



Green Business Forum for Asia and the Pacific

Investing in a Sustainable Future

22–24 November 2016 • ADB Headquarters

Ecolabel and Certification

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Global Sustainable Development Agenda 2030



17 GOALS TO TRANSFORM

SUSTAINABLE DEVELOPMENT GOAL 12

Ensure sustainable consumption and production patterns

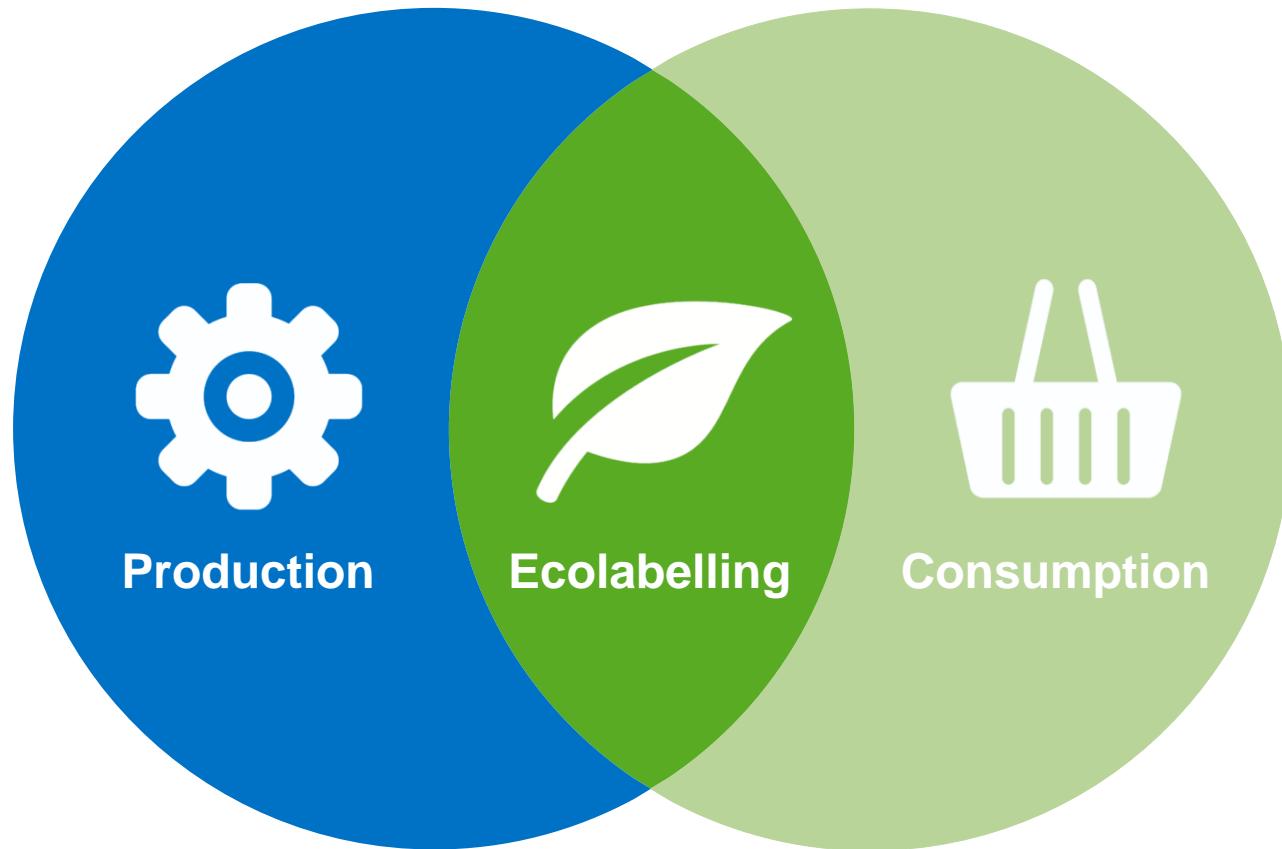


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Ecolabelling: Important Element of SCP



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What is Ecolabel?

- An ecolabel identifies a product that meets a wide range of **environmental** performance criteria or standards.
- Developed by governments, manufacturers, and third-company organizations, ecolabeling is a **voluntary** approach to environmental certification practiced around the world.
- In contrast to “green” symbols or claims, an ecolabel is given to products that have met **specific** environmental criteria.



The sphere of influence

By now the Ecolabel Index lists
431 ecolabels in **246**
countries and across **25**
industries.

Source: <http://www.imd.org/research/challenges/sustainability-ecolabels-effectiveness-ralf-seifert-joana-comas.cfm>

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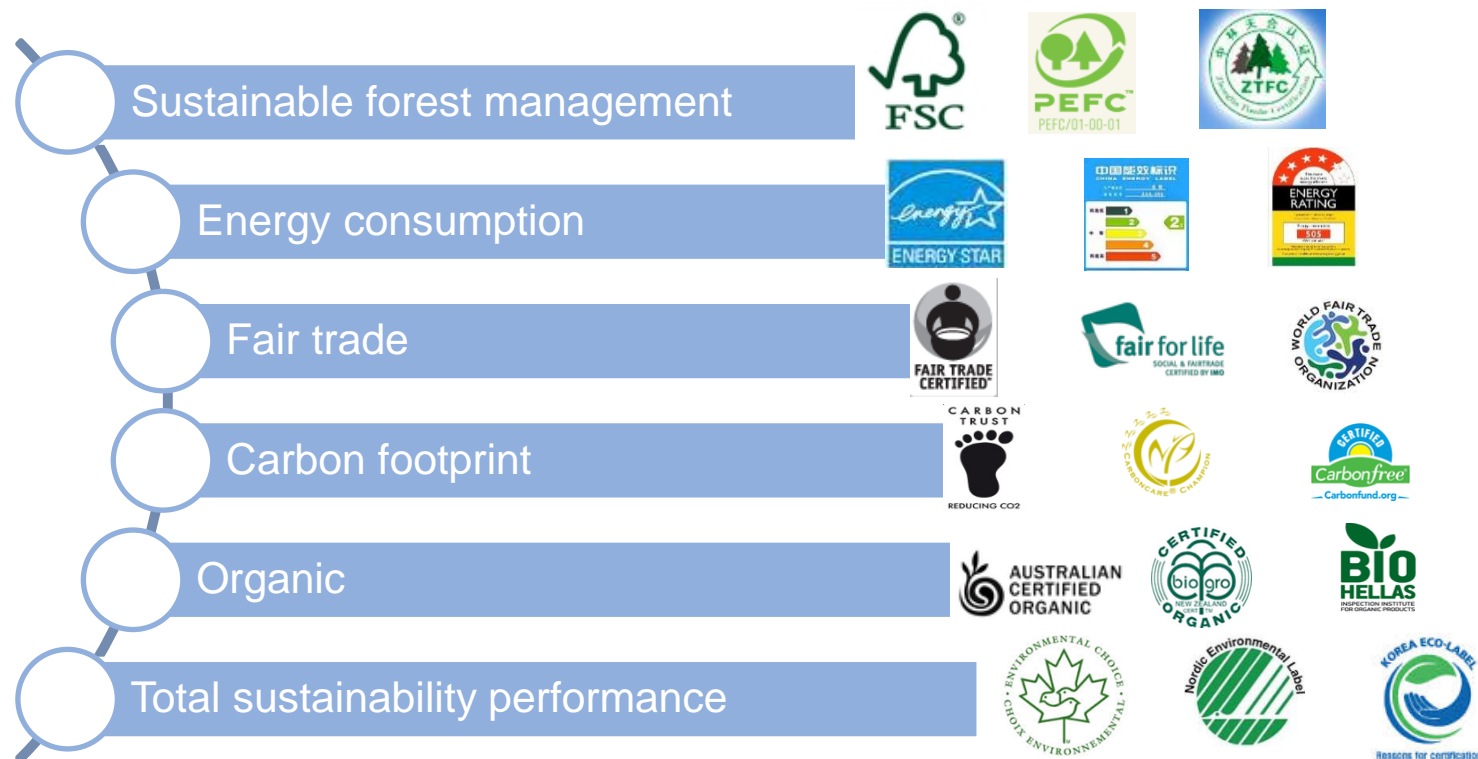
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Types of Eco-label – by Ownership



Types of Eco-label – by Application Sector



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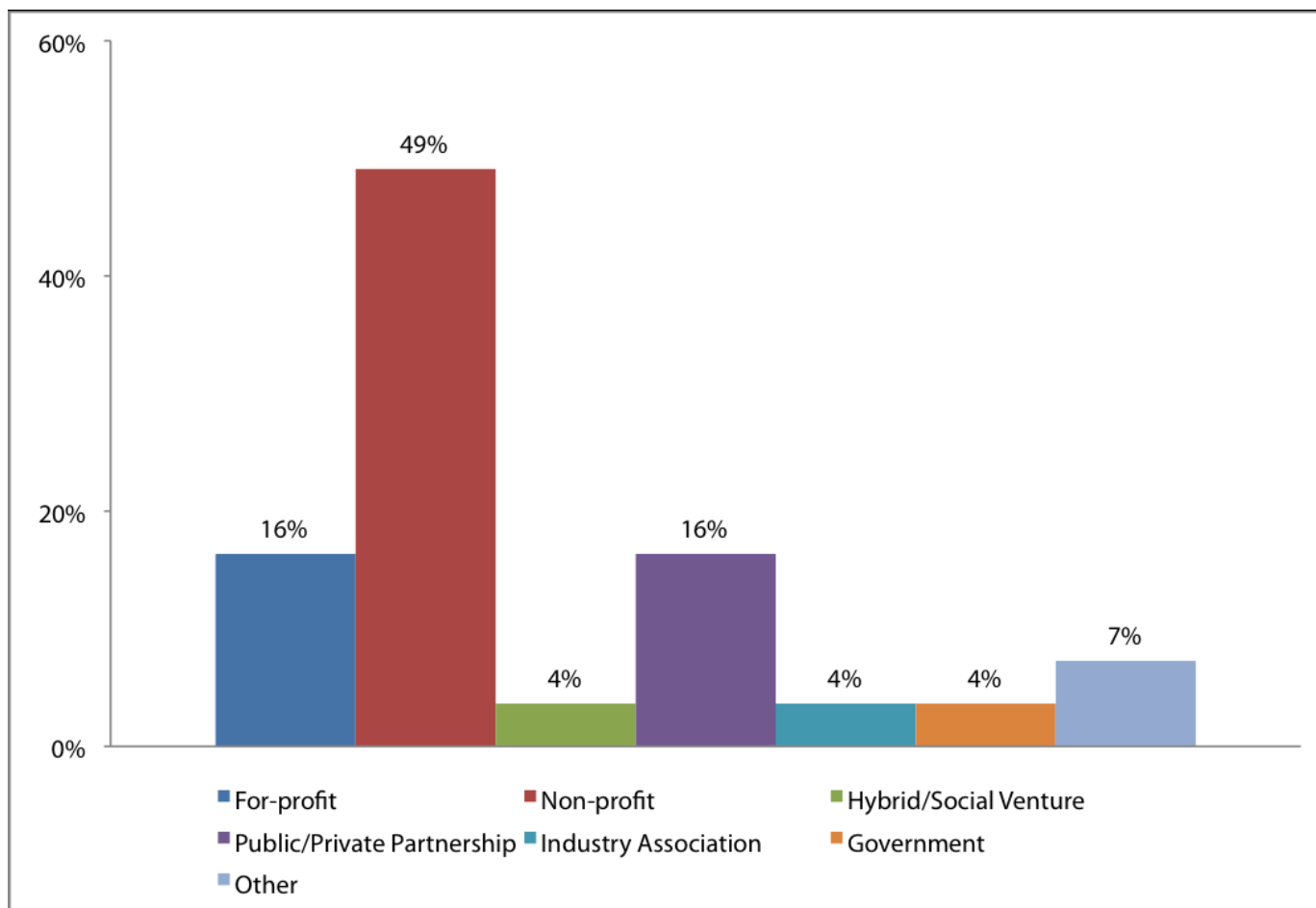
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Types of Eco-label – by Region



Overview of Ecolabelling Bodies by Organization Type



Source: Corporate Sustainability Initiative (CSI) at Duke University

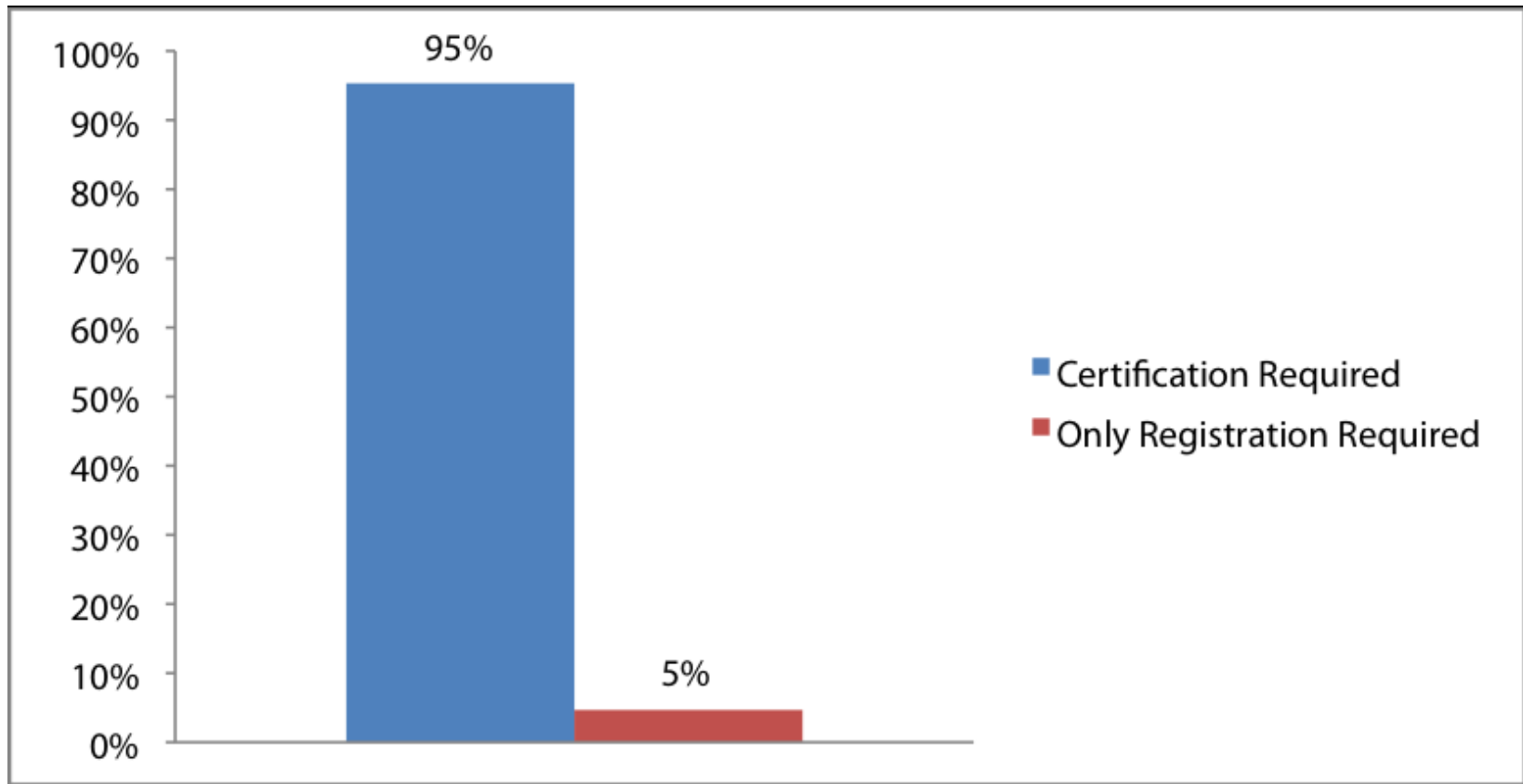


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Rigor of Ecolabels



Source: Corporate Sustainability Initiative (CSI) at Duke University



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Global Landscape of Eco-label System

Confusion to consumers, nightmare to manufacturers



- More than 400 eco-labeling schemes in operation globally covering everything from lumber to fish, tea to textiles and tourism
- The integrity of eco-labels varies wildly

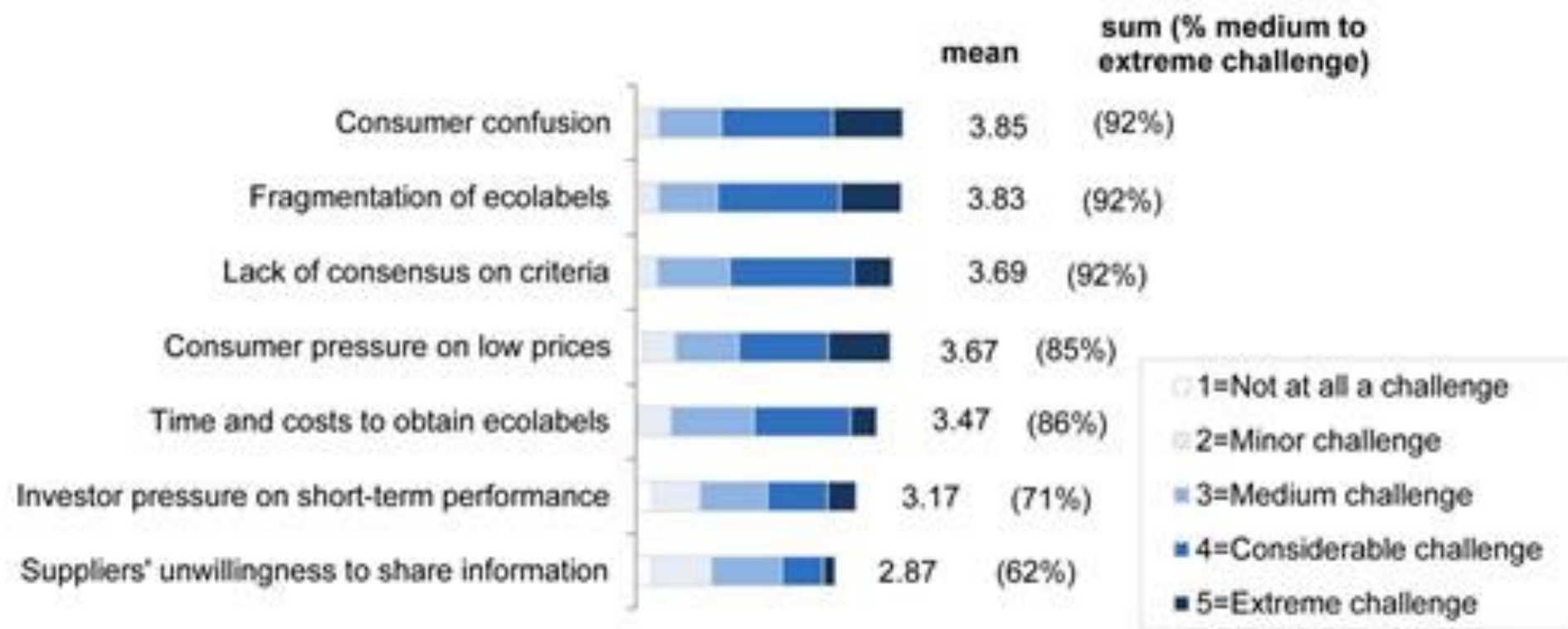


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Managers' evaluation of challenges in ecolabeling



Source: <http://www.imd.org/research/challenges/sustainability-ecolabels-effectiveness-ralf-seifert-joana-comas.cfm>

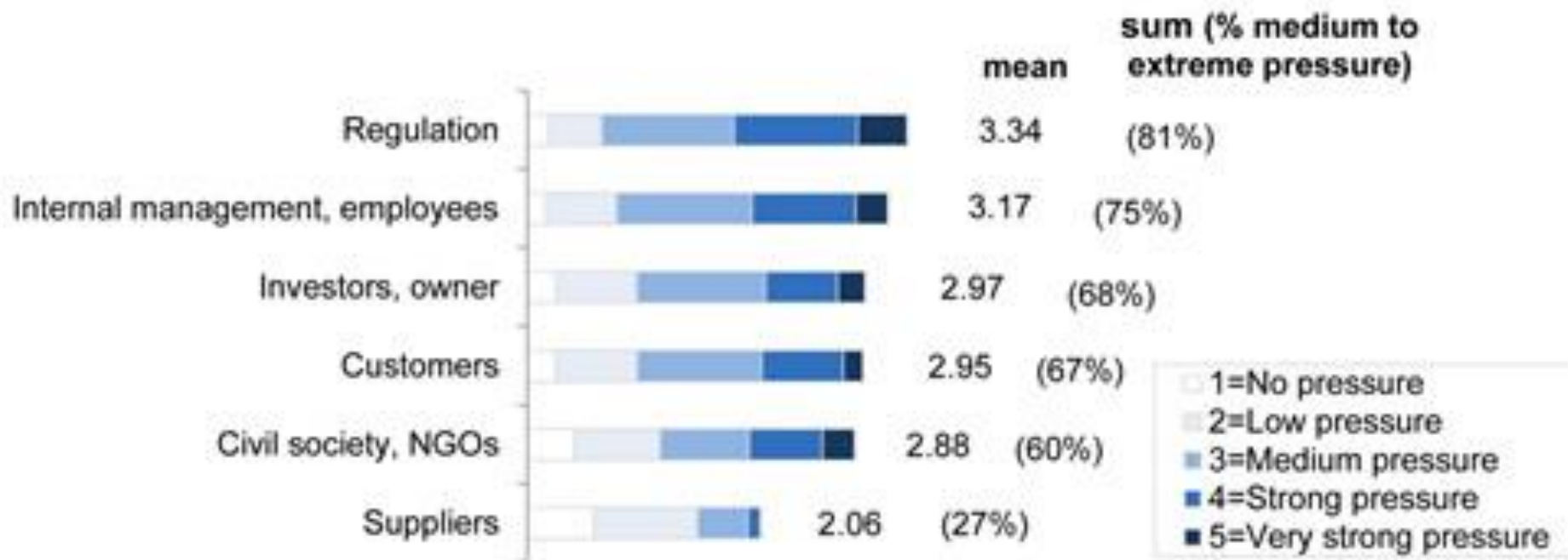


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Perception of the level of pressure from different stakeholder groups



Source: <http://www.imd.org/research/challenges/sustainability-ecolabels-effectiveness-ralf-seifert-joana-comas.cfm>



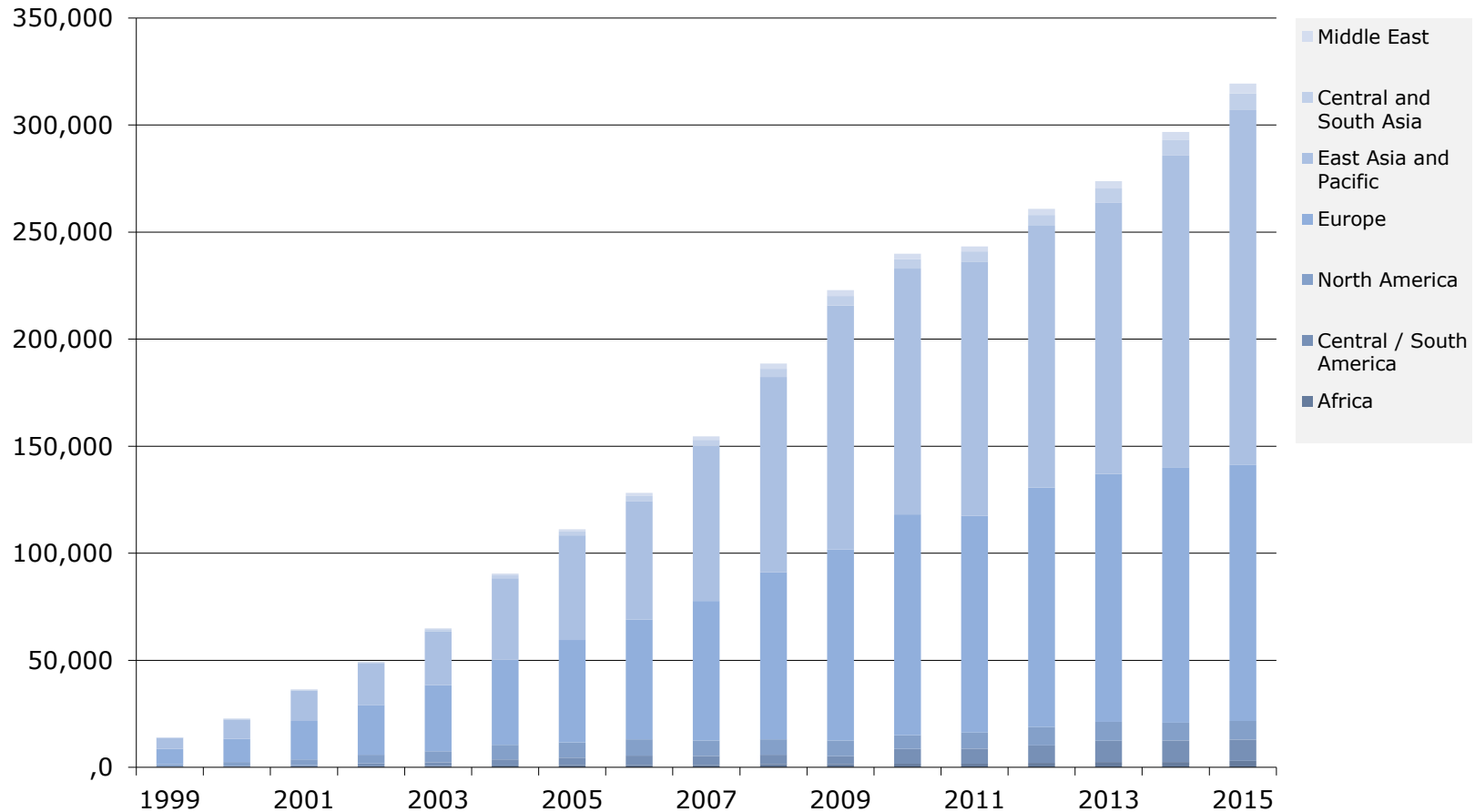
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Certificates – ISO 14001

ISO 14001 - Worldwide total



Source: <http://www.iso.org/iso/home/standards/certification/iso-survey.htm?certificate=ISO%209001&countrycode=AF>



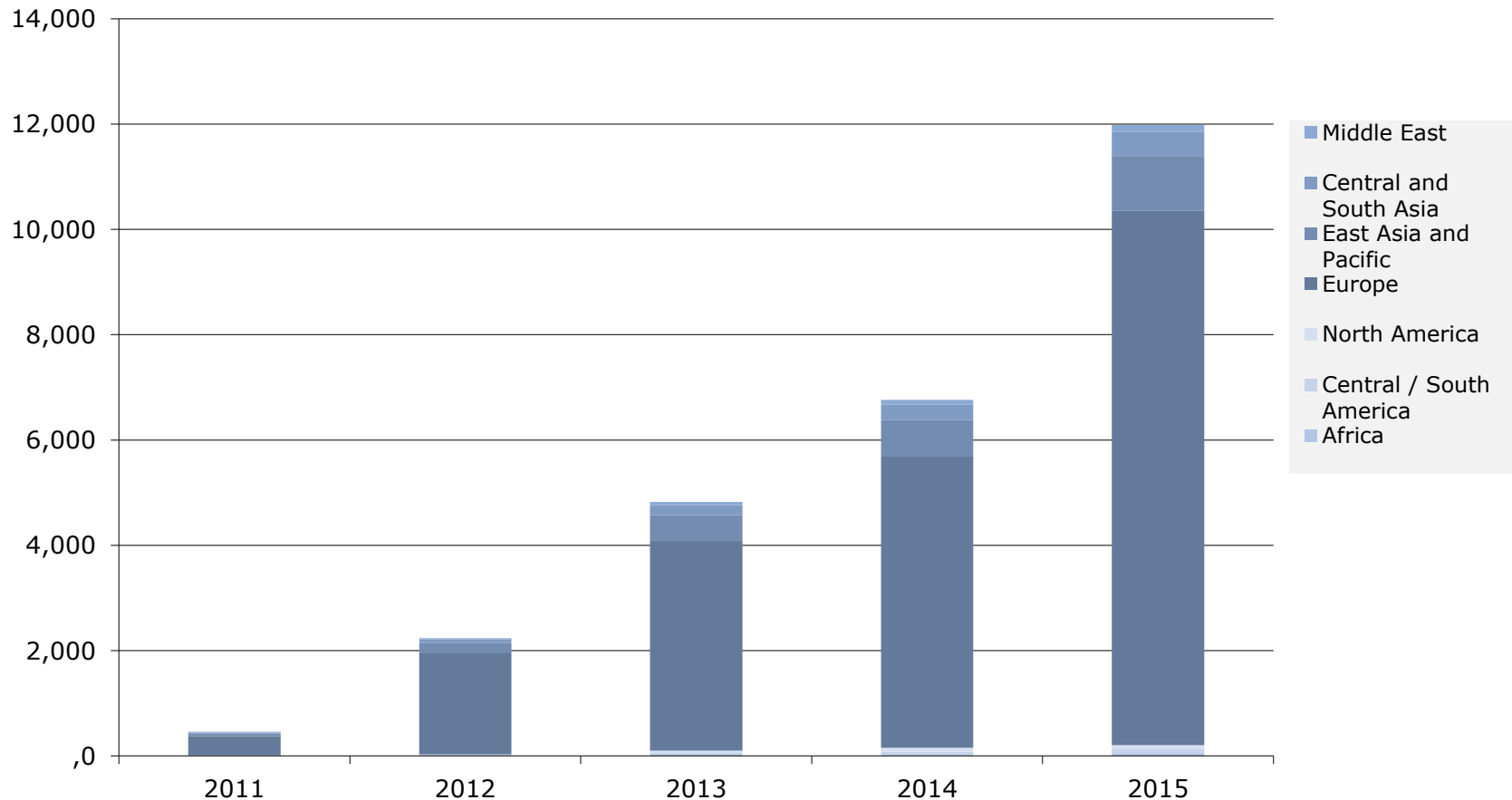
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Certificates – ISO 50001

ISO 50001- Worldwide total



Source: <http://www.iso.org/iso/home/standards/certification/iso-survey.htm?certificate=ISO%209001&countrycode=AF>

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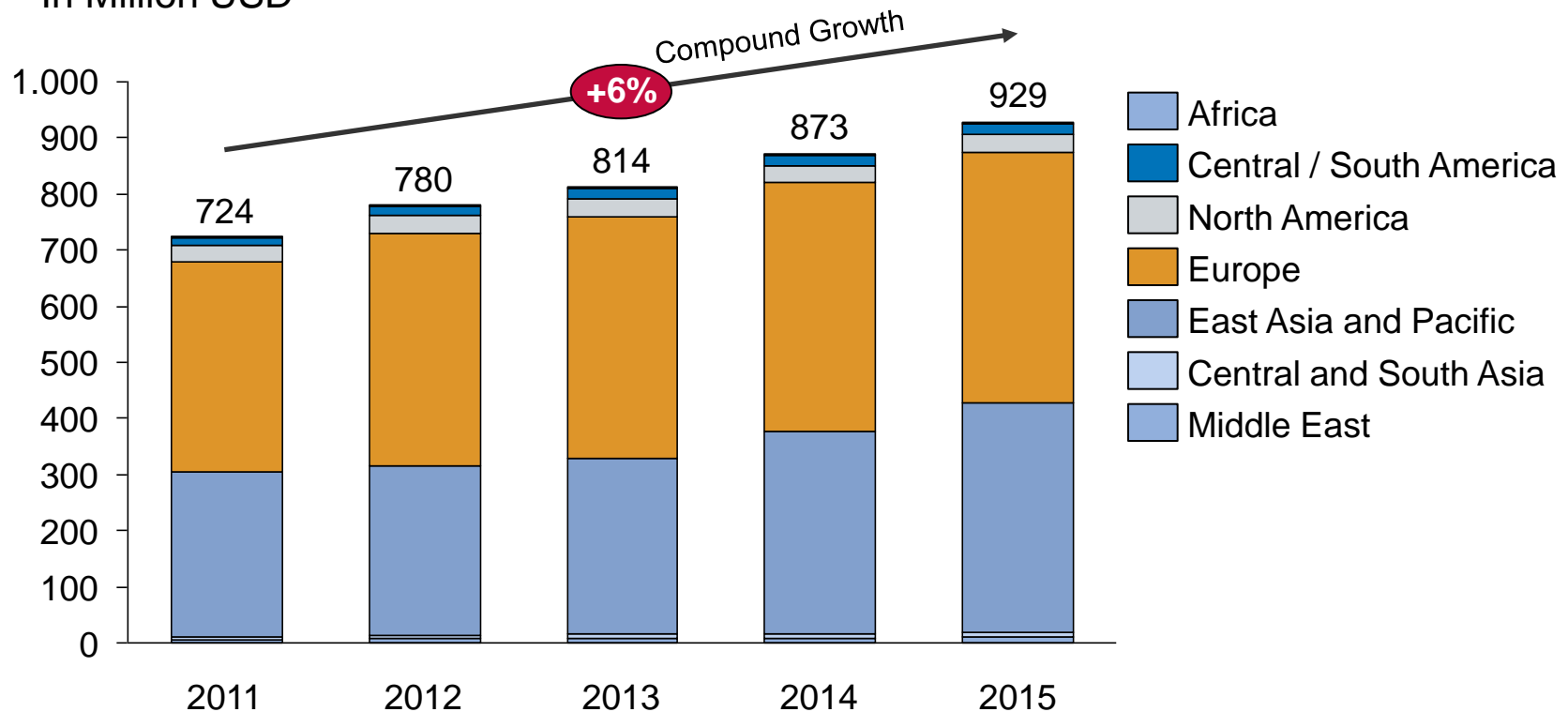
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Certificates Cost – ISO 14001

ISO 14001 - Worldwide total

In Million USD



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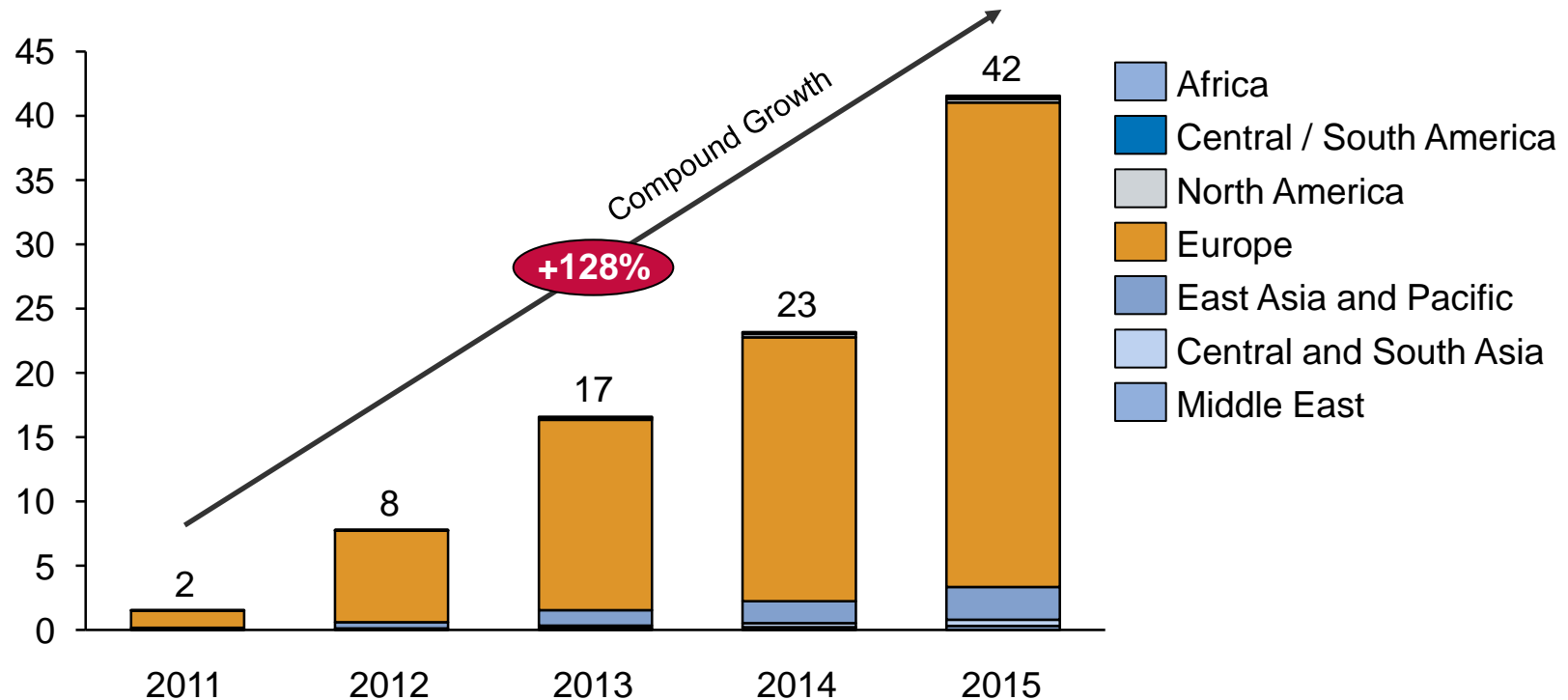
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Certificates Cost – ISO 50001

ISO 50001 - Worldwide total

In Million USD



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Green Product Mark



Communicate verifiable and accurate information about environmental aspects of products



Encourage the demand for and supply of products that cause less stress on the environment



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Thank you!

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