



## Role of Labeling Programme in Resource-Saving Society Building: Chinese Experience

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## What is the Labeling Programs

- Product labeling/certification programme is a best practice to identify and promote high performance level and good quality product.
- The labeling/certification scheme varies from each country. The strictest certification model currently in the world is to test the product performances according to the relevant testing procedure and product performance criteria/specification and conduct a parallel field audit to check the manufacturer's management system.
- If the product compliant with all requirements of a labeling/certification scheme, The labeling/certification body will issue the certificate to the certified products and the manufacturer will be licensed to use the label on their qualified products.

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## Key Labeling Programs in China

Labeling programs play an important role in  
Resources-saving Society Building in China






More labels, more best choices

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**CSC**  
China Sustainable Consumption Center  
中標認證中心

### Role of labeling programme on sustainable consumption

- The labels play an important role in the consumers' purchasing decisions. : A China CSC market survey shows that 52.5% consumers' purchasing decision are made by referring to the relevant labels.
- The labels can provide more useful and credible information to consumers, such as energy efficiency, water consumption, resources utilization and environment factor, etc. Those kind of labels can help consumers to choice more "sustainable products".
- The labels also can be used when we contact consumer sustainable consumption education.

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**CSC**  
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### Role of labeling programme on sustainable production

- The labeling programme:
  - Provide a marketing target for the manufacturers.
  - Make labeled product stand out in the market.
  - Place the focus on specific product performance: e.g. energy efficiency, quality, environment protection.
  - Speed up advanced technology development.
  - Reduce production cost.

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**CSC**  
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### Role of labeling programme on sustainable production

Case study: CSC labels on sustainable production.

- Facilitate technology advancement, e.g. Market share for energy-efficient refrigerators is increased 13% in the first 3 years when China labeling programme was introduced.

Year	Percentage (%)
1999	10
2000	18
2001	28

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### Role of labeling programme on sustainable production

Case study: CSC labels on sustainable production.

- Recognized by manufacturers: By end of 2005, more than 800 top level manufacturers participated in CSC labeling programme.
- Technical guidance for manufacturers: By end of 2005, CSC completed labelling specifications (Testing procedure and performance level) for nearly 180 product categories including 40 for energy efficiency, 62 for water conservation and 77 for environment protection. Those kind of specifications help manufacturers to improve their technologies.

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### Role of labeling programme on sustainable policy

- Labels have been proven effective tools to sustainable consumption and production with predictable results and lasting impacts in a wide range of countries.
- Labels have contributed to the implementation of market transformation tools, such as targeted procurement, financial incentives, information, training and research development.

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### Role of labeling programme on sustainable policy

- Case study: Chinese energy efficiency procurement policy
  - Procurement policy: A turn-key for energy efficiency market transformation. The growth rate of manufactures and product models that meet procurement criteria is 49.5% and 51.3% from December 2004 to December 2005.
  - Achieving significant energy savings with predictable results and lasting impacts: The US/LBNL's research shows that for the 7 energy efficient products in the current energy efficiency list, on a cumulative basis, avoided electricity use in year 10 reaches 10.9 TWh. This is equivalent to the emission of 10 million tonnes of CO<sub>2</sub>.

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### Role of labeling programme on sustainable consumption and production of international cooperation

- Labeling programme is an important network on sustainable consumption and production of international cooperation through:
  - Harmonization efforts of labeling programme.
  - Harmonization of sustainable policy based on labeling programme, e.g. harmonization of government procurement criteria.
  - Technical assistance, e.g.: UNESCAP/UNEP Regional Help Desk on Sustainable Consumption and Production in Asia and the Pacific.
  - Enhance cooperation and share the outputs of the projects (National and international) .

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### Conclusion

- Labeling programme is a proven cost-effective tool for sustainable consumption and production.
- We can develop cost-efficiency policies, projects, education programs, promotion materials, etc. building on the Lbeling programs.
- Information sharing for labeling programme is sustainable behavior:
  - Best practice.
  - Network.
  - Information.
  - Cooperation.

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### One World One Dream

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