

ECO-LABELLING IN KOREA

: 20 YEAR'S EXPERIENCE AND FUTURE PLAN



May 3rd, 2012

Capacity Building Training for Mongolian Experts in Eco-labeling

Environmental Certification Department
Environmental Standard Management Office

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- 03 | History of the Korean Eco-label
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01 | INTRODUCTION OF KEITI

01. Introduction of KEITI | Information

◆ Name & CI



◆ Location of KEITI



KEITI is located just south of Bukhansan National Park in northwest Seoul.

01. Introduction of KEITI | Organization



KEITI is a Subsidiary Governmental Organizations under Korea's Ministry of Environment

Korea Environmental Industry & Technology Institute

Korea Environment & Resources Corporation

Korea National Park Service

SUDOKWON Landfill Site Management Corp.

01. Introduction of KEITI | Organization



01. Introduction of KEITI | Organization

Vision

A Global Leading Organization
that Spearheads Green Technology & Industries

4 Strategies

Taking full advantage of
green technological
achievements

Consolidating foundation
for nurturing green
industries

International Cooperation

Encouraging nationwide
low-carbon green
production and
consumption

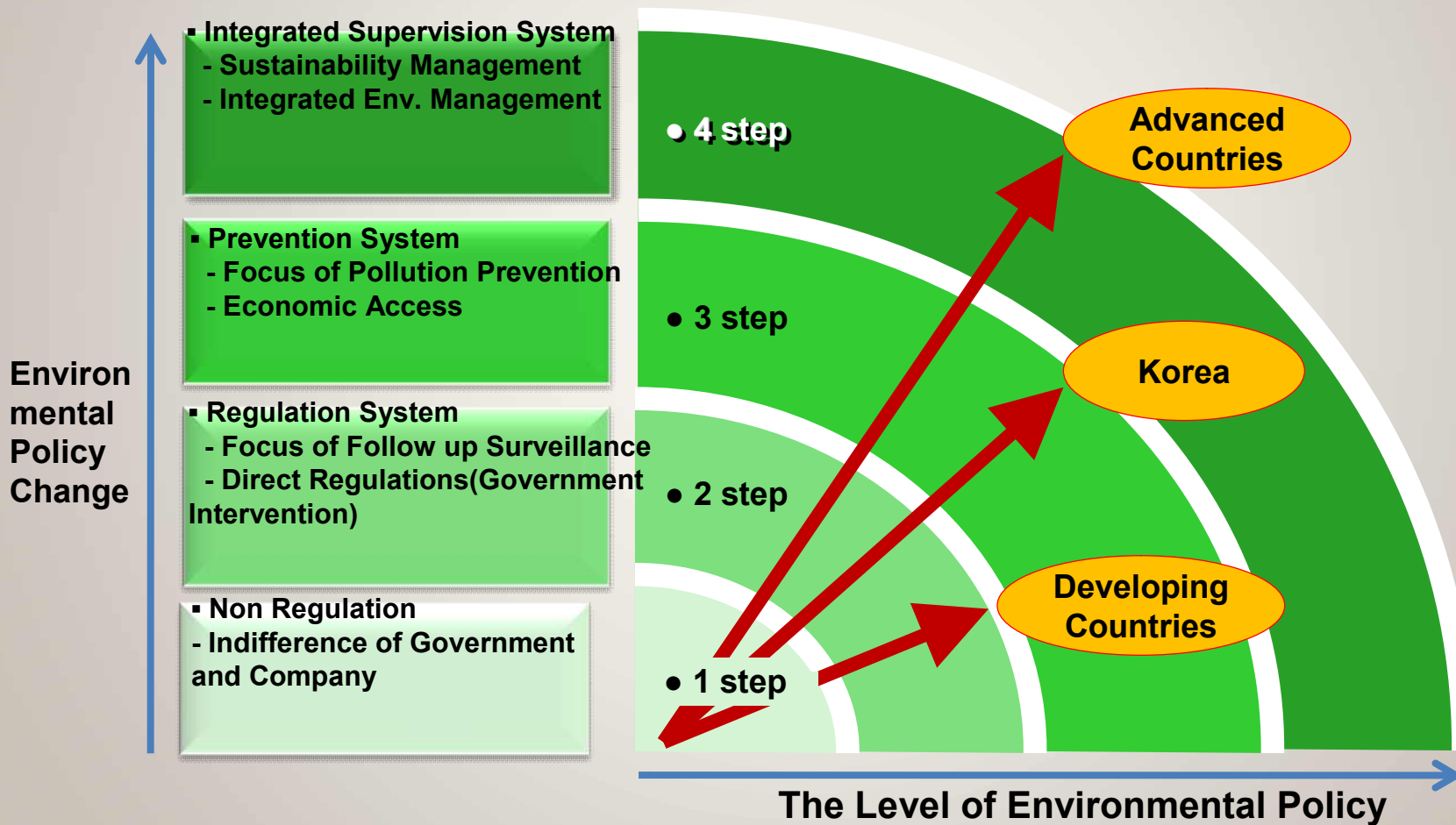
02 |

TYPE 1 ENVIRONMENTAL LABELLING

02. Type 1 Environmental Labelling

Eco-labelling

◆ the Importance of Ecolabel : Observance of Regulations ⇒ Pollution Prevention ⇒ Integrated Management Tool Focused on Products

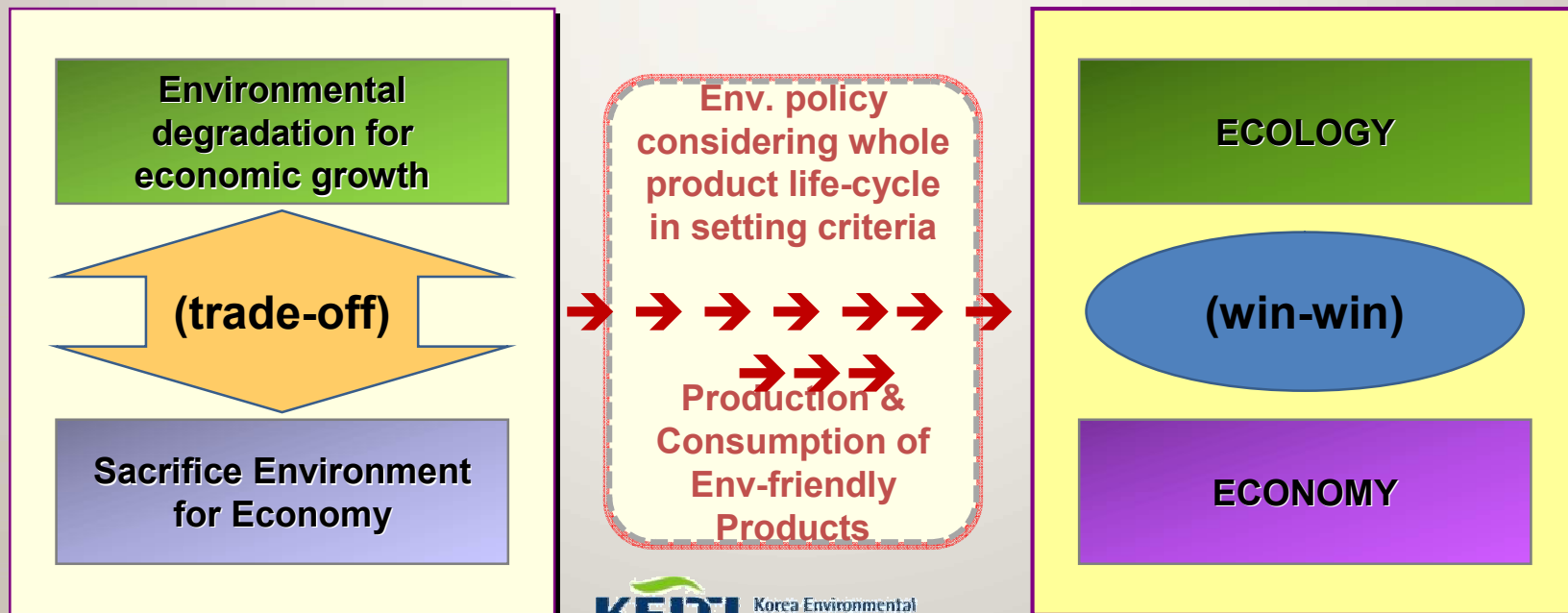


02. Type 1 Environmental Labelling

Eco-labelling

◆ Importance of Environmental Labeling : a win-win solution to balance environmental and economic development

- Paradigm shift from trade-off to win-win
 - Ex. Hybrid car, bio-fuel, renewable energy (wind, solar, and tidal power)
- Consideration of whole product life cycle in setting criteria



02. Type 1 Environmental Labelling

| Eco-labeling

◆ Environmental Labeling (Environmental mark)

- identifies overall environmental preference of a product within a product category based on life cycle considerations
- refers specifically to the provision of information to consumers about the relative environmental quality of a product

◆ ISO defines the following main goal of eco-labeling

"...through communication of **verifiable and accurate information**, that is **not misleading**, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that **cause less stress on the environment**, thereby **stimulating the potential for market-driven continuous environmental improvement**".

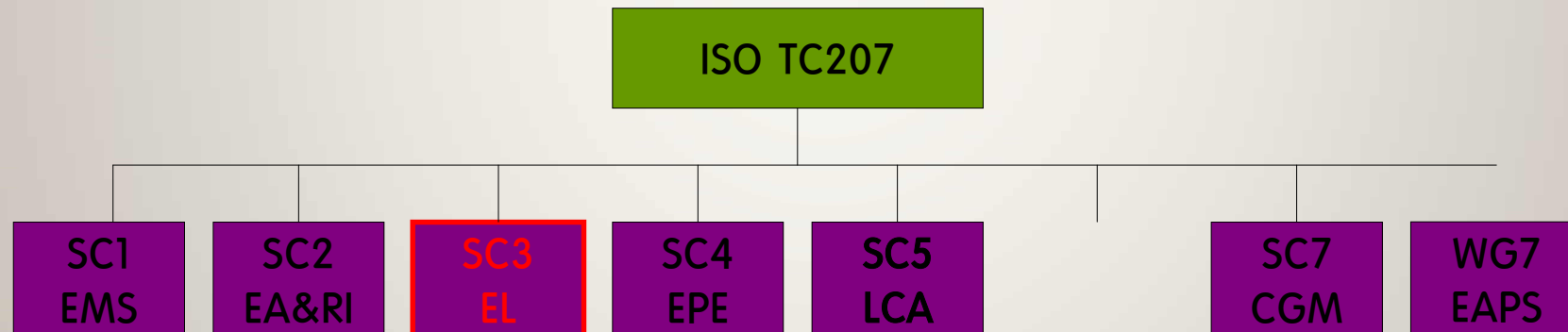
02. Type 1 Environmental Labelling

Eco-labeling

■ ISO 14000s

TC207

ISO/TC207 is the “umbrella” committee under which the ISO 14000 series of environmental management standards are being developed



EMS : Environmental Management Systems

LCA : Life Cycle Assessment

EA&RI : Environmental Auditing & Related Investigations

T&D : Term and Definitions

EL : Environmental Labeling

CGM : Environmental on Greenhouse Gas Management

EPE : Environmental Performance Evaluation

EAPS : Environmental Issues and Product Standards

02. Type 1 Environmental Labelling

Eco-labelling

■ ISO 14000s

ISO 14000s standards

SC 1 (EMS)

ISO 14001:2004, ISO 14004:2004, ISO 14005:2005,
ISO 14006:2011

SC 2 (EA&RI)

ISO 14015:2001

SC 3 (EL)

ISO 14020:2000, ISO 14021:1999, ISO 14024:1999,
ISO 14025:2006

SC 4 (EPE)

ISO 14031:1999, ISO/TR 14032:1999

SC 5 (LCA)

ISO 14040:2006, ISO 14044:2006, ISO/TR 14047:2003,
ISO/TS 14048:2002, ISO/TR 14049:2000

TCG (T&D)

ISO 14050:2002

SC 7 (CGM)

ISO 14064-1:2006, ISO 14064-2:2006, ISO 14064-3:2006,
ISO 14065:2007, ISO 14066:2011

WG 7 (EAPS)

ISO Guide 64:2008, ISO/TR 14105:2011, ISO/IEC:24756

02. Type 1 Environmental Labelling

Eco-labelling

General Principles (ISO 14020)

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



02. Type 1 Environmental Labelling

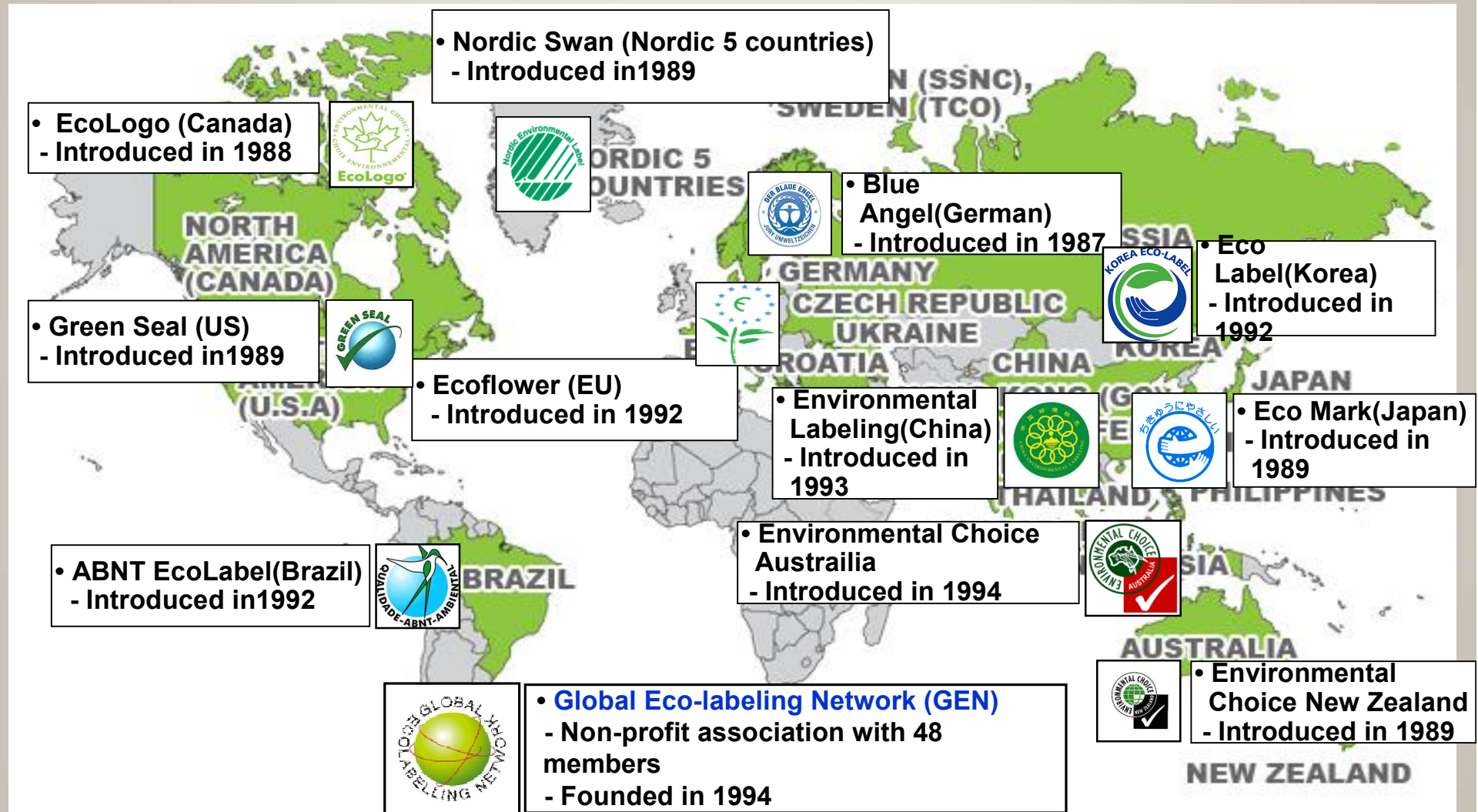
ISO 14020 & 14024

◆ Principles of Environmental Labeling

ISO 14020	ISO 14024
1. Accuracy	1. Voluntary nature
2. Avoiding unnecessary trade barriers	2. Consistent with ISO 14020 requirements
3. Scientific basis	3. Compliance with environmental/other relevant legislation
4. Provision of information on methodology	4. Consideration of whole product life cycle in setting criteria
5. Life-cycle approach	5. Criteria established to distinguish environmentally preferable products based on measurable difference in environmental impact
6. Allowance of innovation	6. Consideration to relative environmental impacts, measurement capability and accuracy
7. Minimal administrative burden	7. Product environmental criteria set for and reviewed within a predefined period
8. Open, consensual process	8. Criteria take fitness for purpose and levels of general performance into account
9. Provision of information on products	9. Formal process of open participation/consultation among interested parties
	10. All elements in the eco-labelling criteria are verifiable
	11. Transparency through all stages of program development and operations
	12. Unnecessary obstacles to trade are not created; open accessibility to all potential applicants
	13. criteria based on sound scientific and engineering principles
	14. Free from undue influence
	15. Fees kept low and applied equitably to all participants
	16. confidentiality and mutual recognition based on confidence

02. Type 1 Environmental Labelling

Current Status



03

HISTORY OF THE KOREAN

ECO-LABEL

03. History of the Korean Eco-label

| Main Events

1991.5	- Decided to Introduce Eco-labelling Program (National Environment Preservation Commission)
1992.4	- Set up Eco-labelling Commision
1992.12	- Selected the First eco-labelling products(twelve items)
1994.6	- Founded Eco-labelling Association
1994.12	- Established Legal Base of the Eco-labelling Program (Enacted 「Support for Environmental Technology and Environmental Industry Act」)
1997.9	- Joined Global Eco-labelling Networks (GEN)
2001.8	- Held the 1 st Conference for Public Institutions to Promote Green Purchasing
2003.1	- Held UNEP Eco-product Exhibition (Jeju Special Self-Governing Province)
2004.7	- The Number of Certified Products Exceeded 1000
2004.12	- Established Legal Base of Green Procurement (Enacted 「The Act on the Promotion of the Purchase of Environment-friendly Products」)
2005.2	- Held the 1 st Green Purchasing Promotion Commission
2005.7	- Implementation of 「The Act on the Promotion of the Purchase of Environment-friendly Products」
2005.9	- Opened KOECO

03. History of the Korean Eco-label

| Main Events

2005.9	- Contracted the 1st Green Purchasing Voluntary Agreement in Industrial Sector
2005.12	- Held the 1st Eco-product Exhibition (Eco-Product Korea)
2006.3	- Officially Announced Basic Plan for Green Purchasing Promotion('06~'10)
2006.9	- Established Legal Base of Green Store (Revised 「The Act on the Promotion of the Purchase of Environment-friendly Products」)
2006.10	- The Number of Companies Which Products Are Certified Exceeded 1000
2006.10	- Hosted Global Ecolabelling Network(GEN) General Meeting in Seoul
2007.4	- Enacted Operation Guidelines for Green Store(Ministry of Environment)
2009.3	- Deactivated KOECO
2009.4	- Founded KEITI
2009.10	- Held Low Carbon Green Growth Expo
2011.2	- Firstly Published a Service Criterion (Hotel Service)
2011.10	- Enforced Green Store Designation System

03. History of the Korean Eco-label | Introduction of the Program

1. Adopted the Eco-labelling System in 1992 : Enacted Certification Criteria of 12 target items

- Paper containing recycled paper
- Paper product containing recycled paper
- Toilet paper product containing recycled paper
- Recycled plastic products
- Baby fabric diaper
- Non-asbestos break lining
- Kitchen sink filter
- Aluminum can
- Unbleached undyed towel
- Water saving faucet
- Packing materials containing waste fabric
- Recycled soap containing waste cooking oil


◆ Legal Base of the Eco-labelling Program

『Support for Environmental Technology and Environmental Industry Act』

The Act	The Enforcement Decree
<p>Article 17 (Authentication of Environmental Mark) ① The Minister of Environment may grant authentication of environmental mark for the products which may cause less environmental pollution or save resources compared with other products for the same use (including apparatus, materials, and services affecting the environment; hereinafter the same shall apply) ② A person who intends to obtain authentication under paragraph ① shall make an application to the Minister of Environment as prescribed by Presidential Decree.</p>	<p>Article 23 (Application for Environment Mark Certification) ① Any person who intends to obtain certification of environment mark pursuant to Article 17 ② of the Act shall submit an application for environment mark certification to the Minister of Environment, along with the data falling under each of the following subparagraphs:</p> <ol style="list-style-type: none"> 1. Data related to the environmentally-friendliness of the relevant product; 2. Data related to the quality of the relevant product;

03. History of the Korean Eco-label

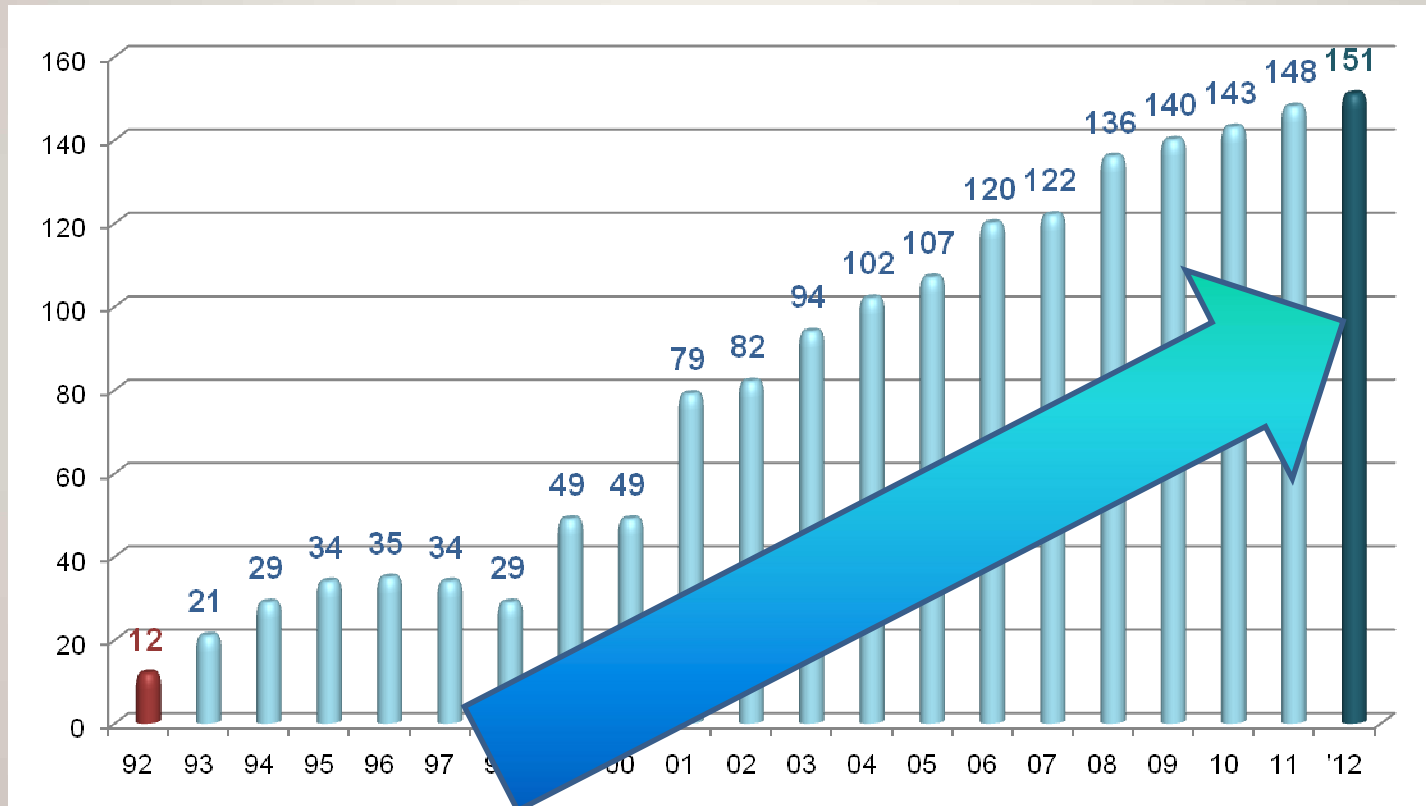
◆ Classification of Certification System and Examples

Properties	Legal Compulsory Certification	Legal Voluntary Certification	Private Certification
		<ul style="list-style-type: none"> • Legal base • Compulsory 	<ul style="list-style-type: none"> • Legal base • Voluntary
Quality Mark	<ul style="list-style-type: none"> • the 'Water' mark for water purifier • Examination of meters(water, electricity...) 	<ul style="list-style-type: none"> • the Korean Standards mark  • the Good Recycled mark(GR mark) • the Reliable authentication for parts and materials (R mark) • Good quality products from small and medium sized businesses (GQ mark) 	<ul style="list-style-type: none"> • Q mark (by 6 private testing organizations) • '건' mark (by Korea Conformity Laboratories) • Good Product Certification (by Korean Standards Association, KSA)
Environmental Mark	<ul style="list-style-type: none"> • Gas emission from automobiles • Environmental measuring instruments • Housing performance grading indication • Energy efficiency grading indication 	<ul style="list-style-type: none"> • the Korean eco-label • the Environmental product declaration • Low emission vehicle • Environment-friendly agricultural products 	<ul style="list-style-type: none"> • HB mark (Korea Air Cleaning Association) • LOHAS(KSA) • Welbix mark (Yonsei & Korean Standards Association Consulting) • Well-being mark(Korea Management Association Registrations & Assessments)

03. History of the Korean Eco-label

Introduction of Korea Eco-Label

◆ Certification Progress



2. Legal base in 2004

『 The Act on the Promotion of the Purchase of Environment-friendly Products 』

The Act

Article 6 (Public Institutions' Obligation to Purchase Environment Friendly Products) The heads of public institutions shall purchase environment friendly products, when they intend to purchase any product provided that this shall not apply in cases falling under any of the following subparagraphs:

1. When environment friendly products are not available for the item intended to be purchased;
2. When the supply of environment-friendly products is unstable;
3. When it is difficult to achieve the purposes of the law, due to grounds such as substantially inferior quality of environment friendly products;
4. When the heads of public institutions intend to purchase products so as to comply with provisions on the preferential purchase under other Acts, such as the Welfare of Disabled Persons Act, etc.;
5. When the heads of public institutions conclude that it is difficult to purchase environment friendly products, due to unavoidable reasons, such as urgent demand, etc.

03. History of the Korean Eco-label

◆ Program for public agencies' compulsory procurement was introduced in 2004

: Certified products and companies increased sharply



03. History of the Korean Eco-label

| VA with enterprises

3. Green Purchasing Voluntary Agreement in 2005

- Agreement with the industries for voluntary green procurement since 2005 for promoting the supply of green products.
 - 30 companies under VA in 2005 and 138 companies in 2012



03. History of the Korean Eco-label

| VA with enterprises

◆ Amended the Act in 2011 for voluntary agreement with industries

『 The Act on the Promotion of the Purchase of Environment-friendly Products 』

The Act	The Enforcement Decree
<p>Article 15.3 (Conclusion of a Voluntary Agreement) ① The Minister of Environment may conclude an agreement (hereafter referred to as "Voluntary Agreement") with the producers, distributors, and buyers, etc of green products or the group consisting of those producers, distributors, and buyers to promote production, distribution and purchase of green products. ② The Minister of Environment may provide necessary support for the contractor who concluded Voluntary Agreement to deliver such Agreement. ③ The matters necessary for the goal, delivery method, procedure, etc of Voluntary Agreement shall be determined by the Ordinance of the Ministry of Environment. [This article inserted on Arp, 5. 2011] [Enforcement Date: Oct, 6. 2011] Article 15, Clause 3</p>	<p>Article 2 (Delivery method) ① The Minister of Environment may consider the following pursuant to the Article 15.3 of the Act</p> <ol style="list-style-type: none"> 1. Status of annual production, distribution, and purchase of green products 2. Plan and delivery method of production, distribution, and purchase of green products 3. Other necessary actions to promote production, distribution, purchase of green products

03. History of the Korean Eco-label

4. Amended the Act in 2006 for the establishment and operation of stores selling environmental friendly products

: 『 The Act on the Promotion of the Purchase of Environment-friendly Products 』

The Act

Article 18 (Establishment and Operation of Stores Selling Environment Friendly Products) ① Business operators who manage discount stores, departments stores or shopping centers, which fall under superstores under Article 2③ of Distribution Industry Development Act, and who manage an integrated distribution center of agricultural and fishery products, the size of which is not less than that prescribed by Presidential Decree, under Article 2⑫ of the Act on Distribution and Price Stabilization of Agricultural and Fishery Products shall establish and operate stores selling environment friendly products (including recycled products under Article 2⑤ of the Act on the Promotion of Saving and Recycling of Resources), so as to encourage the purchase of environment friendly products.

03. History of the Korean Eco-label

| Green Store

◆ Green Store Designation System : Retailer plays as hub for the PR and Sale of Green Products

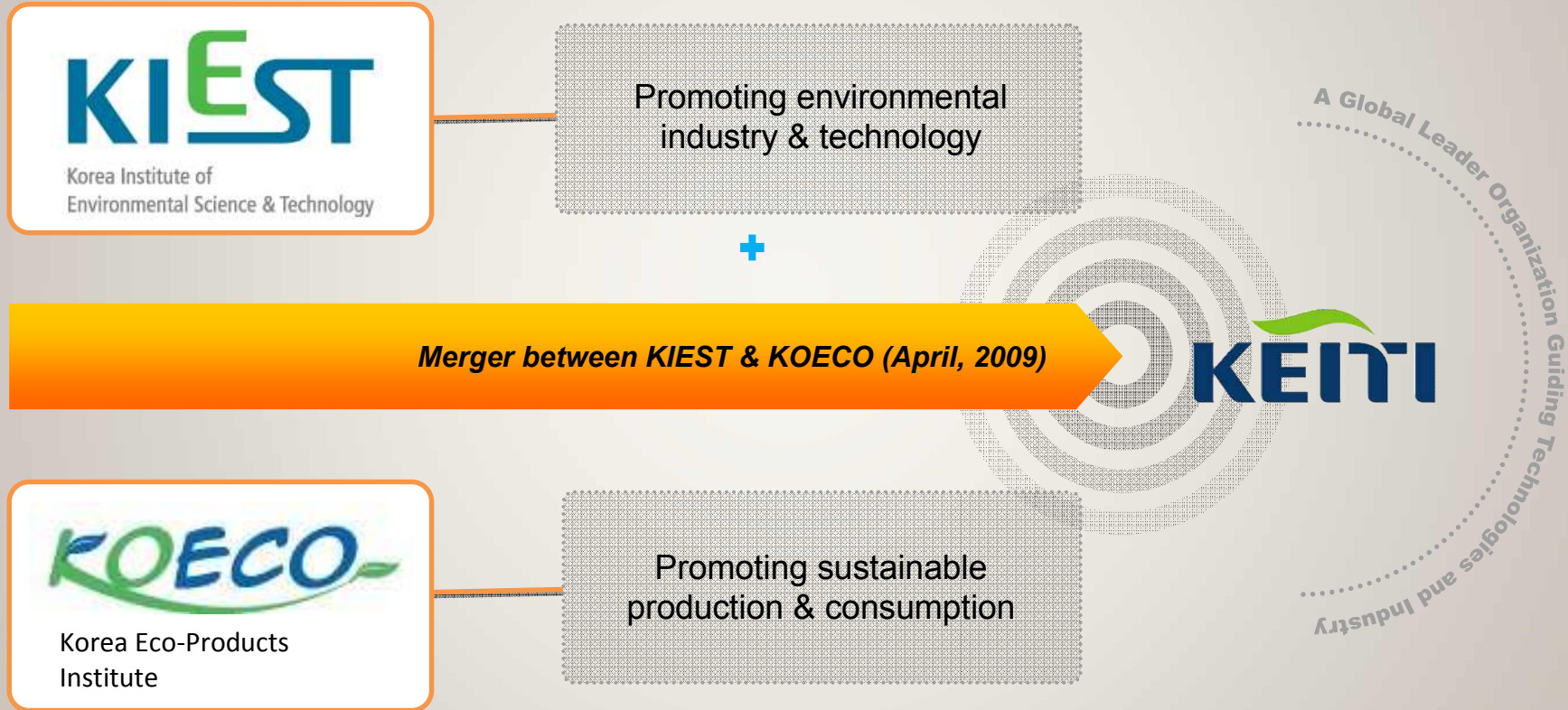
- Green Store (since April, 2010)
 - Eco-friendly designed stores to promote the publics' green consumption by providing green products
 - Assessment on the whole processes from construction to operation including energy and waste reduction
- Pilot project in 11 green stores
 - Power saving(4,596kWh), Water Saving(3,675 m³)
 - Waste Reduction(1,156t), GHG Reduction(2,322t CO₂)



03. History of the Korean Eco-label

| The Establishment of KEITI

5. The Establishment of KEITI (2009)

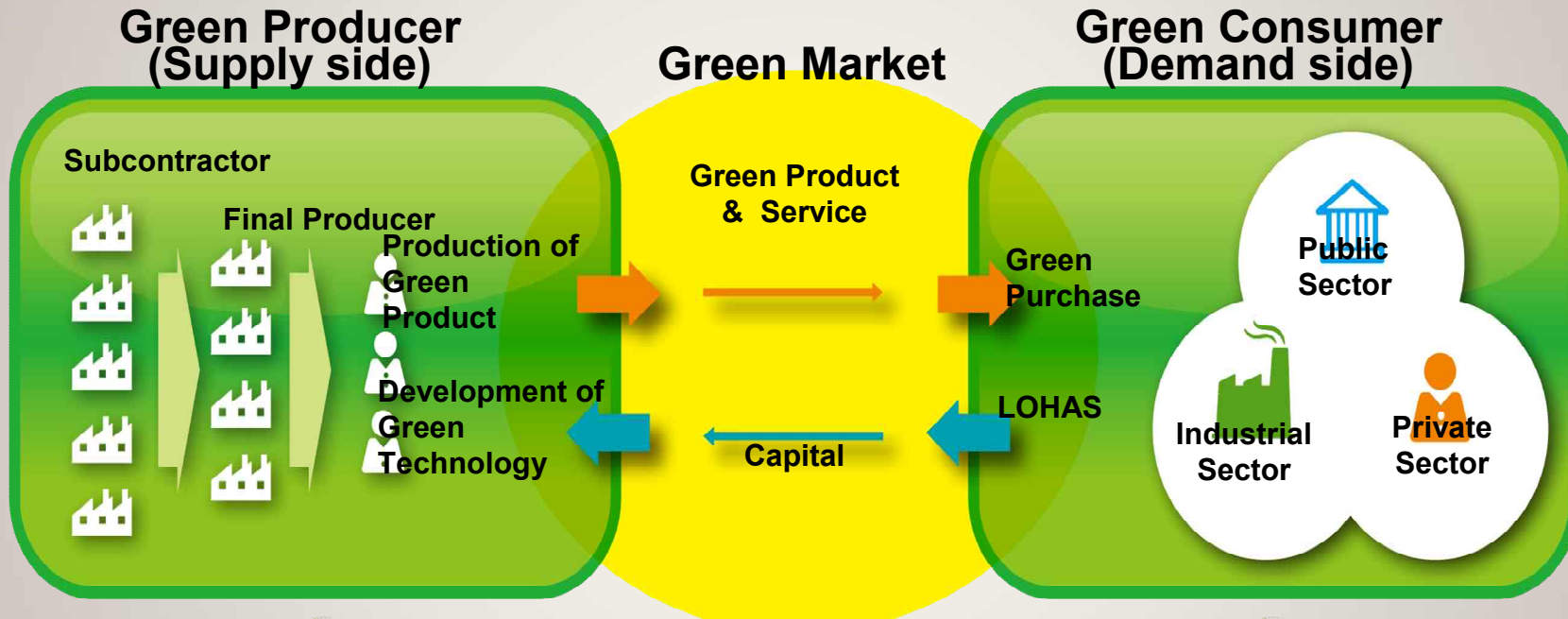


04 |

FUTURE PLAN

04. Future Plan

1. Balancing Green Production and Consumption



- Producers : Strengthening value chains
- Consumers : Enjoying economic incentives
- Supply chains : Promoting distribution of green products

03. Future Plan

2. Improving the eco-labelling program(rearrangement of target product categories and etc.)

- To designate required items for low carbon green growth and select products with new environmental technology
- To develop the service criteria tailored to maintain, store and share the products
- To support SMEs in applying to the eco-labeling program
- To implement ecological fiscal reform



BioPlastic

03. Future Plan

3. Promoting green consumption

- Encouraging more industries in the voluntary agreement
- Providing economic incentives for green consumers
 - tax exemption for green purchasing
- Strengthening education program for low carbon and green consumption

Put the multi-tap on the desk



THANK YOU FOR YOUR ATTENTION



Eco-labeling : Realizing Green Growth, Green Consumption & Green Society

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<http://el.keiti.re.kr/eng/index.do>