

G E N

Global Ecolabelling Network Annual Report 2003



Message from the GEN Chair

My dear GEN colleagues,

Thank you for having given me this honorable role. I assume the GEN Chair position with apprehension and excitement. While I'm concerned that my aptitude and degree of personal investment might never match that of the former Chair – Mr. John Polak, I'm excited because this position gives me a chance to promote certain ideals that I've held for many years. These ideals are to allow the GEN to perform a greater role and to make Type I Ecolabelling the best tool for guiding green consumption.

Comparing myself with the former Chair, the two of us are quite similar in that we are both hopelessly optimistic, always looking for opportunities, and always happy to help others. As for differences between us, as a member of the opposite sex, I believe that I may inherently outperform John Polak in terms of implementation and communication skills. However, in the areas of goal setting and creativity, I am in great need of assistance and guidance from him and all of my GEN colleagues.

Looking back over the past ten years, John Polak and I have successfully set in motion the first examples of mutual recognition and common criteria. Our efforts in this area are gradually bearing fruitful results as an increasing number of members are concurring with our model and joining our ranks.

As an international organization, GEN views and developments are gradually being accepted and given increasing importance by other important international organizations such as the ISO, WTO and UNCSD. Because of our efforts, many more consumers and governments now hold Type I Ecolabelling in high regard. The proportion of developing nation members in the GEN is rapidly growing, and other types of ecolabelling are emerging, as the Chinese say, "like bamboo shoots after a spring rain". I am proud to see that they are emulating our existing working model.

As for my personal experience, I have been promoting Taiwan's Green Mark Program from the outset. Through the GEN's Technical Assistance Program, I was able to invite experts from Norway and Canada to travel to Taiwan in order to provide guidance, and they were very generous in sharing their valuable experience. Subsequently, I was invited, in my professional capacity, to travel to several Asian countries, including Sri Lanka, the Philippines, Hong Kong, Indonesia and Vietnam, to speak on my experiences.

The fact that I have been invited and able to attend many international conferences in various nations has been an extremely rare and precious opportunity for Taiwan! The GEN also facilitated my organization – the Environment and Development Foundation – to become the only organization in Taiwan to implement the Green Mark Program.

There is a Chinese saying – "If you receive one drop of water from someone, you should return a spring of water to him". I hope to give my all to the GEN before my official retirement in a few years.

During the 2003 Annual General Meeting, it was decided that the establishment of an Internationally Coordinated Ecolabelling System should be a major GEN objective for the upcoming years. I intend to lead and direct GEN officials in examining how we can use accreditation, common criteria, as well as a possible harmonized logo, to build membership capacity and efficiency, reduce unnecessary barriers to trade, and attract "buy-in" from more enterprises that produce and provide green products and services.

Lastly, I would like to call on all of you to help the Board of Directors and me to make the GEN organization exist as one unified Ecolabelling family. By putting our full efforts into this initiative, we are building a better world for the next generations to come.

While 2003 ended as a highly successful and positive year for the GEN and its members and officials, unfortunately early 2004 brought tragedy to the "GEN family" with the unexpected and sudden death of Mrs. Dagmar Sucharovova of the Czech Ministry of the Environment. Mrs. Sucharovova had been an active participant in the GEN since her organization joined in 1999. In 2003, she played the lead role in planning, organizing, hosting and staging the Annual General Meeting and Conference in Prague. Her energy, enthusiasm, thoughtfulness and charm will be missed by all who were fortunate enough to have interacted with her.

Dr. Ning Yu
GEN Chair





contents

2003 GEN Annual Report: Abridged Version¹ Table of Contents

message

Message from the GEN Chair

one

The Global Ecolabelling Network (GEN)

- 1.1 Mission
- 1.2 Participants
- 1.3 Management and Administration

two

2003 Operations and Activities

- 2.1 Board of Directors Activities
- 2.2 Administrative Activities
- 2.3 Major Initiatives Undertaken:
 - 2.3.1 Future Role of the GEN and Conceptualization of GENICES
 - 2.3.2 Multilateral Enhanced Co-operation and Common Criteria Development
 - 2.3.3 Position on ISO 14024 and Participation in ISO
 - 2.3.4 "GEN, Ecolabelling and Trade" Paper
 - 2.3.5 Participation in International Forums, Meetings and Events
 - 2.3.6 International Ecolabelled Products List
 - 2.3.7 Common Information Lists and Shared Databases
- 2.4 Annual General Meeting, Conference and Exposition
 - 2.4.1 2003 Annual General Meeting (AGM)
 - 2.4.2 2003 International Conference and Exposition
- 2.5 2003 Financial Statement

three

Strategic Directions, Initiatives and Accomplishments

- 3.1 The Strategic Plan
- 3.2 2003 Strategic Action Areas, Efforts and Achievements
 - 3.2.1 Capability Building
 - 3.2.2 Internal Co-operation
 - 3.2.3 External Promotion and Relations

appendices

- Appendix A: International Issues and Developments Relating to Ecolabelling
 - A1 The Trade Debate
 - A2 Defining Ecolabelling
 - A3 Role in Green Procurement and Other Policy Initiatives Areas
- Appendix B: Ecolabelling Programs in Existence
- Appendix C: 2003 GEN Participants

¹ This abridged version has been published for distribution purposes.
A more comprehensive version is available for reference and potential downloading from the GEN Web Site: www.gen.gr.jp

A monochromatic cyan photograph of a dense forest. A stream flows through the center of the scene, surrounded by lush vegetation and fallen tree trunks. The lighting is soft, creating a serene and somewhat somber atmosphere. The number '1' is printed in the top left corner.

1

the global ecolabelling network (GEN)

1.1 Mission

The Global Ecolabelling Network (GEN) is a non-profit association of third-party, environmental performance labelling organizations and pro-ecolabelling “associates” founded in 1994 to improve, promote, and develop the ecolabelling of products (i.e. goods and services).

The mission of the GEN is to:

- serve its members, associates, other ecolabelling programs, other stakeholders, and the public, by improving, promoting and developing the ecolabelling of products, the credibility of ecolabelling programs worldwide, and the availability of information regarding ecolabelling standards from around the world;
- foster co-operation, information exchange and harmonization among its members, associates, and other ecolabelling programs with regard to ecolabelling;
- facilitate access to information regarding ecolabelling standards from around the world;
- participate in certain international organizations in order to promote ecolabelling generally; and
- encourage the demand for, and supply of, more environmentally responsible goods and services.

In support of this mission, GEN participants:

- set criteria for and certify products with lower environmental burdens and impacts than comparable products with the same function;
- provide information, advice and technical assistance to organizations contemplating or developing programs;
- disseminate information to the public; and
- represent the interests of ecolabelling in various international meetings and events.

More information on the GEN and its activities is available in the subsequent sections of this *Annual Report*, and on the GEN Internet Web site at: www.gen.gr.jp.

1.2 Participants

As of the end of 2003, the GEN included 26 member organizations that operate ecolabelling programs around the world, and the China Ecolabelling Center (CEC) as an additional formal participant¹. Also, two non-ecolabelling program delivery organizations - the Consumer's Choice Council (CCC) and the International Social and Environmental Accreditation and Labelling (ISEAL) Alliance - were formal “associates”².

[Table 1](#) provides summary information on the GEN member organizations. It is noteworthy that several are responsible for the delivery of more than one ecolabelling program/scheme. [Appendix C](#) provides contact information for all the GEN participating organizations and their representatives.

While membership and associate status are restricted to organizations that share the GEN's objectives and meet basic criteria, much of the information collected and many of the meetings are open to a broader audience.

¹ While the China Ecolabelling Center (CEC) can satisfy the GEN membership requirements and conditions, CEC officials have requested “participant status” at this time. This status has granted on an exceptional basis.

² These associates are not-for-profit organizations that formally support ecolabelling principles and goals, though they are not ecolabelling practitioners.

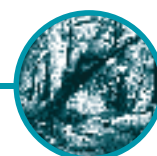


Table 1: Member Organizations: 2003 Summary Information

Organization(s)*	Program(s) Delivered	Standards/ Criteria Sets	Licenses Issued to Companies	Certified Products/ Services
Asociacion Espanola de Normalizacion y Certificacion – AENOR [Spain]	AENOR Medio Ambiente	15	52	150
Associaçao Brasileira de Normas Técnicas – ABNT [Brasil]	Certificado do Rótulo Ecológico ABNT - Qualidade Ambiental	**	**	**
Australian Environmental Labelling Association (AELA), Inc.	Australian Ecolabel Program	12	15	92
Central Pollution Control Board - CPCB [India]	Ecomark Scheme of India	16	2	3
Clean & Green Foundation, Inc. [Philippines]	Green Choice Philippines	4	1	2
DG Environment - DG3, European Commission + AENOR [Spain] / Department for Environment, Food and Rural Affairs [United Kingdom] / Ecolabelling Denmark / Ecolabelling Norway / Ministère de l'Environnement, Luxembourg / Ministry of the Environment and Physical Planning, Greece / SIS Ecolabelling AB [Sweden] / Umweltbundesamt [Germany]	European Eco-label / "The Flower"	21	152***	**
Ecolabelling Denmark / Ecolabelling Norway / SIS Ecolabelling AB [Sweden]	Nordic Swan****	58	800 companies 1,016 licenses	>3,000
Environment and Development Foundation – EDF [Taiwan]	Green Mark	83	442	2,109
Federal Environmental Agency [Germany]	Ecolabel Blue Angel	92	552	3,158
Green Council [Hong Kong]	Hong Kong Green Label	**	**	**
Green Seal Inc. [USA]	Green seal	**	**	**
Hungarian Eco-Labelling Organization – HELO	Hungarian Eco-labelling Program	**	**	**
Japan Environment Association – JEA	Eco Mark Program	59	1,902	5,673
Korea Environmental Labelling Association – KELA	Environmental Labelling Program	94	308	758
Ministry of Environment, Israel	Green Label Program	**	**	**
Ministry of Environmental Protection and Physical Planning, Republic of Croatia	Environmental Label of the Republic of Croatia	39	11	14
Ministry of Environment Czech Republic	National Program of Labelling Environmentally Products	31	60	155 (products licensed)
The New Zealand Ecolabelling Trust – NZET	Environmental Choice New Zealand	21	14	172
Singapore Environment Council – SEC	Singapore Green Labelling Scheme - SGLS	35	32	130
Swedish Society for Nature Conservation – SSNC	Good Environmental Choice	13	278	747
TCO Development [Sweden-based' international]	Quality and Ecolabelling Program	9	151	3,096
TerraChoice Environmental Services, Inc. – TESI [Canada]	Environmental Choice ^M Program	153	206 companies 249 licenses	>3,000
Thailand Environment Institute – TEI	Thai Green Label Program	34	31	140

* Some GEN member organizations are involved in the delivery of more than one ecolabelling program/scheme.

** Information unavailable and/or not provided at the time of the production of this Report.

*** While only the GEN member organizations which deliver the European Eco-label are identified, the "licenses issued to companies" statistic is a program total and involves companies licensed by non-GEN member organizations as well.

**** The Nordic Swan Program is delivered by the GEN member organizations and other (non-GEN member) organizations. The statistics provided are program totals.

1.3 Management and Administration

GEN activities are managed by a Board of Directors (refer below for a listing of the Directors of the Board), while day-to-day operations are administered jointly by a General Affairs Office (GAO) and Secretariat.

2003 GEN Board of Directors

	Term on Board:
Dr. Ning Yu, Incoming Chair Environment and Development Foundation, (EDF), Taiwan, ROC	since Oct 2003 Director since Oct 2001
John Polak, Outgoing Chair TerraChoice Environmental Services Inc., (TESI) Canada	completed Oct 2003
Seiji Taguchi, Treasurer Japan Environment Association (JEA)	since Oct 1998
Eva Eiderstrom Swedish Society for Nature Conservation (SSNC)	since Oct 2003
Lisbeth Engel Hansen Ecolabelling Denmark	since Oct 2001
Melissa Arseneault The New Zealand Ecolabelling Trust (NZET)	completed Oct 2003
Robin Taylor The New Zealand Ecolabelling Trust (NZET)	since Oct 2003
Wolfgang Lohrer Federal Environmental Agency (FEA), Germany	since Nov 2000

The GAO is situated and operates in the offices of the Japan Environment Association. The Secretariat is set up in the offices of TerraChoice Environmental Services Inc. of Canada. GAO and Secretariat officials report to the Board of Directors, and collaborate in providing GEN administrative support. (Contact information for both administrative offices is provided below.)

GEN General Affairs Office (GAO)

Japan Environment Association
Attention: Ms Hiroko Mizuno
Prime Kamiyacho Building 2F
1-11-9 Azabudai, Minato-ku
Tokyo 106-0041 JAPAN
Telephone: +81 3 5114 1255
Telefax: +81 3 5114 1254
E-mail: dc3h-mzn@asahi-net.or.jp

GEN Secretariat

TerraChoice Environmental Services, Inc.
Attention: Mr. Evan Bozowsky, Manager
Suite 801 - 1280 Old Innes Road
Ottawa, Ontario K1B 5M7 CANADA
Telephone: +1 613 247 1900
Telefax: +1 613 247 2228
E-mail: gensecretariat@terrachoice.com

(From left to right) Mr Evan Bozowsky, (GEN Secretariat), Dr Ning Yu, Ms Hiroko Mizuno, (GEN GAO), Mrs Eva Eiderstorm, Mr Robin Taylor, Mrs Lisbeth Engel Hanson and Mr Seji Taguchi arrival in Berlin, Germany for GEN Board of Directors Meeting, May 2004. (Photo taken by Mr Wolfgang Lohrer)



2

2003 operations and activities

This section highlights GEN operations and activities, and provides an annual financial statement. For more detailed descriptions of the items, events and activities summarized in this section, refer to the more comprehensive version of this Annual Report posted on the GEN Web Site.

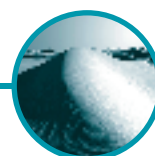
2.1 Board of Directors Activities

The Board formally met three times in 2003 to formulate and review strategies, work plans, initiatives and budgets. A working group of the Board also met in May. As well, electronic means were used throughout the year to consult and conduct routine GEN business. Major Board responsibilities and activities included:

- granting provisional acceptance of membership applications from the Clean & Green Foundation, Inc. of the Philippines and the Singapore Environment Council;
- convening the 2003 Annual General Meeting (AGM) and a corresponding conference and exposition;
- overseeing revisions to the 2003 and draft 2004 work plans and budgets;
- retaining the annual participation fee levels at the levels originally set;
- directing the preparation and approval of the 2002 annual financial report;
- approving the foregoing of future external financial audits unless deemed necessary due to extraordinary circumstances;
- authorizing and overseeing the efforts of a working group to prepare a discussion paper on "The Future of GEN" [Section 2.3.1];
- directing the preparation of a proposal for the advancement of an "international coordinated ecolabelling system"[Section 2.3.1];
- establishing a Board "working group" to proceed with the design and development of a GEN international coordinated ecolabelling system — "GENICES" [Section 2.3.1];
- approving partial funding support for an "enhanced co-operation and mutual recognition/common criteria development" project involving several GEN members [Section 2.3.2];
- selecting and directing appropriate representatives to participate in international information-sharing and awareness-raising forums, meetings and events on behalf of the GEN [Sections 2.3.3 and 2.3.5];
- preparing a "GEN, Ecolabelling and Trade" Paper for posting on the GEN Web site and dissemination to interested parties [Section 2.3.4];
- preparing a list of ecolabelled products available around the world and providing it to various international development banks and other organizations (e.g. the United Nations) [Section 2.3.6];
- extending continuing support for "chemical substances data base development initiatives" being undertaken [Section 2.3.7];
- directing revisions to the draft 2004 - 2008 GEN Strategic Plan;
- directing the preparation of a draft "GEN Promotions Plan"; and
- managing and supervising other GEN activities within the frameworks of the annual work plans and budgets approved at the 2002 AGM and 2003 AGM.



GEN Board of Directors Meeting held in Prague, Czech Republic 2003



2.2 Administrative Activities

Besides performing various routine operational and administrative tasks, the General Affairs Office (GAO) and Secretariat undertook the following operational and administrative activities:

- preparing and distributing the *2002 Annual Report* to stakeholders and interested parties;
- reviewing and revising the Technical Assistance Program (TAP);
- preparing and inputting to position papers on "GEN, Ecolabelling and Trade", "GEN and ISO 14024" and "The Future of GEN";
- generating a paper on "GEN Members' Self-assessed Compliance with ISO 14024";
- collaborating with Czech host officials in the planning, organizing, staging, and reporting upon the 2003 AGM, international conference and exposition [Section 2.4];
- compiling a list of ecolabelled products (in selected product categories) available around the world;
- providing some coordination and direct input to two TAP projects [Section 2.3.2];
- enhancing and expanding a "Members Only" section on the GEN Web site;
- installing Internet links to product category criteria lists/documents posted on the members' web sites;
- preparing and posting several *GENews* (i.e. the GEN's newsletter) issues on the GEN Web site;
- initiating revisions and updates to the "GEN Guide to Ecolabelling";
- enhancing formal relations with, and participating in various initiatives of the ISEAL Alliance [Section 2.3.5]; and
- monitoring and notifying GEN members of international developments and events relevant to the advancement of ecolabelling.

A full summary of activities undertaken in accordance with the 2003 Work Plan is provided in Section 3.2.

2.3 Major Initiatives Undertaken

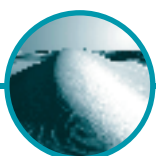
The success of the GEN depends to a large extent on the involvement and efforts of its Chair, Directors and the members and associates. In 2003, major initiatives undertaken on behalf of the GEN, included:

2.3.1 Future Role of the GEN and Conceptualization of GENICES

Over the past few years, GEN officials have:

- developed a mutual recognition approach specific to ecolabelling, based on the four step process of: (i) information exchange, (ii) development of mutual confidence, (iii) agreement on mutual recognition of testing and auditing, and (iv) mutual recognition of certification on a product specific basis.
- developed mutual recognition agreements on bilateral and/or regional bases;
- developed common core environmental performance criteria for certain products;
- begun exploring the development of harmonized criteria;
- been actively represented at ISO meetings, adopted ISO 14024 as a code of good practice, and conducted self assessment against ISO 14024 principles [Section 2.3.3];
- made presentations on ecolabelling to a range of international inter-governmental bodies [Sections 2.3.4 and 2.3.5]; and
- provided technical assistance to countries seeking to develop ecolabelling programs.

Given these developments, a Board-appointed Working Group convened a special working session to formulate a proposal for consideration and adoption of a formal evolution strategy involving the development and implementation of a GEN international coordinated ecolabelling system ("GENICES").



The Working Group undertook to explore key issues and prepare a proposal paper and presentation for the 2003 AGM and a related Conference session, with recommendations on the merits and how to proceed. The resulting proposal featured the following key strategic points:

- the evolution of the GEN should build upon the already agreed upon four step mutual recognition process;
- GEN member organizations should be able to join or leave GENICES at any time, with participation on a voluntary basis but subject to formal conditions;
- the GEN should not be involved in actually ecolabelling products (certifying compliance of products to criteria and licensing companies), but could provide the central authority for others to conduct ecolabelling work;
- GEN officials should continue with current duties, while a separate GENICES operation, under the general governance of the Board of Directors, might be needed to:
 - (i) design and implement program accreditation;
 - (ii) serve as the forum for dispute resolution; and
 - (iii) facilitate or even develop common core criteria and harmonized criteria; and
- while initial financing of this expanded GEN role would likely need to be sought and secured, a sustainable business model will be required to ensure long term stability of the required functions.

As a culmination to the presentations and discussions held during the 2003 AGM and Conference, the following AGM resolution was made and adopted:

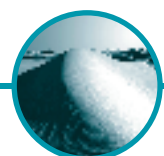
Within the context of the principles of simplicity, relevance, credibility, inclusiveness and flexibility, and while continuing the important work related to the development of common core criteria, to include in the GEN work program the development of GENICES (GEN International Coordinated Ecolabelling System), beginning with an accreditation system and a logo approach.

2.3.2 Multilateral Enhanced Co-operation and Common Criteria Development

Beginning in late 2001, officials of four Asian member organizations – the Environment and Development Foundation (EDF) of Taiwan/ROC, the Japan Environment Association (JEA), the Korea Environmental Labelling Association (KELA), and the Thailand Environment Institute (TEI) – sought and secured GEN funding assistance and support for a multilateral, multi-year project. The project design called for collaboration, negotiation and establishment of a mutual recognition framework and cooperative process through which sets of common ecolabelling criteria could be formulated. The ultimate project goal was to be the finalization and adoption of common criteria and encouragement of other GEN members to also adopt and/or reference the common criteria in their respective ecolabelling criteria documents.

With the completion of a “Phase I” (which was focused upon development and adoption of common core criteria for paints and toner cartridges), a proposal was submitted and approved by the GEN Board in 2003 for a “Phase II” work program. Work has focused on development of common core criteria for televisions, video players and multifunctional office equipment. Re-worked criteria, with supporting documentation, are to be further considered and refined in early 2004, and finalized by Summer 2004.

Progress and preliminary study reports and the draft common core criteria documents have been posted on the GEN Web site (in a “members only” section) to keep GEN officials aware of developments and facilitate their input and comments.



2.3.3 *Position on ISO 14024 and Participation in ISO*

The International Organization for Standardization (ISO) began development work on “*ISO 14024: Environmental labels and declarations - Type I environmental labelling - Principles and procedures*” in the late 1990’s. Throughout the ISO standard development process, GEN officials have actively participated and provided useful and substantial input. Also, individual GEN member officials have served as technical experts and key participants on their respective national ISO delegations.

GEN officials have deemed it appropriate and useful to recognize the Principles contained in the Standard as a “code of good practice” to guide ecolabelling program designers, developers, managers and operators. A major condition of GEN membership is that a representative of an ecolabelling organization must affirm that his/her organization:

“...conforms to the GEN conditions of membership set forth in the GEN By-Laws..., and is striving to comply with the guiding principles outlined in International Organization for Standardization (ISO) voluntary standard ISO 14024...”.

Also of note, a “Self-Assessment of Conformity with ISO 14024” exercise undertaken in 2002 identified quite strong cumulative conformity with the ISO Guiding Principles (and Procedures). While GEN officials see considerable value in the guidance provided by the ISO 14024 Principles, they also place great value on the GEN’s own “Conditions of Membership”, and the “Code of Good Practice” contained in the World Trade Organization’s (WTO’s) Technical Barriers to Trade (TBT) Agreement.

In preparation for ISO officials’ scheduled 2003 review of the Standard, GEN officials discussed and considered the value and appropriateness of undertaking revisions to the Standard. They deemed the current version quite acceptable and appropriate

for the guidance purposes that it is intended, and produced a position paper that recommended against initiation of any revisions. The Position Paper was posted on the GEN Web site and individual GEN member officials were also encouraged to advise their respective ISO representative officials to oppose any revision work being initiated at this time.

Dr. Ning Yu, as the GEN representative at the pertinent ISO Meetings, conveyed the GEN position to ISO officials and other delegates. Subsequently, a major ISO meeting outcome was a decision taken not to initiate a revision exercise.

2.3.4 *"GEN, Ecolabelling and Trade" Paper*

In early 2003, the Chair drafted a paper on GEN initiatives that address international trade concern issues. The purposes of this paper were to:

- communicate to others the background and purpose of the GEN;
- help GEN members better understand the context of, and issues related to, the trade debate, and
- communicate to others what the GEN and its members have been collectively doing in those areas that are connected to the trade issues.

Besides providing information to satisfy the three purposes, the Paper presents the following conclusions:

- if inappropriately practiced, any type of environmental labelling could have the potential to create unnecessary barriers to trade;
- to date, no concrete concerns have been addressed at specific Type I ecolabelling programs;
- a range of WTO agreements address standards and standardizing bodies, but were negotiated without specific knowledge of or concern about ecolabelling;
- a lack of clarification and disagreement remains on the degree to which WTO agreements apply to Type I ecolabelling programs;



- ISO 14024 does contain many of the requirements under the relevant WTO agreements and is referenced by GEN members as a code of good conduct;
- ecolabelling is growing around the world, in both developed and developing countries;
- environmental attributes of products have the potential to create trade opportunities, particularly for goods aimed at developed country markets, regardless of point of origin; and
- there is a need to find sustainable solutions instead of being preoccupied with the more negative threats and difficulties; this will allow the debate to take a turn for the better, and the energy now spent on arguing about potential problems re-focused to evaluate and pursue opportunities.

The Paper was finalized and posted on the GEN Web site in the Spring of 2003. At the same time, it was circulated to interested parties participating in the WTO exercise, and provided electronically to GEN member representatives for further distribution as appropriate.

2.3.5 Participation in International Forums, Meetings and Events

Throughout 2003, GEN officials were invited to and participated in a number of important international forums, meetings and events, including:

- **Eleventh Session of the United Nations Committee on Sustainable Development (UNCSD)**

On behalf of the GEN, and in follow-up to her attendance at the 2002 World Summit on Sustainable Development (WSSD), Dr. Ning Yu attended the first week of this Event. The intent of this Event was to prepare and approve a work plan relating to implementation of WSSD outcomes. An Implementation Plan/ Discussion Paper was being prepared and two-year action-oriented implementation cycles, relating to these high priority issues, were being formulated for adoption.

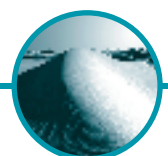
Besides attending the formal organizational meetings, Dr. Yu attended “side events” at which she distributed a “GEN Backgrounder” document to interested parties. In reporting on the Event, she concluded that it had been a useful event to attend from an information gathering/sharing and awareness-raising perspective.

- **Organization for Economic Cooperation and Development (OECD) Consultation Session**

In response to an invitation forwarded by OECD officials, a decision was taken to send a GEN representative. This series of meetings was viewed as an opportunity to increase awareness of the GEN and its members among OECD delegations, and an appropriate venue for the dissemination of the “GEN, Ecolabelling and Trade” Paper [Section 2.3.4]. Unfortunately, a labour strike in France prevented such participation. Nevertheless, through other channels, certain OECD delegations were made aware of the GEN Paper and invited to request a copy.

- **NGO Forum In Advance of WTO-TBT Meeting**

This “Learning Event”, which involved primarily Geneva-based WTO delegates and various national governments’ trade officials, included a workshop on labelling. The GEN Chair had been invited to provide a presentation and distribute the GEN’s “GEN, Ecolabelling and Trade” paper. While the GEN Chair was ultimately unable to attend, Mr. Chad Dobson of the Consumer’s Choice Council (a GEN associate organization) gave the GEN presentation. Feedback from the Event identified that the GEN Paper and presentation were appreciated and well received. It was unclear at the conclusion of the meeting whether or how the exercise would be repeated in future.



- **Advisory Group to the World Bank (and Other Multilateral Development Banks and the United Nations) on Environmentally Responsible Procurement Strategies, Instruments and Practices**

Since 2001, World Bank officials have annually hosted a one-day meeting on Environmentally Responsible Procurement (ERP). Participants in the meetings have included representatives from the multilateral development banks (i.e. the World Bank, Asian Development Bank, and others), United Nations organizations, and a variety of non-governmental organizations including the GEN.

In late 2002, World Bank officials announced their intention to seek out and procure “certified green products”, and consequently, to search for and request credible and appropriate lists of such products (and corresponding criteria) that their procurement officials could reference. This was recognized and acknowledged as an opportunity for the GEN and its members to have direct input to the process. Consequently, GEN officials committed to compile, prepare and submit a list of ecolabelled products available around the world that fit under several selected product categories.

In 2003, GEN officials sought and compiled data from GEN members and attempted to obtain complementary data from other established ecolabelling/environmental performance certification/labelling programs. From the information received, a preliminary list was prepared [Section 2.3.6] that addressed products certified and ecolabelled by nine programs/schemes in eight product category areas. At a meeting in Washington, the GEN Chair tabled the Preliminary List, requested feedback on it, and spoke more broadly on the subject of using ecolabelling product lists and criteria in green purchasing initiatives.

- **Fifth Session of the WTO Ministerial Conference in Cancun**

In response to an invitation received in July 2003, the GEN Chair arranged to attend part of the World Trade Organization (WTO) Conference in mid-September. At the Event, the Chair was expected to table and present the “GEN, Ecolabelling and Trade” paper [Section 2.3.4] and participate in an “environment and trade” panel discussion. Unfortunately, with the “collapse” of the central aspects of the Event, the environmental labelling consideration activities didn’t proceed as planned. Nevertheless, the GEN Chair was able to distribute the Paper and discuss it informally with select delegates. While disappointing that the Event didn’t proceed more positively and substantially, a view emerged that there had been some progress made based on the lead-up discussion and input documentation and a general hope that efforts and positive momentum will get “back on track” in 2004.

[For more background information and elaboration on this specific Event, reference the more comprehensive version of this Annual Report posted on the GEN Web site – www.gen.gr.jp.]

- **ISEAL Alliance Initiatives and Events**

For several years, GEN officials have communicated and interacted with International Social and Environmental Accreditation and Labelling (ISEAL) Alliance officials. The ISEAL Alliance is a collaboration of leading international standards setting, accreditation and labelling organizations that are concerned with social and environmental criteria in product and renewable resource management certification. While there is no overlap in membership between the GEN and the ISEAL Alliance, goals and objectives are somewhat complementary. Also, many operational strategies, processes and procedures used by members of both organizations are comparable.

While GEN officials did not participate directly in ISEAL Alliance meetings and workshops staged in 2003 due to scheduling conflicts and budget restrictions, GEN officials stayed informed



of meeting outcomes and initiatives underway, and provided some input and comments to the ISEAL Alliance exercises. Of considerable interest to GEN officials are initiatives underway relating to the development and adoption of a “Code of Good Practice for Standards-Setting” and the establishment and application of common accreditation systems and processes. Outcomes and processes implemented in both of these areas could prove interesting and potentially quite useful for GEN officials and members in undertaking comparable GEN exercises as part of the GENICES initiative [Section 2.3.1].

[For more information on the ISEAL Alliance, its members, and its initiatives, please visit the following web site: www.isealalliance.org.]

2.3.6 International Ecolabelled Products List

A project was initiated in 2003 with the intent of producing a document that could be circulated at the next Advisory Group to the World Bank (and Other Multilateral Development Banks and the United Nations) Meetings [Section 2.3.5]. While only some GEN members contributed to the preliminary list, it was acknowledged that updating and supplementing of the list would be an ongoing process and that all members would hopefully consider future contribution. It was also hoped that if external support and funding could be secured, then the List could be posted and maintained on the GEN Web site and/or converted into a data base system. Another notion raised for consideration was to create input links from the GEN Web site to the GEN members’ individual Web sites.

At the 2003 AGM, the Chair informed his colleagues that the List had been tabled at the last “Advisory Group” meeting. Also, Japan Environment Association (JEA) officials presented a proposal to expand and maintain the List in a “.pdf” format, and possibly to post it on the GEN Web site for reference and downloading. This proposal was welcomed and accepted, with the suggestion that several Interagency Organizations

(e.g. the World Bank and others) might be willing to provide partial financing for the further development, enhancement and maintenance of a listing or data base system. The JEA officials volunteered to take the lead on the next phase of the project.

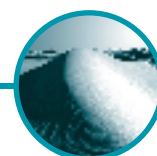
2.3.7 Common Information Lists and Shared Databases

In 2001, Japan Environment Association (JEA) officials initiated work upon a “chemical substances database” for the use and benefit of the GEN and its members. It was being developed to co-ordinate with international ecolabelling criteria on handling of different chemical substances. Potentially, the database system could be designed so GEN members could both access and input data directly.

At the 2002 AGM, it was agreed that GEN officials would encourage the initiative to proceed, and would provide input as and when requested. During 2003, considerable work was undertaken to prepare a pilot-version with data on chemicals and criteria relating to detergents, office equipment, paints and textiles.

At the 2003 AGM, the JEA officials presented the nature and status of the draft GEN Chemical Substances Database system in development. A decision was taken to post the draft database on the GEN Web site for review and consideration by members. Future work and funding requirements are to be considered in 2004.

Also at the 2003 AGM, a Nordic official provided an update presentation on a joint effort by EU and Nordic officials to synthesize existing parallel chemical databases into a single shared database system. While the GEN had not been invited to formally participate in or input to this exercise, GEN members expressed appreciation for being kept informed of developments and acknowledged that the resulting database system could be a valuable tool for many, if not all, the GEN member organizations.



2.4 Annual General Meeting, Conference and Exposition

The GEN Annual General Meeting (AGM) and its related events and activities, are recognized by members and invitees as some of the best venues for the exchange of views and advice on addressing challenges and opportunities related to ecolabelling.

The formal meeting facilitates exchanges among members, while supplemental (and less formal) meetings generally occur on a bilateral and multilateral basis. The chance to “compare notes” with other ecolabelling practitioners, and notably the opportunity to find out “why” rather than just “how” certain members have undertaken specific activities, has proven useful and informative over the years.

2.4.1 2003 Annual General Meeting (AGM)

Dates: October 23-24, 2003
Location: Prague, Czech Republic
Host Organizations: Czech Ministry of Environment and the GEN
Participants: 32

Besides the conducting of routine business, there were significant meeting announcements, decisions and outcomes, including:

- election of a new GEN Chair and two new Directors;
- approval of two new GEN member organizations – Green Choice Philippines and the Singapore Green Labeling Scheme;
- guidance and direction on 2004 Work Plan priorities and new initiatives, including incorporation of GENICES (GEN International Coordinated Ecolabelling System) development work; and
- acceptance of a proposal for the 2004 GEN Event (i.e. AGM, conference/workshop and other related events) to be hosted by the Japan Environment Association and staged in Japan in October 2004.

[For a more extensive and detailed description of AGM announcements, decisions and outcomes, reference the more comprehensive version of this Annual Report posted on the GEN Web site – www.gen.gr.jp.]

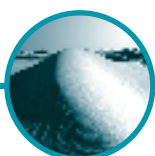
2.4.2 2003 International Conference and Exposition

Dates: October 20-21, 2003
Location: Prague, Czech Republic
Host Organizations: Czech Ministry of Environment, Czech Agency for Environmentally Friendly Products, and the GEN
Participants: Approximately 70

The Conference involved both Czech and international presenters, and focused upon strategies, initiatives and activities in the complementary fields of green procurement/purchasing and ecolabelling. The intent was to enable participants (GEN member representatives and others) to gain greater awareness and understanding of efforts being made by others, notably in the Czech Republic, but also throughout the world. For the GEN officials, all of the sessions were of considerable interest and value. The major Conference themes were:

- The Czech Ecolabelling System and Green Purchasing in the Czech Republic;
- Other Green Purchasing Strategies and Activities Around the World;
- Assessing the Benefits of Buying/Using Green;
- Ecolabelling Successes and Challenges Around the World;
- "Challenge Message" from the Czech Minister of the Environment; and
- Continuing Evolution of GEN - Options for the Future.

In association with the Conference, an exposition of ecolabelled products was staged.



2.5 2003 Financial Statement

Table 2 provides a draft summary (un-audited) financial statement for the GEN as of the end of 2003. A more comprehensive and formal 2003 audited financial statement is to be prepared and considered for acceptance by the GEN membership at the 2004 GEN AGM in Japan.

Table 2: GEN 2003 Budget and Actual Status
(as of December 31st, 2003; all figures in US\$)

	Budget	Actual
Income		
Membership Fees	72,000	79,344
EAJ and JEA Contribution	24,000	24,000
Carryover from 2002	32,000	50,549
Other (e.g. revenues from sales of "GEN Guide to Ecolabelling", bank interest collected, etc.)	480	343
TOTAL	128,480	154,236
Expenses		
Personnel: Chair	10,980	10,980
Personnel: Secretariat	35,000	35,000
Personnel: GAO	18,000	18,000
Honoraria & Consultants	13,000	4,500 ¹
Travel	22,000	27,955 ¹
Annual GEN Conference/Workshop	10,000	11,906 ²
GENews (Web) and Annual Report	10,000	13,241 ³
Supplies	1,000	0
Audit and Legal Fees	6,500	7,288 ⁴
Miscellaneous - postage and bank charges, etc.	2,000	1,494
TOTAL	128,480	130,364
Carry-over to 2004		23,872

¹ The two actual expense levels reflect that Technical Assistance Program applications received and approved in 2003 involved less 'Honoraria & Consultants' charges and more "Travel" costs.

² Includes an additional 2002 AGM expense approved and paid in early 2003.

³ Includes higher than originally budgeted expenses for distribution of the 2001 and 2002 Annual reports, and some additional expenses related to the preparation and production of the "International Ecolabelled Products List".

⁴ Reflects an increase in annual audit fee charges and other relevant financial expenses that had not been anticipated and budgeted for originally.



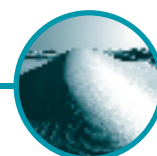
GEN tour of CIUR a.s., Brandýs nad Labem, in conjunction with GEN AGM, Prague, Czech Republic, October 2003



Participants - 2003 GEN Annual General Meeting. Hosted by the Department of Environmental Strategies, Ministry of the Environment, Czech Republic and the GEN



Mrs Dagmar Sucharovova, Department of Environmental Strategies, Ministry of the Environment, Czech Republic, opening of the GEN 2003 Annual General Meeting, Prague, Czech Republic.



3

*strategic directions, initiatives
and accomplishments*

The adoption of a first five-year *GEN Strategic Plan* at the end of 2000 has provided significant guidance and direction to the GEN Directors, officials and members in planning and undertaking actions and initiatives in 2001, 2002 and again in 2003.

This section of the *Annual Report* presents:

- major strategic objectives which are focused upon in the Strategic Plan; and
- strategic action areas, efforts and achievements in 2003.

[Omitted from this version of the Annual Report, but presented in the more comprehensive version posted on the GEN Web site, are priority action areas and initiatives planned for 2004.]

Table 3: Summary of GEN Strategic Plan

Strategic Objectives	Specific Objectives	Strategic Action Areas
Capacity Building	<p>Existing ecolabelling programs evolve and become more effective and efficient</p> <p>Ecolabelling activities are expanded to new geographical areas and to an ever broadening scope of goods and services</p>	<p>Expand, enhance and manage the Technical Assistance Program (TAP)</p> <p>Prepare, publish, review and revise ecolabelling resource materials</p> <p>Establish/maintain an ecolabelling resource bank</p> <p>Invite potential members and associates to GEN meetings and events</p>
Internal Co-operation	<p>Comprehensive, effective and efficient information exchange mechanisms are in place and utilized by the membership.</p> <p>High levels of co-operation between ecolabelling entities are achieved as manifested by: (i) increased technical assistance efforts among members; (ii) joint drafting of criteria; and (iii) formal co-operation (e.g. mutual recognition) agreements</p>	<p>Develop, supplement, revise, and enhance information exchange mechanisms</p> <p>Promote and facilitate/aid in enhanced co-operation between participants</p> <p>Facilitate joint development of new and revision of existing criteria</p>
External Promotion and Relations	<p>Governments, international organizations and industry recognize and use ecolabelling as a valuable environmental policy tool</p> <p>Ecolabelling of products becomes more recognized and accepted, on an international scale, as a marketing tool in improving competitiveness and continuous environmental improvement</p>	<p>Maintain and enhance a GEN web site with information on GEN initiatives, member programs and product criteria</p> <p>Produce, record and distribute <i>GENews</i> on a regular basis</p> <p>Plan and stage workshops and seminars on the benefits of ecolabelling</p> <p>Implement an international communications/ promotion plan, and represent ecolabelling in international forums accordingly</p> <p>Promote ecolabelling as a policy and/or environmental management tool to public and private sector audiences, including industry</p>

3.1 The Strategic Plan

In 2003, work was undertaken to critically review the current Strategic Plan and prepare a new Plan for the period of 2004 - 2008. The draft new Plan was prepared and reviewed by the Board in late 2003. Based upon feedback, this replacement Plan is to undergo minor revision in early 2004 and then be approved and adopted. It is noteworthy that the new Plan retains and incorporates many of the objectives and priority action areas outlined in the current Plan.

Table 3 (on the preceding page) summarizes the major strategic objectives and priority action areas of the *GEN Strategic Plan*.

3.2 2003 Strategic Action Areas, Efforts and Achievements

As proposed in the Strategic Plan, the Plan's strategic action areas were directly incorporated into the 2003 GEN Work Plan. This section reports progress and accomplishments against the three strategic objectives. Various activities and initiatives, which are listed in this section, are described in Section 2 of this report.

3.2.1 Capacity Building

Efforts and achievements in this strategic objective area included:

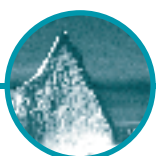
- implementation of Technical Assistance Program (TAP) revisions and addition of a potential trainee/fellowship program option, based on a critical review and assessment of completed TAP projects and initiatives;
- sponsorship for seven GEN member organizations and four non-GEN organizations, under the TAP, to enable representatives to attend and participate in the 2003 GEN Event (i.e. Conference and Annual General Meeting) in Prague;

- organization and staging of the international GEN Conference;
- preliminary revision and updating of the "GEN Guide to Ecolabelling" documentation for posting on the GEN Web site (for reference and potential downloading); and
- handling of numerous internal and external information and assistance requests by the Chair and GAO and Secretariat officials.

3.2.2 Internal Co-operation

Efforts and achievements in this strategic objective area included:

- preparation of a replacement, five-year Strategic Plan for the period of 2004 to 2008, for Board approval and implementation in 2004;
- maintenance and further enhancements to the GEN Web site, including the routine posting of significant GEN documents (e.g. annual reports, meeting notes, position papers, etc.);
- ongoing maintenance and updating of the "Product Category List of Ecolabelling Programs Worldwide", with links being established to GEN members' product category lists and criteria;
- encouragement and input to the advancement of multilateral mutual recognition agreements and the development of common core ecolabelling criteria among four Asian GEN members;
- production and circulation of a final report on the process implemented by four Asian members to develop common criteria for two product categories in 2002/2003;
- provision of TAP contribution funding for four Asian members to partially fund development of new common criteria sets in 2003/2004;
- production of a first draft of an "international list of select ecolabelled products", and formal provision of this list to interested organizations, including UNEP and international banks;



- commitment and initiation of steps in late 2003 to expand the "international list of select ecolabelled products" and potentially post it on the GEN Web site for general access purposes in 2004;
- continuation of work by JEA officials, on behalf of GEN, on a chemical substances database system for potential input to and adoption by all GEN members in 2004;
- preparation and provision of GEN member/associate/participant art work (as displayed at the bottom of this page) and "user instructions sheets" in electronic form for the use of GEN officials; and
- continuous reception, forwarding and/or posting on the GEN web site, of announcements and information of interest and value to the GEN participants by the Chair, other Directors, and GAO and Secretariat officials.

3.2.3 External Promotion and Relations

Efforts and achievements in this strategic objective area included:

- routine production and posting of *GENews* issues on the GEN Web site;
- design and production of the 2002 Annual Report document, as well as distribution of the 2001 and 2002 Annual reports to GEN members and other interested parties;
- preparation of a "Promotions Plan" in late 2003 for Board consideration and implementation in 2004;
- addition of two new GEN members in 2003 and communications with officials of five other organizations interested in achieving GEN membership in the future;
- continuation of informal liaison with non-GEN ecolabelling/environmental labelling programs;
- inclusion of appropriate organizations in the 2003 GEN Event as presenters/observers;
- continuation of dialogue with established and new contacts in order to encourage them to consider ecolabels and/or ecolabelling criteria in their policies;

- preparation of the GEN's international list of select ecolabelled products and position papers and their dissemination to interested parties at appropriate events and through electronic means;
- retention of "Liaison Organization" status and participation in ISO;
- retention of membership status and representation in the Consumers' Choice Council;
- continuing participation in the "Greening of the World Bank and other International Institutions" initiative;
- retention of "associate member" status in the ISEAL Alliance with participation and liaison when and as appropriate; and
- participation by GEN representatives in other multinational forums in response to invitations.



Mr Wolfgang Lohrer, Mrs Regine Lohrer and Dr Ning Yu enjoying the sights of Prague



Tour of Prague, 2003 GEN Annual Conference & AGM





appendices

Appendix A:

International Issues and Developments Relating to Ecolabelling

A1 The Trade Debate

A broad debate over concerns that ecolabelling programs create unnecessary barriers to trade has been ongoing for at least eight years. The debate has engaged the Organization for Economic Cooperation and Development (OECD), the United Nations Commission on Trade and Development (UNCTAD), the United Nations Environment Program (UNEP) and, of course, the World Trade Organization (WTO). The Doha Declaration in 2001 put some focus on the discussions when Trade Ministers directed the WTO's Committee on Trade and the Environment (CTE) to undertake further work in defining the issues and making recommendations for moving forward.

Some real progress was expected to be made at the WTO meeting of Trade Ministers in Cancun in September 2003, but the agenda never included the subject matter and thus another opportunity to "clear the air" at the political level was missed. However, in a side conference on Fair and Sustainable Trade, GEN representatives were given several opportunities to present their analysis on ecolabelling and trade and to describe GEN work on mutual recognition.

The August 2003 Johannesburg World Summit on Sustainable Development (WSSD) created a more positive policy environment from which ecolabelling can be considered. During the WSSD, a number of implementation plans were discussed. In particular, the subject of changing unsustainable patterns of consumption and production was interesting. On this subject, "...effective, transparent, verifiable, non-misleading and non-discriminatory consumer information tools..." such as environmental performance leadership labels ("ecolabels") were promoted.

Since the WSSD, there appears to be a significant shift in international attitudes regarding ecolabelling. Instead of the historical "trade issue/nuisance" complaint, the view that ecolabelling is a "useful sustainable development tool" has evolved. This signals an opportunity to advance environmental labelling internationally.

The GEN was also represented in a brainstorming session in Geneva hosted by the UNCTAD and the Canadian mission to the WTO. While not focused on specific outputs, it did provide an opportunity to discuss key elements of the ecolabelling and trade debate. In particular, it was interesting to see the amount of agreement that the whole debate was more of a political issue than a real trade concern.

Finally, and among ecolabelling practitioners, there is a desire to focus the trade-ecolabelling interface debate specifically on the characteristics or aspects of ISO Type I labelling that are perceived as areas of concern. This narrowing of the focus is being sought because much of the current debate identifies and addresses issues relating to environmental labelling in general that may not actually be relevant specifically to ecolabelling. [Refer to the next section for a discussion of the alternative types of environmental labelling internationally].

A2 Defining Ecolabelling

While the debate has been going on for some years, the term "ecolabelling" is increasingly being used to identify all types of environmental, and even social labels. Therefore, it is not clear whether the issues being raised apply equally across the broad range of types of ecolabelling, and especially with respect to voluntary labels.

There are a number of characteristics that may help to differentiate environmental labels, including:

- voluntary and mandatory labels;
- self declared and third party labels;
- environmental information labels—no product comparison or leadership identification - and environmental leadership labels;
- environmental rating labels;
- single issue and life cycle based labels;
- regional and international labels; and
- single sector and multiple sector labels.

The International Organization for Standardization (ISO) has attempted to codify environmental labelling. However, the ISO has only identified three types of voluntary labels:



- Type I – lifecycle based, voluntary, multi-sectoral, environmental leadership, third-party labelling schemes. Global Ecolabelling Network members all belong in the Type I category;
- Type II – self declared claims (either life cycle or single issue); and
- Type III – environmental performance declarations or reports (non-selective).

In reality, there are many more types of voluntary environmental labels already in existence, with more potentially being developed. These include, but are in no way limited to, a range of organic labels, labels identifying genetically modified organisms or genetically engineered foods, environmental performance rating labels, resource management labels, labels of verified environmental claims, and of course the Type I, II and III labels identified by the ISO.

A3 Role in Green Procurement and Other Policy Initiatives Areas

GEN members continue to be involved at the national and international levels to facilitate understanding of the economic innovation and environmental implications of life cycle based market environmental information relating to ecolabelling.

Ecolabelling has become acknowledged as a source and means to contribute methodologies and verification credibility to international efforts in green procurement programs. In this regard, GEN organizational and/or individual GEN members' inputs have been sought out and welcomed by a number of international, multinational and national public sector organizations and entities devising and implementing green procurement initiatives.

Increasingly, the international dialogue is swinging towards ensuring that ecolabelling contributes to the broader international challenges of sustainable consumption and market environmental transparency by mobilizing consumer environmental sentiment, and corporate and government green procurement programs in directions which effectively deliver the expected environmental outcomes.

Appendix B: Ecolabelling Programs in Existence¹

Country / Jurisdiction	Year of Launch
Germany - Ecolabel Blue Angel	1978
Canada - Environmental Choice Program	1988
Japan - Eco Mark Program	1989
Nordic Council - Nordic Swan - Sweden, Norway, Iceland, Finland, & Denmark	1989
USA - Green Seal	1989
New Zealand - Environmental Choice New Zealand	1990
Sweden - Good Environmental Choice	1990
Austria - Verein fur Konsumenteninformation	1991
India - Ecomark Scheme of India	1991
European Commission - EU Eco-label/The Flower	1992
France - NF Environment Mark	1992
Korea - Environmental Labelling Program	1992
Singapore - Singapore Green Labeling Scheme	1992
Spain - AENOR Medio Ambiente	1992
Sweden - TCO Development - Quality and Ecolabelling Program	1992
Taiwan / ROC - Green Mark	1992
The Netherlands - Milieukeur	1992
Brazil - Certificado do Rótulo Ecológico ABNT - Qualidade Ambiental	1993
Croatia - Environmental Label of the Republic Of Croatia	1993
Israel - Green Label Program	1993
Thailand - Thai Green Label Program	1993
China (PRC) - Environmental Labeling Program	1994
Czech Republic - National Program of Labelling Environmentally Products	1994
Hungary - Hungarian Eco-labelling Program	1994
Hong Kong - Hong Kong Green Label	2000
Australia - Australian Ecolabel Program	2001
Philippines - Green Choice	2003
Hong Kong - Hong Kong Eco-labeling Scheme	2003

¹ NOTE: Other comparable programs may exist or be under development at this time.



2003 GEN Participants



Australia

Australian Environmental Labelling Association, Inc.
Mr. Petar Johnson
P.O. Box 1587
Tuggeranong, ACT 2901

Telephone: +61 2 6284 3100
Telefax: +61 2 6284 4489
E-mail: management@aela.org.au
Internet: www.aela.org.au



Brazil

Associação Brasileira de Normas Técnicas
Mr. Frederico José Marques Cabral
Av. Treze de Maio 13/27º andar
20003-900 - Rio de Janeiro - RJ

Telephone: +55 21 3974 2303
Telefax: +55 21 2220 1762
E-mail: certificacao@abnt.org.br



Canada

TerraChoice Environmental Services Inc.
Mr. John Polak
1280 Old Innes Road, Suite 801
Ottawa, Ontario K1B 5M7

Telephone: +1 613 247 1900 ext. 235
Telefax: +1 613 247 2228
E-mail: j.polak@terrachoice.com
Internet: www.environmentalchoice.com



Croatia

Ministry of Environmental Protection, Physical Planning
and Construction Environmental Protection Division
Department for EU Intergration and International Projects
Mr Theodor Klobucar
Ulica Republike Austrije 20, HR-10000 Zagreb

Telephone: +385 1 610 65 40
Telefax: +385 1 611 83 88
E-mail: theodor.klobucar@mzopu.hr
Internet: www.mzopu.hr



Czech Republic

Ministry of the Environment, Czech Republic
Ms Andrea Legnerova
Department of Voluntary Tools
Vršovická 65, 100 10 Praha 10

Telephone: +420 267 121 111
Telefax: +420 267 126 983
E-mail: andrea_legnerova@env.cz

Agency for Environmentally Friendly Products
Mr. Petr Saifrid
Kodanska 10
100 10 Praha 10

Telephone: +420 267 225 269
Telephone: +420 271 742 306
E-mail: Petr.Saifrid@ceu.cz
E-mail: Adela.Princova@ceu.cz
Internet: www.ekoznacka.cz



Denmark

Ecolabelling Denmark
Mrs. Lisbeth Engel Hansen
Kollegievej 6
DK - 2920 Charlottenlund

Telephone: +45 72 30 04 50
Telefax: +45 72 30 04 51
E-mail: leh@ecolabel.dk
Internet: www.ecolabel.dk

European Union

European Commission, DG ENV BU-9 4/106
Ms Nicola Breier
B-1049 Brussels, Belgium

Telephone: +322 299 0134
Telefax: +322 295 5684
E-mail: nicola.breier@cec.eu.int
Internet: www.europa.eu.int/ecolabel





Germany

Umweltbundesamt/Federal Environment Agency
Mr. Wolfgang Lohrer
Seecktstrasse 6-10
D-13581 Berlin

Telephone: +49 30 8903 3394
Telefax: +49 30 8903 3105
E-mail: wolfgang.lohrer@uba.de
Internet: www.blauer-engel.de



Greece

Ministry of the Environment Physical Planning
Ms Amalia Katsoy
Council for Awarding the Ecolabel
Amaliados Street, 17
115-23 Athens

Telephone: +30 1 642 6531
Telefax: +30 1 643 4470
E-mail: A.Katsou@minenv.gr
agryllia.dearth@edpp.gr



Hong Kong (Special Administrative Region)

Green Council
Ms Linda Ho
Room 701, New World Tower One
18 Queen's Road Central

Telephone: +852 2810 1122
Telefax: +852 2810 1998
E-mail: lindaho@greencouncil.org
Internet: www.greencouncil.org



India

Central Pollution Control Board
Dr. B. Sengupta / Dr. M. Q. Ansari
Member Secretary / Senior Scientist
Parivesh Bhawan, CBD Cum Office Complex
East Arjun Nagar, Delhi - 110 032

Telephone: +91 11 223 05972 Ext. 221
+91 11 223 03655
Telefax: +91 11 223 01844
+91 11 223 07078
E-mail: cpcb@alpha.nic.in
bsg1951@yahoo.com
ssmqa@cpcb.delhi.nic.in
Internet: www.cpcb.delhi.nic.in



Japan

Japan Environment Association
Mr. Seji Taguchi
Prime Kamiyacho Building 2F
1-11-9, Azabudai, Minato-ku
Tokyo 106-0041

Telephone: +81 3 5114 1255
Telefax: +81 3 5114 1257
E-mail: taguchi@japan.email.ne.jp
Internet: www.jeas.or.jp/ecomark/english



Korea

Korea Environmental Labelling Association
Mr. Seung-Sik Moon
Manager of Planning Department
613-2 Bulgwang-dong, Eunpyung-gu, Seoul 122-706

Telephone: +82 2 358 6800
Telefax: +82 2 358 8561
E-mail: ecomark@chollian.net
Internet: www.kela.or.kr



Luxembourg

Ministère de l'Environnement
Mr. Henri Haine
18 Montee de la Petrusse
L-2918 Luxembourg

Telephone: +352 478 6816
Telefax: +352 400 410
E-mail: henri.haine@mev.etat.lu



New Zealand

New Zealand Ecolabelling Trust
Mr. Robin Taylor
P.O. Box 56533, Dominion Road
Mt Eden, Auckland 1003

Telephone: +64 9 845 3330
Telefax: +64 9 845 3331
E-mail: info@enviro-choice.org.nz
Internet: www.enviro-choice.org.nz





Norway

Stiftelsen Miljømerking / Ecolabelling Norway
Mr. Jan Erik Stokke
Kristian Augusts gate 5
N-0164 Oslo

Telephone: +47 22 36 57 47
Telefax: +47 22 36 07 29
E-mail: jes@ecolabel.no
Internet: www.ecolabel.no/english



Philippines

Green Choice - Philippines. Clean & Green Foundation, Inc
Ms Imelda P. Sarmiento, Project Director
2nd Floor, Benlife Building, BPI Compound
Muralla corner Solana Streets, Intramuros
Manila, Philippines-1001

Telephone: +632 528 0976
Telefax: +632 527 4390
E-mail: greenchoice@i-manila.com.ph



Singapore

Singapore Green Labeling Scheme
Singapore Environment Council
Mr. Yatin Premchand
52A Duxton Road
Singapore 089516

Telephone: +65 6337 6062
Telefax: +65 6337 6035
E-mail: info@sec.org.sg
Internet: www.sec.org.sg



Spain

AENOR Medio Ambiente
Mr. Andres Blazquez
Head of Certification of Products Division
Cl. Génova, 6
28004 Madrid

Telephone: +34 91 432 60 09
Telefax: +34 91 310 46 83
E-mail: aeleja@aenor.es



Sweden

SIS Ecolabelling AB
Mr. Ragnar Unge
SE-118 80 Stockholm
[Visiting address: St Paulsgatan 6]

Telephone: +46 8 55 55 24 00
Telefax: +46 8 55 55 24 01
E-mail: ragnar.unge@sismab.se
Internet: www.svanen.nu/Eng/ecolabel.htm



Sweden

The Swedish Society for Nature Conservation
Ms Eva Eiderström
Box 7005
402 31 Göteborg

Telephone: +46 31 711 6450
Telefax: +46 31 711 6430
E-mail: eva.eiderstrom@snf.se
Internet: www.snf.se



Sweden

TCO Development
Mrs Helena Nordin
Linnégatan 14
SE-114 94 Stockholm

Telephone: +46 8 782 92 00
Telefax: +46 8 782 92 07
E-mail: helena.nordin@tco.se
Internet: www.tco.development.com



Taiwan, ROC

Environment and Development Foundation
Dr. Ning Yu
Bldg, 53, 195 Chung Hsin Road, Sec 4,
Chutung Hsinchu

Telephone: +886 3 591 6221
Telefax: +886 3 582 0231
E-mail: ningyu@edf.org.tw
Internet: <http://www.greenmark.org.tw>



Thailand

Business and Environment Program
Thailand Environment Institute
Dr. Pongvipa Lohsomboon
16/151-154, Muang Thong Thani, Bond Street
Pakkred District, Nonthaburi 11120

Telephone: +66 2 503 3333
Telefax: +66 2 504 4826
E-mail: pongvipa@tei.or.th
Internet: www.tei.or.th





United Kingdom

UK Ecolabelling Competent Body
Department for Environment, Food and Rural Affairs
Mr. Charles Cox
Zone 6 / D11, Ashdown House,
123 Victoria Street, London SW1E 6DE

Telephone: +44 20 7082 8672
Telefax: +44 20 7082 8698
E-mail: charles.cox@defra.gsi.gov.uk
Internet: www.defra.gov.uk



USA

Green Seal
Dr. Arthur Weissman
1001 Connecticut Ave, NW, Suite 827
Washington DC 20036-5525

Telephone: +1 202 872 6400
Telefax: +1 202 872 4324
E-mail: aweissman@greenseal.org
Internet: www.greenseal.org

GEN Participant



China

China Ecolabelling Center
Mr. Xia Qing
No. 8 Dayangfang, Anwai
Beijing, P.C. 100012

Telephone: +86 10 84 91 24 54
Telefax: +86 10 84 91 33 00
E-mail: nepaus12@svr1-pek.unep.net

GEN Associates



Consumers' Choice Council

(This organization is currently undergoing transition which may result in the termination of operations or other changes)



International Social and Environmental Accreditation and Labelling Alliance

Mr. Patrick Mallet, Executive Director
Box 682, Kaslo
British Columbia, Canada
VOG 1M0

Tel/Fax: +1 250 353 7394
E-mail: pmallet@netidea.com

Abra Brynne, Outreach Coordinator
Box 578, Salmo
British Columbia, Canada
VOG 1Z0

Tel/Fax: +1 250 357 0026
E-mail: pmallet@netidea.com



Ecolabelling

"Ecolabelling" is a voluntary method of environmental performance certification and labelling that is practised around the world. An "ecolabel" is a label which identifies overall environmental preference of a product (i.e. good or service) within a specific product category based on life cycle considerations. In contrast to environmental/"green" symbols or claim statements developed by manufacturers and service providers, an ecolabel is awarded by an impartial third party in relation to certain products that are independently determined to meet environmental leadership criteria.

