





## Ecolabels – Representative Examples









The following tables set out representative examples of ecolabels in the following categories:





1. National multi-criteria ecolabels;
2. Private multi-criteria ecolabels;
3. Carbon labels; and
4. Other single issue / industry specific ecolabels.

### 1. NATIONAL MULTI-CRITERIA ECOLABELS

Predominantly type 1 ecolabels, the first national ecolabel, i.e. ecolabel created by or in collaboration with a country's government, was Germany's Blue Angel, created in 1978. Since then, countries around the world have created their own, with varying levels of uptake.

Label (link)	Certification	Description	Products	Origin	Use area
	<b>EU Ecolabel</b>	Certifies overall low environmental impact. While not strictly national, it is included here due to its similarity with the national labels listed.	Predominantly consumer items with some services	EC	International
	<b>Blue Angel</b>	The oldest of the ecolabels (1978). Labels are awarded by an independent multi-stakeholder jury	Construction materials and consumer products	Germany	International



Label (link)	Certification	Description	Products	Origin	Use area
	<b>Environmentally Friendly: Croatia</b>	National label certifying low environmental impacts	Products including construction materials	Croatia	Croatia
	<b>Environmentally Friendly: Czech Republic</b>	National label certifying low environmental impacts	Products including construction materials	Czech Republic	Czech Republic
	<b>AENOR</b>	Independent organisation label launched in 1986 by order of the Ministry of Industry and Energy	Various products and services	Spain	International
	<b>El Distintiu</b>	Created by Catalan Government Decree in 1994	Various products and services	Catalonia	Catalonia
	<b>Environmentally Friendly: Hungary</b>	National label certifying low environmental impacts	Products including construction materials	Hungary	Hungary
	<b>Environmentally Friendly: Slovak Republic</b>	National label certifying low environmental impacts	Products including construction materials	Slovak Republic	Slovak Republic
	<b>Green Crane: Ukraine</b>	National label certifying low environmental impacts	Products including construction materials	Ukraine	Ukraine
	<b>NF-Environment Mark</b>	National label certifying low environmental impacts	Primarily aimed at consumers but can include construction products	France	France
	<b>Nordic 'Swan' Ecolabel</b>	National label certifying low environmental impacts	Consumer products and some construction materials	Scandinavia	Scandinavia

Label (link)	Certification	Description	Products	Origin	Use area
	Milieukeur	National label certifying low environmental impacts	Various products including agricultural	Netherlands	Netherlands
	EcoLogo	1988 launched national label certifying low environmental impacts now maintained by a private organisation	Various products and services	Canada	Canada
	Qualidade Ambiental	1993 ecolabel created by non-government association in collaboration with the Brazilian government. Based on life-cycle assessments	Various products and services	Brazil	Brazil
	China Environmental Labelling Scheme	National label certifying low environmental impacts launched in 1993	Various products and services	China	China
	Green Label Scheme	Established in 2000 – national scheme certifying low environmental impacts managed by the non-government body Green Council	Various products and services	Hong Kong	Hong Kong
	Ecomark	1991 launched national label certifying low environmental impacts. Draft criteria for new categories are opened for public consultation	Various products and services including food	India	India
	Green Label	1993 launched national label certifying low environmental impacts managed by Standards Institute of Israel	Various products and services	Israel	Israel




Label (link)	Certification	Description	Products	Origin	Use area
	<b>The Eco Mark</b>	1989 launched national label implemented and managed by the Japanese Environmental Association	Various products and services, particularly construction	Japan	Japan
	<b>Green Choice Philippines</b>	2001 launched national ecolabel managed by the independent Clean and Green Foundation Inc.	Various products and services	Philippines	Philippines
	<b>Green Label Singapore</b>	1992 launched national label managed by a non-governmental organisation – the Singapore Environmental Council. Draft criteria for categories opened for public consultation	Various products and services	Singapore	Singapore
	<b>Eco-Label</b>	1992 launched ecolabel managed by Korea Environmental Labelling Association. Based on life-cycle assessments	165 product categories	South Korea	South Korea
	<b>Green Mark</b>	1992 launched national ecolabel certifying low environmental impact	Various products and services	Taiwan	Taiwan
	<b>Green Label</b>	1994 launched national ecolabel certifying low environmental impact.	Various products, mostly construction and office.	Thailand	Thailand
	<b>Environmental Choice - Australia</b>	2001 launched national ecolabel. Re-attempt after the first launch of Environmental Choice in 1992	Various products and services	Australia	Australia
	<b>Environmental Choice – New Zealand</b>	1992 launched national ecolabel, managed by independent New Zealand Ecolabelling Trust since 2002	Various products and services	New Zealand	New Zealand

## 2. PRIVATE MULTI-CRITERIA ECOLABELS

Notably, the US does not have a national ecolabel. The two ecolabels listed below have, however, seen similar uptake.

Label (link)	Certification	Description	Products	Origin	Use area
	<b>Cradle to Cradle Certification</b>	Detailed appraisal of products throughout their lifecycle. Similarities can be found to both type 1 and type 3 labels.	Wide range of consumer and some construction and interiors products	USA	International
	<b>Green Seal</b>	Independent non-profit type 1 label launched in 1989. Similar to most national eco-labels in design and application.	Range of products and services	USA	International

## 3. CARBON LABELS

Label (link)	Certification	Description	Products	Origin	Use area
	<b>Carbon Trust</b>	Various labels including: reducing carbon, low carbon, carbon neutral and carbon measured	Primarily aimed at consumers but can include construction companies and products	UK	International
	<b>Climatop</b>	Certifies a product's better-than-average carbon footprint	Primarily aimed at consumers, but can include construction products	Switzerland	Switzerland
	<b>Carbon Reduction Institute</b>	Life cycle assessment based carbon neutral labels.  Carbon neutral label for products, NoCO2 and low CO2 labels for businesses	Businesses or individual products and services.	Australia	International

Label (link)	Certification	Description	Products	Origin	Use area
	<b>CarbonCare</b>	Recognises three steps: measuring, reducing and offsetting, as indicated by the number of leaves. First time applicants require a verified carbon audit report in accordance with the CarbonCare Label Protocol, a carbon footprint management plan and a declaration of a minimum 5% carbon reduction commitment	Businesses	Germany	International
	<b>CarbonFree</b>	Life-cycle assessment based carbon offset certification	Aimed at businesses	US	International
	<b>Carbon Neutral</b>	Certifies a business has offset their Scope 1 and 2 carbon footprint (i.e. carbon credits)	Aimed at businesses	US	International



N.B. A number of businesses do not use a particular certification, instead stating the CO<sub>2</sub> per kilogram on their products. There are a number of companies, such as [CarbonCloud](https://www.carboncloud.com), which can assist in calculating these figures.



#### 4. OTHER SINGLE ISSUE / INDUSTRY SPECIFIC ECOLABELS

Label (link)	Certification	Description	Products	Origin	Use area
	<b>BRE Certified Environmental Profile</b>	The UK's only construction materials certification scheme	Construction products	UK	International
	<b>British Allergy Foundation Seal of Approval</b>	Medical charity providing information and support to allergy sufferers	Interior furnishing eg carpeting, bedding etc.	UK	UK
	<b>CertiPUR</b>	PUR industry-created label. Certifies the content of PUR used in construction and furniture	Polyurethane foam	Belgium	Europe
	<b>eco-INSTITUT</b>	Measures and certifies lower than average hazardous contents and emissions	Building products and furniture	Germany	International
	<b>Energy Saving Recommended</b>	Certifies energy-saving appliances and materials	Appliances, windows, insulation	UK	UK
	<b>EU Energy</b>	Obligatory energy performance rating label	Domestic appliances	EC	Europe
	<b>Eurofins Indoor Air Comfort</b>	Certifies low VOC emissions	Construction products and furniture	Germany	Europe
	<b>Forest Stewardship Council (FSC) Chain of Custody Certification</b>	Independent certification of timber chain of custody	Timber	International	International
	<b>GreenGuard</b>	Certifies products for low chemical emissions	Building products finishes and furnishing	USA	International

Label (link)	Certification	Description	Products	Origin	Use area
	Natureplus	Certifies high recycled content (85%) or renewable materials and low emissions	Construction products	Germany	Europe
	ÖkoControl	Certifies use of sustainable materials	Furniture, bedding etc	Germany	Austria/Germany
	Programme for the Endorsement of Forest Certification schemes (PEFC)	The timber industry's own endorsement of national certification schemes	Timber	Switzerland	International
	SCS FloorScore	US flooring industry's own certification scheme of low chemical emissions	Hard flooring	USA	International
	Waterwise	Certification of efficient water appliances	Water appliances	UK	UK

Mayer Brown is a distinctively global law firm, uniquely positioned to advise the world's leading companies and financial institutions on their most complex deals and disputes. With extensive reach across four continents, we are the only integrated law firm in the world with approximately 200 lawyers in each of the world's three largest financial centers—New York, London and Hong Kong—the backbone of the global economy. We have deep experience in high-stakes litigation and complex transactions across industry sectors, including our signature strength, the global financial services industry. Our diverse teams of lawyers are recognized by our clients as strategic partners with deep commercial instincts and a commitment to creatively anticipating their needs and delivering excellence in everything we do. Our "one-firm" culture—seamless and integrated across all practices and regions—ensures that our clients receive the best of our knowledge and experience.

Please visit [mayerbrown.com](https://www.mayerbrown.com) for comprehensive contact information for all Mayer Brown offices.

Mayer Brown is a global services provider comprising associated legal practices that are separate entities, including Mayer Brown LLP (Illinois, USA), Mayer Brown International LLP (England), Mayer Brown (a Hong Kong partnership) and Tauil & Chequer Advogados (a Brazilian law partnership) (collectively the "Mayer Brown Practices") and non-legal service providers, which provide consultancy services (the "Mayer Brown Consultancies"). The Mayer Brown Practices and Mayer Brown Consultancies are established in various jurisdictions and may be a legal person or a partnership. Details of the individual Mayer Brown Practices and Mayer Brown Consultancies can be found in the Legal Notices section of our website. "Mayer Brown" and the Mayer Brown logo are the trademarks of Mayer Brown.

© 2021 Mayer Brown. All rights reserved.

Attorney Advertising. Prior results do not guarantee a similar outcome.