Ecolabels for plastics

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Why do we need ecolabels?

Bio-based plastics: not really ‘bio’ and degrading as slowly as conventional plastic but more expensive.

Harmonized rules for labeling of biodegradable and compostable plastic

- Environmental Labelling - ecolabels
Types of Eco Labeling under ISO

Type I: Environmental Labelling
• awarded in the form of a mark or logo to products or services once a set of criteria is fulfilled (ISO 12024).

Type II: Self declared environmental claims
• provides a self-declared environmental claim (ISO 14021)

Type III: Environmental declarations
• provides such declarations based on the quantified data on life-cycle assessment (ISO 14025)
3 Steps for eco-labeling:

• selection and determination of product categories, which has a major impact on the eligibility of specific products and uses stringent criteria in each category.

• development and adoption of appropriate criteria, standards, or guidelines, which are strict requirements before applications are approved.

• certification and licensing, which is the output rewarded to applicants who have complied with the verification, testing, and monitoring processes.
These guidelines are based on the EU Ecolabel Regulation (EC) No. 66/2010 of the European Parliament and of the Council of 25 November 2009, in particular on the Article 9 (points 9, 11 and 13) and the Annex II of this Regulation.
**EU ecolabel- logo guidelines**

<table>
<thead>
<tr>
<th><strong>Style:</strong></th>
<th><strong>Location on packaging/marketing material:</strong></th>
<th><strong>Size:</strong></th>
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| - The logo’s style shall not be modified.  
- Other pictures or logos are not allowed to be part of the EU Ecolabel logo.  
- Text written over the EU Ecolabel logo is prohibited.  | - Both the EU Ecolabel logo and the licence number text box shall appear on the product or service’s packaging/marketing material. | - The logo should be visible and legible.  
- The logo should be no smaller than 10.6 x 10.6 mm. |

Minimum real size
The Licence Number

Whenever the EU Ecolabel logo is presented, the relevant licence number must appear (preferably nearby where the logo is placed).

- 1 or 2 lines
  Font: Verdana
  Font size: Minimum 7
General restrictions and specifications

• Previous version of the EU Ecolabel logo shall no longer be used

• The logo and licence number shall only be used during the validity period of the EU Ecolabel licence.

• The logo must only be used with its corresponding licence number in relation to the specific product/service for which it has been awarded
General restrictions and specifications

• EU Ecolabel (color)

Example 1: Colours compliant with guidelines

Correct: ☑ Example 1: Black and white
There shall be a black border around the logo.

Example 2: Colours non-compliant with guidelines

Correct: ☑ Example 2: White and black
There shall be a white border around the logo.

• EU Ecolabel (monochrome: white, black, color)

Black on white background

White on black background

Black or white on a coloured background (not pattered).
Benefits of Adopting Ecolabels

- Preserve & protect the environment: Support sustainability
- Expand their reach in existing markets, increase sales and improve their overall market competitiveness
- Monitor environmental claims
- Promote economic efficiency in response to predefined standards
- Opportunity to add value to existing products (enhanced reputation as ‘green pdt’)
- Promote positive behavior towards eco friendly products
- Improved customers/consumers’ satisfaction - target new segments of customers that they would not have reached without the label
Barriers for Adopting Ecolabels

- Difficult and time consuming to collect all necessary documentation
- Costs of complying with criteria (testing costs etc)
- Lack of human resources and skills
- Application procedures slow and very bureaucratic
- Lack of external incentives (including fiscal incentives and access to public procurement) - “lack of recognition by public institutions
- Lower market benefits than expected- lack of awareness of the EU Ecolabel by consumers and to the insufficient and inadequate promotion of the Scheme by public institutions
Overview of Main Ecolabels

**Recycling Ecolabels**

**The Green Dot:** mainly for household pdts
- does not mean that the packaging is recyclable or made of recycled materials

**The Möbius Loop:** any type of pdt
- universal logo used for recyclable materials since 1970. It indicates that the product or the packaging is recyclable.

**APUR - specific to paper**
Recycled paper: indicates the percentage of recovered fibres used to make the product or packaging.

**PEFC- papers and all wood-derivative products**
- product or packaging is made with wood from sustainably managed forests.
Conclusion

• CERTIFIES that your product is among the most environmentally-friendly in its class

• DIFFERENCIATES your product on the global market

• SHOWCASES your company's CSR and commitments to sustainable production

• CONTRIBUTES to achieving a circular economy.

When you choose ecolabels, you choose a greener future for our planet.

So next time you go shopping, look out for the ecolabel logo!
How Labels and Claims support the Circular Economy

Biobased plastic from renewable, sustainably sourced biomass can be part of the solution. Biobased plastic that is recycled rather than composted keeps more value circulating.

Compostability and biodegradability are effectively forms of disposal rather than ‘loops’ and may contribute to leakage by uninformed consumers.

Producer supports the economic viability of plastic recycling and deposit provides incentive to consumer to recycle packaging.

Guides consumers to recycle when possible and minimize contamination.

True reuse is a priority, while false reusability confuses and potentially endangers consumers.

Raises awareness of crisis but emphasizes the wrong kind of solution.

Primarily influences purchase decision

Primarily influences end of life decision