



GREEN ALERT



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

The CERC-ENVIS Resource Partner focuses on 'Environment Literacy - Eco-labelling and Eco-friendly Products'. This bi-monthly e-bulletin features latest news, developments and innovations in the field.

A New label for Eco-friendly Wine



A joint effort by the Wine Institute, a state trade association, and the California Association of Winegrape Growers, a new "California Certified Sustainable" logo approved for the use of eco-friendly wine. The logo was in use for new white wines and rosés since 2017, and later on red wines when they are released in a year or two. While winery and vineyard practices have been certified before, the new logo is an important evolution. For the first time, the wine itself will be certified. To carry the logo, at least 85% of a wine must come from a certified sustainable vineyard.

Source: <https://www.sustainablewinegrowing.org/certified-sustainable-winegrowing.php>

Eco product

Environment Label has its Day

Consumers around the globe say they would be willing to pay on average more for products that they think are environmentally friendly. Today, the "Green" consumer, who are sincere in their intentions, with a growing commitment to greener lifestyles, can buy deodorants in packages that say the products contain no CFCs (chlorofluorocarbons) that damage the ozone layer, tissue paper labelled as made from recycled paper and garbage bags are degradable. These claims may reassure some consumers. These products may not be environmentally benign and not all environmental claims are misleading. Some products do have less impact on the environment. If consumers know which one is "Green," the demand will be more for these items.

To take advantage of the wave of green consumerism, it is a challenge that should be acceptable and beneficial to both environmentalists and industries. "Ecolabelling" is a solution to meet these criteria. An unbiased group gives products its seal of approval based on products' environmental soundness. This approach may help bridge the gaps that separate industry and environmental groups. It may also educate the consumers that scientists are able to achieve in evaluating the relative environmental impacts of products.

Ecolabels are seals of approval given to products which have fewer impacts on the environment than functionally or competitively similar products. It assures consumers that the product was produced in an 'environmentally friendly' fashion.

The first national Ecolabel was used in West Germany in 1978. Known as the "Blue Angel," the seal is now on more than 12,000 products and celebrating its 40th anniversary. In 1991, India launched its first eco-label, known as 'Eco-mark.' In 1994, Global Environment Network was founded to help protect the environment by improving, promoting, and developing the ecolabelling of green products and sustainable services. Thirty three full, associate and affiliate members of GEN across the globe are a member of GEN.

Organisations across the world joined together in celebration of ecolabelling standards and sustainable practices that preserve our environment for the first time on **25 October 2018**. Eco labels in nearly 60 countries around the world celebrated the first annual **World Ecolabel Day**.

Source: <https://eurekamag.com/pdf/009/009927721.pdf>, <http://www.fao.org/docrep/005/y2789e/y2789e06.htm>

Green issue



Eco news

Reviewing of Marine Stewardship Council Standards



London-based the Marine Stewardship Council (MSC) is reviewing its standards and processes. The objective is to increase its effectiveness and address perceptions of inadequacies in how its system works. Any changes made to the standard will be independently reviewed and

benchmarked by the Global Sustainable Seafood Initiative (GSSI) for compliance with United Nations' FAO guidelines, and will be assessed by ISEAL, to ensure that it complies with their standard setting code of good practice. The MSC is one of the largest seafood-focused eco-labelling schemes in the world. It is currently certified more than 300 fisheries with a combined annual seafood production of 12 million metric tons.

Source: <https://www.seafoodsource.com/news/environment-sustainability/marine-stewardship-council-aims-to-improve-confidence-that-the-msc-fisheries-standard-is-being-applied-consistently>

EU Ecolabel standards included in the "Green Book"

The EU Ecolabel has been included in the List of recognised environmental standards of the catalogue "Green Book". Green book is a catalogue of Eco-friendly materials developed on behalf of the Ministry of Nature and Government of Russia. The objective is to update stakeholders and consumers about building and finishing materials that are safe for people and the environment. It includes construction and finishing materials available in the Russian market. Whenever a new product or label is added to the catalogue, experts give their verdict on the assessment of product safety. It is proved by laboratory analysis and environmental management standards at the enterprise where the product is being manufactured.



Source: <http://greenbook.pro>, <http://ec.europa.eu/environment/ecolabel/>

Share your "Greenwashing" experience

"Greenwashing" — claiming to be eco-friendly without making a significant effort to minimise environmental impact. As a consumer did you come across it. Write to us: cerc-env@nic.in

Eco tip

Visit CERC-ENVIS website www.cercenvs.nic.in and <https://www.facebook.com/EcoProductsEcoLabeling> to know more about our activities.

Consumer Education and Research Centre

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