



# Enabling developing countries to seize eco-label opportunities

## Capacity building and technical assistance for industries and governments in developing economies

Division of Technology, Industry & Economics • Sustainable Consumption & Production Branch • [www.unep.fr/scp](http://www.unep.fr/scp)

The project aims to promote eco-labelling in emerging economies and is implemented by the United Nations Environment Programme (UNEP), together with InWent–Capacity Building International and other partners. The target countries for the project include Brazil, China, India, Kenya, Mexico and South Africa.

### I. Objectives

Eco-labels are voluntary, participatory, market-based and transparent economic tools that aim to decrease environmental impacts and improve resource efficiency of products throughout their life-cycle while enabling consumers to make informed decisions based on products' environmental credentials.

They indicate the overall environmental preferability of a product within a particular product category based on life-cycle considerations.

This project aims to:

#### Increase the number of eco-labeled products

The project supports target countries' industries, including small and medium-sized enterprises, to benefit from opportunities for environmentally-preferable products in the EU, as well as in the national and global markets.

Through capacity building and technical assistance, the project helps national industry stakeholders to have their key export products (textiles, footwear, televisions and paper) awarded with the EU Eco-label or other European countries' Type-I eco-labels. Facilitating the exchange of experiences and benchmarks, this project moreover supports the development or revitalization of national eco-labelling schemes in an international perspective. The project also helps stakeholders to develop supporting policies and actions.

#### Develop a roadmap toward mutual recognition

The project contributes to cooperation among developed and developing countries' eco-labelling bodies.

This will help to increase the reliability of eco-labels as a marketing instrument and simplify the 'eco-labelling universe' for both producers and consumers.

### II. Needs

The project has been designed to meet the following needs:

- Improve access to regional, European and global markets of environmentally friendly products from developing economies;
- Promote the mutual supportiveness of trade and environment especially in rapidly emerging economies such as Brazil, China, India, Mexico and South Africa. These countries play an important role in their region and have strong trade links with Europe. They also already suffer environmental problems associated with their increasing consumption and production patterns;
- Increase the international competitiveness of developing countries' manufacturing products, such as Kenya's.

### III. Expected results

- Strengthened capacity on eco-labelling and its application and promotion among target countries' key industry and government representatives;
- Roadmap developed towards mutual recognition of eco-labelling schemes;
- At least one product in each target country in the process of being awarded with the EU or another European country Type-I eco-label and increased attention of government decision-makers to the question of promoting eco-labelling.
- National eco-labelling schemes revitalized or created with international benchmarks and perspectives.



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## IV. Operational and organizational matters

The project benefits from the participation of national and international partners and associates, with complementary experiences and functions.

One local partner/associate with a key role in promoting different environmental management instruments coordinates the implementation in each country.



A **Steering Committee** includes one representative of each partner. The first meeting was held in Paris on 2-3 July 2007.

## V. Events

Key events of the project include:

- **Project start-up workshop**, Bonn, Germany, 3-4 December 2007, aimed at launching the project, presenting the background and assessment studies and creating awareness among relevant stakeholders in Europe and in the target countries.



- **National workshops on eco-labelling** in the target countries, aimed at creating awareness among stakeholders on the opportunities related to sustainable and eco-labelled products, engage them in the project and increase their knowledge on the EU Eco-label and other relevant eco-labels.

- Cape Town, South Africa, May 2008
- Beijing, China, June 2008
- Sao Paulo, Brazil, June 2008
- Jaipur, India, June 2008
- Nairobi, Kenya, September 2008
- Leon, Mexico, October 2008

- **Capacity-building and technical assistance activities** to relevant industry and government stakeholders, 2008-2010.
- **An international consultation meeting** with European and national eco-labelling schemes interested in increasing cooperation among them, 2009.
- **Regional conferences** for the presentation of project results and lessons learnt at the regional level, 2010.

### International partners and associates

- Capacity Building International (InWEnt)
- The Federal Environmental Agency, Germany (UBA)
- The Global Eco-labelling Network (GEN)

### National partners and associates

- Foreign Trade Secretariat, Ministry of Development, Industry and Foreign Trade (SECEX) - Brazil
- Sino-Japan Friendship Environmental Protection Centre (EDC) - China
- Consumer Unity & Trust Society (CUTS) - India
- National Cleaner Production Centre (KNCPC) - Kenya
- National Institute for Standards and Certification (INMC) - Mexico
- Council for Scientific and Industrial Research (CSIR) through its National Cleaner Production Centre (SA NCPC) - South Africa

### For further information:

Ms. Silvia Ferratini  
Sustainable Consumption and Production Branch  
UNEP DTIE  
Tel: +33 1 44 37 14 50 e-mail: [sc@unep.fr](mailto:sc@unep.fr)  
Web: [www.unep.fr/scp/ecolabelling/](http://www.unep.fr/scp/ecolabelling/)

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In collaboration with InWEnt

