

11:40-12:00 **Using environmental JIS in Japan – the current status**  
*Dr. Tomonori Honda*  
Researcher, Environment Efficiency Research Team, Research Center for Life Cycle Assessment National Institute of Advanced Industrial Science and Technology (AIST), Japan

12:00-12:15 **Questions and answers**

12:15-13:30 *Lunch*

13:30-14:15 **Panel discussion: Exchanging national and regional experiences on how environmental standards can help promote sustainable consumption**

**Panel Chair – Ms. Pamela Chan**  
Chief Executive, Hong Kong Consumer Council, Executive Council of Consumers International

**Panellists:**

*Dr. Takashi Ibusuki*  
Senior Vice President, Japan Environment Management Association for Industry (JEMAI)

*Mr. Erik Hansson*  
Deputy Head of Unit, Health and Consumer Protection Directorate General (DG SANCO), European Commission

*Mr. Carlos Amorim*  
Director, External Relations, ABNT (Brazil)

14:15-14:30 **Questions and Answers**

14:30-15:30 **Break-out sessions**

15:30-16:00 **Coffee/Tea break**

16:00-16:30 **Reports from the break-out groups**

16:30-16:45 **Discussion**

16:45-17:00 **Closing remarks by Workshop Chair**

17:00 **Close of the workshop**

## Break-out sessions

### 1) “Eco” and other labelling: what it really says about safe and sustainable products and services and how to convey the message

What does the labelling on “environmentally friendly” products mean, and how can we communicate about it? Do the same principles apply to other consumer-oriented labelling such as fair trade, genetically modified food and organic production? What are the underlying standards and how widely are they implemented?

**Moderator:** *Mr. Allan Asher*, Chief Executive, energywatch, United Kingdom

**Rapporteur:** *Ms. Rajeswari Kanniah*, Head of Consumers International, Asia Pacific, Malaysia

### 2) Ensuring consumer confidence in environmental and other claims and information: verifying and taking action

What is the role of market surveillance in ensuring market confidence for environmental claims? Are there effective models for market surveillance of environmental claims? How do we deal with misleading claims, and how prevalent are they? What is the potential impact on market confidence when things go wrong?

**Moderator:** *Ms. Linda Golodner*, President, National Consumers League, USA

**Rapporteur:** *Not yet confirmed*

### 3) Product life-cycle management for environmental protection and sustainable development: in step with new trends

Now more than ever, products undergo multi-site and complex assembly, sale and disposal processes (and often disassembly into separate components for recycling or resale) often involving cross-border trade. What are the implications for the environment? Can standards help encourage energy-efficient recycling and responsible disposal of products, components and basic materials in a cost-effective way?

**Moderator:** *Ms. Riana Johnson*, Project Coordinator, Generic Management Systems, SABS (South Africa)

**Rapporteur:** *Mr. Steve Williams*, Acting Head, Implementation Division, TTBS (Trinidad and Tobago)



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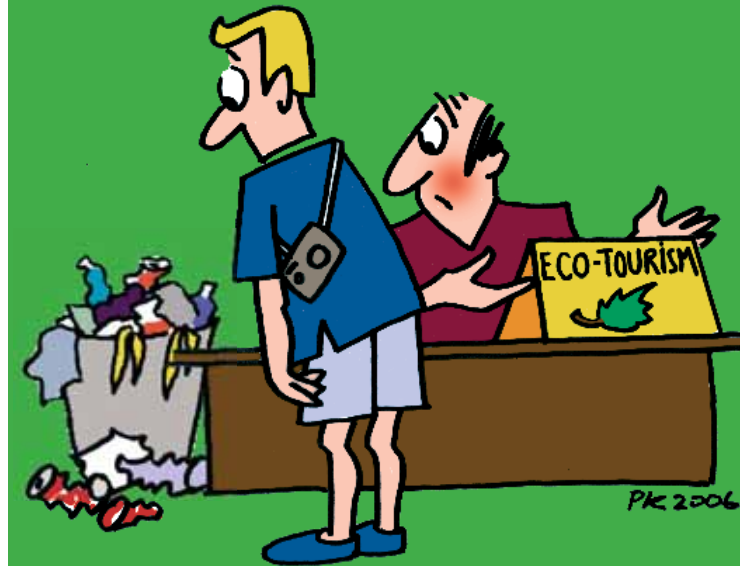
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## C O P O L C O W O R K S H O P



# How can environmental standards help promote sustainable consumption?

Kuala Lumpur, Malaysia

24 May 2006



## How can environmental standards help promote sustainable consumption?

24 May 2006

Istana Hotel, Kuala Lumpur, Malaysia

When products (goods or services) are bought, environment-conscious consumers may rely on labelling and marks for information about their resource consumption, sustainable production practices, recycling, and overall environmental impact. Consumers also need effective mechanisms to support the credibility of these marks and labels and avoid being misled by unfounded "eco-marketing" claims.

Products have more complex production and marketing cycles; the increased resale and recycling of goods (either whole or in parts) and the continuing acceleration of cross-border trade contribute to this. Companies and organizations tend to communicate more to the general public on their environmentally preferable production practices and ethical behaviour, and use this for marketing purposes.

In what areas can standards contribute, and what can consumers do to ensure that standards are developed and used to effectively assist them in making environmentally preferable choices, and therefore promote sustainable production and consumption? What are the obstacles to the implementation of actual standards on environmental labelling, and what further standards are needed?

This workshop will examine current practices and new trends which affect how the consumer is informed on how product life cycles and use impact the environment. It will consider what actions might improve outcomes from the consumer's perspective.

## Programme

08:00-08:30 **Registration**

08:30-08:50 **Opening of the workshop**  
Workshop Chair

*Ms. Jai Ok Kim*  
ISO/COPOLCO Chair

### Welcome

Representative, Department  
of Standards Malaysia (DSM)

**Introduction –  
Labelling and the environmental  
impact of sale and disposal  
of (used) consumer goods  
in developing countries**

*Dr. Mohd Nasir Hassan*  
Environmental Engineer  
World Health Organization

08:50-09:00 **Overview of the Workshop Programme**

*Ms. Jai Ok Kim*

**Theme 1** *Environmental labelling standards,  
related standards, and their impact*

09:00-09:20 **ISO/TC 207's work on environmental  
labelling: how International Standards  
benefit consumers and promote  
sustainable development**

*Mr. Bill Dee*  
Director, Compliance Solutions, and  
Chair, ISO/TC 207/SC 3, *Environmental  
labelling*, Standards Australia

09:20-09:40 **Promoting effective implementation and  
reliable certification**

*Dr. Sung-hoon Kim*  
President of Sangji University  
FRM Minister of Agriculture & Forestry,  
Republic of Korea

09:40-10:00 **Between theory and practice –  
Consumers International's experiences  
with sustainable consumption,  
labelling and fair trade practices**

*Mr. Richard Lloyd*  
Director General, Consumers International,  
London Office, United Kingdom

10:00-10:10 **Questions and answers**

**Theme 2** *Eco-labelling and the consumer:  
a dynamic relationship*

10:10-10:30 **From autos to appliances to apples:  
the truth behind eco-labels in  
the United States**

*Dr. R. David Pittle*  
Former Senior Vice President for  
Technical Policy, Consumers Union, USA

10:30-10:50 **What must the consumer know  
about International Standards and  
environmental protection?**

*Ms. Sarojeni Rengam*  
Executive Director, Pesticide Action  
Network, Malaysia

10:50-11:00 **Questions and answers**

11:00-11:20 *Coffee/Tea break*

**Theme 3** *Sustainable production of agricultural  
and manufactured goods and services*

11:20-11:40 **Making sustainable consumption and  
production work in developing countries:  
The role of eco-labelling, environmental  
claims and market surveillance**

*Mr. Uchita de Zoysa*  
Executive Director, Centre for Environment  
and Development, Nugegoda, Sri Lanka