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A GUIDE TO ENVIRONMENTAL LABELS IN GEORGIA

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List of Acronyms

B2B	Business to Business
B2C	Business to Consumer
Centre	Environmental Information and Education Centre
DCFTA	Agreement on Deep and Comprehensive Free Trade Areas
EC	European Commission
ECAT	Eco-label product and service catalogue
EU	European Union
EUR	Currency EURO
FOAG	Swiss Federal Office for Agriculture
GMO	Genetically Modified Organisms
IEC	International Electrotechnical Commission
ISO	International Organization for Standardization
LLC	Limited Liability Company
NFA	National Food Agency
NGO	Non-governmental organization
OECD	The Organization for Economic Co-operation and Development
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
SDGs	Sustainable Development Goals
SMEs	Small and Medium-sized Enterprises
UN	United Nations
UNECE	United Nations Economic Commission for Europe
UNEP	United Nations Environmental Programme
UNIDO	United Nations Industrial Development Organization

WHAT IS A TYPE I ECO-LABEL?

An eco-label is information on the environmental attributes or performance of products, services, or facilities. This can take many forms, including written claims or declarations, tables or matrices, and labels or logos. It helps individual consumers and corporate buyers to quickly and easily identify products that meet certain environmental performance criteria and are therefore considered "environmentally preferable".

Environmental labels contribute to secure a sustainable future by promoting more sustainable consumption and production - and actively contribute to achieve the sustainable development goal number 12. The eco-labels intend to reduce the total environmental impact of production and consumption. For environmental labels, a life cycle approach - from raw materials to production, usage, disposal and recycling – is recommended to assess hotspots, when the criteria and requirements for ecolabel led products are defined. This ensures more environmentally sustainable production and control back in the supply chain - and it ensures more environmentally sustainable products for the end user.

For businesses Environmental labels are a means of measuring environmental performance and communicating and marketing the environmental credentials of a given product in a credible, relevant and transparent manner. Getting eco-labels, usually, are related to higher costs and comprehensive procedures, though, in the long-term, businesses gain more credibility, and may build customer loyalty. Having comprehensive licensing procedures in place can contribute to improve products quality and corporate processes. Licensing also contributes to the risk analysis of the value chain in order to optimize their operations by minimizing costs and maximizing outputs.

As it has been identified by the International Organization for Standardization (ISO), the overall goal of these labels and declarations is:

"...through communication of verifiable and accurate information, that is not misleading, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement".

There are several types of environmental labeling – including those, which are differentiated into groups and classified by the International Organization for Standardization.

Type I is a voluntary, multiple-criteria based, third party program that awards a license which authorizes the use of environmental labels on products indicating overall environmental preference of a product within a product category based on life cycle considerations, typically aimed at consumers; ISO Type I labels are typically referred to as eco-labels, and identify overall environmental preference of a product (i.e. a good or service) within a product category based upon life cycle considerations. Type I 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 grants a license that authorizes the use of environmental labels indicating overall environmental prefer ability of a product within a particular product category based on life cycle considerations."

As for Type II, it is an informative environmental self-declaration claim. Type II eco-label is not third party certified, but expected to communicate verifiable and accurate information on environmental product

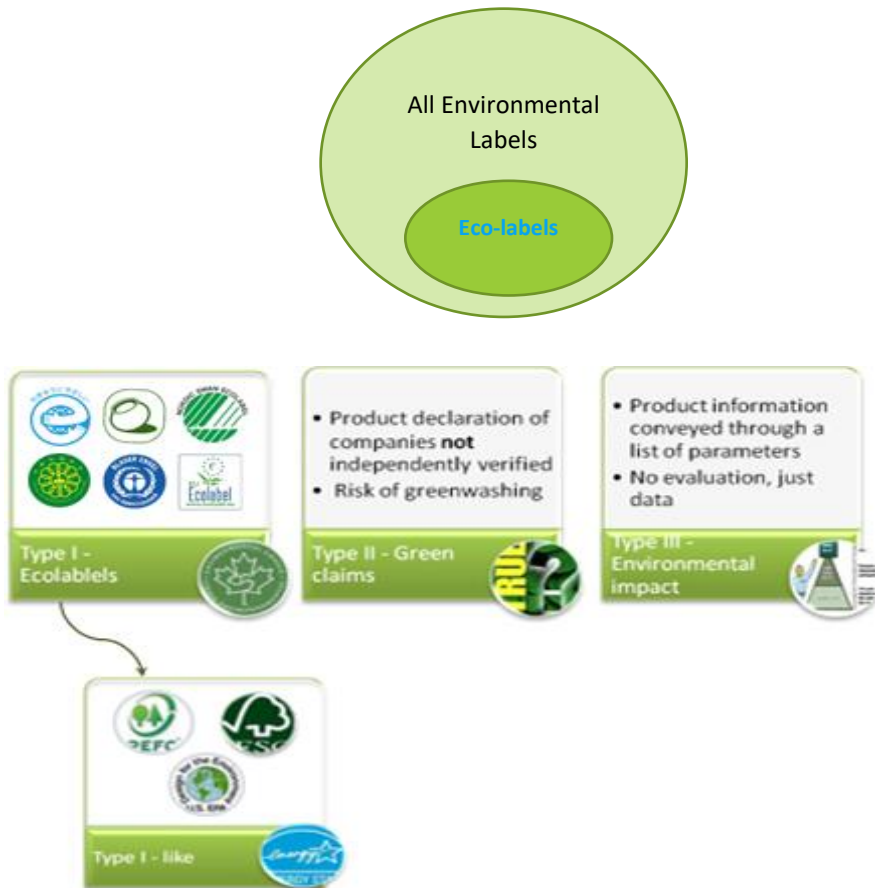
aspects. Type II is described by the ISO 14021 standard pertaining to self-declared environmental claims by manufacturers with no requirements or verification by an independent party.

Also, Type III voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment and verified by that or another qualified third party; they are usually referred to as Environmental Product Declarations (EPD). Primarily, used for Business-to-Business or public procurement.

In contrast to a self-declared (type II EL) environmental claims, including statements and symbols developed by a manufacturer or service provider, a type I eco-label is awarded by an impartial third party to products that meet established environmental leadership criteria. Therefore, a type I eco-label is a tool that helps buyers juggle among a number of products and services, often accompanied by unverified self-declared claims about their supposed ecological advantages and recognize those that actually offer a better environmental performance.

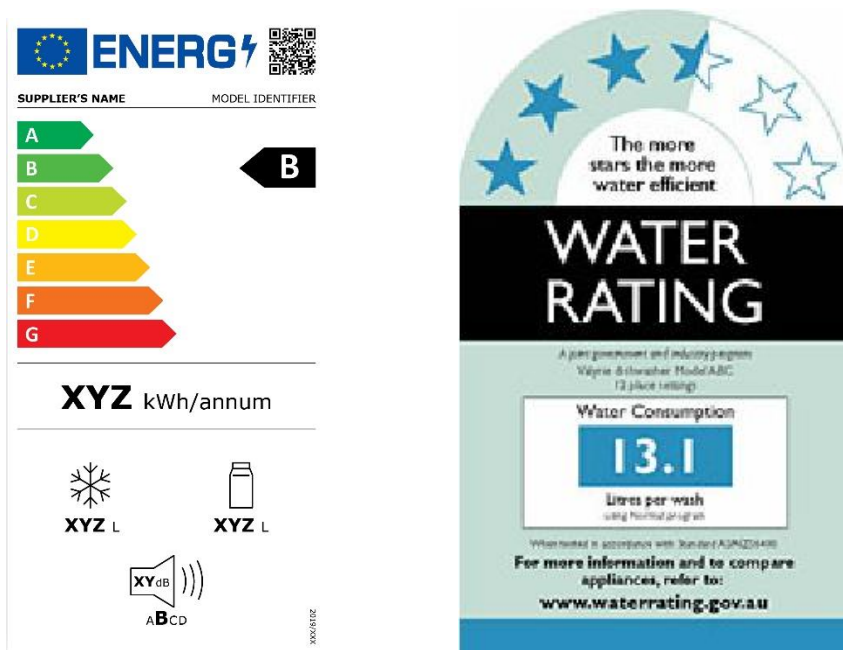
In common speech, individuals tend to refer to all labels related to the environmental “eco-labels”, yet this practice is not always correct. There are many labels and declarations of environmental performance that can be referred to as “environmental labels”. The eco-labels are a sub-group of environmental labels, and they have special criteria of comprehensiveness, independence and reliability.

Figure 1. Types of Environmental Labels.



For instance, **energy labels** and **water labels** are not eco-labels since they focus on a single aspect and they are mandatory for certain products (like the EU energy label). Furthermore, only the upper classes ensure a higher environmental performance in terms of efficiency.

Figure 2. Energy and Water sector labels.



Eco-labelling has become a valuable tool for governments in encouraging sound environmental practices, as well as for businesses in identifying and building markets (i.e. domestic and sometimes international) for their environmentally friendly products. Several countries now have type 1 eco-labelling in place, while others are considering developing one. Commitment to clear objectives has been crucial for the worldwide success of eco-labelling programs. While program officials may communicate them in different ways, three core objectives are generally established and pursued:

1. Protecting the environment;
2. Encouraging environmentally sound innovation and leadership;
3. Building consumer awareness of environmental issues.

ECO-LABELING STAKEHOLDERS

The stakeholders of the eco-labeling process are presented below (Figure 3). It is acknowledged that eco-labelling is successful only if all the stakeholders are involved in the process and cooperate with each other. Stakeholders include: Consumers (individuals, private sector or governments), governments, eco-label scheme owners, industry associations, retailers, producers, importers, service providers, including SMEs, trade unions, importers, environmental protection groups, international community, civil society and other interested parties such as NGOs.

Involvement of all stakeholders raises public awareness and leads to the success of eco-labelling systems. For instance, if a high-level eco-labelling system is managed by ecolabel scheme owners, yet consumers are generally unaware about such systems, it will not have any impact on consumer's decisions while purchasing their product or services. Involvement of NGOs, for regular improvement of eco-labelling systems, or to increase the visibility of the ecolabels is essential for the acknowledgement of such systems from society. For example, many NGOs actively support the EU Ecolabel and advice consumers to buy products having the Flower.

Figure 3. Actors involved in Eco-labelling Activities.



THE ECO-LABEL AND THE UN SUSTAINABLE DEVELOPMENT GOALS

The main goal of the environmental labels is to reduce environmental impact of production and consumption, making them a highly effective instrument for ensuring a sustainable future. These labels prioritize environmental issues while emphasizing health and social conditions.

In 2015, the UN adopted 17 global goals and 169 targets, which shape 2030 Agenda and provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. In order to make the 2030 Agenda a reality, broad ownership of the SDGs must turn into a strong commitment by all stakeholders to implement the global goals.

The ecolabels in particular contribute to the achievement of the SDG 12, which ensures sustainable consumption and production. The eco-labels are based on a life cycle assessment, they intent to reduce the total environmental impact from raw materials extraction to production, usage, disposal and recycling. The aforementioned ensures a more sustainable supply chain and products for the end user.

The eco-labels especially contribute to accomplish the 12th global goal on ensuring sustainable consumption and production. Eco-labels might contribute directly or indirectly to the following targets of the Goal 12:

12.1. Ensure sustainable consumption and production patterns

The Ecolabel strives to reduce the environmental impact of production and consumption, ensures sustainable production as well as control of the value chain while providing the end user with sustainable products.

12.2. Achieve sustainable management and efficient use of natural resources

By 2030, achieve the sustainable management and efficient use of natural resources.

The eco-label sets requirements for the sustainable use of natural resources, use of raw materials, energy and water in manufacturing processes.

12.3. Achieve environmentally sound management of chemicals and wastes and reduce their release to air, water and soil

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

The strict chemical requirements ensure that chemicals at all stages of the life cycle are handled in a way that makes the least possible impact on the environment. In that way, the Ecolabel is a strong instrument for phasing out substances that are hazardous to health and the environment in products and manufacturing. This prevents both users and factory workers from being exposed to harmful chemicals and reduces contamination of air, water and soil.

12.4. Reduce waste generation through prevention, reduction, recycling and reuse

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

The eco-label strives to reduce waste by promoting reuse of materials, material efficiency and/or setting strict chemical requirements that allow the materials to be recycled. Strict quality standards guarantee that the product functions properly as desired and has a long-life expectancy.

12.5. Encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse. The eco-label is a third-party certification scheme with absolute and transparent requirements, which makes it easier for companies to document their sustainability work. Accommodation establishments must also report the progress of their sustainability work.

12.6. Promote sustainable public procurement practices

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle. The eco-label is a strong tool for ensuring sustainable public procurement. The EU public procurement directive has allowed public procurers to request eco-labels and other public procurement agencies allow the use of criteria based on type I EL, which allows more transparency in the standards and criteria used for the tenders. Moreover, it also supports the inclusion of environmental criteria in tenders and enables them to more efficiently prepare and review tender documents.

12.7. The main target

Promote public procurement practices that are sustainable, in accordance with national policies and priorities. By 2030, ensure that people everywhere have relevant information and awareness for sustainable development and lifestyles in harmony with nature. Using ecolabels provides credible sustainability information to consumers and helps raising awareness on environmental performance of products.

Therefore, eco-labeling is relevant to each SDG target and contributes to its implementation. It can be considered as an additional tool that ultimately ensures the achievement of Agenda 2030.

Figure 4. UN Sustainable Development Goals.



EUROPEAN UNION (EU) ECOLABEL

EU Ecolabel was established in 1992 and is recognized across Europe and worldwide. The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life cycle: It addresses the main environmental impacts of a particular product and sets limits for compliance to reduce those impacts from raw material extraction, to production, distribution, use phase and disposal. The EU Ecolabel promotes the circular economy by encouraging producers to generate less waste and CO₂ emission during the manufacturing process. The EU Ecolabel criteria also encourage companies to develop products that are durable, easy to repair and that can be recycled.

The EU Ecolabel criteria provide exigent guidelines for companies looking to reduce their environmental impact and guarantee the efficiency of their environmental actions through third party controls. Furthermore, many companies refer to the EU Ecolabel criteria for guidance on eco-friendly best practices while developing their products.

Figure 5. EU Ecolabel logo.



Six reasons to opt for the EU Ecolabel

Reasons for consumers

1. On the Business to Consumer (B2C) level, increased awareness about the benefits of environmentally friendly products creates a favorable climate for the green market, as consumers are increasingly mindful of purchasing environmentally friendly products. The EU Ecolabel facilitates consumer choice in favor of a sustainable product, as the EU Ecolabel is a trusted and recognizable label across the EU.
2. Public procurers on the B2B level are facing increasing pressure to consume in a more sustainable way. In order to identify sustainable products, it is easier for them to work with manufacturers of products that bear eco-labels in accordance with ISO 14024 (Type I), and introduce those criteria in their tenders.

Reasons for Companies

3. Within the process of checking whether company product(s) comply with the EU Ecolabel criteria, companies can find ways of optimizing their products and production processes. This can increase the company's profitability and reputation, and the brand could stand out amongst competitors.
4. The EU Ecolabel works in accordance with the ISO standard 14024 and is therefore a Type I label, one of the most reliable ways to communicate environmental information to consumers. To help businesses with their application process, user manuals are provided for most product groups.
5. Special discounts for SMEs, micro-enterprises, and applicants from developing economies facilitate compliance. As the eco-label scheme involves compliance checks by independent, qualified third party certifiers, the EU Ecolabel can be the key to open new business opportunities.
6. The step-by-step explanation of the application process makes the application simple. It can be viewed in the "How to Apply section for the EU Ecolabel" page¹.

Every product or service supplied for distribution, consumption or use in the European Economic Area market (European Union plus Iceland, Liechtenstein and Norway) and included in one of the established non-food and non-medical product groups, is eligible for the EU Ecolabel. Therefore, any businesses can apply for its product to be certified.

Producers, manufacturers, importers, service providers, wholesalers and retailers that produce products or provide services that fit within any of the established product category and service group criteria are eligible to apply. Retailers can apply for products placed on the market under their own brand name.

There are seven steps for getting and using EU Ecolabel:

- 1) **Contact Competent Body** – As the product or service is made outside the European Economic Area (EU plus Iceland, Liechtenstein, Norway), Georgian business operators should contact the Competent Body in one of the countries where their product is marketed or will be placed on the market.
- 2) **Register goods or service in the online EU Ecolabel catalogue (ECAT)** - The EU Ecolabel product and service catalogue is a database that is designed to provide stakeholders with the lists of valid services or products per producer and retailers, along with its corresponding product or service information. ECAT is also the reference point for stakeholders to check license validity. All license holders are responsible for registering their goods and services in ECAT to ensure license traceability.
- 3) **Product and Service test to build application dossier** - An application dossier is required from all applicants in order to assess criteria compliance. The list of relevant declarations, data sheets and test results are laid out in each product or service group User Manual which can be found under the respective tabs in the full list of established product groups. The Competent Body will verify that the submitted information is accurate and substantiated and will carry out any further tests if necessary.
- 4) **Application Submission and fees** – There are two types of fees – one-off application fee and annual fee. Exact fees are defined by competent bodies depending on which EU country the product is getting certified, though, the range is presented hereby:
 - One-off fee for Micro-enterprises: EUR 200-350;
 - One-off fee for SMEs and firms from developing countries – EUR 200-600;
 - One-off fee for all other companies – EUR 200-2 000;

¹ [How to Apply for the EU Ecolabel \(europa.eu\)](https://europa.eu)

- Annual fees can be a flat fee, or a fee based on the annual value of sales within the EU for the product awarded the EU Ecolabel. Where the annual fee is calculated as a percentage of the annual sales value, it will not be more than 0.15 % of that value. In the case of SMEs, micro-enterprises or applicants from developing countries, the annual fee is reduced by at least 25%.
- 5) **Assessment** - After receiving the application, the Competent Body examines all submitted documentation, including any material sent directly by the suppliers and provides initial feedback within two months. At this stage, additional documentation may be requested. Competent Bodies can reject an application if sufficient documentation is not received within 6 months of any request for further information. After all documentation is approved, the Competent Body may carry out an on-site visit to the company or its suppliers sites. The Competent Body judges the necessity of this on-site visit on a case-by-case basis and may charge a fee for it.
 - 6) **Application Approval and license award** - As a license holder, it is the company's responsibility to ensure the criteria compliance throughout the entire validity of its license(s). The Competent Body will explain how often test samples of the product should be conducted in order to proactively verify criteria compliance. Based on the discretion of the Competent Body, they may carry out factory inspections and product tests or visit facility. These inspections are intended to ensure that environmental excellence is maintained for consumers.
 - 7) **Communicate about EU Ecolabel products and services** – A license holder can use the official logo on its products or services as well as presenting it online. Product or service will also enter the product and service catalogue and could be featured on official EU Ecolabel publications and website.

Similar systems of eco-labelling, i.e., product labelling in Georgia

In Georgia, there is no national type I eco-labelling system as of now such as TCO, EU Ecolabel or Green Crane. There are some products which have such labels, but they are rather imported products. Though, as for the products produced in Georgia, a product labelling national system is in place. The label, namely Quality Mark is issued by National Food Agency (NFA) of the Ministry of Environmental Protection and Agriculture of Georgia. Also, there are products, which use label issued by Caucascert (local biocertification authority). This label is issued specifically on Bioproduction. Furthermore, one of the most common labels used in Georgia is GMO Free label.

Resolution No. 301 of 2016 of Georgian Government on the Provision of Food Information to Consumers ensures that Georgian consumers are well informed about the quality of the food products This regulation is in full compliance with the EU regulation (EU) No 1169/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 October 2011 on the provision of food information to consumers. Its adoption was due to the commitments made within the framework of Chapter 4 - "Sanitary and Phytosanitary Measures" of the Association Agreement with the European Union - Agreement on the Deep and Comprehensive Free Trade Area (DCFTA) and the "Comprehensive Strategy in the Field of Food Safety and within the framework of the "Legislative Rapprochement Program".

The resolution provides information on general principles, requirements and submission procedures related to the food label. In addition, the resolution sets the requirements for fair information practices, according to which food information should not mislead the public. The state control of the above mentioned is carried out by the National Food Agency.

According to the Order of the Minister of Environmental Protection and Agriculture of Georgia N2-24 of February 16, 2017, a marketing council was created aiming at promoting the food quality schemes, including organic product branding as well as strengthening legal and institutional mechanisms, taking into account the international practices.

For a specific type of food, the information defined by the Georgian legislation must be placed on the label e.g., the Law of Georgia on Grapes and Wine, organic production, GMO issues, various sectoral technical regulations, including:

- Technical regulation on honey;
- Technical regulation on milk and milk products;
- Technical regulation on nuts;
- Technical regulation on alcoholic beverages;
- Technical regulation on cocoa and chocolate products intended for human consumption;
- Technical regulation on approval of fruit juice and other similar products intended for human consumption;
- Technical regulation on almonds;
- Technical regulation on walnut;
- Technical regulation on wheat flour.

QUALITY MARK

In 2019, by the Order of the Minister of Environmental Protection and Agriculture of Georgia N2-106 of February 26, 2018, the "rule of Granting the Right to Use the Quality Mark" was approved. Quality Mark is a designation related to the specific characteristics of one or more categories of food or to a specific production/processing method(s) used in a specific area. The use of such designation gives the food a special advantage compared to other food of the same category. This order defines the conditions for awarding quality marks on Bioproduction and Transitional to Bioproduction. The list of quality marks are as following:

- Protected Geographical Indication – PGI;
- Protected Designation of Origin – PDO;
- Mountain Product;
- Grass-fed;
- Handmade;
- Traditional Product;
- Georgian Quality;
- Forest Fed or Forest Fattened;
- Bio-Product;
- In-Conversion to Organic or In-Conversion to Bio.

Business operators in Georgia are able to apply for the Quality Mark at the National Food Agency (NFA). Getting Quality Mark is a competitive advantage on the market and additional acknowledgement of the quality officially approved by the state. The products, which comply with official technical regulations and requirements, are eligible to submit for issuing the Quality Mark. It is important to note that getting a Quality Mark is free of charge, therefore there is no assessment fee to be paid by the business operator.

Also, it should be noted that issuing the quality mark is voluntary, and the business operators need to pay the procedural and laboratory tests costs.

Official information related to the use of quality marks is placed on the official website of the Ministry of Environmental Protection and Agriculture - www.mepa.gov.ge. In the section "[Legislation²](#)", where you can receive information on the following:

- Quality signs in general, what is needed for food-related "quality";
- Obtaining the mark, logos of quality marks;
- Order of the Minister of Environmental Protection and Agriculture of Georgia dated February 26, 2018, N2-106 on "the procedure for granting the right to use the quality mark";
- List of business operators whose products have been awarded the "Quality Mark".

The applicant shall submit the following documents to the NFA: application form, internal control and laboratory testing document, list of ingredients of the product, certificates and/or laboratory tests of accredited laboratories for the ingredients and packaging used; for the ready product – laboratory test, state inspection act (if applicable), description of technological processing and conditions, used standards, sample of food etiquette; for bio-production – certificate issued by accredited body. Application is reviewed by NFA within 20 working days and final decision is made by Marketing Council based on proposal by NFA.

After issuing a relevant Quality Mark, the state authorities have the right to execute control regularly and Quality Mark is subject to cancellation in case of non-conformity of relevant requirements.

As noted above, Quality Mark is a voluntary mark, but it is only allowed to be used if approved procedures are implemented by business operators. Otherwise, it is considered to be illegal to use this mark.

Figure 6. Quality Marks in Georgia.



² Legislation Section of official website of the Ministry of Environmental Protection and Agriculture: <https://cutt.ly/f7zmlrf>



CERTIFICATION OF BIO-PRODUCTION IN GEORGIA

According to the article 18 of the Food/Feed Safety, Veterinary and Plant Protection Code:

“It shall be inadmissible to indicate any combination with terms 'biological', 'ecological', 'eco', 'bio', 'organic' on the label or accompanying documents of food/feed if it does not comply with the bio-production procedure established by the Government of Georgia and this compliance is not confirmed by a certificate of conformity.”

Certification principles are regulated by the Regulation on Bio-production, approved by Government Decree N198, dated 30 July 2013. This regulation states that certificates of conformity can be issued only by Certification Body, which is accredited by National Accreditation Body or International Accreditation Body. Currently, the inspection body for bio-production is Caucascert LLC, which issues Green Caucasus Label based on International Accreditation. The Georgian Accreditation Centre has not issued national accreditation right to any other inspection body yet.

The Green Caucasus label is created by Georgian and Armenian companies (relatively, Caucascert and Eco Globe). Caucascert has accreditation from the Deutsche Akkreditierungsstelle GmbH, based on which, Caucascert is “competent under the terms ISO/IEC 17065:2012 to carry out certifications of products, processes and services in the following fields:

Organic production based on the Green Caucasus standards, Version 11 (30.01.2020) equivalent to Regulation (EC) No.834/2007.”

In addition, Caucascert has recognition from the Swiss Federal Office for Agriculture (FOAG). Caucascert issues certificates for the following categories of the bio-products:

- Unprocessed plant products (plant production and wild plant collection) – scope A;
- Live animals or unprocessed animal products (including honey) – scope B;
- Processed agricultural products for use as food (including organic wine) – scope D;
- Vegetative propagating material and seeds for cultivation – scope F

Figure 7. Labels from Caucascert LLC.



GENETICALLY MODIFIED ORGANISMS (GMOS) AND OTHER TYPES OF PRODUCT LABELLING

The purpose of product labelling is to inform consumers on the issues related to placing GMOs in the market network and intentional introduction of GMOs into the environment. In that direction, one of the most important is to regulate etiquette requirements for Genetically Modified Organism (GMO) products. In 2015, Georgia ratified the law on placing GMOs in the market network and the issue of intentional introduction into the environment. Since then, the mentioned issue is regulated by special label (see below), which was the initial labeling initiative in Georgia. A number of trainings have been conducted on the labeling issue and a large part of the society is familiar with the aforementioned label. For that purpose, there is a law “On Labelling of Genetically Modified Organisms Designated for Food Products/Fodder and Genetically Modified Products Produced from them”. This law sets requirements for GMO products, related etiquette and main principles, whereas details are provided in the by-law. Based on the principles under this law, a business operator shall follow the product labelling regulations in its production. Failure to fulfill this obligation is subject to legal liability.

Figure 8. Marks for GMO free products.



Besides that, there are various technical regulations and requirements for specific production, such as groceries and wine. The purpose of all these regulations is to properly inform consumers. In addition, requirements for product labelling of dangerous chemical substances are also provided.

According to the Product Safety and Free Movement Code, etiquette shall be taken into consideration together with other components for assessment of product safety. Besides, technical regulations may set specific requirements for various product/process/services and set mandatory symbols, packing, labels, etiquettes, product related processes or production methods. Though, the code sets required standard for technical regulation, namely, article 55 states that:




“Technical regulations should facilitate open market economy and free trade. Adoption or use of technical regulations must not create inadequate technical barriers in trade/commercial activities, including in international trade, and must be proportionate to the safety of human life and health and to the threat to environmental protection”. After the introduction of labeling, certain business operators complied with the aforementioned procedures and received Georgian signs/labels. Since the introduction of labeling, a total of 58 labels have been awarded in 2019-2022. These labels are distributed over different marks:







- Protected Geographical Indication – 5;

- Mountain Product – 6;
- Handmade – 2;
- Traditional Product – 3;
- Georgian Quality – 28;
- Bio-Product – 7;
- In-Conversion to Organic or In-Conversion to Bio – 7.







OTHER INTERNATIONAL ECO-LABELS



Companies, which plan or already export their products/services to the international market, should try to get an eco-label of that country in order to increase export potential for specific countries. If the product is targeted on a specific market, companies are able to apply for national ecolabels at the relevant authorities. The information on ecolabels of potential markets for Georgian products is provided below:

<p>Australia https://geca.eco/</p>	
<p>Brazil https://www.abntonline.com.br/sustentabilidade/</p>	
<p>China China (CEC) Chinese Taipei https://www.cqc.com.cn/www/english/index.shtml http://www.mepcec.com/ https://greenliving.epa.gov.tw/newPublic/Eng</p>	

<p>EU Ecolabel https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home_en</p>	
<p>Germany TUV Germany https://www.tuv.com/world/en/green-product-mark.html https://www.blauer-engel.de/en</p>	 
<p>Hong-Kong https://www.greencouncil.org/</p>	
<p>India https://igbc.in/igbc/redirectHtml.htm?redVal=showGreenPronosign</p>	
<p>Indonesia http://www.menlh.go.id/</p>	

<p>Israel https://www.sii.org.il/</p>	
<p>Japan https://www.ecomark.jp/english/</p>	
<p>Kazakhstan http://eko-kaz.kz/</p>	
<p>Korea http://el.keiti.re.kr/enservice/enindex.do</p>	
<p>Malaysia https://www.sirim-qas.com.my/</p>	
<p>New Zealand https://www.environmentalchoice.org.nz/</p>	
<p>Nordic Countries https://www.nordic-ecolabel.org/</p>	

<p>North America https://spot.ul.com/</p>	 <p>The logo features a green square with a white circle containing the letters 'UL' and a leaf. Below the circle, the word 'ECOLOGO' is written in white. At the bottom, in smaller text, it says 'PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT - VIEW SPECIFIC ATTRIBUTES EVALUATED - UL.COM/UL - UL XXXX'.</p>
<p>Philippines https://www.pcepsdi.org.ph/</p>	 <p>A circular logo with a green border. The top half contains a globe, and the bottom half contains a green leaf. The text 'Green choice' is written along the top inner edge, and 'PHILIPPINES' is written along the bottom inner edge.</p>
<p>The Russian Federation https://ecounion.ru/en/</p>	 <p>A circular logo with a green border. It features a stylized green leaf. The text 'VITALITY LEAF' is written along the top inner edge, and 'GREEN CHOICE' is written along the bottom inner edge.</p>
<p>Singapore http://sec.org.sg/</p>	 <p>A circular logo with a white border. It features a green leaf. The text 'GreenLabel' is written along the top inner edge, and 'SINGAPORE' is written along the bottom inner edge.</p>
<p>Sweden SSNC Sweden https://www.naturskyddsforeningen.se/in-english https://tcocertified.com/</p>	 <p>Two logos are shown. The top one is 'Bra Miljöval', featuring a green hand holding a leaf inside a circle. The bottom one is 'TCO CERTIFIED', featuring a green eye shape with 'TCO' in blue and 'CERTIFIED' in white below it.</p>
<p>Thailand http://www.tei.or.th/greenlabel/</p>	 <p>A circular logo with a green border. It features a globe with a green leaf. The text 'GREEN LABEL THAILAND' is written around the inner edge of the circle.</p>

<p>Ukraine https://www.ecolabel.org.ua/</p>	
<p>USA https://www.greenseal.org/</p>	

SUMMARY

This Guide summarizes information on environmental labels. It is designed to be used as a guide for Georgian entrepreneurs who plan to produce in a more sustainable way and get certified. The document provides description on eco-labels, which will serve as a tool for raising awareness among businesses. In addition, the existence of the guide is important to inform and raise awareness of the consumer. The consumer has the right to know how sustainable a product is. Therefore, the existing guide is important for business sector as well as for consumers.

The document also presents an overview of existing labels in Georgia such as Quality Mark, similar systems of eco-labelling, label on bio-production and GMO label. The guide describes the steps for obtaining an EU Ecolabel, which will support business operators to apply for that specific label. This information should be especially significant for those companies, which plan to expand their business to the EU or other international markets.

The common and experienced practice of ecolabels, implemented in various countries, is described in the document, which will be an additional source for business operators to reach specific markets.

Finally, this guide aims to increase public awareness on ecolabels. It describes the importance of involvement of all stakeholders in the process in order to get successful labelling schemes in Georgia. Accordingly, the document should serve as a guide not only for business operators, but for other interested groups too, such as government authorities, civil society, and consumers. In Georgia, the main purpose of this guide is to provide comprehensive information on the environmental label, its requirements, connections and procedural parts to business operators, government representatives, non-governmental organizations and/or other stakeholders.