

# ASSESSING THE EFFECTS OF ECOLABELLING PROGRAMME VITALITY LEAF

the market impact  
economic aspects  
environmental effectiveness  
trade effect



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



# «Green» Market in Russia

Chaotic

Undeveloped

A lot of greenwashing

Consumers don't trust «green» claims of producers

Consumers are not provided with the information on what «eco» is



# Situation with ecolabelling in Russia today

- No governmental support; sometimes vice versa the authorities influence destructively
- A lot of small labels based on «unclear» criteria
- Producers got used to the situation when any certification or label can be bought
- Consumers don't trust labels



**How to develop ecolabel with the current state of the market?**



# Development of the ecolabelling on the raw market

- Change the market!
- Train and educate the consumers. Gain confidence
- Interest producers and win their respect
- Earn respect and recognition from the authorities

**Sounds great, but how to achieve it?**



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# Authorities

## ● Internationally recognised certification body

For example, «Vitality leaf» is a member of GEN, participant of GENICES since 2011, criteria are based on international ecolabels, GEN members,



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# Authorities

- Example of involving authorities in Russia –  
Public Consultative Council



- Participation in governmental conferences and forums





# Authorities

🌿 Dialogue with authorities on environmental issues (round tables on air, waste), involvement in environmental political life of the country



# Producers

## 1. To choose target groups and work directly

Our choice includes:

- Green Building
- Food products
- Services: ECO office, ECO hotels
- Detergents, cosmetics



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# Producers

*In Russia namely these sectors are interested in «green» development now. We make maximum effort for ecolabelling marketing among producers of these sectors.*



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# Producers

## 2. To perform green labelling marketing among producers

- To include them in criteria assessment and therefore inform them on opportunity of certification undergoing.

## 3. To develop ECO PR

- Training for producers  
«How to use ecolabel effectively and what is the green marketing?»

## 4. To be strict, objective, maximum transparent in order to avoid suspicion that the label was bought

- Council which proves the correctness of the decision on granting of label or external audits controlling the quality of certification body's work.



# Consumers

## 1. Collaboration with leading mass media of the country

- comments to the «green» articles on important and urgent topics
- participation in popular talk-show, newscast etc.
- press-conferences on new «green» products
- our own TV-program (after 5 years of attempts this year we managed to bring into life the weekly eco program leading by Semen Gordyshevskiy)



## 2. Holding of our own thematic exhibitions



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# Consumers

## 3. Participation in other exhibitions and conferences with our own stands



## 4. Opening of eco-sections in retailers

## 5. Web site and social networks



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# Consumers

## 6. Publishing of books both on ecolabelling and on related topics promoting culture of eco consumption





# Consumers

## And the most important thing!

Work with consumers through the producers, as they have large budget for marketing and promotion.

Don't forget about them after the certification:

- carry on a constant dialogue;
- get involved in their PR and promotion campaigns.



# Changing the market

## 1. Assistance, support of certified «green» brands in Russia

Procedures for simple recognition of those international ecolabels, GEN members, which have criteria equal to ours or stricter.

This scheme allows to increase the quantity of certified products on the territory of Russia with «Vitality leaf» ecolabel.

## 2. Development of service certification as it involves other markets

For example: eco office and eco hotels NEED: eco washing agents, paper, office materials etc.



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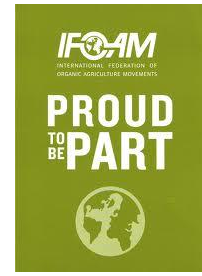
# Change the market

## 3. Involvement in green mainstream. For example in Russia:

- Olympic games 2014 in Sochi and its green politics
- Opening of RuGBC office in Russia
- Organic certification



GREEN BUILDING COUNCIL  
RUSSIA



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# Conclusions on development of ecolabelling in Russia

## 1. Growth of «Vitality leaf» awareness

**2005 year –17%, 2008 year – 25%, 2011 year – 32 %**

## 2. Increase of applications for certification

**2005 year – 4, 2008 year – 10, 2011 year - 50**



# Conclusions on development of ecolabelling in Russia

3. Ecological Union experts are being invited regularly by all central TV channels and enter the editorial board of Russian leading publishers
4. Ecological Union experts are jury members of «green» competitions holding in Russia



5. We develop assessment system of “green” construction materials for the state corporation
6. We are awarded by the Finnish grant on development of eco food project on the territory of Russia and Finland



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# Conclusions on development of ecolabelling in Russia

## 7. Web site traffic growth

**2005 year – 20/day, 2008 – 70/day, 2012 – 300/day**

## 8. Increased number of publications for the previous 5 years

**2005 year – 20/year, 2008 – 50/year, 2011 – 100/year**



# Advantages of the «green» image for producers in Russia?

- **Image of the environmentally responsible company**
- **Trust and credibility among partners and clients**
- **Environmentally responsible team**
- **Demonstration of own social responsibility for the society**
- **Care about nature, consumers and employees**
- **New opportunities for PR**
- **Informational reason for free publications in mass media**
- **Financial economy due to decrease of resource, energy, water use; realization of «green» technologies**



# THANK YOU FOR THE ATTENTION!

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