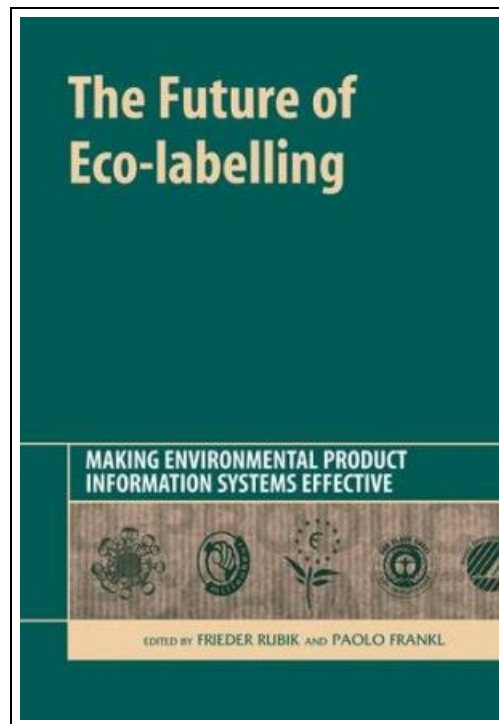


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THE FUTURE OF ECO-LABELLING: MAKING ENVIRONMENTAL PRODUCT INFORMATION SYSTEMS EFFECTIVE



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Greenleaf Publishing. Hardback. Book Condition: new. BRAND NEW, The Future of Eco-Labeling: Making Environmental Product Information Systems Effective, Frieder Rubik, Paolo Frankl, IOEW, Eco-labelling is one of the key tools used by policy-makers in many parts of the world to encourage more sustainable production and consumption. By providing environmental information on products and services, eco-labels address both business users and consumers and range from mandatory approaches, such as required product declarations, to voluntary approaches, such as national eco-labels. Eco-labels can play an important role in environmental policy. They reward and promote environmentally superior goods and services and offer information on quality and performance with respect to issues such as health and energy consumption. Eco-labels fit well into a multi-stakeholder policy framework - as promulgated recently by the EU's integrated product policy (IPP) - since the development of criteria for labels and the acceptance in the market requires the involvement of a wide range of different parties, from government and business, to consumers and environmental organisations. However, many eco-labelling schemes have had troubled histories, and questions have been raised about their effectiveness. So, are eco-labels an effective tool to foster the development, production, sale and use of products and to provide consumers with good information about the environmental impacts of those products? Is eco-labelling useful to business as a marketing tool? What factors contribute to the development of successful schemes? More than ten years after its establishment, can the EU Flower be considered a success? Are national eco-labels such as the German Blue Angel and the Norwegian White Swan more effective? Should eco-labels be harmonised? Are eco-labels achieving their original aim of fostering sustainable production and consumption? For which product groups are ISO type I eco-labels appropriate and inappropriate? Are other labels, such as mandatory, ISO type II and ISO type...



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