

**The focus of Environmental Information System (ENVIS) scheme is to disseminate environmental information to decision makers, policy planners, scientists and researchers across the world.**

**CERC-ENVIS, Resource Partner to MoEF&CC works on the thematic mandate of 'Environment Literacy - Eco-labelling and Eco-friendly Products' This bi-monthly e-bulletin features latest of Environment , developments and innovations.**

**ECO Mark Scheme**

ECO Mark Scheme was instituted by the Government of India for labeling of environment friendly products. The Scheme is being administered by the Bureau of Indian Standards. The Scheme covers various product categories like Soaps and Detergents, Paints, Food Items, Lubricating Oils, Packing/Packaging Materials, Architectural Paints and Powder Coatings, Batteries, Electrical and Electronic Goods, Food Additives, Wood Substitutes, Cosmetics, Aerosols and Propellants, Plastic Products, Textiles, Fire-extinguisher, Leather and Coir & Coir Products. The presence of ECO Logo along with ISI Mark on a product indicates that the product meets certain Environmental criteria along with the Quality requirements as specified in the relevant Indian Standard. For implementation of the Scheme, BIS is responsible for the following functions:

- Renewal, Suspension and Cancellation of the Licence
- Undertaking Inspections and taking Samples for analysis of any material or substance in relation to which the ECO Mark has been used.

Source: <https://www.bis.gov.in>



**Green Issue**

Consumption of goods and services contributes to the growing global economic activity. Global demand for food, energy and all other goods & services is on the rise. Humans are consumers from cradle to grave. The demand is stressing upon the environment and human capital. Extractive industries, production processes, anthropogenic activities are notable causes of climate change. Unsustainable consumption and production patterns are resulting to environmental destruction such as water and air pollution, land and forest degradation, waste generation and the use of harmful chemical substances. Manufactures and consumers to supply and buy products across the globe need to lessen the environmental impacts, including the biggest amongst them all is; Global Warming. There has been an observation in a shift towards green economy that results in reduced environmental risks, ecological scarcities, human well being & social equity.

Sustainability is currently trending in business development. More and more companies are working on how their activities affecting the environment and looking for the solutions to reduce carbon footprints. Majority of developed and developing nations have taken steps to achieve or implement plans to keep the impacts of use of natural resources well within safe ecological limits. One of such approach is Environmental certification. It plays a key role to reassure the consumers and investors that the greener products and services are in fact greener than the other products offered in the market. The shift towards sustainability in the business area brings out benefits to the environment and humans. It also brings the producers and consumers close and becoming informed on environmental threats. The movement has thus increased the importance of **Environmental Certification**. Environmental Certification is where an independent agency; government/ non-government organization or industry group, a third party verifies that a product is produced following sustainable practices at each step i.e. from extraction of raw materials to its disposal.

Environmental certification is a method used to monitor and improve environmental practises. These practices are reviewed annually so as to make sure that the company maintain its environmentally friendly activities. In addition to that, the certification works to make the company's environmental efforts more visible and provides assurance to the consumers that the product which they are buying is environment and human friendly.

**Key features of the environmental certification:**

- Encourages environment changes in the business
- Certification effectiveness promises the responsible practices
- Global standards and indicators creates an environment for adaptation
- A learning tool for companies
- Strengthens the existing focus area. For example, welfare of woods, welfare of fish etc.
- Improves traceability and transparency
- Promotes behavioural change
- Easy to identify the product of consumer's preferences
- Tackles climate change
- An easy way ay to assess environmental impacts
- Increases trust and credibility of a product
- Empowers consumers
- Promotes sustainability
- Helps in achieving Sustainable Development Goals 2030
- Awareness on sustainability

**Role of Certification in Promoting Sustainability**



Eco-certifications are usually applied to products as well as to an entire process. Environmental certification is applied to various products/industries such as building, energy, cosmetics, forest, aquaculture etc.

**Few of them are listed below:**

<p><b>Energy Star</b></p> <p>Energy Star is a certification established by the United States Environmental Protection Agency that ensures products, services and buildings are meeting energy efficiency standards.</p>  <p><a href="https://www.energystar.gov/">https://www.energystar.gov/</a></p>	<p><b>Green Seal Certification</b></p> <p>Green Seal certification is based on numerous environmental leadership standards, which contain performance, health, and sustainability criteria.</p>  <p><a href="https://greenseal.org/">https://greenseal.org/</a></p>	<p><b>LEED (Leadership in Energy &amp; Environmental Design)</b></p> <p>LEED is an ecology-oriented building certification program run under the sponsorships of the US Green Building Council (USGBC). LEED concentrate its efforts on improving performance across five key areas of environmental &amp; human health: energy efficiency, indoor environmental quality, materials selection, sustainable site development &amp; water savings.</p>  <p><a href="https://www.usgbc.org/leed">https://www.usgbc.org/leed</a></p>
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Given a thought there are hurdles for Environment Certification such as; availability of financial and human resources; availability of time; and involvement of human resources. Trustworthy certifications that involve external, third party, evaluations, and ongoing assessment are the most reliable certifications. They do help us to avoid green washing and gives a clear picture of sustainability in business. Eco-certification will definitely grow the market for certified goods. Environmental certification is the need of the hour. It plays a key role in achieving sustainable goals as well as contributes to tackle climate change. An increase awareness in public and industry & implementation of eco-certification will move the world towards the path of sustainability.

**Eco-Tips**

**Choose the products wisely for the benefit of environment and human health. Let us make an environment conscious choice while shopping too!**

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