



Environmental communication – making environmental product information effective

Eco-labelling plays an important role in environmental policy. It awards and promotes environmentally superior goods and services and offers information on quality and performance with respect to consumer health, resource consumption, etc. It fits well into a multi-stakeholder policy framework – as enhanced recently by Integrated Product Policy (IPP). Eco-labelling encompasses different formats and types as expressed by the ISO-standardisation work. Besides their different approaches: their final objective is – by improving the environmental features of products and services – to contribute to a sustainable development.

The challenge is to make the systems work, to diffuse them on the market and herewith to contribute to a transformation of the market. Therefore, the main focus of the session is concentrated on the market phase of eco-labels. Topics of the session encompass outcomes of different types of eco-labels: What are experiences with eco-labelling? Has eco-labelling stimulated a green market transformation? What are the success and failure factors behind? Which reactions could be observed from producers, retailers and consumers? Could public procurement play an important role? Have environmental benefits been observed? What is the relationship between eco-labels, business strategies and IPP?

We want to invite academia, policy makers, applicants and observers to discuss these questions.

Instructions for submission of papers will be made available in July 2006 on www.lcm2007.org. Further information regarding the session is available from:

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