

ANNEX 8.5

■ How to use the Green Choice Logo

GREEN CHOICE PHILIPPINES MANUAL ON THE USE OF GREEN CHOICE LOGO

I. DESIGN OF THE GCP LOGO

The logo is a sphere divided into two parts. The dark blue left side represents the Earth, symbolizing the global nature of the movement. The green right side features a dark green leaf that embodies nature. At the center is a drop of clean water (white and sky blue color) and a bloom that also symbolizes nature. A green band encircles the sphere where the name “Green Choice Philippines” appears.

The logo was created and designed pro bono by Perceptions, Inc.

II. HOW TO USE THE GCP LOGO

- 2.1 The basic design of the GCP logo is attached. It could only be reduced or enlarged.
- 2.2 There are five different shades that comprise the GCP logo. The standard colors are the following:

Outer Ring:	R – 11 G – 112 B – 20
Dark Blue (left side):	R – 2 G – 15 B – 182
Water Drop:	R – 87 G – 206 B – 249
Leaf:	R – 7 G – 168 B – 4
Leaf Background:	R – 159 G – 243 B – 157

- 2.3 The standard colors stated above should not be changed and should only be printed in solid color. When printing over some ground color, the GCP logo may be printed in its solid grayscale form.
- 2.4 The characters, “green choice PHILIPPINES” appearing in the green band, must be left blank, without any color or design. The font style for “green choice” is GOUDY, while for “PHILIPPINES” is HUMANST970BT. Any other fonts shall not be used.
- 2.5 The GCP logo should not be placed in rectangular or other shapes.
- 2.6 The GCP logo should not be used in any form of patterns, such as linking them together or with other trademarks and logos.

- 2.7 Do not reduce or enlarge the size of the GCP logo to an extent that the logo is deformed, or the certification category and its benefits of environmental protection (hereinafter referred to as “environmental indication”), is not recognizable.

III. HOW TO INDICATE THE CHARACTERS SHOWN BELOW THE LOGO

- 3.1 The GCP logo shall be used with the certification category that the product satisfies printed below, together with the environmental indication it exemplifies.
- 3.2 The font for the certification category and the environmental indication is specified as “Arial”. Any other fonts shall not be used. Exceptionally, if there is any sufficient reason for the inability to use “Arial”, one of the following alternative fonts shall be used:
- Arial Narrow
 - Arial Black
 - Stewardson
- 3.3 The certification category and the environmental indication shall be displayed along the outer circle of the GCP logo. The words shall come below the circle and the character in the middle of these words shall come directly below the center line of the logo. When the words are even numbered, layout the words in such a way that the middle two words come directly under the center line of the logo.
- 3.4 In reducing or expanding the size of the GCP logo, the certification category and environmental indication shall be reduced or expanded in the same proportion with the logo. However, do not reduce the size to such extent that the words become illegible.
- 3.5 The environmental indication expressed below the GCP logo shall be approved by the Program Administrator.

IV. HOW TO INDICATE GREEN CHOICE PRODUCTS

When advertising Green Choice products, the following expressions shall be used to indicate it is an ecolabelled product. No other expressions can be used.

- Green Choice Product certified by the Ecolabelling Programme of the Philippines
- Environmentally Sound Product awarded by the Ecolabelling Programme of the Philippines
- Green Choice Product awarded by Green Choice Philippines
- Environmentally Preferable Product certified by Green Choice Philippines
- Green Choice Product

V. USE OF THE GCP LOGO FOR UNUSUAL PRODUCTS

- 5.1 If the Green Choice certification is awarded to products that are used as parts and components, the Green Choice logo can be used only for those concerned parts and components. Therefore, the Green Choice logo cannot be used for finished products which contain only certain Green Choice approved parts and components.
- 5.2 The Green Choice logo should not be used for products which change their external appearance and are manufactured in other forms, to conform to some special specifications ordered by their end-customer.

- 5.3 The Green Choice logo should not be used for Green Choice certified products if the company, other than the Licensee to whom the Contract for the Use of Green Choice Logo is issued to, sells or distributes the products with a different brand name and/or model.

VI. INQUIRIES

For questions regarding the usage of Green Choice logo or environmental indication, contact the Program Administrator at the following address and telephone numbers:

Green Choice Secretariat
Clean & Green Foundation, Inc.
2/F Benlife Building, BPI Complex
Muralla Street, Intramuros, Manila
Tel: (632) 528-0976
Fax: (632) 527-4390
E-mail: greenchoice@i-manila.com.ph
Website: www.greenchoicephilippines.org

VII. BASIC DESIGN OF THE GREEN CHOICE LOGO



PC-0001
Reduction of Water Pollutants

ANNEX 8.6

STRATEGIC PLAN OF THE ECOLABELLING PROGRAMME OF THE PHILIPPINES FOR 2003 TO 2007

**5 August 2003
Manila, Philippines**

INTRODUCTION

This Master Plan of the Ecolabelling Programme of the Philippines (ELP), which covers 2003 to 2007, shall act as the road map for the establishment and implementation of the program from its birthing to its early years.

Needless to say, this document is seen as one of the major outputs as well as a significant development in these early stages of the implementation of this program. The developers of this document have sought to include all data, projections and plans that they thought relevant for the effective implementation of the ELP and to ensure its success for the benefit of both the industry and the environment. Methods of implementation are also included herewith which are hoped to be effective and most appropriate for the objectives of the ELP.

It is also hoped that with the development of this Master Plan, other sectors of Philippine society and all those who are interested are informed of the plans, projects and program of both the government and all its private sector partners in trying to bridge the gap between economic development and environment preservation. Appreciation of this Master Plan is not limited therefore to the implementers of the ELP but to all concerned groups and individuals as well.

It is hoped that the Department of Trade and Industry and the Department of Environment and Natural Resources, as well as the designated private sector administrator, the Clean & Green Foundation, Incorporated, and all the private sector partners enumerated herein shall succeed in implementing this strategic blueprint. But it is likewise hoped that this Master Plan is enhanced by better methods to be borne out of practical lessons in the actual implementation of the program. This document is therefore not cast in stone but shall be updated and augmented whenever practical and employable. Be assured that the implementing agencies and its partners shall be grateful for those enhancements when they come.

Finally, it is hoped that the National Philippine Ecolabelling Program, Green Choice-Philippines, shall contribute in no small measure to the collective quest for sustainable development, for the sake of Mother Nature and the coming generations.

ABBREVIATIONS AND ACRONYMS

AAP	-	Advertising Association of the Philippines
ADB	-	Asian Development Bank
APO	-	Asian Productivity Network
BOD	-	Biochemical Oxygen Demand
BOI	-	Board of Investments – DTI
BPS	-	Bureau of Products Standards – DTI
CACP	-	Citizen's Alliance for Consumers Protection
CEOs	-	Chief Executive Officers
CFC	-	Chlorofluorocarbon
CHED	-	Commission on Higher Education
COCAP	-	Concern Citizen's Against Pollution
CSR	-	Corporate Social Responsibility

C&GFI	-	Clean & Green Foundation, Inc.
DA	-	Department of Agriculture
DAP	-	Development Academy of the Philippines
DBM	-	Department of Budget and Management
DBP	-	Development Bank of the Philippines
DENR	-	Department of Environment and Natural Resources
DOE	-	Department of Energy
DOST	-	Department of Science and Technology
DTI	-	Department of Trade and Industry
EBI	-	Environmental Broadcasting, Inc.
ECOP	-	Employers Confederation of the Philippines
ECP	-	Environmental Choice Program
EISP	-	Environmental Infrastructure Support Program
ELP	-	Ecolabelling Programme
EMB-DENR	-	Environment Management Bureau – DENR
EMPOWER	-	Environmental Management for Public and Private Sector Ownership
EPIC	-	Environmental Practices for Industrial Competitiveness
GEN	-	Global Ecolabelling Network
HABS	-	Hard Alkyl Benzene Sulfonates
HRAP	-	Hotel and Restaurant Association of the Philippines
ICLEA	-	International Council for Local Environmental Initiative
IEC	-	Information Education and Communication
IPO-DTI	-	Intellectual Property Office – DTI
ISO	-	International Standards Organization
ISSEP	-	Industrial Support and Service Expansion Program
JBIC	-	Japan Bank for International Cooperation
JICA	-	Japan International Cooperation Agency
KELA	-	Korean Environmental Labeling Association
LBP	-	Land Bank of the Philippines
LCA	-	Life Cycle Analysis
LTO	-	Land Transportation Office
MAP	-	Management Association of the Philippines
MMDA	-	Metro Manila Development Authority
NEDA	-	National Economic Development Authority
NGO	-	Non-Government Organization
NSWMC	-	National Solid waste Management Commission
PATLEPAM	-	Philippine Association of Tertiary Level Education for Environmental Protection and Management
PBE	-	Philippine Business for Environment
PBSP	-	Philippine Business for Social Progress
PCCI	-	Philippine Chamber of Commerce and Industry
PD	-	Presidential Decree
PEZA	-	Philippine Economic Zone Authority
PhilExport	-	Philippine Exporter Confederation Inc.
PIA	-	Philippine Information Agency
PPMs	-	Process and Product Methods
PRIME	-	Private Sector Participation in Managing the Environment
PS	-	Philippine Standard
PTA	-	Philippine Tourism Authority
P3R	-	Philippine Pollution Prevention Roundtable
RA	-	Republic Act
SIDA	-	Swedish International Development Cooperation Agency
SMEs	-	Small and Medium Enterprises
SWOT	-	Strengths, Weaknesses, Opportunities and Threats
TC	-	Technical Committee
TWG	-	Technical Working Group
UN	-	United Nations

UNCTAD	-	United Nations Conference on Trade and Development
UNDP	-	United Nations Development Programme
UNEP	-	United Nations Environmental Program
WB	-	World Bank
WTO	-	World Trade Organization

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EXECUTIVE SUMMARY

This Master Plan is a comprehensive document that presents the compelling need as well as the tasks at hand and methods in implementing the Ecolabelling Programme of the Philippines in its first five years.

The first part of this document narrates the reasons for the development of this strategic blueprint as forwarded by the Japan International Cooperation Agency, the United Nations Development Program, which both provided initial fiscal support to the program, and Program Administrator Clean & Green Foundation, Inc. Its Background also narrated the first few tasks undertaken for the establishment of the ELP until the development and presentation of this Master Plan.

This document went on to present the alarming and deteriorating state of the Philippine environment, specifically its garbage, air pollution, wildlife habitat and biodiversity loss, cyclical flash flood and drought phenomena, ecosystem deterioration, and consequent outbreaks of old and new diseases. This sad reality is juxtaposed with the original state of the Philippine environment, which previously held the enviable distinction of one of the richest countries in terms of natural resources.

These destructive cycle may be checked, however, by increased demand for environment-sensitive products and services brought about by proffered safeguards in the implementation of globalization of trade and industries. But sufficient access to resources, technologies, and information must be made available to the developing countries such as the Philippines to allow them to meet these environmental requirements. This tack may help in checking the spiraling deterioration of the environment brought about by economic activities.

The Philippine government for its part has approved and laid out environmental policies, laws, and programs to comply with new international agreements on this front. It is on the strength of thee laws and policies that the ELP is being implemented.

The local industry is profiled by this document to be largely small to medium-sized enterprises, dominated by the agricultural sector. Their concerns such as comparatively higher production costs put them in a disadvantage over neighboring countries such as China, Taiwan, Vietnam, and others. The weak Peso as well as the local industries' weak capacity for technology development also proves disadvantageous.

Lower earning capacities for ordinary Filipino families also tell on the overall economic picture. Their devotion to make a living makes it difficult for them to contribute to environmental preservation.

The document then narrates the history of the global ecolabelling campaign as well as introduces the program to the Philippines. Then the Master Plan proceeded into sharing the foreseen strengths and weakness of the program in the local setting as well as the possible opportunities and "threats". A declaration of its principles and framework follows such as its vision, mission and goals.

The second part of the document deals with its program development, such s its components, structure and framework, and plans for promotion and advocacy, capacity building of its staff, development of name and logo, networking with other sectors and organizations, and others. This was done through narratives and tables for easier comprehension of its details.

The development of product and services criteria was given due attention, as this constitutes one of the most important tasks of the project. They are, after all, the standards with which different products and services shall be appreciated, whether they are a bane to the environment or are environment-friendly. A table of product categories is also presented for consideration by the ELP Board.

The third part of the document deals with the Financial Plan for the ELP. It is enumerated herein the fiscal requirements in the implementation of the program. The government is persuaded to provide sustained fiscal support since ELP is a government project first and foremost. Contributions made by private sector partners are also acknowledged.

Plans to tap other sources such as local and foreign funding agencies are also in the pipeline. Project proposals shall be aggressively developed and forwarded to provide additional support to the program.

The Master Plan also proposes that once several product and product criteria have been developed and several products and services have already applied for accreditation, only then that the ELP may declare financial independence.

FORMULATION OF STRATEGIC PLAN FOR ECOLABELLING PROGRAMME AND ITS OBJECTIVES

The preparation of the Ecolabelling Strategic Plan was proposed jointly by the JICA EMPOWER Project, the UNDP EPIC Project and the Clean & Green Foundation, Inc. primarily to draw a road map of the programme in the next five (5) years.

This strategic plan attempts to provide direction and suggest actions to be pursued by the National Ecolabelling Programme of the Philippines. It is expected that this plan will provide the policy and framework, mechanisms to supervise and institutionalize the programme, identify priority activities and their implementation approaches, investment needs, and its sustainability.

BACKGROUND

The continuous development of environment policies and systems and the creation of effective instruments for their implementation are major responsibilities of the government. While environmental compliance to environmental standards remain inconsistent in many parts of the world and are at best related primarily to testing and measuring pollution through codes such as ISO (International Standards Organization) 14 000 series, the Philippines has already adopted some systems to provide options for concerned agencies to measure environmental practices and procedures.

ISO 14 000 series standards are concerned with complex environmentally – oriented management, which includes Environmental Labelling, often called Ecolabelling. A voluntary third party certification body, the program identifies products that have less environmental impact, sets up environmental requirements, and awards a special seal of approval to products that meet these standards. It is seen as an important market instrument to complement government laws and regulations for environmental protection.

The Philippine Ecolabelling Programme is the government's response to the need to change consumer preferences and practices and to initiate demand for environmental responsibility from all sectors of society.

When Republic Act No. 9003, also known as "Ecological Solid Waste Management Act of 2000", was approved on 26 January 2001, the Ecolabelling Programme (ELP) of the Philippines was given legal basis. Article 4 of Section 27 states that the "Department of Trade and Industry (DTI) shall formulate and implement a coding system for packaging materials and products to facilitate waste recycling and reuse." The DTI, through its Bureau of Product Standards (BPS) and the Private Sector Participation in Managing the Environment – Environmental Management System Module (PRIME Module 3) adopted a plan for the development of the National Product Ecolabelling Program.

Clean & Green Foundation, Inc. (C&GFI) was designated Administrator of the programme through a Memorandum of Agreement signed by the members of the Ecolabelling Board, headed by BPS-DTI and EMB-DENR, last 07 March 2001.

ELP gained momentum when UNDP, through its Environmental Practices for Industrial Competitiveness (EPIC) Project, and JICA, through its Environmental Management with Public and Private Sector Ownership (EMPOWER) project, together with Board of Investments-DTI buttressed the programme by providing technical and financial assistance. Both agencies are assisting the programme in its initial stages of development.

SITUATIONAL ANALYSIS

I. Environmental Situation

The unending quest for industrial development gives rise to an ever-increasing demand for resources. As a result, the environment now is facing an alarming rate of deterioration such as it never had in history.

Resource consumption and the consequent garbage and emissions they create pose a serious threat to the stability of the biosphere and are threatening the life support system of all living things, not the least of whom are human.

The environment is experiencing unprecedented stresses such as the accumulation of dispersed matter harvested from the earth (e.g. garbage), persistent build up of man-made compounds (e.g. Nitrogen dioxide, Sulfur dioxide, and Carbon dioxide and other greenhouse gases), and deterioration of nature's capacity for renewal. Global warming, desertification, acidification, biodiversity loss, flash flood and/or drought, deterioration of ecosystems, and occurrence of new diseases are but some of the few manifestations of growing local, regional and global environmental problems.

Once called "*The Pearl of the Orient*," the Philippines could no longer claim this aphorism as it is among the bandwagon of nations that continuously sacrifices its natural resources in the name of industrialization without taking into consideration the sustain pattern of economic development. Its tropical rainforests now belong to the so-called global biodiversity hotspots as it shrinks from 21 million hectares at the early 1900s' to only 5.6 million hectares at the turn of the century. This has resulted in the loss of plant and animal species, soil erosion, and water cycle disruption that trigger more environmental imbalances. Philippine coastline previously had more than 500, 000 hectares of mangrove areas that could no longer provide the same magnitude of function to host aquatic life as they shrunk into 120, 000 hectares due to massive utilization of this fragile ecosystem. The coral reefs, which are essential breeding, rearing and feeding grounds of young fish and other marine animals, used to cover more than 33, 000 square kilometers but recent surveys show that 36 percent of these underwater forests are already damaged due to destructive fishing methods. The seasonal occurrence of toxic red tide brought about by increased nutrients in the seawater due to agricultural, industrial and domestic pollution proved disadvantageous to the economy as it caused the loss of PhP517 million to the fishing industry and more than 300 cases of food poisoning in 1990 alone.

The agricultural sector increasingly prefers synthetic crop varieties, fertilizers and pesticides that modifies or causes the loss of traditional crop varieties, make the soil acidic and increase the nutrient load of waterways. The local freshwater ecosystems in the Philippines are also being threatened, as 50 of the country's 421 rivers in the country are considered biologically dead. The Pasig River is an unfortunate example because of intense pressure from population increase and industrialization. Based on a 1990 DENR study, the river could no longer host aquatic life as it had a biochemical oxygen demand (BOD) of 330 tons/day, due to the solid wastes, domestic liquid wastes, and industrial waste indiscriminately dumped into the river. Local ground water, the source of drinking water for most people, is also subjected to intense deterioration due to leaching of chemicals such as lead, mercury and cadmium and due to salt-water intrusion in some parts of the country.

Air quality in urban areas is continuously deteriorating. In Metro Manila alone, the level of particulate matters and organic substances such as carbon monoxide and sulfur oxide is three times more than the allowable standard brought about by the motor vehicle and industrial plant emissions. The effects of this environmental problem result in tens of thousands of deaths mostly in urban areas.

These scenarios are manifestations of an unsustainable pattern of development that endanger future generations who may no longer benefit from nature's bounty the present disposition treats in a very cavalier manner.

II. Trade and Globalization

The end of the so-called Cold War in the late 1980's has made the diverse economies of the world take a convergent road. When the so-called Second World economies reformed their socialist orientation and reverted to capitalism, the victorious Western economies dictated the creation of hegemony in trade, which it calls globalization. As a result, almost all countries are forced to adopt policies of globalization such as liberalization and lowering of trade barriers to allow almost unhampered trade between countries, countries and manufacturers, manufacturers and other manufacturers, and manufacturers and end consumers. While there is a raging debate on the merits of globalization, one concern that generates more anxiety is the environment. The debate centers on whether globalization will prove to be a boon or bane to the environment. Anti-globalization advocates posit that abolition of local protective laws for the environment due to liberalization may bring about accelerated abuse of the environment by foreign economic interests. But there are those who argue that the more stringent environmental standards of the Western economies may be adopted more easily because of the hegemony in processes that globalization actually offers.

Ecolabelling may actually work using the latter premise. In order for local manufacturers to succeed in making their products more acceptable to the export market, their products must pass stringent environmental standards that are part of the overall definition of product quality in other countries. Ecolabelling may be the solution they are looking for, particularly when their target foreign markets already have ecolabelling programs of their own, such as Europe, North America and the so-called tiger economies of Asia (Japan, Singapore, Korea, and others). This is one way where Ecolabelling may be able to "level the playing field" between local manufacturers and their competition in other countries by making local products equally attractive in the export market in terms of meeting set environmental standards.

III. National Government Environmental Policies and Environmental Interests

The continuous development of agreements, policies and regulations to address key environmental problems such as global warming, ozone depletion, deforestation, toxic and hazardous waste, air and water contamination, environmental health risk and industrial pollution are the concerns of many nations. In response to these global environmental challenges, a number of international agreements have been established, and these are as follows:

- ☐ Montreal Protocol on Ozone Layer Depleting Substances, 1987
- ☐ Basel Convention on the Control of the Trans-boundary Movements of Hazardous Wastes and their Disposal, 1989
- ☐ United Nations Framework Convention On Climate Change, 1992
- ☐ Rio Earth Summit and Global Agenda 21, 1992
- ☐ UN Convention on Biological Diversity, 1992
- ☐ Kyoto Protocol: UN Convention on Climate Change, 1992
- ☐ Johannesburg Summit on Sustainable Development, 2002
- ☐ World Conference on Green Productivity, 2002
- ☐ World Water Forum, 2003

The Philippines, having signified support to the global campaign on environmental conservation, has developed its national framework to address local and regional environmental problems. The Philippine Agenda 21 on Sustainable Development of 1997 hoped to achieve sustainable economic development for the country. The document envisions a better quality of life for the Filipino people through the development of a just, moral, creative, spiritual, economically vibrant, caring, appropriate productivity, participatory and democratic processes, and living with harmony and within the limits of the carrying capacity of nature and the integration of creation (Philippine Agenda 21, 1997). It has been dubbed as "the nation's blue print for sustainable development" anchored to the international agreement of the Earth Summit of 1992 in Rio de Janeiro, Brazil. Likewise, a number of national environmental laws and regulations such as Presidential Decree (PD) 1586 Establishing the Philippine Environmental Impact Statement System; PD 984, Pollution Control Law; RA 8970 Ban HABS Law; RA 8749 Clean Air Act; RA 6969 Toxic Substances and Hazardous and Nuclear Wastes

Control Act; Administrative Orders of the Department of Environment and Natural Resources on effluent and emission standards and other environmental laws and conservation policies provided a core context to adopt an ecolabelling programme. The recently enacted law RA 9003 – the Ecological Solid Waste Management Act defined the legal background to implement the ecolabelling programme in the country. Article IV Section 27 of the said law states that “The Department of Trade and Industry shall formulate and implement a coding system for packaging materials and products to facilitate waste recycling and reuse.”

Through the ecolabelling programme, these environmental laws and regulations can be implemented as one way of approaching the national environmental agenda that in turn reflects the commitments of the country to the international agreements in addressing environmental challenges. Moreso, a policy on “green procurement” is now in the legislative agenda of some government agencies.

In addition, the need to operate in an environmentally sound manner has been adopted by the financial sector, which support the governments’ policy on sustainable development. International financial agencies, the Bangko Sentral ng Pilipinas (BSP), together with the Bankers Association of the Philippines, the Chamber of Thrift Banks, and Rural Bankers Association of the Philippines as well as the United Nations Environmental Programme (UNEP) jointly signed an agreement to engage in activities that promote the integration of environmental concerns in the operation of financial institutions. To underscore this effort, the Development Bank of the Philippines (DBP) developed an environmental financing programme as part of its operation. The DBP has an Environmental Infrastructure Support Credit Program (EISP) and Industrial Support and Service Expansion Program (ISSEP) where clients and other participating financial institutions’ clients may avail of financial loans in modernizing their operations and adopting cleaner production technologies (*Cleaner Production Technologies and Financial Institutions by Salazar, 2002*). The Land Bank of the Philippines (LBP) also has wholesale and retail schemes on environmental credit facilities for the private sector. Land Bank also provides support to the UNDP-Global Environmental Facility Small Grants Program; WB-Ozone Depleting Substances Phaseout Investment Project; National CFC Phaseout Plan; WB-Integrated Protected Areas System; WB-Urban Sewerage, Sanitation and Drainage Component; ADB-Industrial Forest Plantation Project and JBIC-LGUs Support Credit Program. The banks being an intermediary of financial resources can also help promote environmental ethics among their corporate clients by including environmental criteria in their overall lending and investment strategies.

IV. Industry Profile

The viability of an ecolabelling program relies on the support of industry and business sector. And since genuine support springs from an understanding and appreciation of the benefits of the program, the voluntary nature of ecolabelling programme is hereby highlighted. As such, the objectives should therefore be defined not only in terms of benefits to the environment but also in terms of marketing, economic and trade gains.

Philippine industry in general is characterized by agriculture, the service sub-sector, and trading. There are 123, 795 manufacturing firms (*National Statistics Office, 2001*) registered and operating in the country. Statistics show that more than ninety percent (90%) of the economy belongs to small and medium enterprises (SMEs). In addition, there are more than 435, 000 wholesale and retail trade businesses; 3, 095 engaging in agriculture and forestry; 1, 152 fishing industries; 2, 783 construction firms; and 88, 730 hotels and restaurants in the country. These SMEs in turn may have a noteworthy impact to the environment if their production processes will not consider environmental aspect of their products.

With the current state of the Philippine economy, these industries are facing various issues and concerns that affect their businesses. The relatively high cost of production per unit of output compared with other neighboring countries due to higher inputs such as electricity costs, taxes and corruption bring them competitive disadvantage in the global market. The influx of cheap products to the local market from the United States, China, Hong

kong, Taiwan, Vietnam, Malaysia and Thailand was brought about by the hasty implementation of liberalization policies due to globalization that may hamper growth of the local industries. Likewise, the frail purchasing power of the peso compared with other Asian currencies add to the burgeoning concerns.

In addition, local industry relies on the importation of technology to cope up with the rapid industrialization. Cleaner production is equated with technology development, which in turn relies on the investment capacity and willingness of the company to adopt these innovative practices. There is therefore a need to assess the preparedness of industry sectors to adopt ELP, which would also define the priority for potential product categories for initial ecolabelling efforts.

In contrast, manufacturers recognize the importance of the environment in their businesses as they are now looking at the integration of environmental conservation practices in their corporate social responsibility (CSR) programs. Likewise, many companies are now into enhancing their standards by incorporating environmental management systems as integral parts of their operations. With the development of international standards for environmental management systems (ISO14, 000 series) which guides industries to integrate environmental concerns in their business, the manufacturers could improve their operation with less negative impact to the environment under an environmental registration certification scheme. These standards are not mandatory, and to acquire it is left to the individual enterprises to formulate their own targets of introducing efficient processes geared towards sustained improvement. On the other hand, many enterprises are developing their environmental management standards as they give high regard to the benefits in terms of resource conservation, increase profitability and huge market advantage. In the Philippines today, there are more than 100 companies that are EMS or ISO 14000 certified.

V. Consumer Profile and Domestic Market Forces

Consumers greatly encourage production of environment friendly products and services by being deliberate in their choices and by directly informing the industry of their preferences. Public awareness could define the level of support and vigilance of the market forces to patronize environmentally preferable products and services. The 1993 national survey of the Social Weather Station, a private survey firm, is instructive regarding the behavior of Filipino consumers with regard to environment concerns.

Fig. 1 Result of Survey on Environmental Behavior with the statement "It is just too difficult for someone like me to do much for the environment"

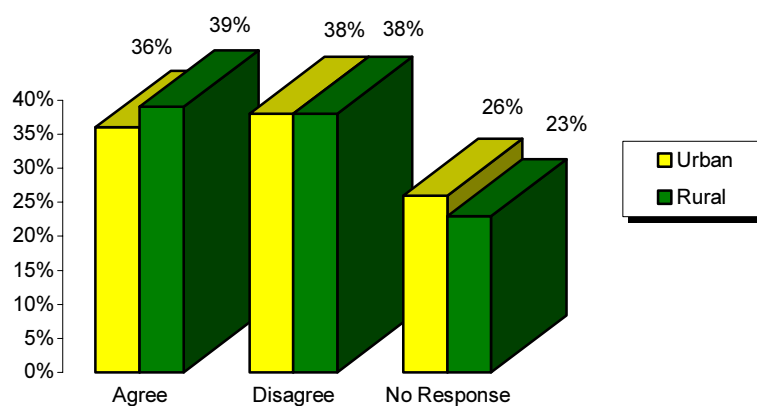


Fig. 2 Result of Environmental Behavior Survey on the Statement "I do what is right for the environment even when it costs more money or takes more time"

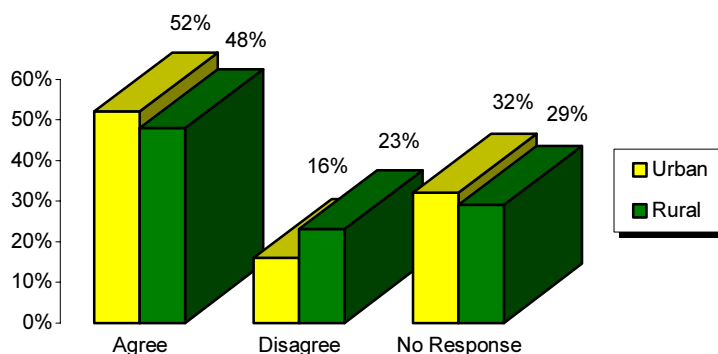
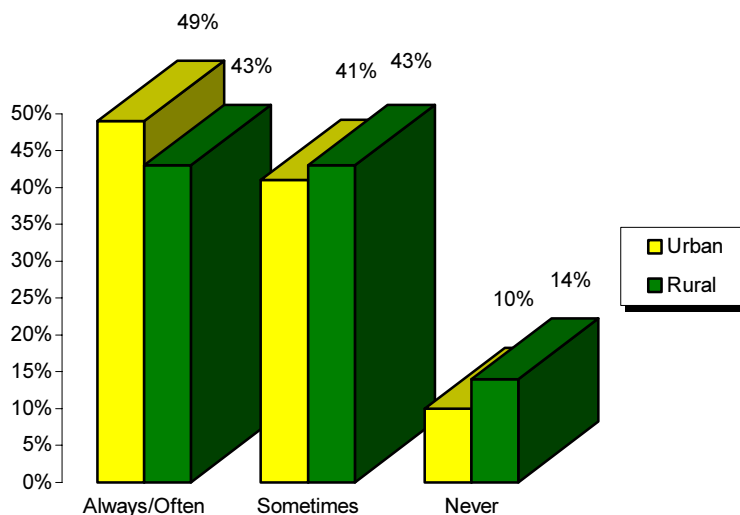


Fig. 3 Result of Environmental Behavior Survey to the question "How often do you make a special effort to sort glass, metal, plastic or paper for recycling?"



Perhaps these figures on environmental behavior of the consumers have improved in the last ten years due to the massive advocacy campaigns of various sectors. There have been information drives and training programs made by the mass media, NGOs, and government as well as the integration of environmental subjects in the curricula of formal education in the country. These statistics show that the ecolabelling program may get public support once an understanding and appreciation of its goals and benefits are realized. Furthermore, government may in itself be a large consumer market of ecolabelled products with some reforms in its procurement programs where environmental criteria in purchasing goods and services shall be increasingly considered. The governments of Canada, Sweden, Germany, Taiwan, Singapore, Japan and United States are already practicing green procurement policies, which may be models for the Philippine government. In Japan, there is an organization of government and private organizations promoting green procurement policies through its Green Purchasing Network. US federal offices are required to buy Energy Star – labeled office equipment under the guidance of the US – Environmental Protection Agency and its Environmental Preferable Purchasing Program. Canada, through its Green Procurement Institute in cooperation with Environmental Choice Program (ECP), provides information to retailers and governments interested in green procurement. It also launches promotions to industry groups, schools and private institutions to

patronize environmentally preferable products and services (*Environmental Labelling, Issues, Policies and Practices Worldwide, 1998*).

Demands for “green products” are driven by market forces, which can be linked to the level of awareness of the consumers. As such, there must be a group or an “opinion making body” such as consumer groups, industry alliances, or the government itself that may initiate demand for “green products”. They may call attention to pre-retail transactions between suppliers, manufacturers and wholesalers to apply environmental criteria in their purchase of raw materials and down the line until the products reach the consumers. Likewise, the support given by green purchasing policies of some institutions like UNDP through its “Green Office Initiative” program could promote demands for “green products”. On the other hand, ecolabelling could provide the information needed to guide, persuade and convince the consumers on the desirable environmental features of the products.

In this regard, the selection of product categories for ecolabelling must reflect the needs or conditions of individual markets. Most ELPs select product categories on the supply – side management approach (based on the volume in the market) and the potential for improvement.

Hence, ecolabelling programme will not succeed in a place where the market forces are weak since the use of the label will not create any impact in the market share of the products.

VI. Ecolabelling Programme

An ecolabel is a program that identifies the overall environmental performance of a product or service within a particular product/service category based on life cycle considerations (*The Ecolabelling Guide, GEN 1999*). An impartial third party verification process, it awards a seal of approval to products or services that meet established environmental criteria. It is one of the several types of environmental labels and declarations which informs the consumers of the environmental quality of a product or service compared with other products/services of the same function (Please see Annex A). This Type I (ISO 14024) environmental labelling establishes multiple environmental criteria based on a life cycle (cradle to grave) considerations of a product or service. In considering the life cycle of a product or service, it ensures that the environmental impact does not merely transfer across media or stages in the life cycle but rather consider the cradle to grave analysis when setting up environmental criteria.

The ISO 14020- Environmental labels and declarations- General Principles states that “the overall goals of environmental labels and declarations is, 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”. As such, ecolabelling can have two general objectives: (1) to educate and assist consumers in their purchase decisions; and (2) assist industry in marketing environmentally acceptable products (Working Paper on Ecolabelling - PRIME Module 3, 2001).

The establishment of ecolabelling programs all over the world is a manifestation of a growing global concern for environmental protection on the part of governments, businesses and the general public. These days, especially in developed countries, a number of declarations and claims on products and services emerged in the market since commercial enterprises recognize that environmental concerns could be translated into a market advantage for products and services. Claims such as “natural”, “recyclable”, “eco-friendly”, “energy saver” and many other environmental declarations attract consumers who are looking for ways of reducing environmental impacts by patronizing products that have environmental labels. However, consumers must be guided on these claims by creating standards and forming independent third parties for verification and investigation to guarantee that the companies’ assertions are based on facts. This has led to the formation of independent third party organizations established by private and public organizations that award eco-labels to products or services approved by the ecolabelling programmes at a national or regional level (*Ecolabelling Guide, GEN 1999*).

Ecolabelling was first established in 1977 in Germany using the Blue Angel logo. This was followed by other Type I ecolabelling programs in 1988 to 1996, mostly in Europe. In Asia, countries that implement ecolabelling are Japan, Korea, Singapore, Taiwan, Thailand, Hong Kong, China and Malaysia. In 1994, the Global Ecolabelling Network (GEN) was founded, a non-profit association of ecolabelling organizations around the world primarily to improve, promote and develop ecolabelling of products and services. It promotes exchange of information among its members, disseminates and campaign the importance of the programme to the public and in a long term, harmonize the different ecolabelling programmes such as mutual recognition of product criteria among programmes. GEN also represents ecolabelling in various international fora and advocacies, as well as provides information and technical assistance to the developing programmes. At the moment, there are more than 30 ecolabelling programmes that are active members of GEN.

In general, the ecolabelling program has the following three major stages: product category selection, product criteria development and reporting/publication, and processing of applications. The established product categories indicate the degree and scope of the programme which can range from one to as much as a hundred (Germany) product categories. The common categories are paper products, detergents, paints, office equipment such as copiers, computers, printers, and facsimile machines, lightning products and refrigerators and freezers (*Working Paper on Ecolabelling - PRIME Module 3, 2001*). Developing product criteria and product function characteristics entail analysis of the major environmental input and output indicators at various stages in the product's life cycle to define the significant environmental impacts. The technical committee is normally doing this task. The comprehensive Product Life Cycle Assessments (LCA) is the ideal method of determining the significant environmental impacts. However, to conduct such practice would require a long process and may entail a big cost that might not be affordable to some ecolabelling programmes. While some countries exercise this procedure, a simplified LCA or a single environmental attribute of a product can be an option as a method of evaluating the environmental performance of a product to award the seal of approval. The idea is to apply the principle of cradle – to – grave analysis. Likewise, the weighted factor method can also be applied to determine criteria and once the criteria has been developed as well as the environmental criteria and product function characteristics have been established, the ecolabelling body can begin to accept applications.

On administrative structure, majority of ecolabelling programmes is semi-government. This means that in managing the programme, one of the key players is government entity. Though, these ecolabelling programmes may have been started or presently being supported by the government, private entities are the ones administering it to be more cost effective by minimizing the bureaucratic structure of running the programme. The general administrative functions involved are coordination of ecolabelling programme activities, acceptance of applications and collections of fees, mobilization of appropriate bodies to identify and review product categories and develop product criteria, consultation in various stakeholders, conduct of promotional activities such as information dissemination and awareness activities, conduct studies and monitoring.

Normally, governments financially subsidize ecolabelling programmes, and collection of fees and other sources of payment are being generated to sustain its activities. While government financially supports the programme, one of its goals is to become self-reliant in its operation in the long-term.

The ISO 14020 and 14024 describe the guiding principles and procedures such as establishment of product criteria, general certification and compliance procedures with respect to exercising supervision and control, documentation, declaration of conformity, compliance monitoring and legal protection of Type I environmental label. (See Annex A).

VII. Philippines Ecolabelling Programme SWOT Analysis

Green Choice Philippines stands as the national ecolabelling programme in the country. Established in 2001 through a Memorandum of Agreement duly signed by its respective members, Green Choice has taken the lead to promote and advocate for the use of environmentally preferable products and services. Being on its infancy, the program needs to define its underlying premises.

A. Strengths and Weaknesses of the Programme

The ecolabelling programme in the Philippines gained its legal footing when RA 9003, known as “Ecological Solid Waste Management Act” was signed. Department of Trade and Industry (DTI) as mandated by the law is the lead agency to formulate and implement a coding system for packaging materials and products to facilitate waste recycling and reuse. As such, the Bureau of Product Standards-DTI (BPS-DTI) through the PRIME Project (Private Sector Participation In Managing the Environment Project) adopted a plan for the Implementation of a National Ecolabelling Programme. Government agencies signified their interest as they took the lead to spearhead the ecolabelling body through the leaderships of BPS-DTI and the Environmental Management Bureau-DENR (EMB-DENR) as Chair and Co-chair of the ELP Board respectively. (Please See Annex B). Furthermore, other government agencies such as Department of Science and Technology and Department of Energy - Energy Utilization Management Bureau; semi-government institutions Development Academy of the Philippines - Development Productivity Center together with National Consumer Affairs Council and private organizations such as Philippines Business for the Environment, Citizen’s Alliance for Consumer’s Protection and Clean & Green Foundation, Inc. (C&GFI) joined together and collectively formed the Ecolabelling Body. C&GFI was designated Administrator of the programme through a Memorandum of Agreement signed by the member of the Ecolabelling Board. With this semi-government set up, and considering the network and support of the members to the Ecolabelling Programme, the credibility and strength to institutionalize and develop this genuine environmental movement was formed to pursue the programme. The administrative and technical capacities in establishing and managing the programme require the cooperation of its network from this multi-sector body. In addition, C&GFI as designated Administrator of the programme has been in the forefront of environmental advocacy and promotion since its establishment in 1994 as an active partner of the government in rallying to achieve a cleaner and greener society. Some of its programs are the renowned Pasig River Rehabilitation through its “Piso Para sa Pasig” advocacy and awareness campaign, the “Orchidarium and Butterfly Pavilion”, a green space in the heart of Metropolitan Manila and its unique tree planting project – “Gift of Trees”. The Foundation has committed to pursue the goal of promoting a cleaner and greener production and consumption as a mean to achieve sustainable development thus further pledged its leadership to manage the ecolabelling programme of the country. As such, C&GFI provided a small space that serves as the ecolabelling office and designated four of its staff members including one consultant to man the programme.

However, the programme still needs further assistance from the government agencies, business sectors, funding agencies, and academic and scientific communities to enhance its technical capability as well as in promoting the programme.

So far, Green Choice-Philippines is the sole recognized ecolabelling programme in the country that is based on the international standard ISO 14020 and ISO 14024 – Environmental Labeling Guiding Principles and Procedures.

The adoption and implementation of an ecolabelling programme in the Philippines faces great challenges as it faces some concerns. The voluntary nature of the programme requires strong government support. In other countries, the government financially subsidizes the establishment and operation of the ecolabelling programmes until such time that they attain sustainability. At the current rate it is going, the programme is now relying on funds provided by donor agencies as well as the coffer funds set aside by C&GFI which may run out before the time the programme is up and running. The government, particularly the Department of Trade and Industry and the Department of Environment and Natural Resources, must take necessary steps to include the adoption of the ecolabelling programme in their annual activities and provide subsidy until it manages to stand on its own.

Furthermore, during the development of the product criteria, participation from industry, academe, and scientific sectors due to the technical nature of inputs required as well as the knowledge about the production process is necessary in terms of financial and logistical obligations. A simplified procedure must be developed to be more cost-efficient in determining the product criteria.

The idea of sustaining the programme through the income it may generate must be thoroughly studied such as the appropriate license fees. In addition, the success of running the ecolabelling programme to deliver the expected output in terms of costs must not outweigh the requirements of implementing and maintaining it. As such, the methodology and process must be simplified and made understandable without tedious bureaucratic processes to avoid unnecessary costs of implementation, which may lead to higher fees.

Furthermore, the infrastructure support required by the ELP such as the availability of testing laboratories, pool of experts on environmental audits and other technical requirements must be identified and developed to strengthen its technical capacity.

B. Opportunities and Threats

The overall trend of green purchasing provides a venue in offering ELP to the market because environmental considerations for a product or service are increasingly becoming a requirement. In other countries, the ecolabelling programme is actively participating in promoting environmental considerations in the purchasing policies of governments and other opinion making bodies to seek to institutionalize green productivity and green consumerism. Likewise, international organizations and funding agencies such as UNDP and JICA have expressed interest and have provided technical and financial support for the establishment of the ecolabelling programme in the Philippines. More importantly, Green Choice has established its linkage to the Global Ecolabelling Network (GEN), which has the technical capability to assist and guide the ELP in its developmental stages.

The Philippine government continuously develops environmental laws and is implementing its environmental programs to mitigate the rapid degradation of the environment. The efforts being provided by the government in the implementation of ecolabelling programme in the country signifies its good intention to realize its objectives. On the other hand, these efforts must be put into an action that will provide tenurial instruments such as policies and programmes that will support the institutionalization of the ELP. The government must seriously implement R.A. 9003 particularly the provision of establishing systems that will facilitate the implementation of environmental labelling in the country. The Department of Trade and Industry as mandated by the act must develop strategies and institutional framework to back up the programme.

As such, the role of DTI to include ELP among its fiscal obligations is equally important and would play a vital role to the sustainability of the programme while it is on its developmental stages. In other countries, most of ecolabelling programmes are being funded by governments to sustain its operation. Many labelling programmes are not yet self-sufficient and require additional financial support to cover their operating costs. In addition, the idea of getting funds for sponsorships to sustain the operation of the ELP is limited and may create a potential conflict of interest as this may provide venue for applicants to influence the program.

Moreso, external factors such as domestic market forces, preparedness of the consumers, readiness of the industry, infrastructure support and the condition of the local economy have direct effects to the acceptance and sustainability of the ELP in the country. There is a need to define the local demand for “green products” and an intensive awareness campaign must be pursued to deliver the benefits of the programme to the citizens. Realization of the benefits of the ELP will create potential strength to influence industry to produce “green products” through organized opinion making bodies such as consumer groups to demand environmentally preferable products. As such ELP must convince and get the support of consumer groups and other influential bodies to support and promote the programme.

On the other hand, though selected industry players have expressed interest in ELP, the preparedness of industry in terms of improving environmental performance of their products or services is rely heavily on technology innovation that they may employ, which they must normally import at a cost. Considering that ninety percent (90%) of the local industry is SMEs, compelling reasons to make them environmentally compliant may still be absent. ELP must then position itself in a way that these industries gain more than just exercising their sense of corporate responsibility

but also to improve their market, economic and trade gains. Moreover, ELP must include industry benchmarking for every product category in the process of developing product criteria prior to the assessment of technology practices and its condition as a reference for establishing measures. Furthermore, fees and other expenses involved in acquiring a seal of approval must not require a substantial amount that may prevent them in applying considering the voluntary nature of the programme. Consultations with the industry prior to the development of fee structure shall be exercised.

The presence of other certification and labelling schemes such as ISO 14000 (Environmental Management Standards) and ISO 9 000 (Quality Standards), local product rating system – P.S. Mark and other self-declared labels may provide competition in the market thus the benefits and marketing packages of ELP must be attractive and competitive to potential clients.

Likewise, ELP must get the support of established business associations and organizations such as the Philippine Chamber of Commerce and Industry and its allies and other like organizations. The perceived barriers to trade posed by ELP which lead some of them for rejection of the programme must be taken as a challenge by the ELP to disprove.

DECLARATION OF NATIONAL ECOLABELLING PRINCIPLES AND FRAMEWORK

Green Choice-Philippines hereby declares and upholds the following principles and framework.

1. The national ecolabelling programme shall uphold sustainable production and consumption. The production and use of goods and services shall respond to basic human needs, strengthen economic growth and better quality of life and minimize use of natural resources and toxic materials as well as reduce waste and pollution.
2. The national ecolabelling programme is an integral part of the broader sustainable agenda which encourages continuous improvement and efficiency in the use of energy and resources, influence changes in the supply and demand for goods and services and emphasizes a life-cycle perspective in manufacture, use and disposal of goods and services.
3. The national ecolabelling programme shall conform and respect the international standards such as the International Standards for Environmental Management Systems (ISO 14000) series especially the ISO 14020 series – Standards for Environmental Labels and Declarations.
4. The national ecolabelling programme shall support the national government environmental policies and agenda prior to the adoption of the Philippine Agenda 21 – The National Agenda for Sustainable Development.

Vision

Environmentally preferable products/services are being produced and distributed in the Philippines.

Mission

To guide the Filipino society in choosing which products being produced and distributed in the country pose the minimum risks to environmental health and welfare.

Goals

To guide the consumer when purchasing products that have reduced impacts to the environment;

To encourage manufacturers to adopt processes and supply environmentally sound products and;

To use the label as a “market-based instrument” to complement the Government’s environmental policy.

GREEN CHOICE PHILIPPINES STRATEGIC PLAN FOR 2003 TO 2007

With the goal of establishing the National Ecolabelling Programme of the Philippines, and aiming to achieve its sustainability by year 2007, the following programme strategies and components must be implemented:

I. PROGRAMME DEVELOPMENT

A. General Objective

This programme aims to develop an implementation framework and system that will carry out the vision, mission and goals of ELP.

B. Strategic Objectives

- ☐ To strengthen the organizational structure and set up of the programme.
- ☐ To establish institutional linkages and partners.
- ☐ To develop an ELP operational framework and infrastructure support system.
- ☐ To establish research and development framework to provide scientific management to the programme.

C. Program Components and Targets

C.1 Strengthening Organizational Structure and Set Up of the Programme

After the signing of Memorandum of Agreement, the structure was thereafter developed identifying the roles and functions of the different entities involved in the ELP. These are as follows:

Ecolabelling Programme (ELP) Body – this is the main policy-making body of the Programme chaired by Bureau of Product Standards – DTI and co-chaired by the Environment Management Bureau – DENR directors. They are the ones who approve and disapprove all activities and businesses of the programme such as the formulation and adoption of policies, procedures and the implementation of the Philippine Ecolabelling Programme. This Body is semi-government entity composed of nine (9) members from the government, industry associations, consumer groups and non-government organizations headed by its Board and administered by ELP Administrator.

ELP Board - is composed of representatives from nine (9)-member organizations. (Please see Annex 2). It has the following duties and responsibilities:

1. Formulates the Product ELP Policies, which involves advocacy statement and declaration of incentive policy.
2. Approves the product category for criteria development.
3. Approves the criteria developed by the ELP Technical Committee and Technical Working Groups for a specific product category.
4. Leads in designing the basic strategies of the ELP schemes, including its marketing and education programs.

5. Guides the ELP Administrator in the formulation and leveling of fees for the ecolabel.
6. Approves/disapproves the license to use the ecolabel and withdrawal of the license.
7. Assists the ELP Administrator in seeking mutual recognition agreement with other Ecolabelling Bodies.
8. Evaluates and improve periodically the formulated adopted guidelines, policies and procedures of the Philippine ELP.
9. Assists the ELP Administrator in looking for funds to sustain the operation of the ELP.
10. And, but not limited to, undertakes other support activities.

Technical Committee - A multi-sectoral group, established by the ELP Board composed of representatives from the academe, trade and industry associations, consumer groups, professional institutions, research organizations, government institutions, and testing laboratories. Its primary task is to review and approve product criteria submitted by the Technical Working Group. Furthermore, TC is mandated to perform the following functions:

1. To identify and recommend to the ELP Board a product category for criteria development.
2. To review and amend, as needed, the draft criteria submitted by the Technical Working Group (TWG)
3. To recommend to the ELP Board the draft product criteria for approval.
4. To establish and dissolve Technical Working Groups.

Technical Working Group – an *ad hoc* committee established by the Technical Committee primarily to develop product criteria for a specific product category. It is composed of technical individuals from groups or sectors relevant to the product being studied (e.g. industry associations, manufacturers, testing centers, government agencies, academe and other concerned sectors)

ELP Administrator - Clean & Green Foundation Inc. was designated to be the ELP administrator. A non-stock non-profit environmental organization created in 1994, it has been the private sector partner of the government's environmental conservation and advocacy efforts. Its main function for the ELP is to act as the Secretariat. It has the following personnel for ELP:

1. Programme Director
2. Project Manager
3. Project Specialist
4. Project Assistant

The administrative assistance needed such as the hiring of a financial officer and additional administrative support staff is being subsidized by the C&GFI, which is its mother organization.

The duties and responsibilities of the ELP Administrator are as follows:

1. Accepts proposals, recommends product category for criteria development;
2. Organizes and coordinates meetings of ELP Board, the ELP Technical Committee and the Technical Working Groups;
3. Circulate the draft product criteria to the members of the ELP Body, TC, TWGs and to concerned sectors for comments.
4. Promotes the approve product criteria and the use of the label.
5. Manages and administers the ELP scheme that includes the following:

- 5.1 Issuance and acceptance of application from the companies for licensing to use the label.
- 5.2 Evaluation of result tests and other requirements if fulfilled.
- 5.3 Recommendation of approval/disapproval of the license to use the label based on the evaluation result conducted.
- 5.4 Issuance of license to use the Seal of Approval to successful applicants.
- 5.5 Monitoring of compliance of the users of the label to the terms and conditions set forth by the programme.
- 5.6 Make recommendation to the ELP Board the withdrawal of the license and notify the company.
6. Implements the promotional strategies and information campaign programs.
7. Conducts regular market surveys.

With the view of growing task in the ELP, there is a need to increase the human resource to deliver the planned activities in the succeeding years of implementation. An additional technical specialist, project assistant and a full time administrative support staff will be added in the workforce.

Considering the existing organizational structure of the ELP, the imbalances of setup to perform the much-needed tasks of the programme especially in the promotion is a concern. The current system concentrates more on the establishment and development of the product criteria. Primarily, this is due to the fact that the programme would need to develop a significant number of product criteria for various product categories and establish its network and technical support required by the programme. As such, the establishment of Technical Committee for Promotion and Advocacy is crucial to the development of the ELP.

Figure 4. Present Organizational Setup of Ecolabelling Programme in the Philippines

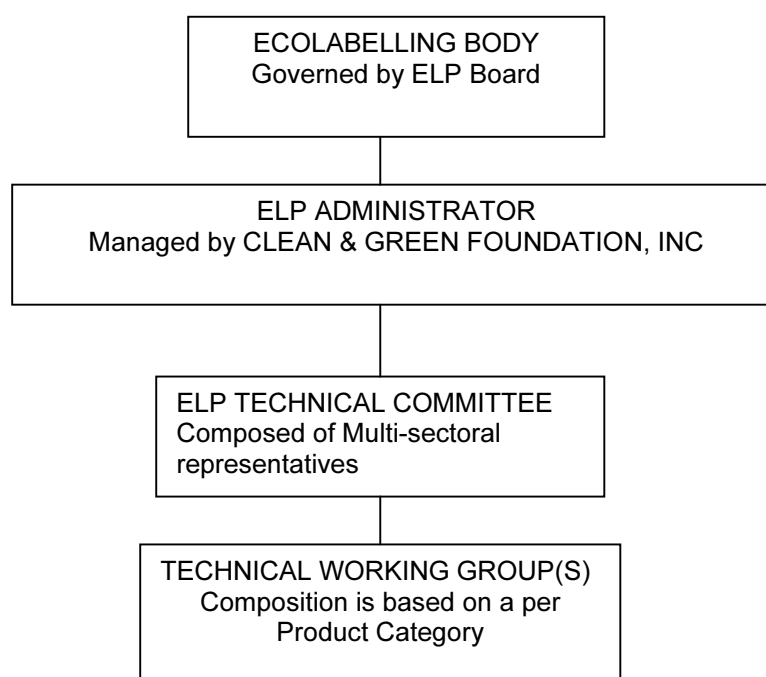
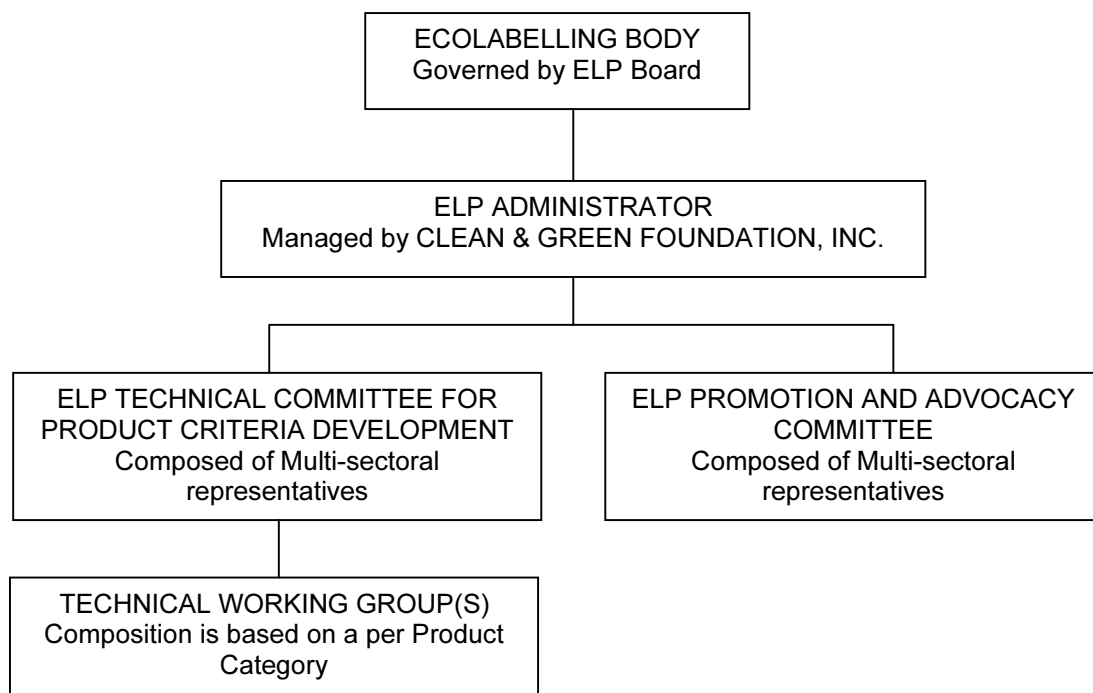


Figure 5. Proposed Organizational Structure of Ecolabelling Programme in the Philippines



C.1.1 Establishment of ELP Promotion and Advocacy Committee

The extensive development work plan for the programme requires massive support from the different sectors. By itself, a separate Technical Committee will be established to promote and advocate the programme to reach the greatest number of the target audience.

The main functions of the Technical Committee for Promotion and Advocacy are:

- i. To coordinate and promote the overall development of the Philippine ecolabelling programme.
- ii. To arrange financial opportunities and other incentives for investments to the programme.
- iii. To coordinate with the industry and campaign for the adoption of the programme by presenting them the benefits and market advantage of the programme.
- iv. To help develop and create effective communication tools in bringing the ecolabelling programme to the level of individual consumers.
- v. To advocate and lobby to the government and other influential bodies for the adoption of green procurement policies that would eventually benefit the ecolabelling programme.
- vi. To give advice and recommendations to the ecolabelling body, especially the Secretariat and the ELP Board on the priority steps and approaches that may make the programme be more effective and efficient in its awareness campaigns.

It has been identified that the initial members of the Technical Committee for Promotion and Advocacy shall come from the following sectors:

- i. Management Association of the Philippines
- ii. Philippine Chamber of Commerce and Industry
- iii. Philippine Exporters, Inc.

- iv. Philippine Economic Zone Authority
- v. Employers' Confederation of the Philippines
- vi. Advertising Association of the Philippines
- vii. Environmental Broadcasting Incorporated
- viii. Department of Education and Commission on Higher Education
- ix. Department of Trade and Industry-BOI
- x. Department of Environment and Natural Resources
- xi. Department of Budget and Management
- xii. NGOs

The Management Association of the Philippines is an organization of CEOs and other top leaders in the business sector, which has the edge in promoting the programme in the widest possible way within the business sector. Likewise, it could immediately decide to adopt the programme in their business functions. PCCI is the largest association of business organizations in the country representing various regional chambers of commerce and other business players while Philippine Exporters, Inc. is an alliance of exporters which has the same capacity to promote ELP among its members. The Philippine Economic Zone Authority is also a strong organization promoting business in the country and has an existing environmental advocacy that ELP could tap in the promotion of the programme among its members. The Philippine Advertising Association of the Philippines has the technical capability to develop creative promotional mechanisms for the general public. In the same manner, the Environmental Broadcasting Incorporated is equally important as they have the capacity to develop effective IEC campaign especially using the tri-media approach.

Moreover, DepEd and CHED can support the promotion of ELP in formal education. Likewise, DTI and DENR as the lead agencies in the programme could work on the adoption of ELP on the policy advocacy level and other regulatory functions. DBM on the other hand can support the programme in the promotion of green procurement policy among government agencies as they have the ways and means to influence them in their purchasing decisions since the programme intends to test the possibilities of the green procurement practice in the bureaucracy. In addition, other NGOs can be a part of this environmental advocacy such as organizations working on the welfare of consumers, or groups that are into environmental advocacy, which has interest in promoting green productivity and consumerism.

A consolidation activity will be conducted to form the group and execute promotion and advocacy projects.

C.1.2 Capability Building and Strengthening the Technical Capacity of the Programme

With the technical nature of implementing ELP, and since this programme is quite new in the country, the lack of experts and technical background as well as the unfamiliarity on how the programme is being undertaken is seen as a possible disadvantage. As such, one key strategy is to train the ELP body especially the Secretariat in developing and managing the programme by enhancing their knowledge and experience and to get acquainted with the processes of the programme. Foreign and local experts will be tapped to provide skills and knowledge on tools such as Environmental Management System, Environmental Audits, Eco-efficiency, Design for Environment, Life Cycle Assessment, Environmental Labelling, Cleaner Production, Green Productivity and Consumerism and Green Procurement Policy. Since acquiring these knowledge would entail costs, donors/sponsors and partners will be tapped for scholarships and grants for training, and study tours and seminars. Among prospective donors and sponsors are the UNDP EPIC Programme, JICA EMPOWER Project, Global Ecolabelling Programme (GEN) and Asian Productivity Organization, International Social and Environmental Accreditation and Labelling (ISEAL) and other training programs and opportunities locally.

C.1.3 Development of Philippine Ecolabelling Name and Logo

Every ecolabelling programme has its distinct name and logo, which stands as the symbol of the programme. This logo will serve as the “Seal of Approval” which the products or services may display once they pass the ecolabelling criteria. The ELP Board adopted the name “Green Choice-Philippines” as the name of the Philippine Ecolabelling Programme. A logo has been developed and was presented at the 10 March 2003 launching of the program with Her Excellency Gloria Macapagal Arroyo in attendance. The logo is in the process of being registered with the Intellectual Property Rights of the Department of Trade and Industry for patenting.

C.2 Establishment of Institutional Partners and Linkages

More than the existing structure of the programme, which is multi-sectoral in nature, ELP needs to develop institutional support from the various sectors of society.

C.2.1 Partnership with Private and Business Sectors

Business organizations such as Philippine Chamber of Commerce and Industry, Filipino Chinese Chamber of Commerce and Industry and other business associations and groups must be encouraged to take part on this undertaking. Likewise, ELP must establish relationships with various industrial parks and economic zone managements across the nation to promote the program. Specifically, the programme shall explore venue for promoting ELP by creating activities that can be jointly worked for partnerships such as awareness campaign, data gathering, research and development for product criteria development.

C.2.2 Networking with Government Sector

While government is in the forefront of implementing the programme, ELP must take part in the government initiatives to promote environmental advocacy especially in the lobbying for a green procurement policy. The ecolabelling programme will initiate activities in partnership with government agencies and institutions such as the legislative and executive branches body for incorporation in their legislative agenda, and BOI-DTI, DENR, NSWMC, DBM as well as NEDA to promote ELP and develop green purchasing policies.

C.2.3 Strengthening Linkages with other Organizations and Likeminded Bodies

Many organizations and lobbying groups are into environmental and consumer rights protection advocacies. These organizations and their related campaigns such as Philippine Pollution Prevention Roundtable Discussion for its Green Productivity (P3R), COCAP (Concerned Citizens Against Pollution) for its Clean Air campaign, Philippine Business for Social Progress for its Corporate Social Responsibility, Employers Confederation of the Philippines for its Global Compact Initiative, and PATLEPAM (Philippine Association of Tertiary Level Education for Environmental Protection and Management) for its campaign to integrate environmental concerns in the curricula can be potential partners in implementing some of ELP projects. Likewise, the association of various consumer groups such as Hotel and Restaurants Association of the Philippines (HRAP), Citizen Alliance for Consumers Protection, Consumer Cooperatives and Retailers Association are equally important in promoting and creating demands for such.

On the other hand, international organizations such as Asian Productivity Organization (APO) with its program on Green Productivity, International Council for Local Environmental Initiatives (ICLEI) for its green purchasing advocacy and Global Ecolabelling Network (GEN) for its mutual recognition and technical assistance programs can help ELP by including it among their beneficiaries. APO can be tapped to provide technical assistance of conducting green productivity campaigns in the local industry while ICLEI can be harnessed for joint venture projects on green purchasing initiatives. Most importantly, ELP will apply for membership with GEN, which plays an active role in the implementation of ecolabelling especially in the effort to develop a mutual recognition of product criteria by many countries.

C.2.4 Networking with Donors and Funding Agencies

Networking with donors and funding agencies will be one of the priority activities as this will define the sustainability of the programme in the first three to five years. Continuous information drive on the benefits of the ELP to the international and local funding institutions will be conducted. Project proposals will be submitted and meetings with potential donors will be conducted to present the programme. Among the prospective sponsors are the ADB, Land Bank of the Philippines and DBP through its grants and environmental programs, international organizations such as European Commission through its Asia-Pro Eco Programme, and embassies that have related programs and give grants.

C.3 Development of Operational Framework and Infrastructure Support

Since the ELP Administrator is an independent body that oversees and directs the delivery of the ELP activities, a comprehensive operational framework and infrastructure support must be developed. Among its tasks are the administrative, technical, and marketing aspects that range from day-to-day operations, organizing functions, to coordinating with different agencies.

As such, the following systems will be established:

- ❑ Development of ELP guidelines, procedures and operations manual
- ❑ Establishment of ecolabelling fees
- ❑ Establishment of partnerships with laboratories, the academe and research institutions as well as individual experts
- ❑ Establishment and acquisition of communication equipment such as software and hardware

C.3.1 Development of ELP Guidelines, Procedures and Operational Manual

ELP Guidelines and Procedures shall explain the overall measures on how the Ecolabelling Programme must work in the local scenario. This will define information about the programme, the terms and conditions for certification, its general procedures, rules and regulation in the use of the Seal of Approval, fee structures and application procedures.

On the other hand, the ELP Operational Manual shall describe the internal operation of the programme. This will illustrate the operational setup such as duties and responsibilities of the Ecolabelling Body, how the product category is being selected, the development of product criteria, guidance for certification, and the adoption of ISO 14024 as general guideline and procedure.

The development of these systems would require conducting a series of workshops and consultation processes among the ELP Body and other concerned organizations and individuals.

C.3.2 Establishment of Ecolabelling Fees

Establishing a fee scheme is one of the most important parts of developing the framework of the programme. Although most ELPs have been financially subsidized by governments and private entities during their establishment, a credible ecolabelling programme must rely on a viable financing scheme, which shall define its sustainability. However, identifying appropriate fees must consider concerns such as the operational cost of running the programme, the marketability of ecolabelling as a programme (in terms of market forces and driving factors), the presence of competition (e.g. ISO 9000 certification, EMS certification, PS Mark, self-declared labelling, etc.), and, most importantly, the characteristics of the programme based on ISO 14024 such as its voluntary nature and the guiding principles and procedures which tell us that the cost of acquiring the ELP must be kept as low as possible.

Moreover, it is interesting to note the different fee structures of other ecolabelling programmes abroad (Please refer to Annex C). In general, there are two kinds of fees being charged by ELPs. These are the application fee and the annual fee. For application fees, they vary from zero up to US\$ 2, 500. On the other hand, annual fees range from US\$ 4 to US\$ 39, 500. These variations can be attributed to a number of factors such as the origin of the programme—whether it is being subsidized by government—or are non-profit or profit oriented, the level of stability of the programme and the method of charging fees which normally are based on a certain percentage of annual sale. The bracket system based on annual sales percentages is very common in determining the corresponding annual fee being charged. Some programmes like the Ecomark of Japan have their unique system of charging annual fee based on the selling price of the product while KELA of Korea is based on the factory price of the product.

Finally, the industry profile must also be considered in the study since this will dictate the vying preference of the programme in the market. The characteristic of the local industry will define appropriate fees to be charged prior to its willingness to pay for a certain service. At a current rate, statistics show that more than ninety percent of the local industry is Small and Medium Enterprises (SMEs). The Department of Trade and Industry have defined SMEs as firms with a capital outlay of not more than 100 million pesos. Companies that have more than 100 million pesos in capital are considered large companies. As such, a thorough study will be conducted in the process of determining the appropriate charges for the ecolabelling fees in considering the abovementioned concerns. The following activities will be carried out in the process of determining the applicable ecolabelling fee:

1. Determination of business aspect of the programme in terms of sustainability.
2. Accomplishment of research and study on the prevailing fee structures of existing certification schemes in the country. (e.g. PS Mark, ISO 9000, ISO 14 000, etc.)
3. Development of appropriate formula in costing ecolabelling fee.
4. Consultation with industry sector and other concerned individuals for the fee structure.

C.3.3 Partnerships with Laboratories, Academe and Research Institutions and Individual Experts

The technical capability of the programme would require infrastructure support such as the availability of affordable laboratories for testing services and other facilities/services that would enable the industry, especially the SMEs to comply with ecolabelling standards. Since the method of developing product/service criteria including the verification procedure will be based on life cycle considerations, which involve scientific studies and analysis, it is deemed necessary to establish partnerships and agreements with testing

laboratories, experts, academe and research institutions. A pool of scientists/experts will be identified and recognized to harness their services in the process of implementing the programme. Company and school based laboratories and research institutions will also be tapped especially in the process of verifying the developed criteria and on the process of monitoring and evaluating the claims of a product or service.

C.3.4 Acquisition of Information Technology Equipment

Acquisition of information technology equipment as well as development of ecolabelling website are equally important as it will enhance the efficiency of the ELP Administrator in the process of implementing the planned activities and in information and education. Since ELP would require an intensive promotion and advocacy campaign, such website will also serve as effective communication tool to reach out the intended beneficiaries of the programme. Likewise, the website will be very useful in research works since the programme is on the process of gathering data and information. Moreso, C&GFI will be requiring additional computers and other office equipment for the programme.

C.4 Establishment of Research and Development Framework

The ecolabelling programme requires technical expertise in all aspects of its implementation, especially in the development of product criteria. Among the concerns of the programme are the identification of priority product criteria, assessment of the capacity and existence of infrastructure and scientific verification systems, data gathering on industrial and product profile, market study, development of information strategy and policy advocacy. As such the following systems and activities must be employed:

C.4.1 Development of researches and studies on the technical aspects and policy advocacy of the programme

Research and study on the aspects that may affect the sustainability of the ELP such as the selection of priority product category, assessment of availability and capacity support mechanisms, analysis of the preparedness of the market to buy eco-labeled products, and evaluating the existing policies including its gaps that may influence are some activities that will be implemented.

In the selection of the priority product categories, a survey will be conducted with the industries to determine their preparedness and preferences which among their products they would like to apply for accreditation. Also, prioritization of the product categories will be studied in the demand market approach where pilot products will be identified based on the target consumers. These studies will be guided by the principles and procedures of the ISO 140024 in which the products/services will be selected in reference to their impacts to the environment.

On the other hand, an assessment will be conducted to determine the availability of support mechanisms for the programme. Data and information on the existing laboratories, facilities for tests and scientific studies will be established that comply with ELP requirements. These may involve gathering of information on the available scientific tools and measurements to evaluate the products/services; database gathering of various studies on the environmental impacts and available technologies for improvement of products and services.

Likewise, studies on market preparedness and public attitude to the environment will be conducted such as buying preference of the consumers in relation to environmental concerns and niche market study like government sector preparedness to adopt green procurement policy/ies. In addition, research on the existing policies and regulations as

well as identifying gaps and solutions to support ELP will be established which may help in the development of strategies for institutionalizing the programme.

C.4.2 Establishment of Website and Resource Center

A website will be established to support the programme on its various research activities such as gathering of information relevant to ELP and also to facilitate the information and awareness campaign to the public. Furthermore, development of the website will be useful to the programme as this will serve as venue for inquiry and communication for any individuals who are interested to the programme.

Likewise, a mini resource center will be established in the office of the ELP secretariat. Acquisition of reference materials such as books, magazines, CDs (compact disks), handouts and other pertinent materials for ecolabelling will be carried out. This library will encourage environmentalists, professionals, students, and other likeminded individuals to nourish their interests in supporting ecolabelling activities and other related endeavors.

C.4.3 Implementation of Joint Venture Projects with academic the organizations, research and scientific communities and industry based laboratories

Joint venture activities such as researches and studies will be conducted in collaboration with academic and scientific based communities in cooperation with industry based research laboratories will also be set up. They will be tapped in the development of product criteria and their prioritization, conducting studies on life cycle of a product in reference with its environmental impact, market surveys, and policy development and advocacy.

C.5 Framework

Outputs/ Objectives	Activities	Objective Verifiable Indicator	Resources Needed	Linkages	Time Frame
A. Strengthened organizational structure and set up of the programme	1. Establishment of Promotional and Advocacy Committee	Technical Committee for promotion had been established and adopted its function	Budget for organizing networks and logistics; ELP materials	BOI-DTI, DENR, PCCI, MAP, Philexport, PEZA, ECOP, AAP, EBI, DepED, CHED, DBM, NGOs	Short Term
	2. Hiring of additional staff to man the programme	-Technical specialist, project assistant and administrative support staff had been hired	Salaries,	DENR, DTI-BPS, funding agencies,	Medium term
	3. Capability Building and Strengthening the Technical Capacity of the Programme	-Trainings on EMS, Environmental Audits, Eco-efficiency, Design for Environment, LCA, Ecolabelling, Cleaner Production and Green Consumerism had been acquired	Sponsors, network with training institutions, funds	DAP, DENR, BPS, NWMC, GEN, APO, UNPD EPIC Project, JICA EMPOWER Project, P3R	Short Term to Medium Term

	4. Development of Philippine Ecolabelling Name and Logo	<ul style="list-style-type: none"> - Philippine ELP name and logo had been developed - Commissioned a consultant to developed the logo - Name and Logo had been adopted and registered to Intellectual Property Rights of DTI 	<p>Artist; funds for meetings for adoption</p> <p>Budget for consultancy fee</p> <p>Budget for registration of name and logo</p>	<p>Perception, Inc. ,</p> <p>IPO-DTI</p>	Short term
B. Institutional Linkages and Partners had been established	1. Partnership with Private and Business Sectors	- Relationships had been built with the management of various industrial parks and economic zones across the nation	Budget for communications, meetings	BOI-DTI, PCCI, PEZA, ECOP, Philexport,	Short term to Long term

Outputs/ Objectives	Activities	Objective Verifiable Indicator	Resources Needed	Linkages	Time Frame
		- Activities to introduce and promote the ELP had been conducted among the private organizations	Budget for conducting seminars, roundtable discussions, exhibits, information materials	BOI-DTI, PCCI, PEZA, ECOP, Philexport	Short term to Medium term
	2. Network with government organizations	- Partnership with selected government agencies had been established and introduced ELP to their constituents	Budget for communications, conducting meetings and consultations and information materials	DTI, DENR, government agencies	Short term to Medium term
		- Have forged tie-ups in the promotion and development of green procurement policy among selected government agencies			
		- Coordinated the plan to draft laws on green productivity and consumerism to the legislative body	<p>Budget for conducting seminars, meetings, promotional activities; IEC materials; and for consultants</p> <p>Budget for conducting meetings, research, consultations</p>	<p>DTI, DENR, government agencies</p> <p>DTI, DENR, DBM, Congress, Office of the President</p>	<p>Short term to Medium term</p> <p>Short term to Medium term</p>
	3. Strengthen linkages with NGO alliance, international organizations and other likeminded bodies	- Linked-up and tied-up some activities with NGOs and other environmental organizations such as P3R, COCAP, PBSP, ECOP, PATLEPAM to introduce and promote ELP.	Budget, for conducting, seminars, workshops, and consultation meetings	CODE-NGO; Earth day Network; PBE, COCAP, PATLEPAM, PBSP	Short term to Medium term
		- Established cooperation with various consumer groups and introduces ELP to their members such as HRAP, CACP and CCRA	Budget for conducting meetings and seminars	CACP;HRA P; CCRA;	Medium Term to Long term

Outputs/ Objectives	Activities	Objective Verifiable Indicator	Resources Needed	Linkages	Time Frame
		<ul style="list-style-type: none"> - Established membership to GEN and developed linkages with other ecolabelling programme abroad - Explored tie-ups with other international like minded bodies such as APO, ICLEI and ISEAL 	<ul style="list-style-type: none"> Membership fee; budget to attend the assembly; information materials Communications; budget to attend their activities 	<ul style="list-style-type: none"> GEN secretariat APO, ICLEI, ISEAL 	<ul style="list-style-type: none"> Short term Short term to medium term
	4. Network with Donor Organizations and Funding Agencies	<ul style="list-style-type: none"> - Donors' meeting had been conducted to prospective local funding organizations - Information on the benefits of the programme had been discussed to the donors -proposals had been submitted to local and international funding agencies such as ADB, European Commission, Ford Foundation, and embassies 	Budget for conducting meetings; project proposals; information materials	Embassies; ADB; European Commissions; Ford Foundation; JICA; UNDP; SIDA	<ul style="list-style-type: none"> Short term Short term Short term
C. Developed Operational Framework and Infrastructure Support	1. Development of ELP Guidelines, Procedures and Operational Manual	- ELP Guideline, Procedures and Operational manual had been developed and adopted by the programme	Budget for workshops; meetings; consultants;	ELP Body; JICA Empower Project; UNDP-EPIC Project; Consultants	Short term
	2. Establishment of Ecolabelling Fee Structure	- Fees had been established and adopted by the ELP	Budget for consultants; meetings and research works	Consultants; ELP Body	Short term

Outputs/ Objectives	Activities	Objective Verifiable Indicator	Resources Needed	Linkages	Time Frame
	3. Partnership with laboratories, testing centers, academe, research institutions and individual experts	<ul style="list-style-type: none"> - List of laboratories and testing centers had been gathered and introduced the programme - Established bilateral activities on ecolabelling tapping their expertise - Roster of scientists, experts and environmental practitioners had been gathered 	Directory of testing centers, laboratories, academic, research institutions and experts; budget for meetings and organizing; budget for conducting tie-up activities	DOST, DENR, Universities and Colleges; Research Institutions; Associations of various professionals and private laboratories and testing centers	<ul style="list-style-type: none"> Short term to medium term Short term to medium term Short term to medium term

	4. Acquisition of communication equipment and other office equipment	<ul style="list-style-type: none"> - Website for the programme had been established - Computers and other office equipment had been acquired 	Budget for consultants; computers facilities and other office equipment	Website designer; computer and office facilities suppliers;	<p>Short term</p> <p>Short term to medium term</p>
D. Research and Development Framework established	1. Development of researches and studies on the technical aspects and policy advocacy of the programme	<ul style="list-style-type: none"> - Prioritization of product category through industry survey and market demand based on the target consumers had been conducted - Data and Information on existing laboratories, facilities for testing and scientific studies/tools had been assessed and gathered - Market preparedness and public attitudes toward environment and buying preference for green products had been studied 	<p>List of industries; budget for communications, materials and for conducting surveys</p> <p>Communications, budget for research and studies; budget for consultants</p> <p>Budget for consultants; communications and survey materials</p>	<p>ECOP, DTI, PhilExport, PEZA; PCCI; PBE</p> <p>DENR; DTI-BPS; DOST; DOE; Academic based and research institutions</p> <p>Social Weather station; PIA; Consumer groups</p>	<p>Short term to medium term</p> <p>Short term</p> <p>Short Term to Medium term</p>

Outputs/ Objectives	Activities	Objective Verifiable Indicator	Resources Needed	Linkages	Time Frame
		- Policies and regulations including its gaps and solutions to support ELP had been assessed and studied	Budget for research, conducting meetings and communications	BOI-DTI; DENR; Office of the President; Congress	Short term to Medium term
	2. Establishment of Website and Resource Center	<p>Functional website had been established and can be used for research and information dissemination</p> <p>- mini library and resource materials had been acquired and can be used by stakeholders for their interest in ecolabelling.</p>	<p>Budget for establishing website; materials for information</p> <p>Books, magazines, CDs, manuals, publications</p>	Website designer, Networks for the programme	<p>Short term</p> <p>Medium term</p>
	3. Implement joint venture activities with academic-based organization, research and scientific communities and industry based laboratories on ELP	- R & D projects on product criteria development, product environmental impact assessment, market survey and policy development had been conducted	Budget for consultants, conducting research and survey;	Universities and colleges, DOST; DENR; DTI; DOE; DA; and other research institutions and laboratories and testing centers	Medium term to long term

Physical Targets

A C T I V I T I E S	2003	2004	2005	2006	2007
A. Strengthening organizational structure and set up of the programme					
1. Establishment of Promotional and Advocacy Committee					
2. Hiring of additional work force					
3. Capability building and strengthening the technical capacity					
4. Development of Philippine ecolabelling name and logo					
B. Institutional Linkages and Partners					
1. Partnership with private and business sectors					
2. Network with government organizations					
3. Strengthen linkages with NGO alliance, international like-minded bodies					
4. Network with donor organizations and funding agencies					
C. Development of operational framework and infrastructure support					
1. Development of ELP guidelines, procedures, and operational manual and its implementation					
2. Establishment of ecolabelling fee					
3. Partnership with laboratories, testing centers, academe, research institutions and individual experts					
4. Acquisition of communication equipment and other office equipment					
D. Establishment of research and development framework					
1. Development of researches and studies on the Technical aspects and policy advocacy of the programme					
2. Establishment of website and resource center					
3. Implementation joint-venture activities with academic based organization, scientific communities and industry based laboratories					

II. PRODUCT CRITERIA DEVELOPMENT

A. General Objective

This portfolio aims to establish and develop product/service criteria, which will serve as the core element of implementing the ecolabelling programme in the country.

B. Strategic Objectives

Specifically, this component of strategic plan should have been able to:

- ☐ Identify at least 50 priority product categories and developed product criteria.
- ☐ Conduct research and study and adopted applicable existing ecolabelling product criteria.

- Undertake multi-sectoral approach in developing product criteria
- Tapping the initiative of industry to adopt best practices on environmental performance for a particular product category

C. Program Components and Targets

C.1 Prioritization of Product Category and Development of Product Criteria

Under the Guiding Principles and Procedures for Ecolabelling (ISO 14024), selecting product categories for developing product criteria involves the conduct of feasibility study to determine what product categories will most likely have market acceptance. This includes initial selection of possible product categories, consultation with interested parties, market survey, assessment of suppliers in the market, study on environmental impacts of the products and the corresponding potential for environmental improvement, and availability of data including current legislations and agreements concerning the products or services. On the other hand, establishing the criteria should take into account the relevant local, regional and global environmental issues and concerns, available technology and economic aspects. Moreover, the criteria should be expressed in terms of impacts to the environment and natural resources (ISO 14024). In addition, formulation of product criteria in relation to process and product methods (PPMs) involves two categories. These are, product related and non-product related. Product-related PPMs affect the characteristics of the product itself and its ability to create impact on the environment in the place of use and/or disposal. While non-product related PPMs are issues where the environmental damage created by PPM is not transmitted by the product itself but by the production processes which contribute a negative impact to the environment (Ecolabelling Guide, 1999).

On the one hand, the basis of developing product criteria shall be taken from the analysis of the major environmental input and output indicators at the different stages of the product's life cycle which identify the significant environmental impact. While many ELPs practice comprehensive product Life Cycle Assessment (LCA), which maybe too expensive for others, a simplified LCA can be an option by identifying the most significant aspects or impacts of product or by evaluating a product through single environmental attribute.

As such, Philippine ecolabelling will adopt a simplified LCA method of analysis or single attribute environmental performance indicator of a product or service.

A survey on industry preference and the products they want to apply for ecolabelling accreditation shall be conducted to shortlist the priority product categories. Furthermore, identification of the priority product categories will be based on the manufacturing industry profile and economic base of the country. Research and study on the potential products for developing criteria in some categories such as electrical and electronic products, agri-based products, cosmetics, paper products and petrochemical products will be established. On the other hand, prioritization can also be done through collaboration for the implementation of environmental laws with other government policies. Possible products are cleaning agents for HABS Ban Law, packaging materials for Ecological Solid Waste Management Act, engine oil products for the Clean Air Act, and electrical/electronic products for Energy Efficiency program. Moreover, the intention to test the implementation of green procurement policy for the government agencies gives the opportunity to prioritize products being used by government organizations such as office supplies, computer and computer related products.

Table 1. Initial List of Priority Product Categories for Developing Product Criteria

Product/Service Category	Area of Concern/Application
1. Laundry Detergents	Implementation of Ban HABS Law
2. Dishwashing liquids	Implementation of Ban HABS Law
3. Tissue paper	Recycled content, water conservation
4. Copy paper	Waste Management, Recycling and sustainable forest management
5. Ball pens	Recycling, RA 6969
6. Household Batteries	Ecological Waste Management, RA6969
7. Polyethylene Plastic Packaging	Ecological Waste Management
8. Polyethylene Terephthalate	Ecological Waste Management
9. Polypropylene Plastic Packaging	Ecological Waste Management
10. Paper Packaging	Ecological Waste Management
11. Disposable Diapers	Ecological Waste Management
12. Automotive batteries	Ecological Waste Management, RA 6969
13. Refrigerator	Ozone Depletion, Energy Conservation
14. Air-conditioning	Ozone Depletion Substances, Energy Conservation
15. Engine oil	Clean Air Act, RA 6969, Ecological Waste Management, Energy Conservation
16. Garments	Resource Conservation, RA 6969
17. Paints	RA 6969, Ozone Depletion,
18. Resins	Resource Conservation
19. Fluorescent bulb	Energy Conservation
20. Facial cleansers	Ecological Waste Management, RA 6969
21. Shampoo	Ecological Waste Management, RA 6969
22. Cosmetics	Ecological Waste Management, RA 6969
23. Livestock products	Sanitation, and Sustainable Production
25. Organic Vegetable	Sustainable Production, Health
26. Transport Service	Clean Air Act
25. Hotel and Restaurant Service	Sanitation, Waste Minimization, Energy Conservation

C. 2 Adoption and Modification of Product Criteria of other ELPs

The adoption and modification of product criteria from other ecolabelling programmes abroad may be an advantage in the benchmarking of product criteria establishment. Data and information on selected product categories will be gathered and applicable criteria in local conditions will be adopted. Products that are most popular in having criteria for ELPs are paper products, detergent, office equipment, refrigerators and freezers and lightning products.

Furthermore, the self-declared claims in several local products that label themselves as “biodegradable”, “ozone friendly”, “coco-based”, “water-based” for insecticide, “organically grown” for vegetables and other environment friendly claims will be explored to adopt and modify as benchmark criteria for a third party declaration.

C. 3 Multi-sector Approach of Developing Product Criteria

In the process of developing product criteria, transparency must be applied. As such, participation and consultation with various stakeholders will be adopted in the formulation of product criteria. Expertise on a per product category will be drawn from the academe, research institutions, NGOs, government agencies, business sector and other concern groups. Technical Working Groups will be organized primarily to develop product criteria which will serve as the basis for evaluation of awarding the label of the programme.

C.4 Tapping Best Practices among Industries on their Environmental Performance for a Particular Product Category

Many manufacturers and service providers show more concern for the environment by incorporating cleaner production and waste minimization processes in their management systems. Furthermore, aside from the mandatory compliance of the government to comply with environmental laws and policies, a lot of them are seriously implementing Corporate Social Responsibilities (CSR) programs where environment is one of their major concerns. Likewise, some manufacturers are considering environmental concerns with their products as they see it as a competitive advantage over rivals. As such, by displaying environment friendly features of their products and adopting it as benchmark criteria, they may be primed up to apply for ecolabelling accreditation.

C.5 Log Framework and Physical Targets

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Institution Involved	Time Frame
A. Prioritized product categories for product criteria development	1. Identification of priority product criteria through industry survey	- Priority products had been identified through industry survey	Survey form, budget for postal, distribution of survey form and coordination	PCCI; Philexport, BOI; EPIC Network; ECOP	Short term
	2. Identification of product categories through partnership with government agencies in implementing environmental laws	- priority products identified in relation with some environmental laws	Budget for conducting research and meeting with government agencies	NSWMC, EMB, DENR, LTO, MMDA DOE, DA, BPS-DTI	Short term to medium term
	3. Adoption of products recommended by interested parties	Products recommended by interested parties had been identified	Budget for meetings with various stakeholders	Private sectors, Consumer groups, NGOs, POs	Short term to long term
B. Adopted selected product criteria of other ecolabelling programmes	1. Gathering of selected product criteria in other ELP abroad	Selected product criteria gathered	Communication expenses, Internet access	GEN	Short term to long term
	2. Adoption of selected product environmental claims	Environmental claims such as single attribute of a product had been adopted	Research activities	GEN, Industry, NGOs	Short term to long term
C. Multi-sector bodies established for product criteria development	1. Establishment of Technical Working Groups for product categories	Developed product criteria through multi-sector TWGs	Budget for organizing workshops	DENR, DOST, DTI, Academe, NGOs, Industry	Short term to medium term
D. Adopted selected industry environmental practices/features of the products	1. Exploration of environmental practices and claims of industry for a particular product category	Environmental claims of some industries in their products had been identified and studied for adoption	Budget for research works, communications and meetings	Industries	Short term to long term

C.6 Physical Targets

ACTIVITIES	2003	2004	2005	2006	2007
A. Prioritization of product categories for product Criteria development					
1. Identification of priority product criteria through industry survey					
2. Identification of product categories through partnership with government agencies on on implementing environmental laws					
3. Adoption of products recommended by Interested parties					
B. Adoption of selected product criteria of other ecolabelling programmes					
1. Gathering of selected product criteria of ELP abroad					
2. Adoption of selected product environmental Claims					
C. Establishment of multi-sectoral bodies for product criteria development					
1. Form Technical working groups for different product categories and develop product criteria					
D. Adoption of selected industry environmental Practices/features of the products					
1. Exploration of environmental practices and claims of the industry for a particular Product category					

III. Advocacy and Promotion

A. General Objective

This programme advocacy and promotion aims to develop a favorable climate and business environment for the ELP through the conduct of promotional and intensive IEC campaign for concerned stakeholders in particular and to the public in general.

B. Strategic Objectives

The objective of the programme advocacy and promotion is attaining the condition whereby the following specific targets are met:

- ☐ Intensive marketing and promotional campaign focusing on the industry sector
- ☐ Development of green procurement policies
- ☐ Constituencies from various sectors who will patronize environmentally preferable products and who will support ecolabelling programme
- ☐ Awareness for the consumers
- ☐ Promotional and educational materials and paraphernalia
- ☐ Project proposals for fund sponsorships for donor agencies

C. Program Components and Targets

C.1 Promotion for Industry Sector

Since the success of the ecolabelling programme relies heavily on industry support, an intensive promotional, marketing and advocacy campaign will be established to reach out to the significant members of the business sector.

C.1.1 Accomplishment of Presentations, Seminars and Workshops for the Business Sector

Presentations, roundtable discussions, and consultations with CEOs, business leaders and other decision-makers will be conducted to present the benefits of the ELP and promote the concept of green productivity. Since they are the ones that could make decisions to adopt the programme in their operations, industry leaders must know the benefits of the ELP. Seminars and workshops will be conducted targeting industry personnel to introduce ecolabelling and its possible application in their production.

C.1.2 Establishment of Ecolabelling Activities in Cooperation with Industries

Promotional activities such as exhibits, environmental trainings and awareness seminars will be organized to endorse ELP. Likewise, roundtable discussions and consultations with the private sector will be conducted especially in the aspect of ELP's possible impact on their businesses, development of policy incentives and exploration of ways for their possible adoption of green productivity principles.

C.1.3 Development of Incentive Package for Interested Groups

ELP will explore the possibility of the establishment of incentives for those that will adopt the programme such as possible tax enticements, green procurement policy advocacy, establishment of green purchasing network among industries as well as development of advertising and marketing arrangements for ELP beneficiaries.

Research will be conducted on possible tax incentives for businesses that will avail of the programme. This will be initiated together with the government agencies such as Board of Investment of DTI to develop policy incentives for the ELP. Likewise, the adoption of green procurement policy will be promoted to create market for eco-labeled products. While establishment of green procurement policy among business groups will be encouraged for development of green-supply-chain. Also, advertising and marketing incentives will be provided for companies that will patronize the program. This may take the form of inclusion of their products in all promotional activities of ELP while market arrangements will be formed such as discounted rate of licensing fees for a group of products that the company wants to apply for ecolabelling accreditation.

C.2 Development of Green Procurement Policies

The success of ELP may also rely on the policy support of the government as well as on favorable conditions to create demand for environmentally preferable products. A government green procurement policy is a desirable example.

In the Philippines, there is a need to assess the existing laws such as R.A. No. 7394 or The Consumer Acts of the Philippines as well as the recently enacted R.A. 9184 or the Government Procurement Reform Act. There is a need for them to include environmental aspects in making purchasing criteria for government institutions. Likewise, an effort to create a green procurement policy such as the drafting of an Executive Order for green purchasing policy for government agencies will be initiated to harness government agencies to lead the campaign on green procurement. In addition, a study will be pursued for the development of green procurement laws and lobby for their passage as laws, ordinance, orders to further institutionalize these principles in Philippine society.

C.3 Establishment of Green Purchasing Network

While there are efforts to promote ecolabelling in the policy level, a parallel initiative to create a network among green advocates who will directly patronize ecolabeled products will be organized. They are the warm bodies that will create demand for environmentally preferable products and that will rally behind the enforcement of green purchasing policies. They are the “bulk buyers” and consumer groups, which will be organized based on who will use these environment friendly products. They are the environmental advocates, government employees, students, business groups, associations, peoples’ organizations, cooperatives, professionals, experts, and other likeminded groups who could influence the promotion of environmental purchasing. Their existing organizations will be tapped to introduce the programme.

C. 4 Establishment of Information, Education, Communication and Awareness Campaign for the Consumers

The development of ELP will hardly take place in the country unless the general population is well informed on the importance and impact of the programme on their everyday life. Likewise, sustainability of ecolabelling programme would rely on how the public perceives and support products that display the Green Choice-Philippines “Seal of Approval”. On the other hand, with the size of the general public that needs information and education and considering the limited resources to promote the programme, ELP must identify strategic target audiences and effective methodologies to convey gain exposure among the widest possible number.

Among the target audience that have been identified are the students, research groups and schools, government employees, environmental cause oriented groups and other likeminded organizations, large consumer groups and bulk buyers such as hospitals, hotels and restaurants, homeowner associations, and consumer cooperatives. Likewise, the industry and business sector itself is considered as one of the more influential bodies that could be tapped in the promotion of the ELP.

C.4.1 Academic Based and Research Institutions

Almost one fourth of the country’s population are inside schools. Inside these institutions are students, professionals, experts and scientists where ELP could be easily introduced. Integration of the ecolabelling concepts in students’ curricula such as in science subjects and values education could be an effective methodology to create awareness campaign for the programme. Since principles and ideas are being thought and studied in schools, sustainable living such as green consumerism may be introduced to the students. Likewise, ecolabelling may be introduced to the professionals, experts and other employees of these institutions. Exploratory studies and research, and awareness campaign will be established for the ELP. Series of symposiums, forums, trainings and workshops will be conducted to disseminate the benefits of the programme. Institutional arrangements such as memorandum of agreements, administrative orders, and

bilateral arrangements will be established for the implementation of the advocacy campaign.

C.4.2 Government Institutions, Environmental Organizations and Cause Oriented Groups

Ecolabelling can be introduced to government institutions, environmental groups and other cause-oriented organizations. With the plan to test the efficacy of integrating environmental principles in the purchasing system of the government through development of green procurement policy, promotion of ELP can be integrated in the program. While environmental groups, NGOs and other likeminded organizations that are regarded as “active agents of change” will also be tapped as they could play a vital role in the promotion of the programme. Effective ecolabelling presentations, seminars and IEC advocacy will be conducted to introduce the ELP.

C.4.3 Bulk Buyers, Homeowner Associations, and Consumer Cooperatives

These groups may be direct and more immediate supporters of the ELP as their procurement preferences greatly influence the marketing strategies and programs of manufacturers. As such, the ELP will be aggressively introduced to them forums on the benefits of the program.

C.5 Development of Effective Promotional Strategies, Awareness Campaign and Educational Materials/ Paraphernalia

An effective awareness campaign requires efficient methodologies, effective IEC materials, and interactive communication strategies. The development of such promotional campaign strategies needs to take into consideration the appropriate target audience. Public information and communication are vital functions in carrying promotional and advocacy works. They build public opinion and influence constituencies to support the programme. Moreover, the quad-media is an effective instrument to disseminate and communicate information to the public. Television and radio program appearances could easily reach out the greatest number of consumers. Likewise, the print medium is equally important in generating positive public opinion. In addition, with the advent of information technology revolution, computers become fundamental tools in communication. Posting an ELP website and creating internet email group to facilitate communication among its stakeholders and target audience could maximize and enhance the information campaign for the programme.

On the other hand, publications such as magazine, pamphlets, news journal, brochures, flyers, posters and other advertising materials are most helpful in the promotional and marketing campaigns. Likewise, books, manuals, and other reference materials are equally important especially in the promotion of technical knowledge of the programme.

In addition, VHS, CDs, and other presentation materials would be most helpful in conducting trainings, seminars and brief presentations.

The programme may also choose to have a popular personality who may serve as the “Ecolabelling Ambassador” and who will appear in various functions and awareness campaigns of the programme. He/she must have a proven track record on advocacy and is well trusted and positively perceived by the public. A mascot as campaign figure for ecolabelling may also be a good popularization strategy.

All these promotional strategies will be explored and shall be assessed for viability and availability of resources.

C.6 Development of Campaign for Donors and Funding Agencies

Funding agencies such as development initiatives by foreign governments, multilateral funding agencies and other interested parties will be approached and proposals will be submitted for sponsorship and for possible tie-ups. Essentially, funding agencies such as foreign embassies, international funding organizations and other similar parties shall be coordinated and proposals shall be developed for submission for sponsorships and possible partnerships.

C.7 Logical Framework and its Physical Targets

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Organization/Institution Involved	Time Frame
A. Promoted the ELP to the Industry Sector	1. Accomplishment of Presentations, Seminars and Workshops for Business Sector	Presentations, roundtable discussions, consultations, seminars, and workshops had been conducted to CEOs, business leaders and environmental officers of selected industry.	Budget for conducting meetings, seminars, workshops, consultations and presentations; IEC materials; consultants	PCCI, PEZA; Philexport; ECOP; Industry Zone Management; DENR; LLDA; BOI-DTI; Banks;	Short term to long term
	2. Establishment of ecolabelling activities in cooperation with industries	Conducted environmental trainings, seminars, awareness campaign and exhibit on ecolabelling in partnership with the industry	IEC materials; consultants/ speakers; budget for holding exhibits;	PEZA; Philexport; ECOP; PCCI; BOI; DTI	Short term to long term
	3. Development of incentive package for interested parties	Identified incentive package such as marketing gains, DENR compliance possible tax deduction, and policy advocacy.	Consultants; lawyers/ policy makers; budget for study and research	DBM; BOI-DTI; DENR	Short term to medium term
B. Green Procurement Policies studied and proposed for adoption	1. Drafting of an Executive Order on green purchasing for adoption of government agencies	E.O. had been drafted and submitted to the Office of the President	Consultant; Policy Makers; budget for consultations and workshop	BOI-DTI; DENR; DBM; ELP Body	Short term to medium term

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Organization/Institution Involved	Time Frame
	2. Lobbying to the Congress of creating a law on green procurement	Study and preliminary draft had been presented to the sponsoring legislators	Consultants; policy makers; budget for research and study	House of Representatives; Senate House; BOI-DTI; DBM; Academe; NGOs;	Short term to long term
C. Established Green Purchasing Network	1. Introducing green purchasing and its benefits to some consumers and lobbying it for adoption	A group of buyers had been organized and introduced the green purchasing principles and its benefits including ELP	Budget for organizing; conducting meetings; Consultants	Consumer cooperatives; Home owners' associations; Institutional buyers such as hospitals; hotels and restaurants	Short term to long term
	2. Establishment of communication with business sector to adopt green procurement policies in their purchasing system of the raw materials they are using in their production and on office management	Selected business sectors and industry groups had been approached and introduced the green purchasing practice and the ELP	Budget for organizing, exploratory meeting; consultants	PEZA; Philexport; PCCI; ECOP	Medium term to long term
D. Establishment of Information, Education, Communication and Awareness Campaign for the Consumers	1. Conducting IEC campaign among academic based and research institutions	1. Integration of Green Consumerism and Clean Productivity and ecolabelling on the curricula of the students had been studied	Consultants; Research work	DepEd; CHED Academe; Universities and Collages	Medium term to long term

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Organization/Institution Involved	Time Frame
		2. Conducted series of seminars, trainings, symposium, workshops among various professionals, technical staffs, and other employees of these institutions	Consultants; IEC materials; budget for organizing the activities	Academic organizations; research institutions universities and colleges; PTA;	Short Term to medium term
		3. Institutional arrangement on a implementing advocacy campaign had been established	Budget on Organizing advocacy and IEC campaign	Academic organizations; research institutions universities and colleges; PTA;	Short term to medium term
	2. Promotion of ELP and green consumerism among Government Institutions, Environmental Organizations and Cause Oriented Groups	1. Ecolabelling concepts had been introduced and integrated to the plan green procurement policies of the government	Budget for conducting advocacy campaign; IEC materials	DBM; DENR; DTI; and other government agencies	Medium term to Long term
		2. Ecolabelling programme and green consumerism had been introduced to some environmental organizations, NGOs, POs, and other likeminded bodies	Budget for conducting seminars, meetings, consultations and presentation materials	Environmental organizations, POs,	Short term to Long term

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Organization/Institution Involved	Time Frame
		3. Selected bulk buyers, homeowner associations, and consumer cooperatives had been convened and introduced ecolabelling and green consumerism	Budget for organizing, IEC materials	Bulk buyers such as HRAP, Hospitals; churches, homeowner associations	Short term to long term
E. Developed Effective Promotional Strategies, Awareness Campaign and Educational Materials/ Paraphernalia	1. Development of effective IEC materials and other communication methods	1. Brochures, bulletin, pamphlets, journal, CDs, manuals and other advertising materials had been developed and produced.			Short term
	2. Establishment of effective information campaign through tri-	2. media had been used in the information drive of the programme tri-media had been used in the information drive of the programme			Short term
	3. Website and electronic information had been effectively used in the dissemination campaign				Short term
	4. Creation of an icon as an identity of the programme	1. An "Ambassador of Ecolabelling" had been identified 2. A mascot had been conceptualized and can be used in the promotion			Long term Long term

Output/Objectives	Strategy/Action Agenda	Objective Verifiable Indicator	Resources Needed	Organization/Institution Involved	Time Frame
F. Donors and funding agencies informed about the programme	1. Development of proposals in adaptation to the requirements of different funding donors.	Proposals had been developed in reference with the requirements of funding agencies.	Budget for research work, workshops, consultation, office supplies	ELP body, DTI-BOI/BPS, EPIC, EMPOWER	Short term
	2. Submission of project proposals from embassies, local funding agencies and international funding institutions	Proposals had been submitted to different embassies, local and international funding organizations	Postal service, exploratory meetings	DENR, DBP, Banks, Embassies	Short term
	3. Presentation of ELP to the donors' meeting	Donors' meeting had been conducted and presented the programme.	Budget for organizing the meeting	Embassies, International funding institutions in the country and other local funding organizations	Short term

Physical Targets

ACTIVITIES	2003	2004	2005	2006	2007
A. Promotion of ELP to the industry sector					
1. Accomplishment of presentations, seminars and workshops for business sectors					
2. Establishment of ELP activities with industries					
3. Development of incentive package for interested parties					
B. Development of Green Procurement Policy					
1. Drafting of Executive Order on green purchasing for adoption of government organizations					
2. Lobbying to the congress of creating a law on green procurement					
C. Establishment of Green Purchasing Network					
1. Introducing green purchasing and its benefits to some consumers and lobbying it or adoption					
2. Organizing business sector to adopt green procurement policies in their purchasing system					
D. Establishment of IEC and awareness campaign for the consumers and the general public					
1. Launching the ELP					
2. Conducting IEC campaign among academic based and research institutions					
a. Integration of green consumerism, clean productivity					

and ecolabelling to the curricula of the students					
b. Organizing series of seminars, trainings, symposiums and workshops for staffs, professionals, and other employees					
3. Promotion of ELP and green consumerism among government organizations, environmental advocates and cause oriented groups					
a. Introducing ecolabelling concepts and green procurement policies to the government					
b. Introducing ELP and green consumerism to environmental organizations, NGOs, POs, and other likeminded bodies					
c. Convening selected bulk buyers, homeowners, and consumer cooperatives to introduce the programme					
E. Development of effective promotional strategies, awareness campaign and educational materials					
1. Development of effective IEC materials and other communication methods					
2. Establishment of effective information campaign through tri-media					
3. Establishment of website for electronic information					
4. Creation of icons for the programme					
a. Identification of Ambassador of Ecolabelling					
b. Conceptualization of a ELP mascot					
F. Information campaign for donors and funding organizations					
1. Development of proposals					
2. Submissions of project proposals for embassies, local funding donors and international funding agencies					
3. Organizing meetings for funding donors					

III. FINANCIAL PLAN

A. Background

When ecolabelling was introduced in the Philippines, UNDP initiated and funded a study of exploring the establishment of the National Ecolabelling Programme through its Private Sector Initiative for Managing the Environment Project (PRIME Project) with the Department of Trade and Industry as the main proponent. The output was then presented in a series of roundtable discussions and consultative meetings. It was forwarded that a semi-government type of Ecolabelling Body must be formed. The Development Academy of the Philippines was then nominated to be the major proponent to manage the programme. This is in connection with the concern of the body to minimize cost that would be incurred by the bureaucratic procedures of government in managing the ELP. The question on where to source the required funding for the initial implementation of the Programme was also forwarded. C&GFI came into the picture when it committed to provide the seed-money needed to start the programme and the ELP Body then agreed to designate C&GFI as the ELP Administrator.

In 1998, more than PhP 1.5 million was allocated for the ecolabelling study and its early development under PRIME Project while C&GFI committed an initial capital of PhP 700, 000. 00 to start the programme in 2001. UNDP sees the importance of the ELP as a break through on private sector's initiative in managing the environment and it continues to provide technical assistance and subsidies through its EPIC project (Environmental Practices for Industrial Competitiveness) as an environmental tool portfolio. Likewise, counterpart funding from C&GFI takes the form of expenses for administrative and secretariat and for running the national ecolabelling programme.

While ELP enjoys technical support and financial assistance from these organizations, there is a need to define its business aspects and provide a road map of financial sustainability in the years ahead. In practice, many ecolabelling programmes are financially subsidized by governments during their establishment stage until such time that the programme could operate on its own and attain sustainability. It is imperative that the government particularly DTI and DENR must take part in subsidizing the costs of the programme. Under RA 9003, DTI – Bureau of Product Standards is mandated to develop a coding system for packaging materials and products facilitate waste recycling and re-use. As such, DTI-BPS shall include ELP in its fiscal year requirements in the succeeding years until the programme managed to sustain its operation. Likewise, DENR should take steps to include ELP in their annual activities as one of the priority programmes of the government on environmental protection.

B. Financing the Strategic Plan and Its Allocation Principles and Procedures

On account of sustainability, ELP module programs and subcomponent programs costs will be distributed among the main financial sources: the government, private sector, foreign financial institutions and income that will be generated by the programme. The following principles have been adopted:

- On institutional development and capability building of the programme, the cost that will be incurred is assumed to be financed by the government and foreign sources. This includes, strengthening organizational structure and set up of the programme, capacity building on the technical aspects of ELP, Institutional arrangements, and development of operational framework and infrastructure support.
- On product criteria development, sources of fund will be drawn from the private sector (NGOs), government programmes (e.g. Energy Efficiency, Ecological Waste Management and Clean Air Campaign), and foreign sources.
- On promotional and advocacy campaign, the programme is expected to obtain funds from foreign sources for the initial requirements, the government for its aligned programmes, private sector, and from the income that will be generated by the programme in succeeding years.
- Appropriate administrative costs, salaries and wages of staff component is expected to be provided by the private sector and government funds until such time that the programme generates sufficient funds to cover these costs.

C. Financing Scheme

For the whole Strategic Plan program costs the subsequent financing scheme is presented.

Table 2. General financing scheme of the total 5-year costs of the Strategic Plan.

Sources of Fund	Million of Pesos (PhP)	Percentage (%)
Government financing	7, 998, 618. 20	29.36 %
Private financing	1, 498, 378. 75	05.50 %
Programme financing	8, 347, 500. 00	30.64 %
Foreign financing	9, 398, 750. 05	34.50 %
TOTAL	27, 243, 250. 00	100 %

D. Projected Budgetary Requirements

D.1 Projected Cost for Programme Development

A C T I V I T I E S	2003	2004	2005	2006	2007	TOTAL BUDGET (PhP)
A. Strengthening organizational structure and set up of the programme	406,000.00	384,000.00	384,000.00	84,000.00	84,000.00	1,342,000.00
B. Establishment of institutional Linkages and partners	577,500.00	577,500.00	577,500.00	177,500.00	177,500.00	2,087,500.00
C. Development of operational framework And infrastructure support	396,000.00	376,000.00	376,000.00	36,000.00	36,000.00	1,220,000.00
D. Establishment of research and and development framework	450,000.00	350,000.00	250,000.00	200,000.00	200,000.00	1,450,000.00
TOTAL (PhP)	1,829,500.00	1,687,500.00	1,587,500.00	497,500.00	497,500.00	6,099,500.00

D.2 Projected Cost for Product Criteria Development

A C T I V I T I E S	2003	2004	2005	2006	2007	TOTAL BUDGET (PhP)
A. Prioritization of product categories for Product criteria development	300,000.00	200,000.00	200,000.00	100,000.00	100,000.00	900,000.00
B. Adoption of selected product criteria of Ecolabelling programmes	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	200,000.00
C. Establishment of multi-sector bodies for Product criteria development	600,000.00	600,000.00	600,000.00	600,000.00	600,000.00	3,000,000.00
D. Adoption of selected industry environmental Practices/features of the products	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	250,000.00
TOTAL(PhP)	990,000.00	890,000.00	890,000.00	790,000.00	790,000.00	4,350,000.00

D.4 Projected Cost for Promotion and Advocacy

ACTIVITIES	2003	2004	2005	2006	2007	TOTAL BUDGET (PhP)
A. Promotion of ELP to the Industry sector	320,000	320,000	320,000	320,000	320,000	1,600,000
B. Development of Green Procurement Policy	160,000.00	100,000.00	100,000.00			360,000.00
C. Establishment of Green Purchasing Network	100,000.00	200,000.00	200,000.00	200,000.00	200,000.00	900,000.00
D. Establishment of IEC and Awareness campaign	550,000.00	350,000.00	450,000.00	300,000.00	300,000.00	1,950,000.00
E. Development of effective Promotional strategies Awareness campaign And educational materials	677,000.00	300,000.00	677,000.00	750,000.00	550,000.00	2,954,000.00
F. Information campaign For donors and Funding organizations	100,000.00		100,000.00			200,000.00
TOTAL(PhP)	1,907,000	1,270,000	1,847,000	1,570,000	1,370,000	7,964,000

D.5 Summary of Projected Budgetary Requirements of the Programme

ACTIVITIES	2003	2004	2005	2006	2007	TOTAL BUDGET (PhP)
1. Programme Development	1,829,500.00	1,687,500.00	1,587,500.00	497,500.00	497,500.00	6,099,500.00
2. Product Criteria Development	990,000.00	890,000.00	890,000.00	790,000.00	790,000.00	4,350,000.00
3. Promotion and Advocacy	1,907,000.00	1,270,000.00	1,847,000.00	1,570,000.00	1,370,000.00	7,964,000.00
4. Administrative Expenses	1,364,000.00	1,708,000.00	1,919,250.00	1,919,250.00	1,919,250.00	8,829,750.00
TOTAL (PhP)	6,090,500.00	5,555,500.00	6,243,750.00	4,776,750.00	4,576,750.00	27,243,250.00

F. Annexes

Annex A. International Organization for Standardization (ISO) 14020 series Environmental Labels – General Principles and 14024 – Environmental Labels and Declarations – Principles and Procedures.

ISO 14020:1998(E)

Introduction

Environmental labels and declarations are one of the tools of environmental management, which is the subject of the ISO 14000 series.

Environmental labels and declarations provide information about a product or service in terms of its overall environmental character, a specific environmental aspect, or any number of aspects. Purchasers and potential purchasers can use this information in choosing the products or services they desire based on environmental, as well as other, considerations. The provider of the product or service hopes the environmental label or declaration will be effective in influencing the purchasing decision in favour of its product or service. If the environmental label or declaration has this effect, the market share of the product or service can increase and other providers may respond by improving the environmental aspects of their products or services to enable them to use environmental labels or make environmental declarations, resulting in reduced environmental stress from that product or service category.

A. Environmental labels and declarations – General principles

1 Scope

This International Standard establishes guiding principles for the development and use of environmental labels and declarations. It is intended that other applicable standards in the ISO 14020 series be used in conjunction with this International Standards.

Where other International Standards provide more specific requirements than ISO 14020, such specific requirements take precedence.

This International Standard is not intended for use as a specification for certification and registration purposes.

NOTE Other International Standards in the series are intended to be consistent with the principles set forth in this International Standard. Other standards currently in the ISO 14020 series are ISO 14021, ISO 14024 and ISO 14025 (see Bibliography).

2 Terms and definitions

For the purposes of this International Standard, the following terms and definitions apply.

2.1 environmental label environmental declaration

claim which indicates the environmental aspects of a product or service

NOTE An environmental label or declaration may take the form of a statement, symbol or graphic on a product or package label, in product literature, in technical bulletins, in advertising or in publicity, amongst other things.

2.2 life cycle

consecutive and interlinked stages of a product system, from raw material acquisition or generation of natural resources to the final disposal

[ISO 14040:1997]

NOTE “Product” includes any goods or service.

2.3 environmental aspect

element of an organization’s activities, products or services which can interact with the environment

3 Objective of environmental labels and declarations

The overall goal of environmental labels and declarations is, 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.

4 General principles

4.1 General

All of the principles set out in 4.2 to 4.10 are applicable to all environmental labels and declarations.

Where other International Standards in the ISO 14020 series provide more specific requirements than ISO 14020, such specific requirement shall be followed.

4.2 Principle 1

4.2.1 Statement

Environmental labels and declarations shall be accurate, verifiable, relevant and not misleading.

4.2.2 Specific considerations

The usefulness and effectiveness of environmental labels and declarations depend upon the extent to which they convey reliable and meaningful information about the environmental aspects of a product or service. Environmental labels and declarations shall provide accurate information about the environmental aspects of a product or service. The factual and technical basis for environmental labels and declarations shall be verifiable. Environmental labels and declarations shall provide information that is relevant; they shall address only nontrivial environmental aspects related to the actual circumstances of natural resource extraction, manufacture, distribution, use or disposal associated with the product or service. A periodic review of the basis for environmental labels and declarations should occur to account for innovation. Information should be gathered at a frequency consistent with the pace of

innovation. Environmental labels and declarations shall be understandable and not likely to mislead the intended purchaser of the product or service.

4.3 Principle 2

4.3.1 Statement

Procedures and requirements for environmental labels and declarations shall not be prepared, adopted, or applied with a view to, or with the effect of, creating unnecessary obstacles to international trade.

4.3.2 Specific considerations

For guidance on the above principle, the applicable provisions and interpretations of the World Trade Organization should be taken into account.

4.4 Principle 3

4.4.1 Statement

Environmental labels and declarations shall be based on scientific methodology that is sufficiently thorough and comprehensive to support the claim and that produces results that are accurate and reproducible.

4.4.2 Specific considerations

The information supporting environmental labels and declarations shall be gathered and assessed using methods that are recognized and widely accepted in scientific or professional disciplines or are otherwise scientifically defensible. The methods should follow recognized standards that have international acceptability (these may include international, regional or national standards) or be industry or trade methods which have been subjected to peer review, where such standards or methods exist. The methods used shall be appropriate to the claim and shall provide information that is relevant and necessary to support the claim as well as accurate and reproducible.

4.5 Principle 4

4.5.1 Statement

Information concerning the procedure, methodology, and any criteria used to support environmental labels and declarations shall be available and provided upon request to all interested parties.

4.5.2 Specific considerations

The information shall include underlying principles, assumptions and boundary conditions. This information should be sufficient and reasonably comprehensible to allow purchasers, potential purchasers and other interested parties to evaluate and compare environmental labels and declarations in terms of scientific principles, relevance and overall validity, and to assess whether an environmental label or declaration is consistent with the applicable standards within the ISO 14020 series. This information shall also clearly indicate whether the environmental label or declaration is a self-declared environmental claim or is based on independent validation.

The means of obtaining this information shall be made known to purchasers and potential purchasers wherever the product or service is marketed. This can be achieved by the various

means discussed in 4.10. There may be limits to the availability of specific information due to confidential business information, intellectual property rights or similar legal restrictions.

4.6 Principle 5

4.6.1 Statement

The development of environmental labels and declarations shall take into consideration all relevant aspects of the life cycle of the product.

4.6.2 Specific considerations

The life cycle of a product or service ranges from activities associated with the production and delivery of raw materials or generation of natural resources to the final disposal. Consideration of the life cycle of a product or service allows a party developing an environmental label or declaration to take into account a range of factors that impact on the environment. It further allows that party to identify the potential for one impact to be increased in the process of decreasing another.

Consideration should be given to the life cycle of a product or service in order to help identify appropriate and relevant characteristics and criteria for environmental labels and declarations or to determine the significance of an environmental claim. The extent to which the life cycle is considered may vary depending on the type of environmental label or declaration, the nature of the claim and the product category.

This does not necessarily mean that a life cycle assessment should be undertaken.

4.7 Principle 6

4.7.1 Statement

Environmental labels and declarations shall not inhibit innovation which maintains or has the potential to improve environmental performance.

4.7.2. Specific considerations

Requirements shall be expressed in terms of performance rather than design or descriptive characteristics. This approach leaves maximum flexibility for technical or other innovation. Prescriptive design criteria or implicit preference for a technology should be avoided because of the possibility of restricting or discouraging improvements in products or services which do not affect conformance to applicable environmental criteria or which could lead to significant environmental improvement.

4.8 Principle 7

4.8.1 Statement

Any administrative requirements or information demands related to environmental labels and declarations shall be limited to those necessary to establish conformance with applicable criteria and standards of the labels and declarations.

4.8.2 Specific considerations

All organizations, regardless of size, should have equal opportunity to use environmental labels and declarations. Involvement should not be hindered by extraneous factors or requirements such as procedural complexity or unreasonable information or administrative demands.

4.9 Principle 8

4.9.1 Statement

The process of developing environmental labels and declarations should include an open, participatory consultation with interested parties. Reasonable efforts should be made to achieve a consensus throughout the process.

4.9.2 Specific considerations

The process for developing standards and criteria shall be open to all interested parties. The parties shall be invited to participate and encouraged to become involved through timely and adequate notification. Parties may choose to participate directly or through other means such as written or electronic correspondence. Comments and input shall be responded to in a meaningful way that addresses the substance of the comment or input. For self-declared environmental claims developed in accordance with ISO 14021, consultation is regarded as having occurred during the development of that International Standard.

NOTE For further guidance see ISO/IEC Guide 2 and ISO/IEC Guide 59.

4.10 Principle 9

4.10.1 Statement

Information on the environmental aspects of products and services relevant to an environmental label or declaration shall be available to purchasers and potential purchasers from the party making the environmental label and declaration.

4.10.2 Specific considerations

Ultimately, the effectiveness of environmental labels and declarations depends on their ability to enable purchasers and potential purchasers to take responsibility for, and make informed choices about, the environmental aspects of their purchasing decisions and to influence purchasers and potential purchasers in their selection of products or services. This, in turn, is related to the degree of acceptance and understanding purchasers and potential purchasers have of the information provided about environmental aspects.

Therefore, parties using environmental labels and declarations have an incentive and a responsibility to provide their purchasers and potential purchasers with access to information so that the purchaser and potential purchaser may understand the meaning of any claim, symbol or term. This can be accomplished through various means, such as advertising, explanatory panels at the retail level, free telephone numbers, and education programmes, among others. The information provided shall be appropriate and sufficient to the nature and scope of the environmental claim being made.

ISO 14024

Environmental labels and declarations – Type I environmental labelling –

B. Principles and procedures Environmental labels and declarations – Type I environmental labelling – Principles and procedures

1 Scope

This International Standard establishes the principles and procedures for developing Type I environmental labelling programmes, including the selection of product categories, product environmental criteria and product function characteristics; and for assessing and demonstrating compliance. This International Standard also establishes the certification procedures for awarding the label.

2 Normative reference

The following normative document contains provisions which, through reference in this text, constitute provisions of this International Standard. For dated references, subsequent amendments to, or revisions of, any of these publications do not apply. However, parties to this agreements based on this International Standard are encouraged to investigate the possibility of applying the most recent edition of the normative document indicated below. For undated references, the latest edition of the normative document referred to applies. Members of ISO and IEC maintain registers of currently valid International Standards.

ISO 14020:1998, *Environmental labels and declarations --- General principles*.

3 Terms and definitions

For the purposes of this International Standard, the following terms and definitions apply.

3.1 Type I environmental labelling programme

voluntarily, multiple-criteria-based third party programme that awards a license which authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations

3.2 product

any goods or service

3.3 product category

group of products which have equivalent function

3.4

product environmental criteria

environmental requirements that the product shall meet in order to be awarded an environmental label

3.5

product function characteristic

attribute or characteristic in the performance and use of a product

3.6 ecolabelling body

third party body, and its agents, which conducts a Type I environmental labelling programme

3.7 third party

person or body that is recognized as being independent of the parties involved, as concerns the issue in question

[ISO/IEC Guide 2:1996]

NOTE “Parties involved” are usually supplier (“first party”) and purchaser (“second party”) interests.

3.8 interested party

any party affected by a Type I environmental labelling programme

3.9 licensee

party authorized by an ecolabelling body to use a Type I environmental label

3.10 environmental aspect

element of an organization’s activities, products or services which can interact with the environment

NOTE A significant environmental aspect is an environmental aspect which has, or can have, a significant environmental impact.

[ISO 14001:1996]

3.11 environmental impact

any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organization’s activities, products or services

[ISO 14001:1996]

3.12 certification

procedure by which a third party gives written assurance that a product, process or service conforms to specified requirements

[ISO/IEC Guide 2:1996]

3.13 license (for Type I environmental labelling)

document, issued under the rules of a certification system, by which an ecolabelling body grants to a person or body the right to use Type I environmental labels for its products or services in accordance with the rules of the environmental labelling programme

3.14 fitness for purpose

ability of a product, process or service to serve a defined purpose under specific conditions

[ISO/IEC Guide 2:1996]

4 Objective of Type I environmental labelling

The overall goal of environmental labels and declarations is, 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.

The objective of Type I environmental labelling programmes is to contribute to a reduction in the environmental impacts associated with products, through the identification of products that meet a specific Type I programme’s criteria for overall environmental preferability.

The objective of this International Standard is to secure transparency and credibility in implementing Type I environmental labelling programmes and to harmonize the principles and procedures applicable to the programmes.

5 Principles

5.1 Voluntary nature of the programme

Type I environmental labelling programmes, including those developed or operated by government-sponsored agencies, shall be voluntary in nature.

5.2 Relationship with ISO 14020

In addition to the requirements of this International Standard, the principles set out in ISO 14020 shall apply. Where this International Standard provides for more specific requirements than ISO 14020, such specific requirements shall apply.

5.3 Relationship with legislation

A precondition for the granting and maintenance of a license to use a Type I environmental label shall be the compliance by the applicant with environmental and other relevant legislation.

5.4 Life cycle consideration

The objective of reducing environmental impacts and not merely transferring impacts across media or stages of the product life cycle is best served by considering the whole product life cycle when setting product environmental criteria.

Life cycle stages to be taken into account when developing the product environmental criteria should include: extraction of resources, manufacturing, distribution, use and disposal relating to relevant cross-media environmental indicators. Any departure from this comprehensive approach or selective use of restricted environmental issues shall be justified.

5.5 Selectivity

Product environmental criteria shall be established to differentiate environmentally preferable products from others in the product category, based on a measurable difference in environmental impact. Product environmental criteria should differentiate between products only when these differences are significant. Testing and verification methodologies used to evaluate products have different levels of precision and accuracy. This should be considered when determining the significance of this difference.

Once product environmental criteria are established according to the above paragraph, all products which meet the criteria shall be eligible to use the label.

5.6 Product environmental criteria

5.6.1 Life cycle considerations

The product environmental criteria shall be based on indicators arising from life cycle considerations (see 6.4).

In developing the criteria, the fitness for purpose of the product and levels of performance shall be taken into account. International, regional or national standards for the product should be considered for use in the programme, according to the hierarchy for use of standards set out in ISO 14020.

5.6.2 NOTE In the context of environmental labelling, fitness for purpose implies that a product satisfies health, safety and consumer **Basis of criteria**

The product environmental criteria should be set at attainable levels and give consideration to relative environmental impacts, measurement capability and accuracy.

5.7 Product function characteristics

performance needs.

5.8 Validity of programme requirements

5.8.1 Period of Validity

The product environmental criteria and product function requirements for each product category shall be set for a predefined period.

5.8.2 Review period

The product environmental criteria and product function requirements shall be reviewed within a predefined period, taking account of factors such as new technologies, new products, new environmental information and market changes. Review of the product environmental criteria and product functional requirements need not necessarily lead to changes in them.

5.9 Consultation

A process of formal open participation among interested parties shall be established at the outset for the purpose of selecting and reviewing product categories, product environmental criteria and product function characteristics.

5.10 Compliance and verification

All the elements in the product environmental criteria and product function characteristics of the environmental labelling programme shall be verifiable by the ecolabelling body. The methods for assessing compliance should make use of, in order of preference:

- ISO and IEC standards;
- other internationally recognized standards;
- regional and national standards;
- other repeatable and reproducible methods which follow accepted principles of good laboratory practice (see ISO/IEC 17025 for information on good laboratory practice);
- manufacturer's evidence.

5.11 Transparency

A Type I environmental labelling programme should be able to demonstrate transparency through all stages of its development and operation. Transparency implies that information shall be available to interested parties for inspection and comment where appropriate. Adequate time shall be allowed for comments to be submitted. This information should include:

- selection of product categories;
- selection and development of product environmental criteria;
- product function characteristics;
- testing and verification methods;
- certification and award procedures;
- review period;
- period of validity;
- nonconfidential evidence on which the awarding of the label is based;
- funding sources for the programme development (e.g. fees, government financial support etc.);
- compliance verification.

Transparency should not conflict with the requirements of 5.17.

5.12 International trade aspects

Procedures and requirements for environmental labelling programmes shall not be prepared, adopted or applied with a view to, or with the effect of creating unnecessary obstacles to international trade. The applicable provisions and interpretations of the World Trade Organization (WTO) should be taken into account.

5.13 Accessibility

Application to, and participation in, environmental labelling programmes shall be open to all potential applicants. All applicants who fulfill the product environmental criteria for a given product category and the other programme requirements shall be entitled to be granted a license and authorized to use the label.

5.14 Scientific basis of product environmental criteria

The development and selection of criteria shall be based on sound scientific and engineering principles. The criteria should be developed from data that support the claim of environmental preferability.

5.15 Avoidance of conflict of interest

Type I environmental labelling programmes shall ensure that they are free from undue influence. Programmes shall be able to demonstrate that sources of funding do not create a conflict of interest.

NOTE Attention is drawn to the provisions of ISO/IEC Guide 65.

5.16 Costs and fees

Fees may include application, testing or administration fees. In principle, the costs and fees for the granting and maintaining of a label should be based on all programme costs and should be kept as low as possible to maximize accessibility.

Any fees should be applied equitably to all applicants and licensees.

5.17 Confidentiality

The confidentiality of all information which is identified as confidential shall be maintained.

5.18 Mutual recognition

Mutual recognition, based on confidence, should be encouraged. There may be mutual recognition of tests, inspections, conformity assessment, administrative procedures and, where appropriate, product environmental criteria.

To ensure full transparency, information on existing mutual recognition agreements with other eco-labelling bodies shall be made available.

NOTE For further guidance see Chapter 8 of reference [6].

6 Procedures

6.1 General

Type I environmental labelling involves an iterative process which includes:

- consultation with interested parties;
- the selection of product categories;
- development, review and modification of product environmental criteria;

- the identification of product function characteristics; and
- the establishment of certification procedures and other administrative elements of the programme.

6.2 Consultation with interested parties

The ecolabelling body shall implement a formal consultation mechanism that facilitates full participation of interested parties. Such a mechanism could include the use of selected groups of interested parties' representatives, e.g. consultation board, advisory committee or public hearing.

Consultation is an on-going process that occurs in the selection of the product category, and in the establishment of product environmental criteria and product function characteristics. Interested parties shall be given adequate time and access to details and sources of information used. The consultation process shall also ensure that interested parties who comment on the programme receive proper consideration of and response to their comments. Reasonable efforts should be made to achieve a consensus throughout the process.

6.3 Selection of product categories

6.3.1 Conducting a feasibility study

In this phase of the process, a study should be conducted on potential product categories and the nature of the market. The purpose of the study is to consider the feasibility of establishing the product categories. The study should include:

- the initial selection of possible product categories;
- consultation with interested parties;
- market survey (e.g. nature, size, demand);
- suppliers in the market place (e.g. small and medium-sized enterprises, foreign and domestic producers);
- environmental impacts of products;
- potential and need for environmental improvement;
- definition of scope of product categories, taking into account equivalence of use;
- fitness for use, including product function characteristics;
- availability of data;
- current national and international legislation and agreements.

6.3.2 Proposal for product category

Once a feasibility study has been completed, the ecolabelling body will be in a position to ascertain which product categories are most likely to obtain marketplace acceptance. A product category proposal should be prepared for the interested parties which summarizes the components of the feasibility study, its findings, and the considerations leading to the proposal of product categories for the programme.

6.4 Selection and development of product environmental criteria

6.4.1 Selection of product environmental criteria

The framework and procedures which this International Standard sets forth are intended to provide uniformity while allowing decisions on the final criteria to be the result of the consultation process between the ecolabelling body and interested parties. The criteria shall be selected in accordance with requirements set out in 5.2 to 5.17.

The matrix in Table 1 is an example of applying this approach and is included to assist ecolabelling bodies to initiate selection of product environmental criteria. The matrix links the stages of the product life cycle with the major environmental input and output indicators are grouped by media and are usually more than one per medium. The study of the life cycle stages (which may be performed as a further part of the feasibility study given in 6.3.1) could lead to the conclusion that environmental impacts in some stages are insignificant and do not warrant further consideration. Regardless, the

study shall show that the selection of product environmental criteria will not lead to the transfer of impacts from one stage of the life cycle to another or from one medium to another without a net gain of environmental benefit.

Table 1 ---- Typical product environmental criteria selection matrix

Stage of the life cycle	Environmental input / output indicators					
	Energy	Resources	Emission to			Other
	Renewable / Nonrenewable	Renewable / Nonrenewable	Water	Air	Soil	
Resource extraction						
Production						
Distribution						
Use						
Disposal						

6.4.2 Development of product environmental criteria

6.4.2.1 General

The process for establishing the criteria should take into account relevant local, regional, and global environmental issues, available technology, and economic aspects.

Product environmental criteria should be expressed in terms of

- impacts on the environment and natural resources; or
- whenever that is not practicable, environmental aspects, such as emissions to the environment.

Criteria that directly or indirectly require or exclude the use of particular processes or production methods without justification shall be avoided. Any exclusions of certain substances should be based on scientific methodology meeting Principle 3 of ISO 14020. Methods such as risk assessment may provide useful information in this respect.

Some major considerations in this phase of the labelling programme are set out in 6.4.2.2 to 6.4.2.5.

6.4.2.2 Identification of the areas most relevant for reduction of environmental impact

The ecolabelling body shall identify the product life cycle stages where there is differentiation of environmental impacts among the products within the category. The ranges and variability of the data obtained for specific products shall be analysed to ensure that the selected product environmental criteria are adequate and reflect the differences among products.

6.4.2.3 Use of qualitative and quantitative indices

The ecolabelling body may consider it proper to apply weighting factors to the selected environmental requirements. The reasons for each weighting factor shall be clearly explained and justified.

6.4.2.4 Determination of numerical values for each relevant criterion

The ecolabelling body shall determine the criteria that most accurately reflect the selected environmental aspects. Once the criteria have been determined, the ecolabelling body shall assign numerical values to them. These values could take the form of minimum values, threshold levels not to be exceeded, a scale-point system or other relevant and appropriate approaches.

6.4.2.5 Determination of test methods, procedures and availability of test laboratories

Testing and verification requirements should be considered in parallel with the preparation of requirements for a given product category. The organizational, technical and economic feasibility of such testing and verification requirements should be carefully considered.

The ecolabelling body should provide a reference to the test methods that are required for any given criterion or characteristics, and should examine the availability of competent laboratories capable of performing the tests. The test methods should be selected according to the guidance given in 5.10.

6.5 Selection of product function characteristics

In the selection of the product function characteristics, due consideration shall be given to product function. This should be addressed in terms of product performance, rather than design or descriptive characteristics.

When establishing product function characteristics, consideration should be given to:

- identification of the product function characteristics;
- selection of key performance elements that characterize function;
- verification that the key performance elements are applicable to all products in the category;
- identifying the necessary levels of performance (see 5.7).

6.6 Reporting and publication

Once the product categories, product environmental criteria and product function characteristics have been established, they shall be published. The selected report format shall be accompanied by information which demonstrates that:

- the establishment of the category, criteria and characteristics conforms with the scope, principles, practices, and requirements set out in this International Standard;
- the criteria are objective and justifiable;
- methods to verify the product environmental criteria and product function characteristics are available;
- interested parties were given the opportunity to participate in the process and their views were taken into consideration.

The ecolabelling body should also provide information on request that explains the meaning of the label to purchasers and the public.

6.7 Implementation of modifications to the product environmental criteria

In cases where the label has already been awarded to products, there are a number of factors which should be considered when establishing the date on which revisions to the criteria will come into force.

These factors include, but are not limited to:

- the urgency of complying with the revised product environmental criteria;
- the extent of the change, the length of time, and the level of complexity involved in retooling the manufacturing process to comply with the revised criteria;
- avoidance of unintentional commercial advantage given to a particular manufacturer, particular design or process;

- the need to involve the licensee's material suppliers;
- action that needs to be taken with respect to existing products with the label awarded under the old criteria which are still in the chain of supply to the end customer;
- time for appropriate consultation with licensees;
- complexity of administering the changes for the ecolabelling body;
- legislative requirements.

7 Certification and compliance

7.1 General

Clause 7 sets out general requirements for certification and compliance.

NOTE In addition, reference to ISO/IEC Guide 65 is recommended.

7.2 Basic concepts

7.2.1 General

The prerequisites for awarding the label are normally divided into the elements set out in 7.2.2 and 7.2.3

7.2.2 General rules

General rules guide the overall operation of the programme. These general rules control the general conditions for the awarding of the license and the use of the label. The general rules should address, but may not be limited to, the following issues:

- publicity by licensees;
- conditions which could lead to the suspension, cancellation or withdrawal of a license;
- procedures for implementing corrective action in case of non-conformity;
- procedures for resolution of disputes;
- procedures for testing and verification;
- fee structure;
- guidance for the use of logotype.

It is essential that all prerequisites for the awarding of the license and the use of the label are included in the general rules, the product environmental criteria and product function characteristics, since only these requirements can be used as the basis for awarding or withholding the license to use the label.

7.2.3 Product environmental criteria and product function characteristics for each product category

Product environmental criteria and product function characteristics set out the technical requirement elements of the Type I environmental labelling programme for each product category.

7.3 Licensing

The ecolabelling body is responsible for licensing of applicants. The ecolabelling body shall award a license to use the label only when it is satisfied that, among other contractual obligations:

- the applicant is in compliance with the general rules of the programme;
- the product is in compliance with the product environmental criteria and product function characteristics applicable to its product category.

The issuing of a license does not oblige the licensee to use the label.

The ecolabelling body shall maintain a publicly available list of products which have been awarded the label.

7.4 Procedures for assessing and demonstrating compliance

7.4.1 Basic principle

The methodology for assessing whether a product complies with the product environmental criteria and product function characteristics, and of verifying on-going compliance, shall be documented and have sufficient rigour to maintain confidence in the programme.

There may be many factors influencing the choice of compliance procedures, and the methodologies may vary from one programme to another.

7.4.2 Supervision and control

The ecolabelling body shall review the programme requirements and, in accordance with the General rules (see 7.2.2), determine the appropriate form of verification for each. Once the requirements have been reviewed, a plan of supervision and control shall be prepared.

7.4.3 Supporting documentation

The ecolabelling body shall require the applicant to make a commitment to comply with environmental and other relevant legislation.

The ecolabelling body shall obtain documentary evidence of the applicant's conformity with the programme requirements. All data shall be known and verifiable quality.

The ecolabelling body shall prepare and make available, on request, documentation including, at a minimum:

- product categories;
- product environmental criteria;
- product function characteristics;
- period of validity of criteria;
- testing and verification methods;
- certification and award procedures;
- periodic review criteria;
- nonconfidential evidence on which the awarding of the label is based;
- funding sources for the programme development (e.g. fees, government financial support, etc);
- compliance verification.

7.4.4 Declarations of conformity

If the programme allows for the use of the applicant's declaration of conformity with certain programme requirements, the declaration of conformity should follow the guidelines set out in ISO/IEC Guide 22.

7.5 Compliance monitoring

After the license has been awarded to an applicant, the licensee shall inform the ecolabelling body of any change that might affect its continued compliance with the requirements.

The ecolabelling body shall ensure that any change in the product or its manufacturing process likely to affect compliance is considered and shall require the licensee to initiate corrective action if compliance is not maintained.

It is the responsibility of the licensee to ensure that compliance with the programme requirements is maintained.

7.6 Protection of the label

The ecolabelling body shall ensure that its label (i.e. the certification mark / logotype) is legally protected in order to prevent unauthorized use and to maintain public confidence in the programme.

The ecolabelling body shall have a clear and explicit policy regarding the proper use of the label. Any deviation from this policy shall result in appropriate corrective action and possible withdrawal of the license.

Annex B. Members of the Green Choice ELP Body.

ELP BOARD

1. Bureau of Product Standards, Department of Trade & Industry
2. Environmental Management Bureau, Department of Environment & Natural Resources
3. Citizen's Alliance for Consumers' Protection
4. Clean & Green Foundation, Inc.
5. Department of Science & Technology
6. Energy Utilization Management Bureau, Department of Energy
7. National Consumer Affairs Council, Department of Trade & Industry
8. Philippine Business for the Environment
9. Productivity Development Center, Development Academy of the Philippines

ELP TECHNICAL COMMITTEE

1. Industrial Technology Development Institute, Department of Science & Technology
2. Bureau of Product Standards Department of Trade & Industry
3. Bureau of Product Standards – Testing Center Department of Trade & Industry
4. Chemistry Department De La Salle University
5. Procurement Service Department of Budget & Management
6. Environmental Education Center Miriam College
7. Environmental Science Program Ateneo de Manila University
8. Philippine Association of Environmental Assessment Professionals
9. Environmental Management Bureau, Department of Environment & Natural Resources
10. Philippine Exporter Confederation, Inc.
11. Quezon City Science Multi-Purpose Cooperative

ELP SECRETARIAT - Clean & Green Foundation, Inc.

G. References

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