

the **KOREAN ECO-LABELLING SYSTEM**

Scheme, Products Category, Criteria, and Certification Procedures



May 1st, 2012

Capacity Building Training for Mongolian Experts in Eco-labeling

**Environmental Certification Department
Environmental Standard Management Office**

01 | **The Korean Eco-label**

02 | **Operation of the Eco-labelling System**

03 | **Green Procurement system**

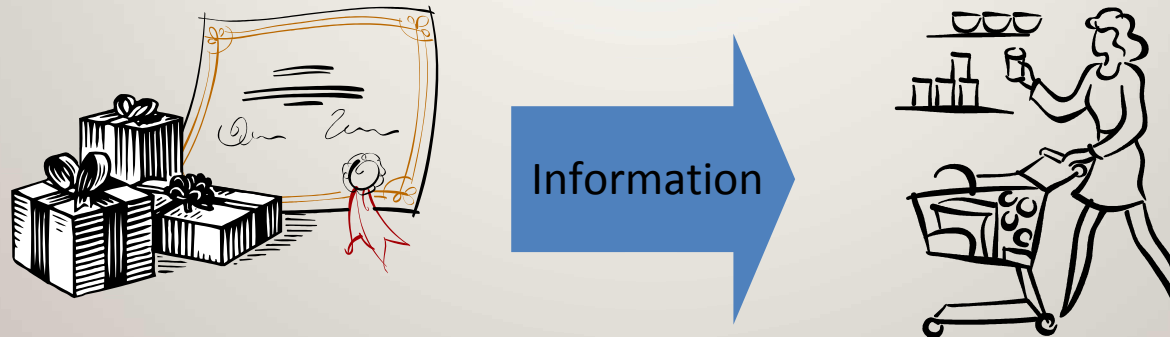
01 | The Korean Eco-label

01. The Korean Eco-label

| Objective of Eco-label

Objective of environmental labels (ISO 14020)

"...through communication of **verifiable and accurate information**, that is **not misleading**, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that **cause less stress on the environment**, thereby **stimulating the potential for market-driven continuous environmental improvement**".



01. The Korean Eco-label

| Eco-labels : Type I, II, III

TYPE I

Judging environmental performance for the requirements (criteria for certification) by third party agency


ISO 14024



TYPE II

Companies themselves proclaim the claims on environmental feature

ISO 14021



S.T.A.R. Programme
(Samsung Takeback and Recycling Programme)

TYPE III

Showing information on environmental features for each ingredient

ISO 14025



01. The Korean Eco-label

| Eco-labels : Type I

Type I Eco-label (ISO 14024)

- Judging environmental performance whether it is proper or not for the requirements (criteria for certification) for each item considering environmental impact according to environmental load (resource consumption and discharge of pollutants, etc.) throughout the entire process of production
- Notifying of being one of the Eco-friendly products with logo and simple description
- Certifying whether the product is proper for the criteria for certification with the verification by third party agency
- Now in operation in the agencies in about 48 countries in the whole world



Korea



Germany



EU



Japan



Sweden



Taiwan



China



Canada



Thai

Purpose of the Program

- Providing correct information to consumers on environment-friendly products
- Inducing companies to develop and produce environment-friendly products

Introduction to Eco-labeling logo

- Design implication: A shape encompassing the clear and clean environment
- Marking method
 - Upper part) The product name
 - Lower part) The reason for the certification



01. The Korean Eco-label

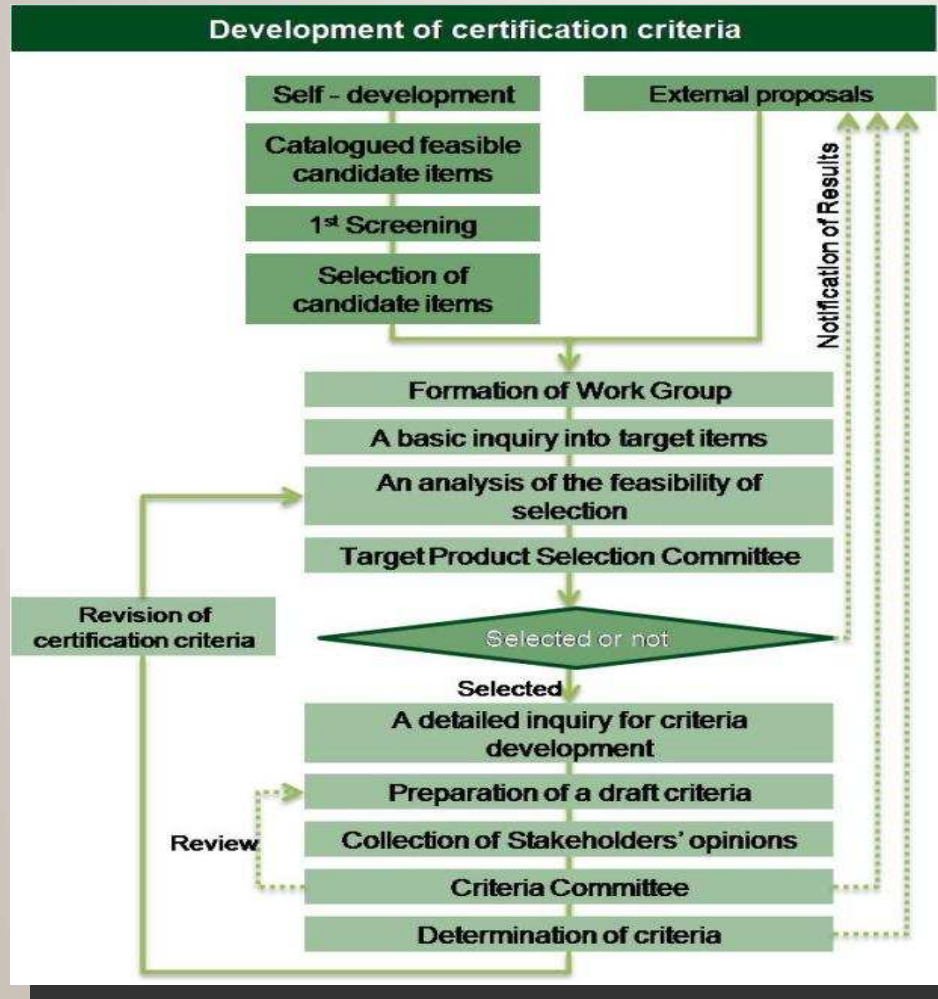
| Characteristics

- ◆ The Korean program considers both "environmental friendliness" and "quality of products"
 - Environmental friendliness : good environmental performance throughout life cycle process
 - Establishing criteria for top 20~30% of products compared to others intended for the same use
 - Water saving, energy saving, recycling, reduction of harmful substances, reduction of indoor air pollution, safety of human body
 - Quality : equal or higher quality compared to the Korean Industrial Standard

- ◆ Comparison with other certification systems
 - Good recycled mark certification : for products which high percentage is made from waste materials and satisfy good quality
 - High energy efficiency certification : for good quality and energy saving products

02 | Operation of the Eco-labelling System

Procedure of Criteria Development



Details of an Inquiry into the possibility of Selection

- Definitions, functions and raw materials, route of whole life stage
- Market status
- Related domestic and overseas laws and the government's policy direction
- Examples of overseas eco-labeling certification criteria
- Environmental friendliness based on product's environmental aspect (improvement effect)
- Quality-related domestic and overseas matters about an appropriate product or similar products
- Required matters acknowledged by the President of KEITI, such as the perception level of stakeholders

02. Operation of the Eco-labeling System

Product Categories

Office Equipment & Supplies



Office Equipment



Adhesive Paper Sheets



Document Files



Printing paper



Toner Cartridges



Writing Instruments

Appliances



Television Sets



Air Conditioners



Video Media Players



DVD Players



PCs

Household items



Toilet Paper



Dishwashing Detergents



Multipurpose Cleaner



Measured Rate System Garbage Bag



Packaging Materials

02. Operation of the Eco-labelling System

| Product Categories

House · Building Materials



Board Materials



Wallpaper



Finishing Materials for Wall



Windows



Aggregate

Services



Hotel Service



Automobile Insurance

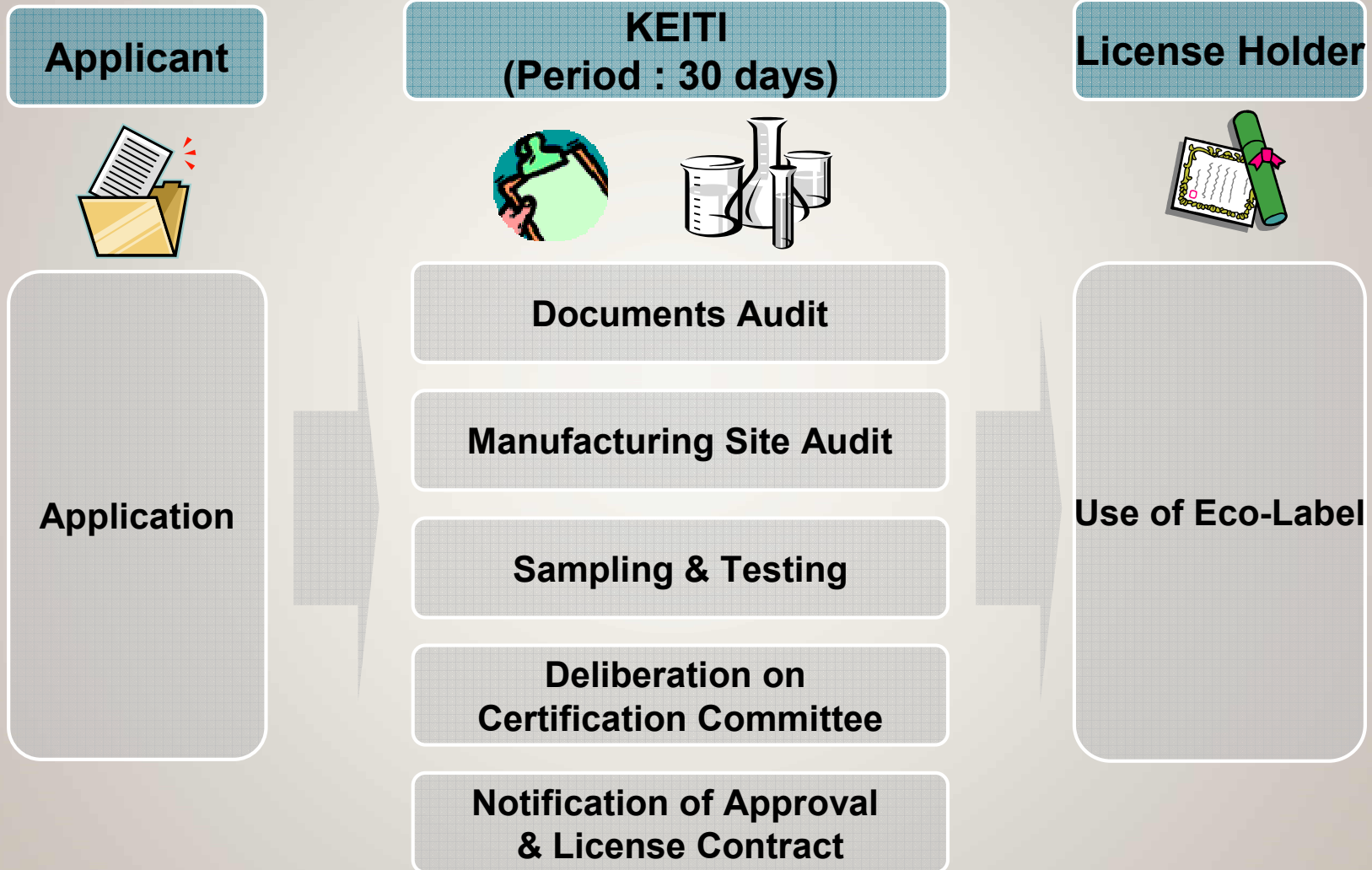
👉 149 products and 2 service criteria (2012.2.29)

The Korean Eco-label Information System

<http://el.keiti.re.kr/eng/index.do>

02. Operation of the Eco-labeling System

| Certification Procedure



◆ Documents to Submit

- Eco-Label Certification Application
- Data on environment-friendliness and quality of respective product
- Materials proving that product satisfies respective certification standards
- One copy of business license registration

◆ Certification Period: 2 years (renewable)

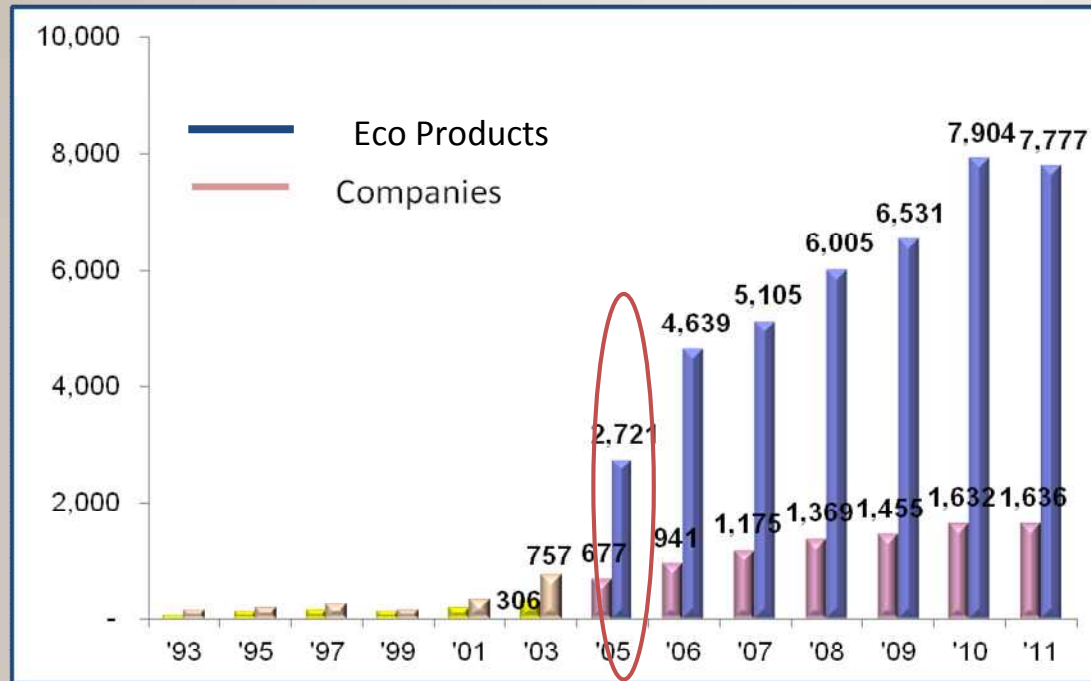
◆ Fees (excluding VAT)

- Eco Label Application Fee : Basic fee, Assessment expenses, Travel expenses
- Annual Eco Label Usage Fee

(Usage fee is differently decided depending on previous years sales)

02. Operation of the Eco-labeling System

Certification Status



By 2011, **7,777 products** (by **companies**) had received certification.

- The number of certified products has rapidly increased since 2005 (the “Act on the Promotion of the Purchase of Environment-Friendly Products” is introduced)

02. Operation of the Eco-labeling System

| Certified Products

Computers, monitors, and Laptop computers



- Less noise and highly energy-efficient products, RoHs-compliant products
- Upon disuse of the product, recycling rate more than 65% of its weight (including waste-to-energy)
- Ease of replacement and upgrading
- ※ Except direct current and CRT type for monitors (much environmental load)

02. Operation of the Eco-labeling System

| Certified Products

Wooden furniture, chair and bed



- Products reducing indoor air pollutants e.g. VOCs and formaldehyde
- Products not using PVC
- Products compliant to standards of harmful elements such as lead, cadmium, mercury and nickel, etc.



Toilet bowl, hydrant (tap)



① Toilet bowl

- Water saving product
- Quality products: Excellent cleansing of the bowl, high discharging performance
(Maintaining quality is a major factor in respect to reduced water use)

② Hydrant (tap)

- Water saving product
- Low lead elution on water contact part



◆ Incentives for Eco-label certified products

1. Becoming target of obligatory purchase by public institutions
(Article 6 of 「Promotion of Purchase of Eco-friendly Products Act」)
2. Granting credit upon ‘qualification for bid of purchase of goods’
from Office of Supply
3. Applying preferential purchase of goods and construction specifications
by local governments
4. Applying other government policies preferentially

03 | Green Procurement system

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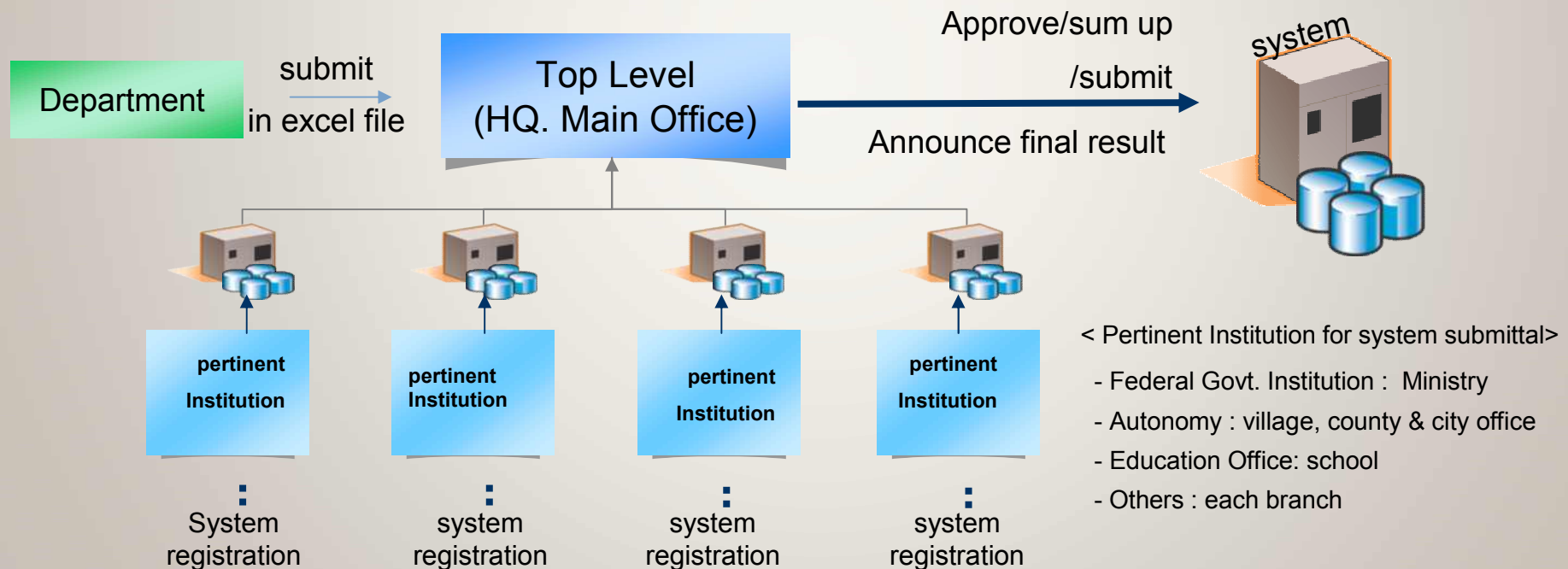
- ✓ **Since 2005, public institutions have purchased eco-products**
 - Eco-product mandatory purchase system was introduced by the government

- ✓ **Target Organizations : 833 governments and public institutions**
(Total 25,428 institutions including affiliated organizations)

- ✓ **Scope of Eco-Products : Eco-Label Products, Good Recycled mark products,**
Other eco-products satisfying criteria notified by the MOE

03. Green Procurement system | Public Sector

- ✓ Establish purchasing plan by the end of each January based on the “Guideline for Purchasing Green Products”
- ✓ The result is announced at the end of next year February
- ✓ The data are registered in the information system (<http://www.greenproduct.go.kr/>)



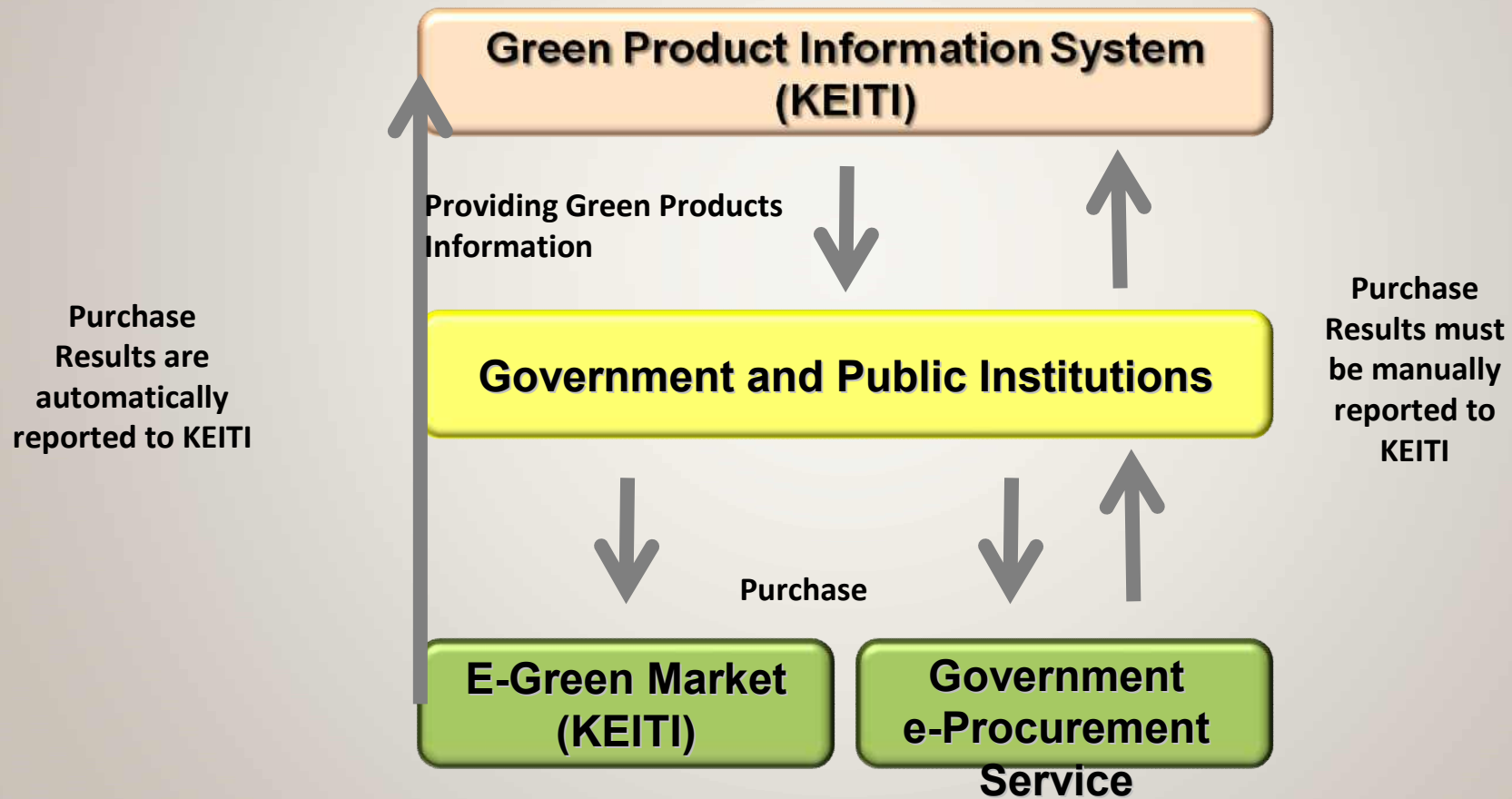
03. Green Procurement System | Government e-Procurement System

- ✓ Government e-Procurement Service operates the website (GePS) providing detailed information on eco-products to public organizations
- ✓ E-Green Market sells products which have achieved the eco-label.



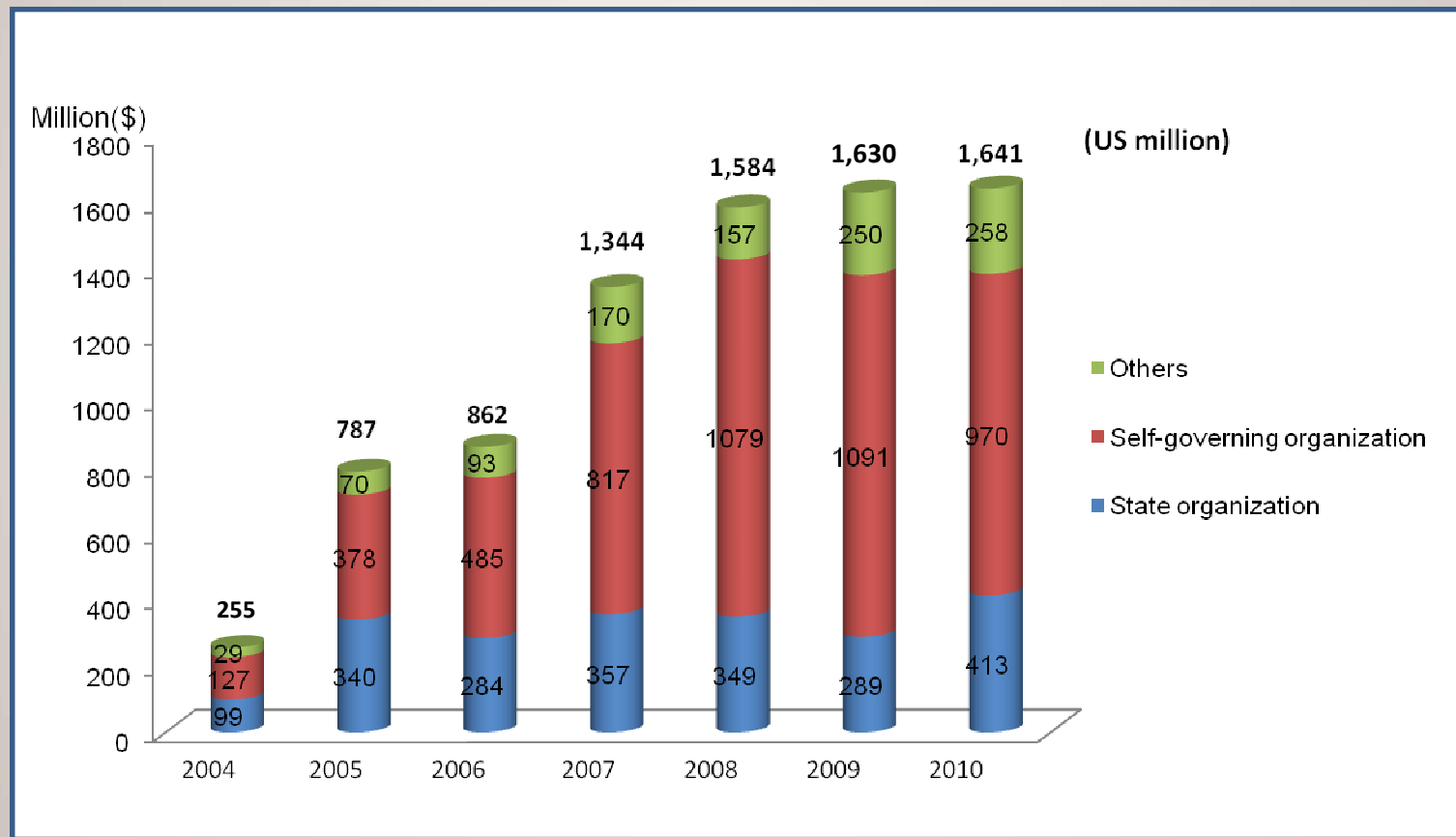
03. Green Procurement System | Report of Green Purchasing

◆ Flowchart of On-line Green Purchasing Result



03. Green Procurement System | Performance of Green Procurement

◆ Annual Procurement Cost[US million \$]



THANK YOU FOR YOUR ATTENTION



Eco-labeling : Realizing Green Growth, Green Consumption & Green Society

Environmental Certification Department
Environmental Standard Management Office

Tel. : +82-2-380-0415

<http://el.keiti.re.kr/eng/index.do>