

Ecolabels for plastics



Nowsheen Goonoo, Ph.D

*Biomaterials, Drug Delivery & Nanotechnology Unit
Centre for Biomedical and Biomaterials Research (CBBR)
University of Mauritius*

Email: nowsheengoonoo@gmail.com



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

Not all bio-based plastics are biodegradable, and not all biodegradable plastics are bio-based.



bio-based plastics

Plastics made at least partly from biological matter



biodegradable plastics

Plastics that can be completely broken down by microbes in a reasonable timeframe given specific conditions

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).



Nordic swan ecolabel (NW)



Blue Angel (GER)



Env Choice (NZ)

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)



working with
the Carbon Trust



Steps for Eco Labeling

3 Steps for eco-labeling:

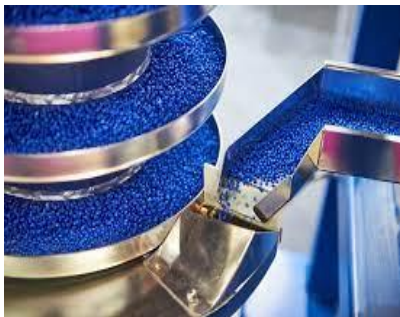
- selection and determination of product categories, which has a major impact on the eligibility of specific products and uses stringent criteria in each category.
- development and adoption of appropriate criteria, standards, or guidelines, which are strict requirements before applications are approved.
- certification and licensing, which is the output rewarded to applicants who have complied with the verification, testing, and monitoring processes

EU ecolabel



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.

Raw materials



Manufacturing



Use



Disposal



EU ecolabel- logo guidelines



Style:

- 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.

Location on packaging/marketing material:

- Both the EU Ecolabel logo and the licence number text box shall appear on the product or service's packaging/marketing material.

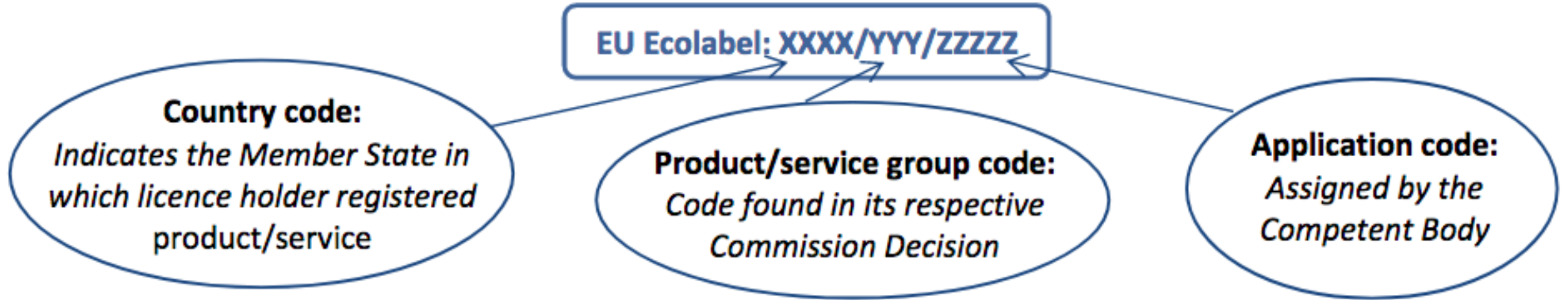
Size:

- 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

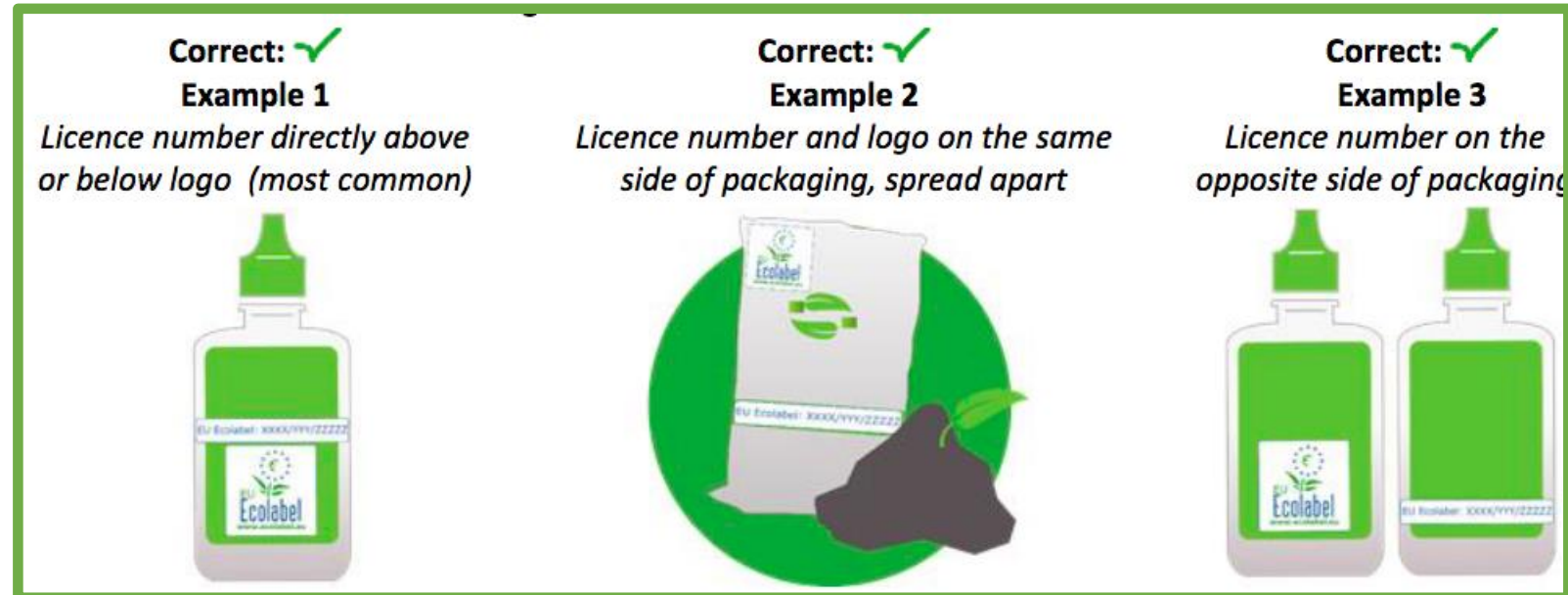


- 1 or 2 lines

Font: Verdana

Font size: Minimum 7

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



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

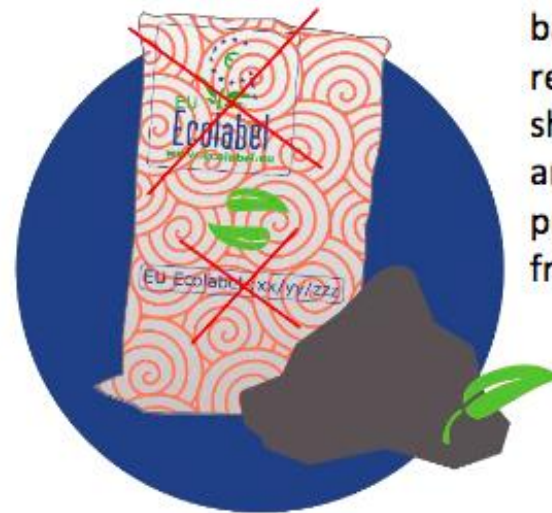


Correct ✓



The EU Ecolabel logo and registration number shall be clearly visible, regardless of the type of packaging.

Incorrect ✗



The EU Ecolabel logo background and registration number shall not be transparent and shall not be presented without its frame.

General restrictions and specifications

- EU Ecolabel (color)

Example 1: Colours compliant with guidelines



Example 2: Colours non-compliant with guidelines



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

Correct: ✓

Example 1: Black and white

There shall be a black border around the logo).



Black on white background

Correct: ✓

Example 2: White and black

There shall be a white border around the logo).



White on black background



Black or white on a coloured background (not patterned).

Benefits of Adopting Ecolabels

Preserve & protect
the environment:
Support sustainability

Monitor
environmental claims

Improved customers/consumers'
satisfaction- target new segments of
customers that they would not have
reached without the label

Expand their reach in
existing markets,
increase sales and
improve their overall
market
competitiveness

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

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



APUR - specific to paper

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



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.



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.

- Primarily influences purchase decision
- Primarily influences end of life decision

