



GEN CONFERENCE AND ANNUAL MEETING 1999



The ExCOM, GEN's annual meeting and the GEN conference, organized by TERRACHOICE were held in Ottawa, Canada from October 17 to 23, 1999.

The conference was held from October 18 to 20, and was well attended with top-class professional speakers debating on various environmental issues.

In conjunction with the conference an exhibition was held in which a great number of firms affiliated with the ecolabelling of products participated.

The style of the conference, which was sponsored by firms in addition to GEN, was the first of its kind and the events were organized to be jointly held with the GEN annual meeting. From many different points of view it was quite a worthwhile event, since it was reported in major newspapers and T.V. stations. Also, firms, and potential future users of ecolabelling participated in the conference and they were able to actively discuss the benefits of this environmental tool. Accordingly, the spread and promotion of ecolabelling was realised based on GEN's principal objectives.

At the annual meeting the incorporation of three new members: the Central Pollution Control Board (India), the Ministry of the Environment (Czech Republic) and the Hungarian Eco-labelling Organisation (Hungary) was approved. This brings the total number of world-wide members to 23.

In addition, GEN's openness to new Ecolabelling systems was examined and the strategic plan, 2000-2004, the communication strategy, and the work plan 2000 were approved.

In conclusion, the meetings and the conference that were held were a success, and GEN continues to consolidate its efforts as an active organization for promoting and supporting the spread of Ecolabelling Systems.



Mr. Robert F. Kennedy Jr.
from "Report on GEN Conference."

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

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Report on GEN Conference

GLOBAL ECOLABELLING NETWORK CONFERENCE

OCTOBER 17 - 19, 1999

OTTAWA, CANADA

General Overview

An international conference entitled "Products, Services and Climate Change" was held in Ottawa Canada October 17 - 19, 1999. Under the auspicious of the Global Ecolabelling Network (GEN), 175 delegates participated in a range of plenary and breakout sessions designed to make the link between environmentally responsible products and services and their net positive impact on global warming and the reduction of greenhouse gas emissions.

A Discussion Paper was tabled at the conference entitled "The Relationship Between Products, Services and Climate Change" and served to focus much of the discussion over the two days. Conference delegates heard from a wide range of expert speakers, panelists and facilitators renowned for their knowledge of the subject matter. The Discussion Paper provided environmental profiles of a range of products or services from different industry sectors all within a Canadian context. A strategic emphasis of the Discussion Paper was to illustrate the range of environmental choices available to consumers and how their decisions could impact favorably on global warming.

The Conference was chaired by Dr. Robert Slater, Senior Associate Deputy Minister of Environment Canada, and was produced by TerraChoice Environmental Services Inc.

A summary of the Opening Ceremonies, Plenary and Breakout Sessions and speakers' messages are provided.

Opening Ceremonies

- The Honourable David Anderson, P.C., M.P. & Mr. Ray Anderson

The Honourable David Anderson, P.C., M.P.
Minister of the Environment Canada

The Honourable David Anderson commended the GEN members for their efforts to reduce human impacts on climate change. Not only do ecolabelling programs have the potential to help stem climate change, but ecolabelling programs must make climate change a priority. Mr. Anderson also indicated that climate change was potentially the greatest challenge humanity has ever faced and that ecolabelling and green procurement are a part of the solution. Mr. Anderson

pointed out that the Canadian government, as the country's largest consumer, must also look to green procurement as a means to reduce its impact on climate change.

Mr. Ray Anderson
Chairman & CEO Interface Flooring Systems Inc.



Mr. Ray Anderson

After extending warm greetings from Atlanta, Georgia, and Belleville, Ontario, Mr. Ray Anderson spoke of earth as humanity's spaceship and of his intention to provoke and disturb his audience - not to amuse it. His goal was to help the participants put the conference in perspective.

Not only is our spaceship in trouble our life support systems are as well. Climate change is only a part of a litany of horrors plaguing this spaceship. Lakes, rivers and forests are dead and dying. Wetlands and rainforests are disappearing. Rangelands are overtaxed and habitats destroyed. Toxins pollute the atmosphere. Mr. Anderson stated that the scientific debate of climate change is over. The debate, he said, has become political. We must act - the risk of not acting is too great.

Mr. Anderson went on to talk about the neglect of human capital because the focus of economies has historically been on profits. Natural capital (resources) is being gobbled up in the name of profit and it is time to reverse this deadly decline. Everything must change: transportation systems; communications systems; banking systems; education systems and the entire industrial system (which still views the world as it was at the time of the Industrial Revolution). The paradigm must be changed, and technology must lead the way.

Mr. Anderson also discussed "real pricing" asking the audience if they believed that a price of a pack of cigarettes reflected its real cost. Our mindset is flawed and time is running out. The economy is wholly owned by the environment and nature has always been a better manager than any CEO. Incrementalism has brought us to where we are today - innovation, not regulation, will allow for a much needed midcourse correction. It's time to foster a relationship with spaceship earth that is protective and restorative.

Plenary Panel Session I

- Product, Design and Manufacturing

Session Chair:

Mr. James Riordan
Director
National Office of Pollution Prevention
Environment Canada

Panelists:

Mr. Michael Bradley
Director Technology
Canfor Pulp & Paper

Michael Bradley presented a Lifecycle Analysis case study of two paper products (a broadsheet newspaper and small, glossy magazine) and their relation to Climate Change issues, with particular emphasis on comparing the CO₂ balance of each printing product. Results (of two different LCA methods presented) indicate that less Carbon is sequestered in production of the magazine vs. newspaper. In either case, however, only 6% of measurable impacts were classed as "Greenhouse effect"; heavy metals emissions and acidification effects were much worse.

Further analysis suggested that recycling paper may actually increase overall environmental impacts as compared to using virgin paper (based on an average 1.8 cycles); significant savings are noted only when paper is recycled more than 3 times. The reason was that traditional IPCC accounting "misses" carbon-sequestering (by pulp trees), which should be "counted" as a Carbon-"credit". LCA was also used to claim that newspaper/print is less Carbon-intensive than using internet/web to read news (due to energy requirements for computers, printers, etc.), especially when web articles are then printed out on high-quality (resource and energy intensive) papers.

Dr. John F. Elter
Vice President of New Business Development
Chief Engineer Office Document Products Group
Xerox - The Document Company

Mr. Elter reviewed Xerox's new design philosophy (LAKES) and the design process used to develop the

265 Digital Copier. A new "document design paradigm" was created for this product, which focuses on copying as a service, not copiers as a product. Key design concepts include:

- A waste-avoidance "0-to-landfill" design philosophy
- Technical shift from analogue to digital concepts, digitally optimized and object oriented
- Common, standard architecture, with high-level, replaceable assemblies (only 2 screws required for entire construction)
- "Quality function deployment"
- "Scan-once; print-many" operation design
- "build to plan; ship to order" production flow
- direct return of used/defective parts for rebuild/recycle of material
- An iterative new approach to customer service and liaison, including direct consultation on design matters, remote diagnosis ("Sixth-sense") servicing, portable workstations, minimized toolkits and reduced/digital documentation

Introducing the Environmental Awareness program was an integral step in convincing employees to buy into LAKES and adapt environmental responsibility into their daily jobs. They are actively encouraged to consider creative solutions to traditional design problems and also to deal with very new problems (e.g. designing parts to be rebuilt or recycled, from first principles). All employees have been encouraged to realize that environmental change is a question of spirit, not technology. A key result demonstrates the success of this approach: out of 1200 discrete parts in the 265 copier, only 8-10 continue to present 0-waste problems

Mr. Rahumathulla Marikkar
Technical Manager
Interface Flooring Systems Inc.

Interface's key challenge was to convert a linear production process to a cyclical one, and to change from a product to service orientation. Two principal tools were used:

- 1) Adopting ecometrics - measuring inputs and outputs and balancing them. This helped to identify opportunities for redesign.
- 2) Waging a "War on Waste", in which all employees were trained on the "power of one" and committed to a team approach to waste reduction and report back to their peers on personal progress. Attacking waste was thus seen as a mission for employees, not just a job.

Effective Sustainable Designs must start with core environmental values, and must take Life Cycle concepts into consideration. A current key concern is climate change, as this concern must be considered throughout design process. LCA's are also useful, as they reveal non-obvious results and answers.

Mr. Derek Zavislake
Co-President
Merchants of Green Coffee

"Merchants" goal is to change how people drink and think about coffee. Coffee is a huge business, and there are consequently many impacts resulting from its cultivation. Despite naturally growing in shade, the crop is now largely grown on huge, "technified" coffee plantations, in direct sunlight. The modern methods do increase yields, but only for about 10 years, after which the tree goes sterile (the natural productive lifespan of a coffee tree is about 40 yrs). As a crop, it is the 2nd-largest consumer of pesticides and it the No. 1 cause of water contamination. There is also considerable energy consumed in the drying stage, and environmental degradation associated with the number of trees cut and burned for this process.

Merchants of Green Coffee have devoted themselves to discovering what sustainable is and to developing a coffee "channel". Two key measures include working with cooperatives (to establish fair trading relationships) and advocating the use of solar-powered coffee dryers. They attempt to balance three key issues:

- 1) good-quality coffee; an attractive, marketable product
- 2) organic and bio-diverse growing conditions (which actually contribute to the first)
- 3) Fair trade - an indirect but vital key to sustainable, environmentally-friendly coffee (many farmers want to grow a good, sustainable crop).

It's ultimately up to consumers and business to kick-start the process, however - there has to exist a solid market demand for green coffee.

Aspects of coffee production that relate directly to Climate Change:

- cutting the rainforest (plantation agriculture and for drying) destroys a critical carbon sink
- Burning wood for drying contributes directly to GHG emissions, hence the benefit of using (plentiful) solar power.
- Energy is required for the production of fertilizers and pesticides
- Every single cup of coffee ruins an estimated 3 cm² of rainforest

Luncheon Speaker - Robert F. Kennedy Jr.

Mr. Robert F. Kennedy Jr.
Chief Prosecuting Attorney
Hudson Riverkeeper

Mr. Kennedy delivered an engaging speech that focused on his organizations' success in causing the clean-up of the Hudson River and how they have stimulated the Riverkeeper movement across North America and

around the world. Mr. Kennedy spoke of his organization's "big stick" approach to environmental management through litigation and negotiated settlements to the clean-up of rivers and river systems.



Mr. Robert F. Kennedy Jr.

Plenary Panel Session II - Transportation

Session Chair:

Mr. Sandy Patry
President
TES Limited

Against the background of the private automobile being widely perceived as a major contributor to the global warming problem the panel presentations covered a wide range of positions and possibilities.

Panelists:

Dr. Dusan Gruden
Director of Environment & Energy
Porsche

Dr. Gruden, while emphasizing that the automobile industry had made large improvements over the last 25 years and would continue that progress (he provided an overview of future possibilities, including changing fuel composition), pointed out that the role of the automobile has been seriously exaggerated. Using publicly available data the private automobile is barely 6% of anthropogenic GHG emissions and, when natural emissions are included, that shrinks to a vanishingly small 0.21%. Unless that tiny proportion is recognized by legislators around the world we risk spending a great deal of money to no measurable effect.

Mr. Rich Bell
California Liaison
Ford Motor Company of America

Mr. Bell said that, although the consumer does not currently seem to be highly environmentally motivated,

Ford is betting a lot of money on that changing. They are determined to stay ahead of possible regulatory action, including improving the fuel consumption of their SUVs, and have a dozen models powered by alternate fuels available now as well as a heavy investment in electric and hybrid vehicles (the consortium with Daimler-Chrysler and Ballard expects to have a vehicle on the road next summer with commercialization in 2004).

Mr. Jeff Passmore
Vice President
IOGEN Corporation

Mr. Passmore underlined the contribution that could be made by ethanol as a fuel and pointed out that, since IOGEN made their ethanol from waste biomass, the total impact of GHG emissions would be very much reduced. (Ed. Note: the methane emitted by rotting biomass is 20 to 30 times worse than CO₂) On the cost front, although the extra cost compared with before-tax gasoline had been substantially reduced over the decade, some tax concessions would still be required to introduce ethanol to the wider marketplace.

Mr. Marc Gagnon
Vice President & Marketing Manager
Mr. Gas

Mr. Gagnon reported that their Ethanol Plus has Canada's EcoLogo and is available in 52 Mr. Gas service stations in Ontario and Quebec. It provides important reductions in CO₂ (and other) emissions and can help reduce GHG emissions without major lifestyle changes. Public acceptance was good when first introduced but, in keeping with consumer resistance to increasing gasoline prices, sales have gone down in the past two years.

A lively and prolonged discussion covered a wide range of topics, both technical and social. This gave Dr. Gruden the opportunity to point out (tongue in cheek) that, with an average occupancy of only 1.7 people in private cars, the new Porsche Boxster would seem to be the ideal vehicle and that 66% of all Porsches ever produced were still on the road. A representative of the Sierra Club pointed out that, although all had acknowledged the enormous lifestyle changes necessary to meet the Kyoto targets, this panel consisted entirely of "car people". Mr. Bell pointed out that, with regard to the lifestyle changes, coercive legislation would not work "The customer must want the (proposed) solution."

Dinner Speaker - Ms. Elizabeth May

Ms. Elizabeth May
Executive Director
Sierra Club of Canada

Elizabeth May effectively bridged two powerful speeches earlier that day (Ray Anderson and Robert F. Kennedy Jr.) and focused on the positive achievements of the Sierra Club of Canada which utilizes both approaches to environmental management. Ms. May promoted their efforts in moving the environmental agenda forward particularly with respect to global warming. Ms. May spoke of ecolabelling and how, in her view, it contributes positively to consumer awareness.

Plenary Panel Session III - Services

Session Chair:

Mr. Scott McDougall
Regional Vice President
Jacques Whitford Environmental Engineering

Panelists:

Mr. David Chernushenko
President
Green & Gold Inc.

Mr. Chernushenko described the Sydney Games' EMS and green purchasing commitment. The Sydney Australia Olympic bid had won because Sydney distinguished itself by being "green". The International Olympic Committee (IOC) has adopted mandatory criteria for greening future games. A multi billion dollar industry, sports organizations are beginning to recognize their environmental responsibilities. Mr. Chernushenko went on to discuss how his company helps to green sports facilities and events.

Mr. John Piggott
Senior Manager
Fuji Graphic Systems Canada

Mr. Piggott told the audience that the printing industry is the fourth largest manufacturing sector in Canada producing \$9 billion in revenues in 1999. In addition to images and revenues however, the industry produces air emissions, liquid wastes and sewer discharges. However, with size comes responsibility. Mr. Piggott described the printing industry's VOC Code of Practice, voluntary programs (such as the ECP, the Ontario Green Print Guideline & Checkbook and the Maritime Clean Print Program), as well as rules and regulations governing the industry. Mr. Piggott indicated that legislation was needed because voluntary ecolabelling programs are not sufficiently known. Mr. Piggott also told the audience that environmental management systems (EMS) make business sense and that more marketing of ecolabelling is needed. Mr. Piggott indicated that the demand for ecolabelled products and services must be consumer driven and that more public and government education is needed.

Ms. Leanna Verrucci
Director of Communications
Hotel Association

Ms. Verrucci talked about the hotel industry's substantial impact on the environment and the Hotel Association of Canada's (HAC) efforts to curb those impacts. Ms. Verrucci presented a series of hotel consumption facts (water, electricity, cleaning products, etc) and then talked about the HAC's commitment to reducing those impacts. Ms. Verrucci gave a detailed presentation of the HAC's Green Leaf Eco-Rating Program - the first global, standardized, third party environmental assessment program of its kind.

Mr. Glenn Laycock
Environment Manager
Warren's Imaging & Dryography

Mr. Laycock talked about the advances in waterless printing technology and the environmental benefits that flow from those technological advances. He noted that water consumption in the Warren's print shop is down from 1300 gallons to 76.03 gallons a day and no chemicals go down the drain. Mr. Laycock also indicated that the 76 gallons were then reused on another processor. Audience members were encouraged to examine their use of the printing industry and to beginning make changes in their printing choices.

Mr. Jiri Skopek
Director
ECD Canada/Jiri Skopek Architect

Mr. Skopek described the environmental impacts of commercial/institutional buildings in Canada. Buildings use energy for space heating, space cooling, lighting, service water heating, auxiliary motor loads, plug loads, refrigeration and cooking. In 1996, the commercial/institutional sector generated approximately 12.4% of GHG emissions. He then went on to discuss the complexities of the modern building management process. Advocating voluntary ratings as opposed to regulatory standards (regulation, he said, always represents minimum performance standards. In order to meet the Kyoto commitments, he said, we need to do a lot more - we need a quantum leap), Mr. Skopek described the advantages of building evaluations and ratings and presented the principles of the BREEAM method.

Plenary Panel Session IV - Green Electricity

Session Chair:
Mr. Brian Kelly
President
EcoPathways

A key issue to address is a meaningful identification and ecolabeling process for "Green Electricity". Consumer interest exists already, but needs to be facilitated and developed by:

- proactive government policies, neutral pricing (even playing field by eliminating subsidies)
- credible labels, and other educational efforts
- reassurance through certification
- consumer protection, via independent sources of information and verification
- reasonable pricing

In other words, consumers wish to know "which electrons are green" and whether their choices actually reduce GHG emissions.

Furthermore, Canada has a "nation-wide" commitment to reduce GHG emissions, but in only certain areas (Nova Scotia, Ontario Alberta) does the power industry contribute significantly to this problem. For example, we could achieve the entire Kyoto emissions target by phasing out coal in Ontario alone. Therefore, the potential to contribute to the solution also varies regionally (e.g., most of BC's power is already generated via low-CC-impact hydroelectric).

Panelists:

Mr. Jason Edworthy
Executive Director
Vision Quest Windelectric Inc.

For consumers who are concerned about Climate change and other impacts of their energy use, open competition in the energy field is critical and beneficial. Just as one can buy different kinds and brands of milk, one should be able to shop for energy sources.

There is a spectrum to these choices (as expressed by consumer preference):

- solar is the more preferred, but is also the most expensive
- wind is next, and much cheaper
- low-impact/small-scale hydro is next
- biomass power lags behind the others (really a perceptual problem)
- Nuclear, despite its general fall from grace, is still the choice of Governments

Meanwhile, many barriers need to be overcome:

- (fair) access to markets
- consumer choice
- "Greenwashing", which destroys green energy credibility
- a lack of effective information available to consumers, thus a serious lack of understanding and erosion of credibility

Labeling is beneficial, but is a very complex matter for energy. There is currently a lack of consensus on

guidelines and standards, and some outfits have developed their own labels. On the other hand, Ecolabeling allow producers of genuinely green products and services to "tell the world". Conversely, those who resist this labeling initiative don't want consumers to know what they are really up to.

A key issue is "technical" vs. "marketable": some energy sources may have technical/environmental advantages, but may have barriers or difficulties in communicating these benefits. Marketing must address both the quantifiable and "non-quantifiable" (soft) benefits, including the need to move to a low-carbon economy and the resulting quality of life improvements.

Mr. Stephen Probyn
President
Whitecourt Power Limited Partnership

OCED countries other than Canada have recognized the validity of alternative power sources and helped to facilitate their development. Here in Canada, the alternative power industry is actually moving backwards, and losing ground to the traditional utilities, thanks to major policy failures in the government. (energy) Decisions should not be left with the traditional decision-makers. GEN must examine its (stewardship) role in green power. Despite the internal logic of ecolabeling, it is at risk of it becoming a mere placebo (customers are led to believe they are making environmentally-sound buying decisions, but in reality these actions are ineffective)

In response to concerns about the burning of biomass, Mr. Probyn pointed out that the issue is one of reality versus perception. Biogas and biomass have proven track records in reducing GHG emissions, help to deal with several other issues (e.g., landfill leaching), is cost-competitive, reliable, provides major offsets and can supply guaranteed capacity. A Total Green Program requires three distinct elements:

- 1) for residential consumers, "Green Energy" needs to become analogous to the "Blue Box" for recycling. This means building on current altruism, using tariffs and other rate tools and developing an energy Eco-Logo.
- 2) Industry will require offsets, "cap-and trade" and other incentives.
- 3) Government(s) must commit to show leadership by buying green power.

In summary, Mr. Probyn raised a number of points:

- The real power of consumers is not found in their use of green electricity, but in their contribution to systemic reform. Therefore, there is a need to provide assurance of reliability and credibility.
- A credit system is needed - enabling a "transfer of ownership" of GHG reductions between players.

- Greater economies of scale are required to improve the competitiveness of Green electricity. This may lead to structuring power sources like traditional co-op's, in which consumers would become partners in, say, a wind turbine co-op by buying green power.
- Ontario Government needs to address environmental issues in redesign of hydro policy.

Ms. Joyce McLean
Manager Green Energy Services
Toronto Hydro

The Competition Act will allow Toronto Hydro to begin generating their own power. Toronto Hydro is thus working in concert with local initiatives such as the City of Toronto's 1998 "Smog Plan" and the Better Building Partnership program to help the city meet its climate change goals. They are also working with the Toronto Renewable Energy Cooperative (in anticipation of opening up on market, as mentioned above) to invest in the waterfront wind turbine project. Their interest in wind is partly a reflection of local concern over other potential energy sources such as burning biomass (waste).

Toronto Hydro has noted consumer interest in switching because of the added value (i.e., preserving the environment) of green power. They agree that EcoLogo certification for green energy services is desired to ensure credibility with consumers. Consumers are already being offered this choice, but at a premium - due to the lack of subsidies for green sources (traditional sources are either subsidized or not forced to pay true costs of their fuels), green proponents are forced to pay full cost and pass this on to their customers.

Mr. Murray Paterson
Manager, Green Energy
Ontario Power Generation

Mr. Paterson described how restructuring in the electrical sector, brought about by The Ontario Competition Act, is going to open up the market, and allow for genuine retail choices by consumers. Proposed rules and legislation will maintain a certain level of regulation, but it will ultimately be up to consumers to demand what they want. Since delivery of the greenest option cannot be guaranteed by law, ecolabeling will be crucial to this new market and will serve as the only method of differentiation (for consumers). Key issues include development of a clear, unambiguous definition of "Green power" and customer protection.

A vital question for the players (energy suppliers) is whether this presents increased competition, or new partnership opportunities. The latter is worth considering very seriously, as the reality will be the

delivery of power aggregates (i.e., no one will be purchasing just wind, or biomass or nuclear, but a mix).

Luncheon Speaker - Mr. Douglas J. Russell

Mr. Douglas J. Russell
President
Global Change Strategies Inc.

Mr. Russell presented his thoughts regarding the "Emergence of Greenhouse Gas Emissions as a Global Commodity. Mr. Russell outlined the concept of Greenhouse Gas Emissions Trading against a historical perspective and effectively linked the issue to the legal underpinnings particularly in light of the Kyoto Agreement. Mr. Russell further outlined the necessary market and regulatory conditions for carbon trading, including pricing strategies, pricing scenarios and implications for corporations.

Breakout Group I

- Green Product/Ecolabelling Marketing

Facilitator:
Mr. Brian McClay
President
TerraChoice Market Services Inc.

The group discussed issues such as the importance of 3rd party endorsement of legitimate and credible authorities, the need for leadership, the support of NGOs as well as trade and regulation challenges. The group agreed that certified companies should maximize the use of the logo and that there was a need for greater advertising budgets to help increase public awareness of ecolabelling programs. The group also discussed the benefits of government green procurement and its ripple effect in the marketplace. The group agreed that there is tremendous opportunity for ecolabelling programs in the next 4 to 5 years as public awareness of environmental issues is on the rise.

Breakout Group II - ISO 14000

Facilitator:
Ms. Jenny Hillard
Vice President
Consumer's Association of Canada

During this session, information and opinions were exchanged on the ISO 14000 series of environmental management standards. Prior knowledge and awareness of ISO activities and standards ranged considerably among the group, from accredited ISO participants to those seeking basic information. As a result, the session involved more information exchange rather than formulation of shared positions. Topics raised and discussed, included:

- an overview of the ISO 14000 series of standards and of the formal ISO development and review process for the current and future standards
- the indirect relationship between ISO 14000 certification and "greenness" (i.e. environmental performance preferability) of a company's operations, processes, and outputs
- higher levels of uptake in Asia and Europe versus Canada (/North America) due to various factors including subsidization arrangements overseas
- incorporation of life cycle considerations and related processes (e.g. LCA) in the current environmental labelling standards (i.e. ISO 14020 and ISO 14024)
- adoption and utilization of the ISO 14020 and 14024 standards by GEN members
- possibility and merits of incorporating social, ethical and broad health and safety issues into ISO standards
- applicability of ISO standards in "Design for Environment" processes
- links between the ISO 14000 standards and international climate change (e.g. UNFCCC) initiatives in the areas of life cycle assessment, environmental management strategies and processes, and labelling

Breakout Group III - Greener Procurement

Facilitators:
Mr. Jean Bilodeau
Director General Administration
Environment Canada

As the largest single buyer in Canada, the Federal Government has the power to broadly stimulate manufacturing, and impact on the economy. Hence, they need to recognize the importance of green procurement. Green procurement has many benefits:

- Cost savings
- Reduction of Hazardous waste
- Reduction of overall waste
- Show national leadership on this issue

The key challenges include:

- Federal procurement is too decentralized (worsening with an increasing use of credit cards and e-commerce)
- Lack of (environmental) awareness
- Competing procurement policies

A broader approach is needed, including:

- A clear definition of "green" (beyond Eco-logo's)
- Consideration of environmental design
- EMS needs to address, and move away from "low-bid wars"
- LCA must be incorporated as a decision-making tool
- Purchasers/purchasing agents must understand that "green procurement" makes good sense

Green procurement is a subset of the Federal Government's overall Climate Change strategy, and

involves:

- Green Power options
- Energy savings (facilitated by FBI-BREEAM)
- Green Hotel program (hotels used by travelling civil servants)
- Green construction

Ms. Sherry Watson
Federation of Canadian Municipalities

While municipalities tend to be overshadowed by Federal and Provincial governments, they collectively have tremendous purchasing power (5% of Cdn GDP). Municipalities also have a large asset portfolio (roads, sewers, landfills, etc.). They collectively also have a major impact on the environment (e.g., local governments control over 50% of Canada's potential GHG emission reductions).

Green purchasing is therefore an important issue for local governments. Financial actions that potentially affect CC and other environmental issues include retrofits, taxation policies and capital investments. Three things are required for green purchasing to succeed:

- consumers must buy in to green behaviour
- consumers must have an awareness of the choices and options open to them
- they must have the financial ability to act

Sustainable communities depend on:

- international (green purchasing/eco-labelling) standards
- mutual reinforcement of social, economic and environmental concerns
- adoption of the principles of stewardship
- considerations of long-term vs. short-term thinking and planning

Municipalities must "put their own houses in order" by engaging in closed-loop, sustainable behaviour, including adopting green procurement practices. Innovative thinking will be required to put this vision into practice. It will also require money to initiate such programs. FCM has submitted a proposal for a Quality of Life Infrastructure Program; if this program is launched, it will enable many Green procurement/eco-labelling initiatives for local governments.

Summary Remarks

- Dr. Robert Slater

Dr. Robert Slater
Senior Associate Deputy Minister
Environment Canada

Mr. Slater stated that the GEN Conference was an important one. If any subject needs clear and sustained attention, he said, it is the environment. Mr. Ray

Anderson and Mr. Robert F. Kennedy Jr. had the same message. First, the reality of environmental degradation is indisputable and compromise approaches are not adequate. Secondly, both speakers indicated that the free market represents the solution - a free market that functions in a full pricing manner. Dr. Slater reiterated Mr. Anderson's emphasis on tapping into and working with the private sector - only it can bring innovation to bear. The group was reminded that regulations are needed because minimum levels of acceptable behaviour can and must be defined and established and transgressors should be held accountable for their actions.

Dr. Slater indicated that ecolabelling can and must play a role in tapping into the power of the consumer and that governments must also look at their procurement practices. An important question was posed: how and to what extent can ecolabelling assist in the climate change issue.

In closing, Dr. Slater challenged participants to quantify how much carbon dioxide could be eliminated by the use of ecolabelled products and services.



The Honourable David Anderson

Dinner Speaker - Mr. Brent St. Denis, M.P.

Mr. Brent St. Denis, M.P.
Parliamentary Secretary to the
Minister of Natural Resources Canada

Mr. St. Denis provided an excellent overview of Natural Resources Canada's EnerGuide program as it relates to the energy efficiency of household appliances. Mr. St. Denis encouraged GEN members in their efforts to promote ecolabelling around the world.

Proceedings of Annual Meeting

Global Ecolabelling Network (GEN)

1999 Annual General Meeting

October 21 - 22, 1999 Ottawa, Canada

NOTE: These meeting notes have been prepared to highlight the points raised and discussed, and decisions taken during the meeting.

Agenda Item

0 Opening of the Meeting

1 Announcement of New Secretariat

The selection process was described, including the reception and review of two proposals (from SIS and TerraChoice) and the ultimate decision by the GEN Executive Committee (ExCOM) to award the Secretariat function to TerraChoice for the next three year period, effective September 1, 1999. SIS officials were recognized and thanked for their efforts and accomplishments as the preceding Secretariat, and TerraChoice officials were congratulated on their successful proposal.

In response to a request for the TerraChoice proposal to be shared with the GEN membership, the Secretariat was directed to circulate the document to all GEN members.

2 Introductions

3 Approval of Agenda (Revised 99/10/17)

4 Approval of Minutes from the 1998 Annual Meeting

The Minutes were approved with no revisions/corrections. However, attention was drawn to several items where actions and developments since last year's annual general meeting (AGM) have not been consistent with the points recorded in the 1998 AGM Minutes. [These deviations are discussed under relevant agenda items below.]

5 GEN Guide to Ecolabelling

Mr. Bozowsky, as the lead TerraChoice consultant on this GEN contractual work, presented the document and thanked members of a GEN Review and Editing Committee for their feedback and recommendations. Points raised and discussed, included:

(i) each GEN member should receive ten copies; (ii) its existence and availability should be identified on the GEN Web site; (iii) a US\$100 cost is too high for non-corporate entities; the price should be flexible and applied in a

flexible manner; and (iv) sponsorship/advertising graphics on the back cover are unacceptable (discussion on this issue was expanded upon under Agenda Item #6.1c).

6 Strategic Issues and Work Plans

6.1 GEN Strategic Plan 2000 - 2004:

(a) Members' Questionnaire Results

A presentation was provided on analysis and findings relating to the thirteen questionnaire responses received. Key findings were: (i) while information and cooperation initiatives were rated quite high in terms of "expectations/needs", corresponding "satisfaction levels" were identified as only moderate (with the highest satisfaction level being in the area of international recognition activities); (ii) seven strong suggestions were made for GEN activity areas to focus upon (see Attachment F of the Meeting Binder); and (iii) opinions on opening up GEN membership were diverse and "hampered" by varying understandings / interpretations of terminology used in the questionnaire including "life cycle breed", "single issue", "associate member", etc.

While broad conclusions were not / could not be drawn, it was decided that the findings and suggestions should be incorporated in the revision of the Strategic Plan (see below).

(b) Presentation of Draft Strategic Plan

An overview presentation of the document was provided, and led to subsequent discussion. A recommendation was made that the Plan should include a financial component that addresses means to maintain and enhance financial sustainability. Another strong comment was that the strategic plan should differentiate between the role of the Network and the roles of its individual members.

It was proposed and generally supported that the main focus areas for GEN should be: (i) internal communications and cooperation among members; (ii) technical assistance to developing programs; and (iii) international representation. In this respect, it was noted that this Plan (and the Communications Strategy proposal)

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didn't give sufficient consideration to the first focus area.

The decision was made that this version of the Strategic Plan should be revised to reflect discussions of this document, as well as the discussions of: the members' questionnaire results, potential expansion of GEN membership and participation, and the Communications Strategy proposal. A revised version should be prepared for review and revision by the GEN ExCOM, and subsequently for consideration and acceptance by the GEN membership at the 2000 Annual General Meeting.

(c) Proposal to Expand the Network

Considerable discussion of this proposed strategy occurred throughout the meeting under this specific agenda item heading, as well as with respect to the Strategic Plan, the Communications Strategy proposal, Membership, Financial Matters, etc.

To stimulate and focus discussion, the Chair presented three slides -- "GEN in Future", "Budget and Funding Opportunities", and "Member Criteria" (Attachment A to these Meeting Notes).

With respect to "GEN in Future", a general opinion of the meeting participants was that the two current priority activity areas - cooperation and information exchange -- should remain very high priority areas. However, there was also general support for GEN to devise and further develop a promotional role - e.g. authoritative source of ecolabelling information, formal and active participant in international forums addressing issues relevant to ecolabelling, "builder" of alliances with pro-ecolabelling organizations (to advance ecolabelling awareness and support around the world and counter anti-ecolabelling factions), "educator" of external audiences (e.g. governmental, corporate, and multi-sectoral entities) on the purposes and merits of ecolabelling in the international marketplace, etc.. Along with this generally shared "vision" was recognition that to succeed and be effective, the GEN budget must be increased through membership fees and other means.

In terms of budget and funding opportunities, meeting participants considered the three proposed participation categories -- "membership", "sponsorship" and "donations".

MEMBERSHIP

The appropriateness and desirability of making compliance with the ISO 14024 guiding principles a membership condition was discussed. The discussion led to a general position that GEN should encourage, rather than require, members to comply. Key points made were that no formal process exists to assess such compliance (see agenda item #10.2) and a concern that the ISO guiding principles could change and become "inappropriate" at some future time. Additionally, Ms Hagenfors identified that her program would not want to

be formally linked with the ISO voluntary standard for "political reasons".

Outcome / Required Action

GENSEC to insert a statement in the "GEN Membership Application" package that identifies GEN encourages its members and potential members to comply with ISO 14024 guiding principles.

Another GEN membership criterion - "run by not-for-profit organizations without commercial interests" - was identified as providing difficulties for the Swedish SIS and Canadian Environmental Choice Program. In both cases, the ecolabelling program delivery agencies are for-profit businesses. A proposal was formulated that the criterion statement should be revised to read - "owned by not-for-profit organizations without commercial interests".

Outcome / Required Action

In drafting revised GEN bylaws for approval by the GEN membership, this proposed revision - replace "run by" with "owned by" - should be included

Considerable discussion focused on the expansion of membership to include various types of organizations that are currently not members. The first significant decision arrived at was that all the meeting participants supported consideration of membership expansion in principle. The next step was identification of various types of organizations that might be interested in GEN participation. Of the many types suggested and considered, three "categories" were proposed for potential full membership status, and the concept of "associate membership" was also explored.

Outcome / Required Action

GEN to open up its membership to:

(i) organizations which certify single product or service categories, provided they fulfill all criteria in Article V, Section 2a) of the GEN By-laws; and (ii) organizations which certify environmentally sustainable natural resource extraction, provided that they fulfill the criteria in Article V, Section 2a), 1 - 6 and 8 - 10

Of the three categories considered for "regular/full" membership, two categories were very strongly (but not unanimously) supported by the meeting participants - certifiers of single product or service categories (e.g. energy labels, building management and operations labels, hotel sector labels, etc.), and certifiers of environmentally sustainable natural resource extraction (e.g. sustainable forestry practises label, etc.). Nevertheless, it was also decided that any applicable organizations would have to fulfill GEN membership conditions contained in the GEN by-laws. A decision was made that GEN members should identify organizations in these categories so the GEN could invite them to join the GEN.

Preliminary consideration of the third category of potential regular members - certifiers of organic or environmentally sustainable agriculture - led to a position that more

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information on these types of organizations was required, and further consideration (based on more information) should be given in the future. Consequently, it was decided that more information should be sought and accumulated by GEN for consideration at the next Annual General Meeting.

Outcome / Required Action

GENSEC to canvass the GEN membership for information on these types of organizations. A GEN working group to be set up to consider the issues and merits in inviting organizations in this category to join GEN

On a procedural level, it was noted that the GEN by-laws will need to be revised in order to accept alternative membership categories and conditions. To address this, revisions to the by-laws are to be formulated and forwarded to the entire GEN membership for approval. In the interim, it was proposed that organizations which satisfy the conditions outlined for potential members (in the two accepted categories identified above) should be extended "affiliate status" which could be revised to "full membership" status when and if the GEN by-laws are appropriately revised and adopted. Affiliation status will entitle pertinent organizations to have access to all information and communications open to the GEN membership, and the right to attend GEN meetings and events.

Outcome / Required Action

GEN ExCOM / GENSEC to consult with Mr. Graver, Dr. Weissman, and legal counsel, on means and content of revisions to expand membership. Revised by-laws to be forwarded to membership for approval.

In the interim, eligible organizations to be extended "GEN affiliation status". The "affiliation fee" to be decided by the ExCOM.

In terms of potential "associates", numerous types of organizations (e.g. NGO's, multi-governmental bodies, corporate entities, national governments, etc.) were suggested as entities which might be interested in association with GEN. Concerns about potentially jeopardizing GEN credibility (organizational and of its individual members) were expressed with regards to some suggested candidate categories and specific entities. Ultimately, the discussion led to a decision that applications for formal "association" with GEN should be considered on a case-by-case basis by the membership. It was also noted that the GEN by-laws must be revised to acknowledge and accept such association status eligibility.

Outcome / Required Action

"Associate membership/affiliation" (i.e. participation without voting rights) to be extended to non-profit organizations that support the objectives of GEN, subject to a decision of a qualified majority of two-thirds of the GEN members attending an annual

meeting. Revisions to the GEN by-laws, to recognize and accept "association", to be formulated for approval along with the expanded membership revisions.

SPONSORSHIP AND DONATIONS

The general position arrived at relating to "sponsorship" was that it should be accepted, but only on an event- / activity-specific basis. Direction was given for the GENSEC to elaborate upon guidelines and conditions for sponsorship of GEN events. Sponsorship of specific GEN materials was deemed inappropriate due to the possible impression of "collusion" and/or "undue influence" between potential sponsors and GEN.

With respect to donations, there was general support for GEN and the membership to seek out donations to support GEN activities in a broad way. Efforts to obtain some "core funding" from international development banks (i.e. the World Bank, the Asian Development Bank, the European Development Bank, etc.), and/or from benevolent foundations were encouraged.

Activity areas which were highlighted for potential increased funding (if such funding were to become available) were:

(i) technical support to current members with respect to assistance in developing and implementing English versions of certification criteria documentation on their respective Internet web sites; and (ii) technical support to potential GEN member organizations to assist them in developing and implementing ecolabelling programs in their jurisdictions.

Outcome / Required Action

GENSEC to revise the Technical Assistance Program application package materials to identify the development of English internet web sites as an eligible activity for potential funding assistance.

The point stressed by several members and supported by the meeting participants was that through its funding and/or sponsorship, GEN must not be put in a position where it can be perceived as an instrument for any specific government, international entity, or any private enterprise(s).

6.2 Strategic Communications Plan Proposal

Mr. Hamilton of TerraChoice presented an overview of this proposed communications plan. Mr. Polak stated that the document's purpose was to support the overall strategic direction outlined in the draft GEN Strategic Plan, but also to be far reaching, provocative, and very aggressive in order to provide communications options for GEN to contemplate and potentially pursue.

Various strong opinions were expressed in reaction to the document and presentation.

A general perception was that the members were interested in consideration of corporate communications,

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consultation with intergovernmental organizations, membership recruitment, annual meetings, and Web sites development and maintenance. Conversely, the meeting attendees seemed opposed to devoting GEN resources to significant efforts in the areas of media relations, public relations, public opinion research, and public procurement.

TerraChoice officials were requested to revise the draft proposal based on the comments provided, and forward a revised copy to the GENSEC for distribution to the GEN membership. Comments and reaction to the revised version are to subsequently be forwarded to the GENSEC.

Focussed discussions on internal communications needs and means highlighted that besides the GENews, annual meetings, and email communications, the GEN's Internet Web site and individual members' home pages also serve as important means of information exchange. It was broadly agreed that GEN efforts and resources should be applied in this regard to assist all members in establishing and maintaining such Internet Web sites. Increased budgeting for this activity was encouraged for both GEN and its members.

Other internal communications initiatives that were suggested included: (i) compilation and circulation of a list of persons working on particular issues; and (ii) planning and staging of work shops on specific issues of mutual interest.

A request was made, and supported by the general membership, that the GENSEC should be directed to circulate all GEN documents to the general membership, including ExCOM meeting notes and the TerraChoice proposal to perform the GENSEC function. This position was accepted.

6.3 Report on and Approval of 1999 Revised Work Plan and Budget

The revised work plan and budget were presented, with identification that the budget forecast of US\$142,000 had been reduced due to the lower revenues level resulting from considerable fees owing and outstanding (i.e. US\$66,500). Consequently, while no work items had been dropped, the budget expenditure forecast had been lowered to US\$131,480.

After some additional minor clarifications, the 1999 work plan and budget were approved.

Mr. Polak was requested, and agreed, to provide the GEN with a full accounting of 1999 GEN Conference expenses and revenues.

6.4 Approval of 2000 Work Plan and Budget

The proposed 2000 Work Plan and budget were presented. It was noted that revenues were projected to be considerably less than in previous years -- US\$80,000 (versus US\$140,000 in 1999). The proposed budget included an assumed carry-over from 1999 of US\$16,000. [A copy of the approved 2000 budget is attached to these

meeting notes as Attachment B. Note that an arithmetic error was made on the "meeting version" of this document -- the total expenditure forecast for approved work items is US\$77,480 rather than US\$78,480.]

Discussion focused primarily upon the revenue projection and the fact that other revenue sources might be secured and accessed (e.g. sponsorship, donations, expanded membership, etc.). As a result, a decision was reached that the proposed work plan and budget should be as is, but if additional revenues were to be realized during the year, a revised work plan and budget should be prepared by the ExCOM and forwarded to the GEN membership for approval.

7 Management Issues

7.1 Membership:

7.1.1 Approval of New Members - Hungary, India and the Czech Republic

The three provisional members were approved as full GEN members by all the members in attendance. It was noted that unfortunately none of these new members were able to attend this meeting.

Outcome / Required Action

GENSEC to send notification of full membership status to new members.

7.1.2 Current Status - existing and potential

GENSEC provided an overview presentation on the current status and a list of potential future members. Slovakia was identified as another potential future member. GEN-GAO identified that a letter had been received from Austrian officials expressing their decision to drop out of GEN.

7.2 Technical Assistance:

7.2.1 Current Status - activities, participants and budget

A status report was presented that highlighted activity levels have been historically low, and reminded members that the Technical Assistance Program (TAP) has been expanded in its eligibility categories, criteria and applications. As well, third-party funding sources might be identified and secured in the next year that could target funding support to efforts in this regard (refer to agenda items #6.1b - "Sponsorship" and #11).

Discussion led to a general position that given the limited funding allocated at this time, assistance should be given first to members, and then to external parties which could become future GEN members. Further, the development and implementation of members' Internet web sites should be viewed as an appropriate and preferred application of technical assistance program support.

Outcome / Required Action

In determining recipients for technical assistance,

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current GEN members to be given priority, and web site work to be accepted as an appropriate activity for GEN [funding] support.

Mr. Graver requested that Ecolabelling Norway be added to the list of available technical experts.

Outcome / Required Action

Ecolabelling Norway to be added to the list of members willing to provide technical assistance.

7.2.2 Technical Assistance Project Report - Philippines

Dr. Yu provided a report on the technical assistance project she performed in the Philippines. Ms Oracion, who was in attendance, provided supplementary comments, and thanked Dr. Yu and the GEN for the technical assistance received.

7.3 GEN General Affairs Office (GEN-GAO) Report

The GEN-GAO presented the latest issue of GENews, an updated "ecolabelled products" categories list, and a print-out of the GEN web site screens. Comments from the GEN membership included: (i) 25 rather than 50 copies of GENews should be forwarded to members on a routine basis; (ii) the GEN-GAO and GENSEC should survey members to determine why members don't have their product certification criteria electronically accessible on the Internet; and (iii) a members' "bulletin board" / "chat room" feature should be considered for the GEN Web site (if funding is available for this enhancement).

8 GEN Executive Committee Membership

The GENSEC assumed "the chair" of the meeting in order to direct and conduct the annual election of the GEN Chair and ExCOM membership. Mr. Neitzel identified that due to an upcoming career change, he would have to step down from the ExCOM, and would be replaced as the Blue Angel Program representative in the GEN. Mr. Neitzel was thanked for his contributions and efforts.

At the request for nominations, the current Chair and ExCOM membership (minus Mr. Neitzel), plus Mr. Unge of SIS, were proposed as the Chair and ExCOM for the next year. With no other nominations and full support from the members in attendance, this slate was acclaimed.

9 Financial Matters

9.1 Approval of 1998 Financial Audit

Mr. Taguchi presented the 1998 Financial Audit, which was accepted. Mr. Taguchi raised the issue of the requirement to write-off bad debt from previous years (e.g. unpaid membership fees). GEN-GAO was directed to draft a formal document that would identify bad debt and the decision to write it off.

In response to inquiries about the low interest income realized on GEN funds on account in Japan, a proposal

was made and accepted that the ExCOM should investigate the possibility of putting GEN savings in a US (or other national) bank account outside of Japan.

Lastly, concern was raised and noted regarding the high ratio of management costs to program services cost. As a "not-for-profit" entity registered in the United States, this situation could cause potential tax payment challenges due to the legal definitions and conditions related to such "not-for-profit" status in the United States of America. A decision was taken to attempt to determine the allocation of efforts made by the Chair, GENSEC and GEN-GAO in the areas of "management" and "program services".

9.2 Approval of Auditors for 1999

Showa Ota & Co., the financial auditors for 1998, were proposed and approved as auditors for 1999.

Outcome / Required Action

Showa Ota & Co. to be the 1999 financial auditors for GEN. Mr. Taguchi to notify the auditing firm.

9.3 1998 Financial Report and 1999 Financial Status Report

The GEN-GAO presented these summary pages. The GEN-GAO also provided a supplemental document - "1998 Financial Support for GEN" - that identified actual full costs incurred by the previous GENSEC and GEN-GAO delivery organizations in conducting GEN business. In response to the identification of an income shortfall by SIS relating to its previous performance of the GENSEC function, Mr. Neitzel and Mr. Tejera committed to pursuing the matter with relevant EU officials.

Outcome / Required Action

Mr. Neitzel and Mr. Tejera to pursue efforts to release monies from the EU to SIS for activities relating to the past performance of the GENSEC function.

9.4 2000 Membership Fees

A proposal to keep the membership fees at the same level was approved. Another proposal was made and accepted that when a member applies for and receives a reduced membership fee, this reduction should apply for a three-year period, unless extraordinary conditions exist.

Outcome / Required Action

The membership fee level to remain US\$5,000 for the year 2000.

Fee level reductions to generally be approved by ExCOM for a three-year period.

10 Enhanced Cooperation

10.1 System of Enhanced Cooperation

Mr. Polak presented his re-worked paper as a "GEN discussion paper" rather than a "GEN position paper". Suggestions were offered that Section 4.1 - "Cooperation

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and Interchange of Information" - should be expanded upon, and the overall thrust of the paper should be more proactive and "offensive".

Mr. Neitzel re-iterated the notion of pursuing the following four activities: (i) general cooperation and interchange of information; (ii) mutual confidence on the basis of GEN Code of Good Practice (taking into account, among other things, relevant aspects of ISO 14024 and ISO 9001); (iii) mutual recognition of testing and verification; and (iv) analysis of environmental criteria leading to mutual recognition. These steps were endorsed by the GEN membership in attendance.

Lastly, it was suggested and agreed that this document should be cited on the GEN web site, and made available to interested parties.

Outcome / Required Action

This document to be cited on the GEN Web site and forwarded to interested parties upon request.

10.2 ISO 14024 / GEN Code of Good Practice

Dr. Yu provided a presentation on her organization's strategy and efforts to secure ISO 14024, and other ISO recognition for the ecolabelling program, other business lines, and general operations.

Several members identified that their national standards bodies were likely to adopt ISO 14024 as national standards. The Chair identified that the European Commission was contemplating adopting ISO 14024 as a European standard.

Ms Daggenfelt identified that her program had been challenged by industry in Sweden to prove that it is in compliance with the voluntary standard.

A proposal was made and accepted by the membership that each program will conduct a self-assessment of compliance with the ISO 14024 guiding principles, and will identify where and why there are any deviations. [Subsequent to this meeting, Dr. Yu was requested to prepare a "self-assessment template".] These assessments are to be forwarded to GENSEC for compilation and cumulative presentation at the next AGM.

Outcome / Required Action

[Dr. Yu to prepare a "self-assessment" template.] Each GEN member to conduct a self-assessment of compliance and forward findings and results to the GENSEC. GENSEC to compile the results and present them at the next AGM.

In response to an inquiry, the Chair informed the membership that accreditation of GEN, in order to act as an ISO 14024 auditing body, hadn't been pursued. He identified that GEN would require an auditor on staff, accreditation of that auditor to relevant ISO requirements, and would be subject to various other laborious requirements.

10.3 Common Criteria Development

Mr. Taguchi provided a presentation on efforts to date to collaborate with other GEN members in the preparation of certification criteria for photocopying equipment. He outlined the process being followed as having three potential stages:

Stage I: (i) determining common product categories; (ii) attempting to formulate common criteria (which may be supplemented by program-specific criteria); and (iii) attempting to implement common testing and verification methods for all criteria.

Stage II: expanding the number of programs involved in the process

Stage III: arriving at "GEN common criteria".

Mr. Neitzel cautioned that experience to date had demonstrated some process difficulties including differing opinions on certain criteria, significant time and funding requirements, and difficulties in arranging and staging meetings.

Most GEN members expressed support and encouragement for the process underway, and continuing efforts in this regard. Dr. Yu identified that common criteria for computer key boards and mice were being developed jointly by the Canadian and ROC/Taiwan ecolabelling schemes, and that wooden toys may be the next product category considered under this bilateral arrangement.

Besides being invited to join the effort underway to develop common criteria for photocopiers, GEN members were encouraged to propose and initiate common criteria development exercises for other product categories.

Outcome / Required Action

GEN members are invited to join the common criteria development exercise for photocopiers by contacting Mr. Taguchi. GEN members are to propose other product categories for such criteria development to the GENSEC for notification of all GEN members.

10.4 International Use of National and Regional Ecolabels

Mr. Neitzel raised this item for consideration. Concerns were raised over potential misuse and/or misunderstanding of an ecolabel in a "foreign" market. While this item received some discussion, no GEN decisions/positions were taken.

10.5 GEN Representation at International Meetings

The Chair presented a proposed guidance document for GEN representation in international meetings.

A position raised in response to the presentation was that the GEN should be proactive and strategic in its decisions to participate in and/or contribute to international fora. The suggestion was made and generally supported that the GENSEC should compile a list of upcoming events, and

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the ExCOM should determine in which and how GEN should participate. A further suggestion was that GEN should prepare and distribute a "GEN Annual Report" to appropriate international entities.

A decision was made to revise the guidance document based on the position and suggestions forwarded.

The Chair also provided a presentation on the European Strategic Advisory Board on the Environment (SABE), and his involvement as the SABE Chair and GEN representative.

11 Report on World Bank / (Asian Development Bank) Green Procurement Meeting

Mr. Polak reported that GEN, the Consumers Choice Council, and the World Bank had co-hosted a meeting in late September which considered the "greening" of World Bank procurement strategies, processes and practices. A key result of that meeting was a commitment by the World Bank to "green" procurement activities (both internal and those under the influence of the World Bank) through the formulation of a relevant process.

Mr. Polak was requested and encouraged to pursue liaison with the World Bank and keep the GEN membership aware of further developments.

A senior Asian Development Bank (ADB) official identified that the ADB would be receptive to receiving a request from GEN for funding support targeted to the Technical Assistance Program. Dr. Lohsomboon and the GENSEC were tasked to follow-up on this item.

12 Environmental Impact Evaluation of Swedish Good Environmental Choice Program

Ms Hagenfors provided an informative presentation on an evaluation study that had been conducted on the market, product composition, and environmental impacts which ecolabelling had had in Sweden over the past decade with respect to cleaning products for homeowners (i.e. laundry detergent, dish-washing detergent, household cleaners, soaps and shampoos).

13 Date and Place of Next Annual Meeting

A proposal from Dr. Lohsomboon, on behalf of the Thailand Environment Institute (TEI), was accepted by the GEN membership to stage the next Annual General Meeting in Thailand in November 2000. Dr. Lohsomboon committed to clarifying the exact dates and initiating planning and preparation for the meeting.

14 Any Other Business

15 Adjournment

1999 GEN Annual General Meeting: Meeting Resolutions

Resolution 1/99:

That the following ecolabelling organizations be approved as members of GEN: (i) Hungarian Eco-Labeling Organization, (ii) Central Pollution Control Board - India, and (iii) National Programme of Labelling Products with the Environmentally Friendly Product Ecolabel, Czech Ministry of Environment.

Resolution 2/99:

That GEN approve the revised budget for 1999.

Resolution 3/99:

That GEN open up its membership to:

- (i) organizations that certify single products or service categories provided that they fulfill all membership conditions contained in Article V, Section 2. (a) of the GEN By-laws; and
- (ii) organizations that certify environmentally sustainable natural resource extraction provided that they fulfill the membership conditions contained in Article V, Section 2. (a) 1 - 6 and 8 - 10 of the GEN By-laws.

Resolution 4/99:

That in order to accommodate these new membership categories (refer to Resolution 3/99), GEN introduce an interim status for these as affiliates, and that pertinent revisions to the GEN By-laws be prepared and approved by the GEN Membership to enable eventual membership status.

Resolution 5/99:

That GEN create an associate membership category for non profit organizations that support the objectives of GEN, and that associate membership be bestowed upon applicants subject to a decision of a qualified majority of two-thirds of the members attending an annual meeting.

As is the case with the new [full] membership categories (refer to Resolutions 3/99 and 4/99), GEN introduce a comparable interim status for these as associated affiliates, and that pertinent revisions to the GEN By-laws be prepared and approved by the GEN Membership to enable eventual associate membership status.

Resolution 6/99:

That GEN ExCOM direct and oversee the preparation and presentation of a report on potential admission for GEN membership of organizations that certify organic and/or environmentally sound food products, for decision at the next GEN annual general meeting.

Resolution 7/99:

That the GEN membership approves the budget and work plan for 2000 with the revised stipulation that US\$10,000 is allocated to the next annual meeting for relevant costs and a specific workshop for GEN members and potential members.

Resolution 8/99:

That if there is income received in excess of the budgeted amount during the year, the ExCOM will prepare and circulate a revised budget with spending options for approval by the GEN membership.

Resolution 9/99:

That GEN encourages members to contribute funds to other members for publishing certification criteria documents on the Internet Web.

Resolution 10/99:

That the GEN membership accepts the audited financial report for 1998.

Resolution 11/99:

That the GEN membership appoints Showa Ota & Co. (Ernst and Young International) as the auditor of the financial report for 1999 (to be produced).

Resolution 12/99:

That GEN membership fees remain as agreed in Resolution 4/97.

Resolution 13/99:

That reduced GEN membership fees, once assigned by the GEN ExCOM, and unless otherwise specified in a pertinent GEN ExCOM decision, apply for a three year period.

Resolution 14/99:

That the price of the GEN Guide to Ecolabelling is set at US\$100 for commercial entities and US\$25 for other interested parties.

Resolution 15/99:

That the GEN membership commits to greater efforts to enhance mutual cooperation among members on both multilateral and bilateral bases.

Further, that the following points be adopted as recommended procedures:

- (i) when developing criteria in a specific product/service category, check if criteria already exist under another GEN member's (s') ecolabelling scheme(s), and if so, give consideration to the possible incorporation/adoption of such criteria;

- (ii) already existing criteria should be cited or referenced in certification criteria documentation when, and as appropriate;
- (iii) English editions of certification criteria documents should be published; and
- (iv) English documents should be accepted in certification procedures.

Resolution 16/99:

That each GEN member agrees to perform a self-evaluation of his/her organization's compliance with ISO 14024, and to submit a relevant findings report to the GEN Secretariat for compilation with other such reports.

Resolution 17/99:

That the Secretariat is tasked to organize the appointment of a nominating committee to oversee the nomination of a replacement Chair and ExCOM member(s) effective next GEN annual general meeting.

**2000 Budget
(US \$)**

	Budget
Income	
Membership fees	64,000
Carry over	16,000
TOTAL	80,000
Expenses	
Technical assistance	10,000
Seminars	10,000
Home page	2,500
Communication Plan	
Brochure	1,000
Tel/fax/postage	1,000
Chair	9,000
Benefit for chair (22%)	1,980
Secretariat support	35,000
Annual Audit/legal	6,000
Others	1,000
TOTAL	77,480



ECOMARK SCHEME OF INDIA

1. THE SCHEME :

The issue of environmental protection has brought the consumers, the industry, and the government to a common platform where each has to play its own role. To increase consumer awareness about environmental protection, the Government of India launched the eco-labelling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products. Any product which is made, used or disposed of in a way that significantly reduces the harm it would otherwise cause the environment could be considered as Environment-Friendly Product.

The 'Ecomark' label is awarded to consumer goods which meet the specified environmental criteria and the quality requirements of Indian Standards. Any product with the Ecomark will be the right environmental choice.

2. OBJECTIVES OF THE SCHEME :

The specific objectives of the scheme are as follow :

- i) To provide an incentive for manufacturers and importers to reduce adverse environmental impact of products.
- ii) To reward genuine initiatives by companies to reduce adverse environmental impact of their products.
- iii) To assist consumers to become environmentally responsible in their daily lives by providing information to take account of environmental factors in their purchase decisions.
- iv) To encourage citizens to purchase products which have less harmful environmental impacts.
- v) Ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

3. MECHANISM OF THE SCHEME :

There are three committees involved with the criteria development for each product category and the award of the Ecomark :

- 1) A Steering Committee, set up in the Ministry of Environment and Forests, to determine the product categories for coverage under the scheme and also formulate strategies for promotion, implementation, future development and improvements in the working of the scheme.
- 2) A Technical Committee, set up in the Central Pollution Control Board, to identify the specific product to be selected and the individual criteria to be adopted, including, wherever possible, inter-se priority between the criteria if there be more than one.
- 3) The Bureau of Indian Standards to assess and certify the products and draw up a contract with the manufactures, allowing the use of the label, on payment of a fee.

4. CRITERIA FOR ECOMARK :

The criteria are based on the cradle-to-grave approach, i.e. from raw material extraction to manufacturing and to disposal. The basic criteria cover broad environmental levels and aspects, but are specific at the product level. A product is examined in terms of the following main environmental impacts :

- (i) that they have substantially less potential for pollution than other comparable products in production, usage and disposal.
- (ii) that they are recycled, recyclable, made from recycled products or bio-degradable, where comparable products are not;
- (iii) that they make significant contribution to saving non-renewable resources including non-renewable energy sources and natural resources compared with comparable products;
- (iv) that the product must contribute to a reduction of the adverse primary criteria which has the highest environmental impact associated with the use of the product, and which will be specifically set for each of the product categories.

5. HOW TO OBTAIN THE LICENCE TO USE ECOMARK :

The procedure for grant of a licence by BIS under the Scheme of Ecomark shall be the same as applicable for grant of licence by BIS under its Product Certification Marks Scheme.

6. TOTAL NUMBER OF VALID CRITERIA : 16

7. NUMBER OF CERTIFIED PRODUCTS :

Though in the past, a few products have been granted ecomark, it is important to mention here that none of those products were marketed with ecomark certification.

8. NUMBERS OF NEWLY DEVELOPED CRITERIA (LAST SIX MONTHS) : Finished leather

9. NUMBERS OF CRITERIA UNDER DEVELOPMENT NOW :

For the better implementation of the scheme, it has been decided to continue with the existing categories of product. In due course, the matter of identification of additional categories may be taken up.

10. NAMES OF ALL VALID CRITERIA :

The Government of India has notified the final criteria for the following 16 product categories :

1. Soaps & Detergents, 2. Paper, 3. Food Items, 4. Lubricating Oils, 5. Packaging Materials, 6. Architectural Paints and Powder Coatings, 7. Batteries, 8. Electrical/Electronic Goods, 9. Food Additives, 10. Wood Substitutes, 11. Cosmetics, 12. Aerosol Propellants, 13. Plastic Products, 14. Textiles, 15. Fire-extinguisher, 16. Leather

11. FOR FURTHER INFORMATION, PLEASE CONTACT :

Dr. B. Sengupta, Member Secretary OR Dr. Sudhir K. Ghosh, Additional Director

Tel. : 0091-11-2224812, 2057863 Fax. : 0091-11-2411539, 2057863

E-Mail : cpcb@alpha.nic.in cpcb@sansad.nic.in Website : <http://www.nic.in/envfor/cpcb/cpcb.html>

GEN Guide to Ecolabelling

The Ecolabelling Guide:

"A Guide to Ecolabelling Around the World"

Price: US\$100/copy for companies + postal cost
US\$25/copy for others + postal cost

Ecolabelling can only be effective when there is sufficient interest and knowledge on the parts of both producers and consumers to undertake actions to reduce adverse environmental impacts. Until now, there has been no comprehensive, readily-available source of information on what ecolabelling is or how an ecolabelling program can be developed. This guide has been prepared to meet this information gap. The Guide has been prepared for:

- governments and other organizations interested in establishing a program;
- businesses interested in participating in the program;
- consumers (institutional, commercial and household) concerned about the environmental implications of their actions and interested in becoming involved in ecolabelling programs; and
- implementation bodies concerned about how to further develop their programs.

The suggestions and guidelines presented here are drawn from successful experience with ecolabelling around the world.

However, it must be emphasized that there is no single "best" program -- any program must take into account the special needs and opportunities of the particular country (ies) and the unique economic, political, cultural and institutional setting.

This Guide is organized into three major parts and a final section. Part 1 provides an overview on the basics of ecolabelling -- its objectives, guiding principles, key steps and success indicators. Part 2 highlights trends in the international experience with ecolabelling programs, including major challenges and efforts to promote greater international cooperation. Part 3 presents detailed guidance on establishing an ecolabelling program. It emphasizes the need to develop a unique program to meet specific needs and circumstances. The final section identifies some sources for additional information.

Throughout the Guide, highlight boxes are used to illustrate key points and to present examples from international experience with ecolabelling programs.

How to order:

Please send an order form through "publication section" on web site.

Notice

- GEN Provides Technical Assistance to You -

Introduction

In line with objective of GEN, among other things, to promote and develop the ecolabelling world-wide, GEN has started Technical Assistance Program in 1996, on which members provides other members with technical assistance on administration, budget, procedure, method of creating certification criteria, promotion, public relation, and so on. At the annual meeting in 1998, GEN decided to expand the program to the potential members and organization 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.+1 613 247-1900, FAX.+1 613 247-2228, E-mail.gensecretariat@terrachoice.ca)

News from Members



The Environmental Choice Program (Canada)

TerraChoice Environmental Services Inc.

Total number of valid criteria: 126

Number of certified products: 7,738 SKU's, 222 Licenses

Newly developed criteria (last 6 Months): 12

Drain Cleaner- Biological, Apparatus for Solid Waste Recycling & Conversion, Industrial Lubricants, Bamboo Flooring Products, Coffee, Energy Efficient Harmonic Cancellation, Transformers, Neoprene Latex Roofing System, Energy Efficient Lamps & Compact, Fluorescent Lights, Candles, Energy Efficient Exhaust Fans, Dental amalgam Separation System, Oil Bypass Filter

Criteria under development: 1 (Renewable Low Impact Electricity)

TerraChoice Environmental Services Inc. was proud to host the GEN's first ever international conference on "products, Services and Climate Change." Some 200 delegates attended and participated in sessions whose topics included Product Design and Manufacturing, Transportation, Services, Green Power, Marketing, ISO 14000 and Green

Procurement. The conference was chaired by Dr. Robert Slater, Senior Assistant Deputy Minister Environment Canada and featured keynote speakers such as Robert Kennedy Jr., Hudson RiverKeepers, Elizabeth May, Executive Director, Sierra Club of Canada and Ray Anderson, CEO, Interface Flooring Systems.



German Blue Angel Scheme (Germany)

Federal Environment Agency

Total number of valid criteria: 85

Number of certified products: 3,800

Newly developed criteria: Gas stove and electric cooker (RAL-UZ 101), Low emission wall paints (RAL-UZ 102)

Criteria under development: 35

(The following criteria will be completed this year: * Wet cleaning for textiles * Table-top water machines)

In 1999, more than 400 new products were designated as environmental friendly products with the "Blue Angel". At present more than 800 manufactures from Germany and as from abroad use the environmental label "Blue Angel" for more than 3,800 goods and services. Last year the jury

panel designated 7 new criteria documents and among them was the 100th criteria document for traffic service car sharing. For more and detailed information please check out our web site: <http://www.blauer-engel.de>. It is now available in English.



Green Label Program (Thailand)

Thailand Environment Institute (TEI)

Total number of valid criteria: 26

Number of certified products: 177

Newly developed criteria (last 6 months): Soap, Surface Cleaner, Ballast Electronics for Fluorescent Lamps

Criteria under development: Gasoline Stations, Photocopiers, Correction Fluid

The criteria for Refrigerators, Toilets, and Fluorescent Lamps have been revised after a 2-year period. The Thai Green Label Program published a catalogue of certified

products in April, 99 and distributed them to business sectors, government and schools. A new version will be soon published in March 2000.



Eco Mark (Japan)

Japan Environment Association (JEA)

Total number of valid criteria: 68, as of December 31,99

Number of certified products: 3,448, as of December 31

Newly developed criteria (last 6 months): 1(Newly Developed), 2(Revised)

Criteria under development: 2(Newly Developing), 2(Under Revision)

Establishment of criteria for Eco Mark certification from a new product category

Modifications were made to the criteria for Eco Mark certification for a new product category that has been made public under the Eco Mark new product category draft "Copier"(Draft for publication) in Eco Mark News No.12 published on April 30, 1999 pursuant to the comments contributed after its publication, while the modified criteria were deliberated at the second meeting of the Eco Mark Committee for Establishing Category and Criteria. The draft criteria were approved and established as the criteria by the Eco Mark Office on November 15, 1999.

Criteria for product category No.117"Copier" is on our Home Page.

Abolition of Criteria for Eco Mark certification for a product category

Product Category No. 69 "Low-Benzene Gasoline for Vehicles" will be abolished as of December 31, 1999.

The reason for the abolition is that the permissible legal level of benzene in gasoline must be lower than 1% in volume following the revision of "the permissible level for the state of fuel for motor vehicles and the permissible level of substances contained in fuel for motor vehicles (Announcement No.64 of the Environment Agency of Japan in October 1995)" based on Air Pollution Control Law. This

means that any and all gasoline marketed within Japan should be deemed to be within the range of the Eco Mark certification.

With the abolition of the product category in question, please note that application for Eco Mark product certification for "Low-Benzene Gasoline for Vehicles" shall not be accepted on and after January 1, 2000.

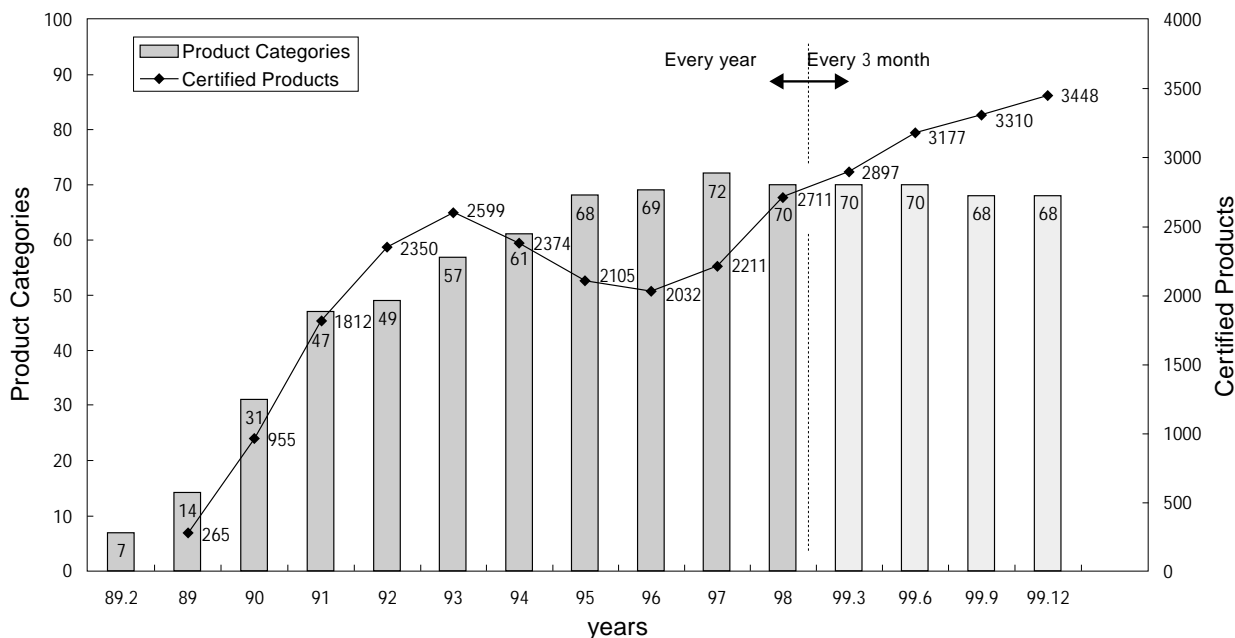
Indication of Eco Mark Environmental Information

Phrases described under the Eco Mark used to be made up of simple words such as "Midori wo mamoru (Conserving the green)" and "Shizen ni kaesu (Returning to nature)." Now the phrases may indicate environmental information (only criteria expressed in the certification criteria). For details, please refer to "Annex 3: New rule for phrasing under Eco Mark" in Eco Mark News No. 14 shown on the Home Page.

New categories under development are "Personal Computers" and "Building Products that Use Recycled Materials". Other ones include categories under revision such as "Plastic Products that Use Recycled Materials" and "Returnable Containers".

Eco Mark awarded products have included 3,448 certified products in 68 product categories as of the end of December, 1999.

Fig . Eco-Mark Product Categories and Certified Products





Korea Environment Labelling Program (Korea)

Korea Environment Labelling Association (KELA)

Total number of valid criteria: 49 product groups, as of Jan 30

Number of certified products: 141 products, as of Jan 30

Newly developed criteria (last 6 months): 17 (Newly Developing)

Criteria under development : 10(Newly Developing), 3(Under Revision)

In Jan of 2000, the Minister of the Environment amended the related to the eco-labelling program in Korea.

The primary purpose of the revision is to implement Type III Labelling from 2001, in addition to current Type I Labelling. Accordingly, KELA has been working to prepare appropriate management procedures and methods.

To encourage the consumption of Eco-labelling products, KELA has been building a database for environment-friendly products in the National Environmental Industry Information System (tentatively called, KEP; Korea Product Net), which the Environmental Management Corporation has been setting up.

-Information on environment-friendly products (including moving-images of the certified products)

-Information for the development of environment-friendly products

-Management of an information pool for manufacturers

-Information on relevant bodies



Green Mark Program (ROC(Taiwan))

Environment and Development Foundation (EDF)

Total number of valid criteria: 58

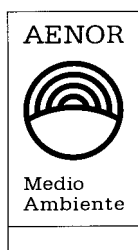
Number of certified products: 797

Newly developed criteria (last 6 months): Writing Instruments-Pencils, Writing Instruments--Ink Pens, Solar Water Heaters, Wood Furniture, Bathroom and Kitchen Cleaners

Criteria under development: Portable Computers, Textile Products, Hair Conditioners, Re-chargeable Batteries, Floor Cleaners, Televisions, Liquid Body Soaps, Printing Matters, Toys

Due to the promulgation of the new Government Procurement Law, government agencies here are very concerned with how and where to buy Green Mark Products. EDF helped to develop a list of Green Mark products, including mainly office equipment (computers, printers, fax machines, copiers and furniture, etc.), office-use products (paper, plastic and glassware, correction tape and writing instruments, etc.) and others (towels, water-saving cisterns, air conditioners and microwave ovens etc.). The Environmental Protection Administration will start to monitor the performance of all the other central governmental agencies in June.

The idea of formulating a "Green Procurement Alliance" to encourage major businesses and schools to buy Green Mark products was delayed because of the earthquake that struck Taiwan last September. However, since the industries have recovered very fast recently, EDF will start to promote this program in the later months of this year.



MARCA AENOR-Medio Ambiente (Spain)

Asociación Española de Normalización y Certificación (AENOR)

Total number of valid criteria: 12

Number of certified products: 439

Newly developed criteria (last 6 months): None

Criteria under development : Wooden furniture, Paper for making newspapers, Demolition waste recovering centers

We are developing three new ecological criteria for new groups and products and services: "Wooden furniture", "Paper for making newspapers", and "Demolition waste recovering centers". In the area of criteria for service categories we have just developed criteria for collecting and recovery centers for paper and paperboard, and technical specifications for out-of-use vehicle collection facilities.

AENOR is also preparing a stand in the next Spanish National Environment Meeting, focused on ecolabeling and its implementation in the service industry sector. It is especially related to the hotel industry with the goal of improving the environmental performance of service,

through more environmentally sound products and practices.

The importance of service systems in ecolabeling is growing these days, especially in the lodging industry which is one of the largest in Spain. We believe that service systems will assume an important role in the future of Eco-labeling certification, due to the daily increasing customer demand for quality and environmentally sound practices in services.

Meanwhile, we are investing in other fields of Eco-labeling, like special products for professional customers.



Nordic Eco-labelling

SIS Ecolabelling AB, Norwegian Foundation for Environmental Labelling

A decade of the Nordic Swan

It's time to celebrate in the Nordic Countries. The Swan label is ten years old.

The Swan label was established by the Nordic Council of Ministers in 1989, and work first began in 1990. Iceland, Finland, Norway and Sweden started everything, and in 1997 Denmark joined the scheme.

The first success for the Swan label, was the labelling of fine paper - paper for copying and printing. It was the first labelling scheme to go into production of paper made from virgin fibre, with strict regulations on emissions from cellulose and on paper manufacturing. That was followed by the labelling of textile detergents and all-purpose cleaners.

Today, the Nordic Swan has criteria documents for 52 product groups. Nearly 800 licences have been granted, covering some 2 - 3,000 products.

The Swan label is by far the most well known ecolabel in the Nordic area. In a survey conducted by the Nordic Council of Ministers in 1999, 75% of the participants were able to recognize the Swan. In some countries the recognition rate is around 85%.

The criteria are revised every 3 years. One challenge for the scheme is to create new criteria documents, while at the same time keeping up with revisions to an increasing number of established documents.

It is expected that in the future the Swan label will create more criteria documents for services.

《News from GEN Secretariat》

At the 1999 GEN Annual Meeting, a significant decision was made to pursue membership expansion. Besides "ISO Type I" ecolabelling programs, potential GEN members may now include certification programs that offer environmental labels in single product/service categories, or in the area of environmentally sustainable natural resource extraction. Applicable organizations will have to fulfill GEN membership conditions contained in the GEN by-laws. (Further consideration is to be given to possibly including certifiers of organic or sustainable agricultural products in the future.)

Through a survey of current GEN members, several candidates under the new membership categories have been proposed. These organizations will be contacted to determine their interest levels in joining GEN.

On behalf of GEN, the GEN Secretariat invites further suggestions on membership candidates.

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Ottawa, ON Canada K1B 1A7

《From GEN General Affairs Office》

*GEN Web Site

Please check out our web site (the address is listed below) for the Report on the GEN Conference, the Report on the Annual Meeting and the Ecolabelling Guide Order Form, which are all introduced in this issue. We will soon update the Categories List of Ecolabelling Programs Worldwide based on the information provided by GEN members.

*About Our Service

If you happen to know anyone who is interested in ecolabelling or in GEN, we will add the person's name, their organization, address on the readers' list of this free paper. We would also appreciate your opinion concerning the opening of a free-discussion page on our web site.

Hiroyuki Sato
GEN General Affairs Office
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GEN Home Page Address: <http://www.gen.gr.jp>

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