



## **Capacity building on Type I Ecolabels in Latin America and Caribbean**

As the unique full member of GEN in Latin America, ABNT has been working hard in Latin America in order to show to the consumers, governments and companies the benefits of using Ecolabelling as a tool to enhance the environmental quality of products and to communicate to consumers, through a third-party certification, the environmental friendliness of Ecolabeled products.

Over the last ten years, the Brazilian Government has been working with ABNT to develop the process of Green Public Procurement, using the Type I Ecolabels as a technical requirement for some kind of products like furniture, papers, cleaning products and others.

As a Chapter Leader in the Americas Region, ABNT, gathering forces with the Brazilian Government, aims to develop at least two different Ecolabel Programs in two different countries until July, 2020.

### **Activities Proposed**

#### **Webinar (introductory) Ecolabel Type I – Feb/19**

This first webinar was held at ABNT facilities in order to gather the Latin American Governments and Institutions which are interested to run and maintain an Ecolabelling Program.

Check below the presentation made by ABNT

<https://youtu.be/jx8UwZfVhHM>

#### **Webinar 2 – Aug/19**

This event was held in ABNT facilities, supported by the Brazilian Government. The purpose of the event is to share the Brazilian Experience related to running an Ecolabelling Program. Besides, the Brazilian Government talked about the importance of using ecolabels as a technical requirement in green public procurement (GPP).

Check below the presentation made by ABNT

<https://youtu.be/f8ieZPkxhVo>

#### **Workshop “Exchanging Knowledge on Environmental Labels and Declaration” – Sep/19**

ABNT participated in September of 2019, of an event of the United Nations (UN), in the Secretariat of Economy, in Mexico City. The purpose of the workshop was to exchange knowledge about environmental labels and statements.

All material presented is available for download below, according to the days of the event:

<https://www.abntonline.com.br/sustentabilidade/Rotulo/Projetos/CapacityBuilding>

#### **Workshop Brasil**

Workshop will discuss topics on the process of developing Type I Environmental Labeling programs and managing certification processes.

Outcome expected:

- Development of the documents related to the Ecolabelling Program;
- One set of criteria for one selected product;
- Development (design) of the National Label;
- Event for Launching the National Label.