

Your Guide To Partnering with Africa's Most Trusted Ecolabel



Introducing Eco-Choice Africa

eco APPROVED **CHOICE**



GEN
Member

What is Ecolabelling?

Ecolabelling is a voluntary method of environmental performance certification that is practiced around the world. An ecolabel identifies products or services proven to be environmentally preferable within a specific category.

In contrast to arbitrary “green” symbols - or claims made by manufacturers, GEN members offer credible labels certified by an impartial third party for products or services that have been independently determined to meet transparent environmental leadership criteria based on *life-cycle considerations*. A GEN member ecolabel on a product or service means it is certified against a science-based standard. Requirements and product categories can differ but all standards address multiple environmental and health issues which can include toxicity, air quality, energy and water use, recyclability, use of natural resources, and other areas of concern.



Type 1 environmental labelling” is defined by the International Organization for Standardization (ISO) in the “ISO 14024:1999 *Environmental labels and declarations – Type 1 environmental labelling – Principles and procedures*” Guidance Standard as “**A voluntary, multiple-criteria based, third party program 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.**”

The Benefits of Ecolabelling



While the most beneficial result of ecolabelling is the value it adds to your brand and the associated PR, sales and marketing benefits your business can enjoy. However, there are another three important benefits to consider..:

- **Simplified Choice**

Eco-labels make it easier for consumers to identify environmentally preferable products from the clutter of self-certification claims.

- **Trust and Transparency**

Independent certification builds trust in environmental claims and combats greenwashing.

- **Market Transformation**

Eco-labels drive demand for sustainable products and incentivise businesses to improve their environmental performance.

Who is the Global Ecolabel Network?

The Global Ecolabelling Network (GEN) is the leading network of the world's most credible and robust ecolabels. We are a non-profit organisation and together we set the global benchmark for ecolabel excellence.

Supporting a GEN ecolabel member is a vote for the right kind of future- a future where care for people and planet is embedded into everything we make, do and consume.

In contrast to labels that certify only a subset of environmental considerations, GEN member's ecolabels look at the full spectrum of environmental impacts across a product's entire lifecycle- and often social impacts too.

The Global Ecolabel Network is governed by an 11-person board of ecolabel specialists from across the globe and currently represents 36 ecolabels across 60 countries.



About Eco-Choice Africa

Eco Choice Africa certifies consumer products and services that are environmentally preferable, fit-for-purpose and safe for everyday use. Our label represents the only African ecolabel to enjoy full recognition and membership of the Global Ecolabel Network (GEN).

We take a rigorous, life cycle approach which is based on ISO 14024 principles and best international practice through the GEN. Our label is earned, not bought and is achieved through meeting globally recognised criteria, undergoing in-depth audits and reviews, and by demonstrating a commitment to sustainable business and development practice.

Eco Choice was established in 2015 under the auspices of Sustainable Benchmark Solutions (Pty) Ltd, a registered South African sustainability certification company. Our membership of the Global Ecolabelling Network (GEN) aligns us with similarly rigorous ecolabels from 60 countries around the world



Why Eco-Choice Africa

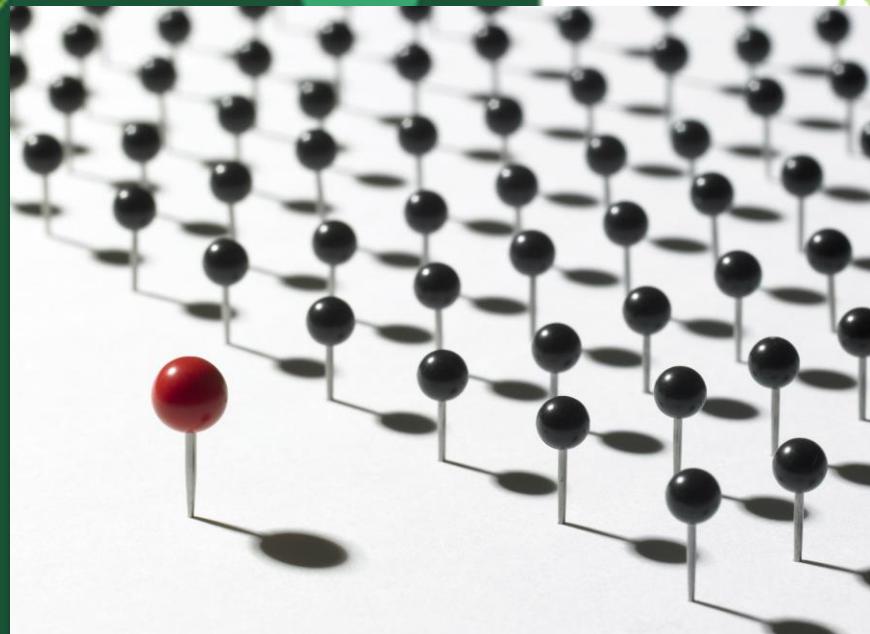
In today's marketplace of questionable environmental claims, Eco-Choice Africa helps you promote your products and services that truly deliver on sustainability promises.

Choose Eco-Choice Africa because:

- We offer the most cost-effective way to access international eco-aware consumers and markets
- We offer a globally recognised standard and label
- We enable front-and-centre positioning of your product with local consumers seeking independent endorsement of environmental claims
- Our label promotes economic and environmental efficiency within your manufacturing process
- Creates sustainable differentiation for your business
- Enhances your environmental strategy and goals



The Road Ahead



Ecolabelling is becoming an important differentiator in the business and consumer sectors. There is an abundance of 'greenwashing' that takes place across the consumer goods sector and this is posing reputational and organisational risk to companies and retailers.

By choosing to ecolabel with a GEN member at local level, you not only have access to the global wealth of knowledge and experience in ecolabelling, but you automatically gain market access to consumers in over 60 countries around the world.

Certification with Eco-Choice Africa shows your commitment to sustainability and good corporate governance, and by aligning yourself with globally competitive standards, your business is set for exponential growth.

Make the change today. Choose Eco-Choice Africa as your ecolabel partner and stand-out from the crowd.