



Eco Label, Ecomark and Marketing





Green Consumerism and Eco-labelling

Dr. Anil Champalal Bhavsar

M. S. G. College, Malegaon Camp, Nashik, Maharashtra

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During marketing of each product or service, if it is labeled properly, it makes consumers more informed and product manufacturers attract investors' attention by demonstrating progressive thought and action. There are so many labels, standards, symbols or logos available across the world. It helps the consumer to understand the implications of their buying decisions. These are ISI mark; ISO standards; Ag Mark; and eco labels of European Unions, USA, China, Japan, India, and other countries. Green Single is one of these green labels given to products and services not harmful to the environment. The present article narrates the different types of the labels of ISO and schemes of eco labelling across the world. Author concludes that eco-labeling to products and services are better to sale goods all over the world. Specially, European countries are giving more importance to the green labelling, so for export to these countries eco-labeling is important, so that it can be easily accepted.

Keywords:

Green Labelling, Eco-labelling, New Environmental Policy Instruments, Life Cycle Analysis, ISO, International Standards Organisation

Labelling Wool Products for Animal Welfare and Environmental Impact

Gwendolyn Hustvedt¹, Hikaru Hanawa Peterson² & Yun-Ju Chen²

1. Department of Family and Consumer Sciences, Texas State University-San Marcos, San Marcos, TX, USA

2. Department of Agricultural Economics, Kansas State University, Manhattan, KS, USA

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ISSN 1470-6423

The notable growth of the market in recent years indicates apparel consumers' interest in organic fibre products. Yet less is understood about how apparel consumers would respond to labelling for other credence attributes associated with animal-fibre products, such as animal welfare or eco-friendliness. An online survey of 507 U.S. consumers was used to compare consumers' reactions with a variety of labelling schemes for wool product attributes, including animal-friendly, organic and environmentally friendly production. Consumer segments were created based on frequency of label choice, and analysis of variance and multinomial logit regression were used to identify and characterize the demographics and psychographics of the consumer segments that found labelling for animal welfare or environmental concerns appealing. The study identified a segment of consumers (19% of the sample) who were motivated to purchase apparel products labelled for animal welfare. These animal-focused consumers could be identified with relatively high accuracy from the demographic and psychographic variables in the model. The model variables, which included familiarity with organic products and self-perceived knowledge about environmental damage related to apparel production, were not effective in identifying the environment-focused apparel consumers. The results also demonstrated the ability of a general belief in animal rights to motivate the apparel consumers in the sample, suggesting that acting on a concern for animals could be a more powerful motivation for consumer behaviour than acting on a concern for the environment.

Keywords:

Wool, Apparel, Animal Welfare, Organic, Country-of-Origin, Eco-Labels, Eco-Friendly, Environmentally Friendly Production, Eco label and Trade



Creating markets for eco-labelling: Are consumers insignificant?

Lars H. Gulbrandsen

The Fridtjof Nansen Institute, Lysaker, Norway

International Journal of Consumer Studies, Volume 30, Issue 5, September 2006, 477–489p.

ISSN 1470-6423

The proliferation of voluntary certification and labelling schemes for environmentally and socially responsible production is often seen as driven by companies and consumer demand. Through a careful examination of the initiation and spread of such initiatives in the fishery and forestry sectors, this paper challenges a rational-economic perspective that sees the spread of non-state governance schemes primarily as a market-driven phenomenon. Drawing on a political consumerism perspective, the paper argues that transnational environmental group networks and their targeting of firms were key to the emergence of non-state eco-labelling schemes, and that most firms decided to support or participate in such schemes only after intensive environmental group pressure. The paper opposes the view that non-state governance challenges traditional state authority, by showing that states, through public procurement policies and support, contributed to create markets for forestry and fishery labelling in many countries. Although some states have been more sceptical of fishery labelling, largely because of the way fishery resources are managed, they have come to accept it as a helpful supplement to public rules and regulations.

Keywords:

Certification, Consumer Influence, Eco-Labelling and Market, Environmental Governance, Non-Governmental Organizations

Eco-Labelling and Stages of Development

Arnab K. Basu¹, Nancy H. Chau² and Ulrike Grote³

1. College of William & Mary, Williamsburg, VA USA

2. Southern Illinois University, Carbondale, IL 62901-6899, USA

3. Institute for Environmental Economics and World Trade, University of Hannover, Königsworther Platz 1, 30167 Hannover, Germany

Review of Development Economics, Volume 7, Issue 2, May 2003, 228–247p.

ISSN: 1467-9361

The paper examines the effectiveness of eco-labelling in providing a market-based solution to the under-consumption of eco-friendly products in developing and developed countries. The authors show that whether labelling is an effective device in solving the problem of asymmetric information between sellers and buyers, or whether false labelling severs the link between willingness to pay and environmental conscious production choices, depends crucially on how monitoring intensities respond endogenously to economic growth, openness to trade, and technology transfers. In particular, by accounting for endogenous policy responses to economic growth, it is shown that an inverted-U relationship exists between consumer spending on eco-unfriendly products and national income. In addition, while international trade unambiguously benefits the environment in the presence of eco-labelling with perfect enforcement, trade openness may nevertheless delay the turning point of the growth and environment relationship, when the cost of enforcement falls disproportionately on developing countries, and when environmental policies are employed to reap terms-of-trade gains.

Keywords:

Eco-Labelling, Economic Growth, Endogenous Policy, International Trade



Eco-labelling and Textile eco-labelling

Brian J McCarthy and Brian C Burdett

BTTG, Shirley House, Wilmslow Road, Didsbury,
Manchester, M20 2RB, UK

**Review of Progress in Coloration and Related
Topics, Volume 28, Issue 1, June 1998, 61–70 p.**

ISSN: 1478-4408

Importance of eco labelling and its philosophy in the life is increasing across the world. Eco labelling schemes- national and international is continuing to proliferate and causing confusion in the market place. The aim of this review is to provide the present status of different and major eco labelling schemes. National and international ecolabelling schemes continue to proliferate, causing increasing confusion in the market place. It has specifically focused on the leading textile related schemes across the world. It has discussed the different EU textile eco labels which are national labels and so called private labels that cover a wider geographical area. The terminology distinguishes these from EU eco labelling policy. It has discussed individually the private labels-Ecotex, Oekotex, and GuT and the national labels—Nordic Swan, Swedish Nature Conservation Society, Skal Organic, and Stitching Milieukeur.

Keywords:

Eco Labelling, National Labels, Private Labels, EU Eco Labelling Policy, Eco labeling Scheme and Market

Eco-Labels and International Trade in Textiles

Wesley Nimon¹ and John C. Behgin²

1.North Carolina State University

2.Trade and Agricultural Policy Division of CARD, Iowa State University

**American Journal of Agricultural Economics, Volume 81, No.
5, Proceedings Issue (December, 1999), 1078-1083p.**

ISSN: 1467-8276, ISSN: 0002-9092

This paper provides a formal analysis of the welfare and trade implications of eco-labelling schemes. A simple model of vertical (quality) differentiation captures major stylized features of the textiles market in which trading takes place between an industrialized North (domestic) and a developing South (foreign). The paper investigates several labelling scenarios (labelling by North, labelling by both North and South, and harmonization). A labelling scheme in the North without the South's participation is detrimental to both the North's and the South's producers of conventional textiles. In aggregate, the North's textiles industry benefits from the introduction of the label. If the South creates its own label, it regains market share in aggregate, but at the cost of its conventional textiles sector; both of North's industries lose. Consumers gain with a wider choice and with higher quality of textile goods. They would favor upward international harmonization of eco-labels towards the higher quality of the North, as long as the South participates in production and provides some cost discipline.

Keywords:

Eco-Labels, Textiles Markets, Trade and Ecolabelling, International Trade



Legal and Trade Issues Related to Eco-Labeling: Bangladesh Perspectives

Jona Razzaque

Staff, Lawyer Foundation for International
Environmental Law and Development (FIELD) 52-53
Russell Square, London WC1B 4HP, United Kingdom

**Journal of Bangladesh Institute of International and
Strategic Studies (BISS), Volume 24, No.4, October
2003, 529-562p.**

ISSN: 1010-9536

This article raises certain legal and policy issues arising from the use of labelling for environmental purposes (eco-labels) in international trade, and the implications for market access, particularly for products from developing countries. Eco-labelling was identified as a significant area in Agenda 21 (1992) and in Doha Declaration (2001). More recently, the Johannesburg Plan of Implementation (WSSD, 2002) also recognized the importance of consumer information related to sustainable consumption and explicitly noted the need to continue work in this area. Eco-labels may potentially enhance the terms of trade of those developing countries able to accurately translate the mood of industrialized country consumers into environmentally friendly product development. There are also hopes that eco-labelling could provide new opportunities for attracting capital investment and joint ventures in developing countries, such as Bangladesh. This article raises certain legal and policy issues arising from the use of labelling for environmental purposes (eco-labels) in international trade, and the implications for market access, particularly for developing country products. Of particular interest are transparency issues relating to the design and implementation of voluntary eco-labelling schemes; the criteria used in the design of eco-labels which increasingly reflects the life cycle of products; and the WTO treatment of eco-labelling. Eco-labelling was identified as a significant area in Agenda 21 (1992) and in Doha Declaration (2001). More recently, the Johannesburg Plan of Implementation (WSSD, 2002) recognises the importance of consumer information related to sustainable consumption and explicitly noted the need to continue work in this area. The financial cost of eco-labelling could be quite high. At the same time, eco-labelling is seen by some as an important element for gaining access to 'green' markets. Eco-labels may potentially enhance the terms of trade of those developing countries able to accurately translate the mood of industrialised country consumers into environmentally friendly product development. There are also hopes that eco-labelling could provide new opportunities for attracting capital investment and joint ventures in developing countries, such as Bangladesh. As a least developed country with a big emerging market, Bangladesh needs to have a better understanding of issues of eco-labelling. Therefore, this paper discusses the challenges and opportunities eco-labelling may create for Bangladesh

Keywords:

International Trade, Eco-Labeling, WTO, Agenda 21,
Doha Declaration, Environmentally Friendly Product, Bangladesh

Ecolabelling: Consumers' Right-To-Know or Restrictive Business Practice?

Kristin Dawkins

Institute for Agriculture and Trade Policy
2105 First Ave. S. Minneapolis, Minnesota 55404

Global Environment and Trade Study (GETS), GETS Paper #95-3

In recent years, environmental concern has stimulated new initiatives in labelling policies, which have been used to protect consumer health and safety for more than a century. Voluntary "ecolabelling" schemes now exist in dozens of countries, as official governmental policy or promoted by non-governmental organizations, and internationally. As trade expands, international cooperation amongst ecolabelling schemes is required. Negotiated agreements based on equivalent environmental impacts or mutual recognition between national schemes is feasible, but only if there is a careful balancing of all interests. By definition, ecolabelling imparts preferential access to markets for producers complying with certain processing and production methods. Such discrimination may conflict with the GATT's Most-Favoured-Nation rules and certainly generates new competitive pressures amongst producers. In particular, producers with scarce capital may lose markets and low per capita income countries may lose valuable foreign exchange. When ecolabelling criteria are stringent, producers lacking assured returns on their environmental investments may seek to undermine implementation. When ecolabelling criteria reflect a nation's domestic preferences, foreign producers may challenge them as trade barriers. When processing and production criteria are uninformed by an internationally standardized life cycle analysis, negotiations for equivalency and mutual recognition may fail. When producers are denied access to the ecolabelled market niche for any of these reasons, existing trends towards monopolistic global trade are exacerbated; ecolabelling itself may become a restrictive business practice enhancing the market shares of major transnational corporations. Especially when ecolabelling and certification bodies, or other decision making institutions, are captured by powerful interests, the implementation of an effective ecolabelling policy may be impossible. In the present period of international institutional evolution, broad and balanced participation is essential to ensure both the design and the implementation of effective policies to achieve sustainable patterns of production and consumption.

An earlier version of this paper was presented at the Max Planck Institute for Comparative Public Law and International Law Symposium on "Enforcing Environmental Standards: Economic Mechanisms as Viable Means?" Heidelberg, Germany, July 5-7, 1995.

Keywords:

Trade Barriers, Ecolabelling, GATT, Trade and Ecolabelling, Life Cycle Analysis,
Eco label Market



Awareness of Eco-label in Malaysia's Green Marketing Initiative

Nik Ramli Nik Abdul Rashid

Faculty of Business Management, Universiti
Teknologi MARA Perlis, Malaysia

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Volume 4, No 8, 2009, 132-141 p.**

ISSN 1833-3850, ISSN 1833-8119

Consumer awareness of the environment and preference for more environmentally benign products appears to be growing steadily around the developed world and also some developing countries. The Malaysian government too has responded very positively to this challenge. In 1996 Standards and Industrial Research Institute of Malaysia (SIRIM) launched the national eco-labelling program verifying products according to environmental criteria such as environmentally degradable, non-toxic plastic packaging material, hazardous metal-free electrical and electronic equipment, biodegradable cleaning agents and recycled paper. Federal Agriculture Marketing Authority (FAMA) has the Malaysia Best logo for environment friendly agriculture product and the Malaysian Energy Commission for energy efficient electrical products. But is the Malaysia consumer ready for the eco-label? Taking into consideration the infancy stage of the Malaysia green marketing initiative, traditional approach to evaluating local consumer receptiveness to the eco-label might not be suitable. This paper approaches the introduction of eco-label with two perspectives in mind. Firstly, while earlier studies from the western scholars use eco-label as a part of the augmented product, this study introduces eco-label as a separate moderating variable. Secondly, the choice of employees working in ISO 14001 certified organization as the study population explore a potentially conducive place to initiate a systematic effort in developing a green consumer community. The result is very encouraging. This study has clearly shown that, with some exposure to environmental related experiences (such as those who were working with organization implementing the EMS) Malaysian consumer would indeed react positively to the eco-label. In fact, for situation that requires them to consider environmental aspects of a product that they wish to purchase, the eco-label will definitely be the crucial factor that will push them to make the right purchase choice.

Keywords:

Eco-Label, Environmental Attitude, Malaysian Ecolabelling, Green Products, ISO14001, Environment friendly Agriculture Product, Eco labeling and Marketing

Eco-Labeling Perspectives amongst Malaysian Consumers

**Nik Ramli Nik Abdul Rashid¹
Kamaruzaman Jusoff (Corresponding
author)² and Kamsol Mohamed
Kassim³**

1.Faculty of Business Management, Universiti Teknologi MARA
Perlis, Malaysia

2.Faculty of Forestry, Universiti Putra Malaysia

3.Faculty of Business Management, Universiti Teknologi MARA
Perlis, Malaysia

Canadian Social Science, Volume 5 No. 2, March 2009, 1-10p.

ISSN 1712-8056, ISSN 1923-6697

This study explores the Malaysian consumers' trust of an eco-label and the influence it has in their choice for the corresponding environment friendly product. Taking into consideration the infancy stage of the Malaysia green marketing initiative, traditional approach to evaluating local consumer receptiveness to the eco-label might not be suitable. This paper approaches the introduction of eco-label with two perspectives in mind. Firstly, while earlier studies from the western scholars use eco-label as a part of the augmented product, this study introduces eco-label as a separate moderating variable. Secondly, the choice of employees working in ISO 14001 certified organizations as the population explore a potentially conducive place to initiate a systematic effort in developing a green consumer community. The result is very encouraging. This study has shown that, with some exposure to environmental related experiences Malaysian consumer would indeed react positively to the eco-label. In fact, for situation that requires them to consider environmental aspects of a product that they wish to purchase, the eco-label will definitely be the crucial factor that will push them to make the right purchase choice.

Keywords:

Consumer, Eco-Labeling, Environment Friendly Product, ISO 14001, Eco-label, Green Products, Environmental Management System, Eco label and Trade



Ethno-Cultural Differences and Consumer understanding of Eco-Labels: An Empirical Study in Malaysia

Elham Rahbar¹ and
Nabsiah Abdul Wahid²

1. School of Management, Universiti Sains Malaysia, 11800, Penang, Malaysia
2. Graduate School of Business, Universiti Sains Malaysia, 11800, Penang, Malaysia

**Journal of Sustainable Development, Volume 3,
No. 3: September 2010, 255-262 p.**

ISSN 1913-9063, ISSN 1913-9071

Firms have been using eco-label as a tool to inform consumers of the environmental characteristics of their products. The essential issue for marketers in international markets particularly in countries with multi-ethnic population such as Malaysia is to identify the existence of different ethnic groups and their responses (i.e. behaviour) to their products. The purpose of this article is to examine whether different ethnic groups display different perception on eco-label. Results indicate that Malay, Chinese and Indian, the three major ethnic groups in Malaysia differ in their awareness, recognition and perception of the eco-label. The findings imply the importance of ethnicity whereby marketing managers should consider ethno-cultural differences when marketing and promoting their eco-labeled products in the market to achieve competitive advantage.

Keywords:

Eco-Label, Ethnic Groups, Malaysia, Eco label and International Market

New Approaches to Ecolabelling of Paints in Ukraine

Nina V. Merezhko and Oksana G.
Zolotarova

Kyiv National University of Trade and Economics, Kyiv,
02156, Ukraine

Forum Ware International, Volume 2, 2011, 6 p.

ISSN 1810-7028

This paper reveals the results of long standing collaboration of the government, science and business representatives aimed to reduce environmental impacts during production, application and disposal of paints. The importance of environment protection problem and the impacts during manufacturing and consumption of paints raise an interest to development of methods to reduce such impacts. Eco-labelling acceptance has been growing worldwide as a market based instrument to promote pollution prevention and sustainability. Paints ecolabelling scheme was developed in Ukraine under the programme of ecolabelling carried out by the ngo "Living planet", the member of Global ecolabelling network. Ecological aspects gain more importance, since the public is increasingly aware of environmental problems.

Keywords:

Ecolabelling Schemes, Ecolabelling Criteria, Paints, Global Ecolabelling Network, Ecolabel and Market



Eco-Labeling for Buildings

**Andreas Blum, Clemens Deilmann
and Frank-Stefan Neubauer**

Institute of Ecological and Regional
Development, Department Building Ecology,
Weberplatz 1, D-01217 Dresden, Germany

**Towards Sustainable Building, Part 1, Nicola Maiellaro Ed., Springer:
Netherlands, 2001, 43-57 p.**

ISBN 978-90-481-5824-9, ISSN 978-94-017-3563-6

The dynamic character of the concept of sustainable development requires a continuous improvement of specific environmental performance in the building sector. Ecological construction that goes beyond general standards therefore needs voluntary engagement at the highest possible level. At the same time, outstanding ecological "better practice" in the construction industry often cannot be sufficiently distinguished by the general public from the growing number of overblown private eco-labelling schemes. Self-determined labels declaring a building (product) to be "ecological", "environmentally friendly" or "sustainable" often appear largely arbitrary or highlight just single aspects of the overall environmental impact of a building. At the same time, existing assessment and labelling schemes are of an extremely varied nature, rendering comparison even more difficult. This article is the chapter of a book 'Towards Sustainable Building' edited by Nicola Maiellaro.

Keywords:

Environmental Performance, Ecological, Environmentally Friendly, Sustainable Building, Ecolabel and Market, Construction Industry and Ecolabel

Selection of product categories for a national eco-labelling scheme in developing countries: a case study of Vietnamese manufacturing sub-sectors

**Van Nam Thai, Tohru Morioka, Akihiro
Tokai, Yugo Yamamoto, and Takanori
Matsui**

Division of Sustainable Energy and Environmental Engineering,
Graduate School of Engineering, Osaka University, Yamadaoka 2-1,
Suita, Osaka 565-0871, Japan

**Journal of Cleaner Production, Volume 18, Issue 14, September 2010,
1446–1457 p.**

ISSN 0959-6526

Although the selection of product categories is a deciding factor for the success of eco-labelling schemes, there are no consistent methods for determining selection factors and how to prioritise product categories for developing countries (DgCs). This paper attempts to identify appropriate factors for product category selection and formulate a prioritisation method applicable to DgCs. Authors first examined the selection factors currently utilised in schemes worldwide by conducting a questionnaire survey of representatives of foreign schemes. Selection factors were illustrated on a plot graph, which indicated the percentage of factors implemented in the schemes of DgCs and developed countries (DGs), and their plausibility assessed when utilised in the schemes of DgCs. In this way, we proposed three groups of factors: an exclusion factor, five core factors and seven operational factors. Then, under the conditions of DgCs, such as socioeconomic issues and availability of data, they used and modified some judging guidelines of the European Ecolabel (the EU Flower), e.g. determining the environmental impacts and potential of environmental improvements, in the scoring method to prioritise product categories by weighting factors. In light of the findings, authors utilised the proposed factors and modified the scoring method to prioritise the screened primary list of product categories of Vietnamese manufacturing sub-sectors. By scoring factor-based questions and prioritising in three ways, i.e. following the scoring method of the EU Flower programme, totalling all values with equal weighting, and totalling all values but by doubling the weighting of core factors compared with operational factors, it is observed that the weighted prioritisation differentiates priority product categories more clearly than the other methods. Authors propose the two highest potential candidates for eco-labelling in Vietnam, namely textile/garment and fishery products.

Keywords:

Developing Countries, Factors implemented, European Ecolabel, Environmental Impacts, Ecolabel and manufacturing units



The Potential Role of Carbon Labelling in a Green Economy

Mark A. Cohen¹ and Michael P. Vandenberg²

1. Professor of Management and Law, Vanderbilt University, and University Fellow, Resources for the Future.

2. Professor of Law and Director, Climate Change Research Network, Vanderbilt Law School

RFF Discussion Paper 12-09, RFF Press: An Imprint of Routledge, Washington, DC April 2012, 32 p.

Over the past several years, labeling schemes that focus on a wide range of environmental and social metrics have proliferated. Although little empirical evidence has been generated with respect to carbon footprint labels, much can be learned from the experience with similar product labels. Authors had first reviewed the theory and evidence on the influence of product labelling on consumer and firm behavior. Next, they considered the role of governments and nongovernmental organisations, concluding that global, multi-stakeholder organisations have a critical part to play in setting protocols and standards. They argued that it is important to consider the entire life cycle of a product being labeled and develop an international standard for measurement and reporting. Finally, authors examined the potential impact of carbon product labelling, discussing methodological and trade challenges and proposing a framework for choosing products best suited for labelling.

Keywords:

Carbon Labels; Voluntary Disclosure, Consumer Behavior, Life-Cycle Analysis, Rebound Effect, Leakage, Trade and Ecolabelling

Eco-labelling: Challenges and Opportunities for Small States and LDCs

Michanne Haynes

Research Officer, Economic Affairs Division, Commonwealth Secretariat

Economic Affairs Division of the Commonwealth Secretariat, Issue 95, 2012, 8 p.

ISSN: 2071-8527 , ISSN: 2071-9914

This issue of **“Commonwealth Trade Hot Topics”** highlights some of the challenges and also opportunities faced by exporters from small states and least developed countries (LDCs) heavily dependent on export markets where the use of voluntary eco-labelling schemes is continuing to grow, particularly in the agri-foods sector. It is observed that large, brand-sensitive retailers implement eco-labelling schemes voluntarily and provide a means to differentiate their products from those of competitors. The study concludes that producing goods and services by recognised environmentally sustainable practices could earn producers a premium price in export markets where consumers are willing to pay this premium.

Keywords:

Least Developed Countries, Agri-Foods Sector, Ecolabelling and Trade



Eco labelling: Overview and Implications for Developing Countries

Eckart Naumann

Development Policy Research Unit, University of Cape Town, Hiddingh Campus

DRDU Policy Brief No. 01/P19, October 2001, 10 p.

This policy brief attempts to provide a brief introduction to eco labelling, and some of the implications thereof for developing countries. Eco labelling by implications links environment with trade and market access issues. Due to vast number of issues relating to this topic, it is only possible to draw attention to some of the more important, mostly non technical ones. This scientific basis used in developing the various product criteria, precludes one from altogether ignoring the technical issues involved. It highlighted the importance of eco label as a guide to consumers and eco labeling has important consequences for market access in foreign countries where ecolabelling standards are well developed and have captured significant market share.

Keywords:

Eco Labelling, Developing Countries, Trade, Market Access Issues

Eco-Labeling Strategies: The Eco-Premium Puzzle in the Wine Industry

Magali A. Delmas¹ and Laura E. Grant²

1.Associate Professor, Center for Corporate Environmental Performance, UCLA Institute of the Environment and Sustainability, La Kretz Hall, Suite 300, Box 951496, Los Angeles, CA 90095-1496
2.Ph.D. Student

Institute for Social, Behavioral and Economic Research ISBER Publications (University of California, Santa Barbara) Paper 12, 2008, 36 p.

Eco labelling signals that a product has been eco-certified. While there is increasing use of eco labelling practices, there is still little understanding of the conditions under which eco labels can command price premiums. In this paper, authors argue that the certification of environmental practices by a third party should be analysed as a strategy distinct from although related to advertisement of the eco certification through a label posted on the product. By assessing eco labelling and eco certification strategies separately, it will be easy to identify benefits associated with the certification process independently from those associated with the actual label. More specifically, it is argued in the context of the wine industry that eco certification can provide benefits, such as improved reputation in the industry or increased product quality, which can lead to a price premiums of wine due to the eco certification of grapes using 13, 4000 observations of wine price, quality rating, varieties, vintage, and number of bottles produced, for the period 1998-2005. Overall, certifying wine increases the price by 13%, yet including an eco label reduces the price by 20%. This result confirms the negative connotation associated by consumers with organic wine. The price premium of this luxury good due to certification acts independently from its label, a confounding result not previously demonstrated by related literature.

Keywords:

Eco Labelling, Eco-Certified, Quality Rating, Organic Win, Eco Certification and Market



Lost in a sea of green: Navigating the eco-label labyrinth

Magali A. Delmas¹, Nicholas Nairn-Birch¹ and Michaela Balzarova²

1. Professor of Management UCLA Institute of the Environment and Sustainability & UCLA Anderson School of Management, La Kretz Hall, #300, University of California, Los Angeles, CA 90095-1496

2. Senior Lecturer in Business Management, Lincoln University, Ellesmere Junction Road/Springs Road, Lincoln Canterbury, New Zealand

UCLA Institute of the Environment, 2012, 24 p.

Eco-labels are widely used to invoke consumer demand for environmentally friendly goods. Many firms are using eco-labels to achieve economic goals by, for example, differentiating their products, mitigating regulatory scrutiny, and gaining access to lucrative green procurement practices. However, the number of new eco-label programs has grown rapidly – from a mere dozen worldwide in the 1990s to more than 427 programs today – with little quality control. For managers, choosing the appropriate label can be risky: a poorly designed label may confuse consumers, attract accusations of greenwashing, and/or ultimately prove to be a fruitless investment. In this article, authors describe a framework that evaluates eco-labels along three dimensions – consumer understanding and awareness, consumer confidence, and willingness to pay – and develops a set of recommendations to help managers choose the most effective labelling option.

Keywords:

Eco-Labels, Sustainable Strategy, Environmental Management, Greenwashing, Ecolabelling and Market

Eco-labelling as a Potential Marketing Tool for African Products: An Overview of Opportunities and Challenges

**United Nations Environment Programme (UNEP).
Programme on Sustainable Consumption and
Production, 36 p.**

The report underlined that the spread of environmental requirements, including ecolabelling and other types of standards, can be expected to continue to increase due to the actions of private market actors, particularly through supply chain contracts and big retail chains. It also emphasises the need to contribute to the design of ecolabelling programmes and accompanying private and public policies that respond to SMEs and developing country needs and conditions, including 'phased approaches' to the introduction of standards, technical equivalence agreements and lower-cost conformity assessment and certification services. This brochure was produced on the basis of the outputs of the activities that were carried under the 'Development of an African Ecolabelling Scheme'. This is one of the activities implemented as part of the project on 'Supporting the implementation of the African 10 Year Framework Programme on Sustainable Consumption and Production and the work plan of the Marrakech Taskforce on Cooperation with Africa'.

Keywords:

African Ecolabelling Scheme, Sustainable Consumption, Marketing Tool-Ecolabelling



Eco-Standards, Product Labelling and Green Consumerism

Magnus Bostrom¹ and Mikael Klintman²

1. Associate Professor in Sociology and Environmental Lecturer at Södertörn University College, Sweden
2. Associate Professor, Research Policy Institute, Lund University, Sweden

Hampshire: Palgrave Macmillan, 2008, 246 p,

ISBN-10: 0230321720, ISBN-13: 978-0230321724

Objective of the book is to analyse and discuss green consumerism and the setting of eco standards as well as green labelling processes. This book has used the United States and Sweden as case study. The authors have addressed political, regulatory, discursive, and organisational circumstances and raised the issues: how can ecological intricacies be interpreted into a dependable and categorical label? Is there a mismatch between the production and consumption of green labels? Is it possible to achieve broad public participation in environmental issues through labelling? This book gives a social and policy-oriented analysis of the challenges for green consumerism through green labelling.

Keywords:

Eco-Standards, Product Labelling, Eco Product and Market, Green Consumerism

Eco-labelling in Fisheries: What is it all about

Bruce Phillips¹, Trevor Ward² and Chet Chaffee³

1. The Department of Environmental Biology, Curtin University of Technology, Perth, Australia,
2. The Faculty of Natural and Agricultural Sciences, University of Western Australia, Perth, Australia,
3. Scientific Certifications Systems, Oakland, California, USA.

New Jersey: John Wiley & Sons, 2008, 208p,

ISBN: 9780632064229 , ISBN: 9780470995471

This book covers all aspects of the new eco-labelling initiative developed under the sponsorship of the Marine Stewardship Council (MSC). It details the MSC and its certification framework and implementation, dispute resolution, chain-of-custody assessment and community fisheries certification. It also covers the important case studies of the MSC certified fisheries of Australia's western rock lobster, Alaska salmon, Thames herring and New Zealand hoki. This book is good resource for all those involved in marine fisheries management throughout the world. Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable.

Keywords:

Marine Stewardship Council (MSC), Fisheries Science, Marine Biology, Ecology; Conservation and Environmental Biology, Fishing industry and eco labelling



Green labels: Consumer interests and transatlantic trade tensions in eco-labelling

**Office for Developed and Transition Economies
Consumers International, London: Consumers
International, 1999, 52 p.**

This paper examines the transatlantic trade tensions associated with the use of ecolabelling schemes from the perspective of the consumer interest. It discusses the different eco labelling schemes and their effectiveness followed by an examination of consumer interest. It has explored the primary transatlantic differences in the development and administration of ecolabelling schemes, because these generate trade concerns. It also focuses on the relationship between ecolabelling schemes and multilateral trade agreements. It has identified the strategies that would improve the compatibility of national ecolabelling schemes and reduce or eliminate transatlantic trade tensions. It has given emphasis on the promotion of the effectiveness of ecolabelling schemes in empowering consumers to make environmentally sustainable consumption choices. This study has revealed that crucial further research (with full consumer representation) is needed to establish the most appropriate international institutional arrangement for pursuing environmental sustainability objectives: consumer organisations do not have confidence in the ability of the WTO to make decisions on the balance to be struck between trade and the environment.

Keywords:

Ecolabelling Schemes, Multilateral Trade Agreements, National Ecolabelling Schemes, WTO

Ecolabelling and Fisheries Management

**P.R Gardiner¹ and K. Kuperan
Viswanathan²**

1. International Laboratory for Research on Animal Diseases, Nairobi, Kenya
2. Professor at Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia

Malaysia: World Fish Center, 2004, 52 p.

ISBN 983-2346-23-1

National and intergovernmental regulation of fisheries has not prevented many failures of fisheries management around the world. New approaches to improving the environmental sustainability of fisheries have included the certification of fisheries harvested by sustainable means, and the ecolabelling of fish and seafood products from certified fisheries. The intention is to use the power of markets as an incentive to induce more sustainable fisheries. To date, only a relatively small number of fisheries have been certified, and these have been predominantly in developed countries. Critiques from developing countries of ecolabelling, as currently formulated, focus on five general areas: (1) legitimacy and credibility; (2) a mismatch between certification requirements and the reality of tropical small-scale fisheries; (3) potential distortions to existing practices and livelihoods; (4) equity and feasibility; and (5) perceived barriers to trade. This paper reviews these developing country concerns on the basis of already certified fisheries, and on experiences from forestry, aquaculture and the aquarium industry, and also examines precedents and trends in international environmental and trade issues. It suggests that ecolabelling as currently practiced is unlikely to be widely adopted in Asian countries. Certification may have sporadic success in some eco-conscious, or niche, markets but it is unlikely to stimulate global improvement of fisheries management.

Keywords:

Ecolabelling and Fishing Industries, Certified Fisheries, Sustainable Fisheries, Fishery management; Certification, Fishery regulations, Sustainability



Seafood Ecolabelling: Principles and Practice

Trevor Ward¹ and Bruce Phillips²

1. Faculty of Natural and Agricultural Sciences, University of Western Australia, Perth, Australia

2. Department of Environmental Biology, Curtin University of Technology, Perth, Australia

Queensland: Wiley-Blackwell, 2008, 472 p.

ISBN: 978-1-4051-6266-1

This book comprehensively reviews the current eco-endorsement systems for seafood product. It describes the background and history of eco label, ratings, guides and choice systems. It details the seafood evaluation and certification with issues of quality, costs, and benefits. Significant case studies in the use of ecolabels, including details of programs undertaken with species such as Pollock, Baja Red Spiny Lobster, and Patagonian Toothfish are covered. It also discusses the future of sustainable seafood. Professionals including fishery scientists and managers, fish farm managers, marine biologists, environmental biologists, conservation biologists, ecologists, natural resource managers, civil society and sustainability governance practitioners, and resource and environmental economists will find this book to be extremely valuable.

Keywords:

Eco Label, Ratings, Sustainable Seafood, Ecolabelling and fishing industries

The Value of Eco-Labeling: Price Premiums & Consumer Valuations of Organic, Natural, and Place of Origin Food Labels

John Paull

School of Geography & Environmental Studies, University of Tasmania
Germany: VDM Verlag, 2009, 196p.

ISBN 10: 3639154959, ISBN 13: 978-3639154955

The Study demonstrates that knowledge of the procedures and place of production of food has measurable monetary value for consumers. The study examines the value to consumers of particular eco-labels and geo-labels. It reports the values of Organic, Certified Organic, Natural and Eco, as well as of country-of-origin labelling (CoOL) and regional provenance labelling. It identifies just which consumers are responsive to which claims. This book reveals an efficient and effective methodology for quantifying consumer value. It presents a treasure trove of data, analysis, insights and surprises. This book will be useful for food producers, marketers and certifiers, as well as for agricultural departments, organisations, advisers, policy makers, consumer advocates and researchers.

Keywords:

Consumer Value, Added Value, Certified Organic, Natural, Eco, Labelling, Eco-Labeling, Geo-Labeling, Ecolabel and Market



Eco-Labeling Standards, Green Procurement and the WTO: Significance for World Bank Borrowers

Center for International Environmental Law, Washington, DC, Geneva, Switzerland, 2005, 51 p.

This paper examines whether the rules of the World Trade Organization (WTO) are compatible with World Bank borrowers incorporating eco-labelling standards and criteria into their project-related procurement practices. It reviews WTO agreements, committee reports, and dispute panel and Appellate Body findings and concludes that eco-label standards and criteria can be used by client countries to “green” World Bank financed projects without offending WTO rules. This conclusion is based primarily on the exclusion of government procurement from the main WTO rules for goods and services and the flexibility provided by the rules of the plurilateral Agreement on Government Procurement. The paper also discusses concerns about eco-labelling that developing countries have raised in WTO committee and working group discussions, and it suggests some actions the Bank might take to alleviate those concerns.

This document was funded by the World Bank and reviewed in cooperation with the World Bank LEGEN (Charles Di Leva; Roch Levesque) and OPCPR (Armando Araujo; Dominique Brief) units. This paper was prepared by Donald M. Goldberg, Elisabeth Tuerk, Janice Gorin, and David Vivas, with invaluable assistance from Melissa Brandt, Chandra Middleton, and Sasha H. Sajovic.

Keywords:

Center for International Environmental Law, Trade Organization (WTO), Eco-Labeling and Trade, Green, Developing Countries, World Bank

Multiplicity of Eco-Labels, Competition and the Environment

Adel Ben Youssef¹ and Chema Abderrazak²

1.University of Nice-Sophia Antipolis, Institut Supérieur d'Économie et de Management (ISEM), Provence-Alpes-Cote d'Azur, France
2.Ecole Supérieure des Sciences Economiques et Commerciales de Tunis methodes quantitative, Tunisia

Journal of Agricultural & Food Industrial Organization, Volume 7 Issue No.2, 2009; 1-24 p.

ISSN: 1542 - 0485

This article develops a vertical differentiation model to study the competition and environmental effects of multiplicity of eco-labels within a given market. The focus is on the informational content of multiple eco-labels and whether or not they reflect the environmental qualities the labels purport to represent. Two settings are considered. In the first setting, which represents the benchmark, authors assume information is complete (consumers know the true environmental qualities of the eco-labeled goods). In the second setting, information is incomplete but consumers use price as a signal for environmental qualities. Results show that when information is complete, introduction of a second eco-label in a market improves the environmental qualities of eco-labeled goods. When information is incomplete, introduction of a second label leads to a rise in prices and a reduction in the environmental qualities of the goods. The latter setting requires specific regulation whereby information must be revealed by a benevolent social planner.

Keywords:

Eco-Labels and Market, Multiple Ecolabels



It's all greenwash: Eco-friendly products, services are nothing but excellent marketing strategies

Aparajita Sengupta

Co-founder of Smell of the Earth

Down to Earth, May 16-31, 2014, 47-48 p.

With the rise of environmentally friendly products and services the manufacturers began using green marketing strategies. Companies and industries create a pro-environmental image; sell a product or a policy. The author expresses her view regarding capitalist consumerism and its impact on people which changes their logic. 'Greewash' has gain access to domestic products like building projects and government aided energy schemes. It is successful because of two reasons one, it is an excellent marketing strategy and second it deals with the societal internalization of corporate capitalism and its mantra of progress. It's important to know what makes something "green." Consumers have to adopt more innovative practices that replace buying, rediscover the power of community, and rethink for cooperative and sharing drives.

Keywords:

Consumerism, Eco products, Trade, Capitalist Consumerism, Greenwash, Green Marketing

Challenges Facing Certification and Eco-Labeling of Forest Products in Developing Countries

P.B. Durst, P.J. McKenzie, C.L Brown and S. Appanah

FAO Regional Office for Asia and the Pacific, 39 Phra Atit Road, Bangkok, 10200, Thailand

International Forestry Review, Vol. 8, No. 2, 2006, 193-200 p.

ISSN: 1465-5489

Certification has been developed as an instrument for promoting sustainable forest management. Although the initial focus of certification was on tropical forests, it rapidly shifted to encompass all forest types. Ten years after the first certification schemes were developed, most (91.8%) of the 271 million hectares of forests that have been certified are located in Europe and North America. Only 13% of certified forests are located in developing countries and only 5% of the certified forests are located in the tropics. Among the reasons for this disparity are: weak market demand for certified products in global markets; wide gaps between existing management standards and certification requirements; weak implementation of national forest legislation, policies and programs in developing countries; insufficient capacity to implement sustainable forest management at the forest management unit level and to develop standards and delivery mechanisms; and the high direct and indirect costs of obtaining certification in developing countries. Despite these challenges and constraints, many developing countries remain interested in pursuing certification. Several promising developments have recently emerged that may give further encouragement to developing countries' efforts, including supportive codes of forestry practice, stepwise approaches to certification and increasing interest in forest certification and certified products in the Asia-Pacific region.

Keywords:

Forest Certification, Developing Countries, Sustainable Forest Management, Ecolabel and Market



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Adel Ben Youssef¹ and Chema Abderrazak²

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Keywords:

Eco-Labels and Market, Multiple Ecolabels



Export of Environmental Goods: India's Potential and Constraints

Van Son Nguyen and Kaliappa Kalirajan

Crawford School of Public Policy, The Australian
National University, Canberra, ACT 0200, Australia.

ASARC Working Paper 2013/15, 30 p.

The increasing awareness of climate change and its impact on overall economic growth has encouraged many countries to pursue environmental friendly production and consumption of goods and services. Based on their comparative advantages, developing countries too are emerging as exporters of environmental goods and services (EGS) along with developed countries. An important question in this context is whether these emerging EGS exporting developing economies are able to realize their export potential fully. Using data between 1996 and 2010, this paper identifies the constraints that make India, which is one of the emerging EGS exporters, not able to realize its export potential of environmental goods (EG). The empirical results show that the growth of India's exports of EG was negatively affected by its 'behind the border' constraints, such as weak infrastructure and institutions, while the effect of 'explicit beyond the border' constraints, such as partner-countries' tariff and exchange rate on the exports of EG was relatively small. The reduction of India's trading partners' 'implicit beyond the border' constraints, such as weak infrastructure and institutions has made significant contribution to India's exports of EG, especially during the period 2005 – 2010.

Keywords:

Environmental Goods and Services, Stochastic Frontier Gravity Model, 'Behind the Border' Constraints, 'Explicit Beyond the Border Constraints', 'Implicit Beyond the Border' Constraints, Asia-Pacific Countries, Ecolabel and Market