

# Overview of Eco-labeling in Russia

**Semyon M. Gordyshevskiy**  
President of the Ecological Union



Capacity Building Training for Mongolian Experts in Eco-labeling  
1-2 May 2012 Ulaanbaatar, Mongolia



**ECOLOGICAL UNION**  
Since 1991

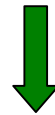


# Russian particularities

- **Transition economy in Russia towards market economy**
- **Later coming to the “green” business development**



**There are particular features of development of ecolabelling in Russia**



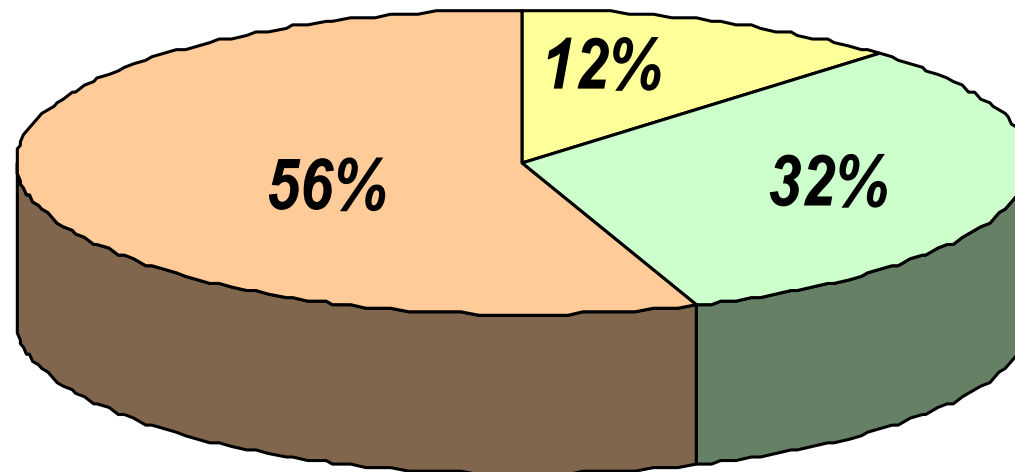
**Can be positive or negative depending on different factors**



# Russian particularities

- What is environmental safety?

**No standard definition**



- minimal negative impact on environment
- only natural ingredients
- safe for human health

Survey in St.Petersburg,  
900 responses, 2008



**ECOLOGICAL UNION**  
Since 1991



# Russian particularities

- **No ecolabelling program on governmental level**
- **Weak legislative basis**



**ECOLOGICAL UNION**  
Since 1991



# Legislation

**GOST R 51074— 2003 – requirements for labels on package**

Company should prove using of such claims as:

«Grown without the use of pesticides»,  
«Enriched with vitamins»,  
«No preservatives»,  
and other

~~Ecologically clean~~

**SanPiN 2.3.2.2354-08 – organic products**

**GOST R ISO 14024 – Ecolabels type I**



**ECOLOGICAL UNION**  
Since 1991



# Russian particularities

- **No national accreditation program of certification bodies**
- **Very easy to register certification program (including environmental certification):**
  - ✓ **No need to declare qualification of experts**
  - ✓ **No need to declare criteria of product evaluation**
  - ✓ **No governmental control on certification activities**



**ECOLOGICAL UNION**  
Since 1991



# Registration order of voluntary environmental certification system

**Federal agency  
for technical regulation and metrology**

**Federal Law “On Technical Regulation”**

**What is needed:**

- Operation rules of the certification system
- Order of using conformity label of the system

**Registered certification program:**

- Has unique registration number
- Is included into the federal list
- Label is legally protected



**ECOLOGICAL UNION**  
Since 1991



# Russian particularities

- In fact – self-declaring false claims about eco-products are not banned



**GREENWASHING**



**ECOLOGICAL UNION**  
Since 1991

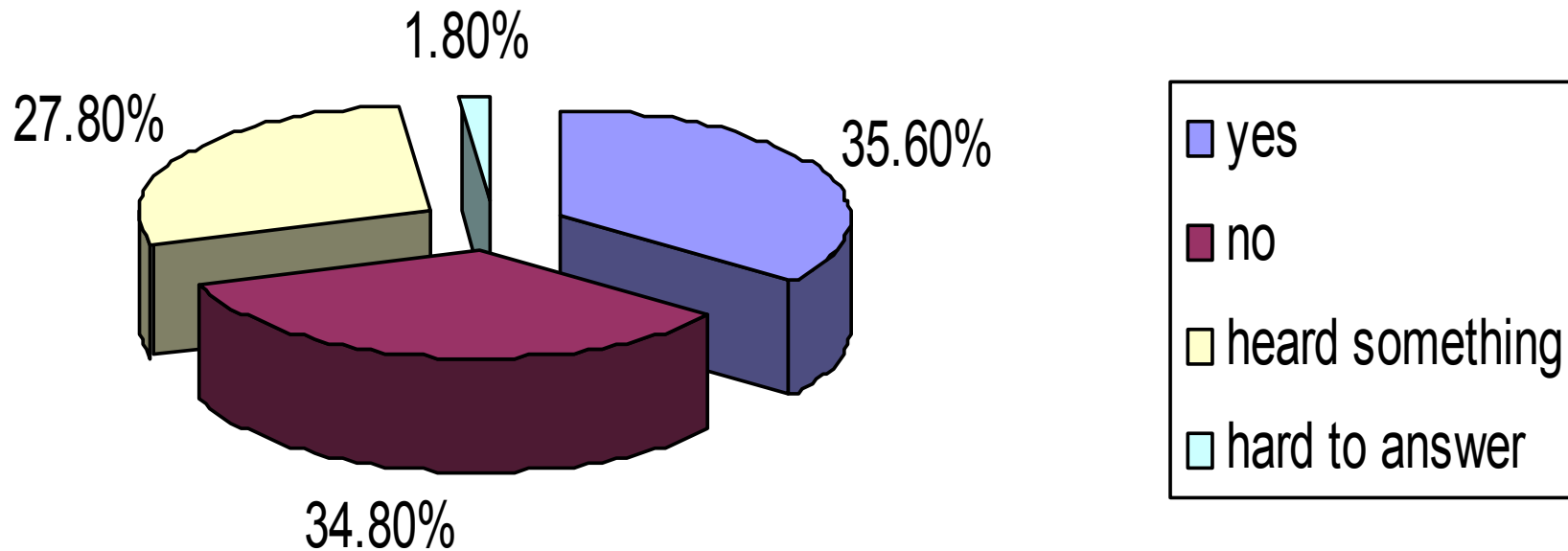




# Russian particularities

## Weak consumer awareness

Do you really know what is ecolabelling of products?



Survey in St.Petersburg, 900 responses, 2008



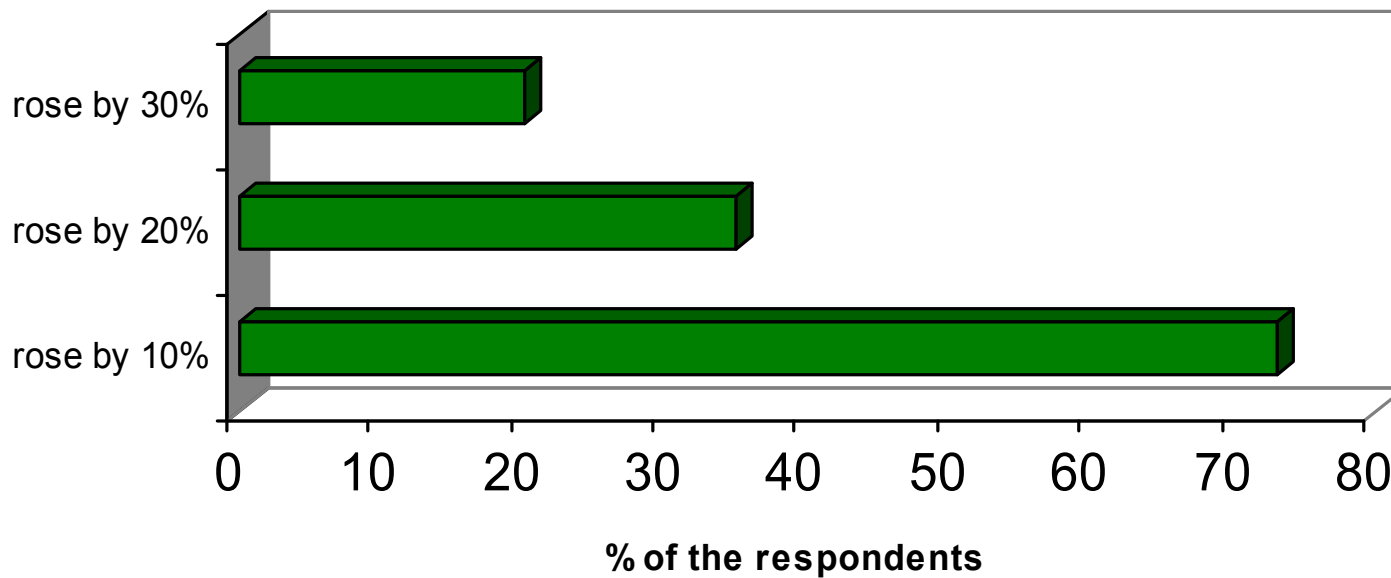
**ECOLOGICAL UNION**  
Since 1991



# Consumer awareness

**Market of the eco-goods significantly lags behind the world. Still, in the last years observed increasing consumers interest to environmentally friendly products.**

**Would you agree to buy eco-goods?**



Survey in St.Petersburg,  
900 responses, 2008



**ECOLOGICAL UNION**  
Since 1991



# Ecolabels in Russia



Ecolabel type I



Other registered labels

Self eco-claims of companies

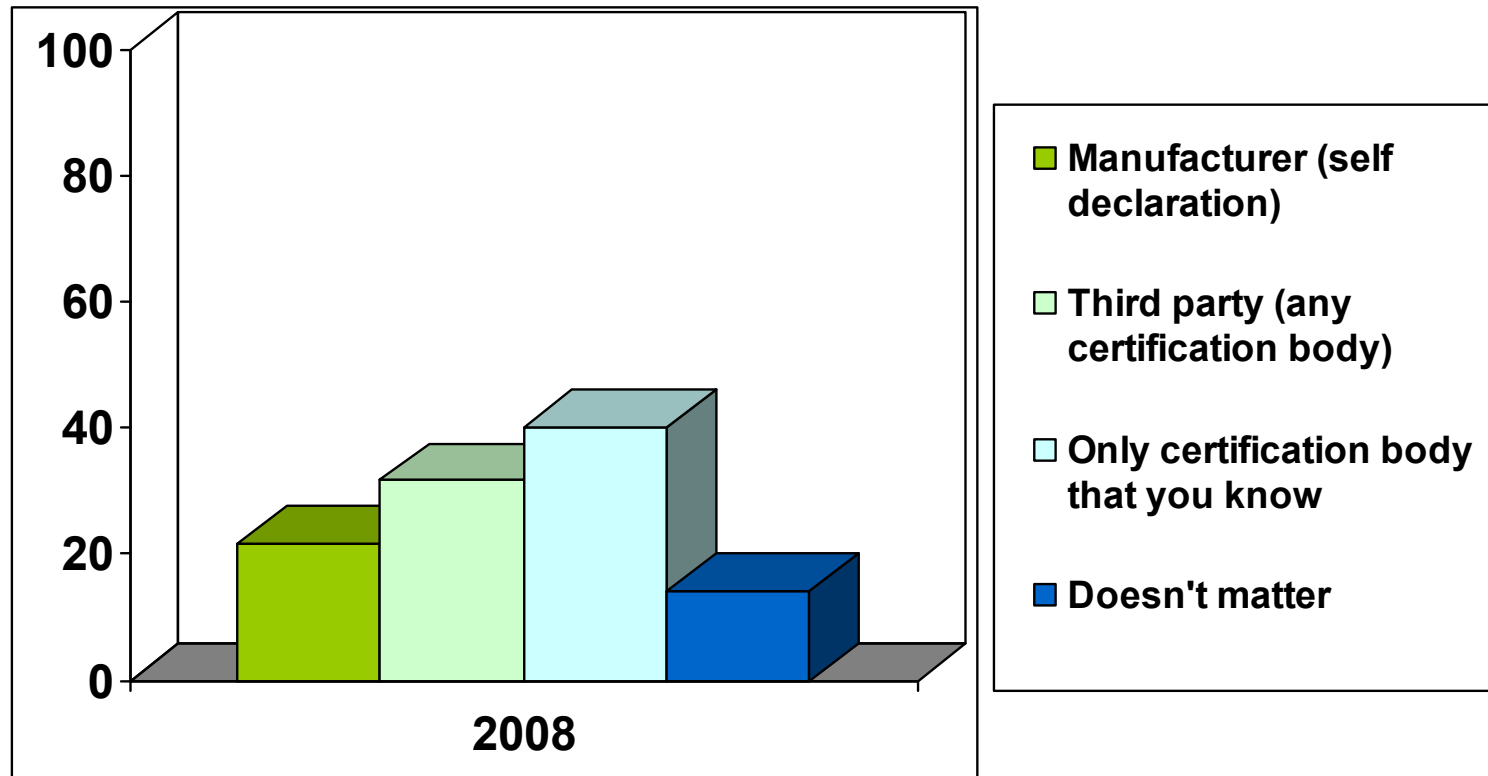


ECOLOGICAL UNION  
Since 1991



# Consumer confidence

Would you trust ecolabel on the packaging if it placed by:



# Vitality Leaf



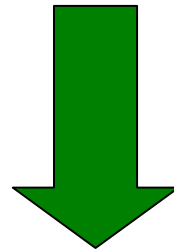
The only ecolabel type I in Russia



Certification procedure –  
ISO 14024, ISO GUIDE 65

# What now?

**Companies and consumers start  
thinking GREEN**



**Go towards GREEN market**



**ECOLOGICAL UNION**  
Since 1991



**Thank you for attention!**

**Contact information:**

**Phone: +7 (812) 571-38-38**

**E-mail: [ecolabel@ecounion.ru](mailto:ecolabel@ecounion.ru),**

**Web: [www.ecounion.ru](http://www.ecounion.ru)**



**ECOLOGICAL UNION**  
Since 1991

