



# The effect of Eco-label under the “Belt and Road” Initiative

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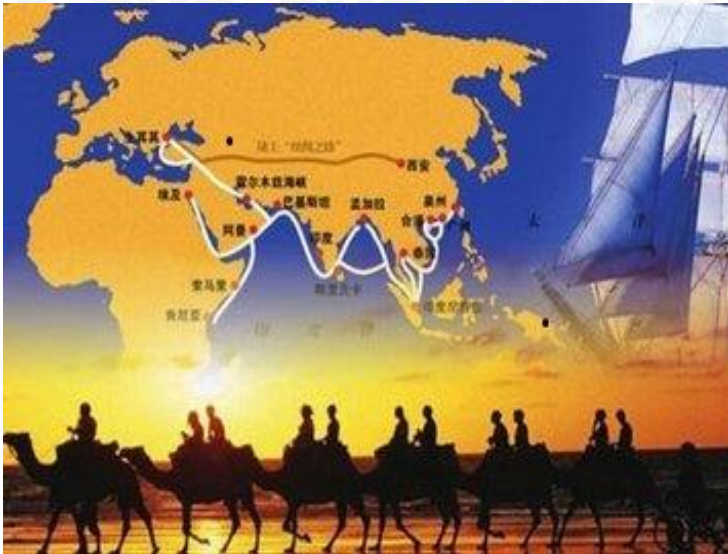
# Chapter 1

## The Belt and Road”(B&R) Initiative



## “The Belt and Road” Initiative

The ancient silk road left the world a precious spiritual heritage  
"peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit"



- In fall of 2013, President Xi' Jinping raised the initiative of jointly building the Silk Road Economic Belt and the 21st-Century Maritime Silk Road (Belt and Road) which have attracted close attention from all over the world ;
- In Mar. of 2015, *the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road* was published, which indicated “B&R” entering full stage.



# “The Belt and Road” Initiative

## Objective

Jointly creating an open, inclusive and balanced regional economic cooperation architecture that benefits all

## Principles

Consultation、 Sharing、 Jointly Building

## Content

Policy coordination, Facilities connectivity, Unimpeded trade, Financial integration, People-to- people bond

## Cooperation Mechanism

Take full advantage of the existing bilateral and multilateral cooperation mechanisms to push forward the building of the Belt and Road.

## Benefit

Help coordinate the development strategies, tap market potential, promote investment and consumption, create demands and job opportunities, enhance people-to-people and culture exchange



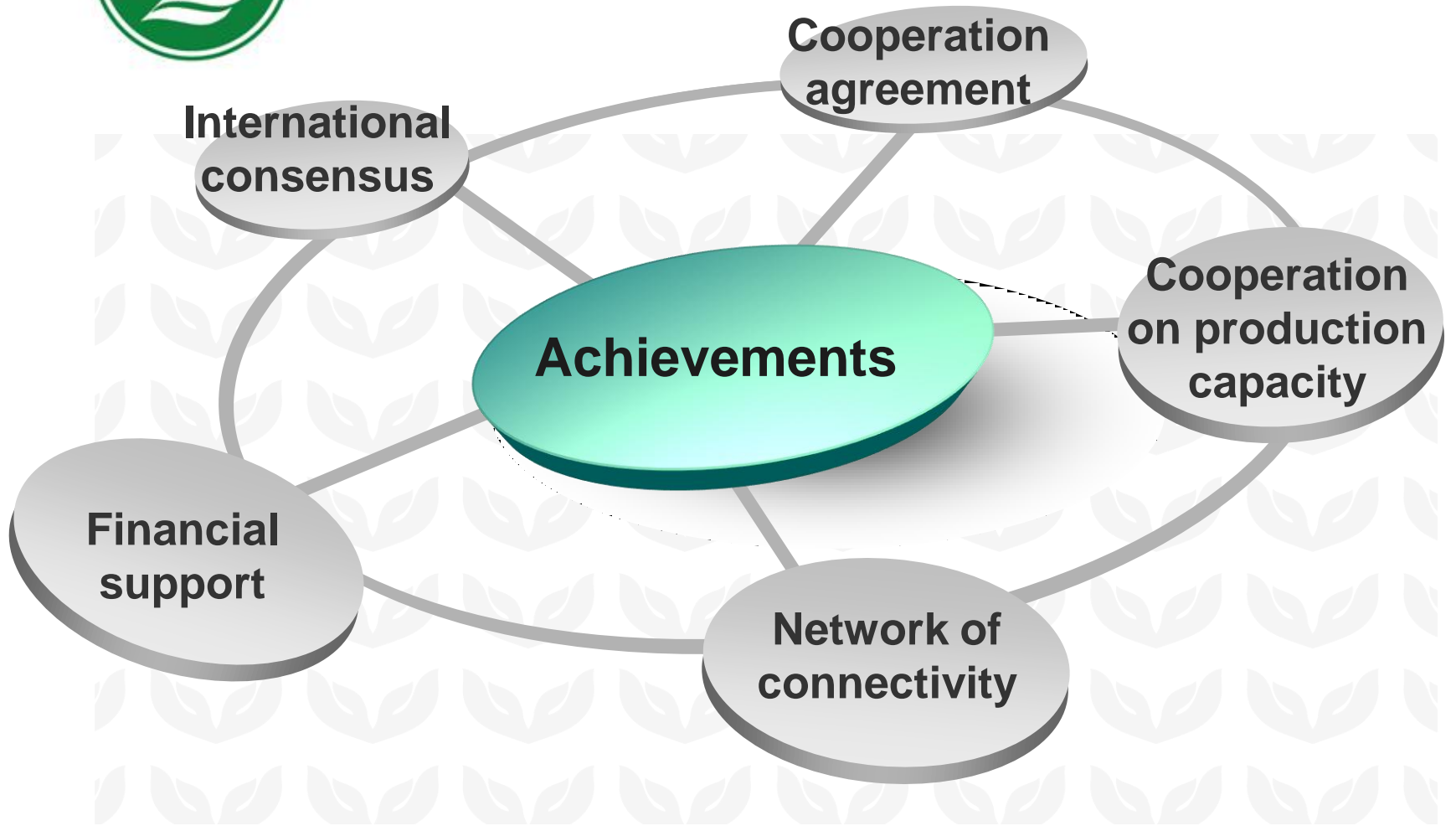
# “The Belt and Road” Initiative



The Belt is the “Silk Road Economic Belt”, referring to the regional economic cooperation from China and the ancient silk road through central Asia, south Asia and west Asia to Europe (Red); the Road is “21st Century Maritime Silk Road”, refers to regional cooperation among China, Southeast Asia, Indian Ocean, south Pacific and the Europe(Blue).



# “The Belt and Road” Initiative





## “The Belt and Road” Initiative

Environmental protection is one of the key areas of cooperation in "B&R" initiative, and “Green Silk Road” was put forward. What ecolabelling programme can contribute to green silk road?







# Chapter 2

## Ecolabel and Green Development





# Ecolabel and green development

"Ecolabelling" is a voluntary method of environmental performance certification and labelling and it is practised around the world



An "ecolabel" is a label which identifies overall, **proven** environmental preference of a **product or service** within a specific product / service category



# Ecolabel and green development

## ■ Three Main Types (ISO)

- Type I: Independent “seal of approval”
- Type II: Manufacturer or supplier claims
- Type III: Environmental Declarations

### Type I Characteristics

#### ■ **Voluntary**

- Identify **distinction** in environmental performance
- Based on sound **scientific** evidence
- Based on **life cycle** considerations
- **Transparently** developed
- **Third-party** and independent
- Take into account **fitness for purpose**



# Ecolabel and green development

Ecolabel and SCP

Promotion

**GPP**

**GSC**

**Project  
Research**

**Green  
Trade**

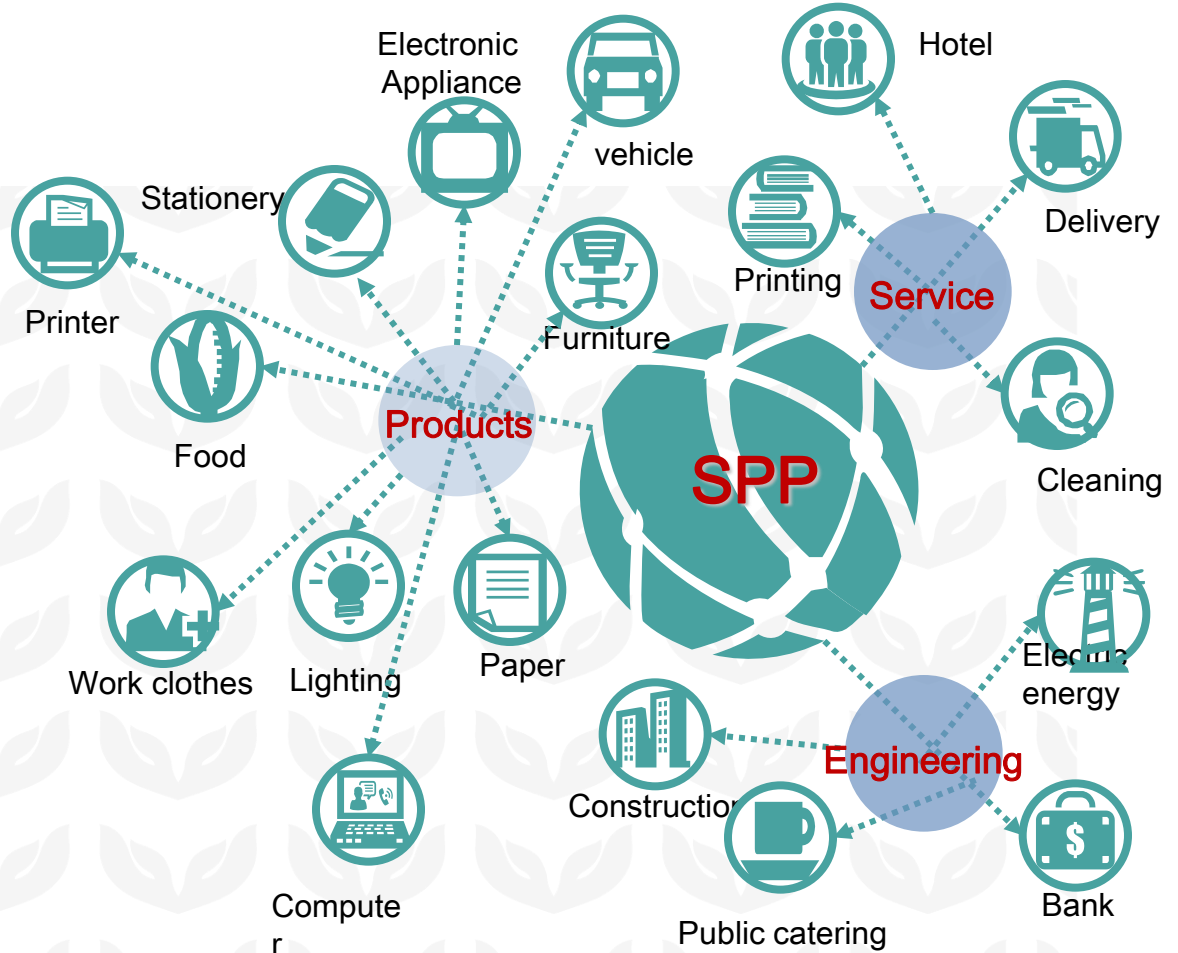


# Ecolabel and green development



Ecolabel programme can promote environmental awareness, regulate enterprise environmental behavior, support SPP and lead green consumption by marketing.

The government can lead green production and full play policy function by procurement green products.





# Ecolabel and green development

## UNEP Research Projects



**SPP**

( Sustainable Public Procurement )

- Enabling developing countries Capacity building and technical assistance for industries and governments
- Strengthening the capacities and improving the knowledge on green public procurement and ecolabelling in the Asia Pacific region ( GPPEL )
- 10 Year Framework Pregame of Sustainable Public Procurement ( 10YFP SPP )



# Ecolabel and green development



Europ



Middle East



Asia



North America

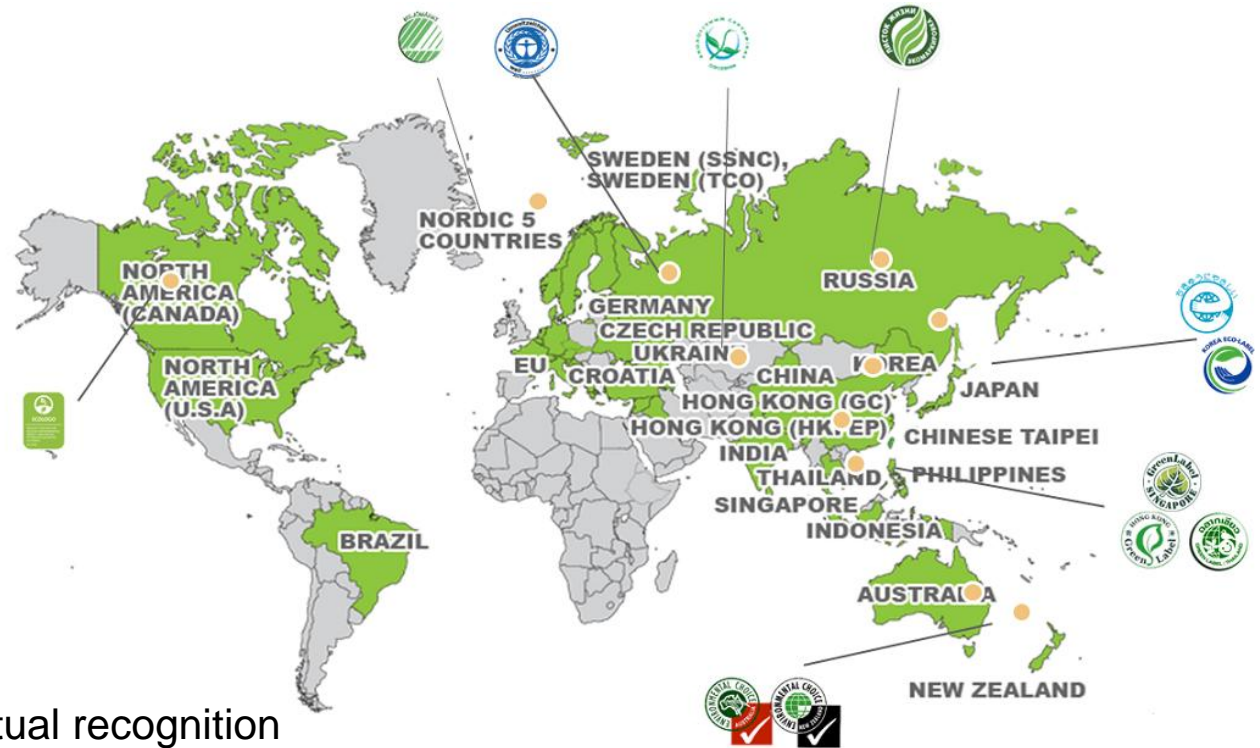


South America





# Ecolabel and green development



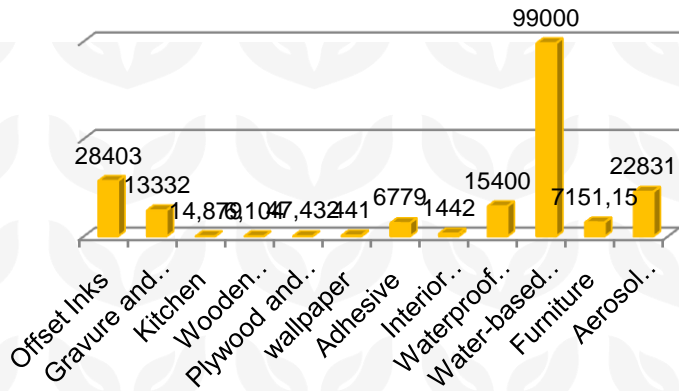
CEL has signed 13 mutual recognition agreements with ecolabel organization in Australia, South Korea, Japan, Germany, Nordic, Thailand, Hong Kong, New Zealand, Singapore, Canada, Russia, Ukraine, Kazakhstan.



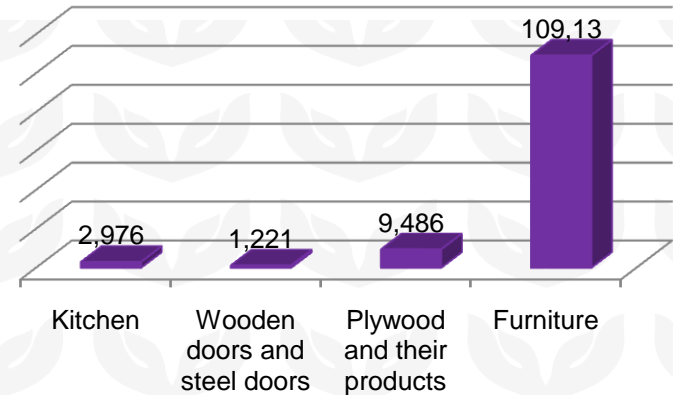


# Ecolabel and green development

VOC Reduction (ton)

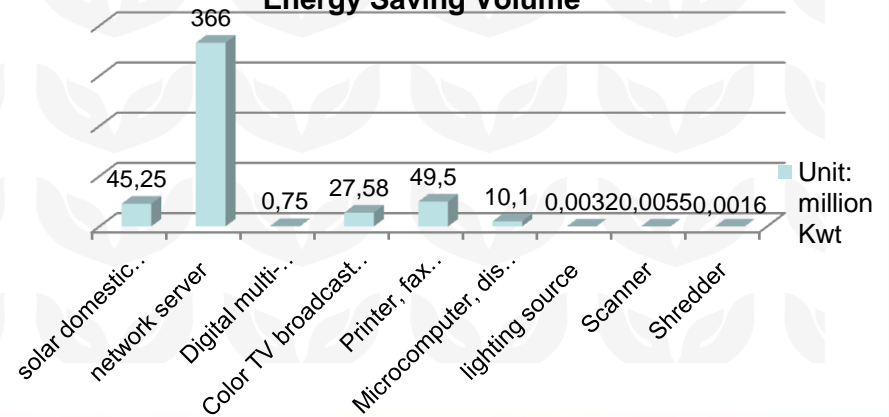


Formaldehyde Emission Reductions (tons)



Item	Pollution	CER
Air pollution	VOCs	205000 T
	NOx	64000 T
	SO2	10000 T
	CO2	8590000 T
	CO	482000 T
	Formaldehyde	122.8 T
Water pollution	Phosphate	1232 T
Soil pollution	Hg	16.75 T
Energy saving	Electricity	13320000000 KWH
	Water	227000000 T
Resources saving	Plastic	120000 T
	Industrial waste	3471000 T
	Pulp	8188.8 T
	Toner cartridge	2938537

Energy Saving Volume





# **Chapter 3**

## **Ecolable Regional Cooperation and Green Trade**



## Ecolable regional cooperation and green trade

### Regional cooperation methods:

- ✚ Exchange of information and personal to strengthen understanding;
- ✚ Sign MRA to carry out mutual certification;
- ✚ Develop common core criteria to simplify the procedure;
- ✚ Total mutual recognition



# Ecolable regional cooperation and green trade

## Benefit from ecolable regional cooperation

1

Simplify the certification process

2

Reduce the cost of certification

3

Promote the green trade



## **Ecolable regional cooperation and green trade**

### **The practice of ecolable cooperation**



**Sino-Germany projects research**

**Carry out certification under MRA, such as New Zealand and Australia**

**CJK work group to develop CCC**

**Participated regional and international project research**



# Ecolable regional cooperation and green trade

Support from governments for ecolabel cooperation



Environmental Ministers' meeting among China, Japan and Korea

Sino- Germany  
Environmental Forum





# Ecolable regional cooperation and green trade



Sino-Canada joint committee  
for Environmental  
Cooperation



Sino-Singapore joint  
committee for Environmental  
Cooperation



## Ecolable regional cooperation and green trade

Further study of mutual recognition mechanism, and promote the mutual recognition agreement to implementation

Combined with “B&R” initiative, establish more cooperative relationships

Actively participating in related international projects, to promote sustainable development





**CEC**

# Thanks!

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