

Global Ecolabelling Network (GEN)

New Green Purchasing Strategy
Mission Evolution + IGPN Collaboration

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Vice-Chair, Global Ecolabelling Network



GEN Strategy 2026 – 2035

Organizational Transformation

- **Broader Scope:** Encompasses carbon labelling, climate adaptation certification, policy support, green trade facilitation beyond just ecolabeling
- **Mission Evolution**
 - **From:** Global network of ecolabelling organizations
 - **To:** Global enabler of sustainable trade, climate resilience, policy development, and comprehensive green transformation
- **Future-Ready:** Positions GEN for carbon services, adaptation solutions, green trade, and policy advisory expansion
- **Climate Leadership:** Establishes GEN as comprehensive climate action enabler covering both mitigation and adaptation



Legislations in Sustainability – New EU Green Laws



Four legal instruments

- 1 Product requirements: Ecodesign for Sustainable Products Regulation (ESPR)
- 2 Improving the control of green claims
- 3 Greening horizontal EU consumer law:
 - Empowering consumers for the Green Transition
 - Right to repair
- 4 Digital product passport
 - Product specific information (B2B, B2C): data relevant for circularity, sustainability etc.



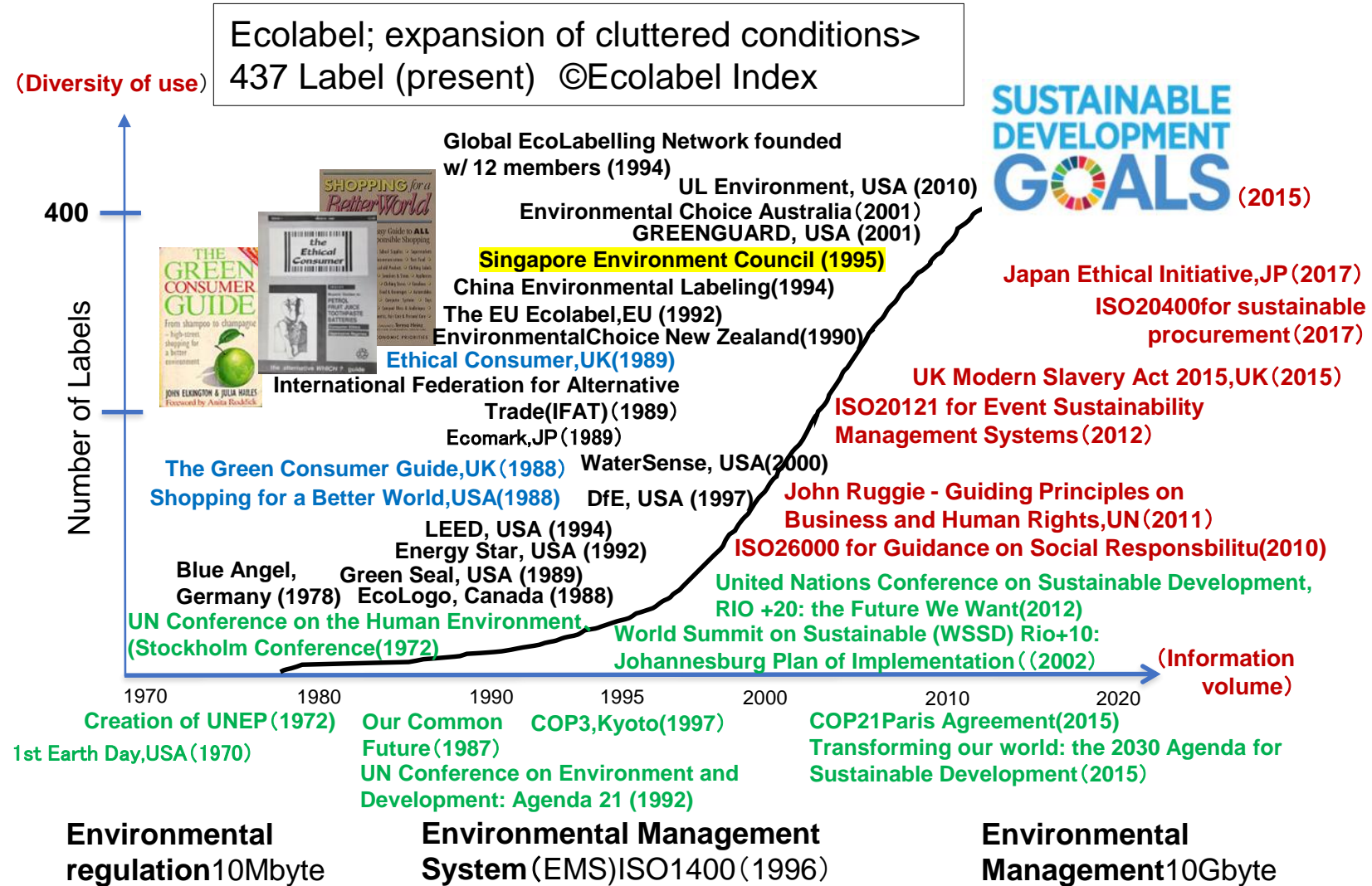
Towards a green transition for consumers and businesses

Sustainability Conference, 24 October 2023

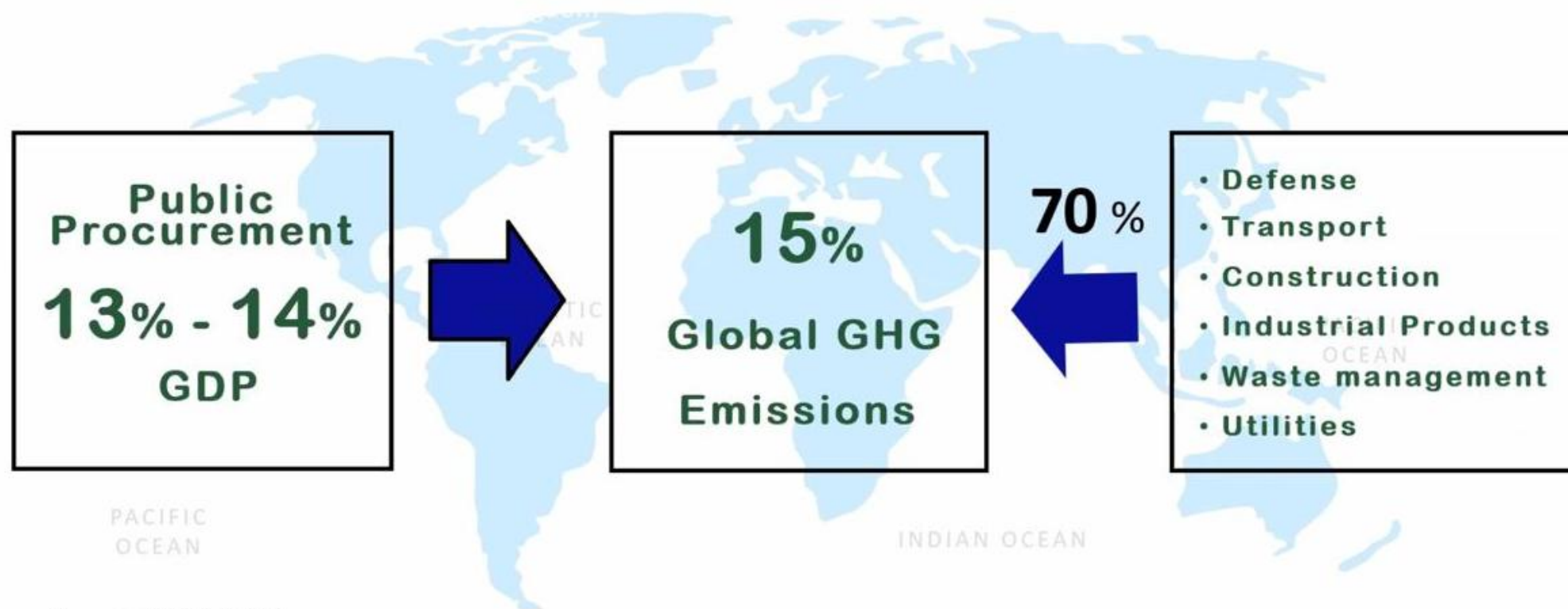
DG Justice and Consumers
Deputy Director-General
Nils Behrndt



From Green Procurement to Sustainable Procurement to Ethical Procurement



Green Public Procurement – Why it matters



Source: WEF, 2022

GEN

Global Ecolabelling Network: Connecting leading ecolabels around the world

Global Ecolabelling Network (GEN) is the leading network of the world's most credible and robust ecolabels

GEN full members run an ISO 14024 ecolabelling scheme and have successfully completed peer review assessment

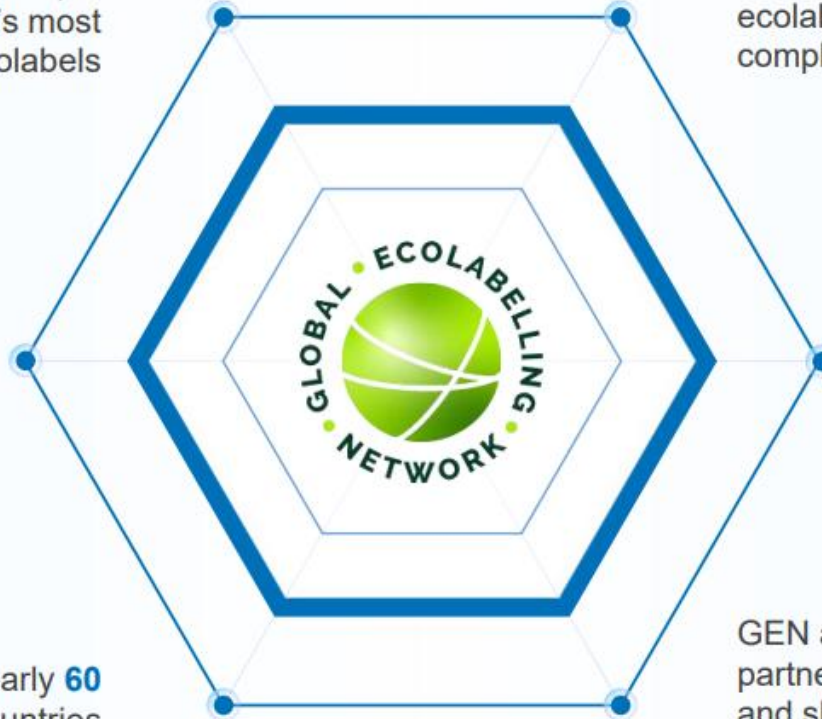
GEN is a mission-driven organization founded in 1994 setting the global benchmark for ecolabel excellence

GEN associate members run an ecolabelling scheme and cover full aspects of the life cycle but have yet to complete peer review assessment

GEN has 39 members across nearly 60 countries

GEN affiliate members are supportive partners and organisations that believe and share in GEN mission but do not run an ecolabelling scheme themselves

**Currently 33 Full Members, 6 Associates
54 total by end 2027**





Updates from EU & GEN



Eco-design for Sustainable Products Regulation (ESPR)

Eco-design requirements for circular economy, product durability, reusability, upgradability, and repairability, recycled contents, carbon and environmental footprint, energy and resource efficiency, tracking of all substances of concern etc., with a **strong focus on biodiversity** in consumption and ecosystem services, provisional ***timeline from 2024***.

Green Claims Proposal

Green Claims Directive to ensure better control of green claims (exemption for microenterprises, but possibility to opt-in), developing **ban on ecolabels presenting aggregate scoring system** of overall impact, requiring verification of environmental claims by a verifier (third-party conformity assessment body) to tackle greenwashing, provisional ***timeline under next political mandate mid 2024***.

Right to Repair

giving consumers the right to repair and prolonging the use phase of products, mandatory declaration since 2021 with the **Repairability Index** for electrical appliances and ICT equipment, providing access to information, simple disassembly, price of spare parts, and product-specific properties, ***timeline from 2024***.

Digital Product Passport (DPP)

Product specific information (B2B, B2C) in QR Code, data relevant for circularity, sustainability, **traceability & chain-of-custody**, ***timeline required for first product groups from 2026***.

Eco-labelling supporting SPP

key focus area for GEN and IGPN to empower Sustainable Consumption and Production (SCP) & **Sustainable Public Procurement (SPP)**



Outside of EU

- **Singapore**

Competition and Consumer Commission of Singapore launched a guide to ensure businesses make clear, accurate claims about product qualities and benefits.

- **Australia**

Australia Green Claims Code: Standards for green claims.

Australia Competition and Consumer Commission: Guide for Making Environmental Claims

- **South Korea**

“Greenwashing” Regulation (2023): Fines up to US\$2,300

Singapore’s competition watchdog issues new guide to curb misleading marketing claims

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The release of the guide follows a series of cases where businesses, including nail care salon chain Nail Palace, were found to have made false or misleading claims.

PHOTO: LIANHE ZAOBAO

7 Strategic Pillars 2025 – 2035



- **2025–2027 (Foundation):** Develop carbon labelling standards, pilot in 5 countries, launch digital verification platform, and train 100+ assessors.
- **2027–2030 (Scale):** Establish global standards, integrate into supply chains and government policies, and partner with 200+ corporations



Pillar 1 Enhance Ecolabel with Carbon Labelling

- **2025–2027:** Create sector-specific resilience standards, certify climate-smart technologies, and address regional adaptation needs.
- **2027–2030:** Achieve global recognition, embed in policies, enhance supply chain resilience, and attract climate finance.



Pillar 2 Global Adaptation Certification Scheme (GACS)

- **Expand UNEP-backed programs** across regions (e.g., Mongolia, Brazil, Africa, SIDS, Arctic).
- **Provide training, technical assistance, and regulatory support** to 50+ countries, reaching 750+ officials and aiding 30+ national adaptation plans.



Pillar 3 Policy Training & Government Support

- **Trade Facilitation:** Expand mutual recognition, implement blockchain-based verification, and support market access for certified products.
- **Supply Chain Transparency:** Track sustainability and climate risk across global supply chains.
- **Regional Hubs:** Operate green trade hubs in Singapore, Brazil, South Africa, Brussels, and Fiji to drive regional green commerce and adaptation.



Pillar 4 Green Trade Enablement

- **Strategic Partnership:** Combine GEN standards with SBACC advisory for global sustainability consulting.
- **Sector Focus:** Serve key sectors (construction, agriculture, energy, etc.) with resilience planning.
- **Service Expansion:** Offer dual certification support, policy advisory, training, and climate risk assessments.



Pillar 5 GEN Global Green Consultancy

- **Academic Collaboration:** Partner with 25+ universities and fund \$3M annually for sustainability research.
- **Global Network:** Establish 8 regional research centers, promote traditional knowledge, and publish 30+ papers annually.
- **Thought Leadership:** Lead global conferences, publish policy briefs, and maintain a digital knowledge platform.



Pillar 6 Research

- **Organizational tack-ins:** Integrate the International Green Purchasing Network, AGPN, US Organization into GEN, collaborate with SPLC & IGPN, SGTech and many more.
- **Service Expansion:** Broaden from ecolabeling to green procurement and climate-resilient purchasing.
- **Member Transition:** Seamlessly onboard IGPN members and enhance procurement advisory capabilities.
- **Association of industries:** cement, construction, cosmetics...



Pillar 7 Collaboration with International Organisations

Green Public Procurement (GPP)

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Pillar 1

Enhance Ecolabel with Carbon Labelling

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Pillar 7

Collaboration with International Organisations

Joint impact between GEN and IGPN

Promote Ecolabel Use in Green Procurement: Encouraging governments and organizations to use robust, third-party verified (ISO 14024 type 1) ecolabels as a reliable way to verify the environmental performance of products in their purchasing decisions.

Knowledge Sharing and Best Practices: Sharing information, research findings, and successful case studies on green purchasing and ecolabelling implementation through newsletters, workshops, and international conferences.

Joint Program Implementation: Collaborating within broader initiatives like UNEP One Planet Network on capacity building to emerging economies to help them develop and strengthen their own green procurement and ecolabelling programs.

Strengthening GEN and IGPN's relationships

- Co-locating IGPN's Annual meeting with GEN AGM in 2026
- Establishing a joint working group and ensuring IGPN's voice is represented as GEN expands its global partner network



Thank you!