



**Discussion on key success factors
for regional collaboration on
Eco-labelling**

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China Environmental United
Certification Center



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Typical cases

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Key success factors

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Recommendations



Energy star: story from national to international



- U.S. EPA voluntary program
- advanced standard which issued by EPA
- Focus solely on energy efficiency
- Highly recognized in national level
- Broadly agreements with developed economic entity of EU commission , Canada, Australian, New Zealand , Japan
- Adopted by top brand electronic product manufacturer including multinationals
- Internationally accredited testing institute by EPA

IECCB Scheme-story of multilateral acceptance



- 51 countries and 66 NCBs 270CB testing in the system
- One test applied more than one country: Truly international system for mutual acceptance of test reports and certificates dealing with the safety of electrical and electronic products.
- Multilateral agreement among participating countries and certification organizations
- Essentially based on IEC Standards If some members' national standards are not yet completely harmonized with IEC , national differences. Special National Conditions and Regulatory Requirements are permitted subject to formally declaring and detailing them to the IECEE Secretariat for further publication.

EU label: Story of multi brand label



- More choice for consumers
- On specific product harmonized each other
- From regional to national, criteria goes more stricter

CEL: story of progress step by step to harmonization



- **1 multilateral platform**-GEN broad member and GENICES awarded
- **2 cooperation mechanism**-common criteria and MRA certification together
- **3 common criteria**-CJK criteria of computer and MFD, Sino-Germany common criteria of toner cartridge
- **More agreement**-with Germany, Japan, Korea, Australia, New Zealand, Thailand, China HK

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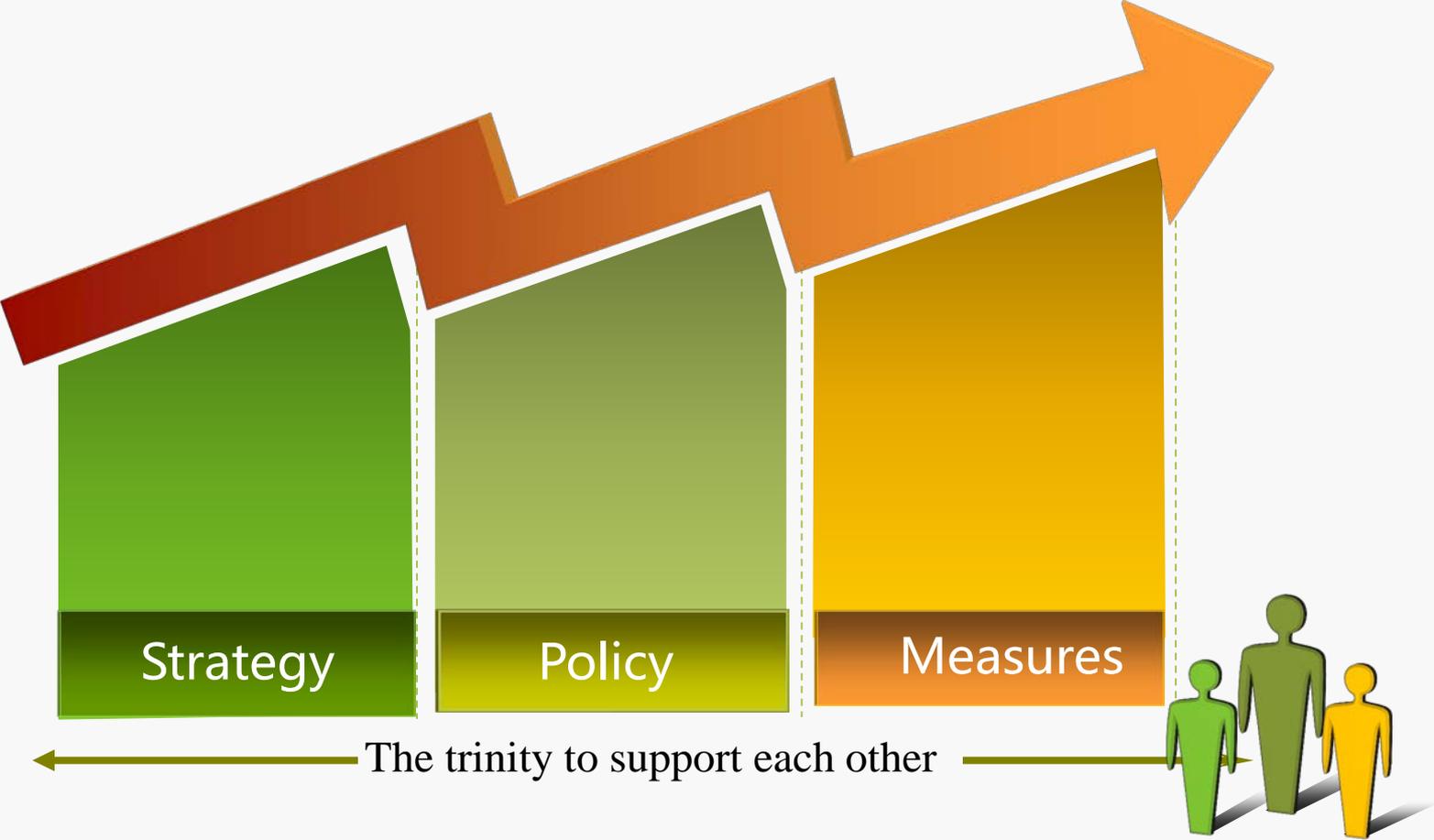
Key success factors

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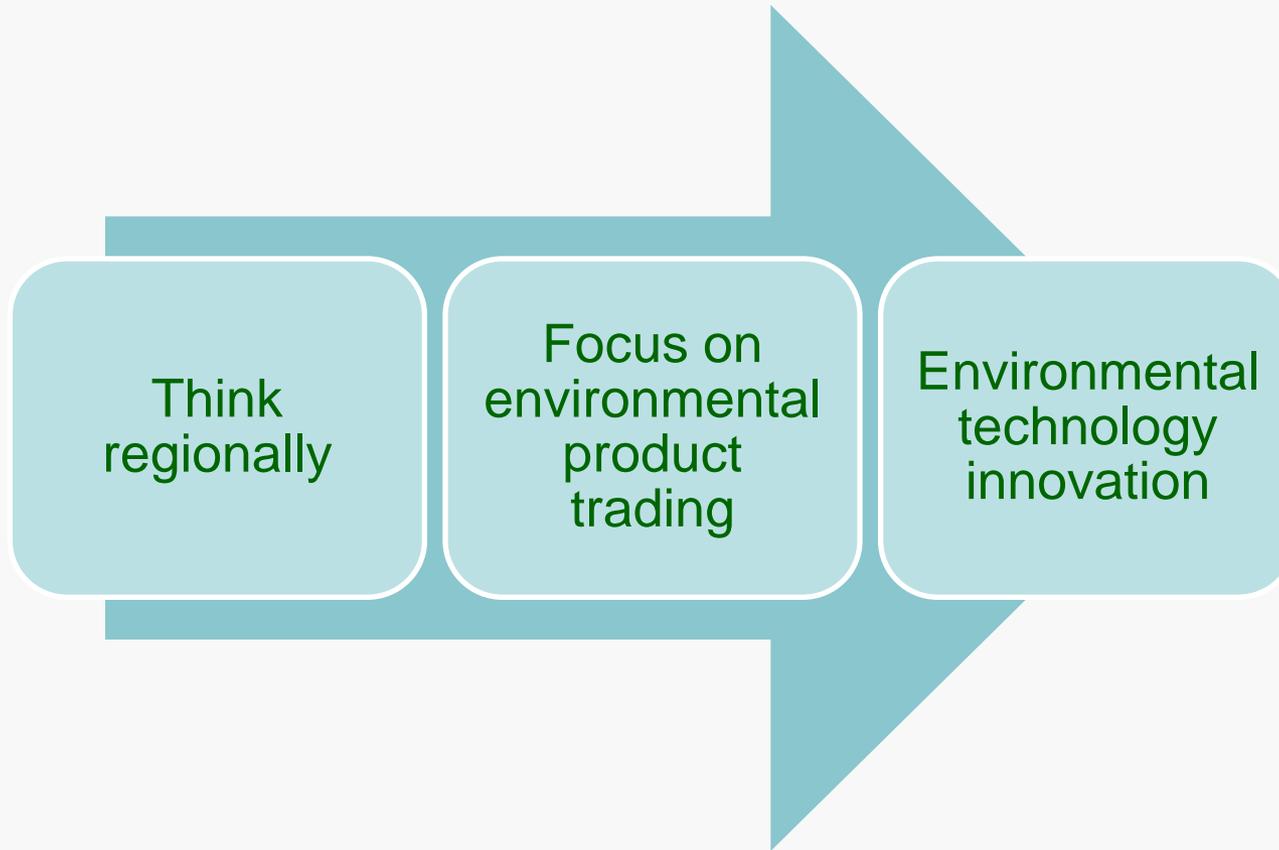
Recommendations



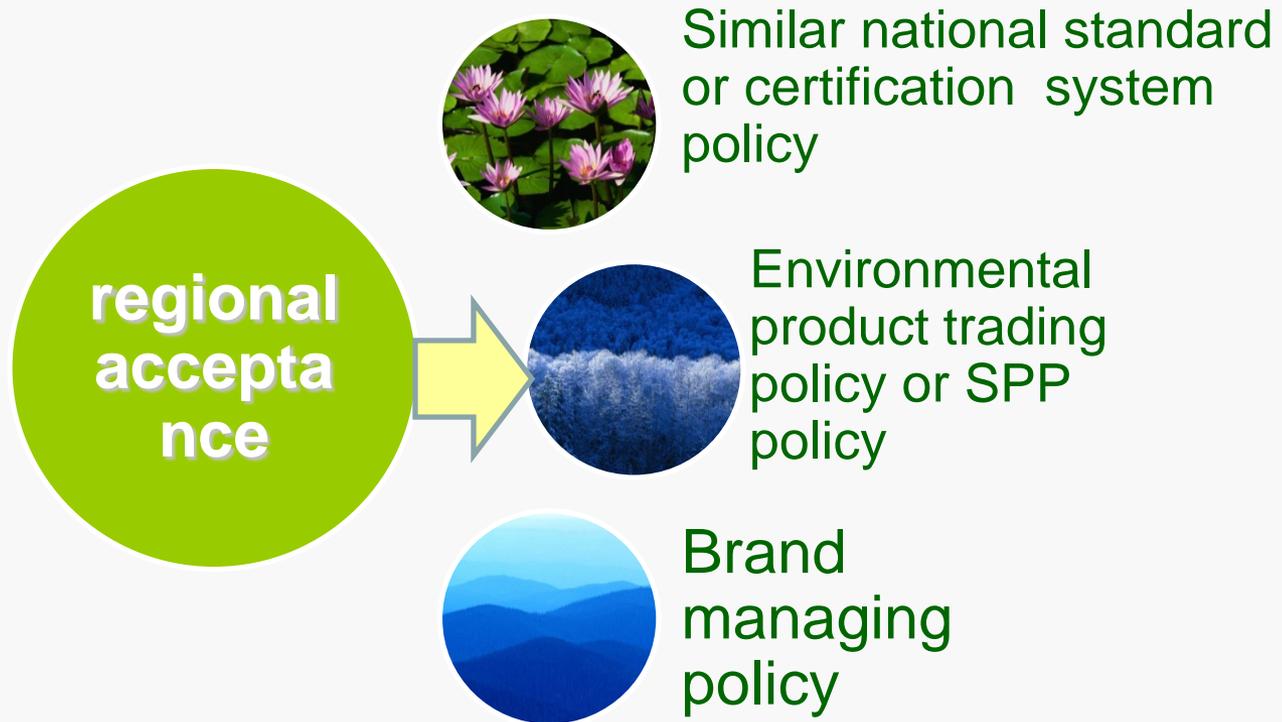
Key success factors



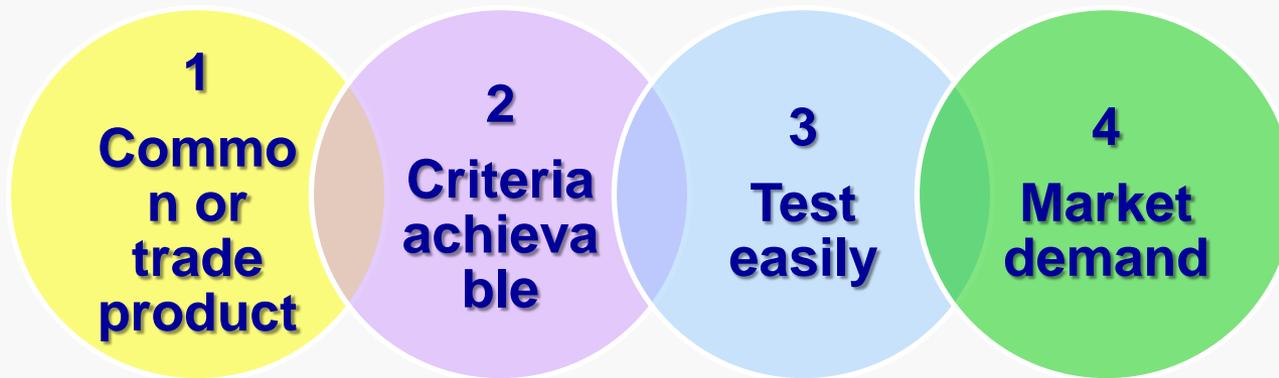
Strategy plan



Policy support



Measures achievable



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Eco-labelling in ASEAN

 <p>Thailand</p>	<ul style="list-style-type: none"> ❑ Established by government TEI and TISI ❑ Awarded GENICES ❑ 75 category ❑ MRA with EDF, JEA, KEITI, NZET, GECA, CEC ❑ Develop common criteria of paint, TV, DVD, toner cartridge 	 <p>Singapore</p>	<ul style="list-style-type: none"> ❑ non-government ❑ 80 category ❑ MOU with the Ecological Movement of Uzbekistan.
 <p>Philippines</p>	<ul style="list-style-type: none"> ❑ Non-government ❑ 35 category 	 <p>Malaysia</p>	<ul style="list-style-type: none"> ❑ non-government ❑ 31 category
 <p>Indonesia</p>	<ul style="list-style-type: none"> ❑ Established by government ❑ Certified by third party ❑ Detergent, textiles Various types of paper, Wood product 	 <p>Indonesia</p>	<ul style="list-style-type: none"> ❑ Non government ❑ MOU with FSC partly harmonized

Eco-labelling in ASEAN



- there have 5 eco label schemes in ASEAN among 26 GEN members, Green Label Thailand, Singapore Green Label Scheme, Green Choice Philippines, Ekolabel Indonesia and SIRIM Malaysia

Trade in ASEAN

- ASEAN AEC in 2015
- FTA -Australia and New Zealand, FTA - China, FTA-India, FTA-Japan, FTA-Korea
- RECP (regional economic partnership)conception
- APEC Environmental product list issued in 2012

Recommendations

Harmonized while differences

- Broadly cooperated bilateral in 10+3 mechanism
- Accept common part
- Examples-China Environmental Labelling

Fully harmonized

- Establish multilateral platform also sub-group of GEN
- Fully harmonized in specific product
- Examples-IEC CB

Multi-brand

- Example-EU flower

Conclusion

- ⌘ **Eco-labelling will play an essential tool to promote environmental product trading in global way just as its role to promote SCP nationally**
- ⌘ **Fully harmonized will be challenge while it deserve to make that happen**
- ⌘ **Let get together make it**



Thank You !

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