

ECOLABELLING PROGRAMME VITALITY LEAF

SCHEME
PRODUCT CATEGORIES
CRITERIA
CERTIFICATION PROCEDURE



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



About Ecological Union

Established in 1991 as non-profit partnership of environmental organizations



Mission: reduction of environmental impacts caused by activities of business and industrial enterprises



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About Ecological Union

Today objectives:

- promotion of the environmentally friendly products and services
- environmental education
- arising environmental awareness in people
- attraction society' attention to key environmental problems in order to facilitate their solution



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Our activities

- Develop all-Russian ecolabel type I “Vitality Leaf” (ISO 14024)
- Develop environmental safety criteria for products and services (more than 10 years)
- Accredited experts-auditors in:
 - Russian Green Building Standards
 - ISO 9001, ISO 14001, OHSAS 18001
 - Organic standards (EU 834/07, JAS, USDA/NOP)
- We are accepted by the international community (GEN, IFOAM, GENICES)
- Official Representative of Russian Green Building Council in North-West Russia
- Are jury members of:
 - Green awards (Russia, Ukraine) - competition on sustainable development and energy efficiency,
 - Green Building Recognition programme (Sochi 2014)



GREEN BUILDING COUNCIL
RUSSIA



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Projects initiated

- **Green Building** - Development of the market of environmentally friendly construction and finishing materials and the creation of the real advantages in the market for manufacturers of such materials
- **Eco office** – implementing of the green standards in offices
- **Eco-hotel** – developing ecolabelling standards for hotels, implementing them, arousing “green” awareness in hotels
- **Eco-Products** - seeking for domestic products of best quality and environmental performance, certifying them and organizing retailing on preferential terms to St.Petersburg shops and restaurants
- **Bio/organic certification**
- **The air we breath** – social projects on raising awareness in air pollution problems in St. Petersburg city



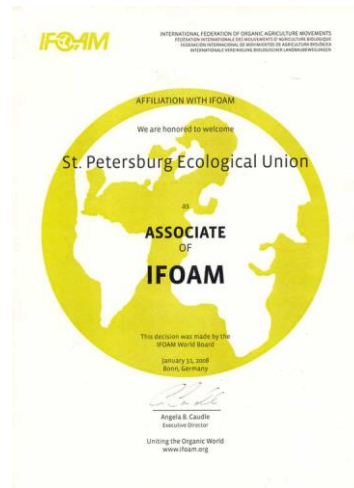
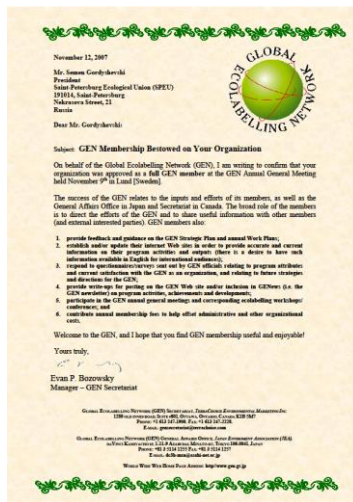
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Membership:

full GEN member since 2007

associate IFOAM member since 2008

member of GENICES since 2011



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"Vitality Leaf " Ecolabelling Program



Started in 2001

2005: labelled first product - air cleaning & ionization equipment

2007: official registration at government bodies, starts to perform full life-cycle based certification

2010: starting to implement quality management system in the certification body



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Ecolabelling and ISO Standards

- **ISO 14024 "Environmental Labels and Declarations: Environmental Labeling Type I, Guiding Principles and Procedures"**
- **ISO Guide 65 "General requirements for bodies operating product certification systems"**



"Vitality Leaf " Ecolabelling Program

Certified products/services: 38

Companies: 10

Tarkett PVC floorings

Green offices of

Insurance company "Ingosstrakh "

Organizing Committee of Sochi 2014

Media Institute "Strelka"

Audit Company "PriceWaterhouseCoopers"

Corinthia Hotel St. Petersburg

Ecophon building panels

Vertical gardening modules

Agricultural crop products



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Scheme of the "Vitality Leaf" Ecolabelling Program

Selection of product category

Development of assessment criteria

Certification procedure

Monitoring of the certified organization



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Choose Product Categories

Selection principles of the "Vitality Leaf" Program:

Company expressed their interest in environmental certification

Many manufacturers/ widespread product.

Products may cause negative impact on the environment, and such impact can be significantly reduced.



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Criteria development

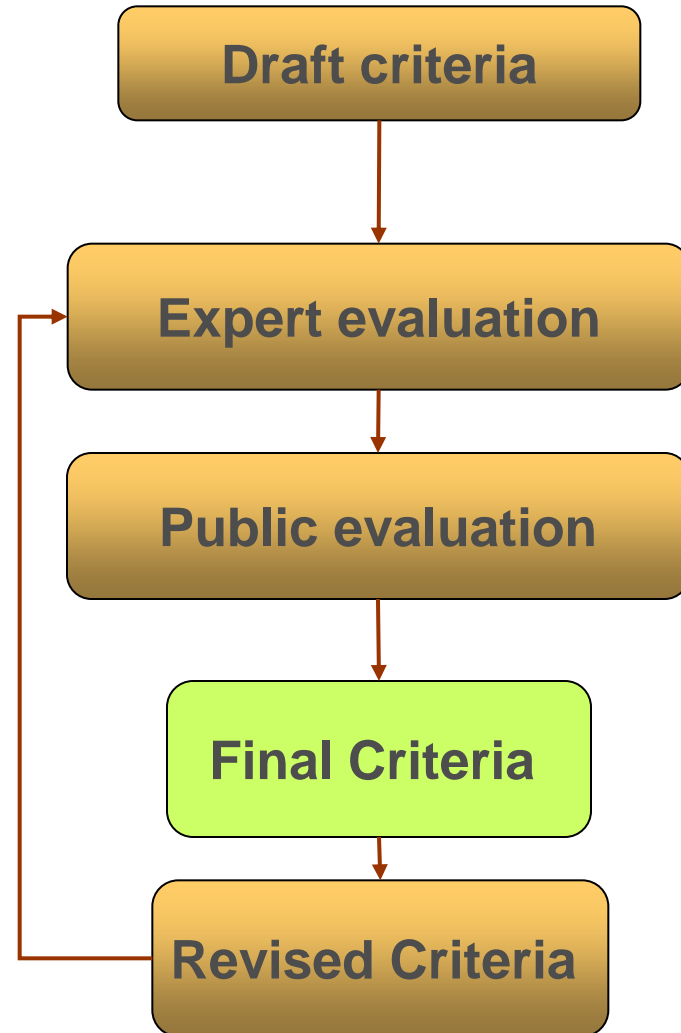
Principles of standard's development are based on the ISO 14024 Standard.

Criteria should meet following requirements:

- reflect the most significant points of product's environmental impact;
- differentiate environmentally preferable products in frames of the product category;
- be set at attainable levels (30 % from the market);
- be accurate and capable for measurement;
- set requirements for technical, function and environmental characteristics taking into account requirements for safety of the human health.



Criteria development



Criteria development

Market analysis for the given product category

Analysis of existing LCA-reports and BAT documents, GEN members criteria

Filling the **LCT Matrix** - defining key environmental aspects

Stage of the Life Cycle		Environmental input/output indicators					
		Energy use	Renewable or Non-renewable Resources	Emissions			Other
				Water	Air	Waste	
Obtaining the Raw Materials				✓			
Manufacture		✓				✓	
Distribution				✓			
Use						✓	
Disposal						✓	



List of developed criteria

Non-food products

1	STO VL 1.01.5700-11-2.0	PVC floorings
2	STO VL 1.02.9700-10-1.0	Phyto-walls (Vertical gardening modules)
3	STO VL 1.03.3460-11-1.0	LED lamps
4	STO VL 1.04.9150-11-1.1	Cosmetic cleaners
5	STO VL 1.05.5760-11-1.0	Thermal insulation materials
6	CTO VL 1.06.2381-11-1.0	Detergents for the machine dishwashing
7	STO VL 1.07.2381-11-1.0	Detergents for the hand dishwashing
8	STO VL 1.08.2381-11-1.0	Detergents and fabric softeners
9	STO VL 1.09.2383-11-1.0	Universal cleaners
10	STO VL 1.10.5742-11-1.0	Gypsum boards and fiberboards
11	STO VL 1.11.5745-11-1.0	Dry building mixes
12	STO VL 1.12.5900-11-1.0	Flat glass

Services

13	CTO VL 3.02.9900-11-1.0	Office spaces
14	STO VL 3.01.0620-11-1.1	Hotels and other accomodation facilities
15	STO VL 3.03.1210-11-1.0	Shops and pharmacies

Food products

16	STO-56171713-1.01-2007	Alcogole bewerages
17	STO VL 2.02.9730-11-1.0	Vegetables
18	STO VL 2.01.0131-10-1.0	Drinking water



Criteria development – case study

STO VL 1.05.5760-11-1.0

THERMAL INSULATION MATERIALS. ENVIRONMENTAL SAFETY CRITERIA. TERMS OF USE.

Draft Criteria	11th May 2011
Public evaluation	6th June 2011 – 7th February 2012
Participants of the public evaluation	7 companies (2 environmental experts + 5 producers of thermal insulation)
Approved	10th February 2012

KNAUFINSULATION

SAINT-GOBAIN
ISOVER

СИСТЕМЫ ДЛЯ ИЗОЛЯЦИИ
**ТЕХНО
НИКОЛЬ**


URSA
uralita

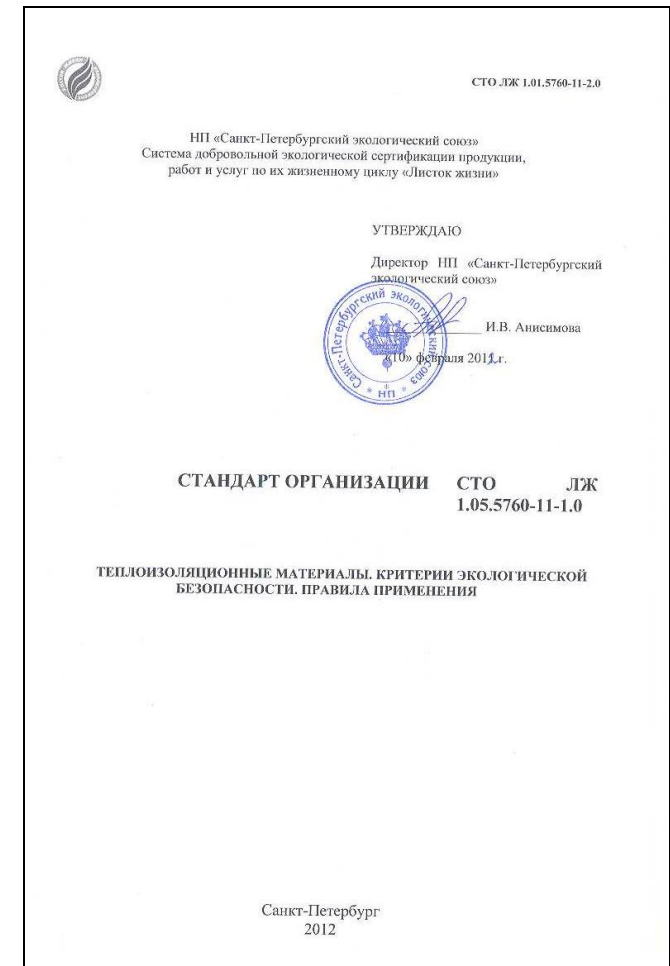


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Criteria development – case study

1. Introduction
2. Terms and definitions
3. Brief description of the life-cycle and environmental aspects
4. Certification principles and procedure
5. Environmental safety assessment criteria
6. Conclusion remarks
7. Regulatory references
8. Appendices



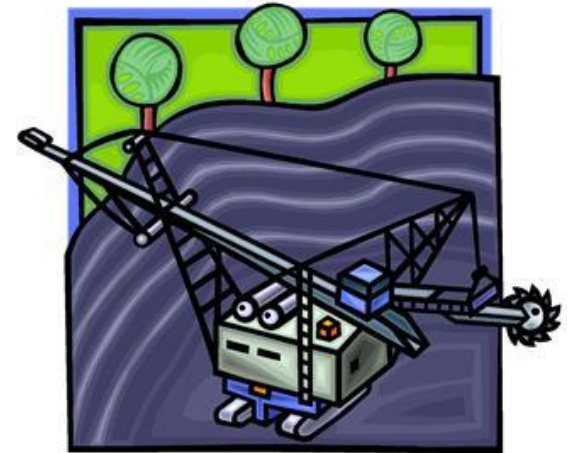
Criteria development – case study

General requirements

- General product description
- Compliance with local legislation
- Consumer properties and maintenance of product quality

Requirements for raw materials

- Quality of raw materials
- Requirements for origins of the raw materials
- Legal requirements for carriers
- Requirement for recycled content



Criteria development – case study

Requirements for final product

Limits for VOC emissions

Restricted use of:

Carcinogenic, mutagenic, teratogenic substances

Heavy metals

Halogenated fire retardants

Blowing agents with ODP>0

Radioactivity limits



Criteria development – case study

Requirements for manufacturing process

- Environmental management system
- Effectiveness of resource consumption
- Waste management at the manufacture
- Protection of personnel and local population



Criteria development

Requirements for packaging

- Content of halogens
- Ability for recycling
- Minimization of packaging



Provision of information

- Consumer's information
- Information for employees
- Documentation on eco-labelling requirements



Criteria Revision

Every 3 years or more often if needed



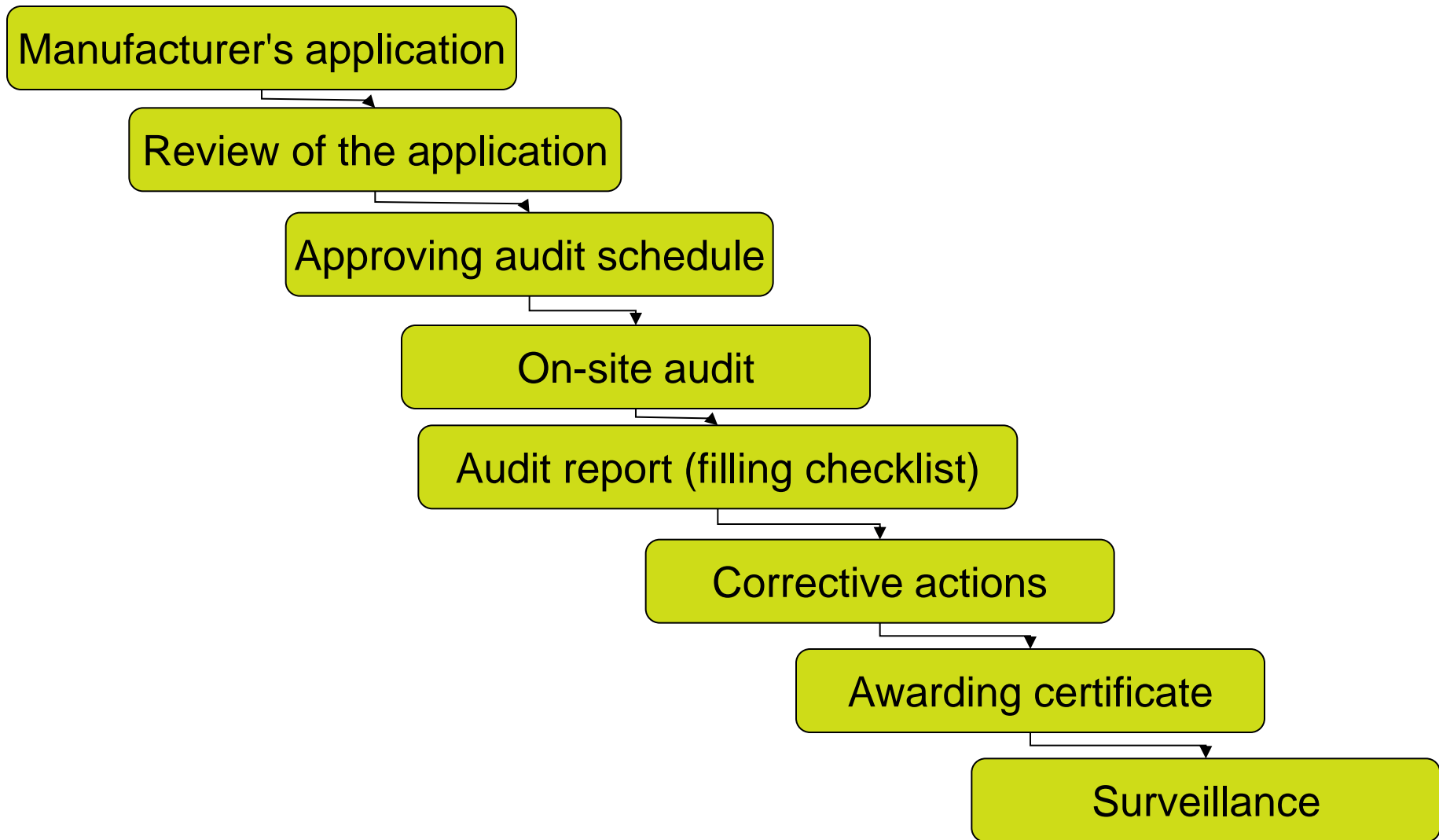
Constant Improvement



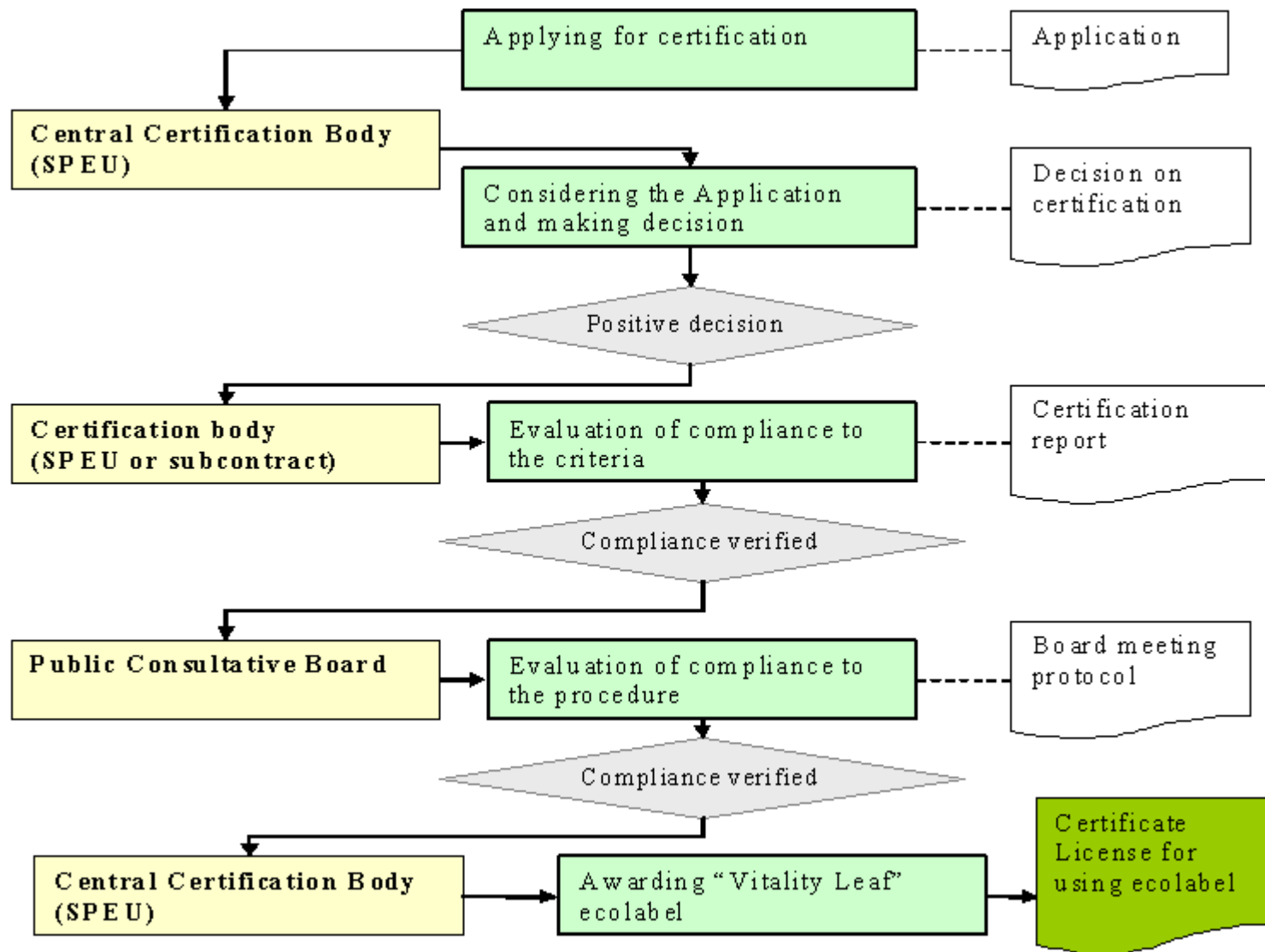
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Certification procedure - General steps



Certification scheme



Certification procedure

Filing and consideration of the application for certification

Submission of the application to the CCB

Registration of the application

Consideration of the application within 30 days period

Decision on the application

Provision of contract for certification (if decision is positive)



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Certification procedure

Conduction of verifications for the certification

Receiving signed contract and payment

Appointing experts (external experts could be involved)

Defining schedule of works and testing laboratories

Audit of applicant's documents

Laboratory testing

On-site audit

Analyzing results of audit



Certification procedure

Decision on issuing the certificate of compliance:

Made by certification body

Documented notification in case of refusal

Approval of the decision at the Public Advisory Board meeting:

Informing members of the board

Conducting Board meeting

Voting for compliance of certification
with rules of program



Certification procedure

Awarding the ecolabel

Certificate of compliance is issued on the basis of positive audit report and positive decisions of the Central Certification Body and Public Advisory Board



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Certification procedure

Supervisory control

Annual supervisory control is carried out by the CCB

Unscheduled control may be conducted in case of changing technologies, consumer complaints, negative reports from other inspections etc.

Certification procedure

Examples of the “Vitality Leaf” eco-label



3 different color schemes for each type of the eco-label



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GEN
Member

Certification procedure

Possible post-certification issues

Cancellation of the certificate

In case of violation of standards requirements by certificate holder

Suspension of certificate's validity

Until corrective actions are performed

Disputable issues

In case of disputable issues certificate holder (or applicant) is able to submit a compliant to the CCB



Certification procedure

Cost of certification includes:

- Payment for certification
- Payment for annual inspection control
- License fee

It depends on:

- Quantity of items submitted for certification
- Size of enterprise
- Type of product
- Laboratory testing



Qualification of Staff and Auditors

Some of the requirements for auditors:

Professional higher education;

Practical experience in the certification works and in
conduction of audits not less than 1 year;

Maintenance of confidentiality, objectiveness and impartiality;

Knowledge of Russian Federation's regulation base,
international ISO 9000 and 14000 standards, of Russian and
foreign practice of environmental certification



Qualification of Staff and Auditors

Before beginning individual work as the auditor, the candidate should conduct not less than 5 audits under the guidance of skilled auditor accredited in the System.

Verification of the auditors' competence conducted annually by the CCB administration.

Part of the System auditors is full-time personnel of the CCB; the others are external auditors that are involved in certification works.



Quality Management System

QMS is implemented in work of the CCB (not certified yet)

ISO Guide 65

“Quality Manual” serves for following:

defines CCB policies in the area of quality, and structure of the CCB in terms of quality management contains description of the QMS in relation to the certification works.

Procedures for Mutual Recognition

Certification criteria are equal to those of the “Vitality Leaf” System or more strict;

The applicant has provided certificate, criteria, certification report;
The product complies with requirements of the Russian legislation for imported products



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THANKS FOR YOUR ATTENTION!

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