



# ECO-LABELS

**MAKE CONSUMERS GREEN**



**CERC-ENVIS Centre**



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# Eco-labels make consumers green



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# Introduction

**Information** about a product is normally assembled from various sources. Each source can provide positive, neutral or negative information. Eco-labels are one source of information that is used to indicate the presence or absence of specific features, and eco-labels can significantly change the purchasing behaviour. Eco-labels inform consumers about the environmental quality of products at the point of purchase, enabling them to choose products that are acceptable from an environmental point of view.

Research indicates consumers care about the source of the label and the quality of information it contains. Eco-labeling is used by the consumer product industry to meet consumers' concerns about the environmental impacts and sustainability. Much of the focus on eco-labelling has been on the certification of products.



A panel of experts from consumer organisations, stakeholders and industry set these environmental criteria. They take the whole product life cycle into account from the extraction of the raw materials to production, packaging and transport, right through to consumers' use and then their recycling bin. This life cycle approach guarantees that the main environmental impacts of the products are reduced in comparison to similar products on the market.

Eco-label minimises the use of hazardous substances and substances that may be harmful to the environment. Thousands of different products across the world are awarded eco-labels including cosmetics, electronics, food, textiles, electrical goods and furniture, as well as services like hotels.

So the next time you're shopping for food, booking a hotel, looking for a TV or computer, buying clothes or purchasing cosmetics looks out for the official Eco-label logo. The Eco-label makes green choices easy.



# COSMETICS



## AIAB BIO ECO COSMETICS<sup>1</sup>

AIAB (Italian Association for Organic Agriculture) is the networking of the organic movement and represents primarily the interests of organic producers, through the promotion of organic agriculture as a sustainable development model, based on the principles of conservation and exploitation of resources, the environment, animal welfare and the health of those who consume. Italian Association for Organic Agriculture manages a standard for Organic Eco Cosmetics.



## Certified Natural Cosmetics<sup>2,3</sup>

The makers of the products marked with the BDIH "Certified Natural Cosmetics" seal use a natural raw material such as plant oils, fats and waxes, herbal extracts and essential oils and aromatic materials from controlled biological cultivation or controlled biological wild collection. In addition to the careful selection of raw materials, the ecological impact of each product plays an important role. The BDIH is the non-profit Association of Industries and Trading Firms for pharmaceuticals, health care products, food supplements and personal hygiene products. The Association is located in Mannheim, Germany.



## Cruelty-free / Bunny logo<sup>4</sup>

This is a general claim that specifies that no animal testing have been done on the product and its ingredients. It is generally found on cosmetics and personal care products.



Eight national animal protection groups banded together to form the Coalition for Consumer Information on Cosmetics (CCIC). The CCIC promotes a single comprehensive standard and an internationally recognised Leaping Bunny Logo. Leaping Bunny certification was established in the 1990s.

### Ecocert for cosmetics<sup>5</sup>

Ecocert is the certification body. It has created and introduced the "Natural and organic cosmetics" standard in 2003. To ensure an environmentally friendly cosmetic product, the **Ecocert standard** laid down the use of ingredients derived from renewable resources, manufactured by environmentally friendly processes and a minimum threshold of natural ingredients from organic farming to be reached to obtain certification. It has released two labels one for the *natural and organic cosmetic* and other for the *natural cosmetic label* the Standard imposes that a minimum of 95% of the total ingredients come from natural origin.

#### For the **natural and organic cosmetic label**:

A minimum of 95% of all plant-based ingredients in the formula and a minimum of 10% of all ingredients by weight must come from organic farming.



#### For the **natural cosmetic label**:

A minimum of 50% of all plant-based ingredients in the formula and a minimum of 5% of all ingredients by weight must come from organic farming.

### EU Ecolabel for Rinse-off Cosmetic products<sup>6</sup>

The EU Ecolabel can be awarded to any rinse-off substance or mixture falling under the scope of Regulation (EC) No 1223/2009 on cosmetic products intended to be placed in contact with the epidermis and/or the hair system with a view exclusively or mainly to cleaning them (toilet soaps, shower preparations, shampoos), to improve the condition of the hair (hair conditioning products) or to protect the epidermis and lubricate the hair before shaving (shaving products). Cosmetic products bearing the EU Ecolabel, offer consumers a reliable logo to easily identify high performing environmentally friendly products that are available on the European market.



### ECO Mark for Cosmetics<sup>7</sup>

The Government of India has instituted a scheme for labelling of environment-friendly products to be known as ECO Mark. Products certified as eligible for the ECO Mark shall also carry the ISI Mark for quality,





safety and performance of the product and shall be licensed to carry the ECO Mark for a prescribed time period after which it shall be reassessed. Each product has a specific requirement and all the cosmetics formulations should comply with the specific requirements.



### International Organic and Natural Cosmetics Corporation BDIH Standard<sup>8</sup>



Natural Cosmetics was introduced in February 2001 by the BDIH, the German Association of Industrial Companies and Trading Firms for pharmaceuticals, healthcare products, food supplements and personal hygiene products, in close collaboration with well-known manufacturers of natural cosmetics. The BDIH seal provides the consumer with a guarantee that the certified products were produced using only raw materials which meet the strict specifications, what is referred to as the “BDIH-Standard”. Independent certification institutes check the registered natural cosmetics products to verify their ingredients and composition. Only products which meet the strict criteria are allowed to carry the BDIH seal for certified natural cosmetics.

### Natrue-Label<sup>9</sup>

Founded in 2007, the NATRUE is a Brussels based international non-profit association. Its mission is to protect and promote natural and organic cosmetics worldwide. It has developed the “**NATRUE Label**” with an objective to ensure the availability of quality natural and



organic cosmetic products for consumers worldwide. It has launched a formal and independent accreditation scheme to provide greater assurance to the NATRUE label. The NATRUE standard is characterised by three labels: **natural cosmetics**, **natural cosmetics with an organic content of 70%** and **organic cosmetics with an organic content of 95%**. All products must comply first and foremost with the basic requirements of Cosmetics Regulation (EC) No 1223/2009, particularly with regard to their composition, safety, efficacy and labelling requirements. Furthermore, animal testing is fundamentally against NATRUE's underlying values and ethics. The NATRUE Standard is developed by the NATRUE Scientific Committee Criteria and Label.

### Naturland<sup>10</sup>

Naturland –Association for organic agriculture is a certification body and an organic farmers association. Naturland is an international label, which is



characterised by the observance of high standards. It certifies to the consumer that products bearing its logo have been produced using organic farming methods, and have not been subject to genetic manipulation. Naturland is active in the domains of organic forest management, textiles and cosmetics, and in the fisheries sector. Its certification criteria take into account the social commitment of the businesses concerned, with particular attention paid to the health and safety of workers.



## Nordic Ecolabelling of Cosmetic products<sup>11</sup>



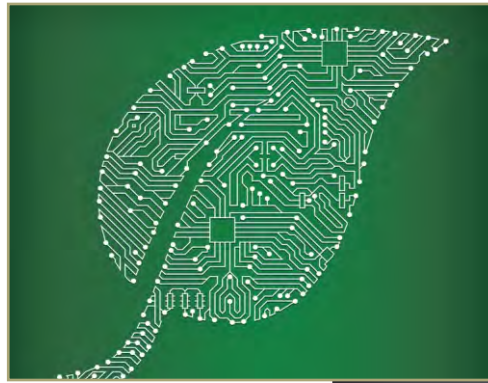
The Nordic Swan Ecolabel is the official Ecolabel of the Nordic countries and was established in 1989 by the Nordic Council of Ministers with the purpose of providing an environmental labelling scheme that would contribute to a sustainable consumption. It is a voluntary. Nordic Ecolabelled cosmetic products are among the least environmentally hazardous products within their category and they fulfil both environmental and health related requirements. All cosmetic products that are encompassed by Council Directive 76/768/EEC on cosmetics with subsequent amendments and adaptations (see Article 1), and Cosmetics Regulation 1223/2009/EG, for example, skin care products, hair care products, decorative cosmetics, perfumes and sanitary products, can be Nordic Ecolabelled. Rinse-off products for animals, which are not covered by the cosmetics directive, are eligible for Nordic Ecolabelling. Products within the remit of the Biocidal Products Directive (Directive 98/8/EC) can not be Nordic Ecolabelled.

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# Electronic Product

## Environmental Assessment Tool (EPEAT) <sup>1</sup>

EPEAT® is the definitive global registry for greener electronics. It is an easy-to-use resource for purchasers, manufacturers, resellers and others wanting to find and promote environmentally preferable products. The EPEAT system combines strict, comprehensive criteria for design, production, energy use and recycling with ongoing independent verification of manufacturer claims. EPEAT was developed through a stakeholder consensus process and is managed by the Green Electronics Council (GEC), a non-profit organisation based in Portland, Oregon, USA. It is dedicated to informing purchasers of the environmental criteria of electronic products. GEC's EPEAT website provides guidance for purchasers and manufacturers and hosts the database of EPEAT-registered products. EPEAT-registered computer desktops, laptops, and monitors must meet an environmental performance standard for electronic products-IEEE 1680- 2006.



## e-Stewards Certification <sup>2,3</sup>

e-Stewards is a company level certification based on a standard developed by the environmental community and industry members titled "e-Stewards Standard for Responsible Recycling and Reuse of Electronic Equipment." This standard encompasses ISO 14001 and R2 (Responsible Recycling) practices. The standard prohibits toxic waste from being disposed of in solid waste landfills and incinerators and requires full compliance with international hazardous waste treaties for export/import of electronics among others.

This certification is for electronics recyclers, asset recovery companies, refiners, processors and others in the electronics recycling industry. Certifications are issued by a third-party certifying bodies. Companies wishing to become e-Stewards should ensure the company is in compliance with the standards requirements then contact a certifying body to begin the certification process. In



most cases a certifying body will conduct an audit; upon successful completion of the audit, a certificate will be issued. This programme runs by Seattle-based Basel Action Network.

#### **R2/RIOS Certified Electronics Recycler<sup>4</sup>**

R2/RIOS is a certification for companies that recycle electronics in an environmentally friendly manner. A Certified Electronics Recycler must implement and be certified to two standards: R2 and RIOS. The Institute of Scrap Recycling Industry's integrated programme is designed to help recyclers improve their operations and meet the emerging needs of the marketplace.



Responsible Recycling (R2) is a standard adopted by the industry to recognise quality, responsible recyclers that have strong and comprehensive environmental, health, and safety management systems. The Recycling Industry Operating Standard (RIOS) provides a framework for a management system that includes key operational and continual improvement elements for quality, environmental and health and safety performance.



#### **TCO Development<sup>5</sup>**

TCO Development is known internationally for TCO Certified, the sustainability certification for IT products. It has started in 1992 and works to ensure that the manufacturing, use, and recycling of IT products are carried out with regard to environmental, social, and economic responsibility. It certifies the products which meet strict criteria at the facilities where the product is manufactured, user safety and ergonomic design as well minimal environmental impact for both the product and its production during the whole life cycle. It makes easier for organisations worldwide to include and verify sustainability in IT purchasing with the support of TCO Certified, the sustainability certification for IT products. For a list of the products, use the TCO search page at <http://tcodevelopment.com/tco-certified/>

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# Energy Eco Label

## BEE Star<sup>1</sup>

The [Bureau of Energy Efficiency](#), Ministry of Power, Government of India has developed a scheme for energy efficiency labelling. The scheme was launched in 2006. This programme provides the consumer an informed choice about the energy saving and thereby the cost saving potential of the marketed household and other equipment. Under this programme, the appliance manufacturers can affix BEE Star Label on their appliances showing the level of energy consumption by the appliance. It is both in terms of absolute values as well as an equivalent number of stars varying from one to five, in accordance with the specific stipulation. The greater the number of stars on the label, higher the appliance energy efficiency and lower its electricity consumption. The scheme is mandatory for some of the appliances while voluntary for others. It has been made mandatory for Frost Free Refrigerators, Tubular Florescent Lamps, Room Air-conditioners, Distribution Transformers, Room Air Conditioners (Cassette, Floor Standing Tower, Ceiling, and Corner AC), Electric Geyser, Household Direct Cool Refrigerator and Colour TV. It is voluntary for Induction Motors, Agricultural Pump Sets, Ceiling Fans, Domestic LPG Stoves, Washing Machines, Computer (Laptops/Notebooks), Office Equipments (Printer, Copier, Scanner, MFD's), Ballast (Electronic/Magnetic), Diesel Engine Driven Monoset Pumps for Agricultural Purposes, Solid State Inverters, Diesel Generator, Variable Capacity Air Conditioner (Inverter AC's) and LED lamps.



## European Union (EU) Energy Label<sup>2</sup>

The [EU energy label](#) shows how efficiently a product uses energy. The label rates products from dark green (most efficient) to red (least efficient). The label also shows total energy consumption and provides other information relevant to that





product, such as water consumption and noise levels for washing machines, and screen size for televisions. Products in the darkest green category are the most energy efficient. Dark green-rated products use less energy and help to lower energy bills and CO<sub>2</sub> emissions.

The higher categories appear in the green bands of A+, A++ and A+++ as products become more energy efficient.

### Energy Star<sup>3</sup>

An international standard [ENERGY STAR](#) is a US Environmental Protection Agency (EPA) voluntary programme. It is for energy efficient consumer products. It helps businesses and individuals save money and protect climate through superior energy efficiency. It was launched in 1992 and has been instrumental in reducing this energy use in order to realise significant greenhouse gas (GHG) emission reductions - contributing to the important health and environmental benefits. It certifies products, homes, and commercial facilities. The label is available on major appliances, office equipment, lighting, home electronics, new homes and commercial and industrial buildings and plants.



### UL Energy Efficiency Verified<sup>4,5</sup>



In energy efficiency product testing and certification, UL supports businesses throughout the entire product development, testing and certification cycle. Its energy efficiency certification programme tests and certifies products for their compliance to a broad range of

local, national and international standards. It provides a complete set of services for energy efficiency testing programmes, enabling customers to streamline essential compliance and validation processes, improve operational efficiencies and meet time to market requirements. Its database helps the consumer to find energy efficient products verified by UL. UL is not affiliated with any manufacturer or product.

### EKOenergy<sup>6</sup>

EKOenergy is an international network of environmental organisations based in Helsinki, Finland. They promote the use of sustainable electricity.

EKOenergy is also an ecolabel for electricity. Electricity from renewable sources can be sold as EKOenergy. But EKOenergy is more than just renewable electricity. It also fulfils additional sustainability requirements set by the EKOenergy

Network and a part of the price is invested in new renewable energy projects.

The EKOenergy label is the only electricity label which results from an international consultation process, which works internationally and which is widely recognised.



### Energy Label, Taiwan, ROC<sup>7</sup>

To promote deployment of energy efficiency technologies as well as to encourage manufacturers to invest in research and development of energy-efficient products, the Bureau of Energy (BOE), Ministry of Economic Affairs launched the voluntary “Energy Label” programme in 2001. Products which meet the energy efficiency criteria are allowed to be affixed with energy labels. After passing testing for compliance with certain standards, successful applicants are entitled to attach Energy Labels to their products.



The basis for determining the energy efficiency criteria for qualified products under the “Energy Label” programme is to evaluate the energy performance of products on the market and select the middle to top performers on the efficiency distribution curve. The efficiency criteria are then periodically reviewed and revised to reflect technology and product advancement. The above measures ensure the creditability of energy labels in denoting high energy efficient products.

### ENERGY STAR: Canada<sup>8</sup>



ENERGY STAR® is the mark of high-efficiency products in Canada. The familiar symbol makes it easy to identify the best energy performers on the market. ENERGY STAR certified products meet strict technical specifications for energy performance—tested and certified.

This programme is a voluntary partnership between the Government of Canada and more than 2,000 organisations that manufacture, sell or promote ENERGY STAR-certified products and homes. The ENERGY STAR symbol and label is an indication for consumers that certified products and homes meet strict technical requirements making them among the most energy-efficient on the market.

### Energy Saving Recommended<sup>9</sup>

The Energy Efficiency Recommended logo endorses products that are amongst the most efficient available. It covers appliances, light bulbs and fittings, gas and oil boilers, heating controls, hot water cylinders, loft insulation, cavity wall insulation and draught-proofing.

Energy Efficiency Recommended is an Energy Saving Trust initiative backed by the UK Government. The logo is only found on products that have been carefully selected for their energy efficiency. This is a certification mark.



### China Energy Conservation Programme (CECP)<sup>10</sup>



The certification for energy-saving and environmentally friendly products is a voluntary programme aiming to save energy and reduce emissions through stimulating manufacturers to produce more resource efficient products and helping consumers to make more sustainable purchase decisions.

In 1998, CECP began the energy conservation certification programme with residential refrigerators. This soon expanded to





more than ninety product categories covering home appliances, lighting, electronic, office equipment, industrial products, water saving products and environmental-friendly products. The voluntary Energy Conservative Certification had become CQC's product certification line. A logo with “节” wording is affixed to certified products. The Cerpass Group based in Taiwan has been in the product safety and certification business since 2003.

### China Energy Label<sup>11</sup>



China's energy efficiency labelling management system, also known as the China Energy Label, is a type of information tag attached to the product or the smallest part of its packaging, which indicates the energy efficiency grade, energy consumption and other indices of energy-using products. It is a mandatory energy efficiency labelling programme with China's Energy Conservation Law, Product Quality Law and Regulations on Certification and Accreditation forming its legal basis. Based on the energy efficiency distribution and technical potential/cost-effectiveness of energy efficiency

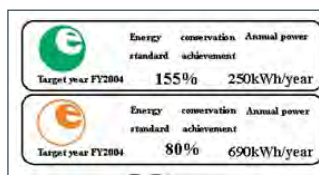
improvement, energy efficiency labels display different grade classifications. It provides consumers with the information they need (including all levels of government, enterprises and individuals) when they are making purchasing decisions, to guide and help them to choose energy-efficient products.

### Energy Saving Labelling Programme : Japan<sup>12</sup>

An appliance standard and labelling programme is the major energy efficiency policy tool to increase the efficiency of electrical appliances in Japan. In addition to the regulatory appliance standard programme, there are two key energy efficiency label programmes targeting electrical appliances: “Energy Efficiency Label” and “Unified Energy Conservation Label.”

**Energy Efficiency Label:** The label has two colours.

An orange label demonstrates that the product does not achieve the target standards set out in the Energy Conservation Act (Top Runner standard), whereas a green label demonstrates that the product achieves the Top Runner standard. With the



additional information such as the target achievement rate being presented adjacent to the label, this will help consumers to recognise the energy efficiency level the product is in. The labelling programme is a voluntary and its description and procedures are defined under the Japanese Industrial Standard (JIS).

**Unified Energy Conservation Label:** In addition to the above “Energy Efficiency



Label”, based on the amendment of the Act in 2005, a new labelling concept was introduced. This new label is called a “Unified Energy Conservation Label.” This label is different from the first introduced label. This label compares the energy efficiency of the products by star rating. The product is more efficient if it has more stars. Also, the label has to carry the cost information of the expected electricity cost or fuel usage.





### Energy Label Programme: New Zealand<sup>13,14</sup>

The Energy Efficiency and Conservation Authority (EECA) is the government agency. It works to improve the energy efficiency of homes and businesses. It encourages consumers to use renewable energy. It promotes energy efficiency, energy conservation and use of energy from the renewable sources.

It awards the **ENERGY STAR®** mark to products and appliances with superior energy efficiency within their category. It's a voluntary programme where industry partners identify and promote superior energy efficient products. ENERGY STAR is New Zealand's mark of energy efficiency.

The **Equipment Energy Efficiency Programme**, known as E3, works to make residential, commercial and industrial products more energy efficient, through the implementation of minimum energy performance standards (MEPS) and energy rating labels (ERL). It is a trans-Tasman programme that works to align energy efficiency requirements between Australia and New Zealand.

### Energy Labelling of Buildings: European Union<sup>15,16</sup>

The 2010 Energy Performance of Buildings Directive and the 2012 Energy Efficiency Directive are the EU's main legislation when it comes to reducing the energy consumption of buildings. Energy performance certificates provide information on buildings consumers plan to purchase or rent.

They include an energy performance rating and recommendations for cost-effective improvements. The certification also includes advice and information on how to improve energy performance.

It concerns such elements as building envelope, windows, heating, electrical and ventilation installations, lighting, heat sources (including boilers, CHP units) cooling systems and others.



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# Food Label

## Demeter Biodynamic<sup>1</sup>

Biodynamics is a complete farm approach that manages soils, crops, and animals on a farm in such a way that the enterprises on a farm strengthen and support each other. The Demeter Biodynamic Farm Standard applies to the certification of farms and ranches for the purpose of allowing their farms and ranches and resulting agricultural products to carry the Demeter certification marks "Biodynamic", "Demeter" and "Demeter Certified Biodynamic." The Demeter Biodynamic Farm and Processing Standards meet the minimum requirements set by Demeter International. These base standards form a common legal foundation and agricultural framework for Biodynamic practice worldwide. Biodynamic farming is free of synthetic pesticides and fertilisers in the same manner as certified organic farming.



## Fair for life<sup>2,3</sup>



Fair for Life is an independent, non-governmental, not-for-profit organisation that promotes environmentally sound agriculture, sustainable production systems and an eco-friendly consumerism. The certification programme is not product-specific. Fair for Life certification covers the entire chains of custody from production to final brand holder and requires fair working conditions at all stages. It is a brand neutral third party certification programme for social accountability and fair trade in agricultural, manufacturing and trading operations. It is designed for both food and non-food commodities (like cosmetics, textiles or tourist services).



#### **Food Alliance<sup>4</sup>**

Food Alliance promotes sustainability in agriculture and the food industry to ensure safe and fair working conditions, humane treatment of animals, and careful stewardship of ecosystems. It is Oregon, US – based non-profit organisation. It is a voluntary certification programme based on standards that define sustainable agricultural practices. To get Food Alliance certification farmers and ranchers should meet minimum thresholds in four areas: pest and disease management, soil and water conservation, human resource management, and wildlife habitat conservation. Food Alliance has developed evaluation criteria and inspection tools for over 30 different kinds of crops and livestock production systems, and for many types of food processing and distribution businesses. It certifies farms and ranches.



#### **Green Food<sup>5</sup>**

Green Food stands edible produce and processed products produced in the sustainable environment and technical standards with wholesome quality control, non-pollution, safety, quality and special logo. Green Food is a government food certification project, initiated and coordinated by the China Ministry of Agriculture (MOA) and approved by the State Council in 1990, with the aim of enhancing food quality and safety, protecting agricultural bio-environment for sustainable development. The China Green Food Development Center (CGFDC) is a specialised department responsible for promoting Green Food standards in the supervision of the Ministry of Agriculture (MOA), conducting the inspection, monitor and audit, making decisions to authorise Green Food logo.

#### **IFS Food<sup>6-8</sup>**

The IFS Food Standard is one of the Standards belonging to the umbrella brand IFS (International Featured Standards). It is a Global Food Safety Initiative (GFSI) recognised standard for auditing food safety and quality of processes and products of food manufacturers. It is a standard for the auditing of companies that process food or companies that pack loose food products. IFS Food applies when products are “processed” or when there is a hazard for product contamination during primary packing. The standard contains many requirements related to specifications' compliance. It supports production and marketing efforts for brand safety and quality. The IFS Food standard version 6 developed with the full and active involvement of certification bodies, retailers, industry and food service companies from all over the world. There are two levels of certification – Foundation level scores between 75 and 95% and Higher level scores >95%. A score below 75% means that no certificate can be granted. It is supported by almost all global retailers and headquarter is at Portugal.



#### **KRAV<sup>9-11</sup>**

KRAV is a Swedish-based environmental labelling system for food. It is based on organic principles. It is based on the aspects such as good animal welfare, social





responsibility and climate impact. The KRAV standards have been developed as a guide in running a long-term, sustainable business according to the goals of organic production. KRAV is an active member of IFOAM – International Federation of Organic Agriculture Movements, an umbrella organisation which gathers organisations for farmers, scientists, educationalists and certifiers from almost every country in the world. KRAV works to influence the EU regulation of organic production.

### LEAF Marque<sup>12</sup>

The LEAF (Linking Environment and Farming) Marque is food label consumers and the food industry trust. Developed by LEAF, it is based on environmentally responsible IFM principles, which support in producing good food, with care and to high environmental standards. It is an industry recognised global standard and farm assurance system, showing that food has been grown sustainably with care for the environment. England-based it is the leading organisation delivering more sustainable food and farming.



### Protected Harvest<sup>13</sup>



The US based the Protected Harvest is an eco-label for sustainably-grown food products. Protected Harvest is a standards setting and third-party certifier. Food growers are assessed and audited on water, air and soil quality, wildlife

protection and social impacts on workers and the community. The Protected Harvest parent company, SureHarvest, provides technical support and collaborates with qualified organisations to develop region- and crop- specific verifiable environmental performance.

### Rainforest Alliance<sup>14</sup>

The Rainforest Alliance, based in New York, works with farmers to bring their operations up to standards for protecting wildlife, wild lands, workers' rights, and local communities. Rainforest Alliance certifies coffee, bananas, cocoa, palm oil and citrus. It certifies farms and forests. These farms and forests are managed according to rigorous environmental, social and economic criteria. These criteria are designed to conserve wildlife; safeguard soils and waterways; protect workers, their families and local communities; and increase livelihoods.



### RSPO Certified Sustainable Palm Oil<sup>15</sup>



The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative on sustainable palm oil. The certification is a seal of approval the palm oil used in the product produced sustainably and volumes are traceable. Accredited certifying agencies certify producers through strict verification of the production process and may withdraw at any time on infringement of the rules and standards. Based in Kuala Lumpur, Malaysia, the RSPO Secretariat is in charge of the day-to-day running of the RSPO.



### RTRS Certified Soy<sup>16</sup>

The Round Table on Responsible Soy (RTRS) certified Soy is an eco-label that certifies soy, soy derivatives and soy products along the supply chain, including flows of material and associated claims. The RTRS is an international initiative in which soy producers, merchants and processors work together with banks and social organisations to ensure the worldwide sustainable cultivation of soy and the social responsibility of the soy sector. It has a global platform and based in Buenos Aires, Argentina. The RTRS Secretariat is in charge of the day-to-day running of the RTRS.



### SCS Global Services<sup>17-19</sup>

SCS Global Services (SCS) is third-party which gives environmental and sustainability certification. It certifies food products for their environmental and health-promoting attributes. It gives certification to food for **Pesticide Residue Free, Organic Certification, Non-GMO Project Verification** and **Super Antioxidants**.

#### Pesticide Residue Free



Products are tested for pesticide residues. Certification proves that food products contain no pesticide residues within the limits of laboratory detection. Certification guarantees that food product falls below the maximum residue limits (MRLs). Strict scientific protocols of inspection, sampling and testing support certification. SCS performs on-site inspections, field sampling of products and laboratory analyses, in addition to residue testing.

#### Organic Certification

SCS is accredited under the USDA National Organic Program (NOP) and gives organic certification to organic growers who can fulfill the requirements of the NOP.



#### Non-GMO Project Verification



The Non-GMO Project is a non-profit organization committed to preserving and building the non-GMO food supply, educating consumers, and providing verified non-GMO choices. Independent, third-party technical administrators (TAs) verify the process and determine if a product complies with their Standard or not. Products are verified as compliant with the Non-GMO Project Standard. SCS is third party certifier.

#### Super Antioxidants

Antioxidant Superfood certification distinguishes food products based on proven antioxidant levels in compliance with the US government labeling requirements. This certification program is reserved exclusively for foods and beverages that deliver the essential antioxidants consumers need every day to reap important health benefits. Foods and beverages that have naturally high levels of antioxidants are eligible products - fresh fruits and vegetables, processed whole foods that concentrate natural antioxidant levels such as tomato paste, and beverages such as green teas and juices.





### Salmon Safe<sup>20</sup>

Salmon-Safe is now an independent nonprofit organisation based in Portland Oregon. It offers a series of certification programmes linked to the land management practices with the protection of agricultural and urban watersheds. The aim of the programme is to recognise farm and other land use operations that contribute to restoring stream ecosystem health in important native salmon fisheries of the Pacific Northwest. Farms producing products carry the Salmon-Safe label is evaluated by independent experts. They certify the use of agricultural practices that promote healthy streams and wetlands, including water use, erosion control, chemical management, and proper animal farming. Each criterion is graded based on a 7-point scale from -3 to +3. It should get a score more than zero certified as Salmon-Safe.



### Sustainability in Practice (SIP) Certified<sup>21</sup>



The Sustainability in Practice (SIP) Certification programme offers consumers a way to ensure that the wines they enjoy are coming from vineyards and companies fully committed to protecting natural and human resources. Developed by the California-based Vineyard Team, the SIP certification programme addresses additional farming methods, looking at sustainable practices on every level, from farm labour to agriculture – from energy conservation to water quality.

### USDA Organic<sup>22</sup>

Organic foods are certified produced according to federal standards set by the USDA National Organic Programme. The labelling indicates the food or another agricultural product produced through approved methods that integrate cultural, biological, and mechanical practices, foster cycling of resources, promote ecological balance and conserve biodiversity.



Synthetic fertilisers, sewage sludge, irradiation, and genetic engineering may not be used for organic farming. There are 3 classifications based on the percentage of organic ingredients in the products:

**100% Organic-** Raw or processed agricultural products in the “100% organic” category should meet criteria of all ingredients. It must be certified organic if processing aids are also organic. The product labels should mention the name of the certifying agent on the information panel. It may include USDA organic seal and/or 100% organic claim.

**Organic -** Raw or processed agricultural products in the “organic” category should meet these criteria of all agricultural ingredients. It must be certified organic, except where specified on National List, non-organic ingredients allowed per National List may be used, up to a combined total of 5% of the non-organic content (excluding salt and water). The product labels must mention the name of the certifying agent on the information panel. It may include USDA organic seal and/or organic claim.

**Made with Organic Ingredients-** Multi-ingredient agricultural products in the





“made with” category must meet these criteria. At least 70 percent of the product must be certified organic ingredients (excluding salt and water). Any remaining agricultural products are not required to be organically produced but must be produced without excluded methods. Non-agricultural products must be specifically allowed on the National List. Product labels must state the name of the certifying agent on the information panel.

**Specific Organic Ingredients** - Multi-ingredient products with less than 70% certified organic content (excluding salt and water) do not need to be certified. Any non-certified product must not include USDA organic seal anywhere or the word “organic” on principal display panel.

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## Rug/Carpet

### GoodWeave International<sup>1</sup>

GoodWeave International (GWI) is a non-governmental organisation working to end child labour in the handmade rug industry and offer educational opportunities to children in South Asia. The GoodWeave certification programme was formerly known as “RugMark”. The GoodWeave label is issued to rug manufacturers that adhere to the Generic GoodWeave Standard, agree to its independent verification and voluntarily join as licensees. GoodWeave's standard is currently being broadened to include additional labour and environmental criteria. It aims to raise the standard of living in weaving communities and address the root causes of child labour. In India, GoodWeave International is based in New Delhi and Varanasi. The organisation is not only concerned with eradicating child labour in the rug industry but also ensures that adult rug workers are treated fairly. Those rugs made are not at the expense of their health, safety, or environment.

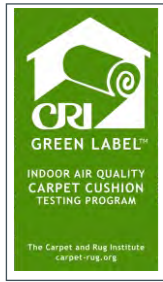


### GUT<sup>2</sup>

The Association of Environmentally Friendly Carpets e.V. (GUT) has developed GUT signet for rugs. It is founded in 1990 in Aachen, Germany, by leading European carpet manufacturers. The objective is to continuously improve the friendliness for environment and consumers of textile floor coverings. It should be in terms of the whole life cycle - beginning at an environmentally friendly production to a safe installation and a healthy usability to an environment-sparing disposal and recycling. Only those products that meet the GUT standards obtain the GUT licence number. This licence number, which appears on the back of the carpet, indicates that a certified testing institute has tested it. The GUT-certificate guarantees environment-friendly products and consumer protection against harmful substances.



### CRI Green Label<sup>3</sup>



In 1992, US based the Carpet and Rug Institute (CRI) launched its Green Label programme to test carpet, cushions and adhesives to help specifiers identify products with very low emissions of VOCs. Green Label programme tests for volatile organic compounds in cushion used under carpet. This programme helps the carpet manufacturer, installer and end user identify and utilise low-emission cushion.

CRI has also launched its next series of improvements called Green Label Plus for carpet and adhesives. This enhanced programme sets an even higher standard for indoor air quality and end users that customers are purchasing the very lowest emitting products on the market. Using scientifically established standards, the Green Label Plus programme symbolises the carpet industry's commitment to a better environment for living, working, learning and healing.

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# Textile



## Better Cotton Initiative<sup>1</sup>

A voluntary organisation, the Better Cotton Initiative (BCI) helps millions of farmer to grow cotton in a way that is good for the environment and the farmers and is more economical across the globe. It encourages farmers to adopt the better management practices in the cultivation of cotton to achieve measurable reductions in main environmental impacts, while improving social and economic benefits for all cotton farmers across the world. BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.



## BMP Certified Cotton<sup>2</sup>



BMP is the Australian cotton industry's guide for growing cotton in harmony with the natural environment. The BMP program is a voluntary tool. The cotton industry has developed this tool to guide cotton farmers in improving their environmental practices. It is comprised of seven modules. Each addresses an aspect of cotton production; pesticide management (five modules), petrochemicals (one module) and land and water management (one module). The trade-mark is a consumer guarantee. The branded textile product consumers are buying is made of Australian cotton grown under Best Management Practices by growers who care for the environment.

## Craft Mark<sup>3</sup>

Leveraging Craftmark as a brand, the All India Artisans & Craftworkers Welfare Organisation (AIACA), accredits genuine Indian handicrafts. It encourages fair trade standards across the sector and supports new product development

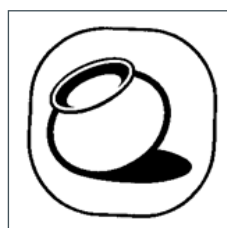


working with both grassroots artisans and new designers. These are among many other activities that support traditional handloom and handicrafts from India. It provides Craftmark logo for



use, by craft-based businesses, cooperatives and NGOs. This certification prohibits child labour. Craftmark is endorsed as a seal of authenticity, and as a reassurance of quality and integrity. Craftmark helps consumers make informed and ethical choices. The seal is a license to producers or retailers of Indian handicraft products. To be certified applicants undergo a rigorous process of assessment, including onsite monitoring, and an independent, transparent review by a panel consisting of leaders from the crafts sector.

#### EcoMark-India<sup>4</sup>



The Government of India has evolved eco standards for the eco-labelling of the textile items in consultation with the Indian Textile Trade and Industry. The eco-labelling of textiles is a voluntary scheme. The Earthen Pot is the logo of this scheme. There is a general and product specific requirement for EcoMark label.

**General Requirements :** All the textile products manufactured shall meet relevant standards of Bureau of Indian Standards.

The product manufacturer must produce the consent clearance as per the provisions of Water (Prevention and Control of Pollution) Act 1974 and Air (Prevention and Control of Pollution) Act 1981, Water (Prevention and Control of Pollution) Cess Act, 1977 respectively, along with the authorization, if required under Environment (Protection) Act, 1986 and the rules made thereunder to BIS while applying for Ecomark. Additionally, the manufacturer shall produce documentary evidence in the compliance with the provisions related to noise level and occupational health under the provisions of Factories Act, 1948 and Rules made thereunder. The product packaging may display the criteria in brief. It is labelled as eco-friendly because of these criteria.

The material used for product packaging shall be reusable or made from recyclable or biodegradable materials. Fatty alcohol based non ionics as emulsifier should be used wherever required. Polyhalogenated based phenolic fire retardants shall not be used.

**Product- Specific Requirements :** This standard prescribes requirements for environment-labelling of textile products made from cotton, wool, silk or man-made fibres or their blends.

**IS 15651 2006 Reaffirmed 2010 -Textiles - Requirements for environmental labelling**

#### EU Ecolabel for textile<sup>5</sup>

The EU Ecolabel is a voluntary scheme to encourage businesses to market products and services that are kinder to the environment. Ecolabel criteria are not based on one single factor, but on studies which analyse the impact of the product or service on the environment throughout its life-cycle. It is starting from raw material extraction in the pre-





production stage, through to production, distribution and disposal. With the objective of addressing the main environmental impacts, EU Ecolabel criteria for textiles aim in particular at promoting the reduction of water pollution related to the key processes throughout the textile manufacturing chain, including fibre production, spinning, weaving, knitting, bleaching, dyeing and finishing.

### **Global Organic Textile Standards (GOTS)<sup>6</sup>**

The Global Organic Textile Standard (GOTS) is the leading textile processing standard for organic fibres worldwide. The standard includes ecological and social criteria also. It is backed by independent certification of the entire textile supply chain. The aim to develop the Standards was to combine the various existing and draft standards in the area of eco textile processing. It defines the requirements to ensure the organic status of textiles- from harvesting of the raw material through responsible manufacturing of the product environmentally and socially to the labelling of the product.



So it can provide a credible assurance to the end consumer. It covers the production, processing, manufacturing, packaging, labelling, exportation, importation and distribution of all natural fibres. Processors and manufacturers are enabled to supply their organic fabrics and garments with one certification. It is accepted by all major selling markets.

### **Migros ECO<sup>7,8</sup>**



gsm Global Sustainable Management GmbH and Migros the largest retailer in Switzerland, have developed an eco-standard for apparel and textiles. Before labelling, each eco-product will be tracked across the entire production chain — especially across the critical stage of dyeing and finishing of the textiles — till the final product. All chemicals used in the finishing of fibre s, yarns and fabrics are collected,

documented and reviewed. A complete documentation allows the traceability of all eco-textiles throughout all production stages. In addition, gsm provides fabric visits on-site to ensure the eco-standard to a greater extent. Each production step — from spinning, weaving, knitting, dyeing, printing to the manufacturing — is disclosed to and controlled by gsm.

### **NATURTEXTIL Best<sup>9</sup>**

“Naturtextil BEST” is a holistic standard. It values environmental and social criteria along the whole textile production chain. This quality seal, well known within Europe, currently sets the strictest ecological standard for textile production at the highest technical level currently feasible. BEST reflects the standards for eco-friendly textiles developed by the International Association of Natural Textile Industry (IVN) since 1990. It also reviews the entire textile production chain both in terms of ecological standards and social accountability.





### Oeko -Tex Standard<sup>10</sup>

The standard is a globally uniform testing and certification system for textile raw materials, intermediate and end products at all stages of production. It is applicable to textile products, including fabrics, apparel, textile products for infants, textile flooring materials, fabric wallpaper, mattresses, linens, towels and beddings. In addition to hazards posed to human health, textile products are assessed for energy consumption, resources consumption, pollution load, and workplace management in the production process. Textile products may be certified according to Oeko-Tex Standard 100 only if all components meet the required criteria without exception. It is found in millions of products around the world in almost all retail segments.



### Silk Mark – A Quality Assurance label<sup>11</sup>



Silk Mark is a certification mark for silk textiles in India. The mark certifies that the piece of textile is made of pure natural silk. The certification is provided by 'Silk Mark Organisation of India'(SMOI), a society set up by the state-controlled Central Silk Board of India. SMOI is an initiative of Central Silk Board, Ministry of Textiles and Government of India. SMOI Corporate Office is headquartered in Bangalore and has thirteen Silk Mark offices across the country. Silk Mark protects the interests of consumers. Initially, it was a hang-on tag on which a unique numbered hologram would be affixed. Due to chances of faked or reused a fusion label embedded with nanoparticles has been introduced to ensure security.

### The Bluesign<sup>12,13</sup>

To reduce the ecological footprint of the textile industry, the bluesign® standard brings together the entire textile manufacturing chain. The bluesign® standard analyses all input streams – from raw materials to chemical components, to resources – with a sophisticated “Input Stream Management” process rather than focusing on the finished product testing. Beginning from the production, the components are assessed based on their ecotoxicological impact. So the harmful substances can be eliminated from the starting. The key aspect of the bluesign® standard is never to compromise on product functionality, quality or design. By using “Best Available Technology” (BAT), the whole textile manufacturing chain ensures that products would meet the environmental standards without cutting back on performance requirements.



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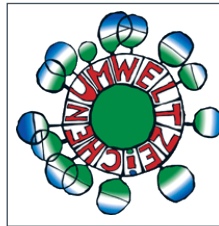


# Tourism



## Austrian Ecolabel for Tourism<sup>1</sup>

The Austrian Eco-label for tourism and leisure time industry is awarded to tourist accommodations, catering enterprises and conference. It is given to the event locations, campsites and shelter huts for their commitment in the fields of environmentally friendly management and social responsibility. This national label is a project of the Federal Ministry of Agriculture, Forestry, Environment and Water Management. It is to enhance quality and environmental awareness in the Austrian tourism and leisure time industries. Third party verification by an independent auditor and has 4 years revision period.



## Blue Flag<sup>2</sup>



An international award Blue Flag is given to beaches that meet excellence in the areas of safety, amenities, cleanliness and environmental standards. Denmark-based Foundation for Environmental Education (FEE) runs the Blue Flag Programme.

It is a non-government; non-profit organisation promotes sustainable development through environmental education. It works through strict criteria dealing with water quality, environmental education and information, environmental management, and safety and other services. The eco-label is voluntary. It is awarded to more than 3850 beaches and marinas in 48 countries across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean.

## BIO Hotels<sup>3</sup>

The Bio-Hotels is the first international group of hotels with a certified organic



label based on rigorous criteria with organic standards in all areas. These hotels are completely sustainable. The criteria are established and common to all hotels. They are certificated every year by a control agency and based on this they get the Bio-Hotel-label. The BIO HOTELS are located in seven European countries offer an organic holiday, family holiday, wellness weekend, sustainable conference or green meeting and ecologically-oriented service for business travellers. Even weddings and events are held in the most beautiful BIO HOTELS locations: at the sea, in the mountains or in gorgeous natural settings.



#### EarthCheck<sup>4</sup>



The EarthCheck is a benchmarking certification and advisory group for travel and tourism. Since 1987, EarthCheck has helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. EarthCheck is an international environmental management system for the travel and tourism industry. It is based in Brisbane, Queensland, Australia. EarthCheck operates in more than 70

countries. EarthCheck is known as the world's most scientifically rigorous environmental benchmarking and certification programme. It is focused on minimising harmful emissions while supporting host communities.

#### ECO Certification – Australia<sup>5</sup>

The Ecotourism Australia (EA) is a not for profit organisation focused on inspiring environmentally sustainable and culturally responsible tourism. They design and deliver certification programmes for tourism products, representing more than 500 environmentally responsible ecotourism operators and 1,500 products across Australia. The ECO



Certification programme assures travelers that certified products are backed by a strong, well managed commitment to sustainable practices and provides high quality nature-based tourism experiences. It has three levels:

**Nature Tourism** - tourism in a natural area that leaves a minimal impact on the environment;

**EcoTourism:** tourism in a natural area that offers interesting ways to learn about the environment with an operator that uses resources wisely, contributes to the conservation of the environment, and helps local communities;

**Advanced Ecotourism:** ecotourism that provide an opportunity to learn about the environment with an operator who is committed to achieving best practice when using resources wisely, contributing to the conservation of the environment and helping local communities.



### ECO certification<sup>6</sup>



The ECO certification is the national scheme for ensuring the environmental, socioeconomic, and cultural sustainability of hotels on the Maltese Islands and has been recognised by the Global Sustainable Tourism Council (GSTC) as fully reflecting the GSTC criteria.

The scheme was launched by the Malta Tourism Authority and covers environmental, social, cultural, economic, quality and health & safety aspects. Third party audits are carried out every two years to ensure that the hotels are meeting the requirements of the scheme. The main areas covered by the current criteria are sustainability management systems; waste management; purchasing; control of chemicals; energy; water; air quality; noise; building and green areas; local culture & national surroundings; and communication with customers.

### EcoLabel Luxembourg<sup>7</sup>

The EcoLabel is an initiative by the Ministry of Tourism and the Ministry of Sustainable Development and Infrastructure, running since 1999. The certificate is awarded to accommodations, ranging from country lodgings, guest rooms and youth hostels to first class campsites and luxury hotels. All of them have to meet a compulsory and rigorous set of criteria focusing on



energy and water efficiency, waste prevention and waste management, sustainable purchasing of office supplies, use of organic, locally grown and fair trade produce, support of public transport and cycle hire options for their guests, use of eco-cleaners etc. There are over 60 individual measures the businesses have to meet to achieve a significant reduction of their environmental impact. The businesses are first audited and then reassessed every three years by an independent auditor to ensure standards are maintained.

### Ecotel Certification<sup>8</sup>



The Ecotel certification is awarded to environmentally sensitive hotels. This certification recognises outstanding achievement along the triple bottom line: environmental, social, and fiscal parameters. It is based

on five areas of environmental management. The areas are the environmental commitment, solid waste management, energy efficiency, water conservation and employee environmental education & community involvement. Each of the management areas is designated by a globe award.

The hotels must achieve at least two globe awards to get certification.

The certification is valid for two years. Hotels and restaurants seeking an upgrade or recertification must apply at the end of two years. India office is based in Delhi conducts assignments within India and the Indian sub-continent for leading hotel companies, banks, and hotel development and investment groups.



### **Estonian Ecotourism Quality Label<sup>9</sup>**

The Ecotourism Quality Mark of Estonian Tourism Products (EHE) is a quality mark to label tourism products in compliance with the principles of eco-tourism. The objective of the EHE-mark is to promote the principles of eco-tourism among tourism enterprises, consumers and public. Application of EHE-mark to its products the entrepreneur obliges to follow the principles of eco-tourism. It fulfills the requirements set to the products. It promotes the local economic development and conservation of natural and cultural heritage.



### **Green Certificate: Latvia<sup>10</sup>**



An eco-label affirming environmental quality in vacation properties which save natural resources and use them rationally offer environment-friendly tourist activities, healthy, locally produced food and extensive information on the local natural, cultural and historical attractions. The "Green Certificate" eco-label can be awarded to country B&B

homes, vacation cottages, guesthouses and camping, which meet the requirements of the "Green Certificate" regulation and criteria. The Green Certificate was developed and implemented by the Latvian Country Tourism association "Lauku ceļotājs" within an EC LIFE and Latvian Environmental Protection Fund co-financed project in co-operation with the Ministry of Environment of the republic of Latvia.

### **Green Globe Certification<sup>11</sup>**

The Green Globe is the certification programme for sustainable tourism. It is a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. Green Globe Members save energy and water resources, reduce operational costs, positively contribute to local communities and their environment and meet the high expectations of green leisure and business travellers.



In India, there are accredited auditors who are professional environmental or sustainability consultants. They undergo Green Globe Certification training and registered for one year only.

To guarantee compliance with the highest international standards, a third-party independent auditor is appointed to work with clients on-site. In India, there are tourist places like Svaastha Spa, Hotel United 21, Club Mahindra Lakeview Munnar, and Club Mahindra Fort Kumbhalgarh have "Green Globe" label.





### Green Key<sup>12</sup>



The Green Key is an international eco-label for businesses in the tourism and recreation sectors. It ranks, certifies, and audits hotels and resorts based on their commitment to sustainable 'green' operations. Green Key is a non-governmental, non-profit, independent programme. It is recognised and supported by the World Tourism Organization and United Nations Environment Programme (UNEP).

Companies have to meet a number of environmental standards for water and power conservation and separated waste disposal. Its aim is to raise the awareness of leisure establishment staff and clients, increase the use of sustainable methods of operation and technology, run ecologically sound and responsible businesses, and thereby reduce resource, energy usage. It is awarded to over 2100 establishments in 41 countries worldwide.

### Green Star Hotel Certification Programme<sup>13</sup>

As the Initiative in the Middle East, the Green Star Hotel has developed a country-specific, environmentally-friendly label for hotels and resorts - the Green Star Hotel label, which aims to stimulate the Egyptian hotel industry towards environmentally sustainable development. It is a national certification and capacity-building programme



developed under the support of the Egyptian Ministry of Tourism. This customised certification distinguishes hotels that demonstrate sustainable environmental management through compliance with a carefully designed standard. The GSH Standard is one of the officially recognised standards by the Global Sustainable Tourism Council.

### Green Tourism Business Scheme<sup>14</sup>



The Green Tourism Business Scheme is the national sustainable tourism certification. This certification programme is endorsed by the National tourism agencies. A qualified grading advisor assessed businesses against a rigorous set of 145 criteria. It covers a range of areas, including energy and water efficiency, waste management, purchasing, travel, biodiversity and more. Their advisors visit each member every

two years to assess them against a range of criteria relevant to their business type and award a grading as

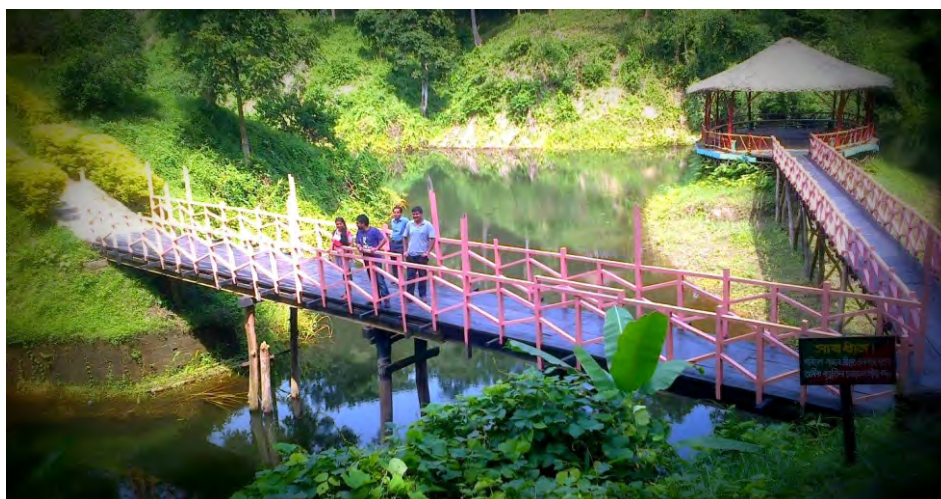
**Bronze** – Committed, Good, **Silver** – Progressive, Excellent and **Gold** – Inspirational, Outstanding

Perth, Scotland-based Green Tourism has been running since 1997 and is a not-for-profit organisation. More than 2000 members across the UK, Ireland, Italy, Canada and Zimbabwe are making them the world's largest and most established sustainable tourism certification programme in the world.

### Leaders in Environmentally Accountable Foodservice (LEAF)<sup>15</sup>

The LEAF helps the Canadian foodservice industry reduce their environmental impact, and make it easier for diners to find certified green restaurants. It is the only national food service certification of its kind. The LEAF-certified restaurants serve





local, organic food, reduce their energy and water use. They use environmentally-preferable supplies, reduce consumption and waste. The LEAF certification is only available through on-site audits by LEAF Accredited Consultants in Canada.

### Legambiente Turismo<sup>16</sup>

The certification system "Recommended eco-friendly places to stay" is an eco-tourism label for Italy for any type of tourist accommodation business. Since 1997 the Legambiente Turismo has worked to help tourist businesses to reduce its impacts in the destination and raise awareness in holidaymakers while enhancing quality and comfort.



The ecolabel aims to improve environmental management in tourist services by minimising waste, recycling, using less water and energy, promoting soft mobility practices, healthy food and typical local produce and products, promoting local nature and culture heritage. The Legambiente Turismo ensures criteria reliability, standard monitoring and annual onsite auditing to maintain the credibility of the scheme.

### Nature's Best Ecotourism<sup>17</sup>



The Nature's Best is the first national quality label for nature tours in the northern hemisphere. The Nature's Best is a quality label of Swedish ecotourism. The quality labeling

was launched during the UN International Year of Ecotourism in 2002. The labelling is tailored to guarantee the high quality of the arrangements combined with environmental protection, a more environmentally adapted way of travelling and a consideration of the destination's cultural values.

### Tunisia Ecolabel<sup>18</sup>

The Tunisian ecolabel is a Type 1 national ecolabel established by decree in 1997. It was created in order to facilitate the access of Tunisian products and services to the European and International markets. The technical and ecological criteria for the certification of textile products and tourism accommodation services are established.



## Viabono<sup>19</sup>

It is the certification programme for tourism service providers that operate demonstrably environmentally and climate friendly, mainly for hotels and restaurants. A certification association founded on the initiative of the German Ministry of the Environment. It certifies accommodation businesses, destinations and other tourism businesses in Germany. It also focuses on results in the form of four selected environmental indicators in the fields of water, waste, energy & climate and food. Viabono developed different schemes to calculate the carbon footprint of accommodation or a whole journey in cooperation with other institutions. The main objective of Viabono is to certify and promote a modern environmental and climate friendly tourism in Germany in a practical and credible way.



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9. <http://www.maaturism.ee/index.php/?id=ehe-en>
10. <http://eco.celotajs.lv/pn/index.php?module=ContentExpress&func=display&meid=6&ceid=11>
11. <http://greenglobe.com/>
12. <http://www.greenkey.global/>
13. <http://www.greenstarhotel.org/>
14. <http://www.green-tourism.com/>
15. <http://leafme.ca/>
16. <http://legambienteturismo.it/en/home/>
17. <http://www.naturesbestsweden.com/>
18. [http://www.citet.nat.tn/webcontent/integration/citet/viewer/viewer.asp?INSTANCE=CITET&EXTERNALID=WBCTDOC\\_1005&SETLANGUAGE=EN](http://www.citet.nat.tn/webcontent/integration/citet/viewer/viewer.asp?INSTANCE=CITET&EXTERNALID=WBCTDOC_1005&SETLANGUAGE=EN)
19. <http://www.viabono.de/>





### **Consumer Education and Research Centre**

Consumer Education and Research Centre (CERC), set up in 1978, is a non-political, non-profit and non-government organisation dedicated to the education and empowerment of consumers as well as promotion and protection of consumer interests through effective uses of education, research, the media and law. CERC has three major roles-to make consumers aware of their rights, to help them protect themselves and to make providers of goods and services accountable. Its activities include complaints handling, legal advice and litigation, consumer education and awareness programmes, library and information service, publication, comparative testing of products, advocacy, investor and environment protection.

### **CERC-ENVIS Centre**

Ministry of Environment & Forest, Government of India has recognized Consumer Education and Research Centre (CERC) as ENVIS (Environment Information System) Centre in 2005. The focus of ENVIS is to provide environmental information to decision makers, policy planners, scientists and engineers, research workers, etc. across the country. ENVIS was conceived as a distributed information network with the subject-specific centers to carry out the mandates and to provide the relevant and timely information to all concerned.

Subject assigned to the CERC- ENVIS Centre is **“Eco labelling and Promotion of Eco friendly products.”** The Centre launched the website <http://cercenvis.nic.in/> on NIC (National Informatics Centre) platform with the theme 'Eco-labelling and Promotion of Eco-Friendly Products'. The website furnishes the information on national and international scenario on this subject.

It publishes theme based quarterly newsletter named “Green Insights”. It also circulates bi-monthly e-bulletin “Green Alert”. Since Social Media is very popular among youth and to attract them and sensitise them towards eco products. ENVIS Centre has started a page on facebook also (<https://www.facebook.com/EcoProductsEcoLabeling>).



## **CERC-ENVIS Centre**

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