



## World Ecolabel Day Media Kit 2021

Thank you for helping to spread the word about World Ecolabel Day!

The following promotional pack consists of information and images related to celebrating ecolabels as well as sample posts for social media, website and newsletter content. Please don't hesitate to contact us with any questions at [secretariat@globalecolabelling.net](mailto:secretariat@globalecolabelling.net).

### Launch of the “Look Closer” Ecolabelling Campaign

This year the Global Ecolabelling Network will be launching their new international “Look Closer” ecolabelling campaign on World Ecolabel Day. This campaign is designed to educate procurement officials about avoiding greenwashing and to help them insist on products and services with life cycle-based ecolabels. Make sure to follow us on social media to see interesting information and fun activities leading up the launch of the “Look Closer” video and landing page on 14 October.

### World Ecolabel Day Information

**What:** An annual celebration of ecolabels around the globe

**Description:** World Ecolabel Day is celebrated on the second Thursday in October each year as a day to focus on ecolabel products and services that are proven to be environmentally preferable and performance tested, so you are ensured the best products for your health and the health of the planet. This year it falls on 14 October. Consumers, companies and communities worldwide will celebrate this event by [discovering the ecolabels available in their own countries](#), buying and using third-party certified products and services, and sharing the good news with family, friends, neighbours and co-workers. Since the [Global Ecolabelling Network](#) launched the first World Ecolabel Day in 2018 it has seen growth in popularity every year.

**When:** 14 October 2021

**Link:** [WorldEcolabelDay.com](http://WorldEcolabelDay.com)

**Hashtags:**

*#WorldEcolabelDay*

*#ChooseEcolabels*

*#CertifiedGreenEcolabel*

*#Type1Ecolabel*

*#LifeCycleBasedEcolabels*

*#Ecolabels*

### Key Messages for Consumers

- In more than 50 territories and countries around the world, independent, third-party tested ecolabels exist to ensure that the products and services you purchase are certified to reduce environmental impact.
- Ecolabel products and services are best-in-class and are held to the strictest environmental standards that exist. They are proven to be environmentally preferable to all other kinds of products you could buy. That's because ecolabels are independently third-party tested to ensure that you're getting a product that is CERTIFIED GREEN so you can trust in its environmental integrity.
- Using ecolabel products daily in your household or at your workplace creates a positive effect on green living and responsible consumption—and you can rest assured that ecolabel products are helping to protect the planet and doing the least amount of harm.
- In October, consumers, companies and communities around the world will participate in the celebration of this worldwide event. There will be activities, promotions and education in almost every territory and country that has ecolabel products and services during the weeks leading up to and including World Ecolabel Day to bring awareness to the environmental integrity of ecolabels.
- We want everyone to know that ecolabel products and services are available where you live—will you join us in helping to spread the word?
- Learn more and take part in the celebration by visiting [World Ecolabel Day 2021](#).

## Key Messages for Business

- As a supplier of ecolabel products and services, you know that third-party certification meets the evident and growing demand for sustainable consumption and production. There is no better way to bring awareness to the environmental integrity that defines your certified products and their positive effect on sustainable consumption and lifestyle than with a global day of celebration: World Ecolabel Day.
- Along with your partners and stakeholders, World Ecolabel Day is an opportunity to shine the spotlight on Type 1 ecolabels and set your products apart from those that don't carry them. Globally, we will show customers and consumers the power behind certified products and services to build trust, protect against greenwashing, and stand for superior environmental performance as evidenced by independent, third-party certification.
- World Ecolabel Day will include activities, promotions and education aimed at consumers, customers and purchasing agents during the weeks leading up to and including World Ecolabel Day in October.
- Materials are available to support the promotion of your products and services at [World Ecolabel Day 2021](#) or additional materials are available by working with the ecolabel that certifies your products or services.
- Collectively, we can create a more sustainable future with certified green ecolabels and use World Ecolabel Day as an agent of change in promoting sustainable lifestyles. Let's celebrate World Ecolabel Day together!
- Learn more and take part in the celebration by visiting [World Ecolabel Day 2021](#).

## Social Media, Website and Other Assets

We will be posting before, during and after World Ecolabel Day, so watch for interesting information and surprises on our social media channels and **please follow us and like and share our posts** to spread the word about life cycle-based ecolabels.

Here are some samples of posts you can use to promote World Ecolabel Day on your social media channels. Use these posts, or others like them, with your own product images, other event promotional images or World Ecolabel Day logos. Feel free to include a link to your website, promotional events or

articles, or [worldcolabelday.com](http://worldcolabelday.com). And please feel free to translate and adapt these messages to your social media channels in your country as necessary.

**Global Ecolabelling Network Facebook:** <https://www.facebook.com/GlobalEcolabellingNetwork/>

### **SAMPLE FACEBOOK POSTS**

- #ChooseEcolabels on 14 October and celebrate #WorldEcolabelDay!
- Choose #CertifiedGreenEcolabel products for #WorldEcolabelDay.
- For #WorldEcolabelDay choose #CertifiedGreenEcolabel products and services.
- Look for [your brand] [your product/service] on #WorldEcolabelDay.

**Global Ecolabelling Network LinkedIn:** <https://www.linkedin.com/company/global-ecolabelling-network/>

### **SAMPLE LINKEDIN POSTS**

- Choose ecolabels on 14 October and celebrate World Ecolabel Day!
- Ecolabels like [your brand] protect your health and the environment. Choose ecolabels on World Ecolabel Day.
- On World Ecolabel Day choose ecolabels that are certified to reduce environmental impact.
- On World Ecolabel Day choose ecolabels that are certified green to protect you and the planet.

### **SAMPLE TWITTER POSTS**

- On #WorldEcolabelDay #ChooseEcolabels that are certified to reduce environmental impact.
- When you #ChooseEcolabels you are getting a #CertifiedGreenEcolabel product that has been independently third-party tested.
- Visit your favorite store and buy a #CertifiedGreenEcolabel product to protect your health and the planet!
- Participate in #WorldEcolabelDay! Post a video of you and your favorite #CertifiedGreenEcolabel product.

**Global Ecolabelling Network YouTube:** <https://www.youtube.com/channel/UChz-PrBtATDViB6iQRZu9Bg>

**Global Ecolabelling Network YouKu:** <http://i.youku.com/i/UNTczODIzNTk4NA==?spm=a2hzp.8253869.0.0>



The [Global Ecolabelling Network website](http://www.worldcolabelday.com) has many tools to easily download and promote your support of ecolabels like those pictured above, including:

- Posters for consumers and businesses
- Handouts
- Brochures for consumers and businesses
- Social media and web banners
- Email and blog graphics
- T-shirt and sticker designs

## More Information

Contact: GEN Secretariat

Email: [secretariat@globalecolabelling.net](mailto:secretariat@globalecolabelling.net)