpet, items that the consumer purchases infrequently. Now we have everyday purchase items that will put the Environmental Choice label, and what it stands for, permanently in the mind of consumers. It is a major step forward in getting the public to recognise a genuine environmental claim when they see one."

Taking recycled paper to a new height

Gracefield Paper NZ Ltd received two Environmental Choice licences, for sanitary paper and recycled paper. They include the "Elite" range of toilet and facial tissue and paper napkins and towels which meet a number of specific requirements including:

- * the paper content in the products is 100% recycled
- * the process used to make the products has not included

chlorine bleaching

* strict limits for waste discharges from the production process have been met

* any surfactants used in production are biodegradable

* no halogenated hydrocarbon solvents have been used to clean production equipment.

New egg carton wins favour

Egg cartons that look clean and fresh are taking over from the grey, recycled product thanks to new technology installed by Premium Packaging Ltd, Auckland. The new plant, built by a Swiss company, is especially designed to use 100% recycled papers to produce high quality product. Premium are the first to produce environmentally better goods of this type and has recently entered the New Zealand and Australian markets. General Manager, Matt Carter believes that, at heart, the majority of consumers are environmentally conscious and will purchase accordingly, provided the quality is not sub-standard. The Environmental Choice symbol may be displayed on their egg cartons, including those produced for client branding.

Environmental Choice is a voluntary environmental labelling programme and is operated by International Accreditation New Zealand on behalf of the Minister for the Environment. Specifications for sixteen product types are already established for New Zealand. A further two, for printing inks and cleaners, are being developed. Preparing specifications is a public process, involving industry and marketing specialists, consumer and environmental groups. International standards being developed by ISO and the principles of the Global Ecolabelling Network form the basis for writing the specifications. Licence holders are regularly monitored by Environmental Choice New Zealand to ensure continued compliance with the requirements.



Green Mark Program (ROC (Taiwan))

Environment and Development Foundation (EDF)

Total number of valid criteria 48
Number of certified products 600
Newly developed criteria (last 6 months) Dehumidifier
Criteria under development now fax machines, recycled toner cartridges, household water heaters, and shampoos

Programs, activities, conferences, and such, and any comments or messages

The Green Mark Program is entering its sixth year now. The work content of this year's project includes (a) formulation of at least six new product criteria (b) certification of at least 150 products (c) drafting of the "Implementation Guidelines for Governmental Green Procurement", and (d) promotion of the Green Mark to the general public and to the governmental agencies.

The following are the scheduled promotional activities:

(1) Advertisements on Taipei city buses, telephone cards,

and EPA's Christmas cards, and the like.
 (2) "Environmental Protection Week" at a Taipei department store to display Green Mark products.
 (3) Publication of Green Mark Newsletter (quarterly), Buyers Guide for Green Mark Products and revised Green Mark Application Booklet.
 (4) Newspaper articles on "How to Choose Green Products".
 (5) Training Courses and workshops :

Topics	Targeted Audience
How to Buy Green Products	Professional Buyers
Introduction of ISO 14020 Series Standards	Businesses
Ecolabelling as Guide Design for Environment	Industry
Environmental Responsibilities of Businesses	Business
Greening the Offices	Governmental Agencies, and Business



MARCA AENOR-Medio Ambiente (Spain)

Asociación Española de Normalización y Certificación (AENOR)

Total number of valid criteria 10
Number of certified products 240
Newly developed criteria (last 6 months)
 COLLECTING AND RECOVERY CENTERS FOR PAPER AND PAPER BOARD
 EN-OF-USE VEHICLES COLLECTION AND DESCONTAMINATION CENTERS

Criteria under development now
 FACSIMILE MACHINES
 -PRINTERS
 -CONSTRUCTION WASTE MANAGEMENT &

RECYCLING CENTERS
 -WOOD DOORS
 -TVs
 VIDEO-RECORDERS
CONGRESS:
 GREEN GOODS 5. 20th ANNIVERSARY OF BLUE ANGEL. BERLIN, OCTOBER 1998.
 IV CONGRESO NACIONAL DE MEDIO AMBIENTE (IV NATIONAL CONGRESS ON ENVIRONMENT). MADRID, NOV. 1998.
 ECO PROCURA EUROPA 99. EUROPEAN FORUM FOR ECONOMIC AND GREEN PURCHASING & ENVIRONMENTAL MANAGEMENT. BILBAO (SPAIN), FEB. 1999



Green Label (Thailand)

Thailand Environment Institute (TEI)

Total number of valid criteria 20
Number of certified products 108

Newly developed criteria (last 6 months)
 5 (dry cleaning and laundry services, dishwashing

detergents, shampoo, products made from cloth, and motor)

Criteria under development now

7 (ballast for fluorescent lamps, metal furniture, rubberwood furniture, soap, cleansing agents, lubricant oil, and refillable containers)

Programs, activities, conferences, and such, and any comments or messages

A seminar on ISO 14000 Standards and LCA Implementation was organized by TEI at the Siam City

Hotel, Bangkok on December 17, 1998 and delivered by Mr. Jean Hetzel, Chairman of the France Environmental Auditor Institute. The objective of the seminar was to help companies understand the concepts and methodologies of Life Cycle Assessment (LCA) and Design for Environment (DFE). The program included lectures and case studies demonstrating the value of life cycle approach in supporting the development of eco-labelling criteria. Thirty-four participants from 15 companies attended the seminar.



Green Seal (USA)

Green Seal Inc.

total number of valid criteria 34

number of certified products 277

newly developed criteria (last 6 months)

thin-film photovoltaic modules residential central air-source heat-pumps

criteria under development now

Green Seal has launched a demonstration project of

sustainability in hotels (apart from the criteria being developed).

The Marriott Hotel corporation is participating along with the Sanders Group in Boston. The project will show that good environmental project in hotels can also result in economic benefit. The result will be documented and disseminated widely in the industry.



European Union Eco-label Award Scheme

European Commission

Total number of valid criteria:

12 (plus 3 finalised but awaiting adoption)

Number of certified products:

48 licences granted to 33 manufacturers and 2 importer for 231 products (December 1998)

Number of newly developed criteria (last 6 months):

5 new product groups: bed mattresses,
personal computers (finalised, awaiting adoption),
textile products (finalised, awaiting adoption),
footwear (finalised, awaiting adoption),
detergents for dishwashers (finalised, awaiting adoption)

2 revisions: dishwashers,
soil improvers.

Number of criteria under development now:

New product groups: portable computers
Revisions: light bulbs,
copying paper,
refrigerators,
washing machines,
laundry detergents

Programs, activities, conferences, and such, and any comments or messages

Feasibility studies are planned to start on tires, furniture, TVs, hand dish washing detergents, sanitary detergents, floor cleaners, and vacuum cleaners. The aim of these studies is to determine if it is appropriate to develop these product groups and finalise their specific ecological criteria. The EU eco-label web-site has been significantly revised and extended, and has a new direct address: <http://europa.eu.int/ecolabel>. The site contains more than 200 pages of comprehensive information on the EU eco-label scheme, including:

- * A description of how the scheme functions.
- * Full contact details for all the organisations participating in the running of the scheme.
- * Full details on all existing product groups, including the formal texts of criteria in downloadable form.
- * A regularly updated table of the current eco-labels awards.
- * Direct links to most other sites dealing with eco-labelling, including the Nordic Swan, Blue Angel, Stichting Milieukeur, GEN, and the like.
- * Working documents related to some of the product groups being developed.

◀News from GEN Secretariat▶

New Person in charge of the GEN Secretariat

Due to Kerstin Sahlen's involvement with the EU Label, Mrs. Catharina Daggenfelt has replaced her as head of the GEN Secretariat. I guess many of you have met Catharina before while working with the ISO Standards 14020 and 14025. Catharina Daggenfelt is manager of the licensing and marketing department at the Nordic Swan secretariat of the Swedish Standards Institution in Stockholm. This department now consists of 13 persons working with the licensing and marketing of the criteria document, out of a total of 28 people working with the Nordic Swan System in Sweden.

- "We plan to employ yet another person later this year. Last year we expanded with 9 new persons, so we hope we will grow a little more slowly this year. As you can understand from this, it was not for lack of work that I took the opportunity to take care of the GEN Secretariat. No, after I finished the work of translating 14020 and 14024 to Swedish I realised how much I missed the international work and all the friends I had made there during the years. So, even if it means a lot of overtime, I will be able to keep in contact with all the interesting people and important issues that has been part of my life for the last 5 years."

Phone:+46 8 610 30 00 Telefax:+46 8 34 20 10

e-mail:gen.secretariat@sis.se

Post address: SIS Ecolabelling

Box 6455 S-113 82 STOCKHOLM SWEDEN

Catharina Daggenfelt

GEN Secretariat

◀From GEN General Affairs Office▶

As an information center, we receive questions such as, "What is this new mark printed on paper imported from the United States?" I am aware that, just like in Japan, an increasing number of ecolabels are created everywhere — as Harald Neitzel points out in his article of Green Goods V.

We always appreciate your ideas, comments or requests concerning this world-wide information paper.

Hiroyuki Sato
GEN General Affairs Office



GEN Home Page Address:<http://www.gen.gr.jp>

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C/O Japan Environmental Association

Cosmos Aoyama B2F, 5-53-67, Jingumae, Shibuya-ku, Tokyo 150-0001, JAPAN

Tel. +81-3-3406-5010 Fax. +81-3-3406-5190

E-mail: hv6h-stu@asahi-net.or.jp