

WORLD ECOLABEL DAY



8th October 2020

MoEF&CC's Environmental Information System Resource Partner,
Consumer Education & Research Centre

A global day to celebrate ecolabel products and services that protect you and the planet

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.

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.

What
is
Ecolabelling?



BENEFITS OF ECO-LABELLING

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

Eight beaches in India, across five states and two union territories, have been awarded the prestigious

'Blue Flag' certification



Support eco-friendly products

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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