

Green Advertisements: Are They Telling the Truth? Dutta, A. and Choudhuri, R. Calcutta: CUTS, 2001, pg ii, 35 ISBN: 81-87222-42-5

CUTS had carried out a study 'Concept testing of Green Consumption' in 1997 and found that a portion of the elite segment of the Indian consumers were willing to pay more for 'Eco friendly' products. Marketing of Green Products and claiming for environment friendly, CUTS undertook a study to trace out whether green market was expanding and concept of green consumerism picked up by manufacturers or not. CUTS also studied that green claims were really true or not and also wanted to find out whether organisations indulging in green claims had the option to choose Type I labels Ecomark for their products instead of promoting Type I and Type II labels. In this study CUTS had tried to analyse how the ISO 14021 standards were being violated in India. They also tried to find out if there was any need to indulge in self-declared labels and claims and the possible reason behind industry's effort to avoid Ecomark or even abort it. For this study they had selected 7 sectors and 16 products/services for this study and highlighted the misleading component of each claim. It also presented the views of manufacturers.

Keywords: Eco mark Scheme, ISO 14021 Guidelines, ISO Type I & II Labels

Ecolabelling: Is it a visible instrument for trade promotion? : Sustainable Production in the Leather Industry as a Tool for Enhanced Market Access, Prepared by Alam, Ghayum, Calcutta: CUTS, 2005, pg v, 78 ISBN: 81-8257-053-0

The study on 'leather goods' is conducted by CUTS International to examine the impact of India's Eco Mark scheme on environmental performance and the influence of Eco label of EU on Indian trade. Eco labels play as an important market-based tool to influence the behaviour of consumers and industry in favour of environment-friendly products. This study is based on the primary information gathered from companies across India and member countries of European Union. The study finds that India's Eco Mark has not made any impact on the market due to its lack of popularity among industries and consumers. The EU eco label had a small impact on leather footwear market. The inference was that due to small impact of leather on EU market, it would not affect the export of these products to Europe. The study had also examined the impact of eco labels on India's exports.

Keywords: Eco mark Scheme, Ecolabelling, EU Eco label

Eco-Standards, Product Labelling and Green Consumerism, Magnus Bostrom and Mikael Klintman, Hampshire: Palgrave Macmillan, 2008, pg 246

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.

Key Words: Eco-Standards, Product Labelling, Eco Product, Green Consumerism

Your consumer rights: Environmental claims, Australian Competition and Consumer Commission, Canberra: ACCC, 2011, 2p.

ISBN 978 1 921887 48 2

A Consumer information booklet has been produced by ACCC to help consumers understand environmental claims. It explains about environmental claims that come in a wide range of forms, including statements about environmental sustainability, recycling, energy and water efficiency or impact on animals and the natural environment. Some tips have given to help consumers understand and evaluate some common environmental claims. These are important to consumers' purchasing decisions. It also tells about the role of the ACCC how it can take legal action against a trader for breaches of the Competition and Consumer Act 2010.

Tourism ecolabelling: certification and promotion of sustainable management,
Font, X. Buckley, R. C., New York: CABI Publication, 2001, 359p.

ISBN 9780851995069|0-85199-506-3

This book has reviewed the use of ecolabels and certification schemes in the tourist industry. Over 70 schemes are described, from the developed countries of the Northern Hemisphere and Australia. Ways for widening the applicability and hence validity of these ecolabels are suggested in conclusion. It discusses the contexts of tourism ecolabels and presents the practical approach of ecolabels development. It reviews the recent changes in ecolabels and their current developments. A strategic analysis of tourism ecolabels is presented with a directory of current ecolabels. Ecolabels are viewed as marketing tools that promote good environmental performance.

Seafood Ecolabelling: Principles and Practice, Edited by Trevor Ward and Bruce Phillips, 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.

Voluntary initiatives in Tourism - Worldwide Inventory and Comparative Analysis of 104 Eco-labels, Awards and Self-Commitments, ECOTRANS, WTO, 2002, 200 p.

ISBN: 9284405092

The World Tourism Organisation (WTO) had commissioned ECOTRANS to carry out a global study on voluntary initiatives for sustainable tourism. ECOTRANS has done the world-wide evaluation study about certification systems, eco-labels, awards and prizes, environmental management systems, codes of conduct, etc. ECOTRANS studied more than 100 eco labels, awards and self-committing initiatives to assess the history, development, objectives, requirements, procedures, and effectiveness of each and every initiative. The study found that many eco-labels are struggling to survive and meet the promises they made to their certified businesses in terms of significant cost savings and increased consumer demand.

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

Ecoholic: Your Guide to the Most Environmentally Friendly Information, Products and Services in Canada, Adria Vasil, New York: W. W. Norton, 2009, 384p.

ISBN 0393071324, 9780393071320

This informative book gives tips any consumer could possibly need. Author's informal and often humorous approach to some pretty grim facts about the amount of toxins we're wearing, inhaling, and decorating our homes with is enough to make one want to stay in bed, except that most bedding is chemically saturated. Author demonstrates how everything we buy, consume, and excrete, affects our planet's increasingly fragile ecosystem. This book offers practical solutions to coping with our toxic environment. This book made consumers realise there are many more eco-friendly things they can do. This book also lists many useful websites for further information. This is a good resource/reference book.

A Study of Factors That Affect Green Purchase, Sandra Larsson and Muhammad Arif Khan Umeå School of Business and Economics, Master Theses, Spring semester 2011, 82 p.

The purpose of this study is to get a deeper understanding of the factors that can affect green purchase of food products in the store. This quantitative study is carried out in Umeå, Sweden with 150 respondents and focuses mainly on the food market consumers. For this study authors have developed several null hypotheses and for this purpose they distributed research questionnaire at the entrance of different super markets in Umeå, Sweden to collect data from the respondents. It has applied convenience sampling with simple quota to this research and evaluated the gathered data with help of SPSS.

Ecolabelling and Fisheries Management, P.R Gardiner and K. Kuperan Viswanathan, Malaysia: WorldFish Center, 2004, 52p.

ISBN 983-2346-23-1

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 the 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.

UNIDO Green Industry: Policies for supporting Green Industry, United Nations Industrial Development Organization, Vienna: UNIDO, May 2011, 88p.

This report identifies the broad range of policy measures required by national and federal government to promote and facilitate the greening of the industries. This report is a part of UNIDO Green Industry Initiative, which focuses on ways that developing countries can green their industries and accelerate growth in their environmental goods and services sector. This report focuses on Small to Medium Enterprises (SMEs) in the manufacturing sector and emphasises on policies which impact sustainable production rather than consumption. The policies and initiative identified in this report cover a broad spectrum of issues, involving multiple government and non-government stakeholders, underscoring the need for strong institutional integration, and a comprehensive mix of supporting policy initiatives. This report has been prepared as part of UNIDO's Green Industry Strategy, which focuses on ways that developing countries can green their industries and expand their environmental goods and service sector. This report draws extensively from existing literature, including publications from the Organisation for Economic Co-operation and Development (OECD) and the Asian Development Bank (ADB).

**Environmental Regulations as Trade Barriers for Developing Countries: Eco-
Labelling and the Dutch Cut Flower Industry, Harmen Verbruggen, Onno Kuik,
and Martijn, Bennis, CREED Working Paper No 2, London: Collaborative
Research in the Economics of Environment and Development (CREED) July
1995, 19p.**

The present expansion of environmental standards and regulations in industrialised countries can have significant impacts on market access of developing countries. The fear in many developing countries is that stricter product standards in the markets of developed countries will act as trade barriers for their exports. Moreover, there is widespread suspicion that environmental restrictions are sometimes used as an indirect means of protecting northern industries. This paper briefly examines these issues, focusing on recent eco-labelling schemes for cut flowers in the Netherlands. The paper concludes that those eco-labels may have a significant negative impact on the export opportunities of a number of developing countries.

**Eco-Labeling in the Globalised Economy, Ralph Piotrowski and Stefan Kratz ,
Transaction Publishers , 2005, 430-443p.**

ISBN 0-7658-0273-2

This is a chapter written by Ralph Piotrowski and Stefan Kratz. This chapter is the part of the book '**Challenges of globalization: new trends in international politics and society**' and is edited by Alferd Pfaller and Marika Lerch. This chapter provides an overview of eco-labelling as an environmental policy instrument within the context of the global economy and offers several recommendations for improving the effectiveness of this instrument. This book deals with two major issues: first, the economic, societal, ecological, and political consequences of globalization, including—but also going beyond—the identification of globalization's "winners and losers" worldwide; and second, solutions that have emerged from the current political debate to cope with the various challenges.

Eco-Labeling: Actual Effects of Selected Programmes, Organisation for economic co-operation and development, Paris: OECD, 1997, 81 p. OCDE/GD(97)105

On trade

This paper is the final report of an examination of the actual market, trade and environmental effects of eco-labelling programmes carried out by the OECD Joint Session of Trade and Environment Experts. The study is based on information collected from various sources and interviews with representatives from eco-labelling programmes, government and interest groups (e.g. industry, consumer, environment and trade groups) in Sweden, USA, Belgium, Germany, Canada, Japan and France. This paper has examined the actual market, trade and environmental effects of a selection of eco-labelling programmes operating in OECD countries: the EU Eco-label Award Scheme, the Nordic Swan, the Swedish Environmental Choice Programme, the Canadian Environmental Choice Programme, the Blue Angel, the Green Seal, the Japanese Eco-Mark and the French NF Environnement.

Sustainable Consumption and Production: Promoting Climate-Friendly Household Consumption Patterns, United Nations Department of Economic and Social Affairs Division for Sustainable Development Policy Integration and Analysis Branch, 2007 35p.

It focuses on the patterns and trends in energy consumption by households, the climate change impact of those patterns and trends, and policies and measures by which consumption patterns can be changed to promote sustainable development. It discusses the role of households in energy consumption and the energy consumed by households that is used for space heating, hot water, appliances, lighting, air conditioning, and household transportation. Also given emphasis on the policies to be considered for the different aspects of taxes, subsidies, rebound effect, and public policies, including regulatory measures, economic incentives and information are essential for reducing household energy consumption. Innovative approaches like Carbon labels, Power consumption monitoring, and Carbon offsets and climate credit cards are given in detail.

Towards sustainable building, Nicola Maiellaro ed., Boston: Kluwer Academic Publishers, xv, 250 p, 2001

ISBN 140200012X

This volume is an essential reference book wherein expert contributors set out the important principles which may assist in the practice of sustainable building. The trend towards environmental protection is gaining momentum. Social and political forces are increasing the pressure for more environmentally-sound technological decisions, but in Europe sustainable building has not become common practice despite numerous technical and technological initiatives. The conceptual frameworks, studies, and experiences collected in this interdisciplinary book will help clients, designers, and producers to overcome non-technological barriers and to advance knowledge in sustainable building, allowing them to speed up the adoption and the efficient implementation of such innovations. This volume includes chapters on sustainable building policies, tools, and challenges. Audience: This book will be of interest to academics, researchers, and practitioners amongst others, in civil engineering, architecture, geography, public sector management, and environmental services.

Eco-Labeling: To Be or Not To Be?: Desirability of Eco-Labels from an Environmental and Poverty Perspective, Marisa Korteland, Delft, May 2007-9 2p.

Publication code: 07 7479 17

Eco-labelling is increasingly considered as a market instrument to bring about greater sustainability of human consumption and production patterns. At the same time, however, the application of labelling is controversial. Concerns have been raised on its actual environmental effectiveness and on its impact on growth and poverty alleviation in developing countries. The fear is that eco-labels act as barriers to trade. Government agencies operating in the field of environmental management and poverty alleviation need to take a position in the debate on eco-labelling; to be or not to be? This report aims to help defining this position. A theoretical framework with key indicators of labelling impacts is developed. Subsequently, two existing labelling schemes are evaluated: the Forest Stewardship Council (FSC) and Marine Stewardship Council (MSC) label. The main conclusion is that the desirability of eco-labelling is limited at the moment. When eco-labels grow to be successful, they are likely to become undesirable from a poverty perspective, whereas their ability to solve environmental problems remains uncertain. Therefore, the government is advised to solely support eco-labelling in its role as market participant. As a regulator it should not be heavily involved in eco-labelling; leave these initiatives to the markets.

Green labels: Consumer interests and transatlantic trade tensions in ecolabelling, 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.

Eco-Labeling and Sustainable Fisheries, Carolyn Deere, IUCN: Washington, D.C. and FAO: Rome, 36p.

ISBN: 28317-0507-X

In the fisheries sectors, a number of recent eco-labelling initiatives have been designed to complement and support efforts to implement sustainable fisheries management systems. It reviews the current international framework and rationale for eco-labelling, the different types of eco-labeling initiatives in the fisheries sector and the relationship of eco-labelling to international trade rules. It also highlights the particular concerns and opportunities that eco-labelling schemes may present for developing countries. It also presents the case for stronger engagement in eco-labelling discussions by all stakeholders and examines the rationale for international technical guidelines. This short review is primarily for the consideration of policy makers, private industry and civil society in countries with a strong interest in eco-labelling of fish and fishery products.

Labelling for Environmental Purposes : Submission by the European Communities under Paragraph 32(iii), Committee on Trade and Environment,

WTO, WT/CTE/W/225,

6 March 2003, 6 pages

Paragraph 32 (iii) of the Doha Ministerial Declaration mandates the WTO Committee on Trade and Environment (CTE) “in pursuing work on all items on its agenda within its current terms of reference, to give particular attention to labelling for environmental purposes” and “report to the Fifth Session of the WTO Ministerial Conference, and make recommendations, where appropriate, with respect to future action, including the desirability of negotiations.” This paper presents the previous discussion in the CTE, the outcome of the World Summit on Sustainable Development (WSSD), the existing international standard for environmental labelling schemes developed by the International Organization for Standardization (ISO) and the recent submission on labelling by the EC to the Committee for Technical Barriers to Trade (TBT) and the Committee for Trade and Environment (CTE). The use of various types of environmental labelling schemes to promote environmental objectives has increased considerably and has consequences for international trade. Well-designed eco-labelling schemes/programmes can be effective instruments of environmental policy to encourage the development of an environmentally conscious public. This paper emphasises that the different categories have very different degrees of impact on international trade.

Promoting Sustainable Consumption: Good Practices In OECD Countries, OECD, France: OECD, 2009, 60p

This report highlights the initiatives of OECD government to promote the sustainable consumption highlighting the individual policy tools and instruments and their effective combination. Policies related to sustainable consumption considers the social and ethical dimensions of products and how they are produced and as well as their environmental impact. This study is part of the OECD contribution to the UN Marrakech Process on Sustainable Consumption and Production. It draws on work being done within various OECD Committees (including the Environment Policy Committee, Committee on Consumer Policy and Trade Committee) and the seven Marrakech Task Forces led by OECD countries. It discusses government tools and instruments (e.g. standards, taxes, subsidies, communications campaigns, education) put in place to encourage sustainable consumption. It also discusses approaches for protecting consumers from misleading information on sustainability in areas such as labelling, advertising and corporate reporting. The report was prepared by the OECD Horizontal Programme on Sustainable Development with the assistance of Anna Fielder, Consumer Policy Consultant. This study is published on the responsibility of the Secretary-General of the OECD.

The Future of Eco-labelling: Making Environmental Product Information Systems Effective, Frieder Rubik and Paolo Frankl, Sheffield: Greenleaf Publishing, 2005, 256 p.

ISBN-10: 187471987X | ISBN-13: 978-1874719878

Based on a major EU research exercise, this book plots a course for policy-makers to address some of the historic problems with eco-labelling, to learn what works and what doesn't and to move forward with schemes that can make a real difference to sustainable production and consumption. The book analyses the conditions under which eco-labelling schemes-both mandatory and voluntary-are or can become an efficient and effective tool to achieve given objectives; assesses previous experiences with eco-labels in different European countries and the relationship of these schemes with business strategies, integrated product policy (IPP) and market conditions; defines strategies aimed at linking eco-labels with other IPP measures; explores how eco-labels can be used to encourage sustainable consumption patterns, create green markets, foster innovation and development of green products and services, and implement multi-stakeholder initiatives; and sets out detailed recommendations for the future of eco-labelling. This is a good resource for policy-makers, businesses involved with eco-labelling schemes and researchers interested in the development of sustainable production and consumption and IPP worldwide.

Eco-labelling in Fisheries: What is it all about, Bruce Phillips, Trevor Ward, Chet Chaffee, New Jersey: John Wiley & Sons, 2008, 208 p

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.

Evaluation of the Environmental Effects of the Swan Eco-label – Final Analysis, Nordic Council of Ministers, Copenhagen: Nordic Council of Ministers 2001, 88p

ISBN 92-893-0600-9

This report presents the evaluation of the eco label 'Swan' and the environmental effects of the Swan label. This evaluation was carried out by the consultant the International Institute of Environment Economics at Lund University, Sweden. The main basis of the analysis consists of three previous studies (Direct and indirect Environmental Effects performed by AF-IPK and Self Evaluation by the Nordic Ecolabelling Board) performed within the framework of the evaluation project. This report has identified the environmental effects achieved by the Swan label and analysed the role of the label as an environmental and consumer policy instrument. It has suggested the measures to develop the future role of the label for the systematic selection of product groups to scan large products areas in order to identify new product groups suitable for eco labeling. It has focused on needs and demands of purchasers and directed marketing measures to enhance the market acceptance of specific eco labeling criteria. It has suggested utilizing the potential for synergies with other environmental policy instruments like cooperation with other ecolabels.

Shared or Individual Responsibility: Eco-labelling and Consumer Choice in Sweden, Bladh, M., Söderholm, P., and Ek, Kristina, chapter in Environmental Policy and Household Behaviour: Sustainability and Everyday Life, London: Earthscan, 173-192 p, 2010

Our behaviour in our own homes - our recycling habits, consumer choices and transport preferences - all have a huge impact on the environment locally and globally. Governments across the world are trying to formulate and implement policies to encourage and enforce more sustainable household actions. Yet so often these policies fail to have the desired effects because of a lack of understanding of the complex interplay of policy and individual behaviour. This book examines this interplay, looking at the role of values, attitudes and constraints in the links between policy and changing behaviour at the household level. The first part of the book explores the theoretical background looking at the politics of lifestyles and lifestyle change, policy legitimacy and barriers and facilitators for pro-environmental behaviour. The second part is made up of in-depth case studies from Sweden - one of the fore-running countries in this area - examining three main types of household behaviour: waste and recycling; consumption and labelling; and transportation choices. Within these case studies, the contributors examine what policy initiatives have and haven't worked and the role of values and constraints in those processes. This is the first inter-disciplinary, in-depth look at how environmental policy enters the private, domestic sphere. The theoretical insights and policy guidance the book offers will be vital in the drive to generate behaviour change at the household level and the move towards sustainable societies.

WTO and India: An Agenda for Action in Post Doha Scenario, Mehta, Pradeep S., Jaipur: CUTS, 193 p., 2002,

ISBN 81-87222-60-3

The book has presented the pre and post Doha scenario in three parts-covering the pre and post Doha analysis, the international agenda for India, and most crucially the domestic agenda. CUTS has been involved in the WTO process and participated in every ministerial meeting since Marrakesh in April, 1994. CUTS had been following the Doha ministerial conference very closely and contributing to different leading newspapers on related issues. This book has reproduced articles written before the Doha meeting, and follow-up analytical articles written after the conference for the Financial Express. These articles have covered the international as well as the domestic agenda for India on most important WTO issues. It has also reproduced an essay by Mr. Arvind Panagariya, Professor of Economics and Co-Director of the Center for International Economics, University of Maryland, USA: "India at Doha: Retrospect and Prospect", originally published in the Economic & Political Weekly (January 26, 2002). It also covers the speech by Robert Zoellick, the USTR, which he had delivered at New Delhi on 9th August, 2001. Comparative statement of the three draft and the final versions of the main Doha Ministerial Text, without any comments has also covered.

India Montreal Protocol Programme: Country programme Update, Ozone Cell, MoEF and UNDP, Delhi: Sector Phase-Out Plan Unit (SPPU), 2006, 45 pages

This document has presented an overall assessment of Programme's implementation including experiences and lessons learnt. It provides the updates on phase-out of Ozone Depleting Substances (ODS) and consumption trends, non-ODS technology conversions in the industrial sectors and policy and regulatory measures. It also provides updates on government initiatives and actions to control and monitor ODS use and to maintain sustainability of ODS phase out. A schedule and action plan for implementing measures to achieve compliance and leading to complete ODS phase out is also given. The ongoing strategies and performance based agreements for addressing phase-out of remaining ODS production and consumption, milestones for annual ODS phase-out and planned government actions for monitoring and controlling ODS use are also highlighted. This document is proposed to assist Government of India in monitoring implementation of Montreal Protocol compliance measures.

An Overview of Ecolabels and Sustainability Certifications in the Global Marketplace, Jay S. Golden, Editor, Interim Report, Document #2010-10-1, Corporate Sustainability Initiative, Nicholas Institute for Environmental Policy Solutions, Duke University , October 2010, 99p.

This interim report is based on the findings of a joint survey between Big Rooms and the World Resources Institute, and it provides an initial broad overview of the use of eco-labels. The initial findings presented within this document provide a broad overview of the landscape and general construct of how eco-labels and certifications are being used in the global marketplace. The report includes three main sections: (1) a summary of relevant literature, (2) a review of key findings resulting from a global survey developed by Big Room and the World Resources Institute, and (3) a series of parallel studies of eco-labels and certifications as they have evolved in the food and agriculture, personal care, electronics, and textiles and apparel sectors. The results of this initial work are intended to provide greater insights into the design and utilization of eco-labels and certifications.

Eco-design Your Future: How Ecodesign can help the environment by making products smarter, EU Directorate-General for Enterprise and Industry, 12p

ISBN 978- 92- 79 -13946-8

The Ecodesign Directive provides a coherent and integrated framework which allows for setting compulsory eco-design requirements for some products. This brochure gives a brief overview of the eco-design methodology. More than 80% of the environmental impact of a product is determined at the design stage. For instance, the Ecodesign Regulation on standby requires that many domestic electrical and electronic products such as washing machines, TV or personal computers do not consume more than 0.5W in off mode as of 2013. These measures can lead to a positive influence in the energy efficiency of your home. Sustainable design aims to minimize the costs and environmental impacts of a product over its entire life-cycle. Improving resource productivity - producing more goods and services with fewer inputs of materials and utilities, and with less pollution and waste -will reduce business costs and benefit the environment.

This brochure is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.

Green Building Materials: A Guide to Product Selection and Specification, Ross Spiegel, Dru Meadows, 3rd Ed. NY:John Wiley & Sons, Inc., 2010, 400 pages

ISBN: 978-0-470-53804-3

A manual to green building materials helps users and architects how to select and use nontoxic, recycled, and recyclable products, and how to integrate these products into the design process in order to capitalize on the many practical and economic advantages of "going green." It provides updates on today's green building challenges—from reducing waste and improving energy efficiency to promoting proper code compliance and safeguarding against liability claims. A new chapter on eco-labels, green standards, and product certification gives information in details. A new appendix is added in this edition and provides reference information for sustainability standards and standards development organizations. New sample specifications, including green power requirements, vegetated green roof systems, rainwater harvesting, and water reuse systems is given along with revised and updated review of trends affecting the future of green building materials. It is an essential tool for designing environmentally friendly buildings—ones made from materials that preserve the Earth's natural legacy for future generations.

Private Voluntary Eco-labels for Sustainable Development, The Ninth Meeting of the Round Table on Sustainable Development at the OECD was held at the Château de la Muette on Friday 6 December 2002, OECD, 2002, 4 pages

It is a short summary note (issued under the Chairman's responsibility) of the discussion on 6 December. It is based on the two background papers for the meeting: Voluntary Sustainability Standards and Labels: The Case for Fostering them (Guy Salmon); and Private Voluntary Eco-labels: Trade Distorting, Discriminatory and Environmentally Disappointing (Vangelis Vitalis). Role of private and public sectors regarding trade and government intervention has discussed in large. The role of the public sector whether there was a need to expand the role of governments in private voluntary eco-labelling schemes discussed. In this context, the discussion was focused on the WTO, Eco-label Code of Conduct/Convention, WSSD Plan of Implementation, role of developing countries and their trade preferences. As with the discussion on the governmental role, views were mixed about the utility of private sector involvement. Among the points raised in the discussion were Producer/consumer eco-labels, Production versus process eco-labels, Role of NGO/private sector standards, Proliferation of Schemes, and public-private sector initiative in support of labelling.

Ecolabelling and International Trade, Veena Jha, René Vossenaar, Simonetta Zarrilli, and United Nations Conference on Trade and Development, New York: Palgrave Macmillan, 1997, xx, 376 Pages,

ISBN-10: 0333665473 | ISBN-13: 978-0333665473

Eco-labelling is an increasingly popular way of meeting consumer's demands for environmental information about the products they purchase. This book has presented the views on this important subject from the academic, policy-making and commercial spheres to look at the conceptual and practical issues, and to discuss how eco-labelling can be made effective and equitable, and must avoid distorting international trade to the detriment of developing countries. It is published for and on behalf of the United Nations in association with United Nations Conference on Trade and Development. It includes bibliographical references and index.

Ecolabelling as a Potential Marketing Tool for African Product: An Overview of Opportunities and Challenges, United Nations Environment Programme, UNEP, 36 pages

This report was produced on the basis of the outputs of the activities that were carried under the “Development of an African Ecolabelling Scheme”. The report emphasized on the spreading of environmental requirements including ecolabelling and other types of standards due to actions of private market players particularly through supply chain contracts and big retail chains. It also underlines 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. It has discussed the economic benefits of ecolabels and existing ecolabelling initiative in Africa. Ecolabelling initiatives operating in this region are international ecolabelling schemes relevant to the sectors like fisheries, forestry, leather, textiles, organic farming etc. These are used by African products or services. Only one ecolabelling scheme is in operation in Africa is Tunisian Eco-label. It has discussed in detail on the need for an ecolabelling mechanism.

Green claims: Environmental claims on products and packaging in the shops - An international study, Ed. By Judith Gubbay, London: Consumers International, 1999, 50 pages,

ISBN 19023 91 17 9

Consumers International, in partnership with its member country organizations had surveyed about environmental or 'green' claims made by manufacturers. The objective of this study was to investigate environmental or 'green' claims on products on sale in different parts of the world, in order to be able to make recommendations and analytical tools for use by consumer organisations. The study was designed to assess how common green marketing claims on products were in the ten countries (Hong Kong, Australia, Austria, Belgium, Denmark, Germany, The Netherlands, Sweden, the United Kingdom, and the United States), to examine national legislation and to assess its effectiveness, to identify any particular problem claims which are repeated internationally, and to 'test' some claims against the new ISO Standard 14021 on manufacturers' own claims. It has compared the green labeling on products like toilet rolls, paints, detergents, and kitchen appliances. In the survey, environmental information of 67 products (comprising aerosols, household products, drinks, paper products, batteries and electrical products) was collected and analysed by CI in accordance with the voluntary standard. 45 (62%) of the products samples were shown to be not in compliance with the voluntary standard.

The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding, Jacquelyn A. Ottman, San Francisco: Berrett-Koehler, 2011, page 256

ISBN-10: 1605098663 | ISBN-13: 978-1605098661

Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. It's not because consumers suddenly prize sustainability above all. It's because savvy green marketers are no longer trying to "sell the earth"—instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits—the new rules—is critical to winning over the mainstream consumer.

The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity and how they themselves can adopt this approach. Drawing on the latest data from leading researchers and reflecting on learnings from her corporate clients and other pioneers—including GE, Nike, Method, Starbucks, Timberland, HP, NatureWorks, Procter & Gamble, Stonyfield Farm, and Wal-Mart—Ottman provides practical strategies, tools, and inspiration for building every aspect of a credible value-based green marketing strategy. She covers using a proactive approach to sustainability to spur innovation, developing products that are green throughout their life cycle, communicating credibly to avoid accusations of "greenwashing," teaming up with stakeholders to maximize outreach to consumers, taking advantage of social media, and much more.

Greening the Lead Acid Battery Sector: Structure, Problems and Needs, Dutta, Arjun , Jaipur: CUTS International, iv + 31page, 2002

ISBN 10: 8187222433 | ISBN 13: 9788187222439

CUTS has implemented a project entitled “Targeted lobbying and training initiative to promote the Ecomark for primary batteries/cells and facilitate environment-friendly lead-smelting” with support from the Ministry of Environment and Forests, Government of India, in May 2001. This document looks at this effort in retrospect, analyse this unique effort and explain what needs to be done in future in the light of the enacted Battery (Management and Handling) Rules 2001 on 16 May 2001. It explains the structure and problems of the lead acid battery sector in India and outlines options to address the problems in the future.

Eco-labelling: Does (Should) One Size Fit All?, Dutta, A., Pramod Dev M., Gupta, S., Jaipur: CUTS International, 2005, 62 pages

ISBN: 81-8257-049-2 | 97-8818-257-049-8

The practice of supplying information on the environmental characteristics of a commodity to the consumers is called eco-labelling. It is one of the important tools available for environment protection. The research report provides a developing country's perspective on the problem of harmonisation of eco-labels at the international level and applying it to trade. The study provides analysis of conceptual issues; comparative costs of application for ecolabels and trade barrier issues arising out of the harmonisation demands. A comparative analysis of differing criteria requirements for three products across eco-labels from eight countries is presented to substantiate the case that across countries the environmental valuation differs and so do the standards. The study found that differences in standards across countries are an outcome of the country-specific needs and choices; and harmonisation of standards is untenable.

Quest for a Better Environment: A Report, Dutta, A. comp., Jaipur: CUTS International, 2001, ii, 30 pages,

ISBN: 81-87222-45-X | 97-88187-222-45-3

In India, multi-national refrigeration companies are trying to promote their products as environment-friendly under the pretext of using ozone depleting-substance-free technology. But, actually they are using hydro-fluoro-carbon technology that is adding to global warming. All these manufacturers have the capacity and the knowhow to produce HC-based refrigerators in India. But, they hardly have any regard for the Indian consumers. Hence, CUTS-CSPAC felt the need of exposing the double-standards of these multinational refrigerator manufacturers through continuous public education, with the objective of generating consumer awareness and putting pressure on these companies to change over to environment-friendly product. This monograph is an effort to present CUTS' activities in this regard, in the quest for a better environment. In an effort to hit these double standards, CUTS organised a series of campaigns in 2000 in several parts of India. The monograph carries information about these events and also suggests what is still required.

Finding the green in today's shoppers: Sustainability trends and new shopper insights, Scott Bearnse, Peter Capozucca, Laura Favret, and Brian Lynch, Washington, DC: Grocery Manufacturers Association, 2009, 28p.

The Grocery Manufacturers Association (GMA) enlisted Deloitte to conduct a study to examine the behavior of consumers related to the purchase of sustainable products. GMA has conducted a direct study of more than 6,000 shopper experiences in 11 major retailers of varying formats to understand the characteristics of the green shopper and to examine their shopping responses to sustainability issues. It examines the characteristics and the behaviors of this shopper in greater detail to understand the emerging green shopper and the market opportunity to serve them. This study confirms that a significant portion of consumers are now considering social and environmental benefits as part of their calculation of product value and purchasing decisions. This report highlights the shopper insights needed to bring new sales and marketing best practices to consumer product companies and their retail partners. Based on the results of this study, a behavioral model has developed that explains the interaction and effect of sustainability with other purchasing drivers. Green shoppers develop through each stage or segment based on the positioning of sustainability in their value hierarchy. The model helps explain the behaviors observed at each stage of development.

Illegal Trade in Environmentally Sensitive Goods, OECD Trade Policy Studies, Paris :OECD2012

ISBN 978-92-64-17422-1 | 978-92-64-17423-8

The report overviews the economic and policy issues involved in illegal trade in Environmentally Sensitive Goods and highlight a set of key policy messages for OECD and non-OECD governments. It provides an overview of the main economic, social, and environmental impacts. It reviews the data collected by customs and licensing schemes for selected environmentally sensitive goods including wildlife, fish, timber, ozone-depleting substances, and hazardous wastes. It examines the extent to which this information can be used to identify and measure illegal trade. Then role of national and international policy mechanisms to reduce illegal trade flows is assessed with a focus on international licensing schemes. The publication is based upon a set of papers prepared by experts.

Certification and Sustainable Fisheries, United Nations Environment Programme, Geneva: UNEP, 2009, 116 p.

Certification and eco-labelling have gained significant momentum during the past years. This paper discusses the benefits and challenges of fisheries certification schemes for all actors involved - from the fisherman to the retailers. In addition to providing a comprehensive review of several certification schemes and discussing the obstacles, this publication introduces the sourcing policies of a wide range of retailer chains related to certification and addresses the question why not more fisheries are certified. It also points to possible approaches for increasing certification in developing countries and provides recommendations for future UNEP activities with regard to fisheries certification and eco-labelling. The paper outlines that different possibilities exist for different stakeholders (retailers, scheme managers, UNEP) to support certification in developing countries which face a number of challenges to become certified. It underlines that action would be more effective if it was not taken by one stakeholder alone but rather jointly with other institutions.

International Trade, Ecolabelling and Standards: A Case Study of the Greater Mekong Subregion, Syviengxay Oraboune, Manitoba: International Institute for Sustainable Development, Series on Trade and the Environment in ASEAN-Policy Report 3, 2010, 17p.

This report discusses trade- and environment-related issues, focusing on environmental labelling and standards. Environmental labelling, or ecolabelling, and standards have been considered as 'trade positive' tools for the business community in order to comply with targeted consumers' requirements and develop a good image for their products and services in order to guarantee market access. However, in developing countries, where the technology systems needed to comply with environmental requirements are costly to apply, ecolabelling often acts as a barrier to trade. It also discusses this issue as it affects the ASEAN region, with particular reference to the Greater Mekong Subregion, where less ecolabelling is applied and trade without labeling is still practiced. Intraregional trade generally still needs to come to grips with environmental issues, so that a concrete policy needs to be applied within the region with regard to ecolabelling and standards.

Trade Effects of Eco-labelling, Studies in Trade and Investment, Trade and Investment Division, ESCAP, 1997

This publication includes discussions on market access implications for export competitiveness in the ESCAP region eco-labelling environmentally preferable products and international trade in textiles and clothing; and norme française (NF) environment mark and the European eco-label. Country studies cover India, Indonesia and Singapore. Also presented are country studies of China and Sri Lanka dealing with relationships between eco-labelling, international trade, development policies and strategies, and the report on certified organic food development and export prospects from the Chinese perspective. The publication presents the proceedings of a Seminar on Trade Effects of Eco-labelling, held in Bangkok, from 17 to 18 February 1997.

Environment and Trade A Guide to WTO Jurisprudence, Nathalie Bernasconi-Osterwalder, Daniel Magraw, Maria Julia Oliva, Marcos Orellana and Elisabeth Tuerk, London: Earthscan, 2006, 392 p.

ISBN 1-84407-298-3

This book examines how WTO jurisprudence has addressed these and many other questions. It is most comprehensive and accessible guide to environment and trade with thorough coverage of WTO rulings and impacts. An easy-to-use and accessible tool for practitioners, civil society, academics, students, and policy-makers who work on environment and/or trade issues are given. International trade rules have significant impacts on environmental law and policy at the domestic, regional, and global levels. In the WTO, dispute settlement tribunals are increasingly called to decide on environment-related questions. Can members treat products differently based on environmental considerations? Can members block the import of highly carcinogenic asbestos-containing products or genetically modified products crops? Can members require labeling for 'dolphin-friendly' tuna? This Guide, authored by five world leaders on international environmental and trade law at CIEL, is an accessible, comprehensive, one-of-a-kind compendium of environment and trade jurisprudence under the WTO. Providing an overview for both experts and non-experts of the major themes relevant to environment and trade, it also analyzes how

Trade and Environment at the WTO, WTO Secretariat, Geneva: WTO, 2004, 76p.

ISBN 978-92-870-3490-8

This Document is developed to assist public understanding of the trade and environment debate in the WTO, this document briefly presents its history and focuses on trade and environment related issues within the Doha mandate, the effects of trade liberalization on the environment, the relationship between multilateral environmental agreements and the WTO, and a review of trade disputes involving environmental issues.

Eco-Labeling in Latin America, Thomas V. Dietsch, *Environmental Issues in Latin America and the Caribbean*, Netherlands: Springer, 2005, 175-203p.

Print ISBN 978-1-4020-3773-3 | Online 978-1-4020-3774-0

This chapter is the part of the book “Environmental Issues in Latin America and the Caribbean” edited by Aldemaro Romero and Sarah E. West. Market-based conservation strategies have been proposed to encourage more sustainable and environmentally sensitive management practices in biodiversity rich areas. By paying a price premium, consumers can provide a market signal through their purchases to encourage producers to use less damaging management practices. This approach has been heavily promoted for a wide range of products from the Neotropics. These products are often the focus of sustainable development programs and highlight certification as a means for consumers to recognize the conservation value of the product. Recent research has shown significant benefits for biodiversity from less intensive extraction methods. While these results are a good basis for early optimism, they are not sufficient to ensure long-term conservation success. There is a growing scientific literature on how to monitor ecological integrity in conservation programs. This stronger scientific understanding suggests there are limitations to conservation in managed landscapes. This chapter reviews certification programs thus far proposed and implemented, focusing on shade-grown coffee as an example. Using birds, a highly visible and well-studied taxa, the scientific evidence is reviewed and compared with conservation goals. Based on available evidence, suggestions are made on how certification can enhance current conservation efforts and what research is still needed as programs develop. Overall, a general approach is proposed for monitoring and evaluating environmentally friendly certification programs that may give consumers not only confidence but also an awareness of how their purchase may contribute to conservation.

How Green is Your Eco-label? A Comparison of the Environmental Benefits of Marine Aquaculture Standards

This study — How Green is Your Eco-label? A Comparison of the Environmental Benefits of Marine Aquaculture Standards — use a well-established methodology, refined by the 2010 Global Aquaculture Performance Index (GAPI), to determine numerical scores of environmental performance for 20 marine finfish aquaculture standards. While a number of previous assessments have offered important insight on the sustainability of standards, this is the first to quantitatively assess their ecological impact. GAPI does not delineate “good” versus “bad” performance. Instead it is meant to be a tool to compare ecolabels and evaluate where they lie on the continuum of environmental performance. This study acts as a kind of Michelin guide for standards: distilling a large amount of disparate information into simple scores that highlight the strengths and weaknesses of different standards. The long term objective is to help stakeholders- seafood buyers, fish farmers, standard setters, and policy makers-understand how standards as a whole are contributing to the ultimate goal of a more sustainable marine aquaculture industry.

**Product Design and Life Cycle Assessment, Ireneusz Zbiciński, John Stavenuiter, Barbara Kozłowska and H.P.M. van de Coevering, Uppsala: The Baltic University Press, 2006, 314p.
ISBN 91-975526-2-3**

This is the Book 3 in a series on Environmental Management. Good design and improved life cycles of products is a key step towards sustainable production and consumption patterns in our societies. This book systematically discusses design using the eco-design strategy wheel for improvement, redesign and development of products and services. A life cycles approach covers resource management, use, and the end-of-life of products. Life Cycle Assessment, LCA, the most comprehensive tool to assess environmental impacts, is carefully treated including information management, impact assessment methods, and the interpretation of results. LCA applications and many examples of ecodesign are included. This book also encloses CD covers software and databases for LCA, cases to illustrate ecodesign strategies, and work tasks for students.

Eco-Labeling Standards, Green Procurement and the WTO: Significance for World Bank Borrowers, Center for International Environmental Law, Washington, DC , Geneva, Switzerland, 2005, 51p.

This paper examines whether the rules of the World Trade Organization (WTO) are compatible with World Bank borrowers incorporating eco-labeling 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-labeling 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.

5. Green Behaviour, Science for Environment Policy, Future Brief, October 2012, Issue 4, published by the European Commission, 2012.11p.

This Future Brief from Science for Environment Policy outlines the current scientific theory, thinking and research in the field of green behaviour. Alongside this, it explores the opportunities and challenges in developing policy to support and encourage green behaviour and suggest avenues for future research. Future Briefs are a series of “horizon-scanning policy briefs” by the European Commission’s Science for Environment Policy news and information service which provide an overview of emerging areas of science and technology.

Ecolabelling: Its Implications for China, The Fifth Conference of the China Council for International Cooperation on Environment and Development, Beijing, China, 23-25 September, 1996, Organised by International Institute for Sustainable Development, Canada and Information Institute, National Environmental Protection Agency, China, 21p.

It presents the outcome of the conference. It gives the information on labels which have been used for at least a century as means to inform consumers of special features of certain products or to warn consumers of possible impacts of particular products. It also describes how ecolabelling encourages manufacturing industries to be actively involved in environmental protection and pollution control by designing and developing environmentally friendly products. It presents the ecolabelling program in China and how it works. It summarizes the special features of this program. It discusses the implications of ecolabelling for China, including its impacts on China’s trade as well as challenges and opportunities ecolabelling may create. At the end to the paper, it proposes some recommendations in the hope that they will be useful for China to implement its own ecolabelling program.

Environmental labels and declarations: How ISO standards help, International Standard Organisation, Genève: ISO Central Secretariat, 2013, 25p.

ISBN 978-92-67-10586-4

The brochure has been authored by leading experts from the ISO technical committee ISO/TC 207, Environmental management, edited and published by ISO. It gives a concise and clear introduction to the ISO 14020 standard dealing with different aspects of environmental labels and declarations. It presents ISO 14020 in clear and simple language to help manufacturers and consumer associations decide whether the standards can help advance their converging objective of informing the consumer in an accurate and understandable way.