



# TURKISH ENVIRONMENT LABEL SYSTEM

October 2020



- History
- Turkish Environment Label System
- Implementation of the System
- Future Works





REPUBLIC OF TURKEY  
MINISTRY OF ENVIRONMENT  
AND URBANISATION

# HISTORY



Former  
Ministry of  
Public Works  
and  
Settlement  
(1848)



Former  
Ministry of  
Environment  
and Forestry  
(1973)

MINISTRY of  
ENVIRONMENT  
and  
URBANIZATION





- ❑ EMAS and Environmental Label Unit was founded in 2011,
- ❑ Early studies started in 2013, aiming to create the national environmental label legislation,
- ❑ Projects, regional seminars were organized b/w 2013-2018.
- ❑ The by-Law on Environmental Labelling was published in October, 2018.
- ❑ Three sets of criteria on **ceramic tiles, textiles and tissue paper** were announced on 13 May 2019.



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## TURKISH ENVIRONMENT LABEL SYSTEM



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- MoEU is the owner of the system.
- System management is in accordance with ISO 14024 Type 1.
- The system was developed based on EU Environmental Acquis (Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel).



Turkish Environment Label is developed to;  
-promote environmentally friendly consumption  
while promoting sustainable production efforts by  
the industry.

Its focus is sustainable consumption and  
production, and aims to lay the foundation for  
credible and reliable assessment system for  
manufacturers and consumers.





## COMMON PRINCIPLES

- Restrictions in hazardous chemicals,
- Energy efficiency,
- Minimize the effect on climate change,
- Waste recycling,
- Heat and water saving,
- Management of natural resources,
- Human health,
- Protection of biodiversity,
- Transparency in environmental information,
- Fitness for use,







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## GEOGRAPHICAL COVERAGE



**Population : 83.154.997**

**Area: 783.562 km<sup>2</sup>**

**Foreign Trade Potential: 391.500 M \$**

Turkish Environment Label is valid for the products or services in Turkey including imported products sold in the Turkish market.





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## LOGO



The nature is formed by many different components working in harmony. Turkish Environment Label logo is designed to reflect the circular integrity of dynamically ordered parts in harmony.

The parts act as if they are dispersed from the centre and represent the countless resources that nature offers us.

The colours used are inspired by **the earth, sea, sky and nature.**





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## The role of the structures in the system

**Ministry:** Owner of the System

**Environment Label Board:** Responsible for strategy development, approval of the standards, approval of the product/service groups for criteria development.

**Technical Evaluation Committee:** Two main roles: Studies for **criteria development & verification** of the applications

Ministry established 2 different committee for each standard for criteria development and verification.





## STRUCTURES

### TECHNICAL EVALUATION COMMITTEE

Conducts technical reviews to determine/develop product and service group criteria

Prepares technical report to determine product and service group criteria

Examines the compliance of the applications for products and services with the criteria

Prepares the final technical verification report by verifying the compliance of the application for product and service with the criteria.



### ENVIRONMENT LABEL BOARD

Under the presidency of the General Manager or the Deputy General Manager to be authorized,

Consists of public institutions/organizations, private sector, non-governmental organizations and relevant stakeholder representatives.

Meets at least twice a year

Develops strategies for the functioning and development of Turkish Environment Label System

Evaluates the draft criteria for product and service groups and submits them to the Ministry.



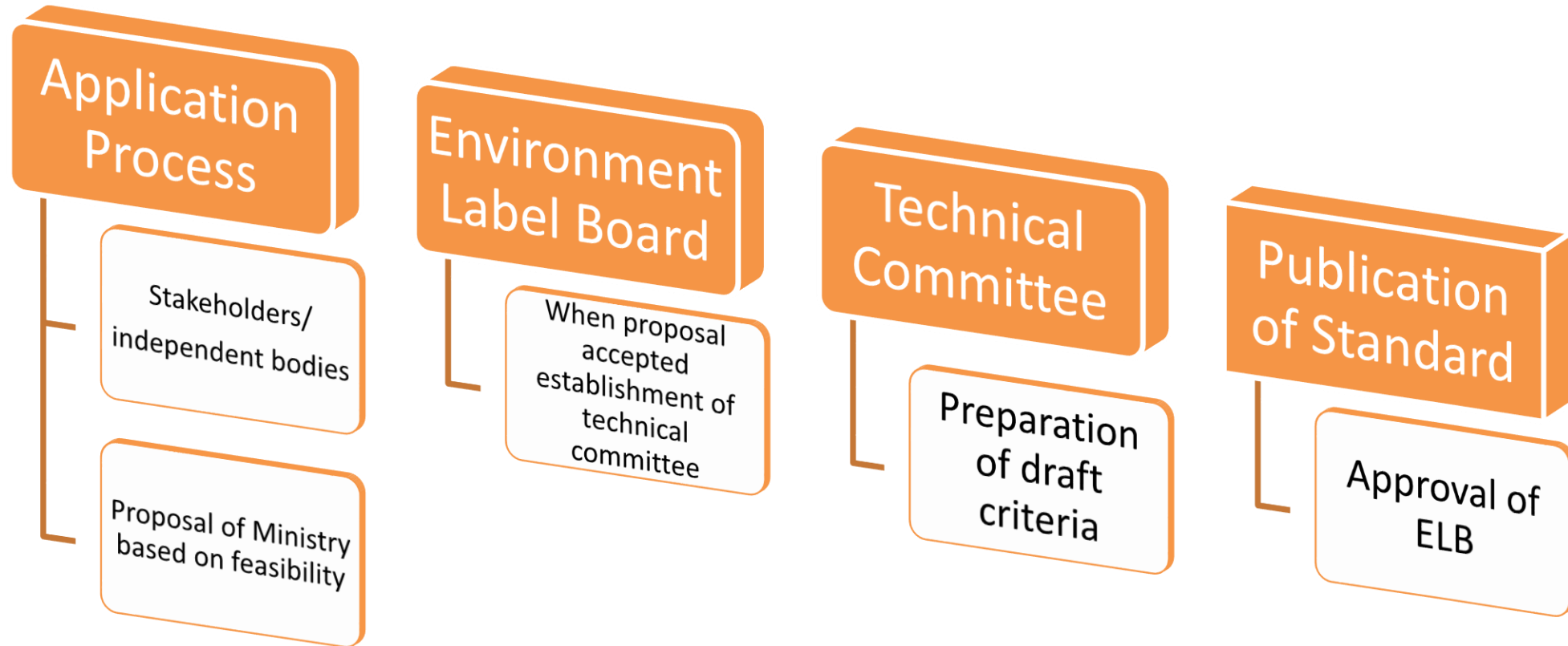


- ❑ Multi-step process: includes collaboration with different stakeholders.
- ❑ Standard development process for a new product/service group commences with a proposal provided from stakeholders or offer of the Ministry to the Environment Label Board (ELB).
- ❑ The offers are based on a feasibility study in line with ISO 14024.
- ❑ A market research and the investigation of the potential of improvement of environmental impacts of the product/service proposed.
- ❑ A cradle to grave Life Cycle Assessment (LCA) study in accordance with ISO 14040-44 standards is being conducted and hotspots related with the environmental impacts are being determined.
- ❑ Based on all the available information, draft criteria are developed and tested with producers and other stakeholders .





## CRITERIA DEVELOPMENT





1. The company contacts with MoEU.
2. The company prepares the application dossier in accordance with the current criteria and presents it to the MoEU.
3. The MoEU reviews the application dossier within 30 days and states to the company if there is lack of information related with the dossier with a feedback.
4. A Technical Committee approved by the MoEU is established for applications.
5. The Technical Committee evaluates the application dossier and conducts a visit to the production site.
6. The Technical Committee prepares a Technical Verification Report within 90 days of application and concludes in whether positive or negative.







## SUMMARY

|   |  |
|---|--|
| <b>Organization Name</b>                                  | Republic of Turkey Ministry of Environment and Urbanisation (MoEU)   |
| <b>Program Name</b>                                       | Turkish Environment Label  |
| <b>Ecolabel Owned By</b>                                  | Republic of Turkey Ministry of Environment and Urbanisation (MoEU)   |
| <b>Website</b>  | <a href="https://cevreetiketi.csb.gov.tr/">https://cevreetiketi.csb.gov.tr/</a>  |
| <b>Country/Region of Operation</b>                        | Turkey   |
| <b>Year Established</b>                                   | 2018   |
| <b>Type of organization</b>                               | Governmental   |
| <b>Number of Product Groups</b>                           | 3  |
| <b>Number of Product Groups with Active Licensees</b>     | 2  |
| <b>Total Number of Criteria</b>                           | 48   |
| <b>Number of Licensees:</b>                               | 2  |
| <b>Number of Certified Products</b>                       | 11   |
| <b>Year First License Awarded</b>                         | 2020   |
| <b>Number of staff dedicated to ecolabelling program:</b> | 7  |
| <b>Annual budget of parent organization:</b>              | ₺ 75.621.000 ~ \$ 9.525.000 (the budget of the General Directorate of the EIA, Permit and Inspection under the Ministry of Environment and Urbanization) |
| <b>Annual budget for ecolabelling program this year:</b>  | No specific budget item. The expenditures such as staff, office, meeting, project etc. are under the budget of the parent organization.                  |





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Criteria Development Completed:

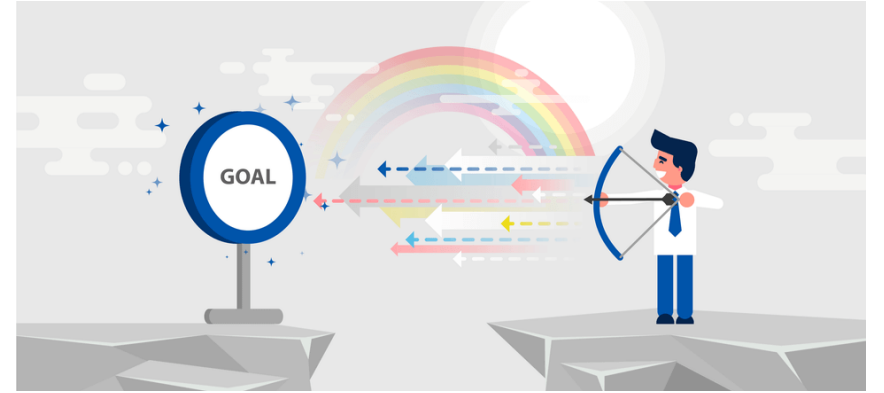
Touristic Accommodation Services: 69 criteria

Criteria Development On-Going:

Hand Dishwashing Detergents  
Rinse-off Cosmetic Products

**Main Objective: 12 product/service groups by 2023!!**

**INCREASING the NUMBER of  
PRODUCT/SERVICE GROUPS**





- Increasing number of awareness campaign in 2021 & 2022.
- Making common projects with other country partners.
- Possible mutual recognition agreements on ecolabelling with other systems.

## AWARENESS CAMPAIGN & INTERNATIONAL COOPERATION





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## IMPLEMENTATIONS





**THANKS FOR YOUR ATTENTION**