



## Ecolabel, what is that? And how to develop a new ecolabel

You are invited to a series of introductory webinars about Ecolabels type I, hosted by the [Global Ecolabelling network](#) (GEN) and the One Planet network's [Consumer Information Programme](#).

For those in Europe and Africa, please join:

1. Ecolabels Type 1: Introduction webinar (in English)  
February 5, 2019 12:00 PM GMT [1 hour]  
<https://join-emea.broadcast.skype.com/consint.org/fc66f6b813a04011b236b48847c84f87>
2. Ecolabels Type 1: Introduction webinar (in English & Russian)  
February 12, 2019 12:00 PM GMT [1 hour]  
<https://join-emea.broadcast.skype.com/consint.org/9c9a5c031f914b78a734dd0c12eb3f12>

### Speakers:



**Eva Eiderstrom**

Director Dept of Ecolabelling and Green Consumption  
Good Environmental Choice Ecolabel  
The Swedish Society for Nature Conservation  
<https://www.naturskyddsforeningen.se/in-english>



**Yulia Gracheva, PhD.**

Director, Head of the Certification body  
NP "Ecological Union"  
[www.ecounion.ru](http://www.ecounion.ru)

For those in South America, please save the date:

- **20<sup>th</sup> February 2019**

For those in Asia and Oceania, update to follow.

Please help us to distribute this to your contacts of interest.

**The Global Ecolabelling Network (GEN)** is a non-profit association of third-party, environmental performance recognition, certification and labelling organisations founded in 1994 to improve, promote, and develop the ecolabelling of products and services. Only environmentally friendly products and services proven to have lower environmental impact may carry a GEN member ecolabel.

GEN member ecolabels are among the world's strongest environmental labels for products and services. "Ecolabelling" is a voluntary method of environmental performance certification and labelling that is practised around the world. An ecolabel identifies products or services proven environmentally preferable overall, within a specific product or service category. GEN members operate some of the world's strongest ecolabels.

Ecolabels are known as an effective marketing tool to communicate environmental friendliness of products to consumers and are a key tool to support implementation of green (public) procurement in many developed and developing countries worldwide. Many governments and industry groups recognize that eco-labelling could provide sought-after economic incentives for better long-term stewardship and availability of natural resources important for national economic welfare.

To further drive progress in this area, the [Global Ecolabelling Network](#), [GIZ Thailand](#) and [UN Environment](#) are starting a project to support emerging ecolabelling initiatives around the world. The aim of the project is to facilitate learning between existing and emerging ecolabelling schemes, and build capacity to develop new ones.

if you have any questions, please contact:

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The project is part of the One Planet Network's Consumer Information Programme.

The One Planet Network has a dedicated SDG target, 12.1

You can find more information about the project here: <http://www.oneplanetnetwork.org/initiative/working-group-2-type-i-ecolabels>