



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

25 July 2013

1. **Project Code** 13-IN-57-GE-TRC-B
2. **Title** e-Learning Course on Environmental Labels and Declarations (ISO 14021, ISO 14024, and ISO 14025)
3. **Timing and Duration** Session 1 8–10 October 2013
Session 2 16–18 October 2013
4. **Venue** Session 1 Bangladesh, Cambodia, IR Iran, Mongolia, Nepal, and Pakistan
Session 2 Fiji, Indonesia, Philippines, Thailand, and Vietnam
5. **Implementing Organizations** APO Secretariat and the following NPOs

Session 1

- 1) Bangladesh National Productivity Organization, Dhaka
- 2) Cambodia National Productivity Centre of Cambodia, Phnom Penh
- 3) IR Iran National Iranian Productivity Organization Tehran
- 4) Mongolia Mongolia Productivity Organization, Ulaanbaatar
- 5) Nepal National Productivity and Economic Development Centre, Kathmandu
- 6) Pakistan National Productivity Organization, Islamabad

Session 2

- 7) Fiji National Training & Productivity Centre, Fiji National University, Nasinu
- 8) Indonesia Directorate of Productivity Development Directorate General of Training and Productivity Development, Ministry of Manpower and Transmigration R.I., Jakarta
- 9) Philippines Development Academy of the Philippines, Metro Manila
- 10) Thailand Thailand Productivity Institute, Bangkok
- 11) Vietnam Vietnam Productivity Centre, Hanoi

*To maximize project benefit, the local venue may change depending on the level of interest, participant type, and suitability of the location as advised by the NPO.

6. **Number of Local Participants** More than 20 participants from each participating country

7. Closing Date for Nominations

Session 1: 6 September 2013
Session 2: 13 September 2013

8. Objectives

- a) To understand the basic concept, philosophy, and principles of environmental labels and declarations;
- b) To learn the basic characteristics of the ISO 14021 (Type II), ISO 14024 (Type I), and ISO 14025 (Type III); and
- c) To familiarize APO members with the *APO Eco-products Directory/Database* and promote Green Productivity.

9. Background

As enterprises realize that growing environmental concerns among the public are an opportunity to create new market value, environmental declarations/claims/labels such as “eco-friendly,” “recyclable,” and “natural” have emerged on products and services in the marketplace. While these environmental declarations/claims/labels attract consumers, there is also growing concern that without proper guiding standards and screening by an independent third party, consumers cannot be certain that a labeled product or service is truly environmentally friendly.

The ISO standardized the principles and characteristics of three voluntary environmental label and declarations: ISO 14021 (Type II environmental labeling); ISO 14024 (Type I environmental labeling); and ISO 14025 (Type III environmental declarations). Based on these standards as major criteria, the APO has been publishing the *Eco-products Directory* listing environmentally friendly products and services from member economies. The lists are also available through an online database (<http://apo-ecoproducts.com/>). Through the initiatives of *Eco-products Directory/ Database*, the APO recognizes that a limited number of eco-products and -services are from areas where national ecolabeling schemes are developing or just beginning to be known.

Given this background, this training course will assist APO members to understand the basic concept of environmental labels and declarations as well as steps to develop or strengthen national ecolabeling schemes by aligning with the ISO standards. The training course will provide opportunities to share experiences from member economies with mature ecolabeling schemes.

10. Modality of Implementation

The project will be implemented at the Global Development Learning Network (GDLN)/videoconference center in each country. The resource speakers will deliver presentations from their home countries or the nearest member country participating in this course. These presentations will be interactive, involving exercises and case studies while allowing participants to ask questions. In each session of the course, there will be five to six country groups of 20–25 participants each. Each country group will be moderated by a country project coordinator in each GDLN/videoconference center.

11. Scope and Methodology

Scope:

- a) Basic knowledge of environmental labels and declarations;
- b) Characteristics and principles of ISO 14021(Type II), ISO14024 (Type I), and ISO 14025 (Type III); and
- c) Case studies of success factors in developing and managing ecolabeling schemes.

Methodology:

Online lectures, online discussions, online presentations of case studies, group discussions, and examination.

12. Participants

- a) Age Preferably between 30 and 45 years.
- b) Education University degree or equivalent qualification from a recognized university/institution.
- c) Present Position Professionals from the government, NPOs, and related organizations interested in or involved in developing and managing national ecolabeling schemes; or managers from private enterprises involved with eco-products and -services.
- d) Experience At least two years of experience in a related field.
- e) Language Proficiency in written and spoken English is essential.

13. Financial Arrangements**a) To be borne by the APO**

- 1) All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- 2) Rental and other charges of the GDLN centers in Tokyo and other participating countries.
- 3) Honorarium for a local project coordinator in each of the participating countries and transportation costs for field visits, if necessary.

b) To be borne by the host country

- 1) All other local implementation costs.

14. Actions by Member Countries

Each participating country is requested to nominate more than 20 and up to 25 participants and submit their biodata (the first page of the APO biodata form only). The list of participants from each participating country must be finalized and sent to the APO Secretariat one week before the course begins. Please ensure that candidates nominated meet the qualifications specified above.

Participating countries will each identify a project coordinator from within the NPO or other relevant organization with basic knowledge of environmental labels and declarations (ISO 14021, ISO 14024, and ISO 14025) to coordinate and facilitate course activities at the local level. The coordinators will moderate group discussions among the participants in consultation with the NPO and resource persons identified by the APO Secretariat. The group discussions will include experience sharing, views of participants on environmental labels and declarations, and review of e-learning sessions. Local project coordinators will also make all necessary arrangements with the local GDLN center.



Ryuichiro Yamazaki
Secretary-General