



TRAINING LESSON 11 - Part 1

Title	Ecolabelling (consumer understanding)
Part of the training course referred to in this lesson	X Part 1 General information about sustainability and CE Part 2 Specific Information about: <input type="checkbox"/> Wood sector <input type="checkbox"/> Plastic sector <input type="checkbox"/> Agrifood sector
EQF level	Level 2
Where the lesson was tested	//
General Learning objective(s) according to the Bloom Taxonomy	<input type="checkbox"/> Create Produce new or original work (design, assemble, construct, investigate, formulate) <input type="checkbox"/> Evaluate Justify a stand or decision (appraise, argue, defend, critique, select, support) X Analyze Draw connections among ideas (differentiate, organize, relate, compare, distinguish, test, experiment) X Apply Use information in new situations (execute, implement, solve, use, demonstrate, operate) X Understand Explain ideas or concepts (classify, discuss, describe, identify, locate, translate) X Remember Recall facts and basic concepts (define, duplicate, list, memorize, repeat)
Specific learning objective(s)	<ul style="list-style-type: none"> ● <i>TO GET TO KNOW WHAT ENSURES THE RELIABILITY OF THE EU ECOLABEL;</i> ● <i>TO GET ACQUAINTED WITH THE EU ECOLABEL AND THE LABELLING OF ORGANIC PRODUCTS;</i> ● <i>TO UNDERSTAND THE BENEFITS OF ECOLABELLING.</i>
Cognitive, socioemotional and behavioural outcomes based on	SDG 4 Quality education <u>Cognitive learning objectives:</u> <ul style="list-style-type: none"> ● the learner understands the important role of culture in achieving sustainability; ● the learner understands that education can help create a more sustainable, equitable and peaceful world.

	<p><u>Socio-emotional learning objectives:</u></p> <ul style="list-style-type: none"> the learner is able through participatory methods to motivate and empower others to demand and use educational opportunities <p><u>Behavioural learning objectives:</u></p> <ul style="list-style-type: none"> the learner is able to use all opportunities for their own education throughout their life, and to apply the acquired knowledge in everyday situations to promote sustainable development. <p>SDG 9 Industry, Innovation and Infrastructure</p> <p><u>Cognitive learning objectives:</u></p> <ul style="list-style-type: none"> The learner understands the concepts of sustainable infrastructure and industrialization and society's needs for a systemic approach to their development. <p><u>Behavioural learning objectives:</u></p> <ul style="list-style-type: none"> The learner is able to evaluate various forms of industrialization and compare their resilience. <p>SDG 12 Responsible consumption and production</p> <p><u>Cognitive learning objectives:</u></p> <ul style="list-style-type: none"> the learner understands how individual lifestyle choices influence social, economic and environmental development; the learner understands production and consumption patterns and value chains and the interrelatedness of production and consumption (supply and demand, toxics, CO2 emissions, waste generation, health, working conditions, poverty, etc.); the learner knows about strategies and practices of sustainable production and consumption. <p><u>Socio-emotional learning objectives:</u></p> <ul style="list-style-type: none"> the learner is able to communicate the need for sustainable practices in production and consumption; the learner is able to encourage others to engage in sustainable practices in consumption and production; the learner is able to envision sustainable lifestyles; the learner is able to feel responsible for the environmental and social impacts of their own individual behaviour as a producer or consumer. <p><u>Behavioural learning objectives:</u></p> <ul style="list-style-type: none"> the learner is able to promote sustainable production patterns; the learner is able to take on critically on their role as an active stakeholder in the market; The learner is able to challenge cultural and societal orientations in consumption and production. 												
<p>Green skill(s) addressed</p>	<table border="0"> <tr> <td><input type="checkbox"/> Creative problem-solving</td> <td><input type="checkbox"/> Management skills</td> </tr> <tr> <td>X Forward-thinking</td> <td><input type="checkbox"/> Impact quantification</td> </tr> <tr> <td><input type="checkbox"/> Monitoring skills</td> <td><input type="checkbox"/> Life-cycle management</td> </tr> <tr> <td>X Analytical skills</td> <td><input type="checkbox"/> Science skills</td> </tr> <tr> <td><input type="checkbox"/> Lean production</td> <td><input type="checkbox"/> Waste management</td> </tr> <tr> <td><input type="checkbox"/> Maintenance and repair skills</td> <td>X Environmental auditing</td> </tr> </table>	<input type="checkbox"/> Creative problem-solving	<input type="checkbox"/> Management skills	X Forward-thinking	<input type="checkbox"/> Impact quantification	<input type="checkbox"/> Monitoring skills	<input type="checkbox"/> Life-cycle management	X Analytical skills	<input type="checkbox"/> Science skills	<input type="checkbox"/> Lean production	<input type="checkbox"/> Waste management	<input type="checkbox"/> Maintenance and repair skills	X Environmental auditing
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	<p>X Pollution prevention <input type="checkbox"/> Ecosystem management</p> <p>X Eco-design <input type="checkbox"/> Other _____</p>
<p>Duration</p>	<p>15 minutes</p>
<p>Structure and content of the lesson</p>	<p>INTRODUCTION</p> <p>Each product has a miscellaneous impact on the environment in all stages of its life cycle: in the use of resources and energy, emissions to air and water, waste generation. One way to inform consumers about the environmental effectiveness of a product or service is through environmental declarations: statements, graphics or symbols that indicate the product's environmental benefits.</p> <p>Ecolabelling is a voluntary method of certification and labelling of environmental effectiveness that is applied worldwide.</p> <p>The purpose of eco-labelling is to promote the demand and supply of environmentally friendly products by providing verifiable, accurate and non-misleading information about their environmental aspects.</p> <p>Ecolabelling promotes a circular economy (CE) where resources and waste inputs are combined in a closed loop and products are durable, easily repaired and recycled.</p> <p>It is a label recognized in all countries, which makes it easier to find organic products and services.</p> <p>The Ecolabel is awarded to products that meet strict ecological criteria throughout their entire life cycle.</p> <p>TOPIC 1: ECOLABELLING</p> <p>Global Ecolabelling Network (GEN). It is a non-profit third country organization founded in 1994, to promote and develop eco-labelling of products. Currently, GEN unites 37 members representing almost 60 countries and territories that carry out ecolabelling around the world.</p> <p>There are many different labels in the world.</p> <p>However, not all labels are equally significant, since not all labeling systems are regulated equally, certification criteria are not equally significant as well.</p> <p>The International Organization for Standardization (ISO) has identified three main types of voluntary labelling:</p> <p>Type I environmental labelling</p> <ul style="list-style-type: none"> ▶ designed for eco-labelling schemes where product criteria is clearly defined; <p>Type II self-declared environmental claims</p> <ul style="list-style-type: none"> ▶ for products and services that do not have criteria and labelling schemes <p>Type III environmental declarations</p> <ul style="list-style-type: none"> ▶ for products' specific aspects when using a life-cycle approach <p>Eco-labelling is classified as the first type of labelling.</p> <p>TOPIC 2: THE BEST-KNOWN ECOLABELS IN THE WORLD</p>

	<p>"The Blue Angel" is the world's oldest environmental label, started in Germany in 1978.</p> <p>In Northern Europe (Norway, Sweden, Finland, Denmark, Iceland) "The Nordic Swan" environmental label, which was created in 1989, is well known.</p> <p>The European Union ecolabel, the so-called flower, is given to goods of daily use and to tourist accommodation and cleaning services. This mark is focused on products widely used in society.</p> <p>The purpose of the label is to encourage companies to create more environmentally friendly products that emit less greenhouse gases throughout their life cycle, are made of materials that are harmless to people and the environment, and are easily recycled.</p> <p>Topic 3: EUROPEAN ECOLABEL</p> <p>European Union ecolabel "Flower". Environmentally friendly products (except food, beverages and pharmaceuticals) are marked with this label since 1992, and since 2000 services (e.g. tourism) are marked as well.</p> <p>The purpose of the EU organic production logo is to provide a coherent visual identity to organic products produced in the European Union. This makes it easier for consumers to identify organic products and for farmers to trade across the EU.</p> <p>The logo can only be used for products that contain at least 95% organic ingredients, and the remaining 5% are the subject to additional strict conditions.</p> <p>CONCLUSIONS</p> <p>Consumers have a significant impact on the environment. Its extent depends on what we choose to satisfy our needs. By buying greener products, we can reduce that impact. The growing demand for such products forces companies to create products that:</p> <ul style="list-style-type: none"> ● consume less energy, although they operate the same or even better than others; ● are durable, because they have better designs and equipped with spare parts; ● easier to recycle due to convenient disassembly and selection of materials; ● use fewer natural resources (e.g. water and raw materials). <p>Ecolabelling is an effective way to inform customers about the impact of their chosen products on human health and the environment and their choices. It gives people the power to distinguish between products that are harmful to people and the environment.</p>
<p>References</p>	<p>Global Ecolabelling Network. (2022). GEN is the leading network of the world's most robust ecolabels. https://globalecolabelling.net/</p> <p>European Commission. (2022). What is the EU Ecolabel? https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home_en</p> <p>European Commission. (2022). About the EU Ecolabel. https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/about-eu-ecolabel_en</p>

<p>Interactive questions for R3</p>	<p>1. What is the EU Ecolabel? a) an official voluntary environmental label of the European Union, which certifies products with a guaranteed, independently verified low environmental impact; b) it is a mark showing that the product is made from raw materials extracted on the European continent; c) It is a sign indicating that the product will not be recycled.</p> <p>2. What is the purpose of ecolabelling? a) to promote demand and supply of environmentally friendly products by providing verifiable, accurate and non-misleading information about their environmental aspects; b) to sell less goods and services; c) to sell goods and services more expensively.</p> <p>3. It is worth choosing products with the EU ecolabel. a) True; b) False.</p>
<p>Keywords</p>	<p>ecolabel, labelling</p>
<p>Questions for reflection</p>	<ol style="list-style-type: none"> 1. Does the Global Ecolabelling Network have the ability to expand? 2. What are the benefits of Ecolabelling? 3. What is the future of Ecolabels?
<p>Additional resources</p>	<p>Documents/ websites</p> <ul style="list-style-type: none"> - Global Ecolabelling Network (GEN): https://globalecolabelling.net/ - Blauer-engel: https://www.blauer-engel.de/en - EU Ecolabel: https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home_en - About the EU Ecolabel: https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/about-eu-ecolabel_en - REGULATION (EC) No 66/2010 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 November 2009 on the EU Ecolabel. https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32010R0066
<p>Icons & related info for the hints of the PowerPoint presentation</p>	<p> This hint is used to indicate that there's a link to other websites with additional information.</p> <p> This is used within the PPT to indicate that something important is written/ to invite the reader to pay attention to essential information.</p>




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	 <p>It indicates a question for reflection</p>
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