



Ecological Union

"Vitality Leaf" Ecolabelling Program type I



“Vitality Leaf” – internationally recognized ecolabel

Founded in 2001 by the NGO Ecological Union, “Vitality Leaf” ecolabel is the first and only internationally recognized System of voluntary environmental certification in Russia.

“Vitality Leaf” ecolabelling program is based on a full life cycle analysis of products, works and services (type I ecolabel) and complies with international ISO 14024 standard.

The Program is the member of the Global Ecolabelling Network since 2007; since 2011 accredited at the Global Ecolabelling Network's Internationally Coordinated Ecolabelling System (GENICES) established by 20 world-leading ecolabels.

Benefits of the “Vitality Leaf” ecolabel:

- Independent, non-commercial, open for every potential participant
- Confirms the quality of a product/service and it's environmental and health safety
- Certification procedure complies with international requirements and ISO 14024 standard
- Includes assessment of the whole life-cycle for defined product category
- Officially registered at the Rosstandart (POCC RU. И1082.04ЧГ01)

Environmental certification in frames of the “Vitality Leaf” program is available for manufacturers of building and finishing materials, detergents, cosmetics and perfumery, electronics, food products, accommodation services, offices, retail facilities and other environmentally responsible companies representing actively developing sectors of a market. In addition, the special standard for organic products “Vitality Leaf. Organic” has been produced in frames of the “Vitality Leaf” System. Today, more than 190 items of goods and services provided and sold by well-known foreign and Russian companies have been labelled with “Vitality Leaf”.

The mission of the “Vitality Leaf” ecolabel is to assist development of green economy in order to supply high quality of life and save healthy environment for future generations.

By partnering with the “Vitality Leaf” ecolabelling program and purchasing products that are marked with the “Vitality Leaf”, producers and consumers practically contribute to environmental protection, as well as to health of relatives, friends and society.

“Vitality leaf” is the mark of a leadership and new opportunities for a business!

“Vitality leaf” marks out quality and environmentally safe products for customers!

“Products and services which are safe for environment and human health”

ecounion.ru,

facebook.com/vitality.leaf,

vk.com/ecounion

How the “Vitality Leaf” assesses products and gains credibility





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Certification in frames of the "Vitality Leaf" is based on the international approach for determination of product's environmental safety, which particular feature is that the product should be safe for both human health and environment during the stages of production, use and disposal, i.e. during it's whole life-cycle.

Certification procedure under the "Vitality Leaf" program includes assessment of the product's formulation against the extended list of dangerous substances, which in addition to governmental standards takes into account requirements of obligatory and recommended international documents, and international conventions on hazardous pollutants. Standards of the "Vitality Leaf" are notable for their rigorous sanitary norms for dangerous substances' emission from ready-to-use products.

Audit is made in order to validate compliance with the requirements of Russian environmental laws and international norms. While assessing process of production, we consider such aspects as volumes and composition of substances emitted into the air, wastewater discharges, rational use of natural resources, competence in the waste management and use of recycling technologies.

Close attention is also paid to the assessment of staff's environmental awareness, motivation of company's management for reduction of environmental load.

Thus, the procedure includes several stages such as review of documents submitted by an applicant, testing of product in laboratories and on-site audit of production processes. Environmental certification also includes annual inspections.

While collaborating with the certification body, producer improves all production stages throughout the term of certificate of compliance.

Eventually, those comprehensive measures lead not only to reduction of loads onto biosphere, and provision of quality and environmentally safe products to customer, but also increase efficiency of production processes and cut down production costs. Moreover, ecolabel turns into marketing benefits, providing new opportunities for work both at domestic and foreign markets, stimulates use of the market tools for continuous improvement of environmental performance (ISO 14024).

Given the fact that standards of the System are regularly reviewed due to make their requirements more stringent (surely, in this case such factors as general level of technological development and resource base of the country are considered), manufacturing company continuously levels up environmental performance of its production process and products.

Compliance with the standards and strict control define high level of customer's credibility for the "Vitality Leaf" ecolabel and products marked with it.

By choosing products marked with the "Vitality Leaf" you can:

- obtain quality and health safety goods
- use the goods with the long term of life that cause minimal damage to environment
- be sure that all environmental claims of producer are justified and confirmed by the independent third party
- improve the level of your environmental literacy and culture
- invest in the development of environmental technologies





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Healthy environment for us and future generations!

Facts and figures in favor of eco trends in Russia¹

- Customers are ready to buy environmental products at the price that is for 30% higher than price of usual ones
- 74% of customers pay attention to presence of an ecolabel
- Care for health and environment is the main argument while choosing eco friendly products

Feedback from the "Vitality Leaf" partners

Green building

"With obtaining the "Vitality Leaf" eco-certificate, company "Tarkett" has enforced the image of company's products among its partners and end-point customers" — Konstantin Levin, Tarkett, Moscow

Eco-office

"We will be very pleased to recommend services of the EcoUnion and the "Vitality Leaf" ecolabel to our partners and clients. Hope that there will be more offices like our." — Alexander Grigoryants, branch of the "Ingosstrakh", Sochi.

Eco-hotel

"Professional skills of the auditors induce absolute trust and respect. We're pleased to know that now the Corinthia hotel at St.-Petersburg also contributes to the protection of environment." — Lilia Podshivalova, CORINTHIA, St.-Petersburg

Eco-cleaning

«It's important for us that the "Vitality Leaf" is recognized by international experts' community. It was a pleasure to work with EcoUnion. It's our first experience in environmental certification, and everything went successfully!" — Oxana Dudnik, Splat, Moscow

Eco-food

"Environmentally friendly production of agricultural products could not exist without appropriate certification and independent control. We're planning to pass the certification – it's the obligatory section of our future production program" — F.V. Zaitsev's farm enterprise, Krasnodar region

¹ Used data are taken from the book by Elena V. Smirnova "Ecolabelling. Guide for businessman and thoughtful buyers" / Elena V. Smirnova – M. Greenbook, 2012. p.128

