

Product sustainability regulation & certification



**Product
Stewardship
Centre of
Excellence**

Webinar, 31 May 2024

www.stewardshipexcellence.com.au



Product Stewardship Centre of Excellence

A decorative graphic on the left side of the slide, consisting of several concentric circles. Each circle is composed of small squares, creating a mosaic-like effect. The squares are in various shades of teal and blue, with the colors becoming lighter as they move outwards from the center.

Acknowledgement of Country

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, water and community. We pay respects to elders past and emerging and recognise elders as holders of knowledge and stewards for country.

Today's speakers



Matjaz Malgaj
Head of Unit & Coordinator of the
Sustainable Products Initiative,
European Commission



Josh Begbie
CEO
Good Environmental Choice Australia



David Baggs
CEO & Technical Director
Global Green Tag international

Centre Strategic Partners



Matjaž Malgaj

**Head of Unit & Coordinator of the
Sustainable Products Initiative,
European Commission**





The Ecodesign for Sustainable Products Regulation (ESPR)

Australian Product Stewardship Forum 2024
- Design and Production Opportunities

9 May 2024

Why Ecodesign?



**Inefficient resource
use & supply
shortages/
dependencies**

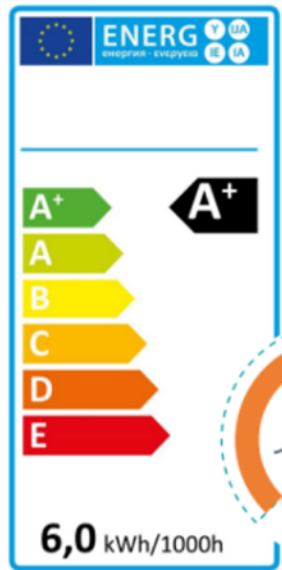


**(Re)Align production &
consumption with
planetary boundaries**



**Create new
business models &
opportunities**

Ecodesign - Energy Label successful with EU citizens



THE EU ENERGY LABEL IS WELL-KNOWN AMONG EUROPEANS AND INFLUENCES THEIR PURCHASING DECISIONS



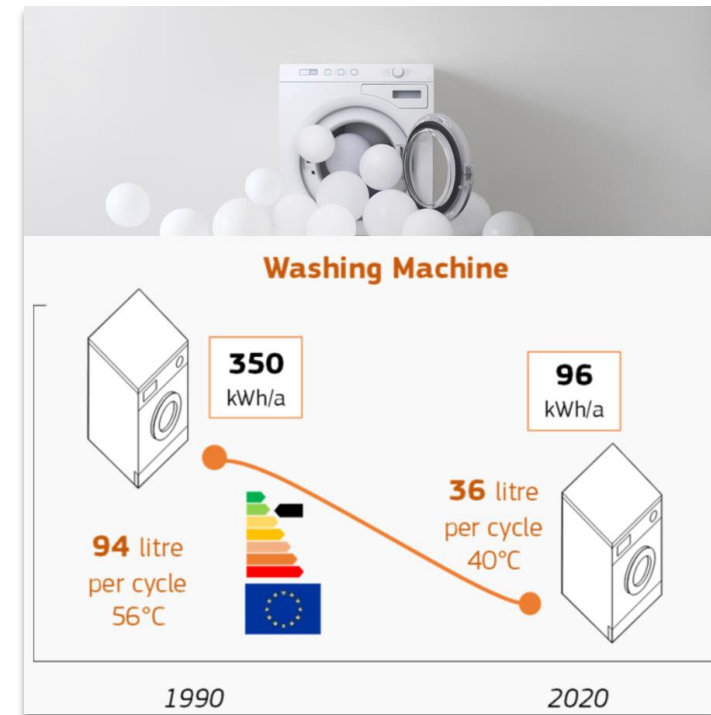
Almost all Europeans have seen the EU energy label **93%**

79% know what it stands for
14% don't know what it stands for

The label had an influence in **79%** of Europeans' purchase choices when buying appliances

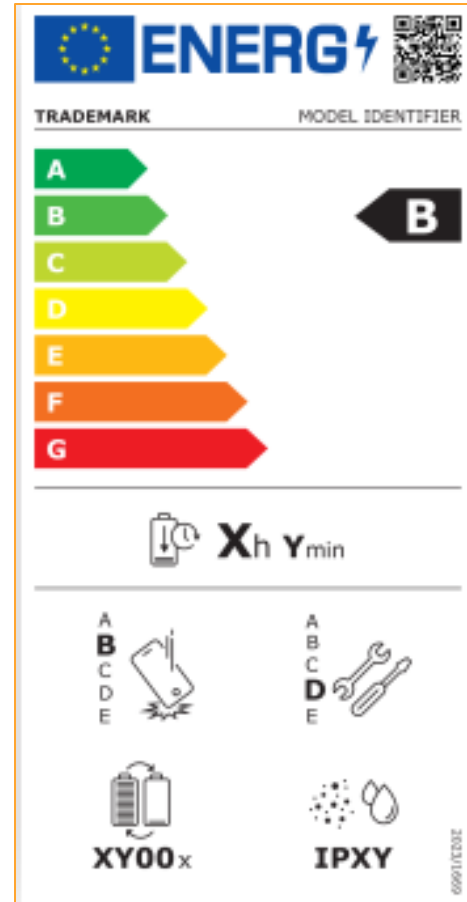
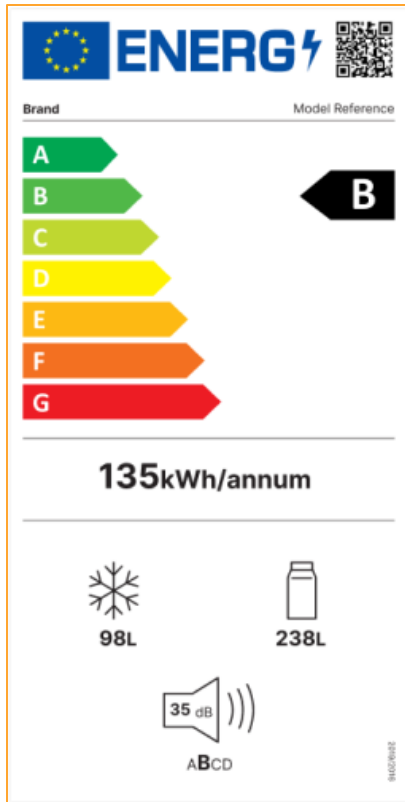


Estimated benefits of all combined energy labels and ecodesign measures by 2030 per year is the equivalent of the **annual final energy consumption of Spain and Poland combined**



Source: Eurobarometer 2019, 2023 EIA Report

Energy Label – Evolution Smartphones & Tablets



- Resistance & protection
- Durable batteries
- Disassembly & repair
- Availability of operating system upgrades

Ecodesign Revolution

Ecodesign for sustainable Products Regulation

*Broad Product
Scope*

*New sustainability
aspects*

*Strong focus on
product information
(DPP & labels)*

*Reporting & bans
on unsold goods
destructions*

*Horizontal
measures*

*Green Public
Procurement*

Key Ecodesign aspects under ESPR



Potential priority products

INTERMEDIATE PRODUCTS

- Iron
- Steel
- Aluminum
- Chemicals
- Non-ferrous metals
- Plastics
- Pulp & paper
- Glass

FINAL PRODUCTS

- Textiles (garments & footwear)
- Furniture, including mattresses
- ICT products & electronics
- Energy related products
- Absorbent Hygiene Products
- Paints
- Detergents
- Lubricants

- Tyres
- Ceramic Products
- Cosmetics
- Toys
- Fishing Gears



ESPR next steps and process

Framework legislation

Entry into force
~06/24

multiannual work plans

~ 1st WP Q1/25

Product-specific measures

Adoption first measures ~Q4/25
Applicable ~Q2/27



Start working
on product

Preparatory Study &
Impact Assessment

1.5-2 years



Consultation of
Ecodesign Forum



Adoption of
Measure

18 months



Measure applies



Stakeholder
input collected
throughout

Making sustainable products the norm

- ✓ Empower transparent & sustainable choices
- ✓ Boost demand for sustainable products
- ✓ Improve industrial competitiveness
- ✓ Increase strategic autonomy
- ✓ Reduce raw material dependency
- ✓ Product Stewardship across the whole product life cycle





More information on ESPR:

https://commission.europa.eu/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/sustainable-products/ecodesign-sustainable-products-regulation_en

Thank you

Keep in touch



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[EUTube](https://www.youtube.com/EUTube)



[EU Spotify](https://open.spotify.com/playlist/37i9dQZF1DX0XUx1Q8WjYq)



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Product Sustainability Regulation and Certification

The role of lifecycle ecolabels

Nice to meet
you!



Josh Begbie

CEO at GECA





Traditional Country of the Guringai People

Who is GECA?

- GECA is a purpose-driven not-for-profit founded in 2000 around a vision for *a sustainable future for people and planet*
- Our ecolabel certification program is **built on ISO 14024** and **audited by the Global Ecolabel Network** to ensure we continually provide best practices.
- Our small but mighty team embraces the complexity of sustainability to **empower people to make better choices** when making and purchasing products and services



What we do

- Over the past 23+ years, we've added a suite of supporting services to enable organisations of all kinds to **continuously improve** their sustainability outcomes



Types of Third-Party Certification

Mandatory

According to the ACCC, the purpose of a mandatory standard is to make particular safety or information features on products compulsory for legal supply of the product into the Australian market. It is an offence to supply goods that do not comply with mandatory standards

Voluntary Environmental Labelling

Seal of Approval for Excellence
(e.g., a lifecycle ecolabel - ISO 14024)



Single Attribute Verification
(i.e., focus on a single lifecycle stage or a single hotspot issue)



'Nutritional Label' Data Report
(e.g., EPDs - ISO 14025)



Product Y

Impact category	Upstream process	Core process	Downstream process
Abiotic depletion	5.3636E-05	9.5173E-07	0.0000E+00
Abiotic depletion (fossil fuels)	324.0262026	7.11295	5.3396
Acidification	0.0178836	0.00293	0.01179
Eutrophication	0.0421018	0.52000485	0.12319

Critical aspects of third-party certification

- Assessment is conducted by an **independent** third-party
- The standard used to assess against has been developed in a **transparent** process and is **readily available to customers and the public**
- Processes and standards are updated regularly to **align with best practices and capture innovative solutions.**
- Criteria should be **science-based and specific** to the standard's category.
- GECA uses **independent Assurance Providers** to assess products or services against GECA standards

Lifecycle ecolabels (ISO 14024)

- Globally recognised as the most robust and credible type of environmental label
- Involves independent assessment of multiple criteria across the entire lifecycle of the product or service from raw material extraction to end-of-life
- Products or services must demonstrate a reduced impact across their hotspot areas compared to similar offerings in the market
- **Aligns with ESPR's** holistic approach to certification



The value of third-party certification

Demonstrate leadership and gain a market advantage over competitors

Future-proof supply chains and improve economic performance ✓

✓
Ability to prove you're meeting world-class standards and generating genuine sustainability outcomes

Reduce risk of reputational damage and improve stakeholder relationships

Increased chance of selection for large projects and public procurement e.g., via green building schemes

Ability to make smarter decisions using accurate, measurable and verified data

What ESPR means for Australia



A clear priority consideration for anyone who exports to the EU.



EU legislation will inform Australian regulations, either as a model to be followed or so we don't become a dumping group for lesser products.



Major corporations and large buyers want to have consistent policies and approaches to sustainability, and ESPR will impact those.



We can no longer pick and choose our sustainability issues—we have to be holistic in our approach to product and service design.

ESPR and GECA alignment

Key product aspects under ESPR

Article 5 – Ecodesign requirements



Example of lifecycle ecolabel criteria

3 GOOD HEALTH
AND WELL-BEING



10 REDUCED
INEQUALITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



15 LIFE
ON LAND



GECA's *Furniture, Fittings, Foam and Mattresses (Level A)*

standard includes science-based criteria target hotspot areas such as:

- avoiding the illegal harvest of wood and fibre for raw materials
- reducing the use and subsequent release of environmentally harmful substances to the environment at all stages of the product's lifecycle
- encouraging recovery, reuse, recycling and responsible disposal: e.g. criteria that require: "Design for Disassembly", "Recyclability of Plastics", "No Inhibitive Coatings", "Product Stewardship"
- reducing the presence and release of substances harmful to human health
- ensuring workers and suppliers through the supply chain can expect fair pay, equal opportunity, and a safe working environment

Key takeaways



We need to embrace a holistic approach to sustainability.



Change takes time—start designing for the future now.



Using a good certification partner can help you on the journey.

Thank you!

Visit us at www.geca.eco



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@GoodEnvChoice



GECA



josh@geca.org.au

GECA





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SERVES YOU GLOBALLY



Introducing Global GreenTag^{Cert}TM

Product focused health, environmental and social responsibility assessment, certification and disclosure:

- **ACCC Approved Certification Trade Mark** in Australia; also Sth Africa, NZ, USA & CANADA;
- **ISO 14024 Type 1 Ecolabel** Externally Verified by DNV
- **ISO 17065 Conformity Assessment Body** Externally Verified by DNV;
- **ISO 9001 Quality Certified** by DNV
- **ECO Platform Member EPD Program Operator**
- Certifying over **18,000** products for more than **30%** of Australia's Top 100 Most Trusted companies;
- Over **270 companies** with factories in more than **22 countries**.



Global
GreenTag
International ^{Pty} Ltd
green product certification
trust brands

Global GreenTag Product Passport

Global GreenTag Standards

- Building & Interiors
- Infrastructure
- Personal & Cleaning

External Standards
International, National
& Industry

GreenRate^{CERT™}
Certification



LCA

LCARate^{CERT™}
Certification



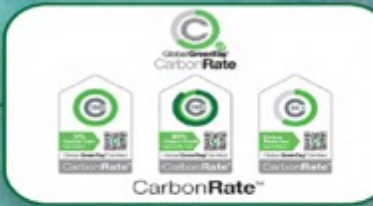
Product Health
Declarations



Environmental
Product Declarations



Eco Platform EPD
Verified



NP+A
Nature Positive Assessment

Nature Positive+
Declarations



Modern Slavery
Transparency Declarations



Manufacturer Claim
Verifications



Vinyl & Green
Building Councils
of Australia Standard

Best Environmental
Practice
PVC Verification



Vinyl Council
Australia
Certification



**PRODUCT CERTIFICATION THAT SERVES YOU GLOBALLY
CERTIFIED. VERIFIED. TRUSTED.**



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International
green product certification
trust brands



LCARate™

A 'Beyond LCA' sustainability certification that uses comparative Life Cycle Assessment (LCA)

Recognised by Green Star Responsible Products Framework (RPF) :

- Considers audited Recycled Content
- Transparent Website Product Assessment Reporting- XX% PC Recycled Content
- Based on detailed peer reviewed LCA that incorporates recycled content, recycling and end of life - partly transparent in certificates
- Considers Product Stewardship Program Details and actual PSP throughput data in LCA



GreenRate™

Certification developed for Green Star Design & As Built tools

Recognised by Green Star RPF now:

- Considers Recycled Content and Website Product Assessment Reports XX% PC Recycled
- Based on audited recycled content data incorporated recycled content, recycling and end of life
- Considers Product Stewardship Program Details but not throughput



Product Health Declarations

Ingredient Hazard Transparency Report & HealthRATE 'In use Healthiness' rating based on GHS Hazard Classifications & risk assessment processes.

Recognised in Green Star RPF

- Individual ingredients audited and listed transparently to 100pm
- Recycled ingredient content noted specifically as Post Industrial or Post Consumer
- Any chemical hazards likely in recyclates identified, risk assessed & if residual either tested or risk neutralised.



EPDs

A summary LCA report under ISO 14025 *and* EN 15804.

- Considers audited Recycled Content
- Transparent Website & EPD Reporting-XX% PC Recycled Content & kg/unit
- Based on detailed peer reviewed LCA that incorporates recycled content, recycling and end of life - transparent
- Considers Product Stewardship Program Details and actual PSP throughput data in LCA



Global **GreenTag**
International EPD Program

EPD™
Environmental Product Declaration

The declarations to help grow
your business in green markets

Global GreenTag's Environmental Product Declarations™-
GreenTag EPD™ and **CarbonRATE™** services.

Providing the Life Cycle Information that projects require - differentiates your product and enables
GreenStar®, LEED® and BREEAM International® rating tool credit compliance

www.GlobalGreenTag.com



Modern Slavery Declarations

Product level Modern Slavery Risk Assessments designed to support legislative compliance reporting to major purchasers:

Recognised in Responsible Products Framework

Provides MS & data quality risk rating of recycled product supply chains



Product Specific Supply Chain Risk Assessments to support you in reporting on and fighting against Modern Slavery

Global GreenTag's MSD™ Modern Slavery Declaration is a research, facilitation and reporting service designed to provide your company with a method to:

- Respond to customer requests for Modern Slavery Risk information relating to the products they buy;
- Provide your own company with a system that includes the additional level of robustness of third party verification in the assessment of your own Company MS Statement in compliance with current Modern Slavery Acts
- Communicate with Design Teams, Contractors and Sub-contractors being asked about their MS practices and processes.*

www.GlobalGreenTag.com



Manufacturer Claim Verifications (McVs)



These Tags can be used in addition to any other Global GreenTag Mark or as needed in any context for the certified manufacturer globally within the Licensed Period and potentially, sales and marketing organisations downstream.



Third Party Trust Marks for your
Products' Environmental & Health Claims

Supporting manufacturers' marketing and risk mitigation
with claim verification backed by Global GreenTag

www.GlobalGreenTag.com

NaturePositive+

Global GreenTag
International
NP+DTM
NaturePositive+ Declaration



Nature
Positive+

Let's GO

Your Product Certification Pathway to **Nature Repair**

The Global GreenTag International NaturePositive+ DeclarationTM catapults product certification beyond current thinking on circular economy and carbon; holistically measuring products for benefits as well as impacts using metrics across circularity, climate repair, life cycle analysis, ingredient hazard, supply chain transparency, social and indigenous benefit, safe and ethical supply chains, modern slavery risk assessment and innovation to ensure net NaturePositive product outcomes that can be trusted.



Life cycle impact analysis (LCA)

LCA deals in negatives only.

It does not identify avoided impacts or benefits of upcycling, remanufacturing, or repairing in the CE on:

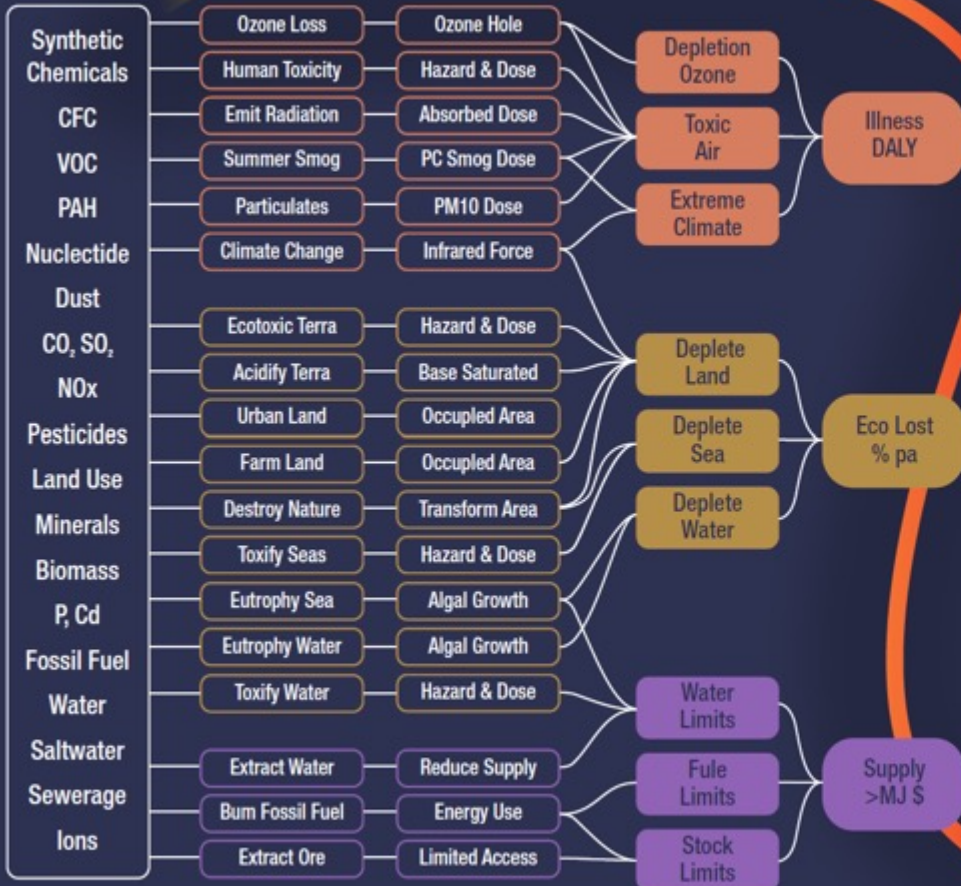
- Resources
- Ecosystems
- Climate
- Transport
- Packaging



Which is the Best Tree?

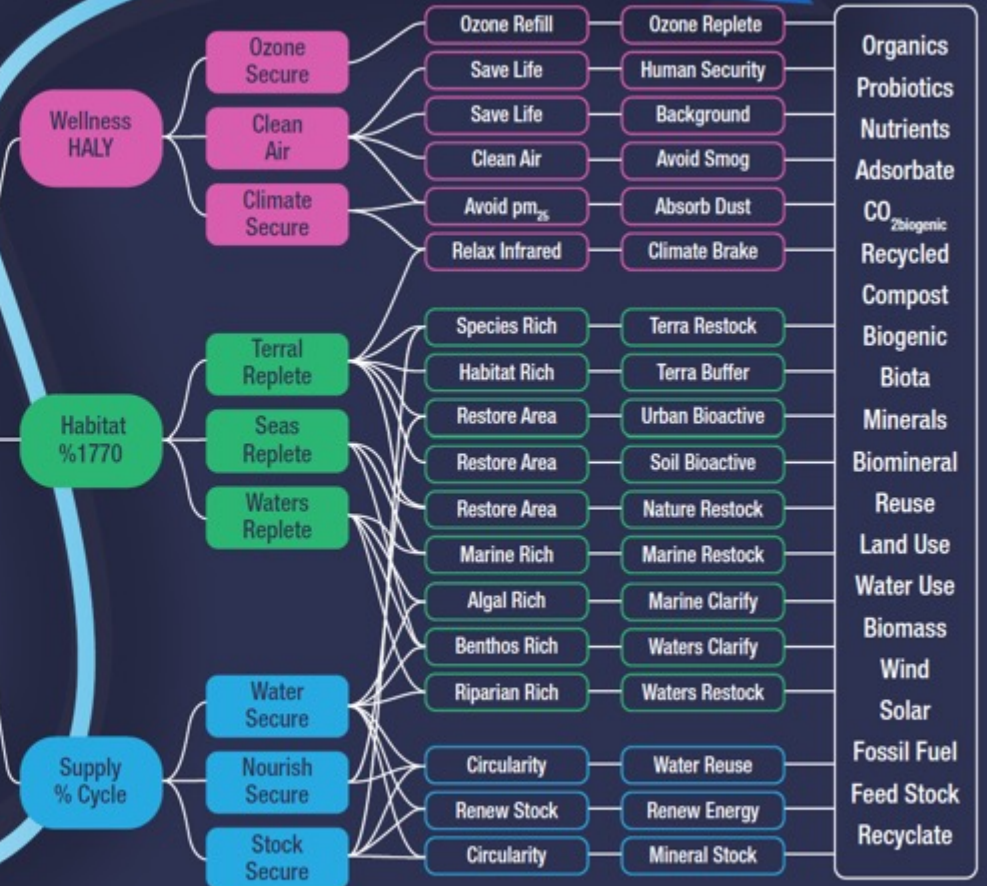


ReCiPe LCIA Method



LCBA
- LCIA
Net Sum

Evah LCBA Method



NP+D Standard – Metrics & Source



Case Study: Bird Habitats NP+D

Thermal Haven Nest Boxes



- Manufacturer Story
- Product Description
- Declaration Summa
- Summary Report ...
- 1. Circularity ..
- 2. Toxicity
- Product I
- 3. Biodiversity
- 5. Life Cycle B
- 4. Climate Imp
- 5. Life Cycle B
- Environm
- EPD: Ber
- 6. Water Circu
- 7. Biodiversity
- 8. Ethical Supj
- 9. Social Bene
- 10. Innovation
- 11. Modern SI
- 10. LCARateth



BIRD HABITATS
one tree at a time

Bird Habitats
Thermal Haven Nest Boxes®

7B. MODERN SLAVERY RISK ASSESSMENT

Modern Slavery Transparency Declaration




Bird Habitats | Thermal Haven Nest Boxes®

Thermal Haven Nest Boxes are designed to restore habitats for hollow-dependent fauna. The design addresses temperature variations within the inner nesting space. Air is used as a thermal buffer to create a stable microclimate and limit extreme temperature variations. Each nest box has a tracking number (TNC) engraved to the base for easy monitoring.

Products Covered:
Thermal Haven Nest Boxes® including all size variations. This assessment does not include:

Licensee site/s: Drouin, Australia
Licensee Number: 89479401.2023.985
Screening date: 1/7th November 2023
Valid to: 1/7th November 2023

This declaration is a part of company's Modern Slavery Statement and hence it is to be read in conjunction with other documents.

Company Structure Description:

Bird Habitats is a family partnership dedicated to their daughter Rose. Rose's legacy of love aims to ensure future generations can enjoy the biodiversity in Australia. Bird Habitats have a sustainable procurement policy which gives preference to suppliers that minimise their environmental and human health impacts and a Modern Slavery Policy to monitor supply chain ethics. Thermal Haven Nest Boxes® are manufactured in Victoria, Australia from materials supplied by Australian based companies and greater than 90% of the raw materials originate from Australia.

Company MS Statement: ☒ Yes Company MS Policy: ☒ Yes

Overall Weighted Score

1.06

Category	Score	Weight	Weighted Score
REPUTATION RISK	1.00	1.00	1.00
FINANCIAL RISK	1.00	1.00	1.00
ENVIRONMENTAL RISK	1.00	1.00	1.00
LABOUR RISK	1.00	1.00	1.00
PRODUCT RISK	1.00	1.00	1.00
REPUTATION RISK	1.00	1.00	1.00
FINANCIAL RISK	1.00	1.00	1.00
ENVIRONMENTAL RISK	1.00	1.00	1.00
LABOUR RISK	1.00	1.00	1.00
PRODUCT RISK	1.00	1.00	1.00
Average Score			1.06

Low Risk

Overview Of Product Supply Chain Assessment

4 Of direct suppliers	100% Of suppliers evaluated	100% Suppliers risk assessed/ data/eq assessed
0 No of suppliers at high risk	100% Suppliers audited (percentage)	0 Cases of non-conformance/modern slavery

Risk Assessment & Data Quality Summary

100% All MS data assessed/evaluated	100% All MS data assessed/evaluated	100% All MS data assessed/evaluated
---	---	---

ASSESSMENT BASED ON 10% INCREMENTS ACCORDING TO COLOUR CODE KEY ON PAGE 2.8 & 3.


 Content Declared Accurate for and on behalf of:
 Bird Habitats
 Kristin McWilliam
 Partner
 Chris McWilliam
 Partner
 Content Verified by:
 Global GreenTag International Pty Ltd

 David Bagg
 Chief Compliance Officer

Bird Habitats verified by: **GLOBAL GREEN TAG INTERNATIONAL**



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[Decking Structural Support](#)

[Drainage](#)

[Ecosystem & Landscape Restoration](#)

[Engineered Wood/Bamboo](#)

[Exterior Cladding](#)

[External walls, wall coverings, cladding, facades and soffits](#)

[Fencing & Screening](#)

[Flooring](#)

[Food & Bev Containers](#)

[Furniture](#)

[Industrial Products](#)

[Interior Equipment and Fittings](#)

[Interior Walls & Wall Coverings](#)

[Joinery](#)

[Lubricants and Corrosion Inhibitor](#)

[Paints, Coatings, Adhesives, Sealants and Finishes](#)

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[Personal Products](#)

[PVC Resin](#)

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[Textile and Upholstery](#)

[Timber Treatment](#)

[Waste & recycling equipment](#)

[Water supply Fittings, Pipes & Equipments](#)

[Window and Door Fittings](#)

BROWSE PRODUCTS BY

[Green Star - GBCA](#)

[LEED v4 - USGBC](#)

[WELL Features - IWBI](#)

[Green Star SA - GBCSA](#)

[Infrastructure Sustainability \(IS\) Rating tool - ISCA](#)

[Modern Slavery Compliant Ethical Supply Chain](#)

[Post-consumer recycled content](#)

[Environmental Product Declaration](#)

[NaturePositive+ Declaration](#)

[Product Health Declaration](#)

[LCARate](#)

[GreenRate](#)

[Best Environmental Practice PVC](#)

[Browse Manufacturers »](#)

LEGISLATION

Ecodesign for Sustainable Products Regulation (ESPR)

The background of the slide features a close-up photograph of a person's hand holding a piece of light-colored cardboard. On the cardboard, there is a large green recycling symbol (a triangle of arrows). Below the symbol, some text is visible, including "MADE OF 100% RECYCLED MATERIALS". The entire image is overlaid with a semi-transparent dark blue filter.

EU ESPR

The framework will allow for the setting of a wide range of requirements, including on:

- product durability, reusability, upgradability and reparability
- presence of substances that inhibit circularity
- energy and resource efficiency
- recycled content
- remanufacturing and recycling
- carbon and environmental footprints
- information requirements, including a **Digital Product Passport**



Global **GreenTag**

International

green product certification

trust brands



**Product
Stewardship**
Centre of
Excellence

Questions & Answers



Got a Question? Please post in the Q&A

Get involved / partner with us / stay in touch

Creating Sustainable Futures

Transforming the product value chain

An opportunity to partner with the Product Stewardship Centre of Excellence.



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