

	 Sri Lanka National Policy Support Component Sustainable Consumption and Production	 European Union
Contract N° Asie / 2014 /351-934 SRI LANKA	<p>Recommendations for Eco-Labelling Platform for Sri Lanka</p>	

Recommendations for Eco-Labelling Platform for Sri Lanka

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List of Abbreviations

CEC:	China Environmental United Certification Center
CEL:	China Environmental Labelling Scheme
CNCA:	Certification and Accreditation Administration China
EDB:	Sri Lanka Export Development Board
EDC:	Environmental Development Center China
FSC:	Forest Stewardship Council
GPP:	Green Public Procurement
GOTS:	Global Organic Textile Standard
GBCSL:	Green Building Council Sri Lanka
GEN:	Global Ecolabelling Network
IMO:	Institute for Market Ecology
ISB:	Industrial Service Bureau
JEA:	Japan Environment Association
KEITI:	Korea Environmental Industry and Technology Institute
KS:	Korean Industrial Standards
MEP:	Ministry of Environmental Protection China
MEV:	Ministry of Environment (MEV) Korea
MNRE:	Ministry of natural Resources and Environment Thailand
MoE:	Ministry of Environment Japan
MOF:	Ministry of Finance China
MOI:	Ministry of Industry Thailand
MoMDE:	Ministry of Mahaweli Development and Environment Sri Lanka
MoSTR:	Ministry of Science and Technology and Research Sri Lanka
PEFC:	Programme for the Endorsement of Forest Certification
SAN:	Sustainable Agricultural Network
SCP:	Sustainable Consumption and Production
SCP NPSC:	Sustainable Consumption and Production National Policy Support Component
SDGs:	Sustainable Development Goals
SLAB:	Sri Lanka Accreditation Board
SLSI:	Sri Lanka Standard Institution
TBCSD:	Thailand Business Council for Sustainable Development
TEI:	Thailand Environment Institute



Executive Summary

Background

Significant efforts are being made globally to implement Sustainable Consumption and Production (SCP) as per the “10 Year Framework of Programmes” on SCP. Accordingly, Sri Lanka, having endorsed the Rio+20 Outcomes, including the 10 Year Framework of Programmes on SCP and the development of the Sustainable Development Goals (SDGs), has developed “*Haritha Lanka*” action plan and SCP policy framework to provide the necessary impetus for advancing the sustainability agenda.

One way of promoting SCP is through introducing Eco labels and promoting environmentally friendly products in the market. Thus, the consumer demand for environmentally friendly products can be leveraged thereby encouraging and promoting environment-friendly products in the market, which in turn contributes to the environmental conservation and sustainability.

Sri Lanka still does not have a credible and nationally accepted framework/platform / protocol to introduce Eco-Labels to win the public confidence and the acceptance, and thereby to promote the uptake of SCP practices. Hence, as a first step, it is very important to establish a credible and nationally accepted framework to introduce Eco-Labels in Sri Lanka.

European Union is helping the Government of Sri Lanka to enhance capacity, skills, knowledge, and understanding of key policymakers, stakeholders and the public about the main principles of SCP, available policies, tools, instruments and mechanism through the EU SWITCH-Asia Sustainable Consumption and Production National Policy Support Component (SCP NPSC).

The main objective of EU SWITCH-Asia SCP NPSC for Sri Lanka project is to support the Sri Lankan Government in selecting, adapting and implementing suitable economic and regulatory policy instruments to promote sustainable consumption and production, thereby enhancing the long-term sustainability of consumption and production patterns. As part of the EU Switch- Asia project, one important project activity, is to prepare a report and to propose and establish a credible and nationally accepted framework/platform /protocol to introduce eco-labels in Sri Lanka to promote SCP.

Methodology

The report is largely based on desk research of existing literature conducted by two experts Dr. Lalith Nimal Senaweera (National Expert) and Ms. Sonal Parasnus (International Expert) and the consultations with various stakeholders in Sri Lanka, through one-on-one meetings and a consultation workshop held in Colombo in December 2017.



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Research and review were conducted to understand the existing Eco labels in Sri Lanka as well as best practices of Eco label frameworks/platforms in Germany, China, Japan, South Korea and Thailand.

Based on the literature review, a comparative analysis of local and other selected best practices for Eco labels was performed.

Consultative meetings were organised with related key organisations in Sri Lanka such as Sri Lanka Standard Institution (SLSI), Sri Lanka Accreditation Board (SLAB), Ministry of Mahaweli Development and Environment, Ministry of Science, Technology & Research and other stakeholders to understand future challenges for the implementation and promotion of Eco labelling and thus promote SCP. Based on the comparative analysis and stakeholder consultations, a draft framework to introduce and promote Eco labels in Sri Lanka was prepared.

A workshop for all stakeholders such as standards agencies, government agencies, industry representatives, consumer associations, etc., was conducted to present the proposed Draft Eco labelling Framework for Sri Lanka.

Based the comments received from the stakeholders on the draft framework and recommendations from stakeholders, this report is prepared with recommendations to introduce Eco labels in Sri Lanka to promote SCP. The report is based on a review of the different elements of Eco labelling in Sri Lanka and selected best practices including the legal framework governing procurement for environmentally preferred products, national eco labelling programme, guidelines and procedures, priority product categories, as well as a link to SCP/Green Public Procurement (GPP).

The report comprises of five main sections:

Section 1: is an Executive Summary

Section 2: presents a Status of Eco-Labels in Sri Lanka

Section 3: presents the International Experiences of Eco labelling as country reports with detailed information regarding policy, institutional framework, guidelines and procedures for Ecolabelling, product categories and link to SCP/GPP.

Section 4: presents the Comparative Analysis of Selected Eco labelling Programs highlighting common approaches or notable differences in how Eco labelling Programme are being managed.

Section 5: presents the key conclusions and recommendations for the Proposed Eco labelling Framework including stakeholder's comments and feedback.

Sri Lanka Standard Institution (SLSI) has given a written undertaking to take over the execution of the Eco-labeling scheme whilst granting approval for ECO labels are done by the Executive Board, which should provide appropriate authority & powers in a suitable manner under the provisions of



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the powers vested to one of the ministries which are in the Apex Body as proposed so that Executive Board will become the legal entity. However, as explained in the section Secretary to the Ministry of Science, Technology, and Research, indicated verbally its desire and the commitment to be a part of the Apex Body along with the Ministry of Mahaweli Development and Environment to lead the programme. He also stressed the necessity of providing the legal status to the Executive Board given in the proposed Eco label framework for Sri Lanka once the initial preparatory arrangements have been made.

In view of the above, the Governing/Apex body will comprise of Ministry of Science, Technology, and Research which will be responsible for issuing the Eco labels. We propose to set up a working committee comprising of senior officials from the Ministry of Mahaweli Development and Environment, Ministry of Science, Technology & Research, SLSI, and Sri Lanka Accreditation Board (SLAB) to develop an action plan in order to execute the work activities related to the Eco-labeling scheme. The members of this committee can later function as the members of the Executive Board. In the future, a legal status should be obtained for this Executive Board to acquire authority for appropriate implementation of the Eco label scheme.



1. Status of Eco-Labels in Sri Lanka

1.1 Introduction

This chapter covers in detail the current situation of Eco labelling Certification in Sri Lanka. As per the literature review, currently, the Sri Lankan business community uses different certifications in order to meet the market demand. Majority of these schemes are internationally recognized schemes and few locally based schemes mostly for products regarding organic and energy label. All these schemes incorporate requirements to protect the environment and hence those can be considered as Environmental friendly schemes. Moreover, these schemes are based on two types viz. A system based and Product based schemes.

However, none of these schemes have a requirement of life cycle assessment and are thus different from an Eco-Labelling Scheme which needs life cycle assessment. Therefore, it can be concluded that for the Sri Lankan market, there is a need to have a third a party ECO labeling scheme.

1.2 Definition of Eco label

Eco labelling is a type of Environmental [performance] labeling and specifically refers to the provision of information to consumers regarding the environmental quality of a product. Eco-labels are a type of environmental performance claim validated by third party organization.

Various Eco labelling schemes were developed from the growing global concern for environmental protection on the part of governments, businesses and the public. The Eco labelling schemes were designed for certain products for which overall environmental preference has been identified through life-cycle considerations (GEN, 2004). There are many different eco-labeling schemes operated around the world, each covering a different range of environmental criteria. These are either Voluntary/Mandatory Eco labels managed by governments, private companies, and non-governmental organizations.

1.3 International Standards on Eco-Labelling

As part of its [ISO 14000 series of environmental standards](#), the International Organization for Standardization (ISO) has drawn up a group of standards specifically governing environmental labeling. There are five International Standards on Environmental declarations and claims;

- ISO 14020
- ISO 14021
- ISO 14022



- ISO 14024
- ISO 14025

A brief introduction covering the scope of each standard is given below:

- ISO 14020 - Environmental Labeling General Principles and this standard set out nine general principles that apply not only to labeling schemes but to all environmental claims, designed to promote accurate, verifiable and relevant information.
- ISO 14021-Environmental Labels and Declarations: Self-Declaration, Environmental Claims, Terms and Definitions and this standard sets out requirements for Type II labels, i.e. environmental claims made for goods and services by the producer.
- ISO 14022-Environmental Labels and Declarations: Self-Declaration Environmental Claims, Symbols- Promotes the standardization of terms and symbols used in environmental claims, e.g. 'recycled content'.
- ISO 14024 -Environmental Labels and Declarations: Environmental Labeling Type I, Guiding Principles and Procedures Provide guidance on developing programs that verify the environmental attributes of a product via a seal of approval.
- ISO 14025- Environmental labels and declarations – Type III environmental declarations – Principles and Procedures -establishes principles and specifies procedures for issuing quantified environmental information about products, based on life-cycle data referred to as environmental declarations.

The International Organization for Standardization (ISO) has classified these Ecolabels into three types according to principles, practices and key characteristics: Types I, II and III. The practical application of the above standards with an interpretation is given below;

GENERAL Principles of Types of ECO labels

TYPE I
Judging
environmental
performance for
the requirements
(criteria for
certification by
third party agency)

ISO 14024

TYPE II
Companies
themselves proclaim
the claims on
environmental
feature

ISO 14021

TYPE III
Showing information on
environmental features
for each ingredient

ISO 14025



1.3 Sri Lanka Business context and Environmentally Friendly Certifications

The current Eco-labelling schemes available in the Sri Lankan market can be classified into two categories as given below:

- System based Schemes
- Product Focus Schemes

1.3.1 *System based Schemes*

Cleaner & Greener program

This is one of the Eco-labeling scheme used by the Sri Lankan business community. The program promotes reporting and offsetting of emissions by companies, organizations, buildings, events and transportation fleets. Conformity with Cleaner and Greener Certification's standard is verified by the own organization (second party).



EARTH CHECK Program

Earth Check is a benchmarking certification and advisory group for travel and tourism. Conformity with Earth Check's standard is verified by an independent organization (third party) following ISO 17021 Management system certification. This Eco mark is used by tourism organizations especially some hotels as a certain group of International parties require this certificate and it is very expensive.



Forest Stewardship Council Program

The Forest Stewardship Council® (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. In Sri Lanka, the certificate was obtained for certain forests managed by the public sector. It is also one of the Ecolabels used by these public organizations.



Program for the Endorsement of Forest Certification (PEFC) schemes

The PEFC scheme works throughout the entire forest supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are produced with regard to ecological, social and ethical standards. This programme has been implemented in rural communities' in Sri Lanka to ensure that the timber coming out of the forests managed by rural communities are eco-friendly.



Global Organic Textile Standard (GOTS)

GOTS was developed with the aim to unify the various existing standards and draft standards in the field of eco textile processing and to define world-wide recognized requirements that





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ensure organic status of textiles, from harvesting of the raw materials, through environmentally and socially responsible manufacturing up to labeling in order to provide a credible assurance to the end consumer. In Sri Lanka, GOTS is used by the textile industry entrepreneurs to ensure the textiles used are eco-textiles.

Green Globe Standard

The Green Globe Standard facilitates responsible and sustainable environmental and social activity; and improved environmental and social outcomes for travel and tourism operations. The Green Globe Standard is a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. Conformity with Green Globe Certification's standard is verified by an independent organization (third party) following ISO 17011 Accreditation. In Sri Lanka, this standards-based certification is used by a number of hotels to demonstrate their commitments towards a sustainable environment.



Association for Organic Agriculture

Naturland Association for organic agriculture is a private certification body and an organic farmers' association. Conformity with Naturland e.V.'s standard is verified by our own organization (second party). Some of the Organic producers in Sri Lanka used this certification to ensure that the products produced are genuinely organic paving the way to have eco-friendly farming.



Sustainable Agricultural Network (SAN)

The SAN awards the Rainforest Alliance Certified eco-label to farms (not companies or products). Farmers may apply for certification for all land in production and companies may request that all their source farms be certified. In Sri Lanka, this is a prominent certification in the tea plantation sector as a per the demand of certain groups for the tea plantation.



The Sustainable Furnishings Council (SFC)

Member Seal is a label representing those companies which have made a public and verifiable commitment to sustainability and to improve. Sustainable Furnishings Council (SFC) Member Seal is a label representing those companies which have made a public and verifiable commitment to sustainability and to improve. In Sri Lanka, the Home Furnishing Industry have obtained this certificate.



National Organic Control Unit to sustainability and com

The Sri Lanka Export Development Board (EDB) has established the National Organic Control Unit (NOCU) as per the regulations published under the section 29 of the Export Development Act No. 40 of 1979 published in the extraordinary gazette no. 1870/71 dated July 11, 2014. NOCU is functioning as the monitoring & controlling body in Sri Lanka for exports, imports, traders, processing, and certification of organic products. However, this scheme is yet to be commenced.



1.3.2 Product based Eco-Labeling Schemes



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Fair Trade Certification

Garment manufacturing companies in Sri Lanka used this certification. When a product carries the FAIRTRADE Certification Mark, it means the producers and traders have met Fairtrade Standards. Fairtrade Standards include social, environmental and economic criteria, as well as progress requirements and terms of trade. Conformity with Fairtrade's standard is verified by an independent organization (third party) following ISO / IEC Guide 65 product certification.



Bio Suisse

Bio Suisse Eco label indicates that the product is fully organic, and more than 90% of the raw materials come from Switzerland. Conformity with Bio Suisse's standard is verified by an independent organization (third party) following ISO / IEC Guide 65 Product Certification, IFOAM. A number of organic products manufacturers' in Sri Lanka who have a partnership with Switzerland buyers use this label.



Forest Garden Products for improvement

In Sri Lanka, this is a famous label among small-scale farmers in the rural community. Analog forestry is a complex and holistic form of agroforestry that seeks to maintain a functioning tree-dominated ecosystem while providing marketable products that can sustain rural communities, both socially and economically. Conformity with Forest Garden Products' standard is verified by an independent organization (third party).



The Institute for Market Ecology (IMO) furnishings

The Institute for Market Ecology (IMO) is an international agency for inspection, certification and quality assurance of eco-friendly products. For more than 20 years, IMO has been active in the field of organic certification but it is also active in the sectors of natural textiles, sustainable forestry, and social accountability monitoring. The Eco label is currently used by a number of organic products manufacturers in Sri Lanka.



IPEN initiated the Lead Safe Paint Certification

IPEN is a global non-governmental organization (NGO) with participating organizations in more than 100 countries working for a toxics-free future. It is also the Scheme Owner for the Lead Safe Paint® standard and certification mark. SCS Global Services (www.SCSglobalServices.com) manages all aspects of the certification process. It arranges laboratory testing, evaluates results and administers the certification processes. Lead Safe Paint® is an independent, third-party certification program that ensures that the paint they are purchasing contains less than 90 parts per million (ppm) lead or 0.009% total lead (dry weight). the strictest regulatory standard for lead content in paint established by any government anywhere in the world. The scheme is focused solely on a single attribute of the product – its lead content. The scheme does not involve any audits of production processes or controls. The Eco label is popular among the Sri Lankan paints manufacturers.





GREEN Labeling System

Green Building Council Sri Lanka (GBCSL) offers The GREEN^{SL®} Labeling System to ensure that the construction-related greener products. The Ecolabel is used by the construction industry.



Forest Stewardship Council FSC® chain of custody (CoC) 3

The Eco label is used by the furniture manufacturing companies to ensure that the timber used for the manufacture are certified and obtained from the properly managed forests. FSC® chain of custody (CoC) tracks FSC certified material through the production process - from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution Conformity with Forest Stewardship Council (FSC) Chain of Custody Certification's standard is verified by an independent organization (third party).



Energy Star Label for Electrical Appliances

This is an energy label for energy saving is used only for CFL bulbs. Since energy reduction provides a huge impact to protect the environment and can be considered as another type of Ecolabel. ENERGY STAR® is a voluntary energy efficiency program operated by the Sri Lanka Standards Institution in association with the Sri Lanka Sustainable Energy Authority (SLSEA) for electrical appliances.



1.4 Summary

In Sri Lanka business community uses different types of Eco labels as discussed above. Most of the labels are awarded by the International organizations. These labels are obtained by the Sri Lankan entrepreneurs as they are buyer-driven programs and are necessary to market the products. Moreover, the Sri Lankan business entrepreneurs also obtain locally based Eco labels mainly focusing on the local market.

However, as per the literature review, all the Eco labelling schemes explained above do not have any life cycle assessment as a requirement. Hence, it is necessary to introduce a well-recognized internationally accepted product-based Eco label which considers the whole life cycle of a product. Moreover, it is necessary to develop the Eco labels for specific product categories (consumer products/industry products) as per the demand of the consumers as well as manufacturer taking into account the entire lifecycle of the product. Introducing Eco label to the consumer as well as the industry to fill this gap not only will help to promote the greening of the supply chain but also will become competitive in the International markets.

1.5 Way Forward

A consensus of all the stakeholders was reached after the consultative workshop to finalize the Eco labelling Platform. Afterwards, the Secretary to the Ministry of Science, Technology, and Research gave a verbal indication and commitment to be part of the Apex Body for the Eco labelling Scheme along with the Ministry of Mahaweli Development and Environment to lead the programme.



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Moreover, SLSI has given a written undertaking to take over the execution of the Eco-labeling scheme. However, as explained in Executive Summary section 5, Executive Board will be the legal entity for this scheme having authority to grant approval for ECO label.

Accordingly, the Governing/Apex body will comprise of Ministry of Science, Technology, and Research which will be responsible for issuing the Eco labels. In addition, it is proposed to set up a Working Committee comprising of senior officials from the Ministry of Mahaweli Development and Environment, Ministry of Science, Technology & Research, SLSI, and SLAB to develop an action plan. As per the action plan of the Working Committee, the work activities related to the Eco-labeling scheme will be finalized and executed. The members of the Working Committee can later function as the members of the Executive Board. Furthermore, legal status should be obtained for the proper functioning of the Eco labelling Scheme.

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2. International Experiences of Ecolabelling

2.1 Introduction

This section of the report showcases five Eco labelling Programs from different countries around the world (viz. Germany, China, Japan, South Korea and Thailand), who have well-established Eco labelling programs. Each country report covers detailed information about:

- Policy Framework,
- Institutional Framework,
- Criteria Development,
- Product Categories,
- Certification and Fees,
- Promotion and
- Link to Sustainable Public Procurement (SCP) or Green Public Procurement (GPP).

In addition to the individual country report, a comparative analysis of the Eco labelling programs from these 5 countries is compiled in a tabular form. Finally, based on the country reports and the comparative analysis, some observations and lessons for Sri Lanka are presented.

2.2 Types of Eco labels

There are many different eco-labeling schemes operated around the world, each covering a different range of environmental criteria. These are either Voluntary/Mandatory Ecolabels managed by governments, private companies, and non-governmental organizations.

The international organization for Standardization (ISO) has classified these Ecolabels into three types according to principles, practices and key characteristics: Types I, II and III.

Type I (ISO 14024) – “a voluntary, multiple-criteria based, third-party program awards a license which authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a product category based on life cycle considerations” as per ISO standards.

Type II (ISO 14021) – “informative environmental self-declaration claims” Type II are self-declared environmental labels produced by manufacturers or retailers in the forms of pictures, logos or declaration such as recyclable, biodegradable, etc. (UNOPS, 2009).



Type III (ISO/TR 14025) – “voluntary programs 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”. According to ISO (2012), type III establishes principles and specifics procedures for issuing quantified environmental information about products, based on life-cycle data referred to as environmental declarations. One primary application of a Type III declaration is to assist purchasers in green procurement where they need to make informed comparisons between separate products.

As per Eco label Index (2015), there is an estimated 463 types of eco labels, across 199 countries, and 25 industry sectors¹.

2.3 Global Eco labelling Network

Global Eco labelling Network (GEN <https://globalecolabelling.net/>) is internationally recognized network of Eco labelling organizations. GEN was founded in 1994 to help protect the environment by improving, promoting, and developing the eco labelling of green products and sustainable services. It is a non-profit association of leading eco labelling organizations worldwide. The aim of GEN is to improve, promote, and develop the eco labelling of products and services.



The general goals of GEN are to:

- Encourage co-operation, information exchange and standards harmonization among members, associates, and other Eco labelling programs
- Participates in international organizations to promote Eco labelling
- Encourages demand and supply of environmentally responsible goods and services²

Currently, there are 27 Eco labelling Organizations representing 50 different countries.

Typical Eco labelling Framework/Platform

Based on the review of Eco labelling (type I) framework/platforms of several countries, the ownership of the program generally rests with the Ministry in charge of Environment. The program is managed by Independent organization under the Ministry in charge of Environment. The managing organization in coordination with the complementary technical advisory group determines products categories. For developing the Eco labelling criteria, life cycle assessment of the products is performed as per Type I Eco label requirements.

¹ <http://www.ecolabelindex.com/>

² <https://globalecolabelling.net/about/gen-the-global-ecolabelling-network/>



Companies willing to take eco labelling accreditation for their products are required to make an application to the Eco labelling agency. It is necessary for the companies to submit their product for third-party verification of compliance with the eco labelling criteria, which is necessary for Types I Eco label. Once the application is approved by the Eco labelling agency, the company needs to pay licensing fee to use the distinctive Eco label symbol for a pre-specified duration of time. Generally, implementation of Eco labelling is monitored by the Eco label managing/implementing agency.



2.4 Country Reports

2.4.1 Germany

Germany is the leader in developing an Eco labelling scheme in 1978. The Blue Angel was created in 1978 on the initiative of the German Federal Minister of the Interior and approved by the Ministers of the Environment for the German federal states. Since then the Blue Angel has been a market-based, voluntary instrument of environmental policy.



Policy

There is no Eco labelling Policy in Germany but the Eco label "Blue Angel" is widely recognized and accepted Eco label. Blue Angel scheme is part of initiative such as: "The Climate Initiative" of the German Federal Environment Ministry which supports many national and international projects <http://www.bmuklimaschutzinitiative.de/>

Institutional Framework of Eco labelling

There are four main players in the institutional framework of Blue Angel viz:

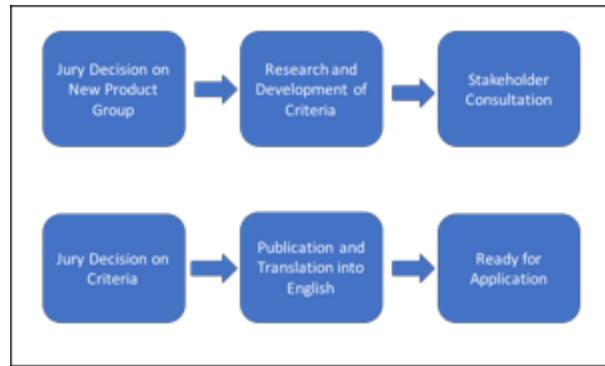
- The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety is the owner of the label. It regularly provides information on the decisions taken by the Environmental Label Jury.
- The Environmental Label Jury is the independent, decision-making body for the Blue Angel and includes representatives from environmental and consumer associations, trade unions, industry, the trade, crafts, local authorities, academia, the media, churches, young people and the German federal states.



- The Federal Environmental Agency (Umweltbundesamt) in the specialized department acting as the office of the Environmental Label Jury. It develops the technical criteria in the form of the Basic Award Criteria for the Blue Angel label.
- RAL gGmbH is the awarding body for the environmental label. It organizes the process of developing the relevant award criteria in independent expert hearings – which involve all relevant interest groups.

Criteria Development

The Federal Environment Minister defines the basic criteria for awarding the environmental label and appoints the members of the Environmental Label Jury. The Environmental Jury consists of 16 representatives appointed by the Federal Environment Minister from environmental and consumer associations, trade, and industry. The Eco label Criteria based on the environmental performance of product lifecycle. The period of validity of one edition of Basic Criteria is usually 3 to 5 years³.



Certification Process and Fees

RAL gGmbH is the awarding body for the Blue Angel eco-label. It accepts the individual applications from the sectors offering the relevant products or services and then checks their compliance with the requirements and full provision of the verification documentation. Moreover, it obtains a statement from the applicant's home federal state about the company's compliance with the environmental requirements. After the fulfillment of all the basic award criteria, RAL gGmbH concludes a contract on the use of the environmental label with the applicant. Certification is carried out according to ISO 17025.

The application fee for Blue Angel for a single product is 250€, while the annual fee depends on the expected turnover of the labeled products (Min. 270€ - max. 6,000€). Overview of all product groups and services that can be awarded the Blue Angel eco-label is available at <https://www.blauer-engel.de/en/companies/basic-award-criteria>

³ The German Ecolabel Blue Angel an Environmental Standard for Green Public Procurement (GPP); Andreas Halatsch German Environment Agency, Tokyo, December 2015



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Product Categories

Product categories for certification include Home living, Construction, Business, Energy and Heating, Electrical devices, Office, Garden, and Leisure. Currently, 120 product groups have been certified. No of companies having certification is 1,500 while there are in total 12,000 products and services, which have Blue Angel certification.

Information regarding product categories and criteria is available at <https://www.blauer-engel.de/en/products>



Promotion

Promotional activities for Eco label are carried out through various channels such as:

- Trade and consumer fairs are organized to offer a platform for consumers and companies to promote environmentally friendly products.
- Use of communication channels such as social media, newsletters, ads in daily papers, image film, etc. to raise the awareness about Ecolabels.
- Blue Angel Awards are given to promote environmentally friendly products and services.
- Mutual agreements have been signed by Blue Angel with other countries viz. China, Japan, South Korea.

Link to Green Public Procurement (GPP)/Sustainable public Procurement (SCP)

As per the Green Public Procurement policy of Germany, the GPP criteria are developed by the German Environment Agency based technically on the Blue Angel product criteria.

2.4.2 China

China Environmental Labeling program was initiated by National Environmental Protection Agency (which is now Ministry of Environmental Protection (MEP) in 1993. It was initiated in response to the concept of sustainable development proposed by United Nations Conference on Environment and Development in 1992.



Policy

There is no specific Eco labelling policy in China. However, Eco labelling is included in the Government Procurement Law which required the purchase of environmentally friendly products.



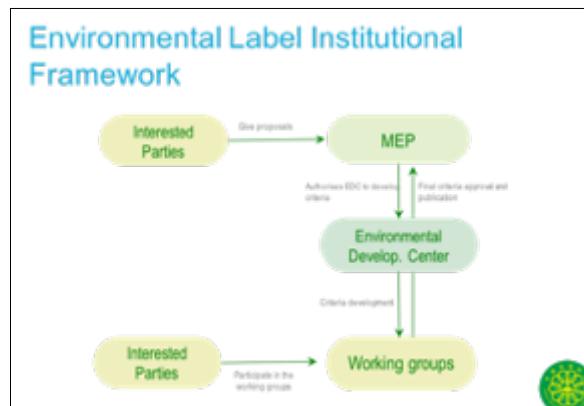
The laws relating to Eco labelling are:

1. Since 2003, the important legislation "Government Procurement Law" was executed and implemented. The ninth article requires government procurement to be used for environmental protection.
2. On 24 October 2006, the Ministry of Finance (MOF) and the former State Environmental Protection Administration (now the Ministry of Environmental Protection, MEP) jointly issued "Recommendations on the Implementation of Environmental Labelling Products in Government Procurement and the first government procurement "List for Environmental Labelling Products", which included 14 categories of products meeting environmental standards.
3. In November 2006, the Finance Department and the National Environment Protection Administration announced, "The Implementation Guidelines for Environmental Symbols Products and the first Government Procurement List for Environmental Symbol Products (or The List)". The Guideline stipulates that for any agencies that rely on the government budget, either government agencies or service-providing agencies, or associations need to give preference to environmental labeling products and cannot procure products that are harmful to the environment and human health.

Institutional Framework of Eco labelling

Ministry of Environmental Protection (MEP) is the authority in charge of Eco-Labelling program in China. MEP along with Environmental Development Center (EDC) develops and publishes standards for Environmental Labelled Products.

China Environmental United Certification Center (CEC) was started in 1994 supported by MEP is responsible for implementation of China Environmental Labelling Scheme.



MEP has registered the China Environment Label at the State Administration for Industry and Commerce, which represents national recognition to environmental performances of relevant products.

After the enforcement of Government Procurement Law and the implementation of Chinese GPP program, a total of 14 Government procurement Lists for Environmental Labelling Products (List) have been issued. The "List of Environmental Labelling Products" is published by the Ministry of Finance (MOF) at <http://www.mof.gov.cn/>, the Ministry of Environmental Protection (MEP) at <http://www.mep.gov.cn/>.



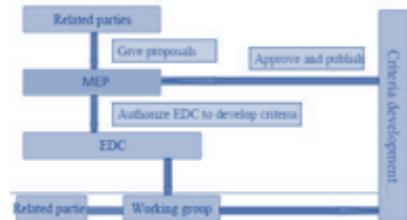
Criteria Development

The criteria are developed and published by MEP. Environmental Development Center of MEP (EDC) develop the criteria as per ISO 14020 and 14024. EDC is a public institute affiliated with MEP. The criteria take into account the entire lifecycle of the product.

China Environmental Labelling Scheme (CEL) is a voluntary label valid for 3 years. The certification criteria for different categories are available at <http://en.mepcec.com/renzheng/242.html>

Process of Env Labeling Criteria development

- China Environmental Labelling Program is a voluntary scheme based on criteria of ISO 14020 and ISO14024



Certification and Fees

Certification is carried out by CEC authorized by MEP. CEC is a third-party certification organization approved by Certification and Accreditation Administration China (CNCA). The Ecolabelling certification for products is valid for 3 years.

To acquire the certification for any product, an enterprise must pass all three stages of certification process such as documents review, on-site inspection, and sampling on site. An application fee of 500 Yuan is charged for each application. For approval and registration, 1,500 Yuan is charged while the annual supervisory fee is 6,000 Yuan.

Product Categories

Currently, there are 97 types of China environmental labeling products such as automobiles, electronic products, building materials, textile, packaging supplies, daily chemicals and light industry products. China environmental labeling has included services and some industrial products in its certification activities over the past few years such as printing, decoration as well as concrete, cement, and buildings.

More than 4000 companies have eco labelling

Environmental Label Product Categories

- Total of 98 categories (in 2015) :
 - Household appliances: refrigerators, air conditioners, water heaters, microwaves, etc.
 - Office equipments: printers, copiers, faxes, computers, monitors, etc.
 - Office stationary: paper, stationary, cartridges, etc.
 - Building material: wood-based panels, cement products, building ceramics, lightweight construction materials, etc.
 - Others: paints, furniture, sanitary wares, solar systems, etc.





certification. Furthermore, more than 52000 types of products within 97 categories have been certified, including automotive, electric products, construction materials etc.⁴ The production value of these environmental labeling products has reached 90 billion RMB (about 14,171,400,000 USD)⁵.

Promotion

Promotion of eco-labelled products is through various channels such as:

- Government Procurement Program where the purchase of Environmental Labelled products on a voluntary basis is encouraged by the government.
- Mutual agreements have been signed by China Ecolabelling Scheme with other countries viz. Germany, Japan, South Korea and Thailand.
- In May 2008, Common Criteria Document was developed between China Environmental Labeling and German Blue Angel-Reprocessed Toner Cartridge.

[Link to Green Public Procurement \(GPP\)/Sustainable public Procurement \(SCP\)](#)

Before the government green procurement policy was implemented, only a small amount of companies had applied for the certification of China Environmental Labelling. Oct. 24, 2006, MEP and Ministry of Finance (MOF) jointly issued "Regulation on the implementation of environmental labeling products in government procurement and government procurement list for environmental labeling products (List)"

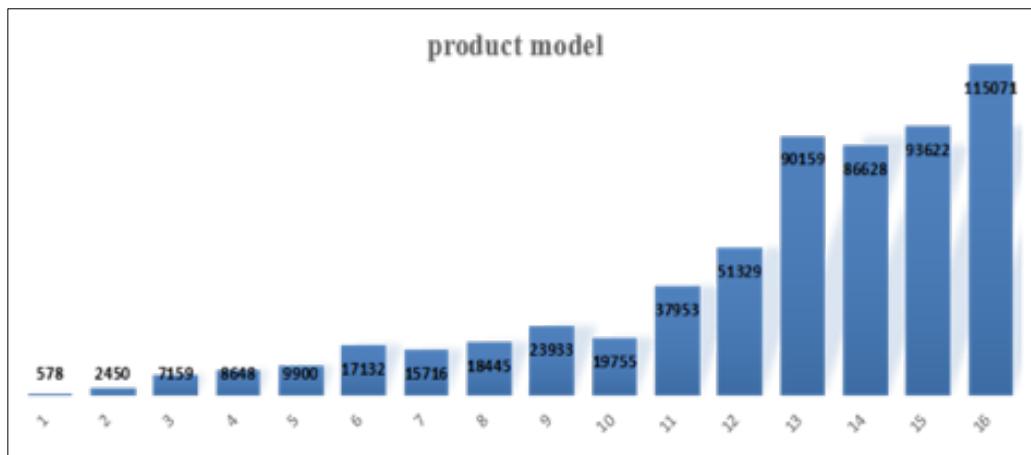
As China's Government Green Procurement (GGP) is technically based on adopting the certification of China Environmental Labelling, the demand for eco-labelled products increased. Hence, a sharp increase in a number of products and companies with CEL certification in the market. The amount of product types in the government procurement list of environmental labeling products has gone up from 14 to 59 after the implementation of GPP. The amount of certified enterprises has gone up from 81 to over 3,000 with the increase of the number of certified product models from more than 800 to over 200,000. According to the statistics of Ministry of Finance, the total volume of government procurement of environmental labeling products in China reached 715.45 billion yuan during 2008-2015 with continuous rise of the percent of such products in similar products.

⁴ Government Public Procurement and Environmental Labelling in China: Environmental certification center of Ministry of Environmental Protection in China

⁵ Government public procurement and environmental labeling in China: Environmental certification center of Ministry of Environmental Protection in China



Fig 1: Evolution of Eco labelled Products after introduction of GPP



2.4.3 Japan



Japan is considered as the pioneer in the Asia region for developing eco labelling scheme to reduce environmental impacts and to enhance demand towards eco-friendly goods and services. Accordingly, Japan's type 1 Eco Mark programme, which was started by Japan Environment Association (JEA) in 1989.

Policy

1. In 1993, the “Basic Environment Act” (Act no. 91 of 19 November 1993) was enacted to promote the use of goods and services thereby reducing the environmental impacts.
2. In 2001, enforcement of “Act on Act on Promotion of Procurement of Eco-Friendly Goods and Services” by the government of Japan.
3. In 2008, Ministry of Environment (MoE) developed a framework for Eco-labeling guidelines based on international standards (ISO/JIS Q 14020, 14021).

These guidelines are addressed to business entities and trade organizations that use environmental representations (eco-labeling) and to third-party organizations that provide accreditation (certification) systems⁶.

Institutional Framework of Eco labelling

The Japan Environment Association (JEA) manages the Eco Mark program in accordance with the standards and principles of ISO 14020 and ISO 14024; a Type I environmental-label. The Eco Mark label as per the third party based independent and multi-standards.

⁶ Ministry of Environment, JAPAN, (2008). Guidelines for Environmental Representations (Eco-labeling); A framework for providing the appropriate and easily recognizable environmental information



Criteria Development

The draft criteria for each proposed product category are developed by consultative bodies of JEA such as "Steering Committee", "Planning and Strategy Committee", "Criteria Deliberation Committee" and "Product Certification Committee", and "Product Category-based Criteria Development Committee".

Certification Criteria for each product category considers the entire life cycle assessment (resource extraction, manufacture, distribution, use, disposal, recycling) of the product and enacted⁷.



Certification and Fees

Certification criteria are specified for each product category. Before submitting the application documents, it is necessary for the applying company to make payment for the fee for product certification examination specified in the "Eco Mark Fee Provisions" (21,600 yen (including consumption tax) per application) by bank transfer to a designated bank account.

The guidelines for Eco Mark Implementation are available at <https://www.ecomark.jp/english/youkou.html>

Product Categories

The product categories selected with developed criteria are Stationary, IT office equipment, Textiles, Bags and suitcases, Cleaning and sanitary products, Construction material, Lubricant Oils, Paints, water-saving equipment, Packaging material, Services.

As of 2014, 5,553 products were awarded the Eco-Mark in 59 product categories. The information regarding product categories and criteria is available on the Japanese website of EcoMark Office (<http://www.ecomark.jp/nintei.html>).

Promotion

Promotion of Eco Mark products is carried out through various channels such as:

- **Eco-product exhibition** co-sponsored by the Japan Environmental Management Association (JEMA) is held in Tokyo every year. It serves as a forum for large procurers such as local governments and companies to meet and conduct business negotiations, and to find new business partners, leading to active expansion of "green markets" in Japan.

⁷ Japan Environment Association (JEA) EcoMark Office Retrieved from <http://www.ecomark.jp/english/unei.html>



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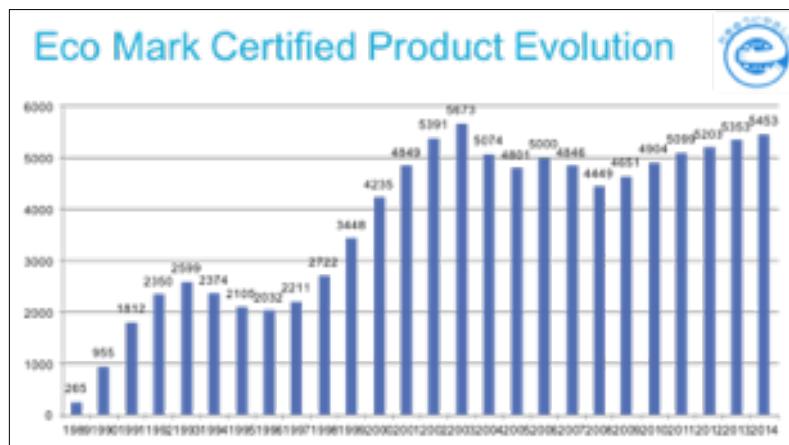
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- **Eco-Products Awards** are given by MoE and other ministries to promote environmentally friendly products and services. These awards are given to eco-friendly yet practical, creative, and socially acclaimed products.
- Promotional activities through newsletters and social media like Facebook for consumers.
- Mutual Recognition: Mutual Agreements with other countries viz. China, Germany, New Zealand, Nordic Countries, North America, Singapore, Hong Kong South Korea, Thailand have been signed.
- Common Core Criteria: Common core criteria have been developed for paints with other countries in the region viz. South Korea, Thailand, and Taiwan.

Link to Green Public Procurement (GPP)/Sustainable public Procurement (SCP)

"Although eco labels are not stipulated as a requirement of GPP, practical use of environmental information of eco labels including Eco Mark is encouraged in the preamble of the Basic Policy". Since the criteria of the Eco Mark certification correspond to those of the Basic Policy in many product areas, Eco Mark programme is used as a basis for developing criteria for green purchasing.

Fig. 2: Evolution of Eco Mark Products



Source: GPP and Type I Eco-labeling in Japan (http://www.scpclearinghouse.org/sites/default/files/06_klworkshop_gpp-ecolabelling_japan.pdf)

2.4.4 South Korea



Since the early 1990s, the government of the Republic of Korea has shifted the paradigm of national development towards sustainable development to overcome the challenges of environmental degradation, depletion of resources, waste generation etc.

Policy

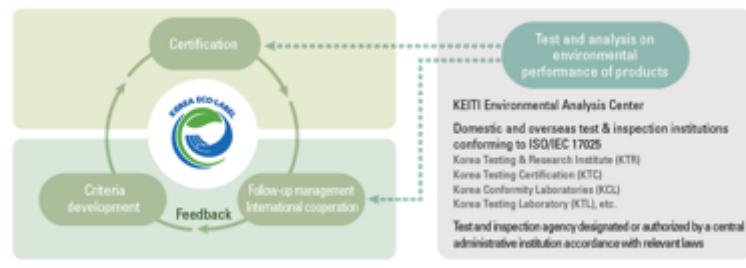
1. In 1992, to promote sustainable development, Ministry of Environment (ME) first initiated the Eco-label program selecting four products groups for Eco labels.



2. In 1994 Green public procurement (GPP) in the Republic of Korea was introduced under “The Support for Environment Technology and Industry Act (formerly, Act on Development and Support of Environmental Technology)”. According to the Act, public institutions should give preference to Green products for purchasing.
3. In 1995, the government established legal basis for operation of Eco labelling (Development of Support for Environmental Technology) Act, which was amended and replaced by the Support for Environmental Technology and Environmental Industry Act in 2011)
4. According to the “*Act on Promotion of Purchase of Green Products*”, the 1st Action Plan for the Promotion of Purchase of Environmentally Friendly Products (2006-2010) was established to implement Green Procurement in the public sector using Eco-labelling as an important tool

Institutional Framework of Eco labelling

Ministry of Environment (MEV) is the authority in charge for the overall management of Eco-labelling including the establishment and revision of relevant laws and regulations. Korea Environmental Industry and



Technology Institute (KEITI) under (MEV) is another main agency responsible for the implementation and promotion of Eco-labelling. Korea Eco-label is a Type I voluntary certification scheme. KEITI is responsible for the actual implementation of Eco-labelling Program. Certification for products except for food, pharmaceuticals, agrochemicals and some wooden products.

Criteria Development

The Eco label criteria take into account environmental, water and energy criteria, recycling, reduction of toxic substances emission, and biological safety and product quality equivalent to or higher than the Korean Industrial Standards (KS). Target product categories for the Eco-label are proposed with consideration of types and characteristics of the products as well as the relevant market size through either an external suggestion or internal review. After the submission of a proposal, a Standard Committee⁸ is formed to approve the relevant new product group. Upon selection of the product groups via the



⁸ Standard Committee is divided in two categories. One exist to select target products group, and the other exists to confirm detailed qualification criteria per products.



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standard committee, researchers develop Eco-label criteria and prepare a report on the draft certification criteria.

The Eco-Label Certification is granted if the product applying for Eco label certification meets the certification criteria. Follow-up management is performed to verify whether the Korea Eco-labeled products continue to meet the certification criteria. The information regarding product categories and criteria is available on the website of Korea Eco-label <http://el.keiti.re.kr/enservice/enindex.do>.

Certification and Fees

KEITI has developed a certification procedure for the certification of products. Once the application is submitted, KEITI assigns the expert for deliberation and notifies the schedule for the applying company. The expert handles the document screening and on-site inspection. Once the collection and review of data are completed, a certification committee is formed to verify whether the criteria are satisfied and is notified to the applicant. Follow-up management is performed to verify whether the Korea Eco-labeled products continue to meet the certification criteria.

KEITI has developed a detailed procedure for the Follow-up Management. Information regarding certification procedure and follow-up management is available at http://www.scpclearinghouse.org/sites/default/files/policy_handbook_for_sustainable_consumption_and_production_of_korea.pdf.

Product Categories

The product categories for Korea Eco label include Office furniture and supplies, construction material, cleaning products and household supplies, ICT equipment and home furniture, leisure, automotive and printing, industrial equipment and materials, mixed uses and services. Certifies products and services (except food, pharmaceuticals, agrochemicals and some wooden products subject to different Acts)



Due to KEITI's promotional activities, public awareness on the Korea Eco-label increased from 30.5 percent in 2007 to 50.3 percent in 2013. Purchase experience of Eco-labeled products also increased from 35.4 percent to 58.4 percent⁹. As of December 2015, 16,647 products manufactured by 2,737 companies in 156 categories have retained their certification.

⁹ http://www.scpclearinghouse.org/sites/default/files/policy_handbook_for_sustainable_consumption_and_production_of_korea.pdf.



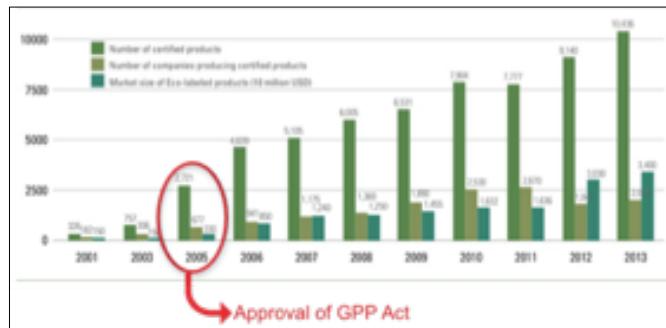
Promotion

The Korea Eco-label has served as an informational tool to help consumers identify and choose the environmentally preferable products and, encourages green consumption. Several activities are performed by KEITI to raise the awareness about the Eco label. These are:

- Eco-friendliness of the Eco labelled products is promoted through media such as newspaper, TV, radio, etc.
- Eco-product exhibitions are held to showcase the eco-labeled products.
- Educatory sessions are held for Procurement officials and public institutions to promote and encourage the public purchase of Eco labelled products.
- Member of GEN
- Mutual Recognition Agreements (MRAs) with other Eco labels, and pursuing joint activities including the development of standardized criteria.
- Development of common criteria for eco-labeling among Korea, China, and Japan, contributing to the trade of green products in the East Asian region. Common criteria have been developed for three categories: personal computers (PCs), multifunction printers for office, and DVD recorders and players.

Link to Green Public Procurement (GPP)/Sustainable Public Procurement (SCP)

In South Korea, government agencies and public institutions are obliged to purchase eco-labelled products as per the Environmental Technology and Environmental Industry Act. The number of eco-labelled products in the market increased after the enforcement of Environmental Technology and Environmental Industry Act. As of December 2015, 16,647 products manufactured by 2,737 companies in 156 categories have retained their certification.



2.4.5 Thailand

The *Thailand Business Council for Sustainable Development* (TBCSD) initiated the Thai Green Label Scheme, in October 1993. It was later launched by *Thailand Environment Institute (TEI)* in association with the *Ministry of Industry (MOI)*.





Policy

1. Since 2005, the promotion of Green Public Procurement in the Government of Thailand was started. PCD initiated the development of Green Public procurement and started pilot GPP activities within the Ministry of Natural Resources and Environment (MNRE).
2. In 2007, Green Public Procurement (GPP) was included in the 10th “National Economic and Social Development Plan” (2007-2011) and the “Environmental Quality Management Plan” (2007-2011). The 10th plan states that “*the Government sector should be a leader in Green Procurement to create proper markets for environmentally products and services*”.

Institutional Framework of Eco labelling

In August 1994, the Thai Green Label Scheme was launched by Thailand Environment Institute (TEI) in association with the Ministry of Industry (MOI). “Green Label Thailand” is a Type I environmental certification scheme according to ISO 14024. The Green Label is awarded to specific products with minimum detrimental impact on the environment compared to conventional products. The Green Label scheme is run on a voluntary basis and applies to products and services except for food, drinks, and pharmaceuticals”.



The Green Label Board Committee is the main authority responsible for the Ecolabel scheme. The administrative board committee manages the Thai Green Label Scheme while the technical subcommittee is responsible for the development of product criteria and test methods for the label.

Criteria development

Generally, the selection of product categories for the Thai Green Label scheme is based on the demand from its stakeholders. Ecolabel criteria take into consideration the entire lifecycle of the product. The Board of Committee approves the product selection while the technical subcommittee prepares a draft of the criteria for selected product categories.

The green label criteria have been developed under the guidance of the following principles:

- An environmental assessment of the product using life cycle consideration, considering all aspects of environmental protection, including the efficient use of raw materials and focusing on opportunities to achieve significant reductions in detrimental environmental impacts.
- Solving specific issues of high political priority, e.g. reduction of waste production, and minimization of energy and water consumption.



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- Capability to meet proposed criteria with reasonable process modification and/or improvement.
- Possession of appropriate test methods.

Certification and Fees

TEI is the certification authority of Green Label. TEI reviews the application after submission and sends it to Thai Industrial Standard Institute (TISI) for further review and compliance. Once the application is approved, TEI awards the certification. Certification is awarded by Thailand Environment Institute as per ISO / IEC 17025.

An application fee of 1,000 Baht is charged to all applicants. Upon approval of the product, applicants must pay a user fee of 5,000 Baht for a license to use the label throughout the contract term. The validity of label is for 2 years.

Product Categories

The product categories selected for Green Label are Stationary, office equipment, electrical appliances, construction material, home appliances, laundry products etc., except food and pharmaceutical products. The information regarding the product categories and criteria for Thai Green label is available at (<http://www.tei.or.th/greenlabel/aboutstructure.html>). Currently, 622 products within 21 product categories from 62 companies have been certified under the Green Label Scheme.

No.	Product category	Model	No.	Product category	Model
1	Recycled Plastics	4	15	Panel for the Building	1
2	Fluorescent Lamps	6	16	Cement Board	1
3	Paints	172	17	Products made from cloth	7
4	Ceramic Sanitary Wares: Water	13	18	Canopy and Deck Cover	1
5	Paper	104	19	Air conditioner	3
6	Laundry Detergent Products	9	20	Steel furniture	3
7	Faucets and Water Saving	17	21	Bricks and blocks	2
8	Building Materials: Thermal insulation	25	22	Printers	5
9	Dishwashing detergents	3	23	Vehicles	21
10	Products made from rubber	2	24	Plastic floor covering	2
11	Surface Cleaners	2	25	Gypsum board	1
12	Correcting Agent	3	26	Writing instrument	13
13	Photocopiers	127	27	Gasoline stations	3
14	Concrete Roof Tiles	1			
Total models					556

Promotion

Several initiatives have been started by TEI to promote Thai Green label such as:

- Thai Green Label Scheme has been a member of Global Ecolabelling Network (GEN) since 2001.
- TEI has developed “Common Core Criteria” for printers and toner cartridges along with 3 countries in Asia namely; Republic of Korea, Japan, and Taiwan for mutual recognition of Ecolabelling.
- “Mutual Recognition Agreement” with Taiwan, South Korea, New Zealand and Australia, on acceptance of standard laboratory test results.

Link to Green Public Procurement (GPP)/Sustainable public Procurement (SCP)

Products and services certified by Green Label have been adopted in GPP system automatically. The Green Cart criteria for GPP developed by Pollution Control Department (PCD) are adopted from Green label criteria.



After the introduction of GPP pilot program in 2005, the number of eco-labelled products increased from 148 to 191. Furthermore, the number of certified products increased rapidly from 191 to 622 from 2008 to 2013¹⁰.

Fig 3: Evolution of Green Label Products in Thailand



Source: Dr Lunchakorn Prathumratana, 29/08/2013. Thai Green Label and responses from manufacturers



3.0 Comparative Analysis of Selected Eco labelling Programs

Right from its inception, Eco labelling program in each country has followed its own course as per its own specific situations, yet there are some striking similarities too. These commonalities and differences are analyzed and compared in this report. This comparative analysis covers aspects such as Type of Eco label, Institutional Framework, and Institution in charge, product categories, criteria and their links with GPP/SCP programs, promotional activities, and results achieved.

3.1 Policy

All the 4 Asian countries have legislation for Eco labelling products. Moreover, Japan is the first country in Asia to develop the framework for Eco labelling guidelines by Ministry of Environment. The framework provides appropriate and easily recognizable environmental information for Eco labelling.

- China has a regulation/Act for Green Public Procurement which includes Eco labelled products viz. “Recommendations on the Implementation of Environmental Labelling Products in Government Procurement and the first government procurement “List for Environmental Labelling Products”, which included 14 categories of products meeting environmental standards.
- Japan: In 2001, enforcement of “Act on Act on Promotion of Procurement of Eco-Friendly Goods and Services” by the government of Japan. In 2008, Ministry of Environment developed a framework for Eco-labeling guidelines.
- South Kore, there are 2 Acts which include Eco labelling such as 1995 (Development of Support for Environmental Technology) Act, which was amended and replaced by the Support for Environmental Technology and Environmental Industry Act in 2011) and in 2006 “Act on Promotion of Purchase of Green Products” to implement Green Procurement in the public sector using Eco-labeling as an important tool.
- Thailand: (2012-2016) As per the Environmental Quality Management Plan (EQMP), the strategy of shifting towards environmental-friendly production and consumption, which has eco-labelled products as one of the indicators

3.2 Eco labelling Focal Points

In all the countries taken as examples, generally, the Ministry in charge of Environment is the owner of the eco-labelling scheme. In Thailand, the Ministry of Industry oversees the eco labelling scheme. However, the implementing agency or institution in charge is different in all the 4 Asian countries.

		 European Union
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Country	Ecolabelling Scheme	Ministry in Charge	Institution in Charge
Germany	Blue Angel	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and Blue Angel	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and Blue Angel
China	China Environmental Labelling	Ministry of Environmental Protection (MEP)	China Environmental Certification Center (CEC)
Japan	Eco Mark	Ministry of Environment (MoE)	Japan Environment Association (JEA)
South Korea	Korea Eco label	Ministry of Environment (MEV)	Korea Environmental Industry & Technology Institute (KEITI)
Thailand	Green Label Thailand	Ministry of Industry (MOI)	Thailand Environment Institute (TEI)

In all the 5 countries, the eco label schemes have been developed by respective countries to promote sustainable development. All the eco labels are Type I certification and run on the voluntary basis.

3.3 Characteristics of Eco labelling Scheme

All the selected countries have type I Eco labelling scheme developed as per ISO 14024. All these schemes are voluntary, third-party verification schemes. Moreover, they are widely used as a reference for Green Public Procurement in the country.

Name of Ecolabel	Logo	Year of establishment	Type of Ecolabel
Blue Angel		1978	Type I (ISO 14024)
China Environmental Labelling		1992	Type I (ISO 14024)



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Eco Mark Japan		1989	Type I (ISO 14024)
Korea Eco label		1992	Type I (ISO 14024)
Green Label Thailand		1994	Type I (ISO 14024)

3.4 Product Categories

For the development of eco labels criteria, the entire life cycle of a product is considered in all 5 countries. The Blue Angel was used as the role model for the ISO 14024 standard for developing product criteria. For all the countries, National LCA databases are available for different product groups. In all the countries, there are products with eco labels in different sectors. The most common products among these countries are office

Name of Ecolabel	No. of Product Categories	Total no. of certified products
Blue Angel	120	12,000
China Environmental Labelling	98	200,000
Eco Mark	59	5,553
Korea Eco label	156	16,647
Green Label Thailand	125	645

equipment, paper, IT equipment, household appliances, vehicles, furniture, lighting, etc.

China has the highest number of Eco labelled products while South Korea has the highest number of product categories. In China and Korea, after the initiation of GPP, there is a remarkable increase in a number of categories and number of certified products for eco labels. China has the highest number of eco-labelled products - 200,000 certified eco-labelled products since regulation of eco-labelled products in 2006.

South Korea has the highest number of 156 product categories for eco label. After the enforcement of Act of 2005, the demand for eco-labelled products in the market has increased in both quantity and quality. Moreover, Korean Public Procurement Service (PPS) provides incentives to Korea Eco labelled products while reviewing bids for centralized procurements conducted by Public Procurement Services.

3.5 Promotional Activities

In all the countries, various promotional activities are carried out to raise the awareness about the Eco labelled products. The most common activity is signing of Mutual Recognition Agreements with other Eco labelling schemes from different countries. Secondly, Germany, Japan, South Korea give



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Eco Awards. Japan, South Korea, Thailand have developed common core eco labelling criteria for paints while China and Germany have developed for reassembled toner.

German Blue Angel is widely recognized among consumers as a quality label for low-emission products in many product categories, particularly in the German-speaking area.

Ecolabelling Scheme	Promotional Activities	Awards	Mutual Recognition	Common Core Criteria
Blue Angel	Trade and consumer fairs, social media, newsletters	Blue Angel Awards	China, Japan, South Korea	China
China Environmental Labelling	Promotion through Government Procurement Program		Germany, Japan, South Korea, Thailand	Germany
Japan	Eco Product Exhibitions, social media, newsletters	Eco Mark Award	China, Germany, New Zealand, Nordic Countries, North America, Singapore, Hong Kong South Korea, Thailand	South Korea, Thailand
South Korea	Promotion and distribution to big-box retailers, department stores, etc., support for registration to Office of Supply as good products (comprehensive technological support), eco product exhibitions	Eco Awards	Australia, Canada, China, Germany, Japan, European Union, New Zealand, Thailand	Japan, Thailand
Thailand	Booth exhibition, Social Media, Annual Green Product Directory, TEI journals (CEO Talk) Eco Product Exhibitions	Eco Awards	Australia, China, Japan, New Zealand, South Korea	Japan, South Korea

3.6 Eco labelling for SCP/ GPP



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In all the 5 countries, for the development of product criteria for GPP, environmental aspects of the products are taken into consideration.

In Japan, eco labelling criteria are adopted as de-facto criteria for GPP; while in Korea: GPP product criteria are based on Korea Eco label, Recycled Mark and/or compliance with other environmental criteria. In China, GPP product criteria are based on the Energy Conservation list and Environmental Labelling list. While in Germany, GPP criteria include the Blue Angel criteria for procurement. Notably, Thailand has specially developed GPP product criteria called “Green Cart” that are based on Thai Green Label (for products).

In all the countries Eco labelling schemes are used as the technical basis for the GPP program. Since Eco labels are the certification schemes, which were introduced earlier in each country and have now well established. With a number of product criteria already developed as per LCA, this forms a strong foundation to build the GPP program on. It thus becomes efficient and cost-effective by linking the eco label with GPP.

In China, Korea, after the initiation of GPP, there is a remarkable increase in a number of categories and number of certified products for eco labels. China has the highest number of eco-labelled products.



4.0 Recommendations for Proposed Eco labelling Framework for Sri Lanka

4.1 Introduction

This section provides a detailed explanation about the required Policy Support, Institutional Framework, Selection of Product Categories, Criteria Development, Certification and Licensing Governance, Promotion and Awareness Campaign, and Alignment with Mutual Recognition agreements with other countries in order to give an insight about the Proposed Eco labelling Framework for Sri Lanka.

It is necessary to initiate action to implement the proposed Eco labelling framework as per the components described below, as the first steps for Sri Lanka. The proposed Policy Framework has been developed to suit the local context, while taking into consideration the national and international perspectives. Sri Lanka thus needs to start building the framework right from policy to certification and validation of the scheme, as described below.

- **Policy Support:** Firstly, it can be learned from other countries that Policy Support is the first step towards building a successful Eco labelling framework. It need not be a specific Eco labelling policy but it could be an umbrella of regulations//legislations for SCP which will include eco labelling. This policy support will be useful for implementation of Eco labelling and to ensure that the program is progressing in the right direction.
- **Institutional Framework:** Secondly, the institutional framework is necessary for the implementation of policy. Generally, the focal point of the institutional framework is the Ministry in charge of Environment as Eco labels are related to the environmental performance of product or system. The Ministry of Mahaweli Development and Environment (MoMDE) leads the program by forming an Executive Board which will include different stakeholders such as members from standard institutes, an accreditation agency, industry, consumers, academia, and NGOs. Therefore, it is necessary to have an appropriate institutional framework where different players will be performing different tasks.
- **Selection of Product Categories:** The Executive Board, SLSI and the Multi-faceted Technical committee finalize the product categories for eco labelling. The products are selected to achieve maximum impact on environmental and consumer awareness. Therefore, it is necessary to select product categories as per demand and will show maximum environmental impact.
- **Criteria Development:** For criteria development, usually the implementing agency is responsible for development and adoption of criteria with multi-partite inputs (Ministry, Industry, consumers, academic institutions, NGOs, etc.). It is necessary for the implementing agency to form a multi-stakeholder (standard institutes, laboratories, industry, academia, etc.) technical committee to develop product-specific criteria. It is also necessary for the



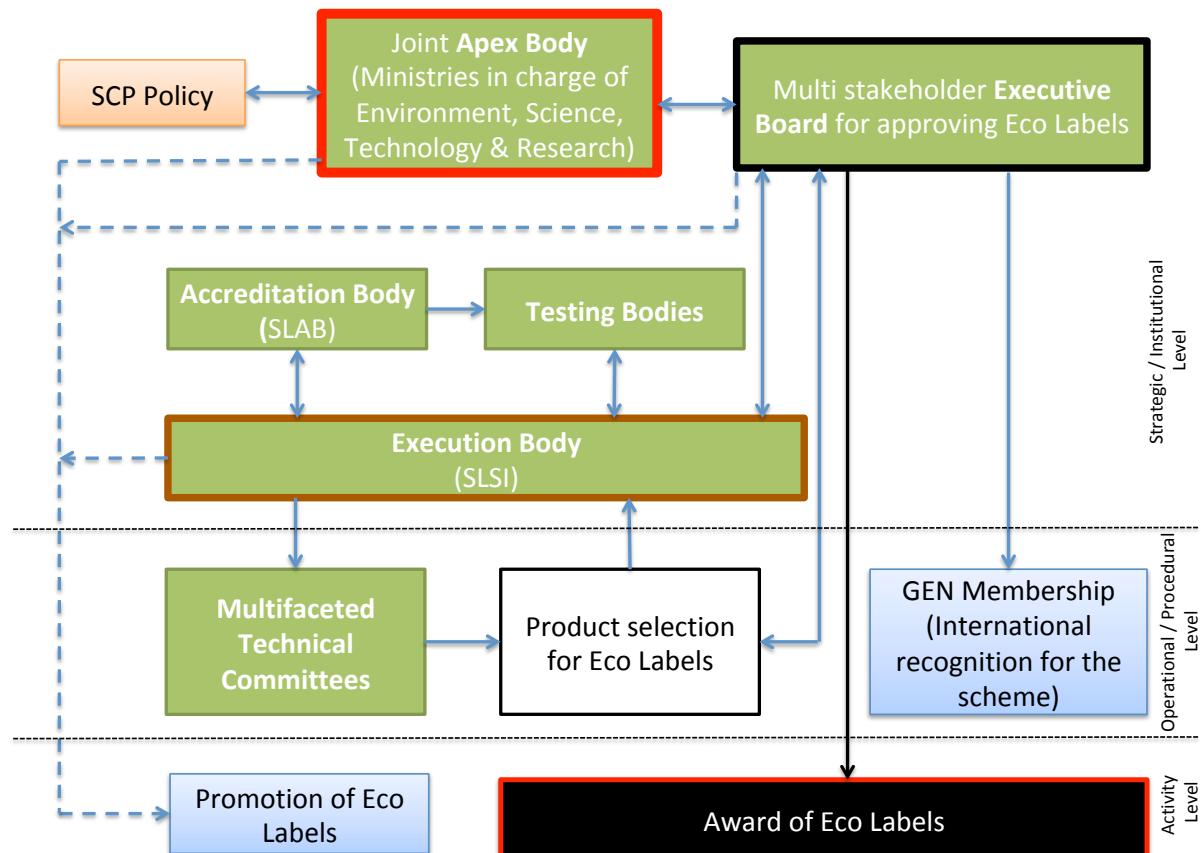
implementing agency to identify standard institutes and related agency support for development and implementation of the eco-labelling scheme. Therefore, it is necessary to develop an apt procedure for the criteria development.

- **Certification and Licensing Governance:** Furthermore, it can be learned from other countries that the implementing agency executes certification and licensing process. In order to do that, it is necessary for the implementing agency to develop a procedure for certification and surveillance. The certification procedure includes identification of responsible standard institutes, testing laboratories, accreditation agencies, etc. While, for surveillance, the agency develops a system for the follow-up to verify compliance with the product criteria. For licensing governance, an appropriate costing system is developed so that it won't become an obstacle for manufacturers. Hence, it is necessary to develop a procedure for the certification and licensing to ensure compliance with the product criteria.
- **Promotion and Awareness Campaigns:** As can be learned from other examples, promotion and awareness about the eco-labelled products are very important to achieve maximum results. If there is no awareness among the consumers, public procurers or manufacturers about the eco-labelled products, the demand for these products won't be there and hence the number of eco-labelled products in the market won't rise. Therefore, it is a "Chicken and Egg" situation in early years until a critical mass of eco-labelled products is available in the market. A critical mass can be achieved with proper promotion and awareness campaigns about eco labelling. It can be seen from other examples, the implementing agency tries to create and raise awareness about eco-labeled products through various channels such as social media, newspaper, TV, public procurement, Eco product exhibitions, trade fairs and awards etc. Therefore, we can summarize that other than specific criteria for products, communication about the environmental friendliness of the products is also a very important parameter.
- **Align with GEN/Mutual Recognition Agreements:** It is observed that, to obtain international exposure, the eco labelling programs have become members of Global Ecolabelling Network (GEN). GEN supports newly established environmental labeling organizations in developing the required structures and provides support in the organization and quality assurance of the corresponding processes. Additionally, Mutual Recognition Agreements with other eco labelling programs for knowledge exchange and trade purposes are established. Therefore, for any eco labelling program which is in the early stages, it is crucial to acquire international exposure and recognition for the eco label.

Moreover, considering all the points described above, the following recommendations are made in order to develop an effective Eco labelling scheme for Sri Lanka. It will provide optimum results to the industry and trade whilst paving the way to gain the maximum benefits to the society. Those specific recommendations are as follows;

4.2 Recommendation for an Eco- Label Framework for Sri Lanka

4.2.1 For the development of Eco label in Sri Lanka, the following framework is proposed. It was accepted at the multi-stakeholder consultation workshop with slight amendments and those are incorporated into the framework.



The proposed Ecolabel Framework for Sri Lanka shown in diagram covers the following points:

- Sustainable Consumption Production (SCP) addresses a broader policy framework enabling legal provisions to ensure that the country's Sustainable Consumption Production activity can be implemented effectively.
- The Apex Body has the power under the respective Ministries within the mandate to issue directive to give legal provision for the Executive Board. However, when issuing such a directive, it is necessary to ensure that it is compatible with the SCP Policy details, and hence is linked with the SCP Policy as shown in the arrows given in the above framework. Thus, the legally recognized body for the ECO Labeling Framework is the



Executive Board and needs an interaction with the Apex Body to make new regulations/legislations to give more authority to the scheme, whenever necessary.

Therefore, it is shown in the diagram above with a dual arrow shown with the Apex Body and Executive Board.

- The Executive Board will decide the products required to be covered under the Eco Labeling Scheme depending on the demand and needs of the industry and hence shown in the above framework in the dual arrow.
- The Executive Board has the authority to make policies related to the Eco Labeling Scheme and to grant approval to award the Eco label to products based on the recommendations submitted by the Execution Body -SLSI, after completing all relevant activities and ensuring that product complies with all the requirements.
- Moreover, as the Policy making body for the Eco Labelling scheme, the Executive Board need to set a platform to obtain the GEN member status to get recognition for the scheme locally as well as internationally and is shown in the dual arrow in the proposed platform.

4.2.2 Consideration of provision of legal status for the Executive Board with the required authority and responsibility to implement the scheme effectively. Executive Board shall comprise of members representing private and public-sector organizations and those organizations required to be selected carefully to have a balance of interest. The implementation of this recommendation is vested with the Apex Board as mentioned earlier under the powers vested for both ministries.

4.2.3 Develop a credible well-recognized Type 1 multi-attribute Eco-labeling scheme label in line with the guiding principles of ISO 14024 as it can be used as a third-party scheme. This will enable Sri Lanka to be at par in line with the other international Eco labelling schemes as those schemes are also based on used ISO 14024 type 1. The Execution body- SLSI will be responsible for this task as shown in the above Proposed Framework.

4.2.4 Review the Eco label criteria of other Eco labelling programs across the world. Based on comparative analysis of other Eco labelling programs, the criteria for Eco labelling Program for Sri Lanka can be finalized instead of reinventing the wheel. The Execution body- SLSI will be responsible for this task as shown in the Proposed Framework.

4.2.5 Identification of potential product categories for the scheme based on the feasibility studies to determine market demand for the product as well as inputs of different professional bodies in the relevant subject. The Multi-Faceted Technical Committees appointed by the Executive Board will be responsible for identifying the product categories for the scheme as shown in the Proposed Framework.



4.2.6 Establish multi-faceted technical committees comprising of different stakeholders having an expertise in the relevant technical area depending on the products identified to be considered under the Eco-labeling scheme. The Executive Board will be responsible for key stakeholders for the Technical Committee as shown in the above Proposed Framework.

4.2.7 Use the services of Sri Lanka Accreditation Board (SLAB) to obtain accreditation for the scheme as it would facilitate to enhance the credibility of this scheme. The Executive Board will be responsible for this task as shown in the above Proposed Framework.

4.2.8 To get the recognition for the Eco labelling scheme internationally, ensure to obtain the membership of Global Eco labelling Network (GEN). The Executive Board will be responsible for this task as shown in the above Proposed Framework.

4.2.9 Consider entering into bilateral or multilateral agreements with other countries to get mutual recognition for the Eco label as it would provide a competitive advantage for exporters whilst eliminating trade barriers. The Executive Board will be responsible for this task as shown in the above Proposed Framework.

4.2.10 Consider strengthening the testing capability of testing laboratories namely Industrial Technology Institute (ITI), Sri Lanka Standard Institute (SLSI), National Engineering Research and Development Centre of Sri Lanka (NERD), Sri Lanka Sustainable Energy Authority (SLSEA), Industrial Service Bureau (ISB), etc. depending on the products identified under the scheme to ensure that those laboratories are capable to test the relevant products in relation to life cycle assessment. The Apex Body will be responsible for this task as shown in the above Proposed Framework.

4.2.11. Consider strengthening the capability of SLSI and SLAB as those Institution have a major role to play to implement this scheme properly. The Executive Board will be responsible for this task as shown in the above Proposed Framework.

4.2.12 Consideration of allocation of funding to relevant institutions for infrastructure development to perform LCA as the Eco-labeling scheme considers the entire life cycle of a product. Consider development of different databases for products and to acquire an LCA software for LCA calculation as the manual calculation is very difficult. Moreover, as a starting point, the eco labelling scheme can make use of relevant LCA data for selected products from various National LCA databases of countries around the world instead of reinventing the wheel. The Executive Board will be responsible for this task as shown in the above Proposed Framework.

4.2.13 Consider specifying a nominal fee for awarding of the Ecolabel as it would provide access to all types of entrepreneurs to obtain the Ecolabel which helps to facilitate the greening of the supply chain. Moreover, as the scheme will include all the small and medium enterprises, the Government's help in subsidizing the scheme to charge a nominal fee would be highly appreciated. The Executive Board will be responsible for this task as shown in the above Proposed Framework.



4.2.14 Develop island wide promotional scheme and use social media to promote the Eco-labeling scheme to create an awareness among the General Public as it would help in changing the mindset of the society in purchasing of green products. Moreover, the involvement of consumer bodies/institutions and other related institutions to promote Eco label will be highly recommended. The Executive Board will be responsible for this task as shown in the above Proposed Framework.

For the wider promotion of the scheme, it may be necessary to pool the resources of all the relevant Institutions coming under the purview of different ministries. This would help to curtail the waste of resources and to optimize the process of communication. The Apex Body will be responsible for this task as shown in the above Proposed Framework.

4.3 Constraints and Challenges

The important challenges or constraints pointed out by the key stakeholders are:

- The Eco-Labeling scheme requires Life Cycle Assessment (LCA) of the products identified to cover under the scheme and hence it is necessary to test the relevant products. If the local laboratories are not capable to carry out such tests, the products should be sent to overseas laboratories and that is very costly and not affordable in some cases.
- The Institutions like SLSI, SLAB and other testing laboratories require resources in terms of additional officers and capacity development. Therefore, additional funds should be allocated to the relevant Institutions to cover up these gaps.
- It is necessary to obtain the services of different experts to run the scheme, for which their services required to be compensated by making an honorarium. As this is a continuous cycle a separate funding component should be established within the relevant Institution.

4.4 Way Forward

It was noted that SLSI has given a written undertaking to take over the execution of the Eco-labeling scheme and it was further stressed by the current Acting Director General of SLSI during the stakeholder consultation meeting. Moreover, during a one-on-one consultation, the Secretary to the Ministry of Science, Technology, and Research indicated verbally its desire and the commitment to be a part of the Apex Body along with the Ministry of Mahaweli Development and Environment to lead the programme. He also stressed the necessity of providing the legal status to the Executive Board given in the proposed Eco label framework for Sri Lanka once the initial preparatory arrangements have been made.

In view of the above, we propose to set up a working committee comprising of senior officials from the Ministry of Mahaweli Development and Environment, Ministry of Science, Technology & Research, SLSI, and SLAB to develop an action plan in order to execute the work activities related to



the Eco-labeling scheme. The members of this committee can later function as the members of the Executive Board.

Annex 1: References

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13. Dr.Lunchakorn Prathumratana, Thai Green Label, and responses from manufacturers
(29/08/2013)

Annex 2: List of Stakeholders Consulted

One-on-one Meetings (From 8-12 January 2018):

Name of Stakeholder	Organisation
Mr. Udaya Seneviratne	Secretary, Ministry of Science Technology and Research
Mr. M. P. D. U. K. Mapa Pathirana	Additional Secretary, Ministry of Mahaweli Development and Environment
Ms Harshini Halangode	Programme Manager, EUD
Ms. W Nayana Satharasinghe	Acting Director General Sri Lanka Standard Institute
Ms. Samanthie Narangoda	Director System Certification Sri Lanka Standard Institute
Ms. H. G. S. Sooriyaarachchi	Director Sri Lanka Standard Institute
Ms. A P Kandage	Senior Deputy Director Sri Lanka Standard Institute
DG and 2 officers from SLAB	Sri Lanka Accreditation Board
Mr. Ravi D Silva	Consultant, Social and Environmental Management
Mr. E. H. Abeyratne Ms Dilini Nimeshika Mr Radun Wickramage Mr Akila Abeyratne	EMACE Sri Lanka

Attendees of Consultative / Dissemination Workshop on Thursday 11 January 2018:

No	Name	Designation	Institution
1	Mr.Anura Dissanayake	Secretary	Ministry of Mahaweli Development & Environment
2	Mr.D.C.Siribaddana	Director	Ministry of Mahaweli Development & Environment
3	Dr.Randika Samarasekara	ADG	Industry Technology Institute
4	Dr.Sujatha Wijesinghe	Medical Officer	MRI



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5	Mr.A.P.Kandage	Snr. Deputy Director	SL standard institution
6	Mr.B.M.D.J.Balasooriya (Capt.)	SO 3 (supply)	Army Headquarters
7	Mr.Basitha Samarasinghe	Assistant Chemist	Causeway paints Lanka (Pvt) Ltd
8	Mr.Chalaka Fernando	GM Sustainability	MAS Fabric
9	Mr.Charith Fernando	Asis. Brand Manager	Abans plc
10	Mr.D.D.A. Namal	DG	NERD
11	Mr.Dilshan Aponso	CMO	Rich Life Dairies Pvt Ltd
12	Mr.Gamini Herath	DDG	PUCSL
13	Mr.H.S.Premadasa	Director (WP)	CEA
14	Mr.M.Kirupamoorthi	Asst.Director	Land Use Policy Planning Dept
15	Mr.M.N.M.D.S.Dharmawardene	Veterinary Surgeon	Ministry of Rural Economy
16	Mr.Mashanka H.Liyanage	Asst.Director	Ministry of Industry & Commerce
17	Mr.Mohamed Imitaz	Chairman	Crys-bro
18	Mr.Neelakantha Wanninayake	E.Director	ISB
19	Mr.Nimantha Silva	Veterinary Surgeon	SL Air Force
20	Mr.Niranjan Kannangara	Assistant Director	SI Accreditation Board
21	Mr.Palitha Ekanayake		National Procurement Commission
22	Mr.R.G.P.B.Ariyasinghe	Inspector	Sri Lanka Police
23	Mr.R.M.Nandana Karunaratne	Asst.Director	BOI (env) division
24	Mr.R.W.S.M.N.Manorathne	Asst.Director	CEA
25	Mr.Ravi de Silva	Consultant	Aitken Spence PLC
26	Mr.Sapumal Kapukotuva	Value Chain Specialist	Ministry of Primary Industry
27	Mr.Sena Peiris	Consultant	
28	Mr.Sujeewa Surasinghe	Asst.Director	SLSI
29	Mr.Thushara Hettiarachchi	Director (admin)	National Procurement Commission
30	Mr.Tissa Rubern	ASG	National Chamber of Commerce
31	Mr.W.G.Ayomy Pabasara	R.E.C.P Engineer	NCPC
32	Mr.W.K.Rathnadeera	SeniorProgramme Officer	SACEP
33	Ms.Chanditha Ediriweera	Deputy Director	SI Accreditation Board



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34	Ms.Gaya Dissanayake	Investigation Officer	Consumer Affairs Authority
35	Ms.Gayathri Jayapola	Engineer	SLSEA
36	Ms.H.G.Ayesha Deepani	Assistant Director	SL standard institution
37	Ms.Iresha Kariyawasam	Senior Technologist	SLITA
38	Ms.Ishani kollure	Asst.Director	NPS
39	Ms.Madusha Jayakody	Consultant	ISB
40	Ms.Mekala Dilanka	PDO	NPS
41	Ms.N.N.Munasinghe	Export Promotion Officer	EDB
42	Ms.Nazeema ashamed	Director (planning)	M/science Technology research
43	Ms.Neranjala Jayasundara	Senior Consultant	SLIDA
44	Ms.P.K.G.T.Shashink amal	Snr. Project Engr	Green Building Council of SL
45	Ms.Ramya Wijesekara	Reserch engineer	ITI
46	Ms.Sukitha Ranasinghe	AD	CEA
47	Ms.Sureshni Edusooriya	Chemist	Causeway paints Lanka (Pvt) Ltd
48	Ms.Upendra Ariyawathi	RECP Expert	NCPC
49	Ms.W.R.P. Wickramasinghe	Senior Deputy Director	SLSI
50	Ms.W.S.K.Weerasing he	Asst.Director	Consumer Affairs Authority
51	Ms.Zaharach Image	Journalist	Daily News
52	Mrs. Kema Kasturiarachchi	Project Co-ordinator	SWITCH-Asia SCP NPSC SL
53	Ms. Chandima Mohottige	Project Co-ordinator	SWITCH-Asia SCP NPSC SL
54	Mr.Gamini Senanayake	Team Leader	SWITCH-Asia SCP NPSC SL
55	Mr.Namiz Musafar	NKE	SWITCH-Asia SCP NPSC SL