

What is the difference between environmental claims and ecolabel?

CLAIM?

LABEL?

Environmental claims, also termed “Green Claims”, are assertions made by firms about the environmentally beneficial qualities or characteristics of their goods and services. Claims are based on self-declarations by manufacturers or retailers & it comes under ISO type II ecolabels.



An Ecolabel identifies products or services proven to be environmentally preferable within a specific category. These labels authenticate that the services or products that contain them cause less impact on the environment than others. They are awarded by a third party that is totally impartial and becomes the entity in charge of certifying the value of the service or product and it comes under ISO type I ecolabels.



Objectives of the Ecomark scheme

To provide an incentive for manufacturers to reduce adverse environmental impact of products

To reward genuine initiatives by companies to reduce adverse environmental impact of their products and processes

To assist consumers to become environmentally responsible by providing sufficient information to take account of environmental factors in their purchasing decisions

To improve the quality of the environment and to encourage the sustainable management of resources.

To encourage citizens to purchase products, which have less harmful environmental impacts



What are Ecolabels ?

Ecolabels are seals of approval given to products that are deemed to have fewer impacts on the environment than functionally or competitively similar products.

What is Ecolabelling?

Ecolabelling is a voluntary method of environmental performance certification and labelling that is practiced around the world. An ecolabel identifies products or services proven to be environmentally preferable within a specific category.





BENEFITS OF ECO-LABELLING

- Δ Eco-labelling showcases the commitment of the organization towards making environment-friendly products.
- Δ Empower consumers to make choices about environmentally sustainable consumption.
- Δ Eco-Labels facilitate international trade in various sectors.
- Δ It is a valuable kit to communicate environmental benefits of a product.
- Δ It provides substitution for environmentally preferable materials.
- Δ It reinvents the concept of product with respect to the environmental impacts.
- Δ It provides an effective & easy to use tool for procurement programs.
- Δ It increases awareness of environmentally responsible activities.
- Δ Economic benefits arising from more efficient processes and thoughtful sustainability initiatives
- Δ Eco-Label has resulted in more energy-efficient products, significant cost-savings and considerable reduction in emission of greenhouse gases etc.



CRITERIA OF ECO MARK - INDIA

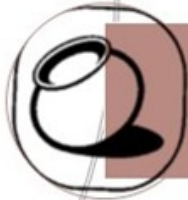
The criteria are based on the cradle-to-grave approach, i.e. from raw material extraction to manufacturing and to disposal. The basic criteria cover broad environmental levels and aspects, but are specific at the product level. A product is examined in terms of the following main environmental impacts:



That they have substantially less potential for pollution than other comparable products in production, usage and disposal.



That they are recycled, recyclable, made from recycled products or bio- degradable, where comparable products are not;



That they make significant contribution to saving non-renewable resources including non-renewable energy sources and natural resources compared with comparable products;



That the product must contribute to a reduction of the adverse primary criteria which has the highest environmental impact associated with the use of the product and which will be specifically set for each of the product categories.



Source: https://thefactfactor.com/facts/law/civil_law/environmental_laws/ecomark/1287/



Types of Eco-labelling according to ISO 14020 series

Type I Environmental labeling - Principles & procedures

Type I programs employ a third-party certification process to verify product or service compliance with a pre-selected set of criteria. Provides guidance on developing criteria, compliance, systems, and operating procedures for awarding eco-logos for third-party verifiers.

Example:



Type II Environmental labeling - Self-declared environmental claims

Defines commonly used environmental claims, establishes use guidelines for the Mobius loop markings, and suggests methodologies for tests that can be used to verify these claims.

Example:



Type III Environmental declarations

Specifies a format for reporting quantifiable life cycle data (environmental loads, such as energy used, emissions generated, etc.) Describes business-to-business declarations and labels, which require independent verification of the data only, not third-party certification. Business-to-consumer declarations require third-party certification.

Example:



A three-tiered system

- Selection of the logo for the 'Ecomark'.
- Creating mass awareness for promotion and acceptance of the Scheme.
- Determining the product categories to be taken up under the Scheme.
- Coordinating ways of ensuring active involvement of industry in the Scheme.
- Securing involvement of other Ministries, Government Departments, Industry Associations and NGOs.
- Formulation of strategies for future development of the Scheme.
- Identifying institutions in India and outside which are engaged in standardization of any product/process or improvement of the quality of any product/service.
- Promoting comparative testing programs of products.
- Supporting research programs for the formulation of the Ecomark products in the interest of consumers.



- Identification of the specific products for classification as "environment friendly".
- Reviewing the existing state of knowledge & the environmental criteria followed in other countries.
- Recommending the most appropriate criteria & parameters to designate various products as environment friendly including the most important criteria or the individual products that have been specified for the purpose.
- Reviewing the various technologies available for determining the criteria.
- Recommending various laboratories and analysts for product assessment to the MoEF.
- Evaluation of the environmental impact of the product and criteria from time to time.
- Reviewing, from time to time, the implementation of the Schemes by the BIS.
- Setup sub committees for each product category, if so required, including formulation of test programmes for comparative testing.
- Set up expert panels to advise it on specific products.

- Assess the product for the Ecomark, and certify the product for award of the Ecomark.
- Review, suspend or cancel a licence, for the use of the Ecomark.
- Inspect whether the product, which uses an Ecomark conforms to the contract or is improperly used in relation to any article or process with or without licence.



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

