Pilot course on "Environmental labelling in circular economy"
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The idea of environmental labels and declarations.
ISO type I environmental labelling

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Ecolabelling – challenges

„Some firms have changed their production and distribution practices to **reduce or neutralize their carbon footprint** (Gaussin et al., 2013) or to be more socially responsible in other ways (Ciliberti et al., 2008). Coffee retailers have introduced new practices into their supply chains to ensure **better working conditions for farmers** (Jaffee, 2010); developers have included innovative design features into new buildings to **reduce consumption of energy, water and materials and manufacturers** have incorporated eco-design features in their products (Houe and Grabot, 2009). Such **sustainability practices are, however, often "hidden" and difficult to observe** (Terlaak, 2007), so firms also seek various ways to inform customers and supply chain partners about them (de Brito et al., 2008; Harbaugh et al., 2011; Houe and Grabot, 2009). One way is to adopt a voluntary environmental and social standard (and a corresponding eco-label) from a labeling scheme and to seek independent certification." [1]

P. Castka and C. Corbett, *Adoption and diffusion of environmental and social standards*, „International Journal of Operations & Production Management", 2016, t.36, no 11, pp. 1504–1529.

Ecolabelling – ecological awareness

- Dendler [40] suggests that **labelling schemes can influence production and consumption systems even though "they appear to be 'better than nothing' solutions"** in the journey towards more radical solutions requiring political and societal action." [1]

- „Environmental Management System (EMS), Green Public Procurement (GPP), Ecodesign Directive, **Ecolabel, Energy Label** and Environmental Technology Verification (ETV) have been **considered either by academic and practitioners as tools useful to promote CE**." [2]

[1] A. Grinnall and S. Burnett, "First Catch Your Fish: Designing a 'Low Energy Fish' Label," SUSTAINABILITY, vol. 7, no. 5, pp. 6086–6101, May 2015, doi: 10.3390/su7056086.
[2] L. Marrucci, T. Daddi, and F. Iraldo, The integration of Circular Economy with Sustainable Consumption and Production tools: systematic review and future research agenda, „Journal of Cleaner Production", 2019, p. 118268.

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Environmental labels and declarations - definitions

- „Environmental label, environmental declaration - claim which indicates the environmental aspects of a product or service" and „tools in environmental management".[1]

- „eco-labels as a means of communication which shows that the product bearing the eco-label has less impact on the environment during their whole life cycle, 'from cradle to cradle', in comparison with other similar products or services". [2]

- "The goal of eco-labels is to reduce information asymmetry between producers and consumers over the environmental attributes of a product or service". [3]

[1] ISO 14020:2000, Environmental labels and declarations – General principles.
[2] R. Baranyi, Criteria groups in the eco-labelling process system – comparative analysis focused on the Hungarian system, „Periodica Polytechnica Social and Management Sciences" 2008, Vol. 16, No 1, pp. 45–54.
[3] M.A. Delmas, N. Lessem, Eco-premium or eco-penalty? Eco-labels and quality in the organic wine market, „Business & Society" 2017, Vol. 56, No 2, pp. 318–356.

ECOLABELLING

Environmental labels and declarations – ISO standards

Published standards	
ISO 14020:2000	Environmental labels and declarations — General principles
ISO 14021:2016	Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)
ISO 14024:2018	Environmental labels and declarations — Type I environmental labelling — Principles and procedures
ISO 14025:2006	Environmental labels and declarations — Type III environmental declarations — Principles and procedures
ISO 14026:2017	Environmental labels and declarations — Principles, requirements and guidelines for communication of footprint information
ISO/TS 14027:2017	Environmental labels and declarations — Development of product category rules
Standards under development	
ISO/CD 14020	Environmental labels and declarations — General principles
14021:2016/DAMD 1	Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling) — Amendment 1: Carbon footprint, carbon neutral
ISO/WD TS 14029	Mutual recognition agreements between Type III Environmental Declaration (EPD) Programme Operators — Principles and procedures

TC > ISO/TC 207. (2020, September 12). Standards by ISO/TC 207/SC 3 Environmental labelling. https://www.iso.org/committee/54836/x/catalogue/p/0/u/1/w/0/d/0

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Environmental labels and declarations – ISO definitions

- Type I environmental labelling – "based on an assessment of a product's environmental impacts" (also life cycle considerations) certified by an independent third-party (e.g. Blue Angel, EU Ecolabel, Green Seal).

- Type II environmental labelling – self-declared environmental claim made by business, but not independent third-party, e.g. environmentally safe, pure, organic, biodegradable.

- Type III environmental declarations – based on the life cycle assessment data for a product, e.g. EcoLeaf, Environmental Product Declaration.

[1] Komentarz do norm ISO 14000, wydanie 2007.

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Barriers for EU Label

- "Cost of the application,
- Cost of the ecolabel licence,
- Too much documentation,
- Complexity of documentation,
- Requirements are too stringent,
- Lack of human resources and skills,
- Lack of technical and information support,
- Lack of external incentives,
- Lack of competitive rewards,
- Lack of stakeholders recognition,
- Lack of public institutions recognition (green procurement),
- Lack of international recognition,
- Too difficult to communicate,
- Too many individual criteria,
- Criteria do not address relevant environmental impacts,
- Lack of economic incentives (including funding),
- Costs of demonstrating compliance with the criteria requirements,
- Costs of implementation (including consultants),
- Costs of testing results and verifications that are necessary to obtain the label,
- Low understanding the ecolabelling criteria,
- Slow application procedures,
- Bureaucratic application procedures,
- Lack of recognition and rewards by public institutions, customers, consumers, and retailers"

F. Iraldo, M. Barberio, Drivers, barriers and benefits of the EU ecolabel in European companies' perception, „Sustainability" 2017, Vol. 9, No 5, pp. 1–15.

Stages and iterative elements in establishing ISO type I ecolabelling program

Stages:

- Select the category of product,

- Define environmental criteria for the ecolabelled product,

- Control and certify applicants, supervise the program implementation.

Iterative elements:

- "Consultation with interested parties,

- The selection of product categories,

- Development, review and modification of product environmental criteria,

- The identification of product function characteristics; and

- The establishment of certification procedures and other administrative elements of the programme".

ISO 14024:1999, Environmental labels and declarations - Type I environmental labelling - Principles and procedures, p. 4-5.

Critical success factors of ISO type I ecolabelling programs

1. "Transparency,
2. Consumer awareness: adequate publicity to ensure recognition of the label and its credibility,
3. Endorsement by key stakeholders,
4. Ensuring stringent, significant and up-to-date criteria developed with stakeholder participation to maintain credibility,
5. Harmonisation of criteria between different type I schemes, to facilitate use by producers,
6. Robust data checks,
7. Visibility of logo on product,
8. Affordable application process,
9. Appropriate selection of products,
10. Market penetration"

C. Allison, A. Carter, Study on different types of Environmental Labelling (ISO Type II and III Labels): Proposal for an Environmental Labelling Strategy, Environmental Resources Management, Oxford 2000, p. IV.

Transparency in ISO type I ecolabelling program

- "Selection of product categories,
- Selection and development of product environmental criteria,
- Product function characteristics,
- Testing and verification methods,
- Certification and award procedures,
- Review period,
- Period of validity,
- Nonconfidential evidence on which the awarding of the label is based,
- Funding sources for the programme development (e.g. fees, government financial support, etc.),
- Compliance verification"

ISO 14024:1999, Environmental labels and declarations - Type I environmental labelling - Principles and procedures, p. 4-5.

Thank you for attention

Project website: https://ecolabelling.prz.edu.pl/en/
The International Visegrad Fund website: https://www.visegradfund.org/
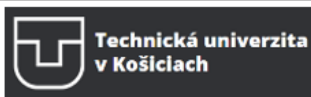
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