



LABELLING

INTRODUCTION

Considering the high environmental and social impact of food & drink¹ and daily use products, it is very important to provide consumers with understandable, comparable and reliable information to allow those who wish, to adjust their purchasing behaviour and diet choices to a more sustainable level. Labelling is a means for providing accurate and verifiable information to consumers. Compulsory labelling is increasingly used to communicate on nutritional matters, health and safety, country of origin, environment, energy, ingredients list etc. The number of voluntary labelling schemes is also increasing. Examples of some frequently used labels which have usually been developed through a multi-stakeholder process are: the EU Ecolabel, the FSC (Forest Stewardship Council) or PEFC (Programme for the Endorsement of Forest Certification) labels, the MSC (Marine Stewardship Council) label, the fair-trade label, the EU organic label, etc. Companies (retailers and producers) also develop their own labelling schemes.

However, the different labelling schemes differ regarding the level of ambition, coverage of different phases of the life-cycle and in the process of developing and certifying the criteria. There is also a difference between the labelling intended to provide information to the final consumers (business-to-consumer - B2C communication) and other "labels" intended to provide information related to the environmental performances of components along the supply chain (business-to-business - B2B communication).

When well designed, recognised, understood, trusted and perceived relevant by consumers, labelling can have a significant influence on the purchasing behaviour of consumers. Labels can therefore be a powerful tool to guide and shape consumer behaviour towards sustainable choices, provided they are based on sound science. However, with the proliferation of information, consumers could become overwhelmed and insecure about which information they can trust.

To avoid confusion there shall be a clear distinction between advertising and environmental labelling. The given information have to comply with the Unfair Commercial Practices (UCP) Directive². To empower consumers the aim of labelling ought to be providing environmental and social information to help them to make better informed decisions. Thus, the best labelling practices should take into account the following principles:

- **Simplicity:** Labels should communicate clear and short messages
- **Impact:** Labels should present the information easily noticeable and understandable as consumers are often not motivated to seek out for the information
- **Consistency:** Labels should complement each other, avoid overlaps
- **Evidence:** The criteria that underpin the scheme need to reflect the available scientific evidence

¹ European Commission, DG Joint Research Centre: Environmental Impact of PROducts (EIPRO) and environmental Improvement of PROducts (IMPRO) studies; <http://ec.europa.eu/environment/ipp/identifying.htm>

² There is no specific EU legislation regulation environmental communication and marketing. There is however a general directive on unfair commercial practices (Directive 2005/29/EC of 11 May 2005; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:149:0022:0039:EN:PDF>), which covers misleading commercial practise and applies therefore to misleading environmental claims In order to develop a common understanding and a convergence of practices when implementing and applying the Directive, the Commission has published a "Guidance on the implementation/application of directive 2005/29/EC on unfair commercial practices" (http://ec.europa.eu/consumers/rights/docs/Guidance_UCP_Directive_en.pdf) in 2009.



- **Independence:** Labelling should be based on independent third party verification
- **Transparency:** Documentation to support the evidence should be made available to the public free of charge

SCOPE

Labelling can address many issues including sustainability as a holistic concept or any of its pillars:

- Environmental sustainability which covers protecting and preserving the environment
- Social sustainability, which identifies the needs of individuals and their well-being and covers a range of issues from health to safety, social inclusion and eradicating poverty
- Safety and health, through demonstrating compliance with safety requirements and providing health relevant information, such as nutrition values or the content of hazardous substances.
- Animal welfare, which shows species-appropriate keeping and treating of animals.

However, in order to ensure coherence and align this issue paper with the previous ones on marketing and communication³ and environmental life-cycle information⁴, only environmental labelling of consumer products (and packaging) will be addressed.

Consequently, this issue paper will look into all on-pack, voluntary environmental labels (type I, II, III) addressed to the “average consumer”⁵. In particular, it will seek to help identify the sort of labels that provide the most added value for consumers for identifying the most environmentally friendlier products.

DEFINITIONS AND TYPES OF LABELS

Environmental labelling: provides an indication of the environmental impact-related characteristics of a product, typically on the package containing the product. This information can be mandatory according to the provisions of relevant EU directives and regulations. The information can also be provided by private bodies (NGOs, manufacturers’, retailers) on their own initiative. According to the ISO 14020 standard, the overall goal of environmental labels and declarations is to encourage the demand and supply of sustainable products and services through communication of verifiable and accurate information on environmental aspects that is not misleading. Thereby the labels stimulate potential for market-driven continuous environmental improvement⁶.

The International Organization for Standardization (ISO) developed standards for general principles (ISO 14020) as well as for three different types of voluntary environmental labels (ISO 14021, 14024, 14025). The first overarching principle of these standards is that environmental labels and declarations shall be accurate, verifiable, relevant and not misleading⁷.

³ <http://ec.europa.eu/environment/industry/retail/pdf/Marketing%20Issue%20Paper%20and%20Annex.pdf>

⁴ http://ec.europa.eu/environment/industry/retail/pdf/issue_paper_lc.pdf

⁵ We suggest using the wording of the European Court of Justice, i.e. average consumers are reasonably well informed and reasonably observant and circumspect.

⁶ ISO 14020: Environmental labels and declarations – General principles

⁷ ISO 14020: Environmental labels and declarations – General principles, p. 4.2.1



ISO (International Organization for Standardization) differentiates between three broad types of voluntary labels: Type I, II and III. In addition, ISO Type I-like, single issue labels as well as mandatory labels exist:

| Definition | Examples |
|--|--|
| (ISO 14024) Type I - a voluntary, multiple-criteria based, third party programme that awards a license that authorises the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations | European Ecolabel, German Blue Angel, Nordic Swan, NF-Environment (the French Ecolabel), GOTS, etc. |
| (ISO 14021) Type II – self-declared environmental claims that is made, without independent third party certification, by manufacturers, importers, distributors, retailers or anyone else likely to benefit from such a claim. The ISO standard lists several requirements for self-declared environmental claims. Among these are accuracy, possibilities for verification and consideration of relevant environmental aspects. The standard specifies that unwarranted claims such as vague or non-specific claims (“eco-friendly”, “green”, “non polluting”...) should be avoided. | A declaration, a logo, a commercial etc. e.g. 100% recycled paper etc |
| (ISO 14025) Type III - voluntary programmes that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party | Eco-profiles Environmental Product Declaration (EPD) systems e.g. Swedish EPD |
| Type I-like, single issue labels | FSC, MSC, NaTrue, OekoTex, PEFC |
| Mandatory labels | Energy Label, crossed out wheeled bin symbol, CE marking, CO ₂ emissions from passenger cars etc. |

EFFECTIVE LABELS

To be effective a label needs to be scientifically reliable and consistent, understandable and not misleading, so as to support informed choices⁸. According to conclusions of the Green Claims research in the UK, consumers look for – and respond to – three fundamental principles referred to as the “three C’s” namely: **clarity, credibility and comparability**. The label itself should send a simple message on a complex issue. But the necessary facts, background and context must be available on request. Considering the fact that for FMCG (Fast Moving Consumer Goods)⁹, consumers only spend

⁸ European Food Sustainable Consumption and Production Round Table: Guiding Principles; http://www.food-scp.eu/files/Guiding_Principles.pdf

⁹ FMCG are inexpensive products that people usually buy on a regular basis, such as supermarket foods or toiletries (*English Collins Dictionary – English Definition and Thesaurus*)



a few seconds before choosing a product underlines the need for a label to be easily recognisable.¹⁰ Earlier environmental labels such as the *German Blue Angel* and the *Nordic Swan* have the best level of consumer recognition.¹¹

Consumers are only able to understand labels and the complexity behind them if they have sufficient knowledge. Labels cannot replace general education and environmental information.

ISO Type I labels, covering the full life-cycle of products and peer reviewed by independent third parties, tend to be considered as the preferable solution when communicating environmental information to consumers. If Type I label criteria do not exist for a given product category, the alternative label used shall be supported by a set of criteria, which is equivalent to those of a Type I label. Multi-criteria approaches based on open and transparent multi-stakeholder processes reduce the risk of burden shifting from one parameter to another (e.g. reducing the quantities of dangerous chemicals contained in textiles but increasing the quantities of water needed to make the garment).

While not always optimal, single issue labels may be easier to understand and influence the purchasing decision of those consumers who only focus on those aspects of importance for them e.g. climate change, animal welfare etc. They may also be very effective in case the single issue dealt with is clearly the most relevant one and potential trade-offs are carefully evaluated. If such an evaluation is not carried out, single issue labels could lead to burden shifting and can therefore be misleading for consumers. In such a case, they are not suitable to empower consumers to make choices that reduce the negative impact on the environment deriving from consumption. However, in limited cases, pictograms and labels give useful advice to consumers how to avoid pressure on the environment, e.g. the crossed-out wheeled bin which indicates that batteries should not be disposed of in household waste. Good examples of an easy to understand and relevant label which focus primarily on one aspect are the EU energy label¹² or the FSC and PEFC labels for wood and wood products.

A label may also not always prove useful for some product categories especially if after LCA analysis, demonstrate that it has limited impact. Some companies even decide for a non-label approach.

LEGAL FRAMEWORK

At EU level, the first labelling directives appeared in the late 70's. Although, the primary aim of such legislation was to guarantee the safety of products in the context of free movement of goods, as well as basic information such as price, origin, ingredients/materials, weight and measurements, over the years mandatory labelling has come to address other aspects, in particular environmental aspects.

- Mandatory labelling

As regards mandatory environmentally labelling, to date the best known labelling initiative is the EU energy labelling directive¹³. This directive aims at increasing consumer's awareness on the real energy use of household appliances by means of a label to be displayed at the point of sale.

¹⁰ Green Expectations, Consumers' understanding of Green Claims in Advertising, Consumer Focus, June 2009; <http://www.consumerfocus.org.uk/files/2011/01/Green-expectations-single-page.pdf>

¹¹ Promoting sustainable consumption – good practices in OECD countries – Paris 2008; <http://www.oecd.org/dataoecd/1/59/40317373.pdf>

¹² The EU Energy Label scheme focuses primarily on energy consumption. However consumers are also informed about other key environmental aspects such as noise levels and water consumption (in the case of washing machines)

¹³ Directive 2010/30/EU of the European Parliament and of the Council of 19 May 2010 on the indication by labelling and standard product information of the consumption of energy and other resources by energy-related products; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:153:0001:0012:EN:PDF>



- Voluntary labelling

The EU has also legislated on labelling aspects in the framework of the **EU Ecolabel Regulation and Regulation on organic production and labelling of organic products**.

The **EU Ecolabel Regulation**¹⁴ is the EU voluntary scheme to encourage businesses to market products with the best environmental performance, based on a life-cycle approach. Currently, its recent revision will allow more product groups and quicker criteria development process, a reduction of annual fees and more focus on the significant environmental impacts of products.

It does not for the time being cover food products; however, the Commission is currently assessing the feasibility of widening the Ecolabel's scope to food, drink and feed products.

The **EU Regulation on organic production and labelling of organic products**¹⁵ is the legal basis for the production, processing and trade of organic products. It covers unprocessed agricultural products (crops, livestock, wild collection), processed organic products intended for human consumption and livestock feedstuff. Only products certified according to this regulation can be labelled as "organic" and bear the official label.

OPPORTUNITIES AND BARRIERS

The guiding factors for purchasing decision remain primarily product price and performance but the number of consumers who look to buy more environmentally friendlier products is on the rise. A recent Eurobarometer survey¹⁶ on European's attitudes showed that more than 8 out of 10 EU citizens feel that a product's impact on the environment is important when taking a purchase decision. However, many studies on consumer behaviour demonstrate the wide gap between what consumers say and what they do. Experience shows that much fewer consumers (in the range of 10-15%) buy the environmentally friendlier products. Thus, the market share of eco-labelled products is still low. Even in the well developed organic food market in 2007 not more than 2% of total food expenses are represented. In 2011 it is less than 4%.¹⁷ This leads to a situation where consumers have more positive attitudes and are more receptive to environmental messages than what their actual purchasing decisions demonstrate, which could partially be explained - at least in the area of food – by a proliferation of labelling schemes.¹⁸ In this context, environmental labelling can have a significant influence on consumers' buying decisions by helping consumers to overcome their "attitude-behaviour" gap.

However, there are a lot of challenges that need to be overcome in order to successfully provide environmental information to consumers. If consumers face an increasing number of labels, they could get confused about the information and could get insecure about which labels they can trust. The number of mandatory labelling requirements has increased over the years. Furthermore, the

¹⁴ Regulation 66/2010 of the European Parliament and the Council of 25 November 2009 on the EU Ecolabel; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:027:0001:0019:EN:PDF>

¹⁵ Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of organic products; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:189:0001:0023:EN:PDF>

¹⁶ Flash Eurobarometer 256 on European's attitudes towards the issue of sustainable consumption and production, July 2009; http://ec.europa.eu/environment/eussd/pdf/FL256_summary.pdf

¹⁷ European Commission Directorate-General for Agriculture and Rural Development: An analysis of the EU organic sector; http://ec.europa.eu/agriculture/analysis/markets/organic_2010_en.pdf

¹⁸ Which? (2010): Making sustainable food choices easier; <http://www.which.co.uk/documents/pdf/making-sustainable-food-choices-easier-231317.pdf>



introduction of an increasing number of own-brand environmental labels – at national level – will result in the fragmentation of the internal market¹⁹.

Labels regularly face challenges in terms of the limited space available on packaging. This issue could be tackled by the increasing use of innovative IT solutions that provide further information to consumers through the use of bar code scanners, smart phones, etc. Furthermore, in case environmental labels are not self-explanatory for consumers, they need to be complemented by other tools (e.g. internet/website; campaigns, leaflets, actions at point of sale).

Indeed, consumers have limited time to take into account all possible information and choice options. Therefore, the information provided needs to be concise and clear. Moreover, labelling and more general information on its own is insufficient to drive changes in behaviours and markets. Studies²⁰ clearly show that choices and behaviours are shaped by many complex forces, strong enough to over-rule the “rational” content of information.

For example a UK study shows that the market transformation for refrigerators and washing machines to lower energy using models did not result directly from the labels on energy efficiency, but more probably from price incentives and market restriction legislation. However, in other countries such as Germany the Energy Label worked effectively to stimulate the demand for more energy efficient appliances²¹. This example demonstrates the importance of applying a coherent set of different instruments which reinforce each other, i.e. developing Ecodesign, Energy Label and Ecolabel criteria for the same product categories.

Opportunities

- respond to consumer needs and expectations by allowing prompt selection of environmentally friendlier products
- competitive edge for the producer / retailer by highlighting innovation and showing the environmental benefits of their products
- attract and retain consumer loyalty
- drive improvement in the supply chain
- communicate values and show leadership
- enhance consumer choice

Barriers

- proliferation of labels resulting in consumer mistrust and confusion (voluntary labels vs mandatory or compliance labels)
- certification can be time consuming and there are costs, administrative burdens and delays for obtaining type I labels; costs can be high when obtaining a label, however, they decrease substantially later to maintain the label
- development of criteria may be slow in comparison to innovation for type I labels
- lack of mutual recognition of labels at global level
- the need to separate labelled products from other products along the supply chain (e.g. in warehouses)

¹⁹ Monti Report: A NEW STRATEGY FOR THE SINGLE MARKET AT THE SERVICE OF EUROPE'S ECONOMY AND SOCIETY http://ec.europa.eu/bepa/pdf/monti_report_final_10_05_2010_en.pdf

²⁰ <http://archive.defra.gov.uk/sustainable/government/documents/change-behaviour-model.pdf>

²¹ Sammer/Wuestenhangen 2006



CONCLUSIONS

Key challenges

- obtain appropriate consumer attention and response to information given to them
- Information to consumers and labels should be scientifically reliable and consistent, understandable and not misleading,
- develop labelling schemes which are dynamic and are able to take into account the latest technological innovations and needs of consumers by regularly updating the criteria

What retailers can do

The following points apply equally to producers and other economic operators

- collaborate with public authorities, relevant stakeholders and NGOs in raising awareness and the level of knowledge of consumers (awareness raising campaigns)
- consider the use of already existing ISO type I criteria or other equivalent schemes of environmental excellence before developing own-brand labels
- design consumer incentive programmes (e.g. bonus on fidelity cards, discounts..) to encourage the uptake of environmentally friendlier products
- favour the deployment of new IT technologies for displaying environmental information of products
- raise awareness among store teams on environmental issues (information, labels, etc.)
- increase the use of recognised and credible labels for more environmental approach to sourcing

What policy-makers can do

- when reviewing the Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan²², ensure that policy instruments which address the production and demand side complement each other and drive fully integrated existing labelling approaches of sustainability looking carefully at neighbouring issues e.g. organic, fair-trade etc. so that where relevant common methodologies are used
- ensure that mandatory labelling schemes encompass clear instructions for consumers and raise awareness of the meaning of such schemes
- carry out information and awareness-raising campaigns on the impact of consumption and on labelling schemes, in particular the EU Ecolabel and provide financial incentives for communication campaigns
- continue to support smaller producers to obtain ISO Type I labels
- stimulate and promote LCA-based environmental information of products (ISO Type III)
- stimulate and promote ecolabels, the organic label and other certified schemes to increase the number of product groups with such labels. Enhance the knowledge and credibility of these schemes

²² COM(2008) 397 final, 16.7.2008; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2008:0397:FIN:EN:PDF>



- encourage mutual recognition of label certification schemes at global level and drive harmonisation within the community market (avoid national approaches)
- ensure the development of ambitious green public procurement criteria through e.g. using ISO Type I equivalent criteria

What others can do?

- Consumer and environmental NGOs: sensitise consumers about environmental labelling and the importance of the use phase of a product (e.g. consumption of appliances when in stand-by etc).
- Use consumer relevant communication channels (e.g. media with the support of NGOs or websites etc.) to spread information as regards labelling to allow more informed decisions.
- When developing test programmes for comparative product testing, consumer organisations should consider the environmental performance of products. Information about different environmental performance of products should be taken into account when ranking products and should be published in the test magazines to ensure that consumers can take environmental aspects into consideration when purchasing products.



TRANSFER OF GOOD PRACTICES

RETAILERS

CARREFOUR

Carrefour is committed to enable its customers becoming responsible consumers. Indeed, the promotion of responsible products is at the heart of Carrefour's strategy toward sustainability. The group is offering a wide range of products ensuring better practices. These products are gathered under Carrefour's own dedicated brands for sustainability offer. Their performance is guaranteed by an independent third party verification and/or is based on a recognised standard such as the EU Ecolabel, the EU organic label, the MSC and FSC, except when no scheme exists. The group is also working in order to increase consumers' awareness regarding sustainability issues and to ensure the recognition of these labels by organizing dedicated regular campaigns. For more information, see our Sustainability Expert Report (p109 to 120): http://rapport-interactif.carrefour.net/static/cdc/carrefour_rexppd_2009_en/

COOP

Coop Norway

Coop Norway ecolabels all own-brand low-energy light bulbs and sells them at discounted prices to consumer-members. As for packaging, it indicates on the label how to dispose of it in a correct way. Coop Norway has also adopted since 2006 the Swedish consumer co-operative own brand label "Änglamark", which contains Coop's selection of organic, Fair Trade, environmentally or allergy adapted products. Furthermore, it is committed to Nordic Swan-label and it has recently published a "Coop's label guide" to direct consumers in the "label jungle". Coop Norway also indicates on its labels the producer of a good as well as its country of production. As for all consumer co-operative own brand products, the label 'coop' is a guarantee of high quality products at affordable prices. More information at: <http://coop.no/PageFiles/11512/%C3%85rs-%20og%20samfunnsrapport%20for%20Coop%20Norge%202009.pdf>.

Coop Sweden

Coop Sweden uses a wide range of sustainability-related labels, ranging from MSC to FSC, KRAV to Fair Trade. In 1992, it launched the label 'Änglamark', which contains Coop's selection of organic, Fair Trade, environmentally or allergy adapted products. Coop Sweden has also recently launched the label "Food from the region", to support the sales of regional and local food products. Furthermore, the Swedish consumer co-operative indicates on its labels the producer of a good as well as its country of production. Coop Sweden has also been pioneer in the adoption of the "keyhole" label, which gives at glance information to consumers about the healthiness of the food. As for all consumer co-operative own brand products, the label 'coop' is a guarantee of high quality products at affordable prices. More information at: http://www.coop.se/Global/KF/Finansiell%20information/KF_VB_09_FINAL.pdf.

Coop Denmark

Coop Denmark has adopted since 2006 the Swedish consumer co-operative own brand label "Änglamark", which contains Coop's selection of organic, Fair Trade, environmentally or allergy adapted products. It also follows a 100% FSC strategy on kitchenware and furniture. Furthermore, it indicates on its labels the producer of a good as well as the country of production. Coop Denmark started using many years ago the "keyhole" label, which provides instant information to consumers about the level of healthiness of a food. As for all consumer co-operative own brand products, the label 'coop' is a guarantee of high quality products at affordable prices. More information at: <http://issuu.com/ansvarlighed/docs/folder?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fflight%2Flayout.xml&showFlipBtn=true>.



S Group Finland

The S Group uses a wide range of sustainability-related labels, ranging from MSC to FSC to Fair Trade. Furthermore, all hotels belonging to the Radisson Blu Hotels & Resorts hotel chains, which form part of the Group, have been awarded the Nordic Swan label. As for all consumer co-operative own brand products, the label 'coop', which is in this case symbolised by the letter "S", is a guarantee of finding high quality products at affordable prices. More information at: http://s-kanava.fi/getbinary?siteId=1&src=/kuvat/skanava/liitetiedostot/2010/monikanavaisen_liitteet/S_r_spons_review_2009.pdf.

Coop Italy

In 2009, Coop Italy launched the "vivi verde" (literally "live green") line of eco-friendly products, which merges environmental (many of them Ecolabel certified) and organic products. Also, Coop Italy sells a wide range of organic, FSC, Fair Trade and MSC products: many under their brand name. Recently Coop Italy launched the "BeneSi" label, indicating products meet particular nutrients requirements and have a positive effect on the body (e.g. reducing cholesterol). Furthermore Coop Italy provides extensive nutrition information on the front of packs about energy, salt, fat, saturated fat and sugar content as well as, whenever possible, proteins, fiber and carbohydrates. Regarding packaging, it indicates on the label how to dispose of it in a correct way. Coop Italy also uses the "approved by members" label, meaning that a group of consumer members tested the product and gave its "approval" as regards taste in the case of food products and on functionality in case of non-food ones. Moreover, it indicates on the label which company manufactured the good as well as its country of production. It also uses the label "Coop products are made without any discrimination or work exploitation". As for all consumer co-operative own brand products, the label "coop" is a guarantee of high quality products at affordable prices. More information at: <http://www.e-coop.it/CoopRepository/COOP/CoopItalia/file/fil00000057199.pdf>.

The Co-operative Group UK

Since 1985, the Group has provided full nutritional labelling on all own-brand food products and, in 2006, it began to implement the FSA's recommendations on nutrient signposting. In 2007, it adopted a standard format for sensible drinking messages on the labels of alcohol products whereas in 2008 it committed to roll out traffic-light labelling across all own-brand products, except those of negligible nutritional value, some "assorted" products and fruit and vegetables (which carry a 5-a-day message), as they are launched or rebranded. Always in 2008, The Co-operative Food launched its new Food-to-Go range of in-store prepared sandwiches and other lunchtime products. Traffic-light labelling is included on all these products. In stores, this extends to those that are sold without packaging, where traffic-light labelling has been incorporated onto shelf-edge labels. The Co-operative Group also provides information on the country of origin of all meats and when possible of main ingredients of processed foods. The Group launched "green dot" labelling in 2009 and features a wide assortment of sustainability related labels, ranging from MSC to FSC to CSPO. In its stores, it also sells "Grown by us" labelled products, identifying food grown by The Co-operative Farms which meets high quality standards. In 2007, the Group undertook the commitment to stock white goods rated "A" or above following the EU energy labelling system. As for all consumer co-operative own brand products, the label "coop" is a guarantee of high quality products at affordable prices. More information at: http://www.co-operative.coop/Corporate/sustainability/2010/downloads/FINAL_Sustainability_Report_2009.pdf.

FCD (Federation des Entreprises du Commerce et de la Distribution)

The French Federation of Retail and Trade (FCD) has committed to promoting environmentally friendlier products such as:

- Ecolabelled products: products carrying the French or European Ecolabel have been put forward in stores allowing a sales increase of 10% in 2009;
- Organic products: for the second consecutive year, organic products have undergone an annual growth of over 20% in 2009 and 15% in 2010 (compared to less than 10% in 2007);



- Ten members of FCD are currently participating in a national trial launched by the French environment Ministry on environmental information on products addressed to the consumer (in-store, on pack, by Internet...)
- Finally in 2010 FCD published Guidebook on environmental claims in the framework of the CNC (French Council on Consumption).

For further information: <http://www.fcd.asso.fr/index.php?page=17>

REWE Group

The PRO PLANET label characterises private label products of the REWE Group sales lines, which have, besides high quality standards, considerably positive environmental and social characteristics. The aim lies in supporting sustainable consumption in the mass market and in offering products with sustainable added value at a good price.

Before a product can be awarded the PRO PLANET label, it needs to pass a five-stage, standardised process. This process has been developed in cooperation with the UNEP/Wuppertal Institute.

To establish an authentic and transparent process, REWE Group included various stakeholders in the development of PRO PLANET. For the implementation of PRO PLANET projects, REWE Group collaborates with external product experts, the project partners. An independent expert advisory board accompanies the entire process.

This method was given a positive validation by TÜV Rheinland.

With PRO PLANET, REWE Group is providing a reliable guideline for consumers, who wish to contribute something positive to the environment and social compatibility through their purchasing.

<http://www.proplanet-label.com/startseite/>

OTHER STAKEHOLDERS

AISE (International Association for Soaps, Detergents and Maintenance Products)

The A.I.S.E. Washright Campaign:

Washright is a pan-European campaign launched in 1998 by A.I.S.E. (International Association for Soaps, Detergents and Maintenance products). It aims at providing tips to consumers to encourage them to consume their laundry detergents in a more-environmental-friendly way, educate them about the benefits of changing their washing habits and promoting the sustainable consumption of these products across Europe. The panel aside (which has been subject to a few updates over time), has been used on the great majority of all laundry detergents across Europe.

The campaign has been relayed on packaging, via websites (www.washright.com, www.cleanright.eu) in all EU languages. It has also been subject to leaflet distribution through the trade, advertising in magazines and on TV (1998-2002) and continues to be used on billions of packs.

The A.I.S.E. Charter for sustainable cleaning:

The Charter for Sustainable Cleaning is a voluntary initiative of the European soaps, detergents and maintenance products industry, led by A.I.S.E. (International Association for Soaps, Detergents and Maintenance products).

The aim is to encourage the whole industry to undertake continual improvement in terms of sustainability practice and reporting (using a lifecycle framework) and also to encourage consumers to adopt more sustainable ways of doing their washing, cleaning and household maintenance.

A wide variety of activities and initiatives are covered, ranging from the human and environmental safety of chemicals and products, to eco-efficiency, occupational health and safety, resource use and consumer information.

Companies carrying one of these logos on their packaging meet the requirements of this broad voluntary industry sustainability scheme. An updated version of the scheme has recently been launched in mid 2010. http://www.sustainable-cleaning.com/en.companyarea_documentation.orb



BEUC (European Consumers' Organisation)

BEUC has been involved in the Ecolabel scheme since its creation and is a member of the European Union Ecolabelling Board, contributing actively to the development of Ecolabel criteria for different product groups. This work is part of a broader implication of BEUC and its members in sustainable consumption and production policies. The EU Ecolabel is important for BEUC and its members to help promote sustainable consumption and help consumers choose products that are better for the environment and their own health.

BEUC members regularly provide individual consumers and readers of their publications information on the EU Eco-Label and Eco-Labelled products

<http://docshare.beuc.org/Common/GetFile.asp?ID=31191&mfd=off&LogonName=Guesten>

EDANA (Association of the Nonwovens and Related Industries)

As part of the industry's commitment to responsible use and disposal of the products it makes and distributes EDANA, its member companies, and the North American association, have published a "Guidance Document on the Flushability of Nonwoven Consumer Products" - a framework for testing products to determine the flushability of relevant products. Part of this, includes a code of practice for labelling personal hygiene wet wipes. At a minimum, this requires all products that are not proven safe to be disposed of via the toilet to be clearly labelled as non-flushable.

More information can be found here:

<http://www.edana.org/DocShare/docs/1/MGMDEKFBMFEGEGFEKGCENPFK583E3C5H4D4HMCKTBLV6/EDANA/docs/DLS/EDANA Code of Practice Flushability Communications-2010-00567-01.pdf>

EEB (European Environmental Bureau)

The European Environmental Bureau (EEB) is a federation of 150 environmental citizens' organisations. EEB's participation in EU Ecolabel began in the mid-1990s, shortly after the Ecolabel was created. As a member of the European Union Ecolabelling Board, EEB is involved in the criteria development process, with both policy and expert representation. The EEB wants to preserve the singularity and excellence of the EU Ecolabel in order to avoid confusion among consumers with EU Ecolabel awarded products.