

# **INTRODUCTION TO THE GEN, ITS MEMBERS AND RECENT INITIATIVES/ACTIVITIES**

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**PRESENTATION FOR THE SPECIAL SESSION  
ON ENVIRONMENTAL LABELLING  
1ST INTERNATIONAL CONFERENCE ON  
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# GLOBAL ECOLABELLING NETWORK (GEN)

- **Not-for-profit** association of third-party, environmental performance labelling [**Type I**] organizations and "pro-ecolabelling associates"
- Founded in **1994** to improve, promote, and develop the "ecolabelling" of products and services
- Incorporated in the United States of America
- **Secretariat** in Canada and **General Affairs Office** in Japan



# Type I ecolabelling

Patented logo

Selective

Pre-set criteria

Third party certification

Life cycle consideration



# GEN PARTICIPANTS

- **27 Participants**

**Croatia, Czech Republic, Denmark, EU, Germany, Greece, Luxembourg, Norway, Spain, Sweden (3), UK**

**China, Hong Kong, India, Japan, Korea, Philippines, Singapore,**

**Taiwan (ROC), Thailand**

**USA, Canada, Brazil**

**Australia and New Zealand**

- **1 Associate**

**Consumer Choice Council, ISEAL Alliance**



# GEN MISSION

- Serve its members, associates, other ecolabelling programs, other stakeholders, and the public, by **improving, promoting and developing the ecolabelling** of products,
- Foster **co-operation, information exchange and harmonization** among its members, associates, and other ecolabelling programs
- Facilitate **access to information** regarding ecolabelling standards from around the world
- Participate in certain **international organizations** in order to promote ecolabelling generally
- **Encourage** the demand for, and supply of, more environmentally responsible goods and services



# Work Areas

- **Capacity Building**

**Technical assistance** programs, workshops and teaching material (Introduction to Ecolabelling)

- **Internal cooperation**

Strategic plan, **mutual recognition** and acceptance, **common core criteria** and shared databases (product category list, restricted chemicals)

- **External promotion, relations and associates**

Contact with and participation in multinational forums (ISO, WTO, UNCSD, World Bank), promotional plan, GENews, GEN Annual Report

- **Management and administration**

Board of Directors



# GEN EVOLUTION

- Forum for **information exchange**
- Involved in **technical assistance** and **inter-program co-operation**
- Voluntary GEN International Coordinated Ecolabelling System (**GENICES**)

Evolution driven by:

- Recommendations and guidance from **WSSD**,
- Globalization of business and commerce,
- **Environment issue** is onto the agendas of various sectors and at all levels,
- **Ecolabelling programs** are expanding worldwide,
- Ecolabelling and “**unnecessary barriers to trade**” is being discussed widely, e.g., WTO
- **ISO published a standard** for Type I (ecolabelling) programs (ISO 14024)



# MAJOR INITIATIVES UNDERTAKEN: 2003 – 2004

- Conceptualization of **GENICES** and work group efforts to initiate development
- Multilateral enhanced cooperation and **Common Criteria** development for select product categories
- Preparation, presentation and dissemination of a "**GEN, Ecolabelling and Trade**" paper
- Organizing and staging of **GEN Annual General Meetings** along with international conferences / workshops
- Development and dissemination of Internationally Ecolabelled Products List, Common Information Lists and databases
- **Invited participation** in international forums, meetings and events



**FOR MORE INFORMATION ON GEN**

**Please visit our website:**

**[www.gen.gr.jp](http://www.gen.gr.jp)**

