

Eco labels

Common characteristics include:

- ❖ -Defines a product category
- ❖ -Considers the product's life cycle
- ❖ -Multiple stakeholders involved (i.e. industry, non-governmental, government agency, and public)
- ❖ -Focuses on multiple attributes
- ❖ -Independently verified
- ❖ -Logo used as a “seal of approval” - Certifies a product to be environmentally preferable compared to other similar products
- ❖ -Member of Global Eco-labeling Network (GEN)

Example of an Eco logo:

Steps:

Choose a Product category: Compostable Bags:



