

## Global Ecolabelling at a glance

It is almost impossible to identify the exact number of ecolabels that exist today because of the widespread use of Type 3 labels and innumerable self-certified products that exist in the marketplace.

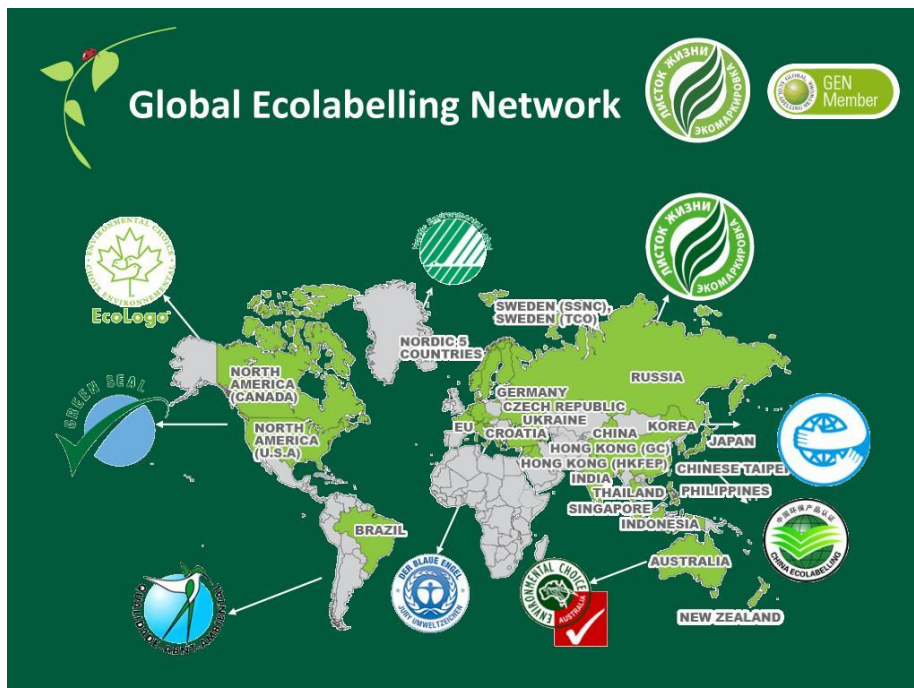
However, the Global Ecolabel Network, a non-profit global body of professional ecolabel organisations, has come a long way in sifting through the clutter that exists. The Global Ecolabelling Network (GEN) recognises [33 ecolabel organisations](#) throughout the world representing nearly 60 countries and territories, with two associate members and a growing number of affiliate members, one of which is Google. GEN members have certified over 252,000 products and services for environmental leadership since it was established in 1994.

*“Greenwash is the enemy of a sustainable future. This is how we fight it.”*

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. Purchasing a product certified by 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. GEN helps decision makers avoid greenwash. So it’s important to define it.

*Greenwash is inaccurate or exaggerated environmental claims. This can include distracting from significant environmental issues by focusing on only a small aspect of a product’s impact. It’s like celebrating the use of LED lights at a petrol station. Or, claiming to be a sustainable retailer when less than 1% of the goods on your shelves are environmentally friendly, sustainable or sourced from sustainable sources.*

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. GEN brings knowledge and expertise on ecolabels so we can all buy better. Whether you are a consumer or a procurer, our purchasing decisions impact all people and our planet. We need to embed true life cycled ecolabels into every major purchasing decision.



(not inclusive of all Ecolabels as at July 2023)