

## **SECTION 2. ECOLOGICAL MANAGEMENT / ЭКОЛОГИЧЕСКИЙ МЕНЕДЖМЕНТ**

**ANNA DROZDOVA ENVIRONMENTAL LABELING: THEORY AND PRACTICE**

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*Анализируется проблема использования экологических маркировок различных товаров и услуг. Приводятся примеры применения международных стандартов для регулирования рынка экологически чистой продукции.*

As interest in the environment has grown, so has the demand for meaningful information to enable consumers to make informed choices. Organizations, either directly on products or by using promotional literature, regularly make environmental claims. Some companies provide useful consumer information, whilst others make claims that cannot be substantiated. In my article I want to touch upon the issue of environmental labeling and its perspectives. Eco-labeling covers all types of products and services and is used, and recognized, in many international countries. Environmental Label is any label describing or identifying environment-related characteristics of products or services also referred to as “green label” or “ecolabel”. The goals of environmental labeling are: – To mark products or services as environmentally preferable to their counterparts so consumers can make decisions based on the product’s or service’s environmental impact; To provide market advantage to environmentally sound goods and services; To assure consumers products have met strict criteria set by an independent organization, The types of Ecolabels are:

**Seals of Approval:** awarded by a neutral or independent organization after certain requirements have been met. Identify products or services less harmful to the environment than similar ones without the seal

**Information Labels:** provided by manufacturer or a commissioned party, list individual characteristics without giving an overall approval of the product as environmentally benign or preferable. Include disclosure labels, such as report cards and hazard/warning labels, and report cards.

Also it is necessary to draw the attention to the difference between ecological aspects and criteria. Ecological aspects are the areas in which a product influences the environment (resource consumption; use of hazardous substances, emissions into air, water, soil; energy efficiency; generation of noise; waste relevance; economic efficiency). Ecological criteria are the requirements a product must fulfill and the means to judge the ecological impact of the product within the corresponding environmental areas. It demonstrates “environmental friendliness” of the product used on product life cycle analysis (PLCA).

The International Organization for Standardization (ISO) recognizes three types of environmental label:

Type 1: Labels issued by independent third parties, awarded to the best environmental performers in a number of product categories.

Type 2: Self-declared labels which manufacturers use to make claims about their products.

Type 3: A label licensed by independent organizations which provides information on the possible environmental impact of a product but leaves the consumer to exercise judgment as to which product is best. ISO has developed the following standards regarding environmental labeling:

ISO 14020 1998 – establishes guiding principles for the development and use of environmental labels and declarations.

ISO 14021 1999 – specifies requirements for self-declared (Type 1) environmental claims including statements, symbols and graphics.

ISO 14024 1999 – establishes the principles and procedures for developing Type 1 environmental labeling programmes. It includes the selection of product categories, environmental criteria and covers the certification procedures for awarding the label.

Over recent years, initiatives have been undertaken at national and international level, to develop labeling schemes that provide authoritative guidance and information. The examples are: The Blue Angel (Germany), Stichting Milieukeur (Holland), AENOR Medio Ambiente (Spain), AFAQ AFNOR Certification (France), Green Seal Programme (USA), Kela Eco Label Programme (Korea). I want to pay special attention to The European Ecolabel. It is the European Union's (EU's) voluntary environmental labeling scheme for consumer products and services. Its symbol is the Flower. Products that carry the Ecolabel have been independently assessed and show that they are less damaging to the environment than some equivalent brands over their whole life cycle,

from manufacture to disposal. They must meet a set of published environmental criteria agreed by EU member states after consultation with relevant interested parties. The Ecolabel currently applies to over 20 product groups including televisions, paints and textiles. The scheme endorses products made with minimum environmental impact, and is an element of an EU strategy promoting sustainable production and consumption. Using a lifecycle approach and including criteria based on the production cycle of reuse, recycling, and disposal, the objectives of the scheme are to: promote the production, marketing and use of reduced environmental impact products; provide consumers with better information on the environmental impact of products. There are some marketing opportunities related with eco labels. The European Ecolabel can say a lot about company's business and its products. For manufacturer or retailer the Ecolabel can help a quality product stand out in the market. It also allows environmentally-conscious customers to recognize and choose products which have a low impact on the environment. The Flower is also an internationally recognized symbol, so it can help to market products to millions of potential customers across the EU.

The European Commission is also currently working to develop green public procurement for local government across Europe. This means that businesses with Ecolabels for their products will have an advantage when tendering for contracts. The Ecolabel offers publicity opportunities: the Flower symbol can be used in advertising as well as on products, though a company should also provide an explanation of what the award means. It may be preferred to use it in a less direct way - for example, for public procurement purposes, or for business-to-business communication - where having the label may be more important than displaying it. It's important to consider how a company plans to use the Flower before it applies for the label or enter into any commercial arrangements to market any Ecolabeled products. Thus, environmental or 'green' claims and labels provide information about the environmental aspects of a product or service, such as the protection of natural resources and restrictions on the use of chemicals when making or providing it. There are various channels for communicating environmental information, such as on products themselves, in marketing materials and on point-of-sale promotions. Providing this information offers a chance to enhance company's environmental credentials and show that it is acting responsibly to customers, other business partners, competitors and regulators. This can help to market products and increase sales.

**УСТОЙЧИВОЕ РАЗВИТИЕ: ОБРАЗОВАНИЕ, ОБЩЕСТВО, ТЕХНОЛОГИИ,  
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