

出國報告（出國類別：國際會議）

出席「2010 年全球環保標章網路組織年  
會」

服務機關：行政院環境保護署

姓名職稱：李奇樺 技正

派赴國家：美國

出國期間：99 年 10 月 25 日至 99 年 10 月 30 日

報告日期：100 年 1 月 29 日

## 摘 要

- 一、出國計畫名稱：出席「2010 年全球環保標章網路組織年會」
- 二、出國地點：美國維吉尼亞州亞歷山卓市
- 三、出國人員：李奇樺技正
- 四、出國期間：99 年 10 月 25 日至 99 年 10 月 30 日
- 五、建議與心得：

本次「2010 年全球環保標章網路組織(GEN)年會」於 99 年 10 月 26 日至 28 日於美國維吉尼亞州亞歷山卓市舉辦，我國係該組織之創始會員之一。為積極參與國際事務交流機會，藉此了解各國在環保標章推動現況及執行經驗，同時推廣宣導我國環保標章制度推動成果，本次會議派員出席與會，心得建議如下：

(一)「2011 年全球環保標章組織年會」將由我國主辦，參考本次出國與會經驗，建議辦理注意事項如下：

- 1.研討會設定議題須明確，避免討論過於廣泛之議題而難取得具體結論或建議；另可將我國推動成果及經驗分享作為議題之一。
- 2.如有戶外參訪行程，須掌握天候狀況，並具有雨天備案；如有自由參觀行程，應確實使所有人員了解集合時間地點，以免耽誤時間。
- 3.外賓住宿旅館及會議場所優先選擇環保旅館。
- 4.各國外賓飲食習慣不同，提供餐飲應注意符合大眾口味或中西式並存之餐飲。

(二)有關我國環保標章制度建議部分：

- 1.各國逐漸發展服務業環保標章制度，可持續蒐集國外資料，加強推動與宣導服務業環保標章。
- 2.加強環保標章產品查核機制，減少或消除漂綠行為。

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## 壹、前言

經濟成長固然能滿足人類需求，獲得個人生活福祉，然其代價則消耗大量能源及原料，並產生大量廢棄物，且消費型態直接影響產業、產品的發展型態，間接地造成環境污染及資源耗費問題。有鑑於此，德國在 1978 年首倡推動產品環保標章 (Ecolabelling) 的觀念與制度，期藉由綠色消費行為，促使產品製造商減少產品對環境的負荷。這個制度在近年來相當迅速地被世界各國採用。目前全世界有五十多個國家已實施環保標章制度，且於 1994 年成立國際性非營利之全球環保標章網路組織 (Global Ecolabelling Network, 簡稱 GEN)，目前共有近 30 個會員體參與此一國際性組織。

為順應世界趨勢，行政院環境保護署積極鼓勵事業單位於產品之原料取得、製造、配送銷售、使用及廢棄處理回收之產品生命週期過程中，能夠降低環境之污染及節省資源之消耗，促進廢棄物之減量、減毒及回收，同時喚醒消費者慎選可回收、低污染、省資源之產品，以提昇環境品質，自 81 年 3 月評選出以「一片綠色樹葉包裹著乾淨不受污染的地球」作為我國環保標章的圖案，並依法註冊登記其商標專用權及對外界公告，另於 81 年 8 月 25 日正式公告實施「環保標章推動使用作業要點」及「環保標章審議委員會設置要點」，推動環保標章之申請作業。

近年來我國積極參與相關國際組織活動，尤其是與環保標章最為相關之全球環保標章網路組織 (GEN)。我國代表除長期擔任 GEN 之技術專家外，財團法人環境與發展基金會總經理于寧博士於 2003 年 10 月至 2006 年 9 月擔任該組織之主席，積極推介我國環保標章制度與政府綠色採購之經驗，並推動國際相互承認、制訂共同核心規格標準，以擴大我國於全球環保標章網路組織間之影響力，藉由參與國際綠色採購等相關會議，發表我國環保標章成果，提昇我國之國際地位，亦間接提升國內產品在國際之競爭力，避免不必要之貿易障礙。

99 年度為持續加強國際合作機制，特派員並出席「2010 年全球環保標章網路組織年會」，會中除發送我國環保標章制度推動成果宣導摺頁予各國與會代表外，因 100 年度全球環保標章組織年會將由我國主辦，藉此說明規劃辦理情形，並邀請各國代表歡迎來台參加年會，可達到提升我國在國際間能見度之成效。



## 貳、目的

本次赴美國參與出席 2010 年全球環保標章網路組織年會之目的包括：

- 一、宣傳我國推動環保標章制度及綠色採購之成效，提升我國國際地位。
- 二、與該組織之會員國進行環保標章推動經驗交流，以建立良好之溝通管道。
- 三、瞭解其他會員國環保標章制度執行現況及其他相關措施，掌握環保標章國際發展，以作為我國環保標章制度精進之參考。
- 四、瞭解各國在環保標章規格標準制訂相關程序作業及其他國家合作或相互承認等情形，以利我國後續規格標準制訂或合作開發、相互承認之推動。
- 五、邀請各國代表歡迎來台參加 2011 年全球環保標章網路組織年會，提升我國在國際間能見度。

## 參、出國行程

一、出國計畫名稱：出席「2010 年全球環保標章網路組織年會」

二、出國人：李奇樺技正

三、出國日期：99 年 10 月 25 日至 99 年 10 月 30 日

四、出國行程與內容概要：

日 期	活 動 內 容	活 動 地 點
99 年 10 月 25 日	搭長榮航空 BR 16 班機啓程赴美國洛杉磯，由洛杉磯轉搭美國 UA 航空至華盛頓	—
99 年 10 月 26 日	2010 年全球環保標章網路組織年會研討會(第一天)： (一)開幕 1.致歡迎詞(美國 Green Seal 營運副總裁，Linda Chipperfield) 2.開幕評論(全球環保標章網路組織主席，Robin Taylor) (二)研討會 1.生態標籤(Ecolabelling)準則、標準和引文(美國 Green Seal，總裁 Dr. Arthur Weissman) 2.規格標準訂定的標準化(美國綠建築委員會，Brendon Owens) 3.環境標誌(Dr. Anastasia O'Rourke) 4.產品的永續(亞利桑那州立大學，Joby Carlson) 5.綜合討論	美國維吉尼亞州 亞歷山卓市 Hotel Monaco
99 年 10 月 27 日	2010 年全球環保標章網路組織年會(第二天)： (一)戶外參訪 1.國會山莊	美國華盛頓 D.C./ 美國維吉尼亞州 亞歷山卓市

	<p>2.美國歷史博物館</p> <p>3.國家檔案局</p> <p>(二)晚餐餐敘(各國推動經驗交流)</p>	Hotel Monaco
99 年 10 月 28 日	<p>2010 年全球環保標章網路組織年會年度會員大會(第三天)：</p> <p>(一)討論全球環保標章網路組織新會員申請案：通過以色列及馬來西亞加入全球環保標章網路組織(全球環保標章網路組織主席，Robin Taylor)</p> <p>(二)討論全球環保標章網路組織與 UNEP(聯合國環境規劃署)簽訂合作備忘錄內容(全球環保標章網路組織主席，Robin Taylor)</p> <p>(三)報告台灣籌備 2011 年全球環保標章網路組織年會情形(財團法人環境與發展基金會，于寧總經理)</p> <p>(四)環保標章推動經驗分享</p> <p>1. 韓國推動環保標章制度經驗(韓國 KEITI)</p> <p>2. 日本政府綠色合約法實施情形(日本環境省)</p> <p>(五)全球環保標章網路組織財務情形報告(日本環境省)</p>	<p>美國維吉尼亞州 亞歷山卓市 Hotel Monaco</p>
99 年 10 月 29 日	搭美國 AA 航空至舊金山，由舊金山轉搭長榮航空 BR 17 班機返台	—
99 年 10 月 30 日	返回台灣	—

## 肆、與會過程

### 一、全球環保標章網路組織簡介

「全球環保標章網路組織(Global Ecolabelling Network,簡稱 GEN)」於 1994 年由我國與美國、加拿大、日本、英國、瑞典、西班牙等國共同成立，目前共有近 30 個會員，係第三方國際性非營利民間組織，其成立宗旨為環保標章識別與認證、推動國際間環保標章相關議題的合作、交流及提供促進產品環保標章服務與資訊的組織。

全球環保標章網路組織為服務會員、環保標章計畫及其他利益相關者和公眾，促進和發展環保標章的產品，提供來自世界各地有關環保標章訊息；另為促進會員之間合作，透過訊息交流、成員協調，以及其他環保標章計畫運作，建立會員資訊網絡模式，協助會員或合作團體、公眾獲取來自世界各地環保標章規格標準方面的訊息。除此之外，為促進會員國之環保標章產品規格標準制訂、制度推動現況或其他國際性組織會議訊息傳遞，定期每年召開年會，以增加會員之間的技術援助和發展項目能力，有效改善和加強成員之間內部溝通和合作，且在國際上制定環保標章規範與和協調實施。並積極參與各種會議、研討會等活動，以促進全世界重視及推動環保標章，進而影響綠色產業市場與競爭力，協助政府和跨國組織於環境和可持續發展的政策，導入環保標章制度。

該會活動或管理事務皆由理事會執行，管理決策權主要在其董事會會議(Board Members Meeting)與年度的會員大會(GEN Annual General Meeting)，平常會務、行政事務等秘書處相關作業，則由日本環境協會 (Japan Environmental Association, JEA) 負責。參與 GEN 成立與活動，業以被擴大成夥伴關係，包括正式會員國及第三勢力新興國家 (烏克蘭、肯亞、泰國、印尼等)，共同為支持與推動環保標章國際化努力。

## 二、我國參與全球環保標章網路組織現況

我國(以財團法人環境與發展基金會為代表組織)為全球環保標章網路組織(GEN)之創始會員國之一。環境與發展基金會的于寧總經理曾擔任兩任 GEN 的執行委員，並擔任一屆主席，目前為 GEN 董事。本署多年來均派員參與全球環保標章網路組織年會，積極參與國際事務，同時推廣宣導我國環保標章制度推動成果。

為持續維持我國影響力，並慶祝我國百年國慶，已取得 2011 年全球環保標章網路組織年會主辦權，由環境與發展基金會於 2010 年度年會中報告初步規劃，並邀請各國代表提出建議與需求。

### 三、2010 年全球環保標章網路組織年會

#### (一) 2010 年全球環保標章網路組織年會概要

1.主席：Mr. Robin Taylor

2.出席人員：GEN 會員代表、美國 Green Seal 工作人員、UNEP 代表與  
美國當地參與人員共約 50 人。

3.我國出席人員：

(1) 本署管考處李奇樞技正

(2) 財團法人環境與發展基金會于寧總經理

(3) 財團法人環境與發展基金會陳靖原經理

4.主要行程：

(1) 99 年 10 月 26 日：2010 年全球環保標章網路組織年會研討會

(2) 99 年 10 月 27 日：戶外參訪 / 晚餐餐敘

(3) 99 年 10 月 28 日：2010 年全球環保標章網路組織年會年度會員大  
會

5. 2010 年全球環保標章網路組織年會議程表及會議資料(如附錄 1)

6. 2009 年全球環保標章網路組織年報(如附錄 2)

## (二) 2010 年全球環保標章網路組織年會研討會

1.日期：99 年 10 月 26 日

2.地點：美國維吉尼亞州亞歷山卓市 Hotel Monaco

3.開幕：

(1) 致歡迎詞(美國 Green Seal 營運副總裁，Linda Chipperfield)

(2) 開幕評論(全球環保標章網路組織主席，Robin Taylor)

4.研討會：

(1) 生態標籤(Ecolabelling)準則、標準和引文(美國 Green Seal, 總裁 Dr. Arthur Weissman)

(2) 規格標準訂定的標準化(美國綠建築委員會，Brendon Owens)

(3) 環境標誌(Dr. Anastasia O'Rourke)

(4) 產品的永續(亞利桑那州立大學，Joby Carlson)

(5) 綜合討論



圖一 全球環保標章網路組織年會研討會情形

### (三) 戶外參訪 / 晚餐餐敘

1.日期：99 年 10 月 27 日

2.戶外參訪地點：

- (1) 美國國會山莊
- (2) 美國歷史博物館
- (3) 國家檔案局

3.晚餐餐敘地點(各國推動環保標章經驗交流)：

美國維吉尼亞州亞歷山卓市 Hotel Monaco



圖二 美國國會山莊參訪



圖三 美國歷史博物館參訪



圖四 與他國餐敘交流環保標章推動經驗



#### (四) 2010 年全球環保標章網路組織年會年度會員大會

1.日期：99 年 10 月 28 日

2.地點：美國維吉尼亞州亞歷山卓市 Hotel Monaco

3.例行事項

(1) 通過 2010 年 5 月董事會紀錄

(2) 討論 2011 年董事會之組成

現有 6 位董事均表示續任意願，另推薦德國藍天使標章負責人 Dr. Hans-Hermann Eggers 參加董事會。故決定擴大成員為 7 人。

(3) 通過 2010 年上半年秘書處之工作報告

Ms. Stuart 為現任秘書處之主要工作人員，但為兼職性質。其大部分時間係參與 Terra Choice 公司之 Ecologo 標章計畫。

4.會員動態

(1) Ms. Stuart 已製作完成會員證書並分別寄送予會員。

(2) 環發會于寧總經理報告 IGPN、MGPN 及 APO 之重要動態

A. IGPN (國際綠色採購聯盟) 已表示願意加入 GEN 為 Associate Member。IGPN 近年來於亞洲地區推動大型綠色產品展 (Eco Product International Fair, EPIF) 頗有進展。最近一次於馬來西亞舉行之展覽會有 500 個攤位，參觀人數超過 8 萬人次。此外，由于寧總經理撰寫初稿之「Green Purchasing: The New Growth Frontier」，已由 IGPN 出版並於此次活動中發送。此報告可於 IGPN 網站下載。

B. MGPN (馬來西亞綠色採購聯盟) 配合上述之 EPIF 展，舉辦一場大型國際研討會 (International Conference on Green Technology and Green Purchasing, IGEM)，共邀請 100 位演講人，分 8 個主題討論。于寧總經理於「綠色採購」與「碳足跡標章」二組中各發表一場演講。

- C. APO (亞洲生產力組織) 最近對綠色產品議題十分熱衷，已陸續舉辦兩場研習營，針對其出版品，「APO Eco Product Directory」提出檢討，決議為「凡獲得第一類環保標章與第三類環境宣告證書之產品」可自動登錄，毋須審核。目前其 2011 年版本正開放登錄中。另 APO 亦為上述 EPIF 展之最大贊助者。
- (3) 討論以色列、馬來西亞、新加坡綠建築協會及南非標章組織申請加入 GEN 案。結論為推薦以色列、馬來西亞為正式會員；新加坡綠建築協會及南非尚需補充更詳細資料，以證明其標章組織已經運作。

#### 5. GENICES 執行狀況

- (1) 北歐天鵝標章係由瑞典、丹麥、芬蘭及挪威四國共同執行。丹麥執行組織係於 5 月初接受 GENICES 評鑑 (評鑑者為 Linda Chipperfield 及 Eva Eiderstrom)。目前正由北歐標章委員會進行正式回覆中。
- (2) 凡通過 GENICES 評鑑之會員 (至今共有紐西蘭、我國、SSNC、加拿大、美國、香港、Green Council、泰國、捷克及最近完成評鑑之北歐標章中丹麥執行組織) 均獲得一張評鑑證書，並得參與多邊承認協議。換言之，未來各國將毋須分別尋求「雙邊相互承認」。
- (3) 目前確定申請參與評鑑之會員有烏克蘭，另巴西、韓國已表達意願。日本預計 2011 年提出申請。

#### 6. 碳足跡標章 (CFP) 與第一類環保標章之關係

- (1) 由環發會于總經理報告 ISO 14067 標準之制定狀況。
- (2) ISO 14067 標準於 2010 年 7 月墨西哥會議後已成為 CD.2 版，刻正提送各會員會提意見中。預定 2011 年 9 月可成為 DIS 版，12 月正式公告為國際標準。

- (3) CD.2 版中允許碳足跡以「第一類環保標章」之形式發表，即需符合第一類環保標章特性（選擇性、多重考量、專用標章及第三者驗證等），但究竟如何執行尚未有定論。

#### 7. 與其他國際組織之溝通及合作

- (1) UNEP(聯合國環境規劃署)刻正協助幾個開發中國家（中國、巴西、墨西哥、印度、南非等）廠商申請歐盟花卉標章中，包括在各國舉行訓練課程等。

- (2) 討論全球環保標章網路組織與 UNEP 簽訂合作備忘錄內容，共識如下：

- A. 發展第一型國際生態標籤計畫。(Development of type 1 ecolabelling schemes internationally.)
- B. 一起合作減少或消除漂綠行為。(Working together to reduce/eliminate greenwashing.)
- C. 關注宣導與推廣議題。(Promotion and outreach on issues of concern.)

- (3) 國際綠建築協會推出之 LEED 驗證計畫，已同意於其評分系統中，加入環保塗料與建材項目。於此基礎下，GEN 將積極與 LEED 計畫協商，將取得第一類環保標章之產品納入其評分與加分系統。

#### 8. 由環發會于寧總經理提出台灣地區所進行之初步漂綠行為調查報告

- (1) 中華民國綠色採購聯盟於 2010 年 8~9 月間，於實體賣場與網站採取 1,081 件產品並分析其環境宣告。此 1,081 件產品集中於玩具、清潔劑、傢俱及紙類產品四類。

- (2) 結果顯示約 771 件產品具有環境宣告，高於預期。表示國內廠商已漸漸利用環保特性做市場區隔；在 771 件產品中，有 142 件產品之環境宣告為「不具體」，即未具體展現其環保特性；有 7 件產品之環境宣告為「不相關」，例如報紙再生品以能吸附甲醛為訴

求；有 353 件產品之環境宣告無法提出證明。

#### 9.GEN 網站更動及更新

Mr. Robin Taylor 已委託紐西蘭網路設計公司，XPlore.net，完成網站更新，近期可上線。

#### 10.全球環保標章網路組織財務情形報告

(1) Mr. Uno 為 GEN 之財務長，由其報告 2010 年財務報告及 2011 年經費預估。

(2) 2010 年會員費已全部收到，共 US\$ 105,646。

(3) 至 2010 年底，尚有 US\$ 129,640 之結餘款。

(4) 德國政府預期捐贈 10,000 歐元。

#### 11.由環發會于總經理報告 2011 年全球環保標章網路組織年會籌備狀況(包括行程與議題之初步規劃)

(1) 2011 年 GEN 年會將於 10 月 24~28 日於台北市舉行。期間將舉行為期一天半之國際研討會及為期半天之內部工作會議。

(2) 研討會主題預計包括：

A. 環保標章與綠色採購 (Ecolabelling and Green Purchasing)

B. 綠色產品與服務之全球市場商機 (Global Market Opportunities)

C. 綠色宣告之管理 (Regulating Environmental Claims)

#### 12. 環保標章推動經驗分享

(1) 韓國推動環保標章制度經驗(韓國 KEITI)

(2) 日本政府綠色合約法實施情形(日本環境省)



圖五 全球環保標章網路組織主席主持會員大會



圖六 環發會于寧總經理報告 2011 年 GEN 年會籌備狀況



圖七 2010 年全球環保標章網路組織年會與會人員大合照

#### 四、發放我國環保標章制度推動成果英文宣導摺頁

為向國際友人展示我國於環保標章與綠色消費之努力與成果，製作我國環保標章制度推動成果英文宣導摺頁(如附錄 3)，並藉 2010 年全球環保標章網路組織年會發放予各國與會人員宣傳。

英文宣導摺頁重點內容包括：

- (一)我國環保標章概述：含緣起、現況、主要產品類別。
- (二)機關綠色採購：含起始時間、指定項目、採購目標比率等。
- (三)民間綠色採購推動與綠色採購聯盟：此部分除基本說明外，重點在於曾辦理之各類綠色採購推動措施。
- (四)我國環保標章與 GEN 之關係。
- (五)歷年與其他國家環保標章相互承認實績。

## 伍、心得及建議

本次「2010 年全球環保標章網路組織(GEN)年會」於 99 年 10 月 26 日至 28 日於美國維吉尼亞州亞歷山卓市舉辦，我國係該組織之創始會員之一。為積極參與國際事務交流機會，藉此了解各國在環保標章推動現況及執行經驗，同時推廣宣導我國環保標章制度推動成果，本次會議派員出席與會，心得建議如下：

一、「2011 年全球環保標章組織年會」將由我國主辦，參考本次出國與會經驗，建議辦理注意事項如下：

(一)研討會設定議題須明確，避免討論過於廣泛之議題而難取得具體結論或建議；另可將我國推動成果及經驗分享作為議題之一。

(二)如有戶外參訪行程，須掌握天候狀況，並具有雨天備案；如有自由參觀行程，應確實使所有人員了解集合時間地點，以免耽誤時間。

(三)外賓住宿旅館及會議場所優先選擇環保旅館。

(四)各國外賓飲食習慣不同，提供餐飲應注意符合大眾口味或中西式並存之餐飲。

二、有關我國環保標章制度建議部分：

(一)各國逐漸發展服務業環保標章制度，可持續蒐集國外資料，加強推動與宣導服務業環保標章。

(二)加強環保標章產品查核機制，減少或消除漂綠行為。

## 附錄 1

2010 年全球環保標章網路組織年會議程表  
及會議資料





**2010**

**Global Ecolabelling Network  
Annual General Meeting**

**October 25 - 28**

**Washington, DC USA**

**Hosted by**



**Green Seal Inc.**  
1001 Connecticut Ave, NW  
Suite 827  
Washington, DC 20036  
1-202-872-6400





## 2010 GEN AGM Agenda

**Monday 10/25/2010**

\*\* GEN members arrive in Washington, D.C.\*\*



### Tuesday 10/26/2010

7:30-8:30 am Registration at the Bombay Room of the Hotel Monaco  
 8:00 Breakfast in the Bombay Room  
 8:00 Workshop commences in the Paris Room  
 Welcome, Linda Chipperfield (Green Seal)  
 9:30 Opening Remarks, Robin Taylor (GEN Chairman, New Zealand)  
 Ecolabelling Guidelines, Standards, and Citations,  
 Dr. Arthur Weissman (President & CEO, Green Seal)  
 10:15 Coffee break  
 10:45 Introducing "Standard for Standards", Brendon Owens, (USGBC)  
 12:00 pm Buffet lunch in the Bombay Room  
 1:00 Landscape of Ecolabels, Dr. Anastasia O'Rourke (Big Room, Inc)  
 The Sustainability Consortium, (Jobby Carlson, ASU)  
 2:30 Coffee Break  
 3:00 Panel Discussion (USGBC, Environmental Choice Australia, Ecolabelling  
 Denmark, Environmental Choice New Zealand)  
 4:30-5:00 Closing comments, adjournment

### Wednesday 10/27/2010

7:00 am Breakfast in Bombay Room  
 8:15 Shuttle bus leaves for Washington  
 9:00 Educational Tour of Capitol or White House  
 12:00 pm Lunch  
 1:00 Educational Tour of the White House and/or Monument Tour  
 4:00 Shuttle bus leaves for hotel  
 6:00-8:30 pm Cocktail Reception and Industry Leaders Networking Event  
 Athens Room in the Hotel Monaco

### Thursday 10/28/2010

8:00 am Breakfast in Bombay Room  
 9:00 Annual General Meeting in Paris Room  
 12:00 pm Buffet lunch in Bombay Room  
 1:00 Annual General Meeting  
 2:45 AGM Adjourns  
 3:00 - 5:00 UNEP Meeting (see separate agenda)

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## Welcome GEN Members!

### Welcome to the 16<sup>th</sup> Annual Meeting of the Global Ecolabelling Network.

Green Seal is proud to be hosting the 2010 Annual General Meeting of GEN and is honored welcome Network members from over twenty five countries this year to the US Capitol. Thank you for making the trip to the United States and we hope that you find this week educational and beneficial.

The focus of our workshop on Tuesday is *Building Sustainability Worldwide—Referencing Type 1 Labels in Green Programs and Encouraging Collaboration*. We would like to thank the USGBC, the Sustainability Consortium and the Ecolabelling Index for all of their hard work in increasing public awareness and renewing the discourse concerning the role of environmental labeling in greening the US economy. We hope that hearing about their work and having a dialog over the next few days will open up this national conversation to all of our GEN partners. This will help us all advance environmental labeling efforts to a level where measurable impact reductions can be made on a global scale to protect the environment and health of future generations.

Green Seal is very fortunate to have this opportunity to work with all of you and is looking forward to advancing environmental innovation together during the sessions and events planned this week!

Sincerely,  
The Green Seal Team

## Our Hosts



Green Seal is proud to host the 2010 GEN AGM in our home town, Washington, DC. As one of the co-founders of GEN, Green Seal is celebrating our twenty first year as an independent non-governmental organization. The growing number of green labels and claims indicates that "green" has become a popular marketing tool amongst companies in America. As the premier Type-1 ecolabel in the United States, we take seriously the role of educating consumers about what a truly green product is.



The Hotel Monaco is a Green Seal certified hotel. Our hotel uses non-intrusive, high quality eco-friendly practices and products that are making our world a cleaner, healthier place to live. We are protecting both the environment and the sublimely comfortable, memorable experiences our guests have come to know and love.

We are proud to meet the standard set for all Kimpton Hotels & Restaurants. Every day, we see the power of this effort, as we get comments and encouragement from our guests, suppliers and partners and as we continue to see tremendous interest in what we are doing.

By choosing to be a guest at our eco-friendly hotel, you are part of something truly meaningful.

## Our Hosts

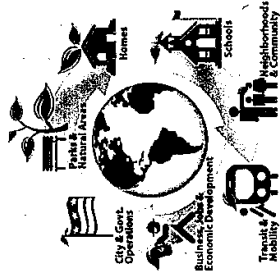


Beginning in spring 2007, the City of Alexandria partnered with Virginia Tech's Department of Urban Affairs and Planning (UAP) to design and facilitate a strategic, collaborative planning process, called Eco-City Alexandria, to create an *Eco-City Charter* (finalized in June 2008) and *Environmental Action Plan* (finalized in June 2009) to guide Alexandria toward sustainability.

Alexandria's Environmental Policy Commission (EPC) is the project's principal advisor along with representatives from the Alexandria City Council and City Staff. If you would like to learn more about Eco-City Alexandria please visit <http://www.alexandriava.gov/Eco-City>. You may also sign up for Environmental Quality eNews to receive updates on volunteer opportunities and environmental events happening in the city.



Mayor Fenty's Green Team is a collaborative effort by District of Columbia agencies to improve the District's environmental practices, both internally and externally. The Team consists of over 80 members from over 40 agencies. There are currently 4 active working groups that are moving the Mayor's Green Team forward on the issues of Climate Change, Greening your Government Building, Outreach and Education, and Recycling.



# AGENDA

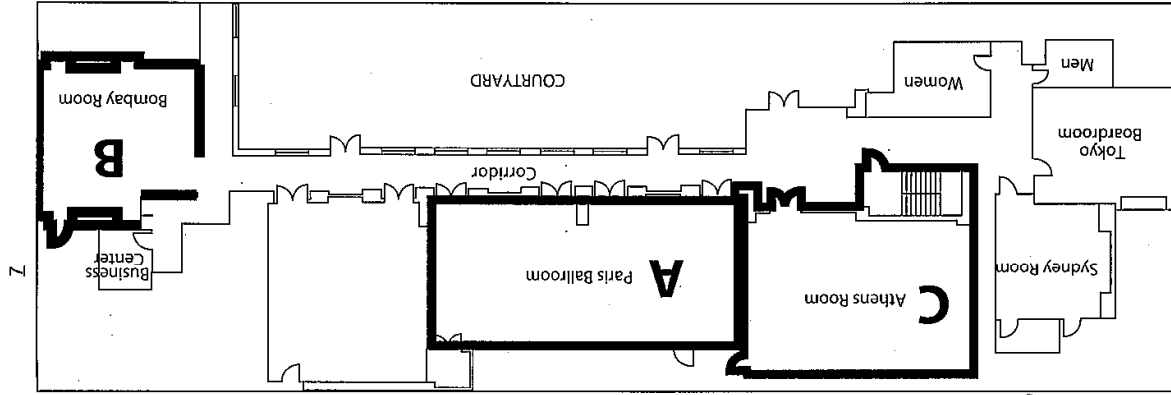
## Monday, October 25

Welcome to Alexandria, Virginia! We hope you enjoy your stay in this historic city.

Enclosed in your folder you will find:

1. An Official Visitors Guide to the Area with suggestions about exploring, activities and attractions, shopping and the arts in Alexandria.
2. An Alexandria street map featuring restaurants, antique markets and galleries like the Torpedo Factory.
3. A Metro Pocket Guide to the Washington DC Metrorail and Metrobus system

For the sake of the environment, we will not be providing this week's presentations in print form. Rather, we will make all PowerPoint presentations available on our website, [www.greenseal.org](http://www.greenseal.org).



- A** MEETING SPACE FOR TUESDAY 26, THURSDAY 28 & FRIDAY 29
- B** DINING ROOM - BREAKFAST: TUESDAY 26, WEDNESDAY 27, THURSDAY 28 & FRIDAY 29  
LUNCH: TUESDAY 26, THURSDAY 28 & FRIDAY 29
- C** COCKTAIL RECEPTION - WEDNESDAY 26 6:00 - 8:30PM

## AGENDA

### Tuesday, October 26 AGM Workshop

Hotel Monaco Alexandria, Paris Room

**Theme:** *Building Sustainability Worldwide  
Referencing Type 1 Labels in Green Programs and Encouraging Collaboration*

**Overview:** GEN members have expressed interest in learning how their Type 1 labels and standards can be specified in other standards and green programs worldwide. At this all-member educational session we will to share viewpoints from green programs, authors of guidelines, and advocates for health and environment that influence these decisions. Our goal is to equip the members with the information and tools they need to have their labels included in the world's most important green programs

- 7:30-8:30 am Registration outside the Paris Room
- 8:00 Breakfast in the Bombay Room
- 9:00 **Welcome, Linda Chipperfield (Green Seal)**  
**Opening Remarks, Robin Taylor (GEN Chairman, CEO Environmental Choice, New Zealand)**
- 9:30 **Ecolabelling Guidelines, Standards, and Citations, Dr. Arthur Weisman (President & CEO, Green Seal, Inc)**
- 10:15 Coffee break
- 10:45 **Introducing "Standard for Standards", Brendon Owens (USGBC)**
- 12:00 pm Buffet lunch
- 1:00 **The Landscape of Ecolabels: Emerging Best Practices and the Vision of Interoperability, Dr. Anastasia O'Rourke, Big Room Inc.**

The presentation will give an overview of Ecolabelindex, the current landscape of ecolabels and some results of the Global Ecolabel Monitor survey. Issues of data transparency, emerging best practices for ecolabelling programmes, and opportunities for improving the "interoperability" of labels and their users will be also be discussed.

- 1:20 Q&A
- 1:30 **The Sustainability Consortium : Science and Tools that Improve Product Sustainability, Joby Carlson of The Sustainability Consortium**
- The presentation will include a brief overview of The Sustainability Consortium followed by a discussion of how existing product standards and labels may be referenced and integrated into a product sustainability measurement and reporting system.
- 1:50 Q&A
- 2:00 Open discussion on both platforms and larger issues of where and how ecolabels fit within efforts to grow the green economy.
- 2:30 Coffee Break
- 3:00 **GBC Panel Discussion, Whit Falconer, and Brendon Owens (USGBC), Lisbeth Hansen (Ecolabelling Denmark), Judy Hollingsworth (Good Environmental Choice, Australia), Robin Taylor (Environmental Choice New Zealand) Moderator**
- 4:30-5:00 Closing comments, adjournment

**Members are free to explore the Washington area on their own this evening.**

## AGENDA

### Wednesday, October 27 Recreation Day

- 7:00 am Breakfast in Bombay Room
- 8:15 Shuttle bus leaves for Washington
- 9:00 Educational Tour of the US Capitol
- 12:00 pm Lunch
- 1:00 Educational Tour of the National Mall
- 4:00 Shuttle bus leaves for hotel
- 6:00-8:30 pm Cocktail Reception and Industry Leaders Networking Event  
Athens Room in the Hotel Monaco

#### General tips:

- Wear comfortable shoes and dress for the outdoors.
- Cameras and video cameras are allowed in the capitol but other electronics are not.
- Large bags, backpacks and heavy metal jewelry, food or beverages aren't allowed in the Capitol Visitors Center.

#### Shuttle bus:

- A La Carte Limousine Shuttle Service
- Please be on time!

#### Capitol tour:

The Capitol is among the most architecturally impressive and symbolically important buildings in the world. The Senate and the House of Representatives have met here for more than two centuries. Begun in 1793, the Capitol has been built, burnt, rebuilt, extended, and restored; today, it stands as a monument not only to its builders but also to the American people and their government.

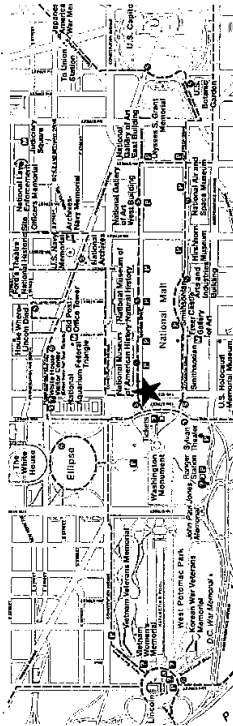
Lunch: On the Mall

#### Afternoon tour options: (choose one)

1. National Archives—See the Declaration of Independence, the US Constitution the Bill of Rights and the Magna Carta among thousands of other historic documents.

2. National Museum of American History—Artifacts of all kinds—from gowns to locomotives—to preserve an enduring record of the American past.
3. Monument Tour—catch the Circular bus to the Washington Monument, then take a walking tour of the Vietnam, Korean and World War II Memorials, the reflecting pool and the Lincoln Memorial.

The shuttle bus leaves from the corner of Jefferson & Madison at 4:00. Don't be late!



#### Cocktail Reception

We are looking forward to hosting a reception and networking opportunity for the GEN members. Representatives from local and national environmental groups, other non-profits, and government organizations have been invited. Members of Green Seal staff will also be in attendance.

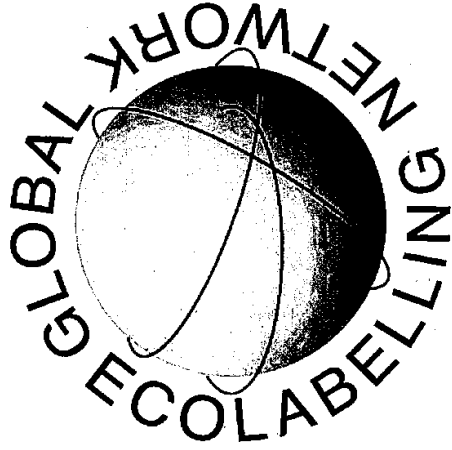
**Enjoy!**

**AGENDA**

**Thursday, October 28  
Annual General Meeting**

- 8:00 am Breakfast in Bombay Room
- 9:00 Annual General Meeting in Paris Room
- 12:00 pm Buffet lunch in Bombay Room
- 1:00 Annual General Meeting
- 2:45 AGM Adjourns
- 3:00 - 5:00 UNEP Meeting in Paris Room (see separate agenda)
- 6:00 - 7:15 Board Wrap-Up meeting

Members are free to explore the Washington area on their own this evening.



**2010 Global Ecolabelling Network  
Annual General Meeting**

**Alexandria, Virginia  
October 28, 2010**





**AGENDA**

Annual General Meeting  
Global Ecolabelling Network  
Alexandria, Virginia  
October 28, 2010

1. **Opening of the Meeting**  
Green Seal official(s) and the GEN Chair, Robin Taylor.
2. **Approval of 2010 Annual General Meeting agenda**
3. **Appointment of drafting committee for 2010 AGM record of decisions**
4. **Approval of meeting minutes from 2009 AGM**
5. **Application for GEN Membership:**
  - a) Israel
  - b) Malaysia
  - c) South Africa
  - d) Singapore Green Building Product Certification
  - e) JGPN as an associate member
6. **Strategic issues and Relevant Activities:**
  - 6.1 Future Direction/Strategies for the GEN:
    - Fundraising in support of Strategic Plan
    - Greenwashing study
    - Priorities and next steps in relation to UNEP
      - See Concept note

For discussion / direction / decision.
- 6.2 GENICES – Status and Next Steps  
For discussion / acceptance.

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gensecretariat@terrachoice.com



**AGENDA**

Annual General Meeting  
Global Ecolabelling Network  
Alexandria, Virginia  
October 28, 2010

7. **Secretariat and General Affairs Office – Developments and Considerations:**
  - See Secretariat work report

For discussion and decision.
8. **Internal Cooperation:**
  - GEN Webpage
  - GENews / and Other Means
9. **External Promotion and Relations:**
  - 9.1 Ongoing Participation in the ISO  
For information / acceptance.
  - 9.2 Relations with Other International Organizations  
For information / discussion.
10. **Work Plans and Budgets – 2009 and 2010:**
  - 10.1 Status of 2010 Work Plan and Budget Activities – Overview
    - Presentation of work plan status by the Chair, and budget status by the Treasurer: For information / discussion.
  - 10.2 Proposed 2011 Work Plan and Budget  
For review, discussion and approval.
11. **Financial Management Issues:**
  - 11.1 Acceptance of 2009 Finalized Financial Statements  
For discussion / acceptance.
  - 11.2 2011 Participation Fee Levels

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**AGENDA**  
**Annual General Meeting**  
 Global Ecolabelling Network  
 Alexandria, Virginia  
 October 28, 2010

For discussion / decision.

**11.3 2010 Financial Statements: Appointment of Financial Statements Review Committee**

For discussion / decision.

**12. Election of Directors for 2011:**

**12.1 Election of Chair (Directed by Nomination Committee Chair)**

**12.2 Election of other Directors (Directed by Nomination Committee Chair)**

**12.3 Selection of Nomination Committee (Directed by new GEN Chair)**

For discussion/ decision.

**13. Date and Place of Next Annual General Meeting**

For information / acceptance.

**14. Review and Acceptance of Record of Decisions**

**15. Any Other Business / Adjournment**

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**Annual General Meeting Minutes**  
 Global Ecolabelling Network  
 Kobe, Japan  
 November 19, 2009

**Draft meeting minutes of the 2009 Global Ecolabelling Network Annual General Meeting:**

**1. Opening of the Annual General Meeting**

- Robin Taylor welcomed all the attendees to this meeting, and thanked JEA for hosting.

**2. Approval of AGM Agenda**

- The agenda was accepted and adopted as tabled.

**3. Approval of Meeting Notes from 2008 Annual General Meeting**

- These notes were accepted as tabled without discussion or revision.

**4. Appointment of Drafting Committee for 2009 AGM "Record of Decisions"**

- Katherine Stewart, Eva Elderstrom and Dr. Ning Yu were appointed to serve as the "Record of Decisions". Drafting Committee for this meeting.

**5. Application for GEN Membership**

- No applications were received by GEN and so none were presented.
- Robin Taylor indicated a program in Israel had expressed interest in joining, and guests from a Polish program present at the meeting were also interested in joining.

**6. Strategic Issues and Relevant Activities**

**6.1 Future Direction/Strategies for the GEN:**

- Robin Taylor noted that the issue of GEN becoming an accreditation body had been discussed in the past. He reiterated that although it remains a good idea in theory, the capacity requirements to undertake such a project are beyond that of GEN at the present time. For instance, GEN would need to train people to actually undertake the audits, coordinate the process and officially establish GEN as an accredited body.
- Robin Taylor then proceeded to explain that Linda Chipperfield and John Polak had been scouring foundations in North America for funding to begin to undertake some of the components presented in the Fishman Hilliard Strategic Plan, however given the recession, they have not been successful.

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- Liazzat Rabbiosi (UNEP Representative) indicated that she will work with our EU member to try to identify funding opportunities.
- Robin Taylor then proceeded to discuss the notion of GEN undertaking a 'Sins of Greenwashing Study' in Asia as a way to leverage the value of type-1 ecolabels. GEN will reach out to TerraChoice to determine how this can move forward.
- Katherine Stewart to write Asia Pacific Network a letter of interest regarding funding of a "Sins of Greenwashing" study in Asia/Europe.
- Robin Taylor highlighted that GEN is in the process of conversing with UNEP. From correspondence, we look to be aligned and moving in the same direction. He noted there seems to be a genuine opportunity for both parties to add value to each other.

#### 6.2 GENICES – Status and Next Steps:

- Katherine Stewart and Robin Taylor successfully completed a GENICES audit of the Thailand Environment Institute in November.
- Bjorn-Erik Lonn and Ning Yu were scheduled to complete a GENICES audit of our member in Hong Kong immediately following the AGM.
- Linda Chipperfield and Eva Eiderstrom scheduled to complete a GENICES audit of the Nordic Swan in early 2010.
- Robin Taylor noted that Japan, Korea, Australia and Ukraine have expressed interest in undertaking GENICES in the near future.

#### 7. Secretariat and General Affairs Office – Developments and Considerations

- Robin Taylor explained that Evan Bozowsky developed a transition plan to train the interim Secretariat, Chantal Vicha. Katherine Stewart was then briefed on all aspects of the Secretariat and will serve as the permanent Secretariat Manager.
- Robin Taylor indicated that Katherine Stewart is currently compiling a short manual outlining the processes, tasks and duties of the Secretariat for future reference.
- Robin Taylor indicated that the General Affairs Office continues to do a great job. He then explained that Sombo Yamamura had resigned as Treasurer and in consultation with the Board, was replaced by Mr. Osamu Uno. The transfer was officially acknowledged at the Board Meeting on Monday, November 16, 2010.

#### 8. Internal Cooperation

- 8.1 *Internal Communications - GEN Web Page / GENews / and Other Means:*
- Ikuko Yoshida provided a brief overview, which included a description of traffic to the GEN website. The most highly viewed pages are 'categories and criteria,' 'members,' and 'what is ecolabelling.'
  - Robin Taylor explained that the Board has recognized that the website needs to be made more useful and dynamic, and has allocated funds to redevelopment of the website in the 2010 budget.
  - Dr. Ning Yu suggested that there is very little consistency in the classification of product categories across our members. As a result, in redesigning the website we should look at developing a database of ecolabels, since individual categories and criteria haven't been efficient or useful thus far. A customs code may be helpful.
  - Comment from EU Representative: GEN should try to be more clear in asking for updates from members when they develop new standards or retire dated criteria.

#### 9. External Promotion and Relations

##### 9.1 *On-going Participation in the ISO:*

- Ning Yu explained that she has acted as the GEN representative to ISO TC 207 SC3 meetings since 1994. SC3 is responsible for series of standards for environmental labels and declarations (14020, 21, 24 and 25). For 3 years, SC3 has been discussing whether they should revise the 14020 series. Last year SC3 designated a working group and published an options paper which gives different opinions on how to revise the standard from doing nothing to completely revising the standards.
- At the latest meeting in Cairo, Ning represented GEN's position to oppose any revision to 14024 because it still represents good practice for type 1 ecolabelling. The final decision of SC3 was to establish a working group to study the impacts of a potential revision of 14020, which will determine if it's necessary to revise it. During the course of this study, no changes will be made.
- Hans-Hermann Eggers added that there are some efforts to mix the three standards up because 14024 is more for consumers, and 14025 is more for information in business to business. There is interest in industry to extend the use of eco-declarations for consumers- and in mixing them together.



Annual General Meeting Minutes  
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#### 9.2 Relations with Other International Organizations:

- Robin Taylor noted that GEN is currently developing a key relationship with UNEP. The GEN will continue to collaborate and provide insight, and intends to keep moving forward on a longer term plan to collaboratively promote type-1 labels.
- Robin Taylor noted that contacts with other organizations had been very limited and suggested that we should be trying to make more contacts with like-minded organizations. He then suggested that GEN solicit its members for ideas on an annual basis.

#### 10. Work Plans and Budgets

##### 10.1 Status of 2009 Work Plan and Budget Activities – Overview:

- Robin Taylor noted that there are no outstanding membership fees.
- Robin Taylor explained that GEN had more money leftover than originally planned, since the roughly US \$25,000 that was allocated for fundraising had not been used.
- Robin Taylor indicated that the Board does not believe GEN should seek to immediately spend this money. Members were given the opportunity to disagree, however there was no disagreement. As such, the reserve fund would be maintained.
- Robin Taylor acknowledged that GEN cannot undertake all the activities suggested in the strategic plan given our lack of funding, but explained that the Board had agreed to allocated US \$12,500.00 to redesign the website.
- Robin Taylor will head the website redevelopment initiative, and begin contacting website development companies following the AGM. He also requested members to email him with ideas as to what they would like see on the website.
- A representative from the EU program suggested that perhaps GEN could set up a GEN traineeship program once the website is developed. The young person is typically paid 1000 EURO per month and could maintain the website and create all communications and dynamic content.

#### 11. Financial Management Issues

- Robin Taylor explained that Wendy Williams and Lisbeth Engel Hansen reviewed the financial statements. They signed off on the statements as presented.

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- There were no questions or comments from members, and the 2008 Financial Statements were accepted by the membership.
- Robin Taylor explained that the Board proposed no rise in fees, and the membership agreed.
- Robin Taylor asked for volunteers to act as the financial statement review committee for the following year.
  - Hans-Hermann Eggers from Germany and Sonya Ku from Australia volunteered to review the 2009 Financial Statement when they were completed.

#### 12. GEN Board of Directors Election

- Katherine Stewart opened the floor for nominations for the Board of Directors, and asked the membership if there was anyone interested in running for either the position of Chair or a Board member. There was no interest expressed.
- Katherine Stewart then indicated that both Robin Taylor as Chair, and the current board members were willing to serve in 2010.
- No nominations from the floor were brought forth. Robin Taylor will continue as Chair and Eva Eiderstrom, Bjorn-Erik Lonn, Ning Yu, Linda Chipperfield and Osamu Uno were accepted by the membership to continue to serve in 2010.
- Linda Ho and Katherine Stewart will act as the 2010 nominations committee. GEN members were instructed to contact Katherine or Linda if they wish to be nominated for a position in 2011, so membership can vote at the next AGM in 2010.

#### 13. Date and Place of Next Annual General Meeting

- Linda Chipperfield announced that the 2010 AGM will be held in Washington, DC, with a tentative date of October 25, 2010. Membership accepted.
- Ning Yu announced the 2011 AGM will be hosted in Taipei and the membership accepted.
- Robin Taylor noted that the EU had agreed to tentatively host the 2012 AGM.

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**14. Review and Acceptance of the "2009 AGM Record of Decisions"**

- Eva Eiderstrom, as the lead member of the Drafting Committee, read aloud the decisions made during the AGM. Members then accepted and approved the 2009 Record of Decisions.

**15. Any Other Business / Adjournment**

- Eva Eiderstrom invited everyone to review the website [www.ecolabelling.org](http://www.ecolabelling.org). Katherine Stewart is to coordinate GEN's view on it to determine if we should have a formal position on it.
- Robin Taylor thanked everyone for their attendance, and commended the IEA again for having hosted a fantastic AGM. The AGM was officially adjourned.

**The following decisions were taken at the 2009 Annual General Meeting:**

1. Katherine Stewart, Eva Eiderstrom and Dr. Ning Yu were appointed to serve as the "Record of Decisions" Drafting Committee for this meeting.
2. Liazzat Rabbiosi (UNEP Representative) will work with our EU member to try to identify funding opportunities.
3. GEN will reach out to TerraChoice to determine how a Sins of Greenwashing Study could be undertaken in the Asia-Pacific Region.
4. Katherine Stewart will prepare a letter of interest in approaching the Asia-Pacific Network to pursue funding for a Sins of Greenwashing study in Asia-Pacific.
5. Sombu Yamamura resigned as Treasurer and in consultation with the Board, was replaced by Mr. Osamu Uho. The transfer was officially acknowledged at the Board Meeting on Monday, November 16, 2010.
6. Katherine Stewart, Secretariat Manager is to prepare work reports that outline what types of inquiries GEN receives and where they come from.
7. GEN previously allocated US \$25,000.00 for fundraising but has currently not spent it. It was agreed that this amount will be maintained as savings until a later date.
8. An initial US \$12,500.00 was budgeted for redesigning the GEN website. The overhaul will be led by Robin Taylor.
9. The membership accepted the independently reviewed 2008 Financial Statements.
10. The membership agreed there should be no rise in membership fees.
11. Hans-Hermann Eggers and Sonya Ku were appointed to independently review the 2009 Financial Statements.
12. The entire Board and Chair were willing to serve in 2010, and this was accepted by the membership.



Record of Decisions  
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13. Linda Ho and Katherine Stewart will serve as the 2010 Nominations Committee.
14. The 2010 AGM will be hosted by Green Seal in Washington, DC. The 2011 AGM will be hosted by Environment and Development Foundation in Taiwan. The European Union tentatively agreed to host the 2012 AGM.
15. Eva Elderstrom read aloud the Record of Decisions as taken at the 2009 Annual General Meeting. The record was accepted by members.

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Annual General Meeting  
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The following individuals were in attendance at the 2009 Annual General Meeting

Given Name	Family Name	Organization
Rugile	Balzekaite	European Commission
Hye Won	Bang	Korea Environmental Industry & Technology Institute
Svitlana	Berzina	All-Ukrainian NGO "Living Planet"
Evan	Bozowsky	UNEP Ecolabelling Project Consultant
Pathom	Chalyapruksaton	Thailand Environment Institute
Chin-Yuan	Chen	Environment and Development Foundation
Linda	Chipperfield	Green Seal
Ping-Yi	Chuang	Environment Protection Administration
Hans-Hermann	Eggers	German Environment Protection Agency
Eva	Elderström	The Swedish Society for Nature Conservation
Semen	Gordyshevskiy	St. Petersburg Ecological Union
Wojciech	Henrykowski	Polish Centre for Testing & Certification PCBC
Linda W P	HO	Green Council
Ove	Jansson	Ecolabelling Sweden AB
Antonio	Juliani	Ministry of Development, Industry and Foreign Trade - Brazil
Hyo Jung	Kim	Ministry of Environment
Soon Goo	Kim	Korea Environmental Industry & Technology Institute
Jong Sun	Kim	Korea Environmental Industry & Technology Institute
Mathias	Koujassi	Environment Canada
Sonya	Ku	Good Environmental Choice Australia
Chien	Kuang-Wen	Environment Protection Administration
Guy Henri	Ladvocat Cintra	Associação Brasileira de Normas Técnicas - ABNT
Seunggho	Lee	Korea Environmental Industry & Technology Institute
Bjorn-Erik	Lonn	Nordic Ecolabelling Board
Liazzat	Rabbiosi	United Nations Environment Programme
Sylvain	Richer de Forges	Singapore Environment Council
Julia	Romanenko	State Ecological Institute of Ukraine
Katherine	Stewart	TerraChoice Group

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Given Name	Family Name	Organization
Robin	Taylor	The New Zealand Ecolabelling Trust
Joanna	Tkaczyk	Polish Centre for Testing & Certification PCBC
Osamu	Uno	Japan Environment Association
Somoto	Yamamura	Japan Environment Association
Ikuko	Yoshida	Japan Environment Association
Ning	Yu	Environment and Development Foundation

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Global Ecolabelling Network (GEN)  
Full Member Status - Application Form



Organization Name: The Standards Institution of Israel (SII), Quality & Certification Division	
Program Name: Green Label	Acronym:
Country/Region of Operations: Israel	Year Established: 2002
Type of organization (circle one): Non-profit, governmental, private or <u>other</u> Statutory	Total Budget (US\$): \$ 8,000,000 Quality and Certification Division (QCCD) budget only
Number of Staff: 70	Name and Title of the Chief Executive: Eng. Eli Cohen-Kagan, Adv Director, Quality & Certification Division, SII
Dany Goldstein Director General (CEO), SII	
<b>Management Board (title and composition):</b> The Green Label Board manages the program. The Green Label Board has 11 members representing various sectors of the economy, as follows: <ol style="list-style-type: none"> <li>1. Director General of the Ministry of Environmental Protection</li> <li>2. Director of the Quality and Certification Division of SII</li> <li>3. 1 (one) representative of the Ministry of Industry Trade and Labor</li> <li>4. 1 (one) representative of the Ministry of National Infrastructures</li> <li>5. 2 (two) representatives of the Manufacturers' Association</li> <li>6. 1 (one) representative of the Consumer Organizations</li> <li>7. 1 (one) representative of the Green Organizations</li> <li>8. 1 (one) representative of the Engineers Association</li> <li>9. 1 (one) representative of Academia</li> <li>10. 1 (one) representative of the Contractors' Association</li> </ol>	
The members are officially appointed by the Director General of SII based on the recommendation of the organizations.	
Postal address: 42 Chaim Levanon Street, Tel-Aviv 69977, ISRAEL	
Phone: +972-3-6465164	Fax: +972-3-6461011
E-mail: kagan@sii.org.il	Internet Address: www.sii.org.il

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1-613-247-1900 | Toll Free: 1-800-478-0999 | Fax: 1-613-247-2228



**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

**Main objective of ecolabelling scheme:**  
The main objectives of the Green Label program are:

- To encourage the planning, production, marketing and use of products that reduce the damage caused to the environment or improve the environment, in various stages of the product's life cycle.
- To allow consumers to easily identify environmentally-friendly products so as to encourage them to prefer these products over others, while at the same time without having the environmental-friendliness effect the other qualities of the product, including safety and quality.
- To create a credible and easily identifiable label, so the consumer can differentiate between it and other misleading marks.

**Work program of ecolabelling scheme:**  
See SII Procedure 004 (attached)  
To increase the number of categories.  
To look to other ecolabelling schemes, such as Blue Angel and Green Seal, to find relevant specifications.  
To expand into the green building market.

**Decision-making body concerning environmental criteria, composition etc.:**  
The Green Label Board is the decision-making body concerning environmental criteria, composition, etc. For a full description see SII Procedure 004 (attached)

<b>Total annual budget of last year:</b> US\$ 15,000	<b>Total annual budget prepared for this year:</b> US\$ 30,000
<b>Total funding invested from start:</b> US\$ 10,000	<b>Sponsorship / funding support from:</b> N/A
<b>Yearly contribution from sponsor(s)/funder(s):</b> N/A	<b>Amount of license fees collected:</b>
<b>Type(s) and amount(s) of other income:</b> The Quality and Certification Division run other Product Certification Programs and Management System Certification Programs. Income from other Product Certification programs – US\$ 1.5 million Income from Management System Certification programs – US\$ 5 million	

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**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

Income from Training – US\$ 1.5 million	
<b>Total number of valid criteria documents:</b> 26	<b>Number of valid criteria documents with Licenses:</b> 26
<b>Number of certified products:</b> 20 <b>Method for creating criteria documents (who are involved in the process and on what level):</b> The procedure begins with the Professional Committees who are responsible for the Green Specifications and the Israeli "Green" standards used within the scheme. If no standard is available the Professional Committee will usually hire an expert to prepare a draft specification for the product (or service). Once the Professional Committee agrees on the final draft of the specification it goes to the Green Label Board for approval.	
<b>Interval of reviews of criteria documents:</b> 5 years	<b>Licenses given by:</b> SII
<b>Certification and control by:</b> SII & Ministry of Environmental Protection	<b>Ecolabel registered by:</b> Israel's Trade Marks Registrar (attached)
<b>Ecolabel owned by:</b> SII	

Please enclose an electronic version of:  
• Logo and letterhead of ecolabel **See attached**

**Membership Fee**

If approved for GEN membership, your organization will be required to pay the annual GEN membership dues of \$7000.

**Organizational Adherence to Membership Criteria**

*I affirm that my organization conforms to the GEN conditions of membership set forth in the GEN By-Laws (attached), and is striving to comply with the guiding principles outlined in International Organization for Standardization (ISO) voluntary standard ISO 14024. I also attest that all the information provided to GEN about my organization is correct. I understand that if my organization's policies or practices are altered so as to be substantially out of compliance with these criteria, my organization's membership in the GEN will be invalidated.*

<b>Date:</b>	<b>Place:</b>
<b>GEN Representative Signature:</b>	<b>Eng. Eli Cohen-Kagan Adv.</b> Director, Quality & Certification Div. The Standards Institution of Israel

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1-613-247-1900 | Toll Free: 1-800-478-0395 | Fax: 1-613-247-2228



## Global Ecolabelling Network (GEN) Full Member Status - Application Form



<b>Organization Name:</b> SIRIM QAS INTERNATIONAL SDN. BHD.	
<b>Program Name:</b> SIRIM Eco-Labeling Certification Scheme	<b>Acronym:</b> SIRIM ECO-LABEL
<b>Country/Region of Operations:</b> Malaysia/ South East Asia	<b>Year Established:</b> 2004
<b>Type of organization (circle one):</b> <u>(Non-profit)</u> governmental, private or other	<b>Total Budget (US\$):</b> US\$255,000
<b>Number of Staff:</b> 535	<b>Name and Title of the Chief Executive:</b> Kitailiah Mustafa
<b>Management Board (title and composition):</b> <ol style="list-style-type: none"> <li>1. Yahaya Ahmad – President and Chief Executive Officer</li> <li>2. Dato' Danapalan A/L T. P. Vingrasalam</li> <li>3. Dr. Zainal Abidin Mohd Yusof – Vice-President of SIRIM Berhad</li> <li>4. Khalidah Mustafa – Managing Director of SIRIM QAS International</li> <li>5. Khairul Muphinora Mahizan – Company Secretary</li> </ol>	
<b>Postal address:</b> Block 8, SIRIM COMPLEX, No. 1, Persiaran Dato' Menteri, Section 2, P.O. Box 7035, 40911 Shah Alam, Selangor, MALAYSIA	
<b>Phone:</b> 603-55446409	<b>Fax:</b> 603-55446466
<b>E-mail:</b> <a href="mailto:hamim@sirim.my">hamim@sirim.my</a>	<b>Internet Address:</b> <a href="http://www.sirim-qas.com.my">www.sirim-qas.com.my</a>

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## Global Ecolabelling Network (GEN) Full Member Status - Application Form



**Eligibility Requirements:**

*Full Membership* in the Corporation is open to all national and multinational ecolabel licensing organizations that actively pursue the Corporation's objectives and fulfil the following demands:

- based solely on voluntary participation for potential licensees
- exhibit independence from undue commercial influence
- has a source of funding that does not create a conflict of interest
- seeks advice from, and consults with, stakeholder interests
- has a legally protected logo
- has determination of criteria based on an assessment of the overall life of a product category
- has open access to potential licensees from all countries
- has criteria levels established to encourage the production and use of products and services that are significantly less damaging to the environment than other products
- provides for periodic review, and if necessary, updates both environmental criteria and categories, taking into account technological and marketplace development

### Information about your Organizations' Ecolabelling Scheme(s)

If your organization handles more than one ecolabelling scheme, please list the items for each scheme. Monetary amounts should be identified in US\$. Please attach additional pages of information if necessary or appropriate.

<b>Main objective of ecolabelling scheme:</b>
a. To enable the industries to make credible claims on the environmental attributes of their products
b. To provide independent verification on the 'Accuracy of Environmental Claims on environmentally-friendly products and services.
c. To educate and create awareness among consumers, business and manufacturers on environmentally-friendly products and services.
<b>Work program of ecolabelling scheme:</b>
As per attachment 1 ( PRO 08 - Procedure for recommendation for award of license & PRO 04 - Procedure for Factory assessment during the initial assessment stage)
<b>Decision-making body concerning environmental criteria, composition etc.:</b>
Composition – customers, government agencies, research institutions, professional bodies, industrial association, consumers

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**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

Total annual budget of last year: US\$ 293,260	Total annual budget prepared for this year: US\$255,000
Total funding invested from start: US\$574,000	Sponsorship / funding support from: SIRIM and Ministry of Science, Technology and Innovation, Malaysia.
Yearly contribution from sponsor(s)/funder(s): US\$111,470	Amount of license fees collected: US\$23,300 (since the launch of the scheme in 2004)
Type(s) and amount(s) of other income: Testing fees: US\$8,230	
Total number of valid criteria documents: 19 See Note 1	Number of valid criteria documents with Licenses: 5
Number of certified products: 5	<ol style="list-style-type: none"> <li>1. Biodegradable cleaning agents</li> <li>2. Environmentally Degradable &amp; Non-toxic Plastic Packaging material</li> <li>3. Hazardous metal-free electrical and electronic equipment</li> <li>4. Fabric care product</li> <li>5. Paints</li> </ol>
Method for creating criteria documents (who are involved in the process and on what level): As per attachment 2.( Procedure for Preparation of Ecolabelling Criteria Document)	
Interval of reviews of criteria documents: Every 5 years or earlier whenever there is a need (when converted to Malaysian Standard(MS))	Licenses given by: SIRIM QAS International Sdn. Bhd.
Certification and control by: SIRIM QAS International Sdn. Bhd.	Ecolabel registered by: SIRIM QAS International Sdn. Bhd.
Ecolabel owned by: SIRIM QAS International Sdn. Bhd.	

Please enclose an electronic version of:

- Logo and letterhead of ecolabel ( See Note 2 – summary of SIRIM Ecolabel)




**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

**Membership Fee**

If approved for GEN membership, your organization will be required to pay the annual GEN membership dues as described in the attached letter.

**Organizational Adherence to Membership Criteria**

*I affirm that my organization conforms to the GEN conditions of membership set forth in the GEN By-Laws (attached), and is striving to comply with the guiding principles outlined in International Organization for Standardization (ISO) voluntary standard ISO 14024. I also attest that all the information provided to GEN about my organization is correct. I understand that if my organization's policies or practices are altered so as to be substantially out of compliance with these criteria, my organization's membership in the GEN will be invalidated.*

Date: 24th August 2010	Place: Shah Alam, Malaysia
GEN Representative Signature: 	



**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

**PURPOSES OF THE GLOBAL ECOLABELLING NETWORK (GEN): Extracted from the GEN By-Laws, Article 1, Section 4**

The name of the Corporation is Global Ecolabelling Network, Inc.

The official language of the Corporation is English.

The purposes for which the Corporation is formed and shall be operated are exclusively charitable and educational, and shall include:

- (A) serving its Members, other ecolabelling programs and the public by improving, promoting and developing the ecolabelling of products and services, ecolabelling programs worldwide and the availability of information regarding ecolabelling;
- (B) fostering cooperation, information exchange and harmonization among its Members and other ecolabelling programs with regard to ecolabelling;
- (C) establishing a means, such as a computer network, of allowing its Members and the public to access information regarding ecolabelling standards from around the world;
- (D) participating in certain international organizations in order to promote ecolabelling generally;
- (E) encouraging the demand for and supply of more environmentally responsible products and services; and
- (F) engaging in any and all lawful activities incidental to and in pursuit of the foregoing purposes.



**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

**Note 1 :**

Out of the 19 eco-labelling criteria, 4 criteria have been converted to Malaysian Standards as follows:

1. MS 2080:2008  
Eco-Labelling criteria for recycled paper.
2. MS 2225:2009  
Eco-Labelling criteria for biodegradable cleaning agents.
3. MS 2237:2009  
Eco-Labelling Criteria for electrical & electronic equipment & components with restricted hazardous substances.
4. MS 2073:2008  
Eco-Labelling criteria for Environmentally degradable plastic packaging Material

In addition, 7 more criteria are in the process of being converted to Malaysia Standards as follows:

**List of Draft Malaysian Standards on ecolabelling criteria**

- 1) Eco-labelling criteria for adhesives and water-based adhesives
- 2) Eco-labelling criteria for biofibre composite construction material
- 3) Eco-labelling criteria for fabric care product
- 4) Eco-labelling criteria for floor mat
- 5) Eco-labelling criteria for food grade lubricants
- 6) Eco-labelling criteria for paper-based packaging products
- 7) Eco-labelling criteria for recycled rubber products

## Global Ecolabelling Network (GEN)

Full Member Status - Application Form

Note 2

### Summary of SIRIM Ecolabel program:

Country : Malaysia

Organization : SIRIM QAS International Sdn. Bhd.

Program : SIRIM Eco-Labeling Certification Scheme

Homepage: [www.sirim-qas.com.my](http://www.sirim-qas.com.my)

Contact, Address, Phone, Fax, E-mail:

Mohd Hamim Imam Mustain  
Head,Product Certification Section,  
Product Certification and Inspection Department,  
SIRIM QAS International Sdn. Bhd.Block 8, SIRIM COMPLEX,  
No. 1, Persiaran Dato Menteri, Section 2,  
P.O. Box 7035,40911 Shah Alam,  
Selangor,

MALAYSIA

Telephone: 03 - 5544 6409

Facsimile: 03 - 5544 6466

Email: [hamim@sirim.my](mailto:hamim@sirim.my)

Ecolabel logo:



**SIRIM**  
ECO-LABEL

Global Ecolabelling Network, c/o Chantal Vicha, Secretariat | 171 Nepean Street, Suite 400 | Ottawa, Ontario | K2P 0B4 | K2P 0B4 | Canada | Tel: 1-852-297-1990 ext. 230 | Toll Free: 1-800-478-0399 | Fax: 1-613-297-2238  
084 | Canada | Tel: 1-852-297-1990 ext. 230 | Toll Free: 1-800-478-0399 | Fax: 1-613-297-2238

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## Global Ecolabelling Network (GEN)

Full Member Status - Application Form

Organization Name: Eco Standard South Africa	Acronym: ESSA
Program Name:	Year Established: 2009
Country/Region of Operations: South Africa	Total Budget (\$US):
Type of organization (circle one):	
NPO No. 083558	
Number of Staff: 3	Name and Title of the Chief Executive: Ms Rayne Neave
Management Board (title and composition):	
Miss Jade Thomas (Operations Manager), Mr. Jonathan Phillips (Sales Director) Postal address: P.O.Box 692, Rondebosch, Cape Town, South Africa, 7701	
Phone: +27 21 685 3040	Fax: +27 86 653 3090
E-mail: <a href="mailto:rayne@ecostandard.co.za">rayne@ecostandard.co.za</a> <a href="mailto:jade@ecostandard.co.za">jade@ecostandard.co.za</a>	Internet Address: <a href="http://www.ecostandard.co.za">www.ecostandard.co.za</a>

### Eligibility Requirements:

Full Membership in the Corporation is open to all national and multinational ecolabel licensing organizations that actively pursue the Corporation's objectives and fulfil the following demands:

- i. based solely on voluntary participation for potential licensees
- ii. exhibit independence from undue commercial influence;
- iii. has a source of funding that does not create a conflict of interest
- iv. seeks advice from, and consults with, stakeholder interests
- v. has a legally protected logo
- vi. has determination of criteria based on an assessment of the overall life of a product category
- vii. has open access to potential licensees from all countries
- viii. has criteria levels established to encourage the production and use of products and services that are significantly less damaging to the environment than other products
- ix. provides for periodic review, and if necessary, updates both environmental criteria and categories, taking into account technological and marketplace development

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**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form



**Method for creating criteria documents (who are involved in the process and on what level):**  
 Natural Architecture - First dat  
 Jeffares & Green- Finalizing weighting and point system  
 Industry manufacturers - Piloting process  
 Industry professionals - Industry comment  
 Peer review - Architects, comment on relevance of questions  
 Technical advisory board - Any decisions made regarding criteria are put forward to the board before commencing changes

<b>Interval of reviews of criteria documents:</b> Annually	<b>Licenses given by:</b> Eco Standard South Africa
<b>Certification and control by:</b> Eco Standard South Africa & Jeffares & Green	<b>Ecolabel registered by:</b> Eco Standard South Africa
<b>Ecolabel owned by:</b> Eco Standard South Africa (NPO)	

Please enclose an electronic version of:  
 • Logo and letterhead of ecolabel

**Membership Fee**

If approved for GEN membership, your organization will be required to pay the annual GEN membership dues as described in the attached letter.

**Organizational Adherence to Membership Criteria**

*I affirm that my organization conforms to the GEN conditions of membership set forth in the GEN By-Laws (attached), and is striving to comply with the guiding principles outlined in International Organization for Standardization (ISO) voluntary standard ISO 14024. I also attest that all the information provided to GEN about my organization is correct. I understand that if my organization's policies or practices are altered so as to be substantially out of compliance with these criteria, my organization's membership in the GEN will be invalidated.*

Date: 13 OCTOBER 2019  
 GEN Representative Signature: *[Signature]*  
 Place: RONNEBOSCH, CAPE TOWN  
 SOUTH AFRICA

**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form



**Information about your Organizations' Ecolabelling Scheme(s)**

If your organization handles more than one ecolabelling scheme, please list the items for each scheme. Monetary amounts should be identified in US\$. Please attach additional pages of information if necessary or appropriate.

<b>Main objective of ecolabelling scheme:</b> To create a South African Environmental standard, to be the trusted certification body that represents an environmental standard of excellence. Our objective is to create the need for government, major corporations and consumers to be part of the green movement	
<b>Work program of ecolabelling scheme:</b> Pre-Application, Processed by third party auditor, Final Application, Processed by third party auditor, Onsite Audit, Feedback and results, Handing of Certification and Eco Label *Please see documents attached DOCUMENT 1	
<b>Decision-making body concerning environmental criteria, composition etc.:</b> Jeffares & Green & Eco Standard + industry professionals Environmental Scientists and Consulting Engineers	
<b>Total annual budget of last year:</b> Start up Company. Please see attached financial projections	<b>Total annual budget prepared for this year:</b> See attached financial projections
<b>Total funding invested from start:</b> R118318	<b>Sponsorship / funding support from:</b> The Building Centre & Alistair Roberts
<b>Yearly contribution from sponsor(s)/funder(s):</b> None currently	<b>Amount of license fees collected:</b> Currently undergoing piloting phase
<b>Type(s) and amount(s) of other income:</b> Eco Standard will receive an income from applicants that undergo the certifications process	
<b>Total number of valid criteria documents:</b> 2	<b>Number of valid criteria documents with Licenses:</b> 0
<b>Number of certified products:</b> Current piloting 6 products with our final criteria	



**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

**PURPOSES OF THE GLOBAL ECOLABELLING NETWORK (GEN):** Extracted from the GEN By-Laws, Article 1, Section 4

The name of the Corporation is Global Ecolabelling Network, Inc.

The official language of the Corporation is English.

The purposes for which the Corporation is formed and shall be operated are exclusively charitable and educational, and shall include:

- (A) serving its Members, other ecolabelling programs and the public by improving, promoting and developing the ecolabelling of products and services, ecolabelling programs worldwide and the availability of information regarding ecolabelling;
- (B) fostering cooperation, information exchange and harmonization among its Members and other ecolabelling programs with regard to ecolabelling;
- (C) establishing a means, such as a computer network, of allowing its Members and the public to access information regarding ecolabelling standards from around the world;
- (D) participating in certain international organizations in order to promote ecolabelling generally;
- (E) encouraging the demand for and supply of more environmentally responsible products and services; and
- (F) engaging in any and all lawful activities incidental to and in pursuit of the foregoing purposes.

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**Global Ecolabelling Network (GEN)**  
Full Member Status - Application Form

Organization Name: SGBC Pte Ltd		Acronym: SGBPC
Program Name: Singapore Green Building Product Certification		Year Established: 2010
Country/Region of Operations: Singapore		Total Budget (SUS): Start up capital: US\$ 7,500
Type of organization (circle one): Non-profit, governmental <input type="checkbox"/> private <input checked="" type="checkbox"/> or other _____		Name and Title of the Chief Executive: Mr Lee Chuan Seng, President of Singapore Building Council (SGBC)
Number of Staff: Seven (7)		Management Board (title and composition): Mr Lee Chuan Seng, President, Singapore Green Building Council (SGBC) Mr Tai Lee Siang, 1 <sup>st</sup> Vice-President, Singapore Green Building Council (SGBC)
Postal address: 200 Braddell Road, ZEB@BCA Academy, Singapore 570700 Phone: +65 6730 4432 / 6730 4434 / 6730 4435 (+65-92779031 for GEN Membership Application)		Fax: NIL
E-mail: enquiry@sgbc.sg (justin_chew@sgbc.sg for GEN Membership Application)		Internet Address: www.sgbc.sg
<b>Eligibility Requirements:</b> <i>Full Membership</i> in the Corporation is open to all national and multinational ecolabel licensing organizations that actively pursue the Corporation's objectives and fulfil the following demands: <ol style="list-style-type: none"> <li>i. based solely on voluntary participation for potential licensees</li> <li>ii. exhibit independence from undue commercial influence;</li> <li>iii. has a source of funding that does not create a conflict of interest</li> <li>iv. seeks advice from, and consults with, stakeholder interests</li> <li>v. has a legally protected logo</li> <li>vi. has determination of criteria based on an assessment of the overall life of a product category</li> <li>vii. has open access to potential licensees from all countries</li> <li>viii. has criteria levels established to encourage the production and use of products and services that are significantly less damaging to the environment than other products</li> <li>ix. provides for periodic review, and if necessary, updates both environmental criteria and categories, taking into account technological and marketplace development</li> </ol>		

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## Global Ecolabelling Network (GEN) Full Member Status - Application Form

### Information about your Organizations' Ecolabelling Scheme(s)

If your organization handles more than one ecolabelling scheme, please list the items for each scheme. Monetary amounts should be identified in US\$. Please attach additional pages of information if necessary or appropriate.

<p><b>Main objective of ecolabelling scheme:</b> To assess the environmental friendliness of building products to rate the level of greenness so as to provide consumers the ease of making informed decisions when selecting building products.</p>	
<p><b>Work program of ecolabelling scheme:</b> Singapore Green Building Product Certification</p>	
<p><b>Decision-making body concerning environmental criteria, composition etc.:</b> Singapore Green Building Council and Technical Coordination Committee</p>	
<p><b>Total annual budget of last year:</b> (The program was launched in Sep 2010)</p>	<p><b>Total annual budget prepared for this year:</b> Start up capital: US\$ 7,500</p>
<p><b>Total funding invested from start:</b> Start up capital: US\$ 7500</p>	<p><b>Sponsorship / funding support from:</b> Singapore Green Building Council</p>
<p><b>Yearly contribution from sponsor(s)/funder(s):</b> Self funding</p>	<p><b>Amount of license fees collected:</b></p>
<p><b>Type(s) and amount(s) of other income:</b> Self funding</p>	
<p><b>Total number of valid criteria documents:</b> Three (3) as of end Sep, Total twenty-one (21) by end 2010</p>	<p><b>Number of valid criteria documents with Licenses:</b> In Process</p>
<p><b>Number of certified products:</b> In Process</p>	
<p><b>Method for creating criteria documents (who are involved in the process and on what level):</b> The programme assessment criteria is developed by consortia of experts taking into consideration the concerns and feedback from all stakeholders including consultants, manufacturers, authorities, test laboratories, academicians and relevant non-government organisations. The close 100 members expert resource panel were the working members in the 9 main product groups Taskforces and subgroups.</p>	

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## Global Ecolabelling Network (GEN) Full Member Status - Application Form

<p><b>Interval of reviews of criteria documents:</b> Bi-annually</p>	<p><b>Licenses given by:</b> SGBC Pte Ltd</p>
<p><b>Certification and control by:</b> SGBC Pte Ltd</p>	<p><b>Ecolabel registered by:</b> SGBC Pte Ltd</p>
<p><b>Ecolabel owned by:</b> SGBC Pte Ltd</p>	

Please enclose an electronic version of:

- Logo and letterhead of ecolabel

### Membership Fee.

If approved for GEN membership, your organization will be required to pay the annual GEN membership dues of \$7000.

### Organizational Adherence to Membership Criteria

I affirm that my organization conforms to the GEN conditions of membership set forth in the GEN By-Laws (attached), and is striving to comply with the guiding principles outlined in International Organization for Standardization (ISO) voluntary standard ISO 14024. I also attest that all the information provided to GEN about my organization is correct. I understand that if my organization's policies or practices are altered so as to be substantially out of compliance with these criteria, my organization's membership in the GEN will be invalidated.

<p><b>Date:</b> 11 October 2010</p>	<p><b>Place:</b> Singapore</p>
<p><b>GEN Representative Signature:</b> Prof Lee Siew Eang</p>	

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## Global Ecolabelling Network (GEN) Full Member Status - Application Form



### PURPOSES OF THE GLOBAL ECOLABELLING NETWORK (GEN): Extracted from the GEN By-Laws, Article 1, Section 4

The name of the Corporation is Global Ecolabelling Network, Inc.

The official language of the Corporation is English.

The purposes for which the Corporation is formed and shall be operated are exclusively charitable and educational, and shall include:

- (A) serving its Members, other ecolabelling programs and the public by improving, promoting and developing the ecolabelling of products and services, ecolabelling programs worldwide and the availability of information regarding ecolabelling;
- (B) fostering cooperation, information exchange and harmonization among its Members and other ecolabelling programs with regard to ecolabelling;
- (C) establishing a means, such as a computer network, of allowing its Members and the public to access information regarding ecolabelling standards from around the world;
- (D) participating in certain international organizations in order to promote ecolabelling generally;
- (E) encouraging the demand for and supply of more environmentally responsible products and services; and
- (F) engaging in any and all lawful activities incidental to and in pursuit of the foregoing purposes.

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### DRAFT CONCEPT NOTE

#### Global consumer information tools

- standards, labels, declarations and reporting -
- to provide accurate and verifiable information that is not misleading about sustainability aspects of products

**Objective:** develop a common flexible framework for defining sustainability of products and international principles for consumer-oriented product information tools to provide accurate and verifiable information that is not misleading about sustainability aspects of products

#### Background

Sustainable production and consumption is based on lifecycle approach to an economic process. It is about producing and consuming sustainable products. How do we assess product sustainability and communicate such information in legitimate and practical way?

A sustainability assessment involves a detailed evaluation of all impacts of a product for a specific use against specific broad-based environmental and social criteria. Looking at impacts along the entire lifecycle of products from extraction of resources to final waste disposal allows having a holistic management approach for achieving an overall environmental and social improvement.

Product information tools or systems - ecolabelling, certification standards, reporting, declaration and other forms of green or ethical claims - are voluntary initiatives to communicate the results of sustainability assessments and demonstrate environmental and social characteristics of products. Their purpose differs based on the intended user:

- **For businesses:** they are management tools to control performance through the supply chain, and marketing tools to communicate the environmental credentials of products.
- **For consumers:** they are shopping guides and action tools to voice their concerns through the purchasing power
- **For governments:** these are policy tools to provide market incentive and stimulate the demand for sustainable products.

Product information tools have become an important market reality and have potential for profound influence on global market structure and functioning. In many industrialised countries, they are seen as an important form of governance to encourage sustainable consumption patterns and stimulate greener markets.

#### Current situation

The landscape for product information tools is diverse. They are varied in terms of who develops and adopts them and the issues they address. An internal study undertaken by UNEP identified at least 700 labels and 2000 green claims at global level. Their diversity and proliferation confuses producers and consumers and undermine intended effects. Different definitions of sustainable products, reductionist approaches and varied procedures lead to market distortions and create scope for false and unverified claims 'greenwashing'. From the global perspective, these tools represent a contentious issue. Developing countries often view the mushrooming number of voluntary standards and labelling as disguised barriers to trade.

Closer examination reveals the following gaps:

1. There is a lack of integration between environmental, social and economic goals.
2. There is a need for clarity on core environmental principles to promote internationally.
3. These schemes lack the capacity to measure the progress and communicate relevant information to consumers.
4. Little consideration given to priorities of developing countries and challenges faced by their producers, especially SMEs which risks to exclude them from potentially lucrative markets.



Presently, no common framework and principles exist that define the scope of sustainability claims and benchmark communication tools. Various initiatives have looked at reconciliation of approaches and harmonization of basic rules. They generally also differ in methodologies and represent different interests.

**Proposal:** In response, UNEP is proposing to create an international collaborative process to develop and agree on a common flexible framework to assess sustainability of products and international principles to benchmark information tools. It will take into account key environmental impacts along the product lifecycle to ensure holistic approach towards environmental improvement and create systematic understanding across all value chain actors how to respond to the long-term challenges of sustainability. The process will include various stakeholder groups that share a common interest for simplifying and synergizing the realm of information tools that will incorporate their different perspectives, needs and aspirations. The effective participation of developing countries in the process will help to clarify and overcome the trade and development related concerns that exist about the voluntary standards and labelling systems.

#### Implementation process

The initiative will be implemented through a coordinated multistakeholder consultation and dialogue process mediated by UNEP.

1. Take stock of existing research and carry out assessment of existing information schemes in the targeted resource-intensive industries with the highest environmental impact: agrifood, buildings, automobile and metals, and retail sectors. The assessment will take into account environmental and development effects of the existing schemes. Involvement of sectors such as agriculture, building, metal and automobiles and retail give opportunity to link the environmental and social aspects to broader development context.
2. Develop a common flexible framework for assessing the environmental sustainability of products and propose a number of core principles and benchmarks for scope of consumer information tools and sustainable claims.
3. Consult and agree on the principles through a regional and international consultation process. Dialogue will be established towards international recognition, consensus building and convergence between among various initiatives.
4. Disseminate the results through a global campaign targeted at different levels: producers, marketing professionals, governments, consumers and the public-at-large.
5. Provide capacity building worldwide and especially for developing countries to enable them to benefit from the uptake of information tools.

#### Expected results and impacts

- Global framework for assessing sustainable of products and basic principles to define the scope of and benchmark sustainability claims for organizations developing labelling, certification and reporting schemes, individual companies voluntary standards and marketing professionals to know how to communicate accurate and verifiable information that is not misleading.
- Simplification and cohesion of the labelling universe for producers and consumers: harmonized approaches will stem the proliferation of more labels and standards, reduce market distortion and enable continuous environmental improvement while providing market incentive for producers.
- Benefits for developing countries, especially small-scale producers, from participation in voluntary sustainable schemes through the global supply chain: the certification with sustainability standards will promote environmental upgrading across the supply chain and enhance the international competitiveness of developing countries. Inclusion of developing countries into growing and potentially lucrative greener markets will contribute to their development.
- More global use of such environmental information systems will increase their effectiveness and visibility as market based instruments and deliver the potential of gaining considerable environmental and social benefit.

#### Relevant experience of UNEP

For several years, UNEP has been already working and building expertise in the area of consumer information tools. We have been engaged in clarification of the information tools landscape, alignment, convergence and consensus-building among different methodologies and approaches in partnership with key relevant stakeholders. The following is the summary description of UNEP relevant work:

- The main target for the **UNEP/BETAC Life Cycle Initiative** is to put life cycle approach into practice and enhance the global consensus on existing and emerging life cycle methodologies. The **Carbon Footprinting** project is to ensure the ongoing standardization efforts for carbon footprint methodologies in cooperation with international standardization projects such as **WBSCD/MRI** and **ISO**. In the area of **water footprinting**, UNEP is engaged in stocktaking exercise to clarify commonalities and differences among existing and emerging water accounting methods and tools being used in the private sector.
- The **UNEP/BETAC Life Cycle Initiative** is also working to address the need for **global guidance on life cycle inventory (LCI) data collection and data processing** into databases for widespread use. To develop credible LCAs across increasingly interconnected supply scale, it is essential that databases are compatible and have uniform data requirements to allow accurate characterizations and information disclosure. The current ISO standards for LCA do not provide explicit guidance on creating, maintaining, and/or updating LCI databases. As a result, LCI data collectors do not have guidelines on which data should be collected and how data should be modelled and reported to achieve the compatibility and consistency needed by LCA modelers. Having guidelines for appropriate data collection, data processing and combining, transparent data reporting, and periodic updating would benefit both data collectors and users.
- The **UNEP Sustainable Building and Climate Initiative** has the mission to develop a common definition of sustainable buildings and propose an index of common metric based on lifecycle approach to be used to report on progress made in addressing key building related sustainability issues.
- The UNEP publication **'Communication of Lifecycle Information in the Building and Energy Sectors'** is based on the outcomes of the Task Force on Communication of Lifecycle Initiative. It provides a comprehensive overview of the state of the art in Environmental Product Information Systems in the construction and energy sectors. In particular, it contains information on type III ecolabelling, including an updated discussion of the main existing programmes in this field worldwide.
- The **Tourism Sustainability Council** aims to foster the increased knowledge and understanding of sustainable tourism practices, promoting the adoption of **Global Sustainable Tourism Criteria**. To develop these criteria, in all more than 4,500 criteria from more than 60 existing certification and voluntary sets of criteria were reviewed and analyzed. The resulting criteria have been consulted with over 2500 stakeholders. One of the TSC's objectives is to accredit certification programs using the GSTC as the basis for sustainable tourism standards, and also to ensure conformity with internationally accepted guidelines such as ISO, ISEAL.
- UNEP has for many years worked to stimulate individual companies to report on their sustainability performance and the implementation of their voluntary commitments in the form of codes of conduct and charters. One key obstacle in advancing sustainability reporting was the absence of a generally accepted reporting framework, which would greatly enhance the credibility, comparability and comprehensiveness of corporate sustainability reports. UNEP addressed this need through its role as co-founder of the **Global Reporting Initiative (GRI)**.
- The **UNEP Ecolabelling project** is a **capacity building project** that works with SMEs in developing countries to meet the requirements of ISO type I labels and governments to create an enabling policy framework. Moreover, the project seeks to develop a **Roadmap towards mutual recognition and cooperation among ecolabelling schemes** with support of the **Global Ecolabelling Network**.
- The **African Ecolabelling Mechanism** is the regional umbrella process to develop a continent-wide and cross-sectoral benchmarking system and label for voluntary environmental product standards. It will focus on key sectors for African economic sectors such as agriculture, forestry, fishery and tourism.
- The **East African Organic Products Standard (EAOPS)** was launched in May 2007 and is the result of a harmonization process among various existing agriculture production standards. The EAOPS is the official standard in the East African Community and joined the European Union Organic Standard as one of the only two regional organic standards in the world.

- Establishing **Sustainable Agri-food Supply Chains** is a project looking to promote pathways to sustainability in agricultural commodity production and capture fisheries. Labelling and standards represent a significant tool to be utilized in achieving sustainability.
- Moreover, UNEP has signed a Memorandum of Understanding for strategic cooperation with ISO in the area of standards development, information exchange and publications, technical cooperation and capacity building in developing countries.
- UNEP is also a supporting organization in the Steering Committee of the European SCP Food Roundtable, which has the objective to develop guiding principles on environmental information on food to EU consumers.

**For further information contact:**

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Tel (direct line): +33 1 44 37 7622

Ms. Ljazzat Rabibici  
Email: ljazzat.rabibici@unep.org  
Tel (direct line): +33 1 44 37 1480

Sustainable Consumption and Production Branch  
Division of Technology, Industry and Economics  
United Nations Environment Programme  
15 rue de Milan, 75441 Paris Cedex 09, France  
Fax: +33 1 44 37 14 74

**GEN Secretariat Work Report – January 2010 to July 31, 2010**

The table below provides a summary of work performed by the Secretariat from January 2010 to July 31, 2010. Each inquiry was responded to accordingly and appropriate follow up occurred wherever necessary. An application for membership was received from South Africa, and the IGPN agreed to participate as an associate member, under the premise of a reciprocal agreement in which no membership fees would be charged. At present, follow-up on action items from the 2010 board meeting are ongoing and will be reported on at the forthcoming fall board meeting in Washington. The next GEN Secretariat Work Report will be produced at the end of December 2010.

Month	Classification	Description
January	Financial	Contacted Hans-Hermann Eggers to pursue funding from German government
January	Administrative	Acquired UNEP training materials and circulated to members
January	Membership	Made contact with IGPN to pursue associate membership
January	External Inquiry	Request for information on funding opportunities for ecolabelling programs in developing countries
January	External Inquiry- Producer	Request for information regarding the differences between type I and type III ecolabels
January	Administrative	Reacquired liaison status for ISO TC 207 SC 7
January	Administrative	Circulated document to members regarding procedure for product category selection at EDF
January	Administrative	Touched base with Frank Moser to get an update on the development of POPS-free label; also provided Bjorn-Erik's contact for technical assistance
January	GENICES	Followed up with Australian program regarding interest expressed at AGM about undertaking GENICES
January	GENICES	Followed up with Ukrainian program regarding interest expressed at AGM about undertaking GENICES
January	Administrative	Circulated notion of 'exchange program' to GEN members, as interest in visiting each other's organizations was expressed at the AGM
January	Administrative	Offered assistance to Linda Chipperfield in trade marking the GEN Logo
January	External Inquiry- Malaysian Manufacturer	Request for information regarding Energy Star and test methods
January	Financial	Determined who has signatory rights on RBC account
January	Administrative- Board Meeting	Initiated discussion among board members as to arrangements for Dublin board meeting
January	Administrative	Developed GEN 'google group' and invited all

Month	Classification	Description
January	External inquiry	members to join Request for information on GEN certification of products
January	External inquiry- information request	US EPA request for environmental results data of ecolabelling programs
January	Administrative	Liaised with Liazzat and Board regarding side event at CSD conference, provided assistance as necessary
January	External inquiry- India	Polyester manufacturer seeking GEN certification
February	External inquiry	Manufacturer seeking GEN certification for 'premium efficiency motors' based in the USA
February	Membership inquiry- Iran	Islamic Azad University representative inquired as to requirements/process for membership
February	Administrative- Board Meeting	Researched accommodation and meeting facilities in Dublin, circulated options to Chair
February	External Inquiry	Hong Kong manufacturer of remanufactured toner cartridges sought information on certification process for SWAN
February	Administrative- Board meeting	Contacted Dublin hotel to arrange group rate and meeting room, circulated booking details to board members
February	Administrative	Administered member standards development and review survey; collected and analyzed results
February	External inquiry	USA manufacturer of motors sought information on GEN certification
February	GENICES- Ukraine	Followed up with Living Planet regarding their partial GENICES submission, forwarded to Chair for feedback and potential scheduling of audit
February	Administrative	Reaffirmed reciprocal agreement with ISEAL
February	Membership inquiry- Australia	Ecospecifier requested information on membership/process as they are fully operational
February	External Inquiry- Vietnam	Individual seeking guidance on how to establish an ecolabelling program in Vietnam
February	GENICES	GECA indicated their intention to undertake GENICES and they were provided the necessary documents
February	External Inquiry	Information request regarding selection of members, GEN protocols, and certifying bodies in North America
March	Member inquiry	SWAN request for information on North American standards.
March	External Inquiry	Research request from Singapore regarding biodegradable plastic
March	Administrative	Circulated Annual GENICES Declaration to

Month	Classification	Description
March	GENICES- Brazil	pertinent organizations; filed signed copies electronically and in paper copy Inquiry from ABNT Brazil regarding GENICES process- requested application and instructions as well
March	Administrative	Followed up on outstanding MMRA's to be signed; filed those received electronically and in paper copy
March	Administrative	Requested information on standards/criteria from GEN members for use in 2009 Annual Report
March	External inquiry	Canon Canada requesting information on GEN Certification
March	Administrative	Prepared draft table of contents for 2009 Annual Report and circulated to Chair for review
March	Administrative	Created document outlining all major work tasks with directions, entitled 'Secretariat How-To'
April	Administrative	Completed and printed all new GEN member and GENICES certificates
April	Administrative	Prepared first draft of 2009 Annual Report and circulated to board for review/input
April	External Inquiry	Research request from American student regarding market share of ecolabelled products
April	Membership Inquiry- South Korea	Membership inquiry from Ecosian
April	Membership Inquiry- Russia	Membership inquiry from EcoStandard Group in Russia
April	External Inquiry	USA plastic manufacturer seeking GEN Certification
April	External Inquiry	UK bug monitor manufacturer seeking GEN certification
April	Administrative- Research	Researched Consumers International green washing data and circulated to Board
April	Administrative- Board Meeting	Prepared board meeting agenda and documents- circulated to Board members for review and approval
May	Administrative	Compiled Dublin Board meeting minutes and circulated to board for approval
May	External Inquiry	Manufacturer seeking guidance on reputable bioplastic standards
May	Administrative	Prepared second draft of 2009 Annual Report, incorporating member information received to date
May	External Inquiry	Request for information from the Samsung Economic Research Institute regarding the Annual Report

GEN Secretariat Work Report January-July 2010		Classification
May	Membership Inquiry- South Africa	Pursued representative from Eco Standard South Africa regarding joining GEN
May	Membership Inquiry- Brasil	Membership inquiry from Tecnica IFBQ, Brasil
May	Internal Inquiry- Philippines	Information request regarding the AGM
June	External Inquiry- Malaysia	Provided clarification to a producer as to MIRA's testing and verification between Australia, New Zealand and Thailand
June	Administrative	Compiled an external liaison report for ISO TC SC 07, for use at Mexico working group meeting
June	GENICES- Korea	Provided Korean program with GENICES documents as per their request
June	Membership Inquiry- Malaysia	Membership information request from GMGAE Asia
June	Membership Inquiry	Membership information provided to Moshe Toprovsky
June	Financial	Prepared and submitted to the Asia Pacific Network a preliminary proposal for funding of the Sins of Greenwashing study
June	Administrative	Provided invitation letter for Dr. Ning Yu's travel to Mexico for ISO TC SC 207, as per Visa requirements
June	Membership Inquiry- Malaysia	Membership inquiry from Sirm QAS International Standard Board
June	Membership Inquiry- Israel	Membership inquiry from Standards Institution Israel
July	External Inquiry	Technical assistance request from Clean Environment Technologies on the certification of porcelain/ceramic tiles
July	External Inquiry	Information request about having EU labelled products recognized in North America. Company produces cleaning products
July	External Inquiry	Information request from Swerea, Sweden regarding ecolabelling standards for computers and computer monitors
July	External Inquiry	Organic distributor seeking information on a standards body in Spain with criteria for organic products
July	Membership Inquiry	Membership application received from South Africa, reviewed and shared with board of directors
July	Financial	Prepared a proposal for funding as per request of the German government
July	Membership inquiry	IGPN agreed to join as associate member

Month	Budget	Actual	Balance
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Central Production and Relations</b>			
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15	110,000.00		
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Global Ecoblabelling Network  
 2010 Budget and Actual - Third quarter  
 \*Decimal numbers are to be omitted.  
 (As of September 31, 2010)

Income(US\$)		Expenses(US\$)	
Source	Budget	Actual	Total
1. Membership Fees	112,647	110,000	222,647
2. JEA Contribution	24,000	24,000	48,000
3. Carryover from 2009	70,000	95,377	165,377
4. Other (bank interests, etc.)	50	91	141
5. Sponsorship	0	0	0
6. AGM Sponsorship (in kind contribution)	10,000	0	10,000
<b>Total</b>	<b>204,050</b>	<b>204,050</b>	<b>232,115</b>

Income(US\$)		Expenses(US\$)	
Source	Budget	Actual	Total
1. Personnel:Chair	2,000	2,000	4,000
2. Personnel:Secretariat	9,000	20,000	29,000
3. Personnel:GAO	0	4,000	4,000
4. Web Site Review and Upgrade Work	0	10,000	10,000
5. Other Project Work (e.g. technical assistance, etc.)	5,000	10,000	15,000
6. Fund raising	5,000	10,000	15,000
7. Travel	0	2,480	2,480
8. GEN's support to host country of AGM	2,000	8,000	10,000
9. GEN's support to host country of AGM	0	2,500	2,500
10. Audit and Legal Fees	0	2,000	2,000
11. Bank Charges and Miscellaneous	0	1,164	1,164
<b>Total</b>	<b>23,000</b>	<b>28,458</b>	<b>51,458</b>
<b>Actual</b>		<b>232,115</b>	

A-B	budget	actual
(Carryover to 2011)	38,070	148,177

Global Ecoblabelling Network  
 2010 Budget

(Forecast of

From Germany

Income(US\$)		Expenses(US\$)	
Source	Budget	Actual	Total
1. Membership Fees	110,000	116,647	226,647
2. JEA Contribution	24,000	24,000	48,000
3. Carryover from 2009	70,000	95,377	165,377
4. Other (bank interests, etc.)	50	91	141
5. Sponsorship	0	0	0
6. AGM Sponsorship (in kind contribution)	10,000	0	10,000
<b>Total</b>	<b>204,050</b>	<b>204,050</b>	<b>249,515</b>

Income(US\$)		Expenses(US\$)	
Source	Budget	Actual	Total
1. Personnel:Chair	2,000	2,000	4,000
2. Personnel:Secretariat	9,000	20,000	29,000
3. Personnel:GAO	0	4,000	4,000
4. Web Site Review and Upgrade Work	0	10,000	10,000
5. Other Project Work (e.g. technical assistance, etc.)	5,000	10,000	15,000
6. Fund raising	5,000	10,000	15,000
7. Travel	0	2,480	2,480
8. GEN's support to host country of AGM	2,000	8,000	10,000
9. GEN's support to host country of AGM	0	2,500	2,500
10. Audit and Legal Fees	0	2,000	2,000
11. Bank Charges and Miscellaneous	0	1,160	1,160
<b>Total</b>	<b>23,000</b>	<b>28,480</b>	<b>51,480</b>
<b>Actual</b>		<b>249,515</b>	

**2009 Reviewed Financial Statements Report**  
 - January 1 through December 31, 2009-  
 (draft)

Global Ecolabelling Network, Inc.  
 December 31, 2009

Expenses(US\$)		Strategic objective			
		A. Capacity	B. Co-operation	C. Promotion	Building
Details		budget	actual	budget	actual
1. Personnel:Chair	2,000	0	2,000	0	4,000
2. Personnel:Secretary	9,000	0	20,000	0	5,000
3. Personnel:GAO	0	0	4,000	0	9,000
4. Web Site Review and Upgrade Work	0	0	0	0	10,000
5. Other Project Work (e.g. technical assistance, etc.)	5,000	0	10,000	0	10,000
6. Fund raising	5,000	0	10,000	0	10,000
7. Travel	0	0	2,000	0	3,000
8. GEN's support to host country of AGM	2,000	0	8,000	0	0
9. GENews and Annual report	0	0	0	0	2,500
10. Audit and Legal Fees	0	0	0	0	0
11. Bank Charges and Miscellaneous	0	0	0	0	0
<b>Totals</b>	<b>23,000</b>	<b>0</b>	<b>56,000</b>	<b>0</b>	<b>53,500</b>

Income(US\$)		Source	
		Budget	Actual
1. Membership Fees	110,000	0	0
2. JEA Contribution	24,000	0	0
3. Carryover from 2010	95,000	0	0
4. Other (bank interests, etc.)	90	0	0
5. Sponsorship	0	0	0
6. AGM Sponsorship (in kind contribution)	10,000	0	0
<b>Total</b>	<b>229,090</b>	<b>0</b>	<b>0</b>

Global Ecolabelling Network, Inc.  
 2011 Budget

Reviewed Financial Statements Report  
Global Ecolabelling Network, Inc.  
December 31, 2009

Contents

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INDEPENDENT OPINION OF THE 2009 GEN FINANCIAL STATEMENTS REVIEW COMMITTEE.....2

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Statement of Cash Flows.....5

Notes to Financial Statements.....6

Schedule of Functional Expenses.....8

MESSAGE TO THE GEN MEMBERSHIP  
REGARDING THE ATTACHED FINANCIAL STATEMENTS

As instructed and under the direction of the Global Ecolabelling Network (GEN) Board of Directors, I have prepared the attached 2009 GEN Financial Statements for presentation and acceptance by the membership at the 2010 GEN Annual General Meeting (AGM) in Washington, D.C. [USA].

At the May 6, 2010 GEN Board of Directors Meeting held in Dublin [Ireland], a final draft version of the Financial Statements was reviewed and approved by the GEN Directors for finalization and presentation at the 2010 AGM (without the requirement for any corrections or revisions).

Thus, in the opinion of the GEN Board of Directors and myself, the accompanying financial statements present fairly the financial position of Global Ecolabelling Network, Inc. at December 31, 2009, and the results of its operations and its cash flows for the year then ended.

Further, and in accordance with a decision taken at the 2009 AGM held in Kobe [Japan], the Financial Statements have been critically reviewed by the 2009 GEN Financial Statements Review Committee. The independent committee's opinion on the document is provided in the attached note submitted and signed by the Committee members.

Signature: Osamu Uno  
Osamu Uno  
GEN Treasurer  
[on behalf of the GEN Board of Directors]

Dated: April 26 2010

**INDEPENDENT OPINION  
OF THE 2009 GEN FINANCIAL STATEMENTS REVIEW  
COMMITTEE**

At the 2009 Global Ecolabelling Network (GEN) Annual General Meeting (AGM) convened in Kobe [Japan], we were selected to form an independent review committee and undertake a critical review of the adequacy and acceptability of the 2009 GEN Financial Statements.

As tasked, we have received, reviewed and considered the document as provided by the GEN Treasurer on behalf of the GEN Board of Directors.

In our shared opinion, the format and content of the document is acceptable, and we have no contentious issues relating to the information and calculations contained in the document.

Yours Truly,

Hans-Hermann Eggers  
Federal Environmental Agency

Dated: \_\_\_\_\_

Yours Truly,

Lisbeth Engel Hansen  
Ecolabelling Denmark

Dated: \_\_\_\_\_

**Statement of Financial Position  
Global Ecolabelling Network, Inc.**

<b>Assets</b>	
Current assets	\$95,377
Cash	0
Accounts receivable (Note3)	<u>\$95,377</u>
<b>Total assets</b>	
<b>Liabilities</b>	
Current liabilities	3,945
Accrued expenses	<u>\$3,945</u>
<b>Total current liabilities</b>	
<b>Fund balances</b>	
Unrestricted	91,432
Temporarily restricted	—
<b>Total fund balances</b>	<u>91,432</u>
<b>Total liabilities and fund balances</b>	<u>\$95,377</u>

See accompanying notes to financial statements.



## Statement of Activities

## Global Ecolabelling Network, Inc.

<b>Changes in unrestricted net assets</b>	
Revenues:	
Contributions	\$105,837
Donation	0
Interest income	103
Total revenues	<u>\$105,940</u>
Expenses	
Program services	81,928
Management and general	10,983
Total expenses	<u>\$92,911</u>
Bad debt loss	—
Increase in fund balance	33,099
Fund balance at beginning of year	58,333
Fund balance at end of year	<u>\$91,432</u>

See accompanying notes to financial statements.

## Statement of Cash Flows

## Global Ecolabelling Network, Inc.

<b>Cash flows from operating activities</b>	
Receipts:	
Contributions	\$105,837
Donation (Note 4)	0
Interest income	103
Total revenues	<u>\$105,940</u>
Disbursements	
Cash paid for programs and operations	92,911
Total disbursements	<u>92,911</u>
Net increase in cash	13,029
Cash at beginning of year	82,348
Cash at end of year	<u>\$95,377</u>
<b>Reconciliation of decrease in fund balance to net cash used in operating activities</b>	
Increase in fund balances	
Unrestricted	\$33,099
Temporarily restricted	—
Net increase in fund balances	<u>33,099</u>
Adjustments to reconcile decrease in fund balances to net cash used in operating activities:	
Decrease in accounts receivable	1,815
Decrease in accrued expenses	<u>(21,885)</u>
Net cash used in operating activities	<u>\$13,029</u>

See accompanying notes to financial statements.

**Notes to Financial Statements**  
**Global Ecolabelling Network, Inc.**  
**December 31, 2009**

**1. Basis of Preparation of Financial Statements**

The accompanying financial statements from the accounts maintained by Global Ecolabelling Network, Inc. (the "Company") have been prepared in accordance with the provisions set forth in the Japanese Commercial Code and in conformity with accounting principles and practices generally accepted in Japan, which may differ in some material respects from accounting principles and practices generally accepted in countries and jurisdictions other than Japan.

In addition, the notes to the financial statements include information which is not required under accounting principles generally accepted in Japan but is presented herein as additional information.

**2. Summary of Significant Accounting Policies**

**General**

The Company is a nonprofit association of ecolabelling organizations around the world. These organizations set standards for and certify products that cause significantly less damage to the environment than comparable products with the same function. It was incorporated in the state of Delaware in the United States on October 6, 1995. Its purpose is to improve, promote and develop the ecolabelling of products and services.

**Basis of Financial Statements**

The Company maintains its accounting records and prepares its financial statements in the currency of the U.S. dollars.

**Accounting Policies**

**(1) Accounting method**

The Company's financial statements are presented on an accrual basis of accounting in accordance with accounting principles and practices generally accepted in Japan.

**3. Accounts Receivable**

Accounts receivable consists of the membership fees for year 2009 of an organization amounted to \$0.

**4. Contributions**

No contributions for year 2009.

**5. Income Tax Status**

The Company has applied for a tax-exempt status under Section 501(c)(3) of the Internal Revenue Code of the United States of America. The Company has not engaged in any activities that would subject to income taxes.



## Speakers

### Dr. Anastasia O'Rourke

Anastasia is co-founder of Big Room Inc, the creators of ecolabelindex.com (formerly ecolabelling.org) and Dot Eco, a new internet extension in currently in formation ([www.doteco.info](http://www.doteco.info)). Anastasia is an expert in designing information platforms that facilitate the growth of green markets, from her recent work at Big Room, to prior work on cleantech and venture capital (with the Cleantech Group, Carbon Trust and Silicon Valley Bank); tracking socially responsible investment ratings and metrics (in Sweden); and a green products database for architects and product designers (in Australia). She has a Ph.D. from Yale University in environmental management and finance; a M.Sc. in Industrial Environmental Management from Lund University, Sweden; and a B.A. (Hons. 1st Class and University Medal) from Sydney University, Australia. She lives in Branford Connecticut with her husband and son.  
Big Room Inc / 332-237 Keefer Street / Vancouver, BC / Canada V6A 1X6  
+1 604 682 6673 / +1 203 215 1575 / [www.bigroom.ca](http://www.bigroom.ca) / [www.doteco.info](http://www.doteco.info)

### Joby Carlson

Joby is the Home and Personal Care Industry Sector Coordinator for The Sustainability Consortium, an independent organization of diverse global participants contributing to a more sustainable world through better products, consumption, and supply chains, which is developing and promoting science and integrated tools that improve informed decision making for product sustainability. As a sector coordinator he is responsible for managing the stakeholder process, launching and managing sector research projects and leading working group activities. The overarching objective of the sector work is the development of a standardized methodology for measuring and reporting on the environmental and social performance of products and product supply chains in the home care, personal care and beauty product families. Carlson holds a BS in Mechanical Engineering and MS in Environmental Engineering with a research focus in industrial ecology.  
The Sustainability Consortium / Global Institute of Sustainability / Arizona State University  
P.O. Box 8780009, 21 E. 6th Street, Suite 126C, Tempe, Arizona USA 85287  
Office 480 9659263 / Fax 480 9659102 / [www.sustainabilityconsortium.org](http://www.sustainabilityconsortium.org)

### Naoto Masuda

Ministry of the Environment, Government of JAPAN  
March 1995: Graduated from the Department Science and Engineering, Waseda University  
Oct 1995: Joined Saitama Prefectural Government  
Apr 2009: Joined Ministry of the Environment, Government of JAPAN

### Jae-Goo Chang

Director General of Certification & Verification Department  
Apr 2009-Present: KEITI(Korea Environmental Industry & Technology Institute)  
2008-2009: President of Jeonju Environmental Office  
2007-2008: Grade III administrative officer in the Ministry of Environment  
1997-2007: Grade IV administrative officer in the Ministry of Environment & Geum River Basin Environmental Office  
1990-1997: Grade V administrative officer in the Ministry of Environment  
B.S. in public administration from the Korea National Open University(89)  
M.S. in urban environmental administration from Chung-Ang University(96)

## Speakers

### Ji-Min Nam

Researcher of Environmental Standard & Certification Management Team, KEITI  
Feb 2009-Present: KEITI(Korea Environmental Industry & Technology Institute)  
B.S. in Environmental Material Science from the Seoul National University ('05)  
M.S. in Environmental Management from the Seoul National University ('09)

### Ikuko Yoshida

Japan Environment Association  
Mar 2004: B.A. in English and American literature, Seikei University  
Nov 2006: Joined Japan Environment Association (JEA)  
[june@indaloyethu.co.za](mailto:june@indaloyethu.co.za); [june@indaloyethu.gov.za](mailto:june@indaloyethu.gov.za)

### Judy Hollingsworth

CEO, Good Environmental Choice Australia  
Judy brings to GECA a wealth of knowledge in organizational policy and operations, gained from her experience in fields as diverse as e-commerce, financial services, foreign affairs and trade as well as urban planning, community housing, and architecture. After 15 years of work with Federal Government early in her career, Judy moved into the private sector, firstly into financial services then to managing a range of professional services firms over a further 15-year period. Her interest in working with organizations committed to quadruple-bottom-line outcomes then lead her to management consulting in the not-for-profit/non-government sector advising CEOs and Boards on policy, business strategy, service delivery, governance and risk management matters. That passion has now been fulfilled through joining GECA where she is now building on its clear and practical commitment to environmental sustainability in business and procurement. Through its Environmental Choice Australia program, GECA directly supports its licensees and partners - all businesses, organizations and individuals determined to reduce environmental impacts in Australia - in achieving these improvements.

### Eli Cohen-Kagan

Attorney

### Dr. Chris Pyke

Dr. Pyke is the Vice President of Research for the US Green Building Council. He directs a diverse research portfolio that includes next generation rating systems, the assessment of building performance and occupant experience, and the study of market trends and dynamics. Dr. Pyke serves in a number of advisory roles, including Vice-Chair of the US EPA Chesapeake Bay Program Scientific and Technical Advisory Committee and lead author for the UN Intergovernmental Panel on Climate Change Fifth Assessment Report Working Group 3. He is a Fellow with the Virginia Institute of Marine Science Center for Coastal Resources Management. Prior to joining USGBC, Dr. Pyke served as a research scientist with the US EPA's Office of Research and Development and a postdoctoral fellow in residence at the National Center for Ecological Analysis and Synthesis. He holds a Ph.D. and M.A. from the University of California Santa Barbara and a B.S. from the College of William and Mary.

## Speakers

### Whit Faulconer

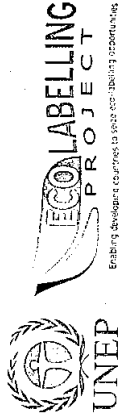
Director, LEED Technical Development  
A former residential home builder, property manager and land developer with a Masters Degree in Urban and Environmental Planning, Whit has also worked for many years as a manufacturing consultant and materials assessment specialist. He's a skilled liaison between the architect's office and the job site and very much enjoys connecting industry and sustainable design, always working to reconcile the impacts of our need for a built environment with our need to get away. Most recently, Whit has served as a Director of LEED Technical Development for the USGBC. He handles a variety of building product and material related projects, the LCA in to LEED and Certified Wood Benchmark projects among them. He is also the staff representative for the Materials and Resources Technical Advisory Committee.  
U.S. Green Building Council / 2101 L Street NW / Suite 500 / Washington DC 20037  
Main: 202.828.7422 / p: 202-742-3240 / f: 202-828-5110 / e: wfaulconer@usgbc.org  
Web: www.usgbc.org

### Brenan Owens

Vice President, LEED  
U.S. Green Building Council / 2101 L Street NW / Suite 500 / Washington DC 20037  
Main: 202.828.7422 / p: 202-742-3240 / f: 202-828-5110 / e: bowens@usgbc.org  
Web: www.usgbc.org

### Lisbeth Engel Hansen

Ecolabelling Director, MSc, Diploma of Economics  
Ecolabelling Denmark, Danish Standards Foundation  
Kollegievej 6, DK - 2920 Charlottenlund / tel +45 72 30 04 50 / direct +45 72 41 48 27  
lehm@ecolabel.dk / www.ecolabel.dk



## CONSULTATION WORKSHOP GREATER COOPERATION AMONG ECO-LABELLING SCHEMES: Review and Consideration of Initial Recommendations and Models

OCTOBER 28-29, 2010  
Hotel Monaco Alexandria, WASHINGTON D.C., USA  
Draft Agenda

In the context of its programme of work for promoting sustainable consumption and production, UNEP is implementing a four-year project -- "Enabling Developing Countries to Seize Eco-labelling Opportunities -- Capacity Building and Technical Assistance for Industries and Governments in Developing Countries" -- funded by the European Commission and German Government. The main objective is to facilitate the use of eco-labelling in emerging economies and increase cooperation between developing and developed countries in this area. For specific information on this initiative, please visit <http://ecolabelling.unep.fr>.

One of the project components is to develop a "roadmap towards greater cooperation and mutual recognition" among different eco-labelling schemes and most notably between schemes and organizations situated in both developed and developing countries. This work is intended to contribute to increasing reliability of eco-labels as a marketing instrument and support efforts towards the simplification of the eco-labelling universe, which will eventually benefit both producers and consumers. The roadmap will contain a list of focused and practical recommendations for increasing cooperation between different eco-labelling schemes. It is also expected to address the potential for harmonization through comparable and complementary strategies and processes between established and evolving schemes.

As part of the "roadmap" development process and in order to further improve implementation of eco-labelling schemes, UNEP together with the German Federal Environment Agency (UfEA) conducted a survey about the perceptions, needs and options for such cooperation among eco-labelling schemes. A number of eco-labelling practitioners and other key stakeholder took part and provided opinions, advice, and suggestions on how move forward towards this objective.

On October 28th and 29th, 2010 UNEP jointly with the German Federal Environment Agency is organizing a 1.5-day workshop in Washington D.C., United States of America. The objective of this workshop is to review the results of the survey, preliminary recommendations and models of cooperation that emerged from the survey phase and to stimulate the strategic discussion among the different eco-labelling schemes. It will be staged in association with, and immediately following the 2010 Global Eco-labelling Network (GEN) Annual General Meeting and related events. The workshop will begin at 15:00 on October 28th and conclude by 18:00 on October 29th.



Enabling developing countries to seize eco-labelling opportunities

#### THURSDAY, OCTOBER 28<sup>TH</sup>

##### Opening

- 3:00 - 3:10pm Welcoming Remarks by UNEP and UBA  
- *Myra Franzke, Regional Director, UNEP Regional Office for North America*  
- *Hans-Hermann Eggers, Head of Department, UBA*
- 3:10 - 3:20pm Status of the Overall UNEP Eco-labelling Project  
- *Liazzat Raubkoi, UNEP*
- 3:20 - 3:35pm Greater Cooperation Among Eco-labelling Schemes - sub-activity of the UNEP project  
- *Evan Bazovsky, Lead Project Consultant*
- 3:35 - 3:45pm Workshop Overview: Objectives, Agenda, Format and Themes  
- *Workshop Moderator*

##### Session #1: Cooperation to Benefit Scheme Development, Revision and Strengthening

- 3:45 - 4:00pm Introduction of the Sub-theme  
- *Evan Bazovsky*
- 4:00 - 4:05pm Introduction of Presenters and Presentation Themes  
- *Workshop Moderator*
- Four Presentations by Invited Presenters
- 4:05 - 4:25pm The GEN's Technical Assistance Program: Conceptual Review and Identification of Actual Applications  
- *Dr. Ning Yu, President, Environment and Development Foundation, Taiwan, China*
- 4:25 - 4:45pm Japan Environment Association Mentoring of Indonesian Government Officials in the Design, Development and Early Delivery of the Indonesian Eco-labelling Scheme  
- *Ikuto Yoshida, GEN General Affairs Office, Japan Environment Association*
- 4:45 - 5:05pm How the Nordic Swan and European Flower Schemes Develop Multinational Criteria Applicable to Varying National Markets and Industries  
- *Lisbeth Engel Hansen, Head of Department, Eco-labelling Denmark and Danish Competent Body, Danish Standards Association*
- 5:05 - 5:25 What Do Developing Countries' Schemes and Industries Need and Expect  
- *Dr. Nyelia Suppen, Mexican Institute of Standards and Certification*
- 5:30 - 6:30pm Discussion of Survey Suggestions & Points Raised in the Presentations in 3 break-out groups:

The discussions are to focus on three main points:

- identification of those suggestions most worthy of further consideration and action;
- potential, challenges and merits for implementation/replication of the preferred suggestions, and
- recommendations going forward for the UNEP/UBA Project Team, the GEN, eco-labelling practitioners, and/or others

END OF FIRST DAY  
.....



Enabling developing countries to seize eco-labelling opportunities

#### FRIDAY, OCTOBER 29<sup>TH</sup>

##### Session #2: Cooperation and Mutual Recognition to Achieve Greater Acceptance, Market Impact and Results

- 9:00 - 9:20am Introduction of the Sub-theme  
- *Evan Bazovsky*
- 9:20 - 9:25am Introduction of Presenters and Presentation Themes  
- *Workshop Moderator*
- Five Presentations by Invited Presenters
- 9:25 - 9:45am Cleaning Products: Common Criteria Development and Adoption + Mutual Recognition of Verification Work Between North American Schemes Operating (And Sometimes Competing) in the Same Marketplace  
- *Mark Petrucci, Vice-president of Certification and Strategic Relations, Green Seal*
- 9:45 - 10:05am Photocopying Machines: Common Criteria Development and Adoption + Mutual Recognition of Verification Work Among Multiple Schemes in Different Regions of the World  
- *Lisbeth Engel Hansen, Head of Department, Eco-labelling Denmark and Danish Competent Body, Danish Standards Association [on behalf of the Nordic Swan]*
- 10:05 - 10:25am Cooperation and Collaboration between the Russian and Ukrainian Eco-labelling Schemes - Efficiencies and Other Benefits Realized  
- *Svetlana Berzina, President of "NGO Living Planet" and President of the Ukrainian Quality Association*
- 10:25 - 10:45am GEN's Previous Common Core Criteria Development Exercises: Challenges, Obstacles and Achievements + Recommendations for the Future  
- *Dr. Ning Yu, President, Environment and Development Foundation, Taiwan-China*  
10:45 A.M. → Fifteen (15) Minute Morning Coffee Break
- 11:00 - 11:20am Evolution of the Tourism Sustainability Council - Experience and Advice to Share With the Eco-labelling Community  
- *UN Foundation Representative*
- 11:20 - 12:30pm Discussion of Survey Suggestions & Points Raised in the Presentations in 3 break-out groups:

The discussions are to focus on three main points:

- identification of those suggestions most worthy of further consideration and action;
- potential, challenges and merits for implementation/replication of the preferred suggestions, and
- recommendations going forward for the UNEP/UBA Project Team, the GEN, eco-labelling practitioners, and/or others

12:30 - 1:30 P.M. → One Hour Lunch Break



### Session #3: Strategic Alliances to Advance Eco-labelling Cooperation and Collaboration

1:30 - 2:00pm Introduction of the Sub-theme + UNEP Survey Outputs: Significant Findings and Good Suggestions for Consideration  
- E. Buzovsky

2:00 - 2:05pm Introduction of Presenters and Presentation Themes  
- Workshop Moderator

Three Presentations by Invited Presenters:

2:05 - 2:25pm Cooperation and Collaboration With Other (i.e. Non-Type D) Environmental Certification and Labelling Schemes/Organizations: Merits, Approaches and Which Ones?  
- Eva Eiderstrom, Head of Department, Shop and Act Green - Good Environmental Choice

Eco-label, Swedish Society for Nature Conservation

2:25 - 2:45pm UN/UNEP Engagement - Current and Potentially  
- Ljuzza Rabibosi, UNEP

2:45 - 3:05pm GEN and ISEAL Alliance Cooperation and Collaboration - Opportunities and Desirable Possibilities  
- Joshua Wrikerham, Sustainable Development Consultant and ISEAL Alliance Advisor

3:05 P.M. → Fifteen (15) Minute Afternoon Coffee Break

3:20 - 4:30pm Discussion of Survey Suggestions and Presentation Points in 3 Break-out Discussion Groups

The discussions are to focus on five main points:

- GEN initiatives and activities - identification of most necessary/ desirable
- Considerations/challenges/merit for implementation of the selected initiatives
- Identification of organizations that need to be involved in the implementation and advancement of greater cooperation and collaboration among eco-labelling schemes
- Ideal roles for the most appropriate players selected
- Suggestions for means to get appropriate players involved

4:30 P.M. → Ten (10) Minute Break

### Review of Discussions/Outcomes of the Preceding Sessions, and Concluding Remarks

4:40 - 5:40pm Summaries of Discussion Group Sessions Outputs - Discussion Groups' Rapporteurs

5:40pm Concluding Remarks: GEN, UNEP and UBA

END OF THE WORKSHOP

## About our sponsors

# Office DEPOT.

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First founded in 1977, we began as an in-house print shop to a grassroots environmental nonprofit organization in Washington, D.C. From the start, we searched for ways to avoid the use of toxic chemicals, and to find the best papers. When the nonprofit organization closed in 1983, the shop moved to its own space, becoming an independent entity. But we never forgot its environmental roots. Today ecoprint now is recognized by its industry colleagues and others as a leader in environmentally responsible printing. Ecoprint has spent years doing research with ink manufacturers and paper mills to come up with new products and processes that create a higher standard of environmental excellence. For more detail regarding ecoprint's environmental stewardship please visit: <http://www.ecoprint.com/>

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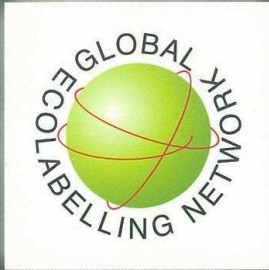
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## 附錄 2

2009 年全球環保標章網路組織年報





**GEN**

**The Global Ecolabelling Network  
2009 Annual Report**





## Letter from the Chair

I would like firstly to thank members for electing me as Chair, and the confidence that implies—I have been involved with the GEN Board since 2003 and will do my best to continue to aid the development and expansion of GEN during my period as Chair.

My first priority is to take this opportunity to thank John Polak for his untiring efforts on GEN's behalf since its inception in 1994—including two separate periods as chair. John is in fact still working on our behalf during his formal retirement from ecolabelling.

The number of members participating in the GENICES Peer Review process is gradually increasing as their organizations recognize the benefits [both internal and external] to be derived from the process. A further two organizations, TEI- Thailand and Green Council- Hong Kong successfully completed the process in 2009, congratulations to them.

I should also like to thank those volunteers who have carried out the assessment for their efforts on GEN's behalf. At the same time, I would like also to encourage those members who have yet to participate in the GENICES process to give it serious consideration.

We have continued our involvement with the UNEP/EC Project, Enabling developing countries to seize eco-label opportunities—and have contributed expertise where we can. It is however very encouraging that this has allowed us to

continue to build a longer term relationship with UNEP which should in the future, be beneficial to both parties. I look forward to the continuing growth of our relationship in 2010 and beyond.

It would appear that despite the world economic crisis, there has been growth amongst most of our membership. This points to the growing desire from business, government and consumers for the sort of credible 'environmental credentials' that can be provided by our brand of type-1 ecolabelling.

Greenwashing is a major issue which we must try and address as an organization. This requires resources and the Board is endeavoring to address this, however the current economic climate has made this a challenging task.

I remain convinced that ecolabelling as a market-based tool represents a significant contributor to environmental improvement, and hope all of you will continue with your efforts.



With Best Regards,

*Robin Taylor*

2009

**GEN** Annual Report





## 2009 At A Glance

Since its inception, the Global Ecolabelling Network has sought to improve, promote and develop type-1 ecolabelling programs around the world, and our dedication to this end in 2009 was no exception. From commissioning the development of a Global Strategic Plan for the GEN, and collectively certifying tens of thousands of products and services, to embarking on a partnership with the United Nations Environment Program, the GEN has certainly been busy.

In November 2009, Japan celebrated the 20<sup>th</sup> anniversary of its ecolabelling program, the EcoMark. In commemoration of this occasion, they also hosted the 2009 Annual General Meeting in Kobe, Japan. The event was a great success, and drew attendance from over 100 people across 18 countries including GEN members, industry representatives and the United Nations. During the AGM, Robin Taylor as Chair, and the entire Board of Directors agreed to remain in their respective capacities for 2010.

While the GEN membership did not grow in 2009, two members prepared and successfully completed the GENICES process. Thailand Environment Institute, and Green Council Hong Kong have now joined six other GEN members in signing a multi-lateral mutual recognition agreement (MMRA). To ensure continued compliance with the GENICES protocols, GEN has instituted an Annual GENICES Declaration to be signed every year by all signatories to the MMRA.

As we continue on our endeavor to promote type-1 ecolabels in an increasingly competitive market, the GEN remains convinced that the genuine, verifiable environmental benefits provided only by our members organizations will necessarily be the solution to the greenwashing and proliferation of ecolabels around the world.



*The GEN Board of Directors and Secretariat, in Kobe, Japan during the 2009 Annual General Meeting*



*Board Members Bjorn-Erik Lonn and Dr. Ning Yu conducting a GENICES Audit in Hong Kong*



## *Understanding the Global EcoLabelling Network*

The Global Ecolabelling Network is a non-profit association of type-1 ecolabelling organizations around the world. Since its inception in 1994, the reach of the GEN has continued to expand. With members in over 25 countries, the GEN works tenaciously to improve, promote and develop the ecolabelling of products and services on a global scale. The GEN fosters information exchange among its members and associates, the dissemination of information to the public, the cooperation and collaboration among its members and like-minded organizations, in addition to facilitating the harmonization of type-1 ecolabelling programs around the world.

Members of the Global Ecolabelling Network operate type-1 ecolabelling programs. This means that they develop environmental standards against which products can be certified. The standards themselves are designed to identify environmental leadership in any given product category, and are developed in an open, public, transparent process. In many cases, certification to a particular standard is audited by an independent third-party. Although criteria differ based on the product category, standards will address multiple environmental attributes and have requirements for items such as toxicity, air quality, energy use, recyclability, VOCs, carcinogens and other issues of concern. Life cycle assessment is often used by our members in developing standards to ensure environmental aspects of the entire life cycle of the product or service, from raw material extraction, to use and disposal, are considered.

Ultimately, type-1 ecolabels help incentivize the production and consumption of more environmentally preferable goods and services, because it allows purchasers to choose products with genuine environmental benefit [compared to traditional products or services with the same function]. Type-1 ecolabelling organizations rely on rigorous science-based information to develop standards, as opposed to the plethora of (unsubstantiated) 'fake' labels found on products today. Given the increase in Greenwashing, the GEN endeavors in 2010 and beyond, to help government officials, retailers, and consumers understand that not all environmental labels are created equal. For instance, it is important to understand what a standard requires, who developed the standard, what process was used to develop the standard, and how a product is verified as actually having met its requirements. Manufacturers have begun to create their own labels to which they automatically comply, to convey environmental preferability. Others are creating self verification programs to which manufacturers claim compliance, without providing any proof. In a world of finite resources, and growing concern over climate change, isn't it important that people looking to make responsible purchasing decisions and choose 'greener' products and services, actually get what they desire—products with genuine environmental benefit? Type-1 ecolabels are a viable market solution to this growing problem.



## *Guiding Principles of the Global Ecolabelling Network*

The Global Ecolabelling Network endeavors to educate and cause government, industry and consumers to recognize the unique and important value afforded by type-1 ecolabelling programs. To this end, strategic decisions are guided by the following mission objectives:

- i) Serve our members, other ecolabelling programs and the public by improving, promoting and developing the ecolabelling of products and services, ecolabelling programs worldwide and the availability of information regarding ecolabelling;
- ii) Foster cooperation, information exchange and harmonization among our members and other ecolabelling programs with regard to ecolabelling;
- iii) Participate in international organizations in order to promote ecolabelling generally; and
- iv) Encourage the demand for, and supply of, more environmentally responsible products and services.



*Tour of the Osaka ATC Green Eco Plaza*

## Our Members

With 26 members from countries across the globe, the collective expertise of the Global Ecolabelling Network is unparalleled. Many of the ecolabelling programs operated by our members have existed for over 20 years. While membership is intended only for type-1 ecolabelling organizations, associate status can be granted to organizations that formally support ecolabelling principles and goals, but are not actually ecolabelling practitioners. The GEN currently has two Associate Members: GreenGuard and ISEAL. Associates are able to participate in GEN activities and draw on our knowledge base, but do not have the voting rights of full members.

Full membership is open to all national and multinational type-1 ecolabel licensing organizations that actively pursue the objectives below. Moreover, a formal application to join must first be brought to the Board of Directors. The Board then presents the application at the Annual General Meeting, where acceptance is determined by an affirmative vote of at least two-thirds of the membership in attendance. Membership is limited to organizations who meet the following requirements:

- i) Based solely on voluntary participation for potential licensees;
- ii) Exhibit independence from undue commercial influence;
- iii) Have a source of funding that does not create a conflict of interest;
- iv) Seek advice from, and consult with, stakeholder interests;
- v) Have a legally protected logo;
- vi) Have determination of criteria based on an assessment of the overall life of a product category;
- vii) Have open access to potential licensees from all countries;
- viii) Have criteria levels established to encourage the production and use of products and services that are significantly less damaging to the environment than other products; and
- ix) Provide for periodic review, and if necessary, update both environmental criteria and categories, taking into account technological and marketplace development.



## Member Files

### Standards Developed by GEN Members in 2009—

- Personal care products
- LCD displays
- Projectors
- Notebook and desktop computers
- Flower Shops
- Leather goods
- Printing paper
- Small home appliances

**1654**

The estimated number of companies participating in Japan's EcoMark Program

**Paint. Electronic devices. Leather shoes. Cleaning Products. Hotels.**

Standards to be developed by **Brazil** in 2010

**56.**

The number of active standards at Green Council, Hong Kong

**300**

The estimated number of 'fake'

**Ecolabels** competing with Green Seal and EcoLogo in

**13000+**

Number of currently certified EcoLogo Products and Services

Houses. Laundry services. Laundry detergents. PC's. Vehicle Tires. Cleaning services. Audiovisual equipment.

**Standards revised by the Nordic Swan in 2009**

China Environmental Labelling has **30,000 Certified** Products and Services

Standards Under Development by the **Thailand Environment Institute** in 2009:









- Printing inks
- gypsum wall board
- Polyethylene pipes

*Reviewed by Environmental Choice NewZealand in 2009*

- Furniture & fittings
- Toiletry products
- Insulation
- Copying machines







## A Closer Look At Our Members

Ecolabelling Program	Member Organization	Country	Logo	Number of Standards	Number of Certified Products and/or Services
Australian Ecolabel Program	Good Environmental Choice Australia Ltd.	Australia		50	1600
Beija-flor- Rótulo Ecológico ABNT	Associação Brasileira de Normas Técnicas – ABNT	Brazil		1	4
EcoLogo™ Program	TerraChoice Group Inc. [on behalf of Environment Canada]	Canada		92	17,352
China Environmental Labelling	China Environmental United Certification Center Co., Ltd.	China		76	35,000
Hong Kong Green Label	Green Council	China		56	44
Hong Kong Eco-labelling	Hong Kong Federation of Environmental Protection	China		*	*
Green Mark	Environment and Development Foundation	Chinese Taipei		104	5,291
Environmentally Friendly	Ministry of Environmental Protection, Physical Planning and Construction	Croatia		25	6

Ecolabelling Program	Member Organization	Country	Logo	Number of Standards	Number of Certified Products and/or Services
National Program of Environmental Labelling	Ministry of the Environment, Czech Ecolabelling Agency	Czech Republic		64	250
Ecolabel Blue Angel	Federal Environmental Agency	Germany		*	*
Ekolabel Indonesia	Ministry of Environment	Indonesia		*	*
Ecomark Scheme of India	Central Pollution Control Board	India		*	*
Eco Mark Program	Japan Environment Association	Japan		43	4,651
Environmental Labelling Program	Korea Eco-Products Institute—KOEKO	Korea		*	*
Environmental Choice New Zealand	The New Zealand Ecolabelling Trust	New Zealand		31	1,750
Green Choice Philippines	Philippine Center for Environmental Protection and Sustainable Development, Inc.	Philippines		35	16
Ecolabel "Vitality Leaf"	St. Petersburg Ecological Union	Russia		18	5
Green Label	Singapore Environment Council	Singapore		61	1500



Ecolabelling Program	Member Organization	Country	Logo	Number of Standards	Number of Certified Products and/or Services
Good Environmental Choice	Swedish Society for Nature Conservation	Sweden	 Bra Miljöval	10	611
Quality and Ecolabelling Program	TCO Development	Sweden		10	1,203
Thai Green Label Program	Thailand Environment Institute	Thailand		45	317
EU Ecolabel "The Flower"	<p>DG Environment European Commission</p> <p>and Competent Bodies in all Member States, including the following GEN members:</p> <ul style="list-style-type: none"> <li>- Department for Environment, Food and Rural Affairs [United Kingdom];</li> <li>- Federal Environmental Agency [Germany];</li> <li>- Ministry of the Environment [Czech Republic]</li> </ul>	Multiple Countries in the European Union	 www.ecolabel.eu	26	24,900

Ecolabelling Program	Member Organization	Country	Logo	Number of Standards	Number of Certified Products and/or Services
Program for Ecological Marking in Ukraine	Living Planet	Ukraine		35	310
Green Seal	Green Seal Inc.	USA		32	3,600
Nordic Swan	Nordic Ecolabeling Board [with five national organizations: Danish, Finnish, Icelandic, Norwegian, Swedish]	Multiple Nordic Countries		65	5,000

### Annual General Meeting

#### Associate Members

Ecolabelling Program	Member Organization	Country	Logo	Number of Standards	Number of Certified Products and/or Services
GREENGUARD Indoor Air Quality Certified®  GREENGUARD for Children & Schools  GREENGUARD for Building Construction	GREENGUARD Environmental Institute	USA		*	*
ISEAL	ISEAL Alliance	International		*	*

Note: An asterisk denotes that data was unavailable



*Mr. Uno and other Japanese hosts at the reception cocktail, Nov. 17, 2009*



## *A Deep Dive into 2009*

### **Global Strategic Plan**

In 2008, the Global Ecolabelling Network commissioned Fleshman Hillard, an international communications firm, to develop a strategic plan for our organization. In January 2009, GEN received the Global Strategic plan, which outlined a collaborative, long-term vision to support GEN as it evolves into a more robust organization. While the GEN has been successful in its mission to elevate type-1 ecolabels thus far, both the Board and GEN members sought value in developing strategic objectives and action items that would support the growth of our organization, and in doing so, increase our capacity to promote type-1 ecolabels.

The strategic plan outlines a 5-year roadmap for the GEN to undertake. The unifying objective of the plan is to establish type-1 ecolabels as recognizable indicators of superior environmental performance, which will in turn support the branding and promotion of GEN and its members as the authoritative, credible, expert source on environmental labeling.

The Global Strategic Plan has 5 major components, which support the transformation of the Global Ecolabelling Network. The elements are to be achieved over a 5 year period and include:

- 1) Strategic partnerships
- 2) A global educational and/or public relations plan
- 3) Capacity building
- 4) Organizational structure
- 5) Budget and resources

The key elements above are supported by more specific action items. For example, some of these items include:

- Positioning GEN and GEN members as the eminent voice and credible authority in the ecolabelling sphere;
- Build capacity in developing countries to allow for the establishment of type-1 ecolabelling programs and their participation in GEN;
- Launch a global educational campaign to improve consumer, government and business understanding of ecolabels and type 1 labels most importantly; and
- Establish strategic partnerships and presence in international forums.

Essentially, in working to establish the credibility of type-1 ecolabels, the GEN also establishes credibility for itself. Although more pronounced in North America at present, a growing number of corporations and brands funnel millions of dollars into marketing official-looking symbols and logos which promote their 'environmentally-friendly' brand offerings. As these official looking symbols grow in number and popularity, type-1 labels which offer genuine, environmental benefits, are facing increasing competition for public profile. The GEN has to work to ensure that type-1 labels do not get caught up in government or consumer confusion and skepticism.

The Global Strategic Plan explains that a significant global research initiative could effectively rally stakeholder interest and increase the demand for transparent, credible environmental improvements, which are afforded only by type-1 ecolabelled products and services. To this end, the Board has begun to explore the possibility of extending the 'Sins of Greenwashing,' originally undertaken by TerraChoice Group, into the Asia-Pacific region. Assuming the findings of the study are remarkable, and identify prominent greenwashing issues in Asia-Pacific, GEN could effectively become a credible authority on the subject matter in this region.



The Strategic Plan suggests that the affiliation GEN members have with their national governments could also be used to enhance the credibility of GEN as well. To this end, the GEN Board has begun to explore possible opportunities to engage national governments more tangibly in supporting our efforts via procurement policies and financial support, which of course, would allow the GEN to actually begin implementing components of this plan, such as the Sins of Greenwashing study.

The final component of the plan outlines a projected five-year budget and accompanying work program. Achieving the goals outlined in the Strategic Plan will require a significant amount of new resources that cannot be supported by the current financing mechanism of member contributions. For instance, implementing year-one of the plan is anticipated to cost US\$2.6 million alone. Given the unprecedented global economic conditions, attempts to acquire funding from various avenues has been met with little success. While the GEN remains optimistic that as the economy begins to rebound, access to grants from foundations will increase, the Board will continue to pursue all avenues to acquire capital nonetheless. Additionally, although undertaking year 1 of the strategic plan in its entirety is financially unfeasible for the GEN at the present time, the Board is keen to undertake smaller projects that will support the same objectives. In short, the GEN is working hard to utilize its limited resources as effectively as possible.

### **Annual General Meeting**

Every year, an Annual General Meeting is held by a GEN member organization as a forum for information and idea exchange. The Japan Environment Association generously hosted the 15th Annual General Meeting in Kobe, Japan in November 2009. The event was incredibly well attended, with over 100 delegates from 18 countries representing industry, international organizations and of course, our members. The event was supported by the Asia-Pacific Network for Global Change Research, the Green Purchasing Network, and the Institute for Global Environmental Strategies, among others.

Delegates heard presentations on ecolabelling initiatives across the world with a specific focus on best practices in Asia, from the perspectives of both manufacturers and ecolabelling practitioners. The AGM provided an excellent forum for valuable international discussion on the methods and means of spreading and developing the type-1 ecolabelling of products and services.

An ongoing desire to raise the GEN's profile internationally was discussed, and a segment was devoted to brainstorming fundraising opportunities. Delegates were encouraged to address the issue with their national governments and seek funding on behalf of GEN should the opportunity arise, to support the implementation of the Global Strategic Plan.

The development of common core criteria and the establishment of mutual recognition agreements (MRA) was often highlighted, perhaps most notably by a joint presentation by China, Japan and Korea whose markets collectively account for 16.7% of world GDP. Personal computers and multi-functional devices were the first two product categories selected for the development of an MRA-based certification. Given the high import and export volumes of these items, establishing common criteria to harmonize requirements among the three countries has effectively removed a barrier to trade. Manufacturers were very keen on the initiative as it significantly reduces costs and time associated with certification.

Delegates also heard interesting presentations on the development of eco-unfriendly marks by industry, government purchasing policies and green contract law.

The next Annual General Meeting will be hosted by Green Seal, in Washington, DC during October 2010.



### UNEP- United Nations Environment Program

As a significant component of the 2009 Annual General Meeting in Kobe, Japan, a workshop session was convened by officials involved with the joint United Nations Environment Programme (UNEP), and German Federal Environment Agency (UBA) ecolabelling initiative. The purpose of the project is to develop and share a roadmap towards greater cooperation and mutual recognition among ecolabelling schemes, situated in both developed and developing countries. Another stated objective of the project is to positively contribute to the simplification of the ecolabelling universe, for the benefit of both producers and consumers.

In this regard, convening the workshop during the GEN AGM provided an excellent opportunity for the project leaders to consult our leading ecolabelling practitioners from around the world. The purpose of the workshop was to allow the project leaders to draw on the vast experience of our members regarding obstacles to greater collaboration, desirable benefits of mutual recognition, and GEN efforts to stimulate and advance cooperation between its members, and other organizations.

A discussion document was shared with the delegates to initiate conversation and elicit responses to key themes. A strong correlation was identified between the positions outlined in the Discussion paper and our members general feedback. Perhaps most notably, GENICES was cited frequently as an excellent mechanism to enable and accelerate bilateral and multilateral cooperation and mutual recognition arrangements between GEN members.

GEN remains confident that the contribution of our members during the workshop will be useful in shaping the roadmap that is currently under development, and is looking forward to working with UNEP in providing our expertise on similar subject matter in the future.



Visit of the Giant Buddha, temples and shrines in Nara



## An Update From UNEP: Mutual Recognition of Efforts Between UNEP and GEN Work in Ecolabelling

The United Nations Environment Programme is implementing the project 'Enabling developing countries to seize eco-labelling opportunities.' This project has the objective of increasing environmental efficiency of the export products from developing countries and especially emerging economies through the use of eco-labelling.

Type-1 eco-labels, as per ISO classification, serve as a market incentive for businesses in China, India, Mexico, Brazil, and South Africa and also Kenya and Ethiopia, the target countries participating in the project, to produce goods and services that are preferable from the environment point of view benefiting from the growing demand for such products in the global and European markets. By producing and exporting products with less environmental impact, producers and especially SMEs from developing countries can differentiate their products among the like and gain enhanced market access.

Eco-labelling is a sophisticated concept that encompasses various aspects of policy-making and potentially provides incentive to every actor in the value chain. For producers it is the way to communicate the environmental credentials of their products and add value to their brands by visibly demonstrating their commitment to environmental sustainability. For suppliers through the product chain, it is the way to ensure long-term supply contracts with the manufacturers and buyers. For end consumers it gives the information about the product's hidden impacts as well as a channel to communicate their environmental preferences by exercising their purchasing power. For governments, eco-labels are the means to achieve overall long-term objective of ensuring continuous environmental improvement.

Realizing the potential benefits of ecolabelling and having in mind the need to advance sustainable production and consumption practices around the world, UNEP has designed this project with view of responding to key challenges faced by developing countries in order to benefit from eco-labelling opportunities. Small-and-medium sized enterprises need more and better information about technical standards and requirements in various export countries where such ecolabelling schemes operate. They require technical expertise to meet the criteria to change production practices and establish sustainable enterprises. Governments of those countries need to understand which policies and tools support eco-labelling and how to integrate it within the SCP framework. This knowledge is also important for their effective participation in the international negotiations that take place around environmental and sustainable labelling in ISO, WTO and the like.

The project intends to fill this gap through raising awareness, building capacity of both industry and government stakeholders, and providing technical assistance to specific companies willing to get eco-label awards. By the end of the project, it is expected to have on the ground results including a number of export products awarded with the EU Eco-label, selected in this project for demonstration purposes. Product groups identified by local partners are textiles (India and South Africa), footwear (Mexico and Kenya/Ethiopia), paper (Brazil) and televisions (China).

From the outset of the project development, UNEP has been collaborating with the Global Ecolabelling Network as a key partner and expert organization in the field of ecolabelling. The Members of GEN shared their expertise at numerous multi-stakeholder events organized within the UNEP project, and especially consulting the project countries interested in reviving their existing ecolabelling programmes (Brazil, India and China) and establishing new ones (South Africa and Mexico) based on international standards and best practices of GEN.

This collaboration is particularly useful in advancing another project objective of promoting greater cooperation among ecolabels. Through the development of a roadmap towards greater cooperation and mutual recognition among ecolabelling schemes, and increasing the cooperation among developed and developing countries, UNEP hopes to contribute to increasing the effectiveness and reliability of eco-labels as an incentive mechanism. In doing so, it hopes to support efforts towards the simplification of the 'eco-labelling universe', which will eventually benefit both producers and consumers.



To this end, taking stock of the activities already carried out by the Global Ecolabelling Network, including through the GEN's International Coordinated Ecolabelling System (GENICES), and other cooperation initiatives on ecolabelling, the Roadmap towards greater cooperation and mutual recognition among ecolabelling schemes will contain a list of focused and practical recommendations on how to advance cooperation between different ecolabelling schemes and enhance possibilities for mutual recognition. It will show what needs to be achieved, if at all needed, and how. It is possible that the Roadmap can eventually bring the needed status and authority of UNEP for recognition to the GEN work and process. This is a long term process that needs time and resources beyond the current UNEP project. However through this joint experience, seeds for this process could be planted for ecolabelling to become a truly effective tool contributing to the transformation of current consumption and production to more sustainable patterns.

UNEP is currently conducting a global survey about the perceptions, needs and options for cooperation among ecolabelling programmes. It has the purpose of acquiring and considering the options, advice and suggestions of both ecolabelling practitioners and other key stakeholders and expert-observer interests. The Members of GEN are warmly invited to participate in this survey and your answer will be highly valued and appreciated.

With kind regards as we continue on our collaborative endeavor,

**Liazzat Rabbiosi**

Programme Officer, Ecolabelling  
Sustainable Consumption and Production Branch  
Division of Technology, Industry and Economics  
United Nations Environment Programme



Linda Chipperfield (left) recently chaired a UNEP side event at the UN Headquarters in New York. The meeting focused on ecolabelling to advance sustainable consumption and production.



## 2009 Financial Statement

### The Global EcoLabelling Network

Year End—December 31, 2009

#### Revenues (in USD)

Membership fees	\$ 105,837
Japan Environment Association contribution	\$ 24,000
Other income	\$ 103
<b>Total:</b>	<b>\$ 129,940</b>

#### Expenses (in USD)

Personnel	\$ 66,847
Website Maintenance	\$ 1,194
Project Work	\$ 25,040
Travel	\$ 7,536
Annual General Meeting	\$ 10,000
Marketing/Communication	\$ 2,115
Audit and Legal Fees	\$ 1,995
Banking Fees	\$ 2,184
<b>Total:</b>	<b>\$ 116,911</b>

<b>Net Income:</b>	\$ 13,029
<b>Opening Retained Earnings:</b>	\$ 82,348
<b>Closing Retained Earnings:</b>	\$ 95,377



## The Global Ecolabelling Network Board of Directors



### Robin Taylor, Chair of GEN

Robin is the current General Manager of the New Zealand Ecolabelling Trust which administers the Environmental Choice New Zealand programme on behalf of the New Zealand Government. He has a degree in Economics with graduate qualifications in Marketing. He has held several Marketing & Sales positions in the tobacco, pharmaceutical and electricity industries in the UK, Europe and New Zealand. In addition he was joint CEO and part owner of his own business for several years before turning his hand to environmental issues.



### Bjorn-Erik Lonn

Bjorn-Erik has been General Manager of the Nordic Ecolabelling Board since 1993, and holds an MSc from the University of Helsinki in fish toxicology. He was previously the General Secretary for the Recreational Fisherman's Association in Finland and Senior Engineer at VEAS, a municipal sewage treatment plant near Oslo for almost eight years.



### Eva Eiderström

Eva is currently Head of the Department at 'Shop and Act Green-Good Environmental Choice Ecolabel' in Sweden. This organization is part of The Swedish Society for Nature Conservation (SSNC), an environmental organization with power to bring about change.



### Linda Chipperfield

As V.P. of Marketing and Outreach at Green Seal, Linda works to promote science-based standards and the power of the marketplace to create a more sustainable world. Linda has 25 years of experience in creative brand marketing. Prior to joining Green Seal in 2006, she was Creative Director and Team Leader at Noble & Associates, a national communications agency. As an environmental activist, Linda co-founded Southwest Missouri Citizens for Clean Energy, and served on the Executive Committee for the Missouri Sierra Club and the Regional Conservation Committee for the National Sierra Club.



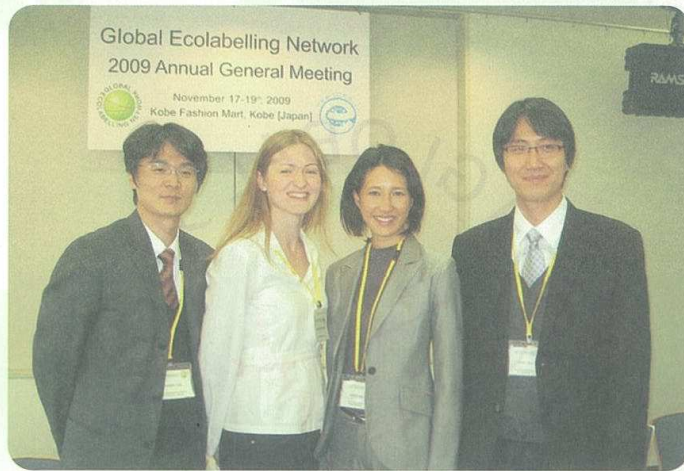
### Dr. Ning Yu

Dr. Yu is currently the President of the Environment and Development Foundation (EDF) in Chinese Taipei. EDF acts as: (1) a third-party eco-product certification body, (2) a government technical arm for strategic planning of green consumption and (3) information hub for global environmental issues. Dr. Yu is one of the founders and had served as the Board of Director (1994 to 2000 and 2007 to present) and Chair (2003 to 2006) of the Global Ecolabelling Network (GEN). She had specific experiences in leading several international cooperation projects among GEN members. Another title of her is the Chairperson of the Green Purchasing Alliance. This is a not-for-profit organization formally established in 2008, trying to promote green purchasing toward businesses and general consumers.



### Osamu Uno, Treasure

Osamu currently serves as Secretary General of the EcoMark Office within the Japan Environment Association. Osamu graduated from the University of Tokyo, Faculty of Law, March 1970. He was previously employed at Mitsubishi Estate Co. for more than 30 years; some of his time here included serving on the Board of Directors. He has served on the advisory board of the International Green Purchasing Network, a steering committee regarding the Biomass Mark and a commission regarding eco-labelling Guidelines in Japan.



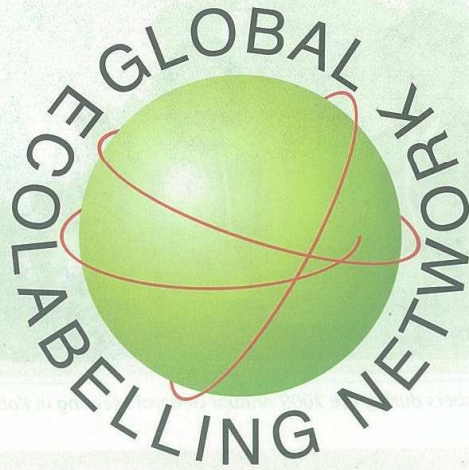
*GEN Members during the 2009 Annual General Meeting in Kobe, Japan*



*GEN Members during the 2009 Annual General Meeting in Kobe, Japan*



*The Global Ecolabelling Network Board of Directors*



**FOR MORE INFORMATION**

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## 附錄 3

我國環保標章制度推動成果英文宣導摺頁



### **GEN and Green Mark Program**

EDF, being the implementation body of the Green Mark Program, became one of the Global Ecolabelling Network's (GEN) founding members in 1994. It has been actively engaged in most of the activities led by or promoted by GEN. The signing of mutual recognition agreements (MRAs) and joint development of Common Core Criteria (CCC) with fellow GEN members, as well as piloting the GENICES's Panel Review process are the three most important achievements so far. Through these initiatives, EDF has received significant feedback and results, especially on the MRA aspect, described as follows.

### **The Practice of Mutual Recognition Agreements**

The mutual recognition agreement (MRA) signed between TerraChoice and EDF in 1998, has been reproduced by dozens of GEN members to enhance cooperation. Besides the MRA with TerraChoice, EDF has also entered into similar MRAs with other GEN members, including Green Seal in USA (1998), TEI in Thailand (2001), KEITI (formerly KOECO) in Korea (2002), AELA in Australia (2004), NZET in New Zealand (2004), JEA in Japan (2004), Living Planet in Ukraine (2005), GENIA (formerly CEA) in the Czech Republic (2006) and PECPSDI in the Philippines (2009).

The practice of MRA may take different forms. The first case happened a few years ago. A printer manufactured by a US-based company and certified by Terra Choice was exempted from product power consumption testing while applying for Green Mark. The second type of practice is for EDF to ask the other party to perform the necessary on-site audit or vice versa. The third type of practice is to have EDF acting as a window to help Taiwanese companies to apply for the use of the other party's logo. Today, there have been more than a dozen successful cases.

The above examples demonstrate that through different levels of MRAs, GEN members may be able to recognize each other's quality management system, test results and reports, and on-site audit and certification reports. Significant financial and environmental benefits may be achieved through properly structured and executed MRAs, which will include reducing the need for duplicate testing and significantly reducing the carbon footprint from long-distance travelling. EDF strongly believes



that through efforts such as MRAs, common core criteria and GENICES, the prospect of promoting green products and services can be greatly enhanced; and that promotion of MRAs should continue to be a priority task among GEN members and be looked upon as the first step in harmonization of global ecolabelling efforts.

# Taiwan Green Mark Program in Chinese Taipei



Environmental Protection Administration,  
Executive Yuan, R.O.C. (Taiwan)





## The Green Mark Program in Chinese Taipei

### Overview of Green Mark Program

The Green Mark Program (“Program”) is the official eco-labelling program in Chinese Taipei which was founded in 1992 by the Environmental Protection Administration (TEPA). At present, the Program has issued Green Mark eco-label certificates to nearly 6,000 products under 112 product categories, including various cleaning products, office supplies and equipment, energy/water-saving products, home appliances, information technology products, construction materials, etc.

The Program is instrumental in the government’s green procurement program which has been in place since 2002, as the Green Mark products are designated as the top priority products for government agencies and all publicly-owned enterprises/schools/hospitals to choose from. There are currently 43 designated Green Mark categories with preferential procurement status, and the government has set 88% of total procurement spending in these categories as the goal for government agencies’ green procurement efforts. In recent years, total annual government green procurement spending has been around NT\$ 7-8 billion.

After close to 17 years of operation, the Program has evolved and shifted to electronic management for most of its operations, including application processing, license renewal and licensed product statistics, except document review and on-site audit. Through the Program website, <http://greenliving.epa.gov.tw/GreenLife/>, Green Mark applicants/ licensees may submit on-line applications and

eco-labeled product statistics. Interested parties may obtain all relevant green purchasing information and Program implementation statistics from the same site.

Since 2008, TEPA has expanded its promotion of green purchasing to the private sector, with the Program spearheading the efforts in establishing a Taiwan Green Purchasing Alliance (TGPA) and encouraging private companies to practice green purchasing and to green the supply chain. Under the sponsorship and direction of TEPA, TGPA has partnered with Environment and Development Foundation (EDF) in organizing a series of activities directed at promoting green private sector purchasing, including:

**Eco-product exhibition:** In 2007, TGPA helped organize the successful 2007 Green Living Expo in Chinese Taipei, and attracted a total of 80,000 visitors among from general consumers. A similar type of Expo is expected in 2011.

**Green Stores:** Initiated in 2007 as a TGPA project sponsored by the TEPA, the project seeks to work with local Environmental Protection Bureaus in soliciting local retailers to become “green stores.” In order to qualify as a green store, the retailer needs to comply with the “Code of Good Practice for Green Stores.” At present, there are over 9,956 green stores registered at TEPA and the number is still increasing. Green Stores will be able to display a specifically designed logo at its entrance.

**Green Marketing Award—Retailers:** All Green Stores are eligible to participate in the Green Marketing Award for Retailers, sponsored by TEPA. Since 2007, almost all the major chain stores such as B&Q, Geant, RT-Mart and Carrefour, entered the contest with immense interest.

**On-Line Store of Green Products:** An On-Line Store of Green Products (<http://www.buygreentv.net>) was established by TEPA in 2007. The green products marketed on this store include not only Green Mark but also Water Conservation- and Energy Saving -labeled products.

**Training Materials:** TGPA helped develop 4 different versions of basic training materials on green purchasing in 2008, focusing on the topics of green consumption and Green Mark, government green procurement, private sector green purchasing, and promotional skills, respectively.

**Green Voucher:** TEPA has selected two Green Stores to pilot a Green Voucher plan this year to broaden the practice of green consumption among the populace. A total of NT\$5 million in vouchers will be issued which can be exchanged for Green Mark products in designated stores. If this trial project is successful, it will become a part of all government agencies’ green procurement plans in 2011 to encourage the use of Green Vouchers in place of providing policy promotion materials, awards and gifts.

