Eco-Labeling for Products
Manage eco-labeling requirements with ease

Proposed eco-labeling regulation for consumer goods has created questions for retailers and manufacturers about which countries plan to implement it and how it may impact their business. Globally, several companies are using different forms of eco-labeling – based both on third-party endorsed eco-labels as well as self-declaration – to communicate the environmental attributes of their products. This is being driven by both consumer desire for reliable and transparent environmental information, as well as increasing regulation globally. For instance, in France more than 160 companies are currently participating in a year-long pilot program to measure and communicate the environmental impacts of their products and packaging. This project was implemented in anticipation of proposed regulation that would make eco-labeling mandatory for all consumer goods sold in France starting in 2013 (article 228 from the law 2010-788 known as “Grenelle 2”). As a result, many companies doing business in France have questions regarding how to implement an effective eco-labeling process that complies with methodological standards and guidelines.

If you manufacture or sell products in France, it is imperative that you understand the proposed requirements and processes for eco-labeling.

Intertek Solutions
With dedicated solutions and support for all eco-labeling methodologies, Intertek helps decipher proposed eco-labeling regulations in France and other countries, as well as what is required in order to be in compliance with upcoming eco-labeling regulations.

Our technical expertise, in addition to our capabilities in developing user-friendly eco-design and eco-labeling tools, will ensure you have access to the best solutions to ease the process and prepare for future requirements.

Based on life cycle assessment (LCA), eco-labeling enables companies to assess the environmental impacts of products, packaging or services and provides key information needed to understand a product’s impacts from cradle to grave, while communicating environmental credentials and finding the best eco-design scenario.
Proposed French Eco-labeling Requirements

- **All consumer goods are included:** food, sports equipment, textiles, cosmetics, shoes, furniture, and more.
- **Different communication methods are currently under evaluation:** at the point of sale, on the product, on the packaging, through company websites or using smartphone applications, allowing different formats to be tested in order to understand the challenges and goals of effective communication between companies and the end consumer.
- **A multicriteria approach:** requiring communication of the impact on climate change, as a carbon equivalent together with other impact categories, which will be determined by the product category.

**Purpose and Process**

Eco-labeling provides the opportunity to test, assess and analyze consumers’ behavior when given access to environmental data, as well as the ability of companies to measure and communicate the environmental impacts of their products and packaging more effectively on a global scale.

The implementation of eco-labeling in France is coordinated by the platform ADEME / AFNOR (French Agency for Environment and Energy Management / Association French Normalization Organization Regulation) and takes into account:

- An LCA based on common methodological rules: the BPX 30-323
- The development of specific guidelines per product category (PCR) handled by sectorial working groups (still ongoing)
- A communication framework (to be harmonized)
- Mandatory use of a public LCA database

**How can Intertek Help?**

Intertek is a leading provider of quality, safety and environmental services to a wide range of industries around the world, with a Brussels-based center of expertise for environmental solutions. Intertek supports companies at every step of the eco-labeling and environmental impact assessment process and is deeply committed to the working groups and experimentation for eco-labeling together with many companies and professional federations:

- Supporting companies’ internal projects for eco-labeling and development of product category rules (textiles, detergents, sport equipment) with the ADEME / AFNOR platform,
- Supporting ADEME for the construction of the upcoming Public LCA database,

Intertek provides dedicated services and solutions for eco-labeling:

**Consultancy and Training**

Intertek offers LCA and eco-labeling consulting and training services.

**Environmental Assessment for Products**

Intertek performs data collection from your suppliers according to your PCR and determines your impacts based on existing PCR, according to the BPX 30-323 standard. Intertek’s Instant LCA™ tools offer easy-to-use solutions for eco-design and eco-labeling that can be adapted to your industry. We can also create your PCR according to the ADEME / AFNOR platform requirements.

**Eco-labeling / Communication**

Intertek supports your communication of relevant and reliable information regarding your products’ environmental performance in accordance with International Organization for Standardization (ISO) standards and regulatory requirements.