

What is Ecolabelling?

Ecolabelling is a voluntary method of environmental performance certification and labelling 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.



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GEN member programmes have attained the status of Type 1 according to ISO 14024:2018 Environmental Labels and Declarations—Type 1 Environmental Labelling. Find more information on the ISO principles [here](#).

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