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Green bond comment, February 2020: The EU's Ecolabel

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Find items related to Tougher criteria agreed for EU Ecolabel

The proposed EU EcoLabel for bond funds will limit itself to "green pockets" of the market if it focuses solely on 'green bonds', Triodos Investment Management has warned.

EU's fund EcoLabel 'should look beyond green bonds'

More than 78% of Singaporean travellers aim to seek out accommodation with reputable third-party sustainability accreditation, according to the OTA.

Booking.com launches first-of-its-kind Travel Sustainable badge

New research from ICIS has revealed that almost half of firms in the energy sector believe that ESG disclosure regulations pose the biggest environmental impact related regulatory risk.

ESG regulations pose biggest risk to energy and chemicals sector

the safest way is to check the label - many products that are actually green have an A.I.S.E. Charter for Sustainable Cleaning logo or an EU Ecolabel. Another way is to check the ingredients at ...

The Best Eco-Cleaning Products Tried And Tested

the EU Taxonomy is a key element of the upcoming EU Green Bond Standard as well as the EU Ecolabel for the retail investment products. The architecture of the taxonomy has already been defined but ...

UniCredit - The EU Taxonomy: a booster for Sustainable Finance

Booking.com, one of the world ' s leading digital travel platforms, today announced the inaugural launch of its Travel Sustainable badge, a credible, globally relevant sustainability measure that will p ...

Travel Sustainable badge launched by world ' s leading digital travel platforms

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e.g. those officially approved by the Global Sustainable Tourism Council (GSTC), Green Tourism and the EU Ecolabel. To enhance assurance and credibility, Booking.com worked with sustainability ...

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defining durability and reparability as the main characteristics of a product. ... Even the UK, whose path is diverging from the EU due to Brexit, appears to have a moment of harmony on this front.

European Right To Repair: Poor Repairability Shamed With Rating System

(BRUSSELS) - Social media giants, including Facebook and Twitter, are dragging their feet in responding to requests from the EU Commission and national consumer authorities to comply with EU consumer ...

Social media giants not doing enough to protect users: EU

Awarded with the EU ecolabel. This project has been longlisted in the seating design category of Dezeen Awards 2021.

Sling Lounge Chair designed by Sam Hecht and Kim Colin

(BRUSSELS) - EU leaders, not including Poland, endorsed Friday the objective of making the EU climate-neutral by 2050 in line with the Paris agreement, as they ended their two-day summit in Brussels.

EU, without Poland, agrees to aim for climate neutrality by 2050

As of 2022, EU regulations will stipulate that all newly manufactured ... Many of Morso's stoves are also labelled as Ecodesign Ready and Defra-exempt, and have a Nordic Swan Ecolabel, the Norwegian ...

Morso stoves review

NEWBURY, England, Oct. 13, 2020 /PRNewswire/ -- From the 15 th of October, Navigator printer papers will be available at TESCO's stores across the UK,

complementing Tesco's autumn / winter 2020 ...

TESCO launches Navigator sustainable printer paper range

FOSHAN, China, Oct. 14, 2021 /PRNewswire/ -- On Oct.11 th, Midea (000333.SZ), the world's No.1 air treatment brand, hosted a conference themed "Green Vision, Blue Future", which united industry ...

Green Vision, Blue Future: Midea Holds Conference to Launch its NZEC Smart Home Solution

All PERGRAPHICA® shades, surfaces and grammages are made in Austria and meet strict global sustainability standards according to FSCTM as well as the EU Ecolabel. About Mondi Uncoated Fine Paper ...

The EU Ecolabel is the official European Union label for environmental excellence. The EU Ecolabel is awarded to sustainably designed products, encouraging innovation and contributing to the EU goal of climate neutrality by 2050, and to the clean and circular economy with a zero-pollution ambition for a toxic-free environment. Consumers are increasingly looking for sustainable options for gardening and horticulture. Through the EU Ecolabel, industry can offer true and reliable eco-friendly alternatives to conventional growing media and organic soil improvers (including mulch), empowering consumers to make informed choices and play an active role in the ecological transition. Ambitious criteria, focusing on the main environmental impacts throughout the life cycle of the products, ensure that EU Ecolabel growing media and soil improvers are of good quality and among the best on the market in terms of environmental performance.

Within the EU Ecolabel Regulation (Regulation (EC) No 66/2010), the European Commission carried out a revision of the EU Ecolabel criteria for 'growing media, soil improvers and mulch', set by Commission Decision 2015/2099 and valid until 30 June 2022. The main purpose of the final technical report is to provide background information and reasoning for the proposed EU Ecolabel criteria after revision. Although the proposed criteria were harmonised with the Fertilising Products Regulation (Regulation (EU) No 2019/1009), they set an overall higher ambition level compared to it. In general, the proposed criteria are characterised by five main features. (1) More secondary raw materials were accepted as components of the product. This incentivises circular economy processes and in particular promotes a more resource-efficient use of organic matter and nutrients. (2) The permitted content of contaminants, e.g. heavy metals, was decreased. This improves the safety of the products and it reduces the possible detrimental effects on humans, animals, plants or the environment in general. (3) New principles set by the latest EU strategies were included, with particular reference to biodiversity and soil. (4) The content of impurities, such as plastics, metal and glass, was proposed to the limits set by technical feasibility. (5) A more stringent requirement was set for carbon dioxide emissions produced when manufacturing mineral growing media.

The purpose of the analysis is to study the implications it can have for a company to acquire the Swan License. The analysis takes a broad focus and investigates the following three themes: • The motivation for companies to acquire the Swan Label • The implementation of the Swan Label • The impact of acquiring the Swan Label The project aims at doing this by performing company visits to 16 companies from the five Nordic countries representing different company sizes and sectors. The project is commissioned by the Swan group under the Working Group for Sustainable Consumption and Production group (HKP gruppen) of the Nordic Council of Ministers. The analysis is conducted by DAMVAD with expert assistance from Åke Thidell, Lund University.

Eco-labelling is one of the key tools used by policy-makers in many parts of the world to encourage more sustainable production and consumption. By providing environmental information on products and services, eco-labels address both business users and consumers and range from mandatory approaches, such as required product declarations, to voluntary approaches, such as national eco-labels. Eco-labels can play an important role in environmental policy. They reward and promote environmentally superior goods and services and offer information on quality and performance with respect to issues such as health and energy consumption. Eco-labels fit well into a multi-stakeholder policy framework – as promulgated recently by the EU's integrated product policy (IPP) – since the development of criteria for labels and the acceptance in the market requires the involvement of a wide range of different parties, from government and business, to consumers and environmental organisations. However, many eco-labelling schemes have had troubled histories, and questions have been raised about their effectiveness. So, are eco-labels an effective tool to foster the development, production, sale and use of products and to provide consumers with good information about the environmental impacts of those products? Is eco-labelling useful to business as a marketing tool? What factors contribute to the development of successful schemes? More than ten years after its establishment, can the EU Flower be considered a success? Are national eco-labels such as the German Blue Angel and the Norwegian White Swan more effective? Should eco-labels be harmonised? Are eco-labels achieving their original aim of fostering sustainable production and consumption? For which product groups are ISO type I eco-labels appropriate and inappropriate? Are other labels, such as mandatory, ISO type II and ISO type III labels more effective in some cases? Are eco-labels focusing on the main environmental policy targets or just on "low-hanging fruit"? Are eco-labels really linked to other tools of IPP? The Future of Eco-labelling provides answers to all of these questions. Based on a major EU research exercise, the book plots a course for policy-makers to address some of the historic problems with eco-labelling, to learn what works and what doesn't and to move forward with schemes that can make a real difference to sustainable production and consumption. The book analyses the conditions under which eco-labelling schemes-both mandatory and voluntary-are or can become an efficient and effective tool to achieve given objectives; assesses previous experiences with eco-labels in different European countries and the relationship of these schemes with business strategies, IPP and market conditions; defines strategies aimed at linking eco-labels with other IPP measures; explores how eco-labels can be used to encourage sustainable consumption patterns, create green markets, foster innovation and development of green products and services, and implement multi-stakeholder initiatives; and sets out detailed recommendations for the future of eco-labelling. The book will be required reading for policy-makers, businesses involved with eco-labelling schemes and researchers interested in the development of sustainable production and consumption and IPP worldwide.

From green frogs and blue angels to white bunnies, modern consumers are confronted by a growing array of colorful eco-labels on everything from coffee to computers. When eco-labels are credible, they can lead to dramatic change in environmental practices broadly and quickly by leveraging the purchasing power of corporate clients (e.g., Walmart and McDonalds) to influence global supply chains. But the credibility of such labels is highly variable; and despite the existence of established practices for eco-labeling, many labels remain little more than superficial exercises in "greenwash." How can consumers separate greenwash from genuine attempts to address environmental challenges? Beyond Greenwash addresses this question by systematically investigating the credibility of transnational eco-labeling organizations across countries and commercial sectors. Using an innovative proxy measure for credibility that examines adherence to established best practices, Hamish van der Ven proposes a novel theory of rigor and credibility in transnational eco-labeling that upends conventional wisdom. He argues that the credibility of an eco-label does not depend on who creates or manages it-whether a government, industry association, professional standard setter, or environmental NGO. Rather, it depends on which types of businesses use the label. More specifically, eco-labeling organizations that target bigger, consumer-facing retailers tend to create credible eco-labels out of a desire to insulate their clients from critical scrutiny and gain acceptance in new markets. This theory challenges the conventional wisdom that only governments or environmental NGOs can create meaningful environmental governance and suggests that who is being governed matters as much, if not more, than who is doing the governing.

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including:

- How to use a proactive approach to sustainability to spur innovation
- How to frame environment-related benefits with relevance to mainstream brands
- How to communicate with credibility and impact – and avoid "greenwashing"
- How to team up with stakeholders to maximize outreach to consumers
- How to use a life cycle orientation to ensure the integrity of one's offerings
- How to best take advantage of recent technological advances in social media

Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Seventeen Nordic and international labelling and certification schemes met at an international workshop on dialogue and cooperation at Lund's University in November 2011. With this meeting among schemes across fields such as the environment, organic, fair trade and sustainability, NCM Working Group on Sustainable Consumption and Production and Nordic Ecolabelling has taken a first step to create transparency and exchange of experience between label schemes with relevance for Sustainable Consumption and Production. Prior to the workshop in Lund the consulting firm Ecostory mapped information schemes on the Nordic markets and carried out a stakeholder survey. Ecostory found four megatrends that are important for schemes within SCP: convergence towards sustainability, information overload, regulation as driver, and national/regional labels on global markets. This report presents findings from the mapping of schemes, the stakeholder survey and the workshop on dialogue and cooperation. Ecostory describes 10 key challenges and recommends policy responses and gives tentative proposals to follow-up and support cooperation between the Swan and other information systems.

The eco-label was instituted to promote production of goods with reduced environmental impact throughout their life cycle and to inform customers about the environmental impact of particular items. This report aims to set out principles for life cycle assessment so that the award of the eco-label can be seen to be both scientific and totally transparent.

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