Background Assessment and Survey of Existing Initiatives Related to Eco-labelling in the African Region

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Executive Summary

Introduction
The development and marketing of environmentally friendly products is a key tool to support the shift towards sustainable consumption and production patterns. However, this could be either an opportunity or an obstacle for African products depending on the level of preparedness by the region. Africa can benefit from the development of an African labelling scheme that could be instrumental in expanding Africa’s market access by securing mutual recognition from other regionally recognized labelling schemes such as the European Eco-label. This study forms part of the first phase of this project which aims to have an overview on the ongoing activities on Eco-labelling in Africa in order to develop an appropriate strategy that can find the synergies, identify the main opportunities and challenges, bring together the key partners and set up a work plan.

This report includes an overview of eco-labelling and related initiatives in the African region. The initiatives in this study have been grouped under sectoral and national labelling programmes. Under the sectoral initiatives, the majority of the eco-labels are international eco-labels used by African products or services, although there are some that are eco-labels specific to the region. For each sector, a brief overview of the relevance of the sector to the African region is provided, where possible, reviewing the opportunities and obstacles for eco-labelling in this sector for the region. This report also provides an overview of relevant organizations and institutions in operation in the region. These include standards organizations, certification & accreditation organizations as well as relevant economic institutions.

Summary of Eco-labelling Schemes
There are a number of eco-labelling schemes operating in the region, the majority are international eco-labelling schemes relevant to a sector (i.e. fisheries, forestry, organics, etc.). These include eco-labelling schemes such as the Marine Stewardship Council (MSC), Forestry Stewardship Council, Fairtrade and the range of organic standard labels. A number of sectoral eco-labelling schemes are being implemented on a regional basis such as the East African Organic Standard and the West African Cotton initiatives. There is currently only one national eco-labelling scheme currently in operation in Africa, which is the Tunisian eco-labelling scheme. A further national eco-labelling scheme is under development in South Africa. There are a number of national energy-efficiency appliance labelling schemes which have been initiated.

Relevance of an African Eco-labelling Scheme
The following key points from the research for this study provide an overview of the potential relevance of an African Eco-labelling Scheme. These points can form the basis of discussions at the regional expert meeting in Addis in June, the results of which can feed into a more specific answer to why an African eco-labelling scheme may be needed:

- Environmental requirements, including some related to ecolabelling, are increasingly used to define commercial relationships between producers and buyers. While meeting these requirements is not mandatory, it is becoming an economic imperative, especially for producers in developing countries
To make African products competitive irrespective of destination market as well as improving the environmental and social quality of domestic and imported products.

Having a national or regional eco-labelling organisation reduces the need for individual green claims. Fewer eco-labels are believed to be better for consumer understanding and producer credibility. Multiple labels simply confuse the consumer and lead to ‘label fatigue’ and ‘label clutter’.

It makes sense to have a locally relevant certification process but with internationally-recognised standards. An African eco-labelling scheme would be relevant if it allowed access to the export market for certain sectors. Especially if it helps cut through red tape, e.g. have the same standards as EU for certain producer groups – helps reach a certain high value market that is already existing, but cut through red tape and bureaucracy of international accreditation.

According to the MSC Developing World Programme Manager: The relevance of an African eco-labelling scheme could include the potential to raise awareness of consumer role in mitigating environmental impact in Africa.

In developing an African eco-labelling scheme, it will be important to identify what is the message people want to hear about Africa. Building the market is not so much around technical aspects but about design/marketing – direct, website or through retailers. There are various models to follow and it’s important to follow successful trends.

The main focus of the marketing message for an African eco-label should be what differentiates it from any other eco-label – i.e. the fact that it’s African. Market that the product therefore delivers a raft of benefits (environmental & economic) to 3rd world nations. Will need to build awareness for that concept in the marketplace. Consumers will respond to that and switch brands, but they need to hear the message. The differentiator for the products is they are environmentally preferable and they are sourced from Africa. Consider issues unique to Africa in the marketing, and get the story right. So in terms of marketing – an African Eco-label would have genuine benefits. There is some degree of perception of Africa as an environmental transgressor, yet not as bad as USA/EU (consumption patterns). In essence, Africa is in a good position. Activities around environmental labels would stave off some of the potential problems before they become problems (i.e. unsustainable consumption). African Eco-label could promote “being part of the solution not part of the problem.”

Research indicates that Africa can benefit from the development of an African labelling scheme as it would be instrumental in expanding Africa’s market access. Evidence is strong that eco-labels have a role to play in expanding Africa’s market access. The question is whether an African eco-labelling will assist this further, or whether capacity needs to be built within Africa to ensure improved access to existing labeling schemes. It is also important to be aware of the fact that new initiatives in carbon-footprint related labels in the UK could have a negative impact on Africa’s access to the export market. Global warming is becoming a more widely recognized concern for consumers and new labels relating to carbon footprints are emerging. These labels are highly relevant regarding their impact on the African region, rather than their application in the African region. These labels will be important for the
African region to monitor as they progress as a result of the significant impact they will have on African exports.

Whether an African eco-labelling scheme will be an opportunity or an obstacle for African products, will depend on the level of preparedness by the region. The following key factors are relevant regarding the capacity and level of preparedness of the region:

- It is important to recognise that region specific challenges in the different African countries will jeopardise the successful implementation of an African eco-label.
- It would be more meaningful and locally relevant, as well as more affordable to create local capacity, while still maintaining standards and not cutting corners. There is merit in trying to unite people around common labels in terms of streamlining the bureaucracy, but also to start tapping into potential developmental aspects of this. The farther away the certification body is from the local context, the more bureaucratic it becomes.
- A great educational and capacity development process will be needed.
- An eco-label would give exports a definite edge in competing with other countries' exports in the developed markets. However the Textile Federation is not convinced that an eco-label for South Africa should form part of an African eco-labelling scheme. The EU Flower scheme is more feasible since the EU comprises states at similar levels of development, all part of a common market and also a monetary union and all stable socially, economically and politically, factors which do not readily apply to Africa. The Textile Federation in South Africa recommends a South African eco-labelling scheme alone or at its widest a Southern African Customs Union scheme if not generally then at least in the pilot and formative stages of such a project.
- How would such a diverse continent be able to manage continuity and constancy with respect to the usage of the brand. Who would manage this process? Who would have the "teeth" to manage the label? Where would "Big Brother" be located and who would decide who Big Brother could be? When we see the political complexities of managing the African Union, an eco-label specific to Africa, which would cross all the diversities on this vast continent would be seemingly impossible to implement. It seems that political and economic stability are crucial elements that have to be in place to facilitate the implementation of an eco-label across different countries. Africa certainly does not have this in place in many of its regions. An African eco-label would require heavy political buy-in from entities such as the African Union. Yet, even if this did happen, the AU would have limited power to play any role in the localised, national implementation levels.
- The potential obstacles lie with standards. What are the standards and can they be met in the African context? The standards need to be configured in the right way.
- The Main challenge could include the cost of setting up and running a scheme which is credible and meets international requirements for standard setting entities. Depending on the sector for which the eco-label is established, it could add to the potential for consumer confusion if it is for a sector in which three are many established labels. High level of awareness will be needed. Credible and reliable auditing facilities need to be in place.
Summary of Lessons Learnt from Eco-labelling Initiatives in Africa

The following table summarises the findings from this report on lessons learnt from existing eco-labelling initiatives in Africa.

| Standards | • Standards need to be configured according to best practice  
|           | • Universally accepted criteria and guidelines  
|           | • Based on the principles of transparency, inclusiveness, credibility  
|           | • Wide stakeholder consultation and involvement is important for buy-in  
|           | • What does it mean to the industry to adopt that standard – is it feasible/practical or does it need to be ameliorated?  
|           | • Special standards for SMEs & developing countries:  
|           |   - To make certification more responsive and accessible to smaller operations  
|           |   - Streamline technical requirements for certification assessment, without compromising rigor e.g. FSC for SLIMF  
|           |   - Some criteria "toned down" or modified to be "more appropriate" to local conditions e.g. Blue Flag  
|           | • Important to attach a weighting to a standard  
|           |   - How important in the environmental context?  
|           |   - How important as a consumer/ marketing mechanism?  

| Partnerships | • Eco-labelling initiatives need to involve significant partnership efforts to be successful  
|             |   - E.g. FSC has a global marketing arm that requires significant effort and partnerships  
|             | • Partnerships help to streamline the flow of certified products to market  
|             | • Partnerships provide linkages between supply and demand  
|             |   - E.g. FSC is now fostering a partnership with Starbucks for procurement of FSC certified wood for new European stores  

| Certification & Accreditation | • Formal certification has administrative load and costs, restrictions & certification fees  
|                               | • Problems with international 3rd-party accreditation organizations  
|                               |   - International inspectors unable to speak the language  
|                               |   - The further away the certification body from the local context, the more bureaucratic  
|                               | • Needs to be more meaningful, locally relevant & affordable  
|                               | • Create local capacity, while still maintaining standards  
|                               | • For small-scale:  
|                               |   - Accessibility is vitally important  
|                               |   - May be data-deficient  
|                               |   - Explore alternative ways to assess against standards  
|                               | • Be more flexible to local conditions and different stages of development  
|                               | • Phased approaches can increase progress of certification in developing countries  
|                               |   - Allows a greater number of producers to participate  
|                               |   - Stepwise basis with interim targets or milestones  
|                               |   - Adapt certification fees relative to turnover of the company  

| Marketing | • The market determines the success or failure of an eco-label  
|          | • More than support of the environmental/social issue  
|          | • Initiatives often in isolation of realities in the market place  
|          | • The starting point for eco-labels should be marketing  
|          | • Need to break through barrier between progressive minority and larger market  
|          | • Engage with the target market and understand their expectations for certification standards, models, rating systems  
|          |   - How would they rate it?  
|          |   - What it means emotionally to them?  


Consumers need simple, attractive information that tells them what the label means. Significant effort to enhance the communications value, user-friendliness, and integrity. Important to reach out to all stakeholders: industry, government, & consumers. Private and public procurement policies are important for success. Important to target main-stream brands.

**Awareness & Capacity**

- **Awareness**
  - Lack of awareness within the sectors regarding eco-labelling.
  - Many eco-labelling schemes include within their aims – to increase awareness of environmentally responsible and sustainable operating practices with the sector they are operating in.
- **Capacity Building**
  - International and local NGO assistance.
  - Need to build capacity of producers to understand environmental aspects of their production systems.
    - for improved practice
    - to work effectively within and defend certification systems
  - E.g. FTTSA
    - Small percentage of sector understands it well- most don’t
    - Training programmes had to be developed to address this.

**Summary of Incentives for Eco-labelling in Africa**
The following table summarises the findings on the various incentives that have and will continue to provide impetus for eco-labelling initiatives in Africa.

| **Assistance** | Assistance provided by local & international organizations has been instrumental in driving awareness, interest and capacity for uptake of eco-labels by African producers. |
| **Market growth** | Increased interest in eco-labels from consumers. Increased consumer receptivity to an eco-label (Stern Report & UN Climate report). > 50% growth in no. of seafood products with MSC label. Retail sales of MSC-labelled fish grew 76% in 2005/06. 67% growth in sales of FSC products globally in 3 years. Sales of organic cotton set to triple to $2.6 billion by end 2008. |
| **Predictability of Revenues/Market Access** | Major drive by international retail stores to promote/procure eco-friendly products e.g. WalMart commitment for all fish to be MSC labelled. Exporters want to go for organic and take the risk if they have outside support to help them cross the conversion risk barrier. The most important strategy for the promotion of forest certification is certainly the development of environmental sensitive markets in Europe. PEFC recognition of PAFC Gabon facilitates the access of products from these managed forests to sensitive international markets- also assures the best possible prices for Gabonese products. Emerging market for eco-leather products, with a growing number of eco-labels- already large enough to offer good business opportunities for African exporters. Environmental matters will continue to have a central role in the future development of international trade in textiles and clothing -supply of eco-friendly textile products is a competitive advantage. Most certified organic production in Africa is geared towards export markets, with the large majority being exported to the EU (the world’s largest organic market). |
| **Institutional & Policy Support** | EU - a great market for fish products from East Africa - needs eco-labelling to ensure quality -hence fish export industry to attain eco-labels as soon as possible. The Abuja Declaration of Sustainable Fisheries and Aquaculture in Africa supports... |
**Recommendations: Proposed Elements of a Regional Approach**

Based on the findings from this study, the following recommendations are made regarding the proposed elements for the Regional African Eco-labelling scheme. This will form the basis for the Regional Meeting in Addis in June. The aim of the meeting will be to build up on these elements.

**Objectives**

It will be important to set up clear objectives for the African Eco-labelling scheme. According to the terms of reference for this study, the objectives are:

- To stimulate appropriate environmental and health related standards within the design and production of African products
- To promote a better access to markets and marketing of African products in the regional and global markets
- To develop a cohesive approach for the region

Clear objectives should be set out before such a scheme is rolled out. It will need to be clear that a key objective is to reduce environmental impact. Having clear objectives from the onset will ensure for example that standards are robust and that they can actually lead to improved environmental performance.

**Mechanisms**

The following key points from this study will be important to consider in establishing the mechanisms for developing an African Ecolabelling Scheme/ Strategy/ Framework which may lead to the development eco-labels on specific areas:

- In selecting a model it’s recommended to look at the merits of either centralized/decentralized schemes and decide on which works best in the particular context. Decentralisation can be around national or subsectors. Once the strategic issues are resolved, then select the relevant model.
- Subsidy finance is needed, but can’t be relied on indefinitely. The market would have to be so significant and the economic benefits sizeable enough for an investor in this at least in long-term potential. For a regional eco-labelling scheme it would make the most sense to make it the equivalent of something like EurepGAP – so that those who are already in it can switch over because it’s easier for them. That would mean those already willing to pay the cost of eco-labelling would come in, but how to bring in everybody else would be another aspect – e.g. small scale producers who aren’t doing...
If the aim is to give everybody access and grow the market then there will be cost implications that need to be subsidised.

- It is advisable to start small with pilots – give the implementing bodies the chance to getting used to working with each other. Each is protective of their own labels with the big NGOs wanting to control everything. There is concern about criticism and so trust takes a while to build up. Use a pilot as a litmus test to see if the various organisations will work together with trust, then see how it goes from there onwards. The technical side is not as difficult as the effort it takes for each organization to know each other well enough to work together and commit. Competitors and personalities are problematic if you don’t do that right, but if you do, it pays off because all want same thing in the end.

- To assist in the acquisition of eco-labels by the private sector, certification support will be needed - cost, technical support and lots of training throughout the chain

- The most important elements for an African eco-labeling Scheme include ease of cooperation and good communication. Regionalisation of areas within Africa will be necessary as it is a big place with poor internal communication.

- The following principles serve as a useful basis for the development of an African Eco-labelling scheme:
  - Start small with a potential to grow
  - Create a clear brand presence (e.g. Energy Star)
  - Make a difference to users
  - Fit with regional imperatives: poverty, sustainability etc.
  - Look at broad sustainability issues
  - Processes and systems should be designed in a way to guard against conflicts of interest and ensure good governance of the system
  - Consumer research is essential
  - Marketing plays an important role. It informs the wider public about endorsement. Potential consumers need to be targeted with a very well crafted message.
  - Should not expect the scheme to break even through membership fees – this will take a minimum of ten years to achieve, if at all. Other ways of generating income are needed
  - It is likely that stakeholders will support the scheme but be reluctant to pay for services
  - It’s important to define clearly what the label means before defining how to do it

**Relevant Institutions**

The institutions which would operate an overall African eco-labelling scheme must be an institution which can demonstrate separation from the market place and from supply. i.e it is highly important to avoid any organisation which might present a conflict of interest issue in the resource sector being considered for eco-labelling. There will be a need to demonstrate independence of the scheme from any association or links that could result in any conflict of interest.

**Priority Products**

In identifying which specific products are of critical economic and environmental importance to the region, it will be useful to start with the base information from this
research included as a summary in Annex D. The following key points from this study should be taken into consideration:

- A strategic product choice will be important to make the programme known and reach its objectives.
- Tourism is very different from typical export market. Tourism is an export but completely the other way around. There is not a lot of capacity in Africa on this issue. Currently efforts are in place in trying to build capacity and in 2-3 years, might be in a position for a regional eco-label but far away from it politically at the moment.
- It is better to focus an eco-label on a couple of similar sectors. It would be better to focus on very similar products than different ones at the beginning of a regional labelling scheme. It would make sense if focus on products where there are existing EU standards that it can position itself against that are equivalent and therefore can access these markets.
- Each of the sectors which currently are involved in eco-labelling initiatives would be the most likely sectors from which products would be selected.

**Key Issues**
At the regional expert meeting these questions and issues will be important to address in developing the proposed African eco-labelling scheme include:

- Who controls the eco-labelling scheme?
- Who benefits from the provision of the eco-labelling scheme?
- What discernible benefits or competitive advantage would such a scheme bring about?
- Would a one-size-fits-all label be adequate for the task?
- Are there resources to develop and implement the scheme?
  - skills, financial (most successful if by government e.g. Energy Star), institutional support
- Is there acceptance for the scheme?
  - Is there a need to build acceptance?
  - How would that be accomplished?
- Who will implement the scheme?

**Way Forward**
The key findings in this final draft assessment report (working document) will be presented at the Regional meeting in Ethiopia in June. The Regional Meeting will add to the findings from this assessment report (working document). There will therefore be a final assessment study report that will include the findings from the meeting. The decision to continue with the next phase of developing a strategy for the development of an African Eco-labelling Scheme will be made after the Regional Meeting.
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<tbody>
<tr>
<td>AEC</td>
<td>African Economic Community</td>
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<tr>
<td>AMU</td>
<td>Arab Maghreb Union</td>
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<td>ARSCP-4</td>
<td>Fourth African Roundtable on Sustainable Consumption and Production</td>
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<td>ASI</td>
<td>Accreditation Services International</td>
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<td>AU</td>
<td>African Union</td>
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<td>CEN-SAD</td>
<td>Community of Sahel-Saharan States</td>
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<td>COMESA</td>
<td>Common Market for Eastern and Southern Africa</td>
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<td>EAC</td>
<td>East African Community</td>
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<tr>
<td>ECCAS</td>
<td>Economic Community of Central African States</td>
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<td>ECOWAS</td>
<td>Economic Community of West African States</td>
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<tr>
<td>EPOPA</td>
<td>Export Promotion of Organic Products from Africa</td>
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<td>EU</td>
<td>European Union</td>
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<td>FAO</td>
<td>Food And Agriculture Organization Of The United Nations</td>
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<td>FEE</td>
<td>Foundation for Environmental Education</td>
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<td>FFV</td>
<td>Fresh Fruit &amp; Vegetables</td>
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<td>FLO</td>
<td>Fairtrade Labelling Organisation</td>
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<td>FLOCert</td>
<td>FLO Certification</td>
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<td>FSC</td>
<td>Forestry Stewardship Council</td>
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<td>FTTSA</td>
<td>Fair Trade in Tourism South Africa</td>
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<td>GEF</td>
<td>Global Environment Facility</td>
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<td>GEN</td>
<td>Global Eco-labelling Network</td>
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<td>IAO</td>
<td>IFOAM Africa Office</td>
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<td>IFOAM</td>
<td>International Federation of Organic Agriculture Movements</td>
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<td>IGAD</td>
<td>Intergovernmental Authority on Development</td>
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<tr>
<td>IIIEC</td>
<td>International Institute for Energy Conservation</td>
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<td>ISEAL</td>
<td>International Social and Environmental Accreditation and Labelling Alliance</td>
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<td>ISO</td>
<td>International Standards Organisation</td>
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<tr>
<td>ISO 14001</td>
<td>ISO Standard 14001 relating to Environmental Management Systems</td>
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<tr>
<td>ITC</td>
<td>International Trade Commission/Council/Centre</td>
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<td>IUCN</td>
<td>World Conservation Union</td>
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<td>MEPS</td>
<td>Minimum Energy Performance Standards</td>
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<td>MSC</td>
<td>Marine Stewardship Council</td>
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<td>NCP</td>
<td>National Cleaner Production Centre</td>
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<td>NEPAD</td>
<td>New Partnership for Africa’s Development</td>
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<td>OECD</td>
<td>Organisation for Economic Co-operation and Development</td>
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<td>PAFC</td>
<td>Pan African Forest Certification</td>
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<td>PCI</td>
<td>Principles, Criteria and Indicators</td>
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<td>PEFC</td>
<td>Programme for the Endorsement of Forest Certification</td>
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<td>RA</td>
<td>Rainforest Alliance</td>
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<td>Acronym</td>
<td>Full Form</td>
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<td>REC</td>
<td>Regional Economic Community</td>
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<td>S&amp;L</td>
<td>Standards &amp; Labelling</td>
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<td>SAN</td>
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<td>SACODAS</td>
<td>South African Council for Organic Development &amp; Sustainability</td>
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<td>SADC</td>
<td>Southern Africa Development Community</td>
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<td>SCP</td>
<td>Sustainable consumption and production</td>
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<td>Sub-Saharan Africa</td>
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<td>UNDESA</td>
<td>Department of Economic and Social Affairs</td>
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<td>United Nations Development Programme</td>
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<tr>
<td>UNEP</td>
<td>United Nations Environment Programme</td>
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<td>United Nations Foundation</td>
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<td>UNIDO</td>
<td>United Nations Industrial Development Organisation</td>
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<td>WESSA</td>
<td>Wildlife &amp; Environment Society of South Africa</td>
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<td>WSSD 2002</td>
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<td>WTO</td>
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A Introduction

The development and marketing of environmentally friendly products is a key tool to support the shift towards sustainable consumption and production patterns. However, this could be either an opportunity or an obstacle for African products depending on the level of preparedness by the region. Africa can benefit from the development of an African labelling scheme that could be instrumental in expanding Africa’s market access by securing mutual recognition from other regionally recognized labelling schemes such as the European Eco-label. The main objective of the African Eco-label would be:

- To stimulate appropriate environmental and health related standards within the design and production of African products, and
- To promote a better access to markets and marketing of African products in the regional and global markets.

This initiative is about establishing the mechanisms for developing an African Eco-labelling Scheme/Strategy/Framework which may lead to the development eco-labels on specific areas. This initiative is not about creating a single regional label that will cover everything, as that is not realistically achievable nor the intention. The aim is to develop a scheme or framework that could lead to a number of eco-labelling schemes.

The development and introduction of an eco-labelling scheme is a complex process that will require working with various stakeholders such as governments, enterprises, retailers, standard organisations, cleaner production centres as well as consumer organisations and relevant forums and networks. There have been different initiatives in Africa aimed at developing a labelling programme. Tunisia and South Africa have started to develop their own eco-label. Sub Saharan African countries have developed projects that are similar such as the on-going programme on sustainable cotton in West Africa and on coffee in East Africa. The European Union (EU) and the United Nations Environment Programme (UNEP) are about to start a project on ‘Enabling Developing Countries to Size Eco-label Opportunities’, which includes South Africa and Kenya. The development of an African Eco-labelling Scheme is expected to build upon the lessons from these and other initiatives.

This study forms part of the first phase of this project which aims to have an overview on the ongoing activities on Eco-labelling in Africa in order to develop an appropriate strategy that can find the synergies, identify the main opportunities and challenges, bring together the key partners and set up a work plan. The following are the key activities to be carried out during the first phase of the project implementation:

a. Review the status of existing initiatives within the region on eco-labelling and identify the key lessons that could be drawn from these initiatives.

b. Analyse the international and specially the African market in order to identify the obstacles and benefits/opportunities for an African Eco-label scheme.

c. Set up clear objectives, and answer clearly why an African Eco-label is needed and list possible benefits including the exploration of potential support by interested stakeholder groups.
d. Develop a list of priority product groups and identify the main partners to work with (e.g. governments, private sector, industry association, certification/standardisation bodies, African LCA network, etc).

e. Develop a strategy and an action plan for the development and implementation of an African Eco-labelling scheme.

This report covers the desktop study on existing initiatives (a) with the aim to feed into objectives b-d.

A.1 Background

Eco-labelling entered mainstream environmental policy making in 1977, when the German government established the Blue Angel Programme. Since that time, eco-labels have become one of the more high-profile market-based tools for achieving environmental objectives. Eco-labelling has also run into criticism from those who claim that it may, in some cases, operate as an unjustified non-tariff barrier to trade. This point is of particular concern for industries in most developing countries which lack the basic institutional and infrastructural capacities to run an elaborate eco-labelling scheme. The fact remains that environmental requirements, including some related to eco-labelling, are increasingly used to define commercial relationships between producers and buyers. While meeting these requirements is not mandatory, it is becoming an economic imperative, especially for small and medium-sized enterprises and producers in developing countries.

A.1.1 African 10 Year Framework

The World Summit on Sustainable Development (Johannesburg, 2002) called for actions at all levels to ‘encourage and promote the development of a 10 year framework programme in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, decoupling economic growth and environmental degradation’. As a response UNEP in collaboration with UNDESA (United Nation’s Department of Economic and Social Affairs) developed the 10 Year Framework Programme (10-YFP) on Sustainable Consumption and Production (SCP). The first international expert meeting on the 10-YFP took place in Morocco, Marrakech in 2003. The meeting launched the so-called Marrakech Process.

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As a follow-up of that meeting regional consultations were held, where each region identified its needs and priorities in terms of SCP. One of the outcomes was the development of the African 10 Year Framework Programme on SCP. In order to support the implementation of projects under the Marrakech Process and to focus on specific aspects of SCP, the Marrakech Task Forces have been created. Based on the outcome of regional meetings and processes related to the African 10-YFP, the Federal Government of Germany took the lead to launch the Task Force on Cooperation with Africa as one of the Marrakech Taskforces. The activities of this Task Force include the development and support of projects to implement sustainable consumption and production methods. The first meeting of the Taskforce on Cooperation with Africa, which was held back-to-back with the Fourth African Roundtable on Sustainable Consumption and Production (ARSCP-4), identified the development of an African eco-labelling scheme to be one of the activities to be supported by the Marrakech Taskforce on Cooperation with Africa. As discussed during the Fourth African Roundtable on Sustainable Consumption and Production (ARSCP-4), this would be one of the logical responses for the region in order to maximize its benefit and could be instrumental in expanding Africa’s market access by operating in mutual recognition with other widely recognized labelling schemes.²

According to the African 10-YFP³, this work area aims to make African products competitive irrespective of destination market as well as improving the environmental and social quality of domestic and imported products. The objectives include:
- To ensure that African products meet basic standards required for access to markets.
  - Ensure that African producers are aware and meet ISO product standards and other relevant product, environmental and social requirements
  - Improve the capacity of national and regional standardization bodies to participate in ISO and other standard setting processes
  - Promote the capacity of national standard setting bodies to promote the adherence to these standards by local producers.
  - In order to do this the ARSCP must partner with national and regional standardization bodies and relevant industrial/producer associations to develop a cohesive approach for the region.
- Explore the possibility of marketing campaigns to exploit the environmental and social qualities, and to develop branding value of African products (i.e.; unpolluted land campaign)
  - Create African Green Products label under the Global Environmental Labelling Networks
  - Organise a meeting with advertising companies to create the African Green Product Label.

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² Ibid
A.1.2 Eco-labels

A.1.2.1 What is an eco-label?

The Global Eco-labelling Network’s “A Guide to Eco-labelling Around the World” provides their practical definition of eco-labelling as “... a label which identifies overall environmental preference of a product or service within a particular product/service category based on life cycle considerations.”

There is, however, no agreed definition of what constitutes an ‘eco-label’. The scope of environmental labelling is potentially very broad. Environmental labelling can take the form of hazard warnings, environmental report cards or logos indicating approval of a product under a certain scheme or self-declarations of producers. The International Standards Organisation (ISO) developed standard categories that have been adopted by international organisations, whilst other observers have defined eco-labels according to key attributes. In essence, eco-labelling is the process of communicating via a symbol that the product you are offering adheres to certain environmental standards or that it is evolving to a greener situation.

A.1.2.2 Purpose of eco-labels

Eco-labels are intended to increase consumer awareness of the environmental impacts of a product and bring about environmental protection by encouraging consumers to buy products with a lower environmental impact. Consumers include individual retail consumers, as well as the procurement officers of governments and large corporations. Consumers’ purchasing decisions can provide a market signal to producers about product preferences. Under effective eco-labelling regimes, producers and sellers have an incentive to compete to improve the products, perhaps by changing inputs or adopting different technologies to lower the environmental burden of the product. Producers of environmentally superior products have an incentive to use environmental marketing techniques such as eco-labelling to differentiate their products. Firms may be motivated by gaining extra market share, improving their public image or pre-empting mandatory labelling requirements.

Eco-labels communicate a message from producers and suppliers to consumers. There is much that stands behind these symbols. There is a cause or reason for being, an organisation or institution which co-ordinates, regulates and determines the symbols existence, the ideas it conveys, the meaning and the application of the symbol. There are criteria for acquiring the symbol, controls over its use, promotion of the symbol and for the cause it represents. There is a social significance, a dynamic which it follows, an impact and multiplier effect, whether intended or not. Eco-labelling plays a surprising and increasingly important role in the consumer marketplace and in society at large.

6 Ibid
A.1.2.3 Types of Eco-labels

There are a number of different recognised types of environmental labels that may be distinguished in terms of the following criteria:

- The nature of the verification process;
- Whether the label is "positive", "negative" or "neutral";
- Whether it is mandatory or voluntary; and
- Whether it is of a "report-card", "seal-of-approval" or "single-attribute format."

(refer to Annex A for a more detail on each of these)

There are a large number of existing environmental and ethical claims for products. The proliferation of Certification Programs include:

- Eco-labels
- Organic standards
- Labor standards (such as Fair Trade)
- Retail standards (such as Eurepgap, Tesco’s, Starbucks, Marks & Spencers, etc.)

A.1.2.4 Eco-label Schemes

Eco-labels are awarded under certification schemes. These are standards and conformance systems that develop, certify and accredit that a product has met certain environmental standards and can therefore display the eco-label as a mark of conformance. Eco-labelling and certification schemes can be sponsored and/or administered by governments, private companies, NGOs or any combination of these.

Following the introduction of the first national eco-labelling initiative in Germany in 1977, labelling schemes have now been introduced in almost every OECD (Organisation for Economic Co-operation and Development) country, as well as a number of developing countries. Most of these eco-labelling programmes share a broad set of similarities in the process and administrative structure that they adopt. Currently, a multitude of national, regional and international schemes are in operation, covering products ranging from tissue paper to fish to organic food to dishwashers. Generally these schemes have three broad goals – to inform consumers, to provide incentives to producers to use more environmentally appropriate production methods and materials and to improve environmental standards and protection. Eco-label schemes are systems of standards and conformance. The eco-label itself is simply a mark conveying that the product complies with a given standard.

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In addition to multi-issue programs that award products a logo as a seal of approval, there have also been a number of single-issue eco-label schemes emerging. Key examples of these are the Forest Stewardship Council (FSC), and the International Federation of Organic Agriculture Movements (IFOAM). Social labelling schemes (fair trade labelling) have also gained market share. In response to the recent proliferation of eco-labelling programmes in both developed and developing countries, various efforts have been taken with the aim of promoting equivalency, harmonisation and/or mutual recognition of the different programmes. Key initiatives include in particular:

- The establishment of the Global Eco-labelling Network (GEN) comprising national and regional eco-labelling organisations;
- The standardisation work of the International Standards Organisation (ISO);
- The various research initiatives of the Organisation for Economic Co-operation and Development (OECD).

Eco-label and certification schemes have recognised the benefit of collaborating to share information and cross-recognition. Apart from the GEN, the International Social and Environmental Accreditation and Labelling (ISEAL) Alliance was set up as an association of international standard-setting, certification and accreditation organizations that focus on social and environmental issues. Eco-labelling and certification programs are also endorsed by various national governments, the World Bank and many environmental NGOs, including the WWF, Friends of the Earth and Greenpeace.

### A.1.2.5 Eco-label Systems/Mechanisms

Eco-label and certification programs are systems for standards and conformance. There are several elements in a system of standards and conformance:

1. Setting the standard
2. Certifying compliance with the standard
3. Accrediting the standard and the certifiers
4. Label provision

(Refer to Annex A for definitions and more detail on each)

The credibility of these processes greatly influences the effectiveness and integrity of eco-label and certification schemes. It is global best practice for the governance of standards and conformance systems that the bodies which undertake these basic functions are independent of each other. If this is not the case, stakeholders will not have confidence that standards are neutral and objective, and that the process of conformance is technically expert and impartial. Principles for best practice for standards and conformance systems are:

- Participation
- Governance
- Transparency
- Flexibility
- Accordance

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10 Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net
Impartiality

Schemes based on national standards frameworks and international standard-setting processes are most compliant in terms of governance, accordance and impartiality. Best practice schemes are usually flexible to local and regional circumstances in terms of differing ownership and management regimes, and have rules in place to ensure stakeholder participation and restrict any one interest from dominating the decision-making process.

A1.2.6 Eco-label issues – point of departure

Based on the general principle of care and consideration for the environment in the context of consumption and production, eco-labelling is caught in the web of consumer society, environmentalism, globalisation, sustainable development and social responsibility. Eco-labelling is the only tool which functions within the conflicting social forces of consumer society and sustainability. Best practices in eco-labelling rely on accepting the fundamental market principles combined with social trends. Eco-labelling can only work with these forces, not against them.11

Environmental phenomenon

The environmental effectiveness of eco-labels has been difficult to evaluate, owing to the inherent difficulty in identifying and quantifying environmental impacts related to specific product and user groups. The link between eco-labelling and environmental issues is often difficult to establish. Further, the impact of eco-labelling on these environmental issues in absolute terms is probably not significant. A direct correlation between the existence of eco-labelling and changes in environmental protection is impossible to establish. What can be theorised is that certain environmental initiatives may have grown following the example of eco-labelling. In the first case, eco-labelling has proven successful in influencing the regulatory environment. Criteria for eco-labels are generally higher than national legislation – the eco-labelling product groups are hence used as a practical state-of-the-art example of functioning environmental innovation. This can and has led to new standards being set. Eco-labelling is thought to be responsible for raising environmental awareness in some cases. This increased awareness in the public domain prioritises the environmental agenda at the political level.12

Social phenomenon

Eco-labelling is largely a social phenomenon. It is dependent on the goals and values of society, particularly concerning the perceived environmental situation and the relationship society – and consumers – have toward the ecological world. Cultural values and perceptions, particularly toward the environment, and toward the act of consumption itself, are primary determinants of the acceptance, success and effectiveness of an eco-

12 Ibid
labelling programme. Society consciously accepts or rejects eco-labelling based on a culture value system. Acceptance leads to increased usage and creates a social momentum, which in turn can establish eco-labelling as a status quo characteristic of modern society. Failure to break through the barrier between alternative progressive minority movement and the standard and accepted social norm leads to a lost opportunity. It is necessary to acknowledge and integrate cultural considerations into the basic design of an eco-labelling scheme.\(^{13}\)

**Economic phenomenon**

Producers require an economic incentive to find environmentally preferable production methods and to create products which are more environmentally benign, while still adhering to principles of the market. Rather than aligning with the polluter pays principle, where the costs of pollution are integrated into higher product prices (usually through taxes), eco-labelling encourages decreased emissions and reduced environmental impact, the extra cost of which is passed on to the consumer in a price premium. Competitiveness based on efficiency and innovation is rewarded. Niche markets for environmentally friendly product lines are created. The market therefore determines the success or failure of an eco-label, far and above commitment or support of the environmental or social issue being promoted. Eco-labelling requires a solid economic basis, without which it will remain a fringe policy, utilised by a minority of producers, therefore limiting the environmental impact. The precariousness of market trends, well-known to brand managers, is oddly less predictable when the brand is not a creation of the marketing department but an issue about planet earth or human rights. Multi-national corporations create culture in this sense. Through eco-labelling and communicative power, corporations have great influence to steer consumers toward eco-labelled products, to create industry standards and to decrease the environmental burden of the production-consumption cycle of society, providing they have an economic incentive to do so.\(^{14}\)

Without combined consideration of social and economic aspects, an eco-labelling programme is bound to have minimal effect, and will be a lost opportunity for consumption – production related environmental management.

**Globalisation phenomenon**

While standards not only ensure greater compatibility and substitutability along production chains, they can also be mis/used to prevent or hamper products not complying with such standards from accessing a country’s (or region’s) market.\(^{15}\)

- **Obstacles to technical transfers.** In developing countries there may be barriers to technical transfers, as well as access to environmentally sound technology, information dissemination of technical information, and access to information regarding market trends abroad.
- **The effectiveness of local standards for local environmental problems.** Environmental standards must reflect local environmental priorities and values if they

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13 Ibid
14 Ibid
are to have the greatest environmental effectiveness. Are developing countries able to export eco-labeled products under lower environmental standards?

UNEP’s Economics and Trade Branch has recently commissioned a study on ‘The Trade and Environmental Effects of Eco-labels: Assessment and Response’\(^{16}\). The following points highlighted in the report could be cited as background considerations for this study.

- Basically, an eco-label is just a means of communicating information. For a long time the only target for that information was assumed to be the final consumer and eco-labelling was a tool to customers act in a manner that was consistent with their personal preferences.
- While it is possible that some eco-labels will survive on the basis of their attractiveness to environmentally conscious consumers alone, evidence suggests that eco-labelling is most useful when it is developed in conjunction with complementary policy initiatives.
- There are different range of incentives and incentive mechanisms that facilitate the success of an eco-labelling programme. In some cases incentives are derived from a price premium while in others they are derived from the predictability of future revenues or market access. The source of the incentives could also vary as it may be provided by consumers, private companies and often by government policy.
- The benefits of the incentive may accrue to producers, middlemen or (frequently) the final retailer. What is important is not that consumers are willing to pay more for eco-labelled products, but simply that one of the market actors in the value chain has a financial incentive to promote eco-labelling.
- If incentives are important to the adoption of eco-labels, as they most certainly are, it is important to recognize that other market actors have a greater arsenal at their disposal, including providing access to long-term supply contracts, preferred supplier agreements, prime shelf space, etc. all of which help to improve profitability.
- It is perhaps unlikely that consumers will remain the primary focus of eco-labelling in the future, in view of evidence that private and public procurement policies have been important elements in the success of many eco-labelling programmes.
- The first step toward making eco-labels more effective – and finding ways to reduce their negative impacts - must be to develop a consistent methodological framework to guide the characterization of eco-labels into more distinct sets. This will require shifting the focus of the discussion away from eco-labels generally and towards their specific characteristics.
- Given the influence of industry sectors and supply chains on the development and spreading of many new eco-labels, there is a need to consider how to ensure that environmental and other types of requirements used by supply chains are also prepared, adopted and applied in such a way that they do not become unjustified barriers to market access.

\(^{16}\) The full report could be downloaded from UNEP-ETB Homepage at http://www.unep.ch/etb/publications/index.php
The report underlines that the spread of environmental requirements, including eco-labelling and other types of standards, can be expected to continue to increase due to the actions of private market actors, particularly through supply chain contracts and big retail chains. It also underlines the need to contribute to the design of eco-labelling programmes and accompanying private and public policies that respond to SMEs and developing country needs and conditions, including ‘phased approaches’ to the introduction of standards, technical equivalence agreements and lower-cost conformity assessment and certification services.

A.2 This Study

This preliminary draft assessment report is a summary of the background assessment and survey of existing initiatives in the African region related to eco-labelling. The aim of this report is to review the status of existing initiatives within the region on eco-labelling and identify the key lessons that could be drawn from these initiatives. It has been prepared in parallel with a review of International Eco-labelling initiatives. The two reports will compose the final draft assessment reports to establish the relevance of an African Eco-labelling Scheme.

These reports will feed into the Regional Meeting to be held in Ethiopia in June. The regional meeting will provide a platform for experts who are involved in developing and promoting eco-label-related initiatives in the region to exchange their experience and knowledge. The aim of the regional meeting is to identify key issues that need to be addressed in view of enhancing Africa’s benefit through eco-labelling and identify the major elements of the African Eco-labelling Strategy. This will then feed into the next phase of this study. Phase 2 of this study will be to develop a strategy and action plan for the development and implementation of an African Eco-labelling Scheme.

A.2.1 Objectives

The following are the objectives for this particular study:

1. Identify the major initiatives that are related to eco-labeling and being carried out in the region and prepare a summary report on the key lessons to be learnt and their contribution to the expansion of market access to African products.
2. Identify institutions which can operate an overall African eco-labeling scheme
3. Establish the relevance of an eco-labelling scheme for Africa.

A.2.2 Activities

In compiling this preliminary draft assessment report the following activities have been undertaken:

1. Review of existing literature
2. Internet search for relevant organisations, initiatives, etc…
3. Summary of initiatives in the region and list of organisations to be invited to Regional Meeting in Ethiopia

Report prepared by Dr. Souad Benromdhane-Kilani on International Eco-labelling Schemes
4. Contact by email to individuals/organisations identified to obtain further information and recommendations for additional contacts
5. Personal interviews with key stakeholders by phone/in person/ by email
6. Compilation of information into the draft assessment report
B Overview of Existing & Planned Eco-label & Related Initiatives in the African Region

The initiatives in this section have been grouped under sectoral and national labelling programmes. Under the sectoral initiatives, the majority of the eco-labels are international eco-labels used by African products or services, although there are some that are eco-labels specific to the region. For each sector, a brief overview of the relevance of the sector to the African region is provided, where possible, reviewing the opportunities and obstacles for eco-labelling in this sector for the region. Further details regarding the economic and environmental relevance of key product ranges for each sector in the region are included in Annex D. The information forms the initial basis for potential selection of priority products for the proposed African eco-labelling scheme.

There are many more eco-labelling schemes than are covered in this review, but the focus is on those eco-labelling initiatives that are operating within the African Region, and for which information is easily available. Since this is based on a desk-top review, the main source of information is web-based, with additional information obtained, where possible, through email and telephone interviews with contact persons within each organisation. Due to the contemporary nature of eco-labelling, research material is also quite new. Therefore the information obtained on eco-labelling was primarily through Internet sources of NGO’s, private companies, universities and government. This body of information sometimes lacks theoretical substance. Further, the bulk of the research analyses the existing situation without much historical context or futuristic prediction. This research is limited to information that is easily available in English and on the Internet.

For each initiative, this section includes a brief background information on the programme, an overview of the mechanism/approach followed (how did they do it, how did it work, etc), results obtained, the current status and where possible, the lessons learnt from the initiative. The information on lessons learnt was, however, not easily available and the bulk of this type of information will most likely be obtained at the Regional Experts Meeting in Ethiopia June and included in the next phase of this study.

B.1 Sectoral Eco-Label & Related Initiatives in the African Region

B.1.1 Fisheries

Overfishing is a worldwide problem. The failure of fisheries management systems to regulate and control fishing efforts as well as poor compliance with existing fisheries regulations may be the major reasons for this. At the same time, the demand for fish is constantly growing worldwide. Developing countries contribute the major share of fish and fisheries products in the global trade.\(^\text{18}\)

\(^{18}\) Summary of the Planning Workshop "Eco-Labelling of Nile Perch from Bukoba Landing Sites", Bukoba Kolping Formation Center Tanzania, 28th-29th March 2007, GTZ, Nature’s Bounty, Anova
The Abuja Declaration of Sustainable Fisheries and Aquaculture in Africa\textsuperscript{19}, adopted by the Heads of State meeting of the NEPAD “Fish for All Summit” in Abuja, Nigeria, August 2005, recognises the following:

- The dependence of millions of Africans on fisheries and aquaculture for their livelihoods, for food and nutrition and for economic well-being and commerce, and the importance of fisheries in the social fabric of communities and in poverty alleviation
- The potential for increased benefit from sustainable fisheries and aquaculture and the opportunities to meet the ever-increasing demand for food fish in Africa and globally
- The depletion of fisheries resources, the degradation of aquatic environments and the threats to sustainable fisheries and aquaculture

The Abuja Declaration therefore resolves to improve governance of fisheries to ensure environmental sustainability, specifically by ratifying international conventions on sustainable aquatic systems and to contribute to the creation of an enabling environment for sustainable fisheries. The declaration provides clear evidence of the relevance of eco-labelling to fisheries in the African region.

Established governmental and international regulation of fisheries, improved and coordinated enforcement procedures as well as introduced multilateral fishery policy framework have not prevented substantial failures of fisheries management around the world. New approaches to promote and improve sustainability of fisheries include the implementation of market-oriented certification schemes for fisheries. The intention of such eco-labelling initiatives is to use market power and demand as an incentive to introduce more sustainable fishery practices – by rewarding good practices through creation of better and more attractive market access. Eco-Labelling schemes are increasingly perceived as a way to simultaneously maintain the productivity and economic value of fisheries while providing incentives for the improvement of fisheries management and the conservation of marine biodiversity.

However, the majority of today certified fisheries are located in developed countries. Tropical small scale fisheries and artisanal fisheries from developing countries are still facing multiple constraints in regard of eco-labelling – despite the fact that more than 50\% of the world trade value in fish and fishery products stem from developing countries and predominantly from small-scale fisheries.

Critics contend that the cost associated with certification may be beyond the means of poor communities and that eco-labelling may generally be problematic in datapoor fisheries of many developing nations. However, the increasing international market demand for eco-labelled products and the potential threat of market exclusion and trade barriers for non-certified fisheries - imposed by globally acting large companies aiming at sourcing only certified sustainable fishery products in the future – should not be underestimated. There are today indicators clearly showing that eco-labelling does indeed support and facilitate the implementation of effective sustainable management practices in fisheries undergoing the process of certification.

\textsuperscript{19} http://www.iss.co.za/af/RegOrg/nepad/fishdecl.pdf
The essential and significant contribution of export revenues from fish and fishery products to many developing countries’ national economies should make it imperative to improve and enhance the facilitation of eco-labelling initiatives for export-oriented developing countries’ fisheries.\textsuperscript{20}

For example, the Nile perch is still a top choice of the consumer in Europe because of its nice white fillet, which is available the whole year. With an annual export value of around EUR 210 million (2005), the Nile perch fishery and processing sector are major economic factors in the region around Lake Victoria. However, concerns of consumers are constantly rising and many questions regarding the situation of the Lake Victoria fisheries are asked around Europe. Aside from indications of potential overexploitation if existing fishing effort levels are maintained, the industry is facing other challenges as well:

- major retail chains have announced to source their fish supply only from stocks which are certified to be managed sustainably within the next years to come;
- growing consumer concerns in industrialized countries about the problem of global overfishing and environmental damages;
- negative press around of Nile perch, addressing problematic social and ecological context of this fishery (s. movie “Darwin’s Nightmare”);
- competition with other fish products (like Pangasius from Asia).

The stringent requirements and the mandatory regulation and enforcement framework of any serious eco-labelling scheme should not primarily be regarded as a supposedly imposed further accentuation of international market actors’ procurement conditions – but as a valuable opportunity for synergies in combining national and local fishery regulation and improvement of fishery management processes with market-oriented and efficiently enforced sustainability measures.

\textbf{B.1.1.1 Marine Stewardship Council}

\textbf{Background}

The Marine Stewardship Council (MSC)\textsuperscript{21} began in 1997 as a joint initiative between the World Wildlife Fund (WWF) and Unilever, a multinational company and one of the world’s largest buyers of fish. In 1999, Unilever and WWF withdrew from all management and MSC became an independently run non-profit organization. The Marine Stewardship Council labelling program aims to promote sustainable fisheries. The MSC has defined sustainable marine fisheries as those that, “ensure that the catch of marine resources are at the level compatible with long-term sustainable yield, while maintaining the marine environment’s bio-diversity, productivity and ecological processes.”

MSC-certification as a process is focusing on the development towards well managed

\textsuperscript{20}Feasibility Study: Eco-Labelling of Artisanal Coastal Fisheries in Senegal, commissioned by GTZ, conducted and elaborated in conjunction with BlueYou & ENDA, Zurich & Dakar, May 2007
\textsuperscript{21}http://www.eco-labels.org/label.cfm?LabelID=6&searchType=Product\%20Index&searchValue=&refpage=productIndex&r efqstr=
fisheries – awarding good practices with more attractive and better market access. This does not imply however that it can not be applied to fisheries with actual deficits in management and insufficient level of sustainability – it’s the process of undertaking ecolabelling that will guide a candidate fishery towards more sustainable management.

**Mechanisms**

The Marine Stewardship Council (MSC) is an independent, global, non-profit organisation whose role is to recognise, via a certification programme, well-managed fisheries and to harness consumer preference for seafood products bearing the MSC label of approval. The MSC promotes equal access to its certification programme irrespective of the size, scale, type location or intensity of the fishery. The MSC also recognises the need to observe and respect the long term interests of people dependent on fishing for food and livelihood. The MSC’s environmental standard for sustainable fishing, the Principles and Criteria for Sustainable Fishing, is based on the Food & Agriculture Organisation of the United Nations (FAO) Code of Conduct for Responsible Fisheries.  

The MSC Standard is constantly reviewed by an independent group of fisheries experts (Technical Advisory Board) from around the world. Under its voluntary scheme, fisheries around the world can apply to be independently assessed against this standard. This assessment is not undertaken by the MSC but by independent certification bodies that have been independently accredited by Accreditation Services International (ASI) to perform MSC assessments. This ensures that evaluations are unbiased, credible and open to transparent stakeholder involvement. Companies judged by the MSC to be competent to assess fisheries to its standard undertake a rigorous assessment of fisheries wishing to achieve certification to the MSC Standard. If a fishery meets the MSC Standard, it is then certified. Once certified, companies wishing to use the MSC products undergo a Chain of Custody certification that guarantees traceability of MSC-labelled seafood, ensuring that it has been separated from non-certified product at every stage of the production from the boat to the plate. Those companies then gain the right to use the MSC logo on their products. The MSC accredits certifying organizations to certify companies to use the MSC logo. Stakeholder consultation throughout the process ensures that all voices are heard and certified fisheries are subject to annual surveillance audits to ensure that conditions are met.

**Structure**

MSC’s Main Board of Trustees, advised by the Technical Advisory Board, is responsible for making final technical, scientific and judicial decisions. The Approvals Committee ratifies accreditation decisions, the Stakeholder Council discusses MSC strategy and executive activities, and National and Regional Working Groups focus on networking and outreach opportunities. Sub-committees are ad-hoc except the Finance Committee, which provides MSC with budgetary guidance.

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23 [www.msc.org](http://www.msc.org)
24 [http://www.eco-labels.org/label.cfm?LabelID=6&searchType=Product%20Index&searchValue=&refpage=productIndex&r efqstr=]
**Funding**
The main sources of revenue for MSC are grants, donations, accreditation fees, and licensing fees for use of the MSC logo. MSC will accept donations from any source and currently receives funds from a variety of corporations as well as charitable organizations including continued financial support from WWF and Unilever.

**MSC labels in Africa**
- In April 2004 South African Hake Trawl Fishery was awarded the MSC logo. The main export market for South African hake is Europe, as well as the USA. The MSC eco-label provides the South African hake industry with recognition of their good management and an opportunity to add real value to their product in an increasingly competitive global market place.
- The MSC recently organised two fishery eco-labelling workshops in Africa, led by Dr Oluyemi Oloruntuyi who manages the MSC’s Developing World Programme. The workshops were organised with financial support from the Swedish Society of Nature Conservation (SSNC) and in collaboration with INFOPECHE in Ghana and the Gambia Artisanal Fisheries Development Agency (GAMFIDA) in the Gambia. An important objective of these workshops was to explore opportunities to increase participation of African fisheries in the MSC’s certification programme. In Ghana, fishery representatives from over ten African countries participated. Both workshops resulted in specific ideas for potential fisheries where MSC assessment and certification might be targeted. It was recognised that fishery certification in most African fisheries will need to involve significant partnership efforts and a comprehensive project scope to be successful.

**Current Status**
There are more than 250 seafood businesses with Chain of Custody certificates or MSC logo license agreements and nearly 500 MSC-labelled products are available to consumers in 25 countries around the world. Key markets, particularly in Europe and North America, are also increasingly demanding independent assurance of the environmental credentials of seafood. This demand is undoubtedly bringing more fisheries into the MSC programme. Perhaps the most significant market development of the year came when Wal-Mart, the world’s largest retailer, announced its commitment to source all of its fresh and frozen fish from MSC-certified sources. Other retailers and food processors have also been sending clear signals down their supply chains that consumers want sustainable seafood choices. There has been more than 50% growth in the number of seafood products displaying the MSC label, bringing the total to 332 products available in 25 countries in March 2006. Retail sales of MSC-labelled fish grew 76 per cent in 2005/06, with more than 250 businesses trading sustainable MSC-certified seafood. For the second year in a row, all fisheries reaching the end of their initial five year periods of certification have decided to apply for reassessment. Of these, only 3 companies in Africa are trading MSC labeled food:

The MSC’s Developing World Programme received funding this year to increase outreach to African fisheries.

The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (Promotion of responsible fisheries project) has commissioned a pre-feasibility study of Marine Stewardship Council (MSC) certification of artisanal fisheries at the coast of Senegal. Together with the MSC Developing World Programme’s cooperation and support. The information concerning bottlenecks towards certification is also valid for other African artisanal fisheries. Two MSC Pilot Programmes in Senegal are currently being developed.

**Lessons Learnt:**

- According to Dr Oluyemi Oloruntuyi who manages the MSC’s Developing World Programme, eco-labelling can lead to benefits. They may not however always be easy to qualify empirically. MSC initiated the Environmental Benefits Project in 2006 in order to monitor and evaluate the effect of MSC certification on improving fishery practices. It identifies tools to track environmental gains in fisheries and gathers evidence of whether MSC certification has triggered significant change. In 2005/06 the project team gathered data and prepared their analysis for publication in May 2006, showing that a strong ecological case is emerging.

- Dr Oloruntuyi has also noted that it is important that Eco-labels are designed to meet universally accepted criteria and guidelines set up for the development of standards and institutional and procedural in aspects (WTO, ISO, etc). They need to be designed based on the principles of transparency, inclusiveness, credibility. **Wide stakeholder consultation and involvement is important to ensure buy-in into the standard.**

- The MSC is undertaking a review of the technical traceability requirements and verification procedures for seafood products carrying the MSC eco-label as part of an ongoing project to maximise the robustness and effectiveness of the MSC’s ‘Chain of Custody’ standard and certification programme. According to Rupert Howes, Chief Executive of the MSC, in the context of widespread illegal fishing, it is essential that there is a global and industry-wide move to improve the traceability of seafood to rebuild and retain public confidence in product sourcing and labelling claims.

- Accessibility is vitally important to the MSC programme. Two workshops were held this year to improve accessibility for small-scale and data-deficient fisheries. These fisheries have sometimes found it hard to participate, for example due to gaps in scientific data, community capacity or partnership support. The workshops explored alternative ways to assess fisheries against the MSC standard and an approach based...

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27 Oluyemisi Oloruntuyi, Programme Manager, Developing World Fisheries, MSC, Personal email communication with Claire Janisch, 24 May 2007
28 Ibid
on risk assessment will be developed into guidelines – to be piloted in 2007 – for use by accredited certification bodies.

- Consumers need simple, attractive information that tells them what the MSC label means and who it is for. Creative agencies developed the Love Fish leaflets three years ago, and the range of materials has been extended to include posters, wallet cards, postcards and recipes in English and German. Retailers and restaurants are encouraged to use these popular materials to explain the MSC label to their customers. Information aimed at fisheries and industry professionals has also been updated and translated into 11 languages. MSC has also increased its presence at exhibitions and conferences around the world.
- New materials and a series of workshops have introduced the MSC to a growing audience in the developing world. Currently, around 77 per cent of fish consumed worldwide as food is supplied by developing countries, yet so far few fisheries in these regions have sought MSC certification. The MSC is working to increase participation and has developed new materials to explain the programme to government agencies, nongovernmental organisations and fishers. Among the new materials is an illustrated leaflet that can be translated and easily reproduced in local languages at minimal cost and a full-colour brochure explaining the MSC’s Developing World Programme.30

### B.1.1.2 EAC Lake Victoria Fisheries Organisations (LVFO) Eco-labelling initiative

The Lake Victoria Fisheries Organization (LVFO) is a regional organisation under the East African Community (EAC) responsible for coordinating and managing fisheries resources of Lake Victoria. The organization was formed through a Convention signed in 1994 by the three East African Community (EAC) Partner States of Kenya, Uganda and Tanzania sharing Lake Victoria. The objective of the LVFO is to foster cooperation among the Partner States by harmonizing national measures, developing and adopting conservation and management measures for the sustainable utilization of living resources of Lake Victoria for maximum Socio-economic Benefits. One of the functions of the LVFO (among others) is to promote the proper management and optimum utilisation of fisheries and other resources of the lake. The regional LVFO was directed by the regional Council of Ministers to identify suitable approaches for Nile perch certification in June 2006.

A functioning fisheries management system is a pre-condition for certification. For the Lake Victoria a lot in terms of sustainable fisheries management has already been achieved, especially through the Implementation of a Fisheries Management Plan (IFMP) Project of the Lake Victoria Fisheries Organisation (LVFO). 1,087 Beach Management Units (BMUs) have been established lake wide as partner institutions in a co-management system, where all fishing boats have to be registered, all fishermen have to be licensed and landings to be re-recorded by BMUs. Fisheries legislation and regulations are harmonised in all three countries.

During a regional workshop with all stakeholders held in Nairobi in October 2006 there was a general consensus that eco-labelling is the appropriate strategy to respond to the challenges faced by the fisheries sector and, at the same time, to promote sustainable fisheries. Following the recommendations of the workshop to explore the feasibility of eco-labelling of the Lake Victoria Nile Perch fisheries, it was agreed to introduce eco-labelling under the supervision of the Lake Victoria Fisheries Organisation. A task force consisting of representatives from fish processor associations, fisheries departments, research institutions and universities of the three riparian countries should be established to initiate and steer appropriate measures. The German Technical Cooperation (GTZ) offered backstopping via the “Promotion of the private sector in agriculture (PSDA)” project in Kenya and the sector project “Promotion of responsible fisheries”.

The German development agency, GTZ, is supporting LVFO in moving towards eco-labelling for the Nile perch fishery on Lake Victoria. A stakeholder meeting was organised by GTZ in Nairobi, Kenya, bringing together representatives from the fish export industry, Governments, NGOs and Development Partners from around the lake. This meeting provided the first step in eco-labelling for inland fisheries. There was strong consensus to move towards gaining a Marine Stewardship Council label for Nile perch from the whole of Lake Victoria. The LVFO will continue to work with GTZ, the fish export industry, fish buyers and NGOs to organise the first pre-assessment study for MSC eco-labelling.  

According to Thomas Maembe, executive secretary of the LVFO eco-labelling is now a crucial issue waiting for fish processors and other stakeholders to approve and fund it. It is being pursued in order to compete in the current and future stiff international market competition. “If we don’t do it definitely our competitors will hammer us. We should eco-label the whole lake because it is a single ecosystem”. Eco-labelling would help to reduce illegalities in fisheries for sustainability of the sector that support almost 2 million people with household incomes and meet the annual fish consumption needs of almost 22 million people in the region. There are more than 20 full functioning industries in the region and as a group, makes the cost affordable.

**Current Initiatives**

- The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (Promotion of responsible fisheries project) is funding the MSC Pre-Assessment for LVFO for entire Lake Victoria. this pre-assessment together with the first experiences gained through the pilot project in Tanzania will provide valuable information for LVFO towards a lake wide ecolabelling strategy.
- ANOVA and Vicfish in Tanzania approached GTZ to support a pilot project with the aim to certify a part of Vicfish’ Nile perch landings according to Naturland standards, addressing ecological, economic and social aspects in the pilot area of Bukoba in Tanzania because a MSC label will not address the specific social issues within the fisheries. This first eco-labelling pilot of small scale Nile Perch fisheries is currently starting at the landing sites of Bukoba, Tanzania. There is now a pilot programme for

31 http://www.lvfo.org/index.php?option=displaypage&Itemid=135&op=page  
Naturland Standard in Tanzania (Bukoba) rather than MSC Label. If successful, this project could set an example and encourage other areas to follow this initiative. It is assumed that the experience gathered through this pilot project will provide substantial information to LVFO in the policy formulation to introduce eco-labelling lake-wide.

### B.1.1.3 Eco-labelling of Artisanal Coastal Fisheries in Senegal

The Senegalese fishery sector is pre-dominated by its artisanal small-scale fishery which has been supplying 90% of total national landings of fish and seafood-products in 2006. The country’s economy heavily depends on the fishing industry which is significantly contributing to national export revenues, job opportunities, local income sources as well as protein supply for the people. The sector contributes closely to 30% of the total value of Senegalese exported goods – generating more revenues than the two next important commodities - peanuts and phosphate fertilizers – combined.

Despite the critical importance of the fishery sector for the nation’s development, Senegal has not yet achieved introduction of sustainable fisheries management within its coastal marine areas. The once abundant and vast marine resources off the Senegalese coast are today heavily over-exploited and threatened in their long term yields in regard of fish landings. Insufficient national regulatory and enforcement procedures as well as the country’s weak position in negotiating and controlling the fishing efforts exerted by foreign countries’ fleets have led to the actual crisis.

A feasibility study into the eco-labelling of artisanal coastal fisheries in Senegal, conducted in conjunction with BlueYou (Consultancy for Sustainable Aquaculture & Fisheries Switzerland) & ENDA (Network on Fisheries Policies in West Africa) in May 2007 - conducted on behalf of the GTZ’s Responsible Fishery Programme – throws light on the relevant practical aspects, specific conditions and overall implications that must be considered in the realm of eco-labelling schemes being implemented in artisanal coastal fisheries of developing countries.

The study does specifically examine the potential benefits and practical constraints of eco-labelling within the Senegalese artisanal fishery sector. It draws some final conclusions on the overall feasibility of fisheries certification in Senegal. As the benchmark eco-labelling scheme for sustainable fisheries certification, the Marine Stewardship Council (MSC) has been chosen as subject to the study’s detailed analysis of feasibility.

**Conclusions for Senegal:**

The analysis of the Senegalese artisanal fishery sector in regard of the pre-requisites for achieving MSC-certification revealed the following main conclusions:

1. Due to its very versatile, multi-species / multi-gear / multi-stakeholder and geographically widely dispersed small-scale fishery, the complexity of MSC certification is high for most exploited species.

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33 Feasibility Study: Eco-Labelling of Artisanal Coastal Fisheries in Senegal, commissioned by GTZ, conducted and elaborated in conjunction with BlueYou & ENDA, Zurich & Dakar, May 2007
2. The regulatory and enforcement status as well as the level of fishery management of today’s small-scale fishery sector are insufficient and must be further improved prior to applying for eco-labelling process.

3. MSC-certification for multi-species and widely dispersed small-scale fisheries is not feasible – given the actual insufficient status of regulation and enforcement.

4. There are small-scale fisheries though that have developed a sufficient organisational status and basic fishery management procedures – these fisheries can act as feasible and realistic learning and capacity building examples and pilot projects for conduction of MSC-certification programmes.

5. Pilot-programmes within already organized and basically managed fisheries should solely aim on locally restricted, single species fisheries – in order to reduce the complexity and to increase feasibility of achieving certification.

6. Proposed and further analysed candidate small-scale fisheries in Senegal do include species such as Shrimp, Lobster, Octopus and Cuttlefish. With these fisheries, ecolabelling seems feasible and shall therefore be undertaken.

As a result of this study, two MSC Pilot Programmes in Senegal are currently being developed.

These outcomes and conclusions can be used as the basis and fundamental framework for the planning and conduction of pilot programmes for fisheries’ ecolabelling along the Western Africa coast and in other developing countries’ artisanal fishery sector. General Conclusions for small-scale Developing Countries Fisheries, based on the results of the study in Senegal, following general conclusions on feasibility of eco-labelling of small-scale fisheries in developing countries can be drawn:

1. Feasibility of eco-labelling primarily depends on the nature and type of species chosen for certification, on the type and organisational level of the candidate fishery, on the actual status of species stock as well as on the level and reliability of data on stocks available.

2. MSC-certification is especially feasible for locally distinct and species specific fisheries.

3. Multi-species fisheries and fisheries exploiting species with widely dispersed distribution patterns significantly increase the level of complexity for fishery assessment procedures and therefore reduce practical feasibility of eco-labelling.

4. The same applies to migratory and highly migratory species.

5. The organisational level of a candidate fishery is a key-prerequisite of fishery management, and therefore also for eco-labelling.

6. The level and reliability of data available on actual stocks is essential for assessment of candidate fisheries and the evaluation of its status of sustainability. For data-deficient fisheries, the MSC provides a specific guidance tool to facilitate fisheries assessment by alternative means.

7. The cost involved in the fishery assessment process and its potential constraints imposed on a local fishery are of less significant importance since experiences show that through proper implementation and broad stakeholder-based set-up of the certification programme, sufficient financial means can be provided.
8. The participatory initiative and interest as well as the commitment from all relevant stakeholders towards the process of eco-labelling is key for successful achievement.

B.1.2 Forestry

Over 70% of the population of Sub-Saharan Africa is rural and depends on forests or woodlands for its livelihoods. Sub-Saharan Africa also contains 25% of the world's remaining rainforests and 20% of the world's biodiversity hotspots. African forests are of social, economic & environmental importance. Trade and the way it is managed by countries can have a positive or negative impact on sustainable forest management. There is a recognised need by African countries to provide effective governance, including laws, policies and institutional capacity to enforce those laws in order to eliminate illegal logging, associated trade and corruption in the forest sector. Demand for wood and wood products is outstripping the sustainable level of supplies in all the countries in the sub-region, although no realistic estimates are available on the actual consumption as also the level of sustainable supplies. Nevertheless, it is evident that a substantial proportion of consumption is met through depleting the growing stock. Although investment is taking place in tree growing, firstly it is far below what is required, and secondly most of it caters to the market demand.

According to the Forestry Outlook Study for Africa (FOSA), in all the countries forestry has a low contribution to GDP, which is due to the low valuation of products and services from forests. East Africa continues to be a producer of primary products whereas Southern Africa has strengthened its capacity as a wood processing region, largely because of the well-developed industrial capability of South Africa. Certification and labelling will become critical if Africa has to maintain its traditional wood markets in Western Europe, but some of the emerging markets are less concerned about certification. The handicrafts sector provides a lot of opportunities for rural employment and income, but there is an urgent need to improve marketing, develop standards, and improve the skills of artisans.

In the recent years many countries have initiated changes in forest policies incorporating environmental and social concerns. The Africa Forest Law Enforcement and Governance (AFLEG) Ministerial Conference held in October 2003, resulted in the AFLEG Declaration and Action Plan. In the Declaration, governments expressed their intention to, inter alia: mobilize financial resources for FLEG; provide economic opportunities for forest-dependent communities to reduce illegal activities; promote cooperation between law enforcement agencies within and among countries; involve stakeholders in decision making; raise awareness of FLEG issues; and explore means of demonstrating the

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legality and sustainability of forest products. The declaration specifically includes the intention to explore the ways and means of demonstrating legality and sustainability of forest products to encourage consumer market confidence and thereby enhance legitimate trade for a greater financial return to producing countries. The Heads of States committed their countries to adopt harmonised national forest policies and accelerate the implementation of forest management tools notably harmonised forest certifications systems, internationally recognized, approved by States of Central Africa and develop human resources for their implementation.\(^{37}\)

“Forest certification” is the term commonly used to refer to systems of standards and conformance implemented in the forestry sector based on standards for sustainable forest management.\(^{38}\) Forest certification and eco-labelling schemes have gained significant currency as a market-based instrument to address a number of problems in the forestry sector that have led to a depletion and degradation of the resource. Forest certification and eco-labelling schemes are single-issue eco-label programs, based first on one characteristic of the processing and production methods for forest products – that the source of the raw material is sustainably managed. Broader eco-label programs can stipulate environmental standards to apply to processed timber products. Sustainable forest management (SFM) has been a core objective of both inter-governmental initiatives on forest policy and forest certification schemes. Standards for forest certification determine measurable outcomes for sustainable forest management.

**B.1.2.1 Forestry Stewardship Council**

The Forest Stewardship Council (FSC)\(^{39}\) is an international accrediting organization that has developed standards to certify wood harvested from “well-managed” forests and wood products made from FSC certified wood. The FSC was founded in 1993 by the World Wide Fund for Nature, environmental and conservation groups, the timber industry, the forestry profession, indigenous peoples organizations, community forestry groups and forest product certification organizations from 25 countries. Its trademark provides international recognition to organizations who support the growth of responsible forest management. Its product label allows consumers worldwide to recognize products that support the growth of responsible forest management worldwide.

**Mechanism:**

FSC\(^{40}\) is a stakeholder owned system for promoting responsible management of the world’s forests. Through consultative processes, it sets international standards for responsible forest management. It accredits independent third party organizations who can certify forest managers and forest product producers to FSC standards. These standards include environmental, social and economic impacts of the forest industry. In countries that do not have accredited standards, certification bodies can use their own

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\(^{37}\) http://www.yale.edu/forestcertification/symposium/pdfs/gabon_symposium.pdf

\(^{38}\) Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net

\(^{39}\) www.fsc.org

\(^{40}\) www.fsc.org
locally adapted standard to evaluate and certify forest operations until a national standard is developed. According to the FSC Guidelines for Certification Bodies, certification bodies must implement standards for use in regions where there are not yet formally endorsed FSC standards.

FSC certification is carried out by FSC accredited certification bodies. FSC itself does not certify forest operations or manufacturers. This maintains FSC's independence between its standards and requirements, and operations seeking certification. Certification bodies are accredited by the FSC to assess all types of forests and verify the chain of custody of forest products. They can also issue sub-licenses to facilitate the use of the FSC name and Trademark on certified forest products. There are currently 13 FSC-accredited certification bodies. Eight of the certification bodies are based in Europe, three in North America and one in South Africa. FSC provides monthly updates on the certificates issued by FSC accredited certification bodies. Forest management certification involves an inspection of the forest management unit by an independent FSC-accredited certification body to check that the forest complies with the internationally-agreed FSC Principles of Responsible Forest Management. If the forest complies with FSC standards, then the FSC accredited certification body issues a certificate for the operation. In addition to the Forest Management Program, FSC also offers a Chain of Custody Program that accounts for how the certified wood is managed once it leaves the forest. Operations that have been independently verified for FSC chain of custody certification are eligible to label their products with the FSC logo.

FSC operates an Accreditation Program which is in charge of providing accreditation services to certification bodies and National Initiatives. The Accreditation Program is based on international standards. The FSC undertakes three types of accreditation activities:

- Accreditation of certification bodies;
- Accreditation of national initiatives (Working Groups); and
- Accreditation of forest stewardship standards.

In 2002, the Accreditation Program was spun-off as an independent unit to ensure separation of standard-setting and auditing functions within the organization, and to preclude conflict-of-interest challenges. A separate, for-profit legal entity, ASI – Accreditation Systems International began operating the FSC Accreditation Program in 2006. In 2004, the ISEAL Alliance conducted a comprehensive internal audit and peer review of the FSC Accreditation Program’s procedures and documents. The review concluded that stakeholders can have confidence in FSC’s accreditation practices and in FSC’s accredited certification.

**Structure**

The FSC’s highest governing body is the “General Assembly.” Anyone can join provided they pay membership fees. Members are divided into 3 classes (social, environmental and

41 [http://www.eco-labels.org/label.cfm?LabelID=145&searchType=Label%20Category&searchValue=Sustainable%20Wood%20&refpage=labelCategory&refqstr=labelCategoryName%3DSustainable%2520Wood%2520%26mode%3Dview](http://www.eco-labels.org/label.cfm?LabelID=145&searchType=Label%20Category&searchValue=Sustainable%20Wood%20&refpage=labelCategory&refqstr=labelCategoryName%3DSustainable%2520Wood%2520%26mode%3Dview)
economic) that each have a third voting power. Within each voting group there is another split for Northern versus Southern countries (developed versus non-developed). The General Assembly is headed by the chairman of the FSC board. The board of directors is made up of nine individuals (structured as the General Assembly with 3 main groups and divided in north / south) who are voted for a 3 year term and must be members of the FSC. Commercial enterprises that are not users of FSC certification may not participate on the board. Regional FSC Board of Directors, Working groups, Advisory Boards and Technical Committees are also formed at the national level. However, final decision regarding changes to the FSC principles and standards are still left to the international FSC body. If there is a regional FSC office, it is primarily responsible for developing regional standards and evaluating the local certifying organization and would then receive a final approval from the international FSC office.

FSC International is now based in Bonn, Germany (having moved from Oaxaca, Mexico in 2003). The FSC is now creating a decentralized network of regional offices and national initiatives. FSC Africa, based in Kumasi, Ghana, became a legal entity in June, 2005. The staff now includes the Regional Director, an Administrative and Finance, Officer, a Secretary, and a Social Officer who is based in Yaoundé, Cameroon to help increase the visibility of FSC in the Congo Basin. National and regional initiatives are organized along the same lines as FSC at the international level. That it, an advisory board is elected by a national or regional assembly of stakeholders. The International FSC retains the final say in approving National Standards and accrediting Certification Bodies. FSC operates through its network of National Initiatives in 40 countries. The FSC system is backed by a range of environmental organisations. These include WWF, Friends of the Earth, Greenpeace, the National Trust and the Woodland Trust, as well as major companies, trade unions and other social groups.

FSC undertakes marketing programs and information services that contributes to the mission of promoting responsible forestry worldwide. FSC has a global marketing arm. It markets its certified products through Forest and Trade Networks (FTNs). FTNs (also known as Buyer Groups) are groups of businesses committed to purchasing FSC certified timber products. The groups were established and are managed by WWF. Members include a number of high profile hardware and other retail stores in the UK and the US such as the Body Shop, the Home Depot and Kinkos. National FSC initiatives have also undertaken marketing and advertising campaigns.

**Funding**

FSC is a non-profit organization and end-of-financial-year profits are to be used for organizational development. The majority of the FSC’s revenue is from donations. The financial viability of the FSC is thus still significantly dependent on major donations rather than its commercial operations. FSC is funded through the support of charitable

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42 Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net

foundations, government donors, membership subscriptions, evaluation fees, licensing fees and accreditation fees.  

**FSC in the African Region**

Over 2.5 million hectares in 11 countries in Africa have achieved FSC certification. These are summarized in Table 1 below:

<table>
<thead>
<tr>
<th>Country</th>
<th>Regional totals - ha of land</th>
<th>(number):</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMEROON</td>
<td>41.965ha</td>
<td>(1)</td>
</tr>
<tr>
<td>CONGO</td>
<td>296.000ha</td>
<td>(1)</td>
</tr>
<tr>
<td>KENYA</td>
<td>1.825ha</td>
<td>(1)</td>
</tr>
<tr>
<td>MOZAMBIQUE</td>
<td>71.061ha</td>
<td>(2)</td>
</tr>
<tr>
<td>NAMIBIA</td>
<td>198.193ha</td>
<td>(2)</td>
</tr>
<tr>
<td>NICARAGUA</td>
<td>20.766ha</td>
<td>(4)</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>1.665.418ha</td>
<td>(24)</td>
</tr>
<tr>
<td>SWAZILAND</td>
<td>86.874ha</td>
<td>(2)</td>
</tr>
<tr>
<td>TANZANIA</td>
<td>15.560ha</td>
<td>(1)</td>
</tr>
<tr>
<td>UGANDA</td>
<td>35.000ha</td>
<td>(2)</td>
</tr>
<tr>
<td>ZIMBABWE</td>
<td>108.431ha</td>
<td>(3)</td>
</tr>
<tr>
<td><strong>Grand total</strong></td>
<td><strong>2.541.093ha</strong></td>
<td><strong>(43)</strong></td>
</tr>
</tbody>
</table>

FSC Africa has supported the development of the National Initiative in Cameroon and the National Working Group in Ghana. In addition, a National Contact Person for Zambia has been endorsed by FSC’s Board of Directors. FSC Africa has organized training and stakeholders’ workshops in Ghana, Cameroon, Kenya, and Republic of Congo, and is in the process of translating many core FSC documents into French.

**Current Status**

Currently, (2005 annual report) FSC has on-the-ground operations in 36 countries and certificates in 77 countries on five continents. More than 67 million hectares – nearly 10 percent of commercial forests worldwide – have been certified as being “well-managed” according to rigorous FSC standards. Twenty-four consensus-based national and regional forest-management standards are in place with seven others pending final accreditation. Some 750 forest management certificates have been awarded and more than 4,200 chain-of-custody certificates have been issued to manufacturers, traders, and retailers. In excess of US$5 billion wood and paper products originating in FSC-certified forests, and bearing the FSC trademarks, are bought and sold around the world every year. This represents a 67% increase in only 3 years. International investment firms and financial institutions are now using FSC certification as a credible assurance of the environmental performance of potential forest and timber-processing investments. FSC aims to continue

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44 [www.fsc.org](http://www.fsc.org)
to strengthen its brand by building partnerships and participating in programs that seek to increase market demand for certified products; streamline the flow of certified products to market, and provide linkages between supply and demand. They will promote a level playing field for certified operations and their products in all corners of the world and ensure that FSC is responsive, adaptable, and able to meet the needs of a growing global constituency.

There has been a significant increase in purchasing and procurement of FSC certified products by government and commercial operations worldwide. This helps significantly to ensure the predictability of revenues and market access for FSC labeled products. The government of the United Kingdom has accepted FSC certification as meeting its purchasing requirements for sustainability and the legal harvest of wood. HomeBase became the first Do-It-Yourself (DIY) retailer in the United Kingdom to secure network-wide FSC chain-of-custody certification. Tembec, one of the largest softwood lumber producers in Canada, and The Home Depot reached an agreement that will put large volumes of Tembec’s FSC-certified spruce-pine-fir (SPF) lumber on the shelves of the world’s largest home-improvement retailer. European book publishers, including the publisher of J.K. Rowling’s sixth Harry Potter saga, are turning in increasing numbers to book paper carrying the FSC certification. Fortune 500 companies and other clients wishing to demonstrate their environmental and social responsibility policies by printing on paper originating from well-managed forests. Rabobank, the biggest bank in the Netherlands, committed to use only FSC paper for its administrative activities.47

**Lessons Learnt:**

- Environmentalists have raised concerns regarding the practicality of FSC certification in developing countries where companies may not be able to afford to be certified. Forest certification needs to evolve to meet the needs of developing country producers, for whom the costs of forest certification have outweighed the environmental and market access benefits in many cases. Despite the concerted effort of many schemes to be flexible, the requirements of most are still beyond the current capacity of developing country producers. In particular, standards may reflect an idealized set of management practices rather than accounting for current practices of producers in developing countries and the cost of compliance. How to make forest certification more flexible to local conditions and different stages of development is a key consideration for the future effectiveness of the forestry eco-labels. Efforts to develop phased approaches to implementation may offer significant benefits. Phased approaches can increase the progress of forest certification in developing countries and allow a greater number of producers to participate, on a stepwise basis with interim targets or milestones.48

- FSC has adopted standards for the evaluation of small and low-intensity managed forests (SLIMFs) seeking FSC certification. Designed to make FSC certification more responsive and accessible to smaller forest operations, the SLIMF program streamlines the technical requirements for certification assessment, without

48 Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net
compromising rigor. Features of the SLIMF policy include sampling at levels that better reflect the size and management activities of the operation and greater emphasis on local (rather than national) stakeholder consultation.

- Some members of the General Assembly of the FSC do have a vested interest in the products that are certified and have voting rights on FSC standard making decisions. This means that the voting authority of the FSC has conflicts of interest and is not completely independent from financial interests in products being certified by FSC. In addition, some General Assembly members actively participate in promoting FSC certified products to national markets.\(^{49}\)

- Increasing the value of the FSC brand and trademarks has been a central focus for the marketing and communication program. Over the past three years, significant strides have been made to enhance the communications value, user-friendliness, and integrity of the FSC trademarks. A new standardized set of labels has been introduced, and FSC has increased its activities to protect against misuse of its trademark through a formal Trademark Integrity Program. As part of its work to enhance brand value, FSC has provided valuable assistance in the marketing of FSC products and services, and has improved its stakeholder communication.

- A recent repositioning strategy for the certification system of FSC which aims to make the certification more relevant, engage with consumers and to expand markets was based on research. Key findings from this research include:\(^{50}\)
  - Marketing of eco-label is not successful through consumers
  - Recommend rather to target governmental/corporation procurement
  - This requires lobbying and corporate sponsorship e.g. FSC is now fostering a partnership with Starbucks for procurement of FSC certified wood for new European stores.

B.1.2.2 Programme for the Endorsement of Forest Certification (PEFC)

The PEFC (Programme for the Endorsement of Forest Certification) is a framework for the mutual recognition of credible national or regional forest certification schemes that have been developed based on internationally recognised requirements for sustainable forest management. The PEFC Council is an independent, non-profit, non-governmental organisation, which promotes sustainably managed forests through independent third party certification.\(^{51}\) PEFC has been in operation since 1999 and received support from many stakeholders including the forestry sector, governments, trade associations, trade unions and non-governmental organisations.

**Mechanisms**

The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests. PEFC is a global umbrella organisation for the assessment of and mutual recognition of national forest certification

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\(^{49}\) [http://www.eco-labels.org/label.cfm?LabelID=145&searchType=Label%20Category&searchValue=Sustainable%20Wood%20&refpage=labelCategory&refqstr=labelCategoryName%3DSustainable%2520Wood%2520%26mode%3Dview](http://www.eco-labels.org/label.cfm?LabelID=145&searchType=Label%20Category&searchValue=Sustainable%20Wood%20&refpage=labelCategory&refqstr=labelCategoryName%3DSustainable%2520Wood%2520%26mode%3Dview)

\(^{50}\) Notes from interview with Ged Buffee 20 April 2007, Claire Janisch

\(^{51}\) [www.pefc.org](http://www.pefc.org)
schemes developed in a multi-stakeholder process. PEFC provides a framework for the development of and mutual recognition of national or sub-national forest certification schemes that have been developed locally according to internationally recognised requirements for sustainable forest managements. PEFC facilitates active involvement of all forests and enterprises regardless of size. This includes family-owned forests and also small to medium sized forest enterprises as well as multinational corporations. PEFC also accommodates and incorporates the global diversity of forest types, cultural heritage, ownership structures and management objectives.

PEFC forest certification and product labelling covers the following steps:
- Standards and rules developed in an open and transparent way
- Forests certified by an independent third-party organisation
- Wood traced from certified forests to the end consumer by chain-of-custody tracking.
- PEFC labelled products supporting an environmentally positive choice

The certification criteria to be used in PEFC endorsed and mutually recognised national or sub-national schemes in Europe are based on the current Pan-European Criteria and Indicators (C&I) for Sustainable Forest Management as a common framework. For non-European national schemes, the PEFC Council seeks to use equivalent regional processes as a basis for standards.

**Funding**
The PEFC Council receives funds from membership fees. The annual budget and the membership fees are fixed by the General Assembly.

**Current Status**
PEFC has in its membership 33 independent national forest certification systems of which 22 to date have been through a rigorous assessment process involving public consultation and the use of independent consultants to provide the assessments on which mutual recognition decisions are taken by the membership. These 22 schemes account for over 196 million hectares of certified forests producing millions of tonnes of certified timber to the market place making PEFC the world's largest certification scheme. The other national members schemes are at various stages of development and are working towards mutual recognition under the PEFC processes.

**PEFC in Africa**
The Pan African Forest Certification System (PAFC) from Gabon, was submitted to the PEFC Council for international endorsement (2006). PAFC Gabon is the first African member of the international PEFC Council. In addition, the first ever PEFC Chain of Custody certification in Africa was awarded recently (2006) to the timber processing company Medidis in Morocco, underlining the growing importance of forest certification in Africa.
B.1.2.3 Pan African Forest Certification (PAFC) system

At the beginning of 2004, the African Timber Organisation governments decided to support a Pan African Forest Certification system (PAFC) based on the Principles, Criteria and Indicators (PCI) established by the Center for International Forestry Research (CIFOR). These PCI have been validated by the International Tropical Timber Organization (ITTO), tested in the Ivory coast, Ghana, Cameroon, Central African Republic and Gabon and serve as a base for sustainable African tropical forest management. Forestry Minister Emile Doumba launched PAFC Gabon in 2004, stating his ambition for an international recognition of the national certification scheme. Gabon and Cameroon both started these processes in 2000.

According to Rose Ondo, President of The Gabonese Pan African Forest Certification System (PAFC Gabon), Gabon is the first country to develop a national PAFC system. The PAFC Gabon certification system aims at becoming the basis of an all African standard - thus titling itself "Pan African". PAFC Gabon has established standards and procedures that are compliant with the requirements of PEFC. Gabon became the first African member of the international PEFC Council and the 30th PEFC member in a body totally dominated by Europe and North America. The only other tropical forestry member nations are Brazil and Malaysia.

PAFC now is to be opened up to other African nations, wanting to develop their national standards within the system. According to a PEFC statement, "membership of the PEFC Council now means that PAFC Gabon has taken the first step in its journey towards international endorsement and the mutual acceptance of certified tropical forests in Gabon through the PEFC system.” Before the first Okoumé timber logs - one of Gabon's most important tropical timber species, can be sold with the PEFC label - independent consultants will assess the Gabonese system against PEFC's benchmark requirements. Part of the assessment is a public consultation process, during which all interested individuals and organisations can comment on the PAFC Gabon system.

The recognition by the PEFC international certification system aims to promote the management of primary forests in Gabon and in Africa and to facilitate the access of products from these managed forests to the sensitive international markets. Gabon has more than 10 million hectares of commercial forests offering a wide range of African tropical hardwoods, and with a PEFC endorsement, they will be able to meet the existing and fast growing demand for certified tropical timbers. Selling its forest products with the PEFC label, Gabonese timber will be accepted as environmental proof on all major markets - meaning the European and American members of PEFC. This also assured the best possible prices for Gabonese products.

Lessons Learnt

54 Forest Certification in Gabon, Richard Eba’a Atyi, Regional Coordinator, ITTO Project “Promotion of sustainable management of African Forests”, Libreville, Gabon, Paper presented at the Symposium Forest Certification in Developing and Transitioning Societies: Social, Economic, and Ecological Effects, Yale
• The most important challenge that promoters of forest certification in Gabon have had to face is the acceptance of forest certification as a complementary tool for the promotion of sustainable forest management. Related to this are difficulties to raise awareness about forest certification amongst all stakeholders. These challenges are confronted by efforts at sensitisation made through NGOs, training programs designed for different stakeholders and particularly oriented towards forest administrations officers. However, the most important strategy for the promotion of forest certification is certainly the development of environmental sensitive markets in Europe, which in turn has created a more dynamic vision among logging enterprises in Gabon which are almost completely dependent on international market.

• Another important challenge which is yet to be met is to dissociate forest certification with the extreme views relating it to the boycott of African timber products in international markets. Forest certification still faces a great deal of suspicion from economic interests in forest management who see it as another approach to try to enforce a ban of tropical timber products from Africa in International markets.

• Stakeholders tend to favour phased approaches to forest certification which consists of dividing full compliance with the standard into a series of phases making it possible to focus on one or two tasks at a time, instead of trying to begin all the necessary activities at once.

• Certification started in Gabon as a result of the sensitisation launched by a few organisations. A few companies reacted ahead of others, but it is likely that during the next five years there will be more companies engaged in forest certification, in response to the growth of the international markets for certified products. An increasing number of organisations in Gabon consider forest certification as a potential tool to promote sustainable forest management in the country and to improve the access of Gabon’s timber and wood products to the environmentally sensitive markets, especially in Europe and North America. Additional incentives to join forest certification will come from initiatives such the Forest Legislation Enforcement and Governance (FLEG) which is being pushed by the donor countries.

B.1.3 Tourism

Africa has been one of the fastest-growing regions for international tourism, now the world's largest growth industry, with no sign of slowing down. From January through April 2007, international tourist arrivals worldwide rose by over 6% to 252 million, representing an additional 15 million arrivals as against the same period in 2006, according to the latest UNWTO World Tourism Barometer. According to the World Tourism Organization (WTO), ecotourism is the fastest-growing sector. Several African countries are set to cash in on this development, particularly in ecotourism. In South Africa, tourism is expected to generate ZAR 236.5bn (US$31.2 bn) of economic activity in 2007, growing to ZAR 593.0 bn (US$60.0 bn) by 2017. The country’s share of global

School of Forestry and Environmental Studies, USA, June 2004,
http://www.yale.edu/forestcertification/symposium/pdfs/gabon_symposium.pdf
demand, currently 0.4% of the international market, is expected to grow by 5.0% in 2007 and by 4.4% per annum, in real terms, between 2008 and 2017.  

Eco-tourism is an important concept in tourism development. It incorporates a strong commitment to nature and a sense of social responsibility. Its emphasis on local resources and employment makes it attractive to developing countries, which though rich in natural resources are disadvantaged by rural poverty and lack of export earnings. The value of biodiversity is more widely appreciated in the whole world. However, pressure on wildlife and their natural habitats is increasing due to encroachment of human activities and intensified resource extraction. Accordingly conservation of biodiversity must be seen within the wider context of national economies, social goals and aspirations.

Tourism has significant influence on the local host communities especially in developing countries. In Africa:

- Tourism is a labour intensive industry which generates employment opportunities at semi-skilled, technical and managerial level;
- It is a decentralised industry capable of diversifying regional economies.
- It is a relatively non-pollutant industry which if properly managed, can contribute to the conservation and promotion of natural and cultural heritage;
- It acts as a catalyst for the development of other sectors of the economy of many countries.

Mass tourism has brought in its wake the destruction of cultures and environments of host communities. Many countries and tourism destinations are consciously veering away from mass tourism practices and are adopting policies for sustainable tourism development. A new tourism is emerging, sustainable, environmentally and socially responsible. A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures, and insistent on value for money. Information technology is opening up an astonishing array of travel and vacation options for this new tourist. To remain competitive, tourism destinations and industry players alike must adapt. The development of sustainable tourism policies that involve all stakeholders, and which they are committed to implementing, is one of the key building blocks of sustainable tourism. Environmental and social certification schemes for tourism companies and organisations is becoming increasingly relevant in global tourism. Fairtrade and eco-rating schemes are increasingly recognised by international tourists. Eco-labelling in the tourism sector is highly relevant for the African region.

Policies acting as incentives for sustainable tourism in Africa include, the Johannesburg Plan of Implementation from the World Summit on Sustainable Development (WSSD 2002), article VIII – Sustainable Development in Africa, which includes (no. 70): Support Africa's efforts to attain sustainable tourism that contributes to social, economic and infrastructure development through the following measures:

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56 [www.wttc.org/search/results.php](http://www.wttc.org/search/results.php)
(a) Implementing projects at the local, national and subregional levels, with specific emphasis on marketing African tourism products, such as adventure tourism, ecotourism and cultural tourism;
(b) Establishing and supporting national and cross-border conservation areas to promote ecosystem conservation according to the ecosystem approach, and to promote sustainable tourism;
(c) Respecting local traditions and cultures and promoting the use of indigenous knowledge in natural resource management and ecotourism;
(d) Assisting host communities in managing their tourism projects for maximum benefit, while limiting negative impact on their traditions, culture and environment;
(e) Support the conservation of Africa's biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources, in accordance with commitments that countries have under biodiversity-related agreements to which they are parties, including such agreements as the Convention on Biological Diversity and the Convention on International Trade in Endangered Species of Wild Fauna and Flora, as well as regional biodiversity agreements.

The 2007 Hammamet Declaration, from the Fifth UNWTO International Forum for Parliamentarians and Local Authorities, Hammamet Tunisia, 13-15 June 2007 includes the following of relevance to eco-labelling initiatives in this sector:

- The tourism sector continues to make a powerful and sustained contribution to global and local economic growth, employment and trade flows, with particular benefits for developing countries and for poorer regions in all states.
- Tourism has long term resilience, despite man made & natural disasters. Moderation of historical annual growth trends of 6% during the past half century to a projected 4% going forward, signals a maturing of the sector. It is particularly important, that developing country markets are growing at a higher rate than the global norm.
- With sustainable management, the sector can make a lasting contribution to socio-economic development at both a global and local level.
- Tourism has to play its part in responding to the two major challenges of our time - the issues of extreme poverty and climate change.
- UNWTO as the central UN Agency for the sector can seriously help the achievement of the Millennium Development Goals and alignment of key programs of the organization for this purpose is a positive sign – most notably its ST-EP program which focuses on the use of sustainable tourism for the elimination of poverty and its application to community integration and capacity building. Tourism is well suited to support the MDGs – poorer countries all have important tourism export flows, direct impacts of tourism at community level is significant and catalytic indirect effects on other economic activities are substantial. At the local level it has unique potential for marginalized communities, for young people and for women.
- UNWTO can also help the sector in the essential constructive response to the Climate imperative. That response has to establish a long term framework of change that must be initiated now with a focus on adaptation, mitigation and new technologies across all parts of the tourism supply and demand chains. Products, processes and structures will need to be re-focused at both industry and consumer levels.
Tourism is a crosscutting sector which can provide valuable inputs and synergies for many sectors of the economy at local, national, regional and global levels – e.g. infrastructure, communications and investment. It is important that government at all levels recognize this reality and factor it into their primary decision making activities. The development community should also take account of both its social and economic impacts and synergies.

### B.1.3.1 Blue Flag Beaches

The Blue Flag is an exclusive eco-label awarded to over 3200 beaches and marinas in 36 countries across Europe, South Africa, Morocco, New Zealand, Canada and the Caribbean in 2006. The Blue Flag Programme is owned and run by the independent non-profit organisation Foundation for Environmental Education (FEE). The Blue Flag Programme includes environmental education and information for the public, decision makers and tourism operators.\(^5^9\)

**Mechanism**

A Blue Flag is an international annual award given to beaches that meet excellence in the areas of safety, amenities, cleanliness and environmental standards. The award of the Blue Flag is presently based on 27 specific criteria for beaches and 16 specific criteria for marinas. Though the specific requirements are different for the two types of sites, they cover the same four aspects: water quality, environmental education and information, environmental management, and safety and other services. Some criteria are imperative whereas other are guideline criteria.

All Blue Flags are only awarded for one season at a time. By renewing the award each season the Campaign ensures that the beaches and marinas are constantly living up to the criteria. If some of the imperative criteria are not fulfilled during the season or the conditions change, the Blue Flag will be withdrawn. At first, the criteria for the attribution of blue flags varied from country to country, but in 1992 the criteria were made uniform and the Campaign started using the restrictive guideline values in the EEC Bathing Water Directive. With globalization, the criteria diverged again. They are uniform in each geographic region where the campaign is implemented, but they differ from region to region.\(^6^0\) FEE has made the overall decision that the beach criteria within a region should be similar. The beach criteria has however varied from region to region reflecting the specific environmental conditions of the region. As of 2006 an international set of criteria is being used with some variation within.\(^6^1\) The Blue Flag assures that the beaches are clean, safe and environmentally friendly. The award also helps to educate the community about the need to care for the coastline.

### Blue Flag in Africa

Currently there are only 3 African countries running FEE eco-labelled programmes (South Africa, Kenya and Morocco). The only two running Blue Flag are South

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59 [www.blueflag.org](http://www.blueflag.org)
60 [http://www.crwflags.com/fotw/flags/int-blue.html](http://www.crwflags.com/fotw/flags/int-blue.html)
61 [http://www.blueflag.org](http://www.blueflag.org)
Africa and Morocco. For the 2006/7 season, 24 South African beaches and 4 Moroccan beaches were awarded Blue Flag status.\(^{62}\)

In South Africa, WESSA (Wildlife & Environment Society South Africa) is the National NGO member of FEE International and is therefore the national coordinators Blue Flag Beaches. Blue Flag is managed by WESSA in partnership with the Department of Environmental Affairs and Tourism (DEAT) and participating coastal authorities under the Coastcare initiative of DEAT. Coastcare is the initiative which implements the South African Government's White Paper for Sustainable Coastal Development in South Africa. The Blue Flag campaign is one of several programmes run under the Coastcare project. South Africa is the first country outside Europe to win Blue Flag accreditation for its beaches. The Blue Flag campaign is proving highly successful and there has been a significant increase in response from local authorities wishing to implement the campaign. The number of beaches entering the campaign as pilot is indicative of the growing interest in Blue Flag in this country.\(^{63}\) Local authorities report a number of spin-offs from being awarded Blue Flag status, including an increase in visitors, improved behaviour on the part of beach-goers, property prices rising for homes near Blue Flag beaches - and visitors enjoying a well cared-for and managed beach.\(^{64}\)

A Blue Flag Workshop was held in Tunisia in November 2006. Some beaches and marinas were also visited. The workshop participants included representatives from ATPNE (Tunisian FEE member organisation), representatives from CITET and APAL (two agencies under the Tunisian Ministry of Environment and Sustainable Development) and delegates from national and local authorities. FEE, the International Blue Flag Coordination and the Blue Flag programmes from Spain and Morocco were also represented. In total, around 70-80 delegates attended the seminar. The workshop was opened by the Minister of Environment and Sustainable Development, confirming his interest in and commitment towards Blue Flag and other FEE programmes. ATPNE, CITET and APAL confirmed that they have entered an agreement regarding the Tunisian involvement in the FEE programmes. The first step for ATPNE is to appoint a Blue Flag national operator to be in charge of the production of the Blue Flag feasibility study and the selection of the pilot beaches/marinas. In connection with the workshop, 5 beaches and 2 marinas were visited.\(^{65}\)

**Lessons Learnt**

- According to Alison Kelly, who currently co-ordinates the Blue Flag Programme in South Africa\(^ {66}\), the benefits on implementing a programme such as Blue Flag in South Africa has been that the eco-label or Blue Flag brand is well recognised in Europe and Scandinavia so foreign tourists visiting South Africa would know what a Blue Flag beach symbolises. However, it is unlikely that the eco-labelled Blue Flag

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62 http://www.blueflag.org/BlueFlagHistory
63 http://www.wessa.org.za/natprojectsblueflag.asp
64 http://www.southafrica.info/plan_trip/holiday/sun_surf/blueflagbeaches.htm
65 http://www.blueflag.org/News/Tunisia
66 Personal correspondence by email to Claire Janisch from Allison Kelly, WESSA, 24 April 2007
beaches were a sufficient drawcard to be one of the reasons why foreign tourists come to South Africa.

- The greatest benefit to the Blue Flag programme has been the improvement of environmental management in the coastal zone as well as improved facilities for South African/domestic tourists who visit the coast for their annual holidays. In a very general sense, having a "hook" such as the Blue Flag eco-label provides local authorities with a framework for action - i.e. the criteria and obligatory requirements of having a Blue Flag beach, provide the mechanism by which the implementation of coastal legislation can be managed and carried out.

- Despite the FEE logos/brands being universal or global brands, the management of these is taken right down to country level. There is therefore an international body controlling the usage of the brand but through a national structure. In the case of Blue Flag, this has to be an NGO - it cannot be managed by a state body. Blue Flag was originally limited to use only in Europe and then, when South Africa asked for permission to be accepted into the programme, it was opened up and is now truly a global eco-label. Exploring the development of Blue Flag may provide some insights into the implementation of a successful global or broad, brand.

- An interesting insight comes from the Blue Flag eco-label in South Africa, were there is an increasing struggle to meet the strict international criteria for Blue Flag. It has been suggested that the criteria should be "toned down" or modified to be "more appropriate" to local conditions. For example, water quality standards. Frequently people talk about making Blue Flag African. This flies in the face of a common standard. Blue Flag South Africa has chosen to subscribe to the international criteria of the Blue Flag eco-label, but it is a daily battle to ensure these criteria are met. Currently, five years down the line, the problems with lack of capacity of local authorities, poor economic conditions, crime, poor water quality management especially sewage management, are all currently threatening the status of many of our existing Blue Flag beaches - and hence, threatening the success of the brand here in South Africa. It is important to recognise that region specific challenges in the different African countries will jeopardise the successful implementation of an African eco-label.

**B.1.3.2 The Heritage Environmental Rating Programme, southern Africa**

The Heritage Environmental Programme serves to recognise and identify environmentally responsible companies and products in southern Africa. By recognising and encouraging responsible operating practices, each member of this programme is contributing to the long-term sustainability of one of the World's most important tourist destinations. In awarding the Heritage mark or recognition, the following is considered: the extent to which responsible environmental practices are managed, the infrastructural and operational systems introduced to limit resource utilization and waste, and the impact the company, facility or service has on all aspects of its surrounding environment - both natural and community.67

**Mechanism**

67 [http://www.heritagesa.co.za/](http://www.heritagesa.co.za/)
Heritage is a world-class tourism-based environmental rating programme, which aims to provide effective guidelines for the self-regulation of environmental practices within the broader tourism industry and to increase awareness of environmentally responsible and sustainable operating practices amongst operators of all types of tourism-based activities. Heritage has been developed from seven international programmes of a similar nature and it incorporates the latest thinking in respect of international standards and initiatives, sustainable tourism guidelines by the World Tourism Organisation and effective and sound management principles. The programme offers participating products the opportunity to be recognised for their efforts to reduce their impacts on the environment, to incorporate local communities in their activities and their commitment to equitable, sustainable and environmentally aware business practices. Heritage has been developed to meet the following objectives:

- The ability to run a successful and profitable tourism business (Management Systems)
- The desire to learn and educate, providing viable solutions to problems, and rewarding behaviours and suggestions that enhance the business’ overall environmental focus (Communication)
- The development of a sensitive attitude towards the environment which ensures the long-term sustainability of the business (Resource Management)
- The desire to involve local communities in the planning, running and management of the business, whilst enhancing the benefits they receive due to applicable tourism operations (Community Involvement)

Each Heritage Member is independently audited to verify their environmental position and practices before being awarded one of the Heritage Classification awards.

To facilitate awareness raising and increased market interest, Heritage publishes the *Heritage Responsible Travel and Accommodation Guide*, which is the only one of its kind in Africa. It provides relevant information on each of the countries in which Heritage is active, as well as details on each of the members of this unique programme

**Current Status**

Heritage has members in the following countries in southern Africa: South Africa, Botswana, Swaziland, Namibia, Zambia. Information on total number of members is not readily available.

**B.1.3.3 Fair Trade in Tourism South Africa (FTTSA)**

Although the focus of a Fairtrade label is more extensive than simply an eco-label it has many features relating to labeling in the African context that are highly relevant to this study. In particular, the focus on social responsibility would be an aspect of relevance to an African eco-labelling scheme. FTTSA is a project by IUCN (World Conservation
Union) South Africa and advocates equity in tourism by promoting globally-sanctioned Fair Trade in Tourism principles - fair share, democracy, respect, reliability, transparency and sustainability - and by awarding a special label, the FTTSA Trademark, that certifies business compliance with Fair Trade criteria. The project was established in January 2001 following a two-year pilot project ("Fair Trade in Tourism Initiative") that tested the relevance of the international fair-trade concept for South African tourism. The pilot project endorsed this concept and gave IUCN-SA a mandate to develop and implement a destination-specific "fair" certification system, with the understanding that if tourism is not fair it will ultimately not be sustainable.  

FTTSA certification is based on a rigorous assessment process, which tests the extent to which staff, communities and other stakeholders benefit meaningfully from tourism activities. For FTTSA-certified establishments, the Trademark provides credibility while simultaneously opening up access to niche markets. Ultimately, FTTSA is about developing private-incentives for good environmental and social practices, and about testing consumer and trade demand for "fair" tourism experiences.

**Current Status**

Since its inception, FTTSA has experienced significant growth, and became independent of IUCN-SA as a local non-profit organization in its own right during the course of 2005. The main results FTTSA expects to achieve over the next few years include: increased awareness about FTTSA and fair trade in tourism throughout the South African tourism industry; increased demand for the FTTSA Trademark by tourism businesses in South Africa; increased support for Trademark Users; increased capacity for assessment and certification of establishments; progress towards the institutionalization of FTTSA; and continuing effective management and monitoring of the project. FTTSA, is involved in sustainable tourism certification and one of its current projects is to establish an initial network of southern African stakeholders, with a view towards establishing a regional label for tourism. FTTSA is also leading a team of consultants to support Indalo Yethu (Refer to Section B.2.3.1 of this report), the South African National Environmental Awareness Campaign, to establish a national environmental endorsement system. The model for this system is under development at this stage.

**Lessons Learnt**

- According to Jennifer Seif, director, FTTSA started off with two assumptions that were later found not to be true: Initially it was assumed that tourism businesses knew more about sustainability and would make a progression towards a label. It was assumed there was much more knowledge around sustainability than there actually is. A lot of time was spent on introducing the tourism industry to concepts e.g. what sustainable development is, etc. Training programmes had to be developed to address this lack of awareness within the industry. A very small percentage of the sector understands it well but most don’t. Secondly it was assumed that most of the members would be interested in it as a market driver as it would provide top access to

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69 Jennifer Seif, Director of FTTSA, Interview by telephone with Claire Janisch, 22 May 2007
niche markets. Surveys with members later showed that most are more interested in the developmental benefits – the process, the feedback, the learning and network elements. This is especially true for the bigger tourism companies which already have very successful marketing anyway. The smaller ones benefit from the marketing, especially community tourism operations, as it increase their access to market and generates more bookings. The market for fair trade in tourism is still developing and maybe the bigger companies will be the leaders in the long term and generate greater market share then. Each size of operator does it for different reasons. Some, because their competitors are doing it, some see FTTSA as a friendly NGO who can help them i.e. as “affordable consultants” with a long-term relationship. Behind the scenes there is a basket of benefits that people are prepared to pay for, not just (or maybe not even) for marketing benefits. A lot of the work FTTSA does is around projects and capacity building. The demand is not for marketing – they are not wanted as marketing agents.

- For marketing initiatives, FTTSA, doesn’t focus on consumers but on distribution channels i.e. tour operators. Twenty-five international tour operators use the logo next to hotels in their brochures. Twelve local tour operators use it. At most recent tourism conference there was a lot of interest from the travel trade.

- Within Fairtrade there have been a whole lot of problems with international inspectors in the African context. In many scenarios have e.g. a German inspector talking to South Africans with language barriers. It would be more meaningful and locally relevant, as well as more affordable to create local capacity, while still maintaining standards and not cutting corners. There is merit in trying to unite people around common labels in terms of streamlining the bureaucracy, but also to start tapping into potential developmental aspects of this. The farther away the certification body is from the local context, the more bureaucratic it becomes. FTTSA has made an effort to be highly relevant in the local South African context. International bodies are less accepted. It makes sense to have a locally relevant certification process but with internationally-recognised standards. An African eco-labelling scheme would be relevant if it allowed access to the export market for certain sectors. Especially if it helps cut through red tape, e.g. have the same standards as EU for certain producer groups – helps reach a certain high value market that is already existing, but cut through red tape and bureaucracy of international accreditation.

- Tourism is very different from typical export market. An African eco-tourism label is not a good idea. Labelling is totally different in tourism. FTTSA is currently advising the Fairtrade Labelling Organisation (FLO) on this. In tourism the stakeholders and value chain is different. Tourism is an export but completely the other way around. There is not a lot of capacity in Africa on this issue. Currently efforts are in place in trying to build capacity and in 2-3 years, might be in a position for a regional eco-label but far away from it politically at the moment. It is better to focus an eco-label on a couple of similar sectors. It would be better to focus on very similar products than different ones at the beginning of a regional labelling scheme. It would make sense if focus on products where there are existing EU standards that it can position itself against that are equivalent and therefore can access these markets.

- Fairtrade (FLO) is a highly centralised organisation. Some labelling schemes work better as decentralised organisations. The organic sector is currently trying to decentralise and moving toward total quality management models. In selecting a
model it’s recommended to look at the merits of both and decide on which works best in the particular context. Decentralisation can be around national or subsectors. Once the strategic issues are resolved, then select the relevant model.

- FFTSA managed to keep the cost down for by accessing subsidies for tourism suppliers – to subsidise cost of assessments and using assessors that don’t charge real consulting fees. FLOCert is trying to operate on a for-profit basis and the inspections are expensive but in return you get a premium price and that comes back to the organisation. Fairtrade is not making money on this. Keeping records, annual inspections are a burden, especially on small scale producers. Subsidy finance is needed, but can’t be relied on indefinitely. The market would have to be so significant and the economic benefits sizeable enough for an investor in this at least in long-term potential. For a regional eco-labelling scheme it would make the most sense to make it the equivalent of something EU GAP – so that those who are already in it can switch over because it’s easier for them. That would mean those already willing to pay the cost of eco-labelling would come in, but how to bring in everybody else would be another aspect – e.g. small scale producers who aren’t doing this. If the aim is to give everybody access and grow the market then there will be cost implications that need to be subsidised.

- It is advisable to start small with pilots – give the implementing bodies the chance to getting used to working with each other. It has taken a long time to build up trust between the various labelling organisations in tourism. Each is protective of their own labels with the big NGOs wanting to control everything. It took 5 yrs for everyone to compare their standards with each other. There is concern about criticism and so trust takes a while to build up. Use pilot as litmus test to see if the various organisations will work together with trust. Then see from there onwards. The technical side is not that difficult, but it’s going to take 2-3yrs in South Africa to get to the point where each organisation here knows each other well enough to work together and commit. Competitors and personalities are problematic if you don’t do that right, but if you do, it pays off because all want same thing in the end.

- FFTSA used Fairtrade as the model for consumer interest in labelling. There is an existing pool of consumers for Fairtrade. The language of Fairtrade is highly relevant to the language of transformation in RSA. It was assumed that there is a market trend towards Fairtrade and it is growing. FLO is doubling at the moment. The same people who are buying coffee are travelling and also relevant to South Africa. There has been a recent study on ethical consumerism in RSA – UNISA study – there is evidence of trend in local markets too. EU and North America is where demand for Fairtrade label is at the moment. This is the niche and the opportunity. In developing an African eco-labelling scheme, it will be important to identify what is the message people want to hear about Africa. Building the market is not so much around technical aspects but about design/marketing – direct, website or through retailers. There are various models to follow and it’s important to follow successful trends.
Based on a pilot projects by the Western Cape Provincial Department for Environment and Development Planning (DEADP), which demonstrated Cleaner Production activities in the tourism sector, as well as on the Greening of Hotels for the ICLEI Conference (hosted in Cape Town in 2006), a proposed environmental rating system for the hospitality sector in the Western Cape in South Africa is being investigated.  

The DEADP has appointed Sustainable Energy Africa (SEA) to look at the feasible Environmental Rating Business Model.

The Cleaner Production in Tourism sector involved CP assessments in 9 hotels/lodges – in the Western Cape, with each committed to implementation of CP recommendations. The focus of the CP assessments was on energy, water and waste. Project activities included:
- Assessments/audits (energy, water, waste)
- Savings recommendations
- Implementation commitment from hotels/lodges
- Implementation support
- Monitoring of impact

Further project activities included, and international benchmarking assessment
- kWh electricity per guest-night
- Litres water per guest-night
- Kg solid waste per guest-night
- etc

Outputs of these activities included local rating/benchmarking recommendations as well as information documents on impacts, and a series of ‘how to’ guides.

Further activities were initiated in order to integrate CP into standard practice in the tourism sector. Activities included:
- Working with Technical University Hotel School – Cleaner Production in Hotels Module (& developing training materials)
- Provincial Government move to pilot a Green Rating system for hospitality industry

**Lessons Learnt**
- Difficult to get the ‘ear’ of management often
- Greening not a priority for many – deprioritised due to other pressures
- Staff sometimes enthusiastic but active management support lacking…or…
- Sometimes management on-board, but staff too busy.
- No leverage to apply – hotels fully booked anyway, and greening not a requirement for conference.
- Greening/sustainability a low priority in general (“we’ve got a business to run…”)
- Lots of experience internationally, shown to be beneficial to industry

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70 Proposed Environmental Rating System for the Hospitality Sector in the Western Cape, PART 1: BACKGROUND, June 2007, Sustainable Energy Africa & DEADP
- Significant local experience in South Africa (DEADP, Heritage & FTTSA)
- Inevitable trend for South Africa because of international nature of tourism, and…
- Global warming
- Water, waste resource constraints
- Various local ‘rating’ organisations & systems – confusing, inefficient & reduced impact (UNEP recommendation)
- Industry still “mixed reaction”
- Key organisations not fully on board

**Current Status**

Due to the upcoming World Cup Soccer Tournament in 2010 in South Africa, there is significant interest in developing green tourism rating standards.

- German World Cup Green Goal areas of impact:
  - Transport
  - Hospitality
  - Stadia
- Not acceptable for hi-profile international event to be ‘un-green’ in 2010
- SA ‘Greening 2010’ situation:
  - Transport – cities have plans and budgets
  - Stadia – most opportunities lost already – some retrofits being considered at present
  - Hospitality – nothing (other than DEADP’s work)

As a result, the initiatives by the Western Cape for environmental rating systems for tourism may well be adapted nationally.

The following is needed in order for the proposed environmental rating system to happen:

- Startup funding – obtained from British High Commission
- Commitment by the local tourism association
- Hospitality industry buy-in
- National Government ‘Greening 2010’ interest

### B.1.3.5 Ecotourism Kenya's Eco-rating scheme

The Ecotourism Kenya Eco-rating Scheme is a voluntary initiative by the Kenyan tourism industry, designed to further the goals of sustainable tourism in Kenya by recognizing efforts aimed at promoting environmental, economic and social/cultural values. Eco-rating is as a systematic approach for verifying a tourism organisations performance when evaluated against an agreed suite of criteria (environmental/social/cultural). The focus of the scheme is on tourism businesses interested in and committed to embracing "best practice" in their operations. 71 Best practice includes, among other things, initiatives aimed at:

- Protecting, conserving and investing in the environment
- Minimizing & reducing wastes
- Preventing pollution
- Encouraging linkages with local communities

- Responsible use of resources such as land, water, energy, culture etc
- Education to tourists

**Mechanism**
The scheme is voluntary; any hotel, lodge, camp, bush home or banda can participate. The criteria cover environmental and socio-economic issues. Emphasis has been given to sustainable use of resources and protection of the environment; and support to local economies through linkages and building of capacity of local communities and employees. There are three levels of certification namely: Bronze, Silver and Gold. Each of the levels has stated requirements for qualification other than earning the required points/scores from the self-assessment questionnaire. The self-assessment is followed by field audits by qualified/trained auditors to verify information provided in questionnaire. Random spot checks are also carried out to ensure compliance with requirements of the scheme. The eco-rating committee (an independent evaluation team), reviews the applications to verify compliance with criteria and make recommendations for certification as necessary. This committee has representations from a broad cross-section of institutions, both private and public as well as leading personalities in conservation and tourism. This committee is re-constituted every two years. Ratings are valid for two years after which the facility is required to re-apply and be re-evaluated if they have to continue use of the scheme logo. The credibility of the scheme is maintained in the following ways:

- Independent third party audit
- Random audits
- Requirement that another audit be completed with 24 months of the first audit
- Requirement that applicants give name of one referee preferably a park/reserve manager or reputable tour operator, or a community member or local NGO working in conservation/tourism industry.

**Current status**
- GOLD Eco-rated There are 3 establishments that have been awarded Gold Certification
- SILVER Eco-rated There are 5 establishments that have been awarded Silver Certification
- BRONZE Eco-rated There are 24 establishments that have been awarded Bronze Certification

Information on what impact this certification has had on increasing market share for international tourists is not readily available.

**B.1.4 Textiles, Clothing, Leather & Footwear Sector**

**Leather in Africa**
The business chain of leather-footwear and leather goods is one of the main sectors of the manufacturing African industry. The sector is strongly export-oriented for the raw material and semi-finished hides, whereas, the sector of the finished products export is

smaller and limited to sub-contracting production. This last sector is still characterised by
the presence of some big foreign enterprises managing international distribution systems,
which coexist with micro artisan enterprises. Tannery, footwear-clothing and leather
goods are strategic sectors for the economic and industrial development of Africa, but
threatened by difficult competitive challenges. It is necessary that the African sectors
individuate and attain their own autonomous space in their relationship with the European
markets, so that they must not face the competition with the countries of Asia and Eastern
Europe and, more generally, with the other areas of offer of international supply. This
positioning can only be based on policies of strong productive specialisation.

European legislation for leather products has become increasingly tough during the last
decade. For various chemicals found in finished leather goods, both the European Union
and its Member States have set strict limits. These limits have caused major adjustment
problems in some developing countries in the past. There is also an emerging market for
eco-leather products, with a growing number of eco-labels. The majority of these labels
only consider the environmental quality of the finished product, which makes
certification affordable, even for exporters from developing countries. Although the size
of the eco-leather market is still small compared to the conventional European leather
market, it is already large enough to offer good business opportunities for African
exporters. Assisting African companies willing to undertake a path towards attaining eco-
labels for export to the European market, requires infrastructural investments at
promoting the setting-up of well-equipped service centres which are in network with the
main European realities. Only this structural intervention can break the bottleneck
towards the wealthier countries.73

A Blueprint for the African Leather Industry is a 100 page development, investment and
trade guide for the leather industry in Africa. It is the outcome of a major initiative that
has been taken to examine the difficulties faced by the African leather industry, and to
identify and implement solutions. Key recommendations relating to eco-labelling of
leather goods from Africa include74:

- Study how the main policies and environment protection measures in Africa’s
  leather industry relate to eco-labelling by importing countries, especially when
defining an African character for a product.
- Define an African identity for designing and marketing the ‘Africa product’,
  identify niche markets, and market this identity worldwide4.

UNEP is about to start a project funded by the European Commission entitled: “Enabling
Developing Countries to size Eco-label Opportunities” aimed at promoting European
eco-labels in African Countries. Kenya is one of the focal project countries that will work
on leather and footwear products. (More in Section B.1.4.3)

73 Study of the Quality Control and Management on the African Leather Sector, Simone Cipriani,
Principal: Assomac Servizi Srl for UNIDO, Paper presentation and study for Meet in Africa 2002,
http://www.unido.org/file-storage/download/?file_id=10201

74 Blueprint for the African Leather Industry, Table of Recommendations, 2002, UNIDO,
http://www.unido.org/file-storage/download/?file_id=21311
Textiles & Clothing in Africa

It has been said that the textile industry is one of the world's worst polluters. Increased environmental awareness and legislation is putting more pressure on African producers looking at export opportunities, especially to countries with stringent requirements. The implications of the introduction of eco-labelling on international trade in clothing and textiles for developing countries or emerging economies, is that developing countries may be disadvantaged by these schemes, which could see them being excluded from more "environmentally sensitive" markets. These schemes may eventually reduce the chances for market access. The selected criteria for specific schemes do not have a common range and the eco-labelling schemes do not take into account particular environmental and labour conditions in individual developing countries. Additional problems for developing countries included the lack of an infrastructure for testing, auditing and verification procedures. The high cost of the procedures, the lack of technical know-how and the difficulty of controlling the various stages of the life-cycle have also made the export efforts more difficult. Environmental matters will continue to have a central role in the future development of international trade in textiles and clothing. There is a concern that developed countries seem to create rules and regulations without paying too much attention to potential difficulties they may cause in developing countries, if implemented without a closer cooperation with developing country producers/exporters. This is happening at the same time when international trade in textiles and clothing is supposedly becoming more liberal and transparent. At the same time, the supply of eco-friendly textile products can be an additional competitive advantage. The European market for such products is of increasing importance. This is also reflected in the stricter European legislation concerning the limits of certain substances in the final product.

There are close to 100 different labels addressing environmental or social sustainability, or consumers’ health, in the textile and clothing industry. Those labels have been developed by either public institutions (national or supra-national), private certification agencies, NGOs, industry federations, or by retailers themselves. The main textile labels include IKEA, Blue Angel, and European Flower and Oeko-Tex 100 Standards. There are much more Oeko-Tex 100 Standard certificates than EU environmental label or wool mark seal, indicating the high level of acceptance of Oeko-tex 100 by the textile industry sector.

This section includes an overview of the use of the Oeko-Tex 100 Standard and the EU-Flower in African countries. In addition, organic textile initiatives in Africa are included in this section (rather than under organic agriculture). The "Fibre Citoyenne" initiative which was designed to help the African textile sector provides guidelines and tools to textile enterprises and their customers on quality environment and social responsibility over the whole textile process. The Fibre Citoyenne programme is a contract for progress.

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76 *Textile Eco-labels: Basic EU Regulations and Standards and African Initiatives*, Mr. Smail Al-Hilali, Director of the Morocco NCPC, Presentation at the 4<sup>th</sup> ARSCP
in sustainable development. Three “qualification levels” serve to evaluate to what extent
companies have integrated the stakes of sustainable development.\textsuperscript{77} Apart from this
information, this initiative is not included in this study due to limited availability of
information in English.

\textbf{B.1.4.1 Oeko-Tex Standard 100}

The Oeko-Tex Standard 100 was introduced at the beginning of the 1990s as a response
to the needs of consumers and the general public for textiles which posed no risk to
health. The testing and certification system of the Oeko-Tex Standard 100 satisfies the
many and varied requirements consumers make of modern textile products and at the
same time takes into account the complex production conditions in the textile industry:
global organisation, a strong tendency towards the international division of labour,
different mentalities with respect to the use of potentially harmful substances.\textsuperscript{78}

\textbf{Mechanisms}

\Oko-Tex Standards 100 (or Oeko-Tex or \Oko-Tex) are probably the most widely
recognised standards in textile. They set strict limits on the amount of substances harmful
to consumers which can be found in the finished textile product. Although \Oko-Tex
standards only address specifically consumer’s health issues, the necessity to comply
with the criteria induces better environmental practices at the processing and
manufacturing level. Therefore the standards offer significant environmental benefits.
The mark states “Confidence in Textiles – tested for harmful substances according to
Oeko-tex Standard 100”, and is displayed on textile products which have been tested by
one of the member institutes.\textsuperscript{79}

The Oeko-Tex system is globally uniform and scientifically-based (textile and human
ecologically relevant). Testing and certification of textile products is done by independent
test institutes with relevant expertise. The International Oeko-Tex Association, a
grouping of 14 well-known textile research and test institutes in Europe and Japan, with
representative agencies and contact offices in over 30 countries worldwide, is responsible
for the independent tests for harmful substances according to Oeko-Tex Standard 100.\textsuperscript{80}

\textbf{Oeko-Tex in Africa}

Two institutes in Africa currently belong to the International Association for Research
and Testing in the Field of Textile Ecology (Oeko-Tex), one in Tunisia and one in Egypt.
There are almost 100 companies/products in African countries using the Oeko-tex label.
Countries include: Egypt, Ethiopia, Madagascar, Mauritius, Morocco, Nigeria, South
Africa, Swaziland, Tanzania, Tunisia and Zimbabwe, with the most being in Egypt and
Tunisia.

\textsuperscript{77} Publication of the Forum for a Responsible Globalisation, Club of Lyon, October 2006,
\textsuperscript{78} www.oekotex.com
\textsuperscript{79} http://www.continentalclothing.com/?P=51&name=Organic
\textsuperscript{80} www.oekotex.com
The South African Council for Scientific and Industrial Research (CSIR)’s Textile Technology (Textek) has administered the Oeko-Tex scheme in southern Africa since 1996 and has achieved associate laboratory status. This brings the scheme within easy reach of southern African textile and clothing companies. The South African Textile manufacturers that hold an Eco-label certification are predominantly with Oekotex 100. The manufacturers which hold this certification have, in the main, been required to hold it by European customers.\(^{81}\)

**B.1.4.2 Danida EU Flower for Textiles Demonstration Project, South Africa**

The Danish Co-operation for Environment and Development (DANCED) – now Danida - has been active in supporting the promotion of cleaner production practices in South Africa through capacity building, practical demonstration and the dissemination of information. One of their projects was a three-year programme aimed at promoting cleaner production in the textile sector that focused on cotton growing (for cotton based yarns), textile manufacturing, and the washing and drying of the textile product. As part of this project, DANCED agreed to support a baseline study on textiles’ certification and labelling in South Africa. Following this study, four textiles companies agreed to obtain the EU Flower for particular products, one of the aims being to showcase these products at the World Summit on Sustainable Development (WSSD) in 2002. During mid-2002, these companies employed the services of a Danish and South African consultant to undertake the certification process. This process involved certifying, inter alia, that: the raw material cotton is free of specific pesticide residues; a supplier polyester manufacturer emits below a defined level of antimony; the dyes used comply with specific criteria; and that the finished product complies with quality requirements relating to colour fastness. The three companies involved in the EU Flower certification study are:

- Gregory Knitting Mills, Cotton Knit fabric for T shirts
- Frame Spinning, producing the Yarn
- Bibette, making the T-shirts

**Mechanisms**

The EU Eco-label Scheme was created in 1992 in order to provide harmonised eco-labelling throughout the internal market. The environmental criteria underlying the labels are multiple-issue and are based on a life-cycle assessment. The labels are awarded to specific products and criteria have been established for approximately 15 product groups. The European approach avoids having to make an application in every country and thus avoids time-consuming and costly procedures. The same logo is used regardless of the product group in question, thereby eliminating consumer confusion prevalent at the moment given the numerous self claims and green logos in existence. Eco-label criteria are not based on one single parameter, but rather rest on studies which analyse the impact of the product or service on the environment throughout its life-cycle, starting from raw material extraction in the pre-production stage, through production, distribution and disposal of the product or service. Each Member State of the EU has designated a Competent Body which is responsible for receiving applications from manufacturers, retailers, service providers or importers for the award of the Eco-label to their products.

\(^{81}\) [www.ncpcsa.org.za/ctelc](http://www.ncpcsa.org.za/ctelc)
and services. The Competent Body decides on standard application forms with explanatory notes based on the product group definitions and ecological criteria which have been adopted. Each decision to award an Eco-label is in the hands of a Competent Body who in the case of the same product marketed in other countries will consult other Competent Bodies. A successful applicant is required to sign a contract with the Competent Body for the use of the Flower for the remaining period of validity of the ecological criteria. The Competent Body charges a certain fee for the application and the annual use of the Flower logo.\(^{82}\)

**Lessons Learned**

The main finding of the Danced project in South Africa was that they process of securing certification against the criteria of the EU flower is not too onerous, and it was identified that a number of the local textile companies would find it relatively easy to qualify. However, the cost of certification outweighed the benefits at that stage. It was also noted that few of the companies had had any requests for the label, and that without the intervention of Danida, they were not likely (at least at this stage) to seek a licence to use the label.

The project found that the expertise and the technology is readily available to ensure that the South African textile industry can measure up to international standards for greener textile production. As the demand for environmental labelling grows, there may be a greater need to make use of internationally recognised standards such as the EU Flower eco-label to ensure that they receive the recognition for being green producers.

**B.1.4.3 UNEP Enabling Developing Countries to Seize Eco-label Opportunities**

UNEP is about to start a project funded by the European Commission entitled: “Enabling Developing Countries to seize Eco-label Opportunities” aimed at promoting European eco-labels in African Countries. South Africa and Kenya are the focal project countries that will work on textiles and leather and footwear products respectively.

The project is under implementation by the Sustainable Consumption and Production Branch of the UNEP's Division of Technology, Industry and Economics with funding from the European Union and the Federal Ministry for Economic Cooperation and Development (Germany) and Brazil, China, India, Kenya, Mexico and South Africa. Leveraging on trade and specifically on developed countries’ demand for environmentally friendly goods, the project intends to foster target countries’ use of eco-labels. Many synergies could be developed with the process of development of an African eco-labelling scheme, especially concerning harmonization and including capacity building activities.\(^{83}\)

South Africa and Kenya are among the 6 rapidly emerging economies chosen by UNEP to implement this 4 year project aimed at promoting eco-labelling through capacity

\(^{82}\) [http://www.eco-label.com/default.htm](http://www.eco-label.com/default.htm)

\(^{83}\) *Enabling Developing Countries to Seize Eco-labelling Opportunities*, Presentation by S. Ferratini of UNEP, Regional Expert Meeting for African Eco-labelling Scheme, 11-13 June, Addis Ababa
building and support to relevant stakeholders (business, including industrial designers and retail sector, governments, NGO's). The expected on-the-ground results include increases of number of products with an EU Eco-label or other European countries eco-label awarded. Capacity building and technical assistance for industries and governments in developing economies, focusing on the EU and other European eco-labels, aims at leveraging on trade and specifically on developed countries demand for environmentally friendly goods to promote the environmental efficiency of target countries' key export products and related industrial processes. It therefore allows their industries, including the Small and Medium Enterprises (SMEs), to benefit economically and socially from the increased opportunities for environmentally-friendly products in the international markets while preserving the quality of the environment and enhancing sustainable use of natural resources. The project has been recommended for funding by the European Commission under the Programme on Environment in Developing Countries and its implementation began in early 2007.

The main project's objectives are:

- Increase the number of export products from target countries eco-labelled with the EU Eco-label or other European countries' eco-labels.
  Mainly through capacity building and technical assistance to relevant stakeholders (business, including industrial designers and retail sector, governments, NGO's), the project promotes the environmental efficiency of target countries' key export products (textiles, footwear, appliances and paper); it aims at allowing their industries, including Small and Medium Enterprises, to benefit from opportunities for environmentally-friendly products in the EU as well as in their national and global markets while enhancing the sustainable use of natural resources.

- Develop a roadmap in the direction of mutual recognition of eco-labelling schemes.
  An increased cooperation among developed and developing countries’ bodies will contribute to increase the reliability of the eco-label as a marketing instrument, towards the simplification of the ‘eco-labelling universe’ that will facilitate both producers and consumers.

The project has been designed to fulfil several perceived needs: the need for promoting the mutual supportiveness of trade and environment especially in rapidly emerging economies such as Brazil, China, India, Mexico and South Africa and the need for increasing the international competitiveness of Kenya’s manufacturing products improving the regional economic integration with the other countries of the South East African sub-region; the need for improving the effectiveness of eco-labels as market instruments, and the need for improving access to Regional, European and global markets of environmentally friendly products from developing economies.
It supports target countries’ industry and government active contribution to the Marrakech process.
Main expected results are:

84 Meeting Report, India Roundtable on Sustainable Consumption & Production, Mumbai, 29 September 2006, Gandhi, R., SAG/UNEP/DTIE/EC
• Strengthened capacity on eco-labelling and its application and promotion among key industry representatives, industrial designers and government decision-makers in target countries;
• In each target country at least one product in the process of obtaining the EU or another European country eco-label and increased attention of government decision-makers to the question of promoting eco-labelling;
• Roadmap developed towards mutual recognition of eco-labelling schemes through increased cooperation among target countries' and European eco-labelling schemes.

The start-up Workshop of the project will be organized in Bonn, Germany in December 2007.

**Benefits/Obstacles**

According to Brian Brink\(^{85}\) of the Textile Federation South Africa, from a South African industry standpoint an eco-label would be highly desirable. Environmental awareness in the large developed markets of the world such as the EU and the US is growing at a phenomenal rate. This alone would indicate that South Africa must develop and introduce an eco-labelling system on textiles and clothing. It would give South African exports a definite edge in competing with other countries' exports in the developed markets. However the Textile Federation is not convinced that an eco-label for South Africa should form part of an African eco-labelling scheme. The EU Flower scheme is more feasible since the EU comprises states at similar levels of development, all part of a common market and also a monetary union and all stable socially, economically and politically, factors which do not readily apply to Africa. The Textile Federation in South Africa recommends a South African eco-labelling scheme alone or at its widest a Southern African Customs Union scheme if not generally then at least in the pilot and formative stages of such a project.

**B.1.4.4 Organic Cotton in Africa**

Cotton is an important cash crop for many African countries. It accounts for 50 to 70% of export revenues in Benin and is the second largest export earner in Tanzania. Some 10 million people in Central and West Africa depend on cotton. However, African cotton is affected by subsidies paid by the USA, European Union and China that undermine world market prices through overproduction; by rising production costs and the impacts of agrochemicals on human and environmental health. For example, cotton uses 22% of all insecticides applied in agriculture and 11% of all pesticides. Because of these pressures, many African smallholders are being driven to the margins of economic viability or out of cotton altogether, and there are few alternative cash crops. Organic cotton offers an opportunity to reduce the human health and economic impacts of pesticides in Africa, reduce damage to the environment and improve food security and incomes for many

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\(^{85}\) Personal correspondence by email to Claire Janisch from Brian Brink, Textile Federation: texfed@jhbmail.co.za, 24 April 2007
smallholder cotton farmers. But this will only be the case if bigger markets can be created for textiles made from organic fibres. 86

Organic production began in 1994 (Tanzania/Uganda), with Senegal and Zimbabwe joining in 1995 and Benin in 1996. Uganda, Tanzania and Senegal are the main producers, although Benin has increased production rapidly. Organic production also recently started in Togo, Kenya and Zambia. Varieties tend to be the same as in the conventional sector with quality being little different.

Sales of organic cotton are set to triple to $2.6 billion at the end of 2008 from its current $900 million level as retailers and brands make significant new commitments to sustainable textile and apparel production. The organic cotton market is set to become a $1 billion industry. This is very important as it suddenly attracts the attention of global investors. 87 While organic cotton production in sub-Saharan Africa was, until recently, a virtually experimental phenomenon, experience suggests it could be a viable, beneficial option for many farmers and could improve as it attracts interest and resources from market development (through direct investment and support from research, state and donor communities).

**Certification Mechanisms**
In sub-Saharan Africa organic cotton is grown to basic standards set by the International Federation of Organic Agriculture Movements (IFOAM) and certified by private agencies.

**Lessons Learnt**
- Most African organic cotton projects (some of which are NGO led, some private sector led) also put a lot of effort into capacity building for farmers and communities. There is a learning process to converting, especially in West Africa where intensification has been greatest. Organic production tends to occur initially through substitution of synthetic chemical pesticides with preparations based on locally available biological products. In East Africa, while labour costs remain similar, the reduction in inputs and the comparable yields to the conventional sector make organic cotton an economic and attractive option for farmers, with much potential to increase production. In the sub humid regions of West Africa, the re-evaluation of cotton production is vital given that it is the main cash income generator for the region’s 6 million farmers and rural workers. Increasing production in West Africa is slower as the time required for yields to rise is longer; nevertheless, reductions in input costs make organic cotton an option for many poorer farmers, with most motivated by reduced health costs and debt.
- Growing organic cotton affords premium prices and reduces debt vulnerability for smallholders. Organic cotton farmers generally receive 20% higher prices than their

conventional counterparts. Where buyers and/or policy add fair trading commitments to organic farming (as in Tanzania and Uganda), this also addresses some of cotton’s economic problems, while organic farming’s organizational structures strengthen rural communities and marginalised groups, including those for women. Concerns are often expressed about low average yields for organic cotton, particularly in West Africa. However, these averages include yields from farms still converting to full organic growing. Yields rise with experience and as ecosystem health is restored. Organic cotton is a viable alternative to conventional production, one which could offer a better livelihood for tens of thousands of farmers. However, its value depends on maintaining organic farmers’ relatively strong position. There is a risk that larger companies now entering the market could squeeze prices paid to farmers, particularly premiums, something NGOs and committed companies need to be vigilant about (and plan responses for). Some more immediate difficulties hindering the expansion of organic cotton also need to be addressed

- While markets for organic cotton textiles are growing (in Switzerland, Germany, the USA, United Kingdom, The Netherlands and Italy), the main producers of organic fibre remain Turkey, the USA and India. The structural difficulties (both actual and perceived) of doing business in sub-Saharan African mean that only highly motivated companies have been willing to invest. Northern NGOs backing organic cotton need to focus their efforts on convincing companies and international donors and policy makers of the viability of African organic cotton, encouraging them to absorb initial costs and investments until economies of scale can be achieved. Making the impacts of cotton production on smallholder farmers visible to consumers is necessary, and organic cotton products need to be attractive and of good quality. The projects in sub-Saharan Africa follow different models. In East Africa (Uganda and Tanzania) they are based around private companies from Europe who buy and market the fibre; in West Africa (Benin, Senegal), where conversion is more difficult due to the intensive nature of cotton farming, projects were set up by local NGOs with support from European NGOs. Production in East Africa was successfully marketed earlier, although Uganda has far more organic cotton than is certified, while in West Africa marketing initially proved more difficult for a variety of reasons including lack of marketing capacity of the NGOs and structural factors linked to the nature of cotton marketing systems. In Zimbabwe the project used a mixture of private and NGO sector support.

- Support from government and national agricultural research centres is minimal in most countries. Conventional cotton production rewards quantity (tonnes of cotton fibre) rather than sustainability or social and environmental goods and services. Research puts the interests of governments, ginners and exporters first; their income depends on absolute quantities and qualities of cotton; an area where West Africa has a good reputation. New research and policies are needed that put producer (and consumer) interests first and that support improved field production (yield, organic fertilisation, resistance to pests and diseases and maintaining predator populations). Other institutions need convincing of the benefits of organic cotton (cotton research institutions, ginneries, etc.). There are indications of change; the Senegalese SODEFITEX is trialling organic and fair trade cotton, the Malian CMDT is working with the Swiss NGO Helvetas, Tanzania is creating an organic only zone in Handini

- Poor education in rural areas is a constraint for developing organic projects when technical advisory services and administrative tasks are required for smallholder certification. In Benin, trained agronomists are employed as field agents who support elected representatives of producers in documentation and record keeping, while the organic farmers in Senegal have a literacy/language programme. Small producers of organic cotton struggle with the cost of organic certification. Producers exporting to more than one country may have to meet multiple criteria due to the requirements of national or regional regulations (EU, US, Japan). Projects are forced to use overseas consultants at international rates, making market access difficult. This is an area to address if small farmers are to gain and maintain access to potentially lucrative markets.

### B.1.5 Agriculture Sector

Agriculture is undoubtedly the most important sector in the economies of most non-oil exporting African countries. It constitutes approximately 30% of Africa's GDP and contributes about 50% of the total export value, with 70% of the continent's population depending on the sector for their livelihood.  

In the agricultural and food industry sector, certification refers to all kinds of food products (juices, cereals and grain including rice, and even alcoholic beverages, sugar, meat, dairy products or eggs) which have been produced either by organic or biodynamic farming technologies or through integrated pest management. Certification can also refer to agricultural food and non-food products (coffee, tea, cocoa, and flower) which are produced with less fertilizers and pesticides as opposed to traditional practices on plantations and in monoculture. Also, other non-food agricultural products like animal feeds (for production of organic meat, dairy products and eggs), grain seeds, natural pesticides and insecticides, cosmetics and textiles (cotton, leather and leather goods) may also certified if they meet certain environmental criteria.

Eco-labeling in agriculture has become a contentious issue, with the interests of developing and developed countries frequently on opposite sides of the debate. In particular, the question arises as to whether eco-labeling can exacerbate income disparities between developed and developing countries, when the latter may be at a disadvantage based both on cost and revenue grounds. Consumers in Europe expect high quality food from around the world, produced according to high ethical, environmental and safety standards, at an affordable price and in all seasons. This opens up new market opportunities for agricultural producers in developing countries. But there are fears that the way these supply chains are managed - through rationalisation and through standards and certification processes - are also a potential barrier for smaller producers.

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88 [http://www.ceepra.co.za/Climate_Change/index.html](http://www.ceepra.co.za/Climate_Change/index.html)
90 Ibid
scale producers, who form the backbone of the African rural economy. Given the importance of these producers for achievement of the Millennium Development Goals this is of major concern. Export markets offer very lucrative opportunities but can be very hard to exploit.\(^1\)

**Organic Agriculture in Africa\(^2\)**

Organic Agriculture is a holistic production management system, which enhances agro-ecosystem health, utilizing both traditional and scientific knowledge. Organic agricultural systems rely on ecosystem management rather than external agricultural inputs. The fact that traditional African agriculture is low external input agriculture, although not necessarily organic, provides a potential basis for organic agriculture becoming a viable development option for Africa. Organic farming practices deliberately integrate traditional farming practices and make use of locally available resources. As such they are highly relevant to a majority of African farmers. Whether certified or not, organic agriculture has grown in Africa to a point at which the potential can't be ignored any longer, for exports as well as for local supplies. Uganda, for example, is the first country that has reached 1 percent of agricultural land to be certified organic.\(^3\)

Certified organic production only represents a tip of the iceberg of organic farming in Africa, and evidence is emerging of a far larger agro-ecological movement in parts of Africa. Local NGOs and farmers’ groups, as well as development agencies are increasingly adopting organic techniques as a method of improving productivity and addressing the very pressing problems of food security faced by all too many Africans. Organic farming in Africa must be viewed beyond the perspective of providing commodities for the global market. In recent years some policy makers and donors have started to recognize the potential of export orientated organic agriculture as a means of generating foreign exchange and increasing incomes. Yet there are also broader benefits of organic farming and agro-ecology (in terms of enhancing food security, environmental sustainability and social inclusion and reducing exposure to toxic pesticides) often go unrecognized. Organic agriculture is showing itself to be a viable sustainable development option for Africa.\(^4\)

Indigenous NGOs, and farmers’ groups are particularly active in organic field in Ghana, Kenya, Senegal, South Africa, Uganda and Zimbabwe, and have got to the point of forming national organic networks that provide effective lobbying and advocacy bodies for the organic movement. These are most developed in Uganda (NOGAMU), Tanzania (TOAN) and Kenya (KOAN). In addition, PELUM in Zimbabwe, KULIKA in Uganda and SACRED Africa in Kenya are further examples of networks that are, often very effectively, integrating the organic message into more general development efforts. There are also pro-organic NGOs active in training, support, and advocacy in Togo, Benin, Zambia, Ethiopia and Madagascar. Elsewhere international development agencies are

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\(^1\) *Our Common Interest.* Report of the Commission for Africa: More Trade and Fairer Trade

\(^2\) *Organic Farming in Africa,* Nicholas Parrott\(^1\), Charles Ssekyewa\(^2\), Chido Makunike\(^3\), Samuel Muwanga Ntambi, Archived at Organic Eprints: http://orgprints.org/5161/03/parrot-et-al-2006-africa.pdf


recognizing the potential of organic farming as a central plank in developing sustainable livelihoods for the rural poor. A number of development agencies such as Helvetas, HIVOS and GTZ (the Swiss, Dutch and German development agencies) explicitly support (non-certified) organic approaches to agriculture.

**B.1.5.1 Certified Organic in Africa**

There are two levels of organic farming in Africa, certified organic production and non-certified or agro-ecological farming. Certified production is mostly geared to products destined for export beyond Africa’s shores. With few exceptions (notably Uganda), certified organic farming is relatively underdeveloped, even in comparison to other low-income continents. Organic certification is mainly organized under participatory guarantee systems, an internal control system operated by a farmers’ group linked to an exporter, who holds the organic certificate. In most African countries organic produce is grown to basic standards set by the International Federation of Organic Agriculture Movements (IFOAM) and certified by private agencies.

At present Tunisia is the only African country with its own organic (EU compatible) standards, certification and inspection systems. Egypt and South Africa have both made significant progress in this direction. Both have two certifying organizations and are well on the way to developing standards. Morocco and Zambia have made some progress to developing their own standards. The Namibian government has expressed an interest in developing an organic sector and the Ugandan Coffee Development Authority recognizes the commercial potential of organic coffee (Kampala recently hosted the 3rd IFOAM organic coffee conference).

**International organic standards**

At the international level the FAO/WHO Codex Alimentarius Commission (the intergovernmental body that sets standards for all foods) has produced international guidelines for Production, Processing, Labeling and Marketing of Organically Produced Foods to guide producers and to protect consumers against deception and fraud. These guidelines have been agreed upon by all member states of the Codex Alimentarius Commission. The private sector's equivalent to the Codex Alimentarius guidelines is the International Basic Standards for Organic Production and Processing, created by IFOAM. Codex Alimentarius and IFOAM guidelines include accepted management principles for the production of plants, livestock, bees and their products (IFOAM makes provisions also for fibers, aquaculture and non-wood forest products); for handling, storage, processing, packaging and transportation of products, and a list of substances permitted in the production and processing of organic foods. These guidelines are regularly reviewed, particularly the criteria for permitted substances and the process by which inspection is carried out and certification held. The Codex Alimentarius and IFOAM guidelines are minimum standards for organic agriculture, intended to guide governments and private certification bodies in standard setting. As such, they can be considered as standards for standards. Governments can use the international standard texts to develop national organic agriculture programs, which are often more detailed as they respond to specific country needs. Most national standards (e.g. Tunisia), are specified in regulations which
are legally binding. Currently there are hundreds of private organic standards worldwide; and in addition, organic standards have been codified in the technical regulations of more than 60 governments. The accessibility to internationally accepted organic certification such as European Union, the US National Organic Programme (NOP), Japanese Agricultural Standard (JAS), Demeter International, and Bio Suisse ensure that certified produce may be exported to the respective countries of destination.

**Mechanisms for Organic Certification**

Certified organic products are those which have been produced, stored, processed, handled and marketed in accordance with precise technical specifications (standards) and certified as "organic" by a certification body. Once a certification body has verified conformity with organic standards, the product can be labeled as such. This label will differ depending on the certification body, but can be taken as an assurance that the essential elements constituting an "organic" product have been met from the farm to the market. It is important to note that an organic label applies to the production process, ensuring that the product has been produced and processed in an ecologically sound manner. The organic label is therefore a production process claim as opposed to a product quality claim.

An organic label indicates that a product has been certified against specific organic standards. The label carries the name of the certification body and the standards with which it complies. To the informed consumer, this label can function as a guide. Certification bodies evaluate operations according to different organic standards and can be formally recognized by more than one authoritative body. The label of a given certification body, therefore, informs the consumer on the type of standards complied with during production and processing as well as on the type of recognition granted to the certification body. Many certification bodies operate worldwide, most of which are private and originate in developed countries. (Refer to Section C)

**Markets**

With a few exceptions (notably Egypt and South Africa) the African market for organic produce is very small. This is due to lack of awareness, low-income levels, lack of local organic standards and other infrastructure for local market certification. Therefore, most certified organic production in Africa is geared towards export markets, with the large majority being exported to the EU, which is Africa’s largest market for agricultural produce (and the world’s largest organic market). The range of certified organic products currently being produced in Africa is provided in Annex D.

With the exception of the Maghreb countries and Egypt, which benefit from their proximity to European markets, the potential of an export led organic strategy is constrained by high transport costs and poor infrastructure. For most sub-Saharan African countries the best potential for organic exports undoubtedly lies in low volume – high value crops (such as coffee, herbs, spices, medicinal and beauty products), non-perishable items and those which offer opportunities for adding value locally, such as tropical fruits (which can be dried or juiced).

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Current Status
The formal organic sector in Africa remains relatively underdeveloped and statistics concerning its status are often difficult to come by. In the past years there has been evidence of substantial growth in certified organic land in Ghana, Ethiopia, Kenya, Tanzania, Uganda and Zambia. Certified organic farming in Africa takes two main forms: relatively large farms or plantations under single ownership, like SEKEM (Egypt), and smallholder groups. These latter groups collectively implement an internal control system that involves organizing extension, inspection, certification and marketing activities, and have strong links with export companies (operators). Many of the smallholder groups are technically supported through development aid programs, such as the Swedish financed Export Promotion of Organic Products from Africa (EPOPA), and the EU supported COLEACP-PIP programs, which have stimulated the development of the organic sector in a number of countries, including, Cameroon, Egypt, Ghana, Kenya, Madagascar, Senegal, Sudan, South Africa, Tanzania, Tunisia, Uganda and Zambia, Zimbabwe.

Lessons Learnt
- In general, the potential of organic approaches, even those geared to premium export markets, has not yet been recognized by the majority of African governments. In consequence the organic sector in most African countries is reliant upon both foreign standards and certifying bodies. This is a major constraint on the development of the organic sector, creating a “chicken and egg” situation, where the market does not develop because the necessary infrastructure is not in place, and the infrastructure is not there because the market is inadequately developed. The Swedish Development Agency, SIDA, is currently funding a program to develop local certification and inspection capacity in South and Eastern Africa (covering Uganda, Tanzania, Zambia and Kenya). The absence of local certification and inspection capacity is a critical bottleneck that needs to be overcome in order to develop the potential of African organic exports.
- There is undoubtedly room for a substantial increase in certified organic production in Africa, and smallholders engaged in it often derive significantly benefits, improving their incomes as a result. Yet there are also significant constraints on the potential for developing. In part these are external, to do with the costs of certification, problems of infrastructure, maintaining links with distant markets and the vagaries of world markets. Yet also they are internal. The over-riding priority for African agriculture is that of achieving sustainable food security. Organic agriculture has a huge potential in helping meet this aim, which is only just beginning to be recognized. The formal and informal organic sectors in Africa share much common ground. Yet because of their different orientations and the different actors involved, the potential for knowledge sharing and pooling of resources, which undoubtedly exist is rarely realized. The development of networks between NGOs, development agencies and research institutes will be a necessary step along this path.
- A recent EPOPA South African Organic Market Study96, found that there is a feeling amongst some long-term members of the South African organic movement that organic certification is unacceptable because of additional administrative load and

96 http://www.grolink.se/epopa/Publications/Market-studies/SA%20OMS.pdf
costs, restrictions (such as seeking permission to use allowed inputs) and certification fees of consumer-safe produce.

- In some instances producers of the same produce have pooled their produce through the establishment of co-operatives, thereby capturing an export market, to which on their own they may not have had access by virtue of limited volumes.

### B.1.5.2 Participatory Guarantee Systems

Any system of agriculture based on the Principles of Organic Agriculture can be regarded as “Organic Agriculture”. Apart from third party, ISO certification there are other methods of organic quality assurance for the marketplace including internationally recognized Participatory Guarantee Systems (PGS) which serve thousands of farmers and consumers around the world.\(^{97}\) Third party organic certification used mainly for export could be considered ‘overdone’ for local direct marketing purposes and is too much of a cost burden for small-scale farmers. In African countries organic certification is mainly organized under participatory guarantee systems, an internal control system operated by a farmers’ group linked to an exporter, who holds the organic certificate.

Participatory Guarantee Systems (PGS)\(^{98}\) are an alternative to formal organic certification by third party agencies. PGS’s are based on assurance by a network of people and organisations who are involved in the production, distribution and consumption of products and services, with co-responsibility for guaranteeing the quality and production system. The International Federation of Organic Agriculture Movements (IFOAM) has endorsed this alternative approach to certification. As the number of farmers and consumers for organic produce increase, there has been a corresponding growth in the number of Participatory Guarantee Systems (PGS) that have evolved and are in practice around the world. These systems often not only guarantee the credibility of the organic produce, but are crucially linked to local and alternative marketing approaches. Though they might vary in their methodology and approach, the belief in the same core principles brings them together on a common platform.\(^{99}\)

**Mechanism**

Participatory Guarantee Systems are based on recognized and publicly available standards for organic practice. Often they are based on the IFOAM Basic Standards and include reference to social justice norms. To verify that farmers are consistently maintaining the standards, systemized processes are in place. Participatory Guarantee Systems support and encourage producer groups to work together and to improve their farming practices through the sharing of knowledge and experiences. There are dozens of Participatory Guarantee Systems serving farmers and consumers around the world. Although details of methodology and process vary, the consistency of core principles across countries and continents is remarkable. Key elements and characteristics which highlight elements that remain consistent across PGS systems include:

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- **Transparency & Horizontality:** Participatory Guarantee Systems have transparent, systemized decision-making processes and aim to share the responsibility for the organic guarantee. The guarantee system is created by the very farmers and consumers it serves, encouraging and sometimes requiring direct participation of farmers and consumers. Trust is created through open information and peer reviews.

- **Regionally Appropriate:** Participatory Guarantee Systems are specific to individual communities, geographic areas, cultural environments, and markets. They involve less administration and lower costs than export focused third party certification.

- **Support to Local Economies:** Participatory Guarantee Systems can be used as a tool for improving local socio-economic and ecological conditions by encouraging small-scale production and product processing. In local markets they help smallholders to have their products recognized as organic. Networks between consumers and smallholders are enhanced and the impetus for smallholders to expand their production base is reinforced.

Following the worldwide agreement on what the word “organic” means, most of them use the General Principles or the Standards that were developed over the years by the organic movement. But the application of those principles in the overseeing of production and trade varies widely. Some have written standards, some rely on affidavits or producer’s statements; some have seals from farmers or consumers organizations, and some guarantee through the name of a company or shop, etc. The reasons for these “alternative” methods of certification vary, but often result from certification costs, disagreement with the paradigm for ensuring credibility, or a political ambition to strengthen the farmers. In some cases ISO 65 type certification is seen as unnecessary.

**Lessons Learned**

- For many people “organic” now means “certified organic”, yet there are many good organic farms that were never certified. Some because they found no reasons to go into certification, their clients don't ask for it, or their production is such that there is no developed organic market for it. Others because they didn't like the underlying paradigm: the idea that external control is the best method to ensure integrity. Others again, simply because they found certification too costly, or the procedures to onerous. Some of these producers have chosen to develop “alternative” ways to guarantee that the production is organic, alternatives that mainly are participatory. The desire to develop new concepts for an organic guarantee can borrow some ideas from the third party certification world as they have a lot to learn from each other. The third party organic certification has come to a position, where it needs to really reflect on what and who it serves, and if the future organic guarantee will be based on “more of the same”, i.e. more inspections, more paper-work, more standards, or if there are reasons to see how to bring responsibility back where it belongs to the producers. In that, the direct or indirect critique from the participatory systems might be one useful input, and well operating participatory systems may point a way forward. One complication is that it could lead to isolated markets where products can't circulate from what can be called participatory guarantees to the third-party system.\(^\text{100}\)

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IFOAM has been developing an organic guarantee system with a democratic process of consultations with the people involved in organics since the 1970s, which has resulted in a sophisticated and effective structure. This Organic Guarantee System, consisting of IFOAM Basic Standards, Criteria for Accreditation, the IFOAM Accreditation Programme and the IFOAM Seal, has demonstrated its efficiency over the years, especially in the mass-markets of developed countries and in the ever-growing international organic trade. IFOAM has been revising the Organic Guarantee System (OGS) with the aim of creating more access to it. IFOAM decided that the OGS, while always upholding the integrity of organic agriculture, should aim to facilitate trade and be able to accommodate all serious organic certification bodies and their clients.¹⁰¹

### B.1.5.3 East Africa Organic Products Standards

Development of the East African Standards has been necessitated by the need for harmonizing requirements governing quality of products and services in East Africa. It is envisaged that through harmonized standardization, trade barriers which are encountered when goods and services are exchanged within the Community will be removed. The East African Organic Standard has been written for organic production in East Africa and has been adapted to conditions in East Africa. The purpose is to have a single organic standard for organic agriculture production under East African conditions. This East African Organic Standard has been based on organic standards currently in place in the region as well as the IFOAM Basic Standards and the Codex Alimentarius guidelines for the production, processing, labelling and marketing of organically produced foods. The standard is intended for the development of organic production and trade in the East African region. The East African Organic Standard has been written in a way to make it easy for the reader and user to access and understand. Because of the need for organic agriculture to be adapted to local conditions, the standard is not overly prescriptive. The standard covers plant production, animal husbandry, bee-keeping, wild production and processing, and products therefrom, regardless of their final use. In the future, other areas will be incorporated as the need arises.

**Mechanism**

The standard has been developed by a regional public-private sector working group whose members include representatives of the national bureaus of standards, national organic movements and organic certifying bodies of Kenya, Tanzania, Uganda, Burundi and Rwanda, and the East African Business Council. The Partner States in the Community through their National Bureaux of Standards, have established an East African Standards Committee. The Committee is composed of representatives of the National Standards Bodies in Partner States, together with the representatives from the private sectors and consumer organizations. Draft East African Standards are circulated to stakeholders through the National Standards Bodies in the Partner States. The comments received are discussed and incorporated before finalization of standards, in

¹⁰¹ [http://www.ifoam.org/about_ifoam/standards/OGS_Revision/OGS_Revision.html](http://www.ifoam.org/about_ifoam/standards/OGS_Revision/OGS_Revision.html)

¹⁰² East African Organic Standard FINAL DRAFT, Submitted to KEBS 2007-01-15 for final editing as an EAC standard, From the Regional Standards Technical Working Group
accordance with the procedures of the Community. East African Standards are subject to review, to keep pace with technological advances. Users of the East African Standards are therefore expected to ensure that they always have the latest versions of the standards they are implementing.

The East African Organic Standard can be used for self-assessment by producers, declarations of conformity in the marketplace, certification by certification bodies in the region, or other kinds of verification. If the standard is used for the purposes of third-party certification, inspection and certification should be carried out in accordance to international norms, such as ISO Guide 65 or the IFOAM Accreditation Criteria. If adherence to the standard is verified through other mechanisms, those mechanisms shall adhere to the principles of competency, integrity and transparency.

The standards can be a platform for a common label for organic products in East Africa and for developing consumer trust. The standard also formulates standpoints which can be used in international negotiations on standards. Further, it can be a basis for equivalence agreements with other countries and regions.

Because organic agriculture is dynamic, and new knowledge is continuously being generated, this standard will be revised regularly to incorporate new knowledge. The revisions will involve consultations with the stakeholders. This East African Standard provides requirements for organic production. It does not cover procedures for verification such as inspection or certification of products.

Current Status
The East African organic products standard was launched at the East African Organic Mark East African Organic Conference, held in Dar es Salaam, United Republic of Tanzania in May 2007. The conference aimed to mobilize support for organic agriculture in East Africa by sensitizing decision makers, development cooperation partners, and the public about the potential of organic agriculture as a market and sustainable development opportunity. It also provided a platform for dialogue on the findings of studies and country projects being undertaken in the region and for the development of an action plan to take the organic agenda forward. The Conference is a manifestation of global partnership for promotion of organic agriculture in the region.103

It is expected that the East African organic standard will boost organic trade and market development in the region, define a common vision of organic agriculture in East Africa, raise awareness about organic produce among farmers and consumers, enable economies of scale in training materials and certification, and create a unified negotiating position that should help organic farmers win access to export markets. It is also expected to influence international organic standard setting processes. East Africa currently leads the continent in exports of certified organic products. Organic produce generally sells at premium prices in overseas markets and wins higher profits for farmers. Domestic markets are also growing rapidly, in part through the efforts of the Kenyan Organic Agriculture Network (KOAN), the Tanzanian Organic Agriculture Movement (TOAM)

103 http://www.unep-unctad.org/cbtf/openDaressalaam2.htm
and the National Organic Movement of Uganda (NOGAMU). Recently governments in the region have been throwing their support behind efforts to expand the sector.\textsuperscript{104}

\textbf{B.1.5.4 Organic Freedom Project, South Africa}

With the combined aims of job creation and environmental restoration, the Organic Freedom Project (OFP) has brought together powerful business partners that offer the resources, the supply chain and the markets to make this project a prominent milestone in addressing the challenges of grassroots empowerment in South Africa. A non-profit organisation, OFP is registered as a section 21 company, with a board chaired by Jody Scheckter, comprising co-sponsors Pick ‘n Pay and Anglo Coal, as well as OFP executive management.\textsuperscript{105}

The OFP development model includes emerging farmer development with the goal of identifying and activating a minimum of 20 000 hectares, divided into geographical zones, organic farming training and consulting with ongoing mentorship and skills transfer. OFP’s aim is to create 100 zones, consisting of farms or collective farming areas, within 7 years, of which almost half have already been researched and identified. OFP’s vision is ‘To free South Africans from chemical dependency and poverty through the promotion of commercially sustainable organic production.’

The brainchild of entrepreneur David Wolstenholme, the project was inspired by the huge success of a Brazilian bio-diesel and organic initiative that created a million new jobs for ‘shack dwellers’ over a four-year period and the ‘Nine Seeds’ organic programme in India. Wolstenholme and his OFP management team have extensive experience in job creation in the agricultural sector, coupled with organic marketing and retail expertise. Advisory chairman, co-sponsor and ex racing driver champion Jody Scheckter, one of the top five organic beef and dairy farmers in Britain, has a wealth of experience to contribute to the strategic planning and management of the Organic Freedom Project.

Leading retailer and co-sponsor Pick ‘n Pay is aggressively focused on the organic market sector and repositioning the company to address the significant worldwide trend in consumer demand for organic produce. Against a background of unprecedented global growth in organic production, estimated at 35\% worldwide, as compared with 2\% of conventional food sales, supply to Pick ‘n Pay’s range of organic products has to-date been hampered by the lack of local availability and consequently having to source organic products internationally. However, the company believes that demand in South Africa is growing in line with global trends. Co-sponsor Anglo Coal has undertaken to create new jobs for miners after mine closure and on retirement and is committed to the rehabilitation of land used for mining. The Anglo group has access to vast tracts of land, some of which is currently unused and some rented to commercial farmers. Farming has been identified as a means to ensure job creation and the development of entrepreneurs. This initiative will go a long way towards ensuring that the communities living next to

\textsuperscript{104} http://www.isealalliance.org/index.cfm?fuseaction=Feature.showFeature&featureID=58
Anglo-Coal’s operations also benefit from the sustainable OFP programme.

All produce will be certified by internationally recognized certification bodies and produced in alignment with Fairtrade principles. OFP will co-ordinate production in accordance with Pick ‘n Pay’s requirements. OFP will set up information and service centres for the organic farmers, and Pick ‘n Pay will provide regional organic storage facilities and utilize current distribution centre.

**B.1.5.5 National Organic Produce Initiative (NOPI) South Africa**

**Planned initiative**
The South African Council for Organic Development & Sustainability (SACODAS) is in the initial phases of planning an eco-label for the NOPI (National Organic Produce Initiative). Their reason for proposing a brand is that they believe that organic certification is not sufficient for small-scale farmers. Their concern is that it is lead by commercial enterprises and that because of its costs (most are based outside of Africa) organic certification has become exclusive, elitist and blocks equal access. It is particularly not suitable for small-scale farmers, who are what the NOPI initiative aims to address. SACODAS is concerned that international studies have shown that historically, as soon as organic certification came into a country, there was a slowdown in uptake because of this barrier. This is particularly in developing countries. Those countries which have focussed on brand awareness have had more success. That is the reasoning behind the NOPI brand initiative for agro-ecology. SACODAS is currently in negotiation with the national body, Commark and others as potential funders for such an exercise. Commark is a funding organisation that is supporting organisations working on facilitating market access for small scale farmers. SACODAS have submitted a draft concept to Commark on their request for a submission to make funds available for research related to this topic. SACODAS is in the 1st phase of the project leading to design, regulate, certify and implement the branding exercise of Agro-ecology Produce emanating from the NOPI. In the wider concept of eco-labeling, COMMARK have initiated this project to create such a brand as a value innovation process.

**Proposed Mechanism**
According to the SACODAS proposal to Commark, the aim is to develop a BRAND rather than an eco-label – but with similar objectives as an eco-label might have. The aim is to develop a brand that will help in particular, but not exclusively, small-scale farmers. SACODAS is also the governing body for the implementation of the National Organic Produce Initiative, an Agro-Ecology program endorsed by the National Dept. of Agriculture. All produce and services emanating from this program will be identified through this brand. The branding exercise shall also be a key and driving element of an array of programs that form part of the implementation of the business and development plan for agro-ecology in South Africa. The brand will be articulated around the creation

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106 Notes from SACODAS/Commark Workshop, 24 May 2007, Commark Offices, Jhb – notes taken by Claire Janisch
of a change of awareness from consumers, producers, retailers and other role players towards (amongst others):

- The respect of norms and standards
- The fostering and application of principles, charters, rights, roles and responsibilities
- The compliance to international treaties and protocols addressing the agro-ecology agendas, as well as the National government imperatives, policies and strategies
- The creation of a relationship of trust between the various elements of the different actors along the different and complementary sectorial value chains in agro-ecology, hence triggering favourable and enabling market access mechanisms and dynamics to the benefits of small scale producers and service providers.

Their target market is initially South Africa with a specific view to expand to the whole of the Southern African region (SADC). The need for this brand is emerging from the fact that existing types and modes of branding and certification are inadequate to effect a true transformation in agro-ecology. This branding exercise will be charting new waters in terms of marketing of organic produce and facilitating market access to small scale producers.

**Current Status**

SACODAS recently held a workshop intended to formulate the framework for the building of a National Organic – agro-ecology Produce Brand. SACODAS is partnering with national (government related) organisations – the South African National Cleaner Production Centre (NCPC) and the national environmental awareness campaign - Indalo Yethu (Refer to Section B.2.3.1 of this report) to ensure work done by each organisation around eco-labelling, branding and awareness raising is complimentary and that each is not duplicating the efforts of the other organisation. The workshop brought together various organisations working around eco-labelling or similar consumer awareness groups (Slow Foods, Fairtrade in Tourism South Africa) small industries representatives (Mapepa) and large retail chain (Woolworths) as well as brand and marketing specialists.

**B.1.5.6 Utz-Certified Coffee Label**

Utz-Certified\(^{108}\) is a worldwide certification program that sets the standard for responsible coffee production and sourcing. Utz Kapeh, meaning “good coffee” in a Mayan language, is a worldwide certification programme that sets the standard for responsible coffee production and sourcing. Its code of conduct requires coffee producers to establish good agricultural and business practices and to fulfil social and environmental criteria. Utz Kapeh certification allows producers to charge a premium price. Worldwide, the concept of coffee quality among consumers is growing. Taste is important, but there is also growing interest in the conditions in which the coffee was

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\(^{107}\) Notes from SACODAS/Commark Workshop, 24 May 2007, Commark Offices, Jhb – notes taken by Claire Janisch

made. Food legislation in Europe, America and Japan is also moving in the direction of transparency of origin and traceability of the final product. The Utz Certified program provides the assurance of responsible coffee production and sourcing that coffee drinkers expect.

**Mechanism**

The Utz Certified program is based on the Utz Certified Code of Conduct: a set of social and environmental criteria for responsible coffee growing practices and efficient farm management. Coffee producers who are Utz Certified comply with this Code of Conduct. Independent certifiers conduct annual inspections to ensure producers comply with the requirements of the Utz Certified Code of Conduct. The Utz Certified Code of Conduct includes elements such as standards for recordkeeping, minimized and documented use of agrochemicals for crop protection, protection of labor rights and access to health care and education for employees and their families. Coffee producers are Utz Certified when an independent certifier approved by Utz Certified determines that the producer is in compliance with the requirements of the Utz Certified Code of Conduct. This inspection is repeated annually. A web-based Track and Trace system follows the Utz Certified coffee through the chain from grower to roaster. This gives buyers insight into where their coffee really comes from. Utz Certified's Chain of Custody criteria assure that Utz Certified coffee is not mixed with non-certified coffee. The Utz Certified Code of Conduct is officially benchmarked against EurepGAP's (Refer to Section C) coffee code. The Utz Certified Code of Conduct contains 100% of the EurepGAP 'coffee reference code' and includes additional social criteria.\(^\text{109}\)

**In Africa**

Utz Kapeh is the largest certification program in Africa\(^\text{110}\) representing 13% of the Kenyan coffee market and 25% of the Zambian one. Utz Kapeh also represents 15 farms and coops in Ethiopia, Tanzania and Uganda and there are major projects under way in Malawi, Burundi and Rwanda. Aside the producers, local buyers believe in credible certification and the importance of traceability in the coffee chain. To comply with this 6 exporters, traders and roasters hold the Utz Certified Chain of Custody certification to assure traceability of certified coffee: Dormans, Socfinaf Mills and Taylor Winch in Kenya; Kawacom in Uganda and Rafiki Mills in Tanzania. Currently, Utz Certified is closely cooperating with several international partners in the coffee world in Africa to assist with capacity building and developmental initiatives in Africa:

- Coffee Support Network (CNS) is a Dutch based development fund who works with Utz Certified in several projects including the recently awarded Rutuma certification in Kenya, where 1000 small scale farmers were certified. 1st coop Utz Kapeh has certified the certification in Kenya. The 1000 small-scale farmers of Rutuma were awarded the Utz Kapeh certificate after an intensive development process in cooperation with the Coffee Support Network. Rutuma coffee has already been sold to large buyers in Europe, including top roaster in Norway, Kaffehuset Friele, through ESCO.

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In a World Bank funded project, Utz Certified works with a group of 2,500 small-scale coffee growers to obtain certification. With the International Trade Centre (ITC), Utz Certified runs training, marketing, and management projects with certifiers and coffee growers in Zambia and Ethiopia. In September 2006, Utz Kapeh, signed an agreement with ITC to develop the supply of certified, socially and environmentally responsible coffee in Ethiopia and Zambia. Two pilot projects will help poor smallholder coffee farmers — about 5,000 beneficiaries in Ethiopia and about 1,000 in Zambia — to produce coffee that meets standards demanded by ethically conscious consumers.111

Utz Certified is planning a business visit of African coffee growers to the Swedish Chamber of Commerce with EAFCA, the Eastern African Fine Coffees Association.

Lessons Learnt
Recent research on how to increase market access for their certified coffees has indicated that the focus should be about engaging the mainstream coffee brands (Proctor & Gamble, Jacobs, etc) to sell Utz-certified coffees. The strategy has been successful in achieving increased sales to mainstream consumers in Europe, and now focusing on a similar strategy for market entry in the USA.112

B.1.5.7 Fairtrade
Fair trade is a worldwide movement which aims to ensure that producers in developing countries receive a fair price for their work, benefit from acceptable working conditions, and improve their livelihood, including access to education and healthcare. Two thirds of fair trade products are sold in Europe. In contrast to organic agriculture, there are no public regulations for fair trade, and the fair trade movement is not formally unified. Some EU countries, such as France and Belgium, are starting to consider regulating fair trade, and it is possible this could lead to further moves in the EU. To date, anybody can claim to be trading its products fairly.

Since 1997, fair trade has been effectively governed by Fairtrade Labeling Organizations International (FLO), a Bonn, Germany-based association of 21 national labeling organizations around the world. FLO is responsible for appraising production sites in Latin America, Africa, and Asia where fair-trade products are grown and produced, while organizations such as TransFair USA - the national labeling organization for North America - certify the actual buying and selling of fair-trade products, ensuring that fair-trade standards are upheld at every link in the supply chain. The UK’s labelling initiative is The Fairtrade Foundation, which uses the international Fairtrade Certification Mark.

Fairtrade Labelled Products
Fair trade labelling organisations are the most recent newcomers within the fair trade

112 Notes from interview with Ged Buffee 20 April 2007, Claire Janisch
movement. Yet they have been the most successful in recent years, in terms of increasing the fair trade market. In 1988, the first fair trade labelling scheme called “Max Havelaar” was developed in the Netherlands. The goal was to develop fair trade standards for each type of product, and to certify and label the products accordingly. Those products could then be sold by mainstream retailers and supermarkets. There are now 21 National Labelling Initiatives (NI’s), grouped under the umbrella organisation Fairtrade Labelling Organisations International (FLO e.V.), which develops the standards. Its sister organisation FLO-Cert certifies all the products. A single logo, or Certification Mark, is now used throughout the world. Companies use the registered Fairtrade Mark on certified product. In some European countries the same Certification Mark is displayed with the name of the national labelling initiative (ie “Max Havelaar” in France, Netherlands and Switzerland).

**Fairtrade Coffee - Africa**

As the world's second-most legally traded commodity (by value) after oil, coffee takes the lions share of the fair-trade market. Coffee roasters generally sell fair-trade beans to coffee shops at a higher rate because fair-trade beans cost more than standard beans. FLO sets certification standards for fair trade, which range from pesticide use to labor conditions. The most significant standard is the rule that a coffee grower must be part of a small family farm that is itself part of a larger democratic cooperative, known as the smallholder rule. This means a land-owning farmer who refuses to join a cooperative, even if he/she has impeccable growing standards and good employee relations, will not be able to participate in the fair-trade system. The cooperative system can end up discriminating against people who uphold the values of the fair-trade movement, but who happen to be part of bigger farms, or just don't want to join a cooperative. Even if cooperatives function exactly as they're meant to, and FLO's certification process proceeds flawlessly, there's still the issue of what to pay coffee growers who are certified as fair trade. According to many fair-trade advocates, the floor price of fair-trade coffee - that is, the minimum amount of money paid for a pound of coffee produced in accordance with fair-trade regulations - needs to change. The floor price hasn't changed in 15 years. There's also the fear many in the fair-trade movement feel toward pricing fair-trade coffee out of the market. It is, in fact, possible that a little more freedom is just what the fair-trade movement needs; some believe it has become unduly rigid and not especially fair for the people its meant to help. (Organic Consumers Association)

**Café Practice**

Starbucks Coffee Company, the world's largest coffee store chain, said it will double its coffee purchases in East Africa by 2009. The Seattle-based company purchases, roasts and markets whole bean coffee from its 13,000 coffee houses in 39 countries around the world. In 2006, Starbucks purchased 294 million pounds of coffee globally, with 6 percent sourced from Africa. Starbucks said it will also set up a new Farmer Support Center in East Africa, following the success of the first Farmer Support Center in Costa Rica. The company will also offer coffee producers micro-financing loans totaling $1 million. East Africa is not only the birthplace of coffee and the origin of some of the

113 http://www.continentalclothing.com/?P=51&name=Organic
114 http://www.organicconsumers.org/articles/article_4738.cfm
finest coffees in the world, its coffee trade is tied to the well-being and economic development of the region's countries and people. The company has also introduced its Cafe Practice program in Africa, which calls for long term relationships and extra premiums paid as a reward for quality and responsible farming. Through Cafe Practice, Starbucks will be buying coffee on a preferential basis from farmers who meet the prerequisites of high quality and economic transparency. Cafe Practice is different from Fair Trade certification, which certifies only smallholder farms, and which guarantees a minimum price to co-operatives of small-scale farmers. Starbucks is the largest purchaser of Fair Trade certified coffee in North America. (Organic Consumers Association)  

**B.1.5.8 Natural Futures Project**

IUCN (the World Conservation Union) provides a platform for access to a diversity of credible and cutting edge international and local information in the fields of conservation and development. The South African Country office of the IUCN launched its Natural Futures project in October 2005 in conjunction with a project partner, PhytoTrade Africa (which is the Southern African Natural Products Trade Association). The Natural Futures programme aims to develop Southern Africa’s natural products industry, including certified organic products, for the benefit of both rural poor people and the environment.

Natural Products include any product that is derived from biological resources (including organic animal products), whether they are indigenous, alien or cultivated. Natural Futures, however, uses a much narrower definition, reflecting the Programme's focus on bringing benefits to poor communities and the environment. The Natural Futures definition of natural products includes those that:

- are plant-derived, as there is a growing market for non-animal products;
- occur naturally - i.e. are indigenous - as this has biodiversity value
- are harvested from the wild, or are organically cultivated in their natural environment in Southern Africa; cultivated products are included as this may be the best way for the poor to benefit, and because it is a strategy to address biodiversity loss and environmental sustainability
- are sustainably harvested
- benefit the poor, with a rural focus (though it is acknowledged that there may be urban environments where products fit the above definition)

Natural products (herbal medicines) have an estimated global market value of US $65 billion (WHO, 2001). Even a fraction of this market should be economically appealing to Africa. This global market demand should no longer be ignored by communities, governments and donors. Indigenous, wild-harvested natural products offer exciting opportunities for long-term, environmentally sustainable poverty alleviation in the region. The sector is accessible to producers in rural communities, it relies on a healthy natural environment, and it is of growing interest to consumers all over the world. In Europe, the United States and elsewhere there is demand for health and beauty products derived from

115 http://www.organicconsumers.org/articles/article_4204.cfm
indigenous plants such as Marula, as well as natural fibre handicrafts. These are products that Southern Africa has a clear advantage in providing, and research suggests that a multi-billion dollar industry is possible in the foreseeable future. Currently, however, the sector is underdeveloped, hampered by a number of factors including uncoordinated supply, trade barriers that make the export of products costly and complicated, and an overall lack of investment. These and other factors are closely linked, and until they are jointly resolved this potential vehicle for sustainable development will remain grounded.

**Mechanisms**

Natural Futures has its origins in the W.K. Kellogg Foundation-funded Sustainable Ventures Programme, which investigated institutional support and capacity building needs for natural resource-based enterprises in Southern Africa. It became apparent that significant potential existed for Southern African natural products, in both commercial markets and as a means to enhance livelihoods in poor communities. The goal of Natural Futures is to address issues of environmental sustainability and poverty through the development of a pro-poor natural products sector. It intends to address market failures that have hindered the emergence of the sector thus far, creating economic incentives for improved natural resource management practices, ecosystem restoration, and enhanced delivery of global environmental goods and services. Natural Futures will focus on increasing market access through certification, addressing trade issues at national, regional and international levels to promote this sector, increasing awareness among decision-makers and consumers, and strengthening key natural product SME markets. Natural Futures takes a comprehensive approach to sector development that supports producers at the grassroots level, matching supply with demand, for example, and meeting the import requirements of overseas buyers, as well as through policy research and advocacy.

**B.1.5.9 South African Rooibos**

Small scale farmers in the west of South Africa produce sustainably produced cultivated and wild rooibos tea. The working group on Sustainable Wild Harvesting, with IUCN South Africa, the South African National Botanical Institute (SANBI) and a number of other organisations have supported them to certify their organic product for the EU and North America, and with Naturland (a private label based in Germany, with international recognition particularly in Europe).

**Lessons Learned**

According to Noel Oettle of the Sustainable Wild Harvesting working group:  

- High prices and good returns have been achieved by South African farmers for certified organic Rooibos (using a seal recognised internationally). The contribution to the expansion of market access to African products/services has been excellent and higher incomes are being enjoyed by many farmers.
- The capacities of farmers must be developed to understand the environmental aspects of their production systems more profoundly (so that their practice improves, and so that they can effectively work within and defend certification systems).

117 Noel Oettle personal email communication with Claire Janisch, 10 May 2007
Noel Oettle also is the current Chairperson of the Board of Fair Trade South Africa, engaged in the standard setting process for the Fair Trade Labelling Organisation International (FLO). Based on his experience, he believes that the obstacles & costs of an African Eco-labelling scheme would outweigh benefits. There are huge challenges involved with launching and administering an alternative labelling initiative because of consumer recognition issues, vulnerability of poorly administered systems and potentially high costs. He suggests that a great educational and capacity development process will be needed. Affordable costs are crucial and difficult to achieve and he does not believe that such a scheme would be workable.

**B.1.5.10 Food Mile Labels**

In the UK, the carbon footprint of selected grocery products is now displayed on product packaging as part of a pioneering scheme backed by The Carbon Trust, a Government-funded company that works with businesses to reduce carbon emissions. There are a range of new labels relating to carbon footprint that are being introduced, in particular those relating to “food miles” being introduced by UK supermarkets. Global warming is becoming a more widely recognized concern for consumers and new labels relating to carbon footprints are emerging. These labels are highly relevant regarding their impact on the African region, rather than their application in the African region. These labels will be important for the African region to monitor as they progress as a result of the significant impact they will have on African exports. The following example is included to illustrate.

The implications of the “food miles” debate are considerable. Much high-value produce from Africa, especially flowers and horticulture, are air-freighted, and are being singled out as the epitome of unsustainable consumption. But from a development and poverty reduction angle, the inclusion of sub-Saharan Africa in these high value markets has been a success story. Food miles as a concept is blind to these social and economic benefits associated with trade in food, especially from developing countries. Nowhere are UK consumers more persistently engaged with rural Africa than through food consumption choices. A wide range of fresh fruit and vegetables (FFV) are imported to the UK from sub-Saharan African countries (SSA – excluding South Africa). UK consumers spend over £1 million at retail every day on FFV from this region. Furthermore, the UK is consuming more produce today from Africa than ever before, and it is growing. Yet this trade is dependent on the UK consumer, and also on air-freight, bringing climate change impacts of this trade squarely into the development equation. In total, 40% of airfreighted FFV imports to the UK are from SSA. Indeed, poor African countries rely on the UK market to support their domestic industry.

Only 1.5% of imported FFV arrive in air transportation but that portion produces 50% of all emissions from fruit and vegetable transportation. Air-freight of FFV from SSA accounts for less than 0.1% of total carbon UK emissions. Yet, air-freighted produce from SSA to the UK bestows considerable direct benefits on poor rural economies. Over

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one million people in rural Africa are supported by the FFV exports to the UK. An estimated 50-60,000 small-scale producers and 50-60,000 employees on larger farms grow produce that is consumed in the UK. When dependents and service providers are factored in, an estimated 1-1.5 million people’s livelihoods depend in part on the supply chain linking production on African soil and consumption in the UK. An estimated £200 million is injected into rural economies in Africa through FFV trade with the UK alone. From a development perspective, airfreight of FFV from SSA is a relatively efficient “investment” by the UK in allocating its carbon emissions to support livelihoods when compared to the efficiency of the remaining 99.9% that is supporting 60 million UK residents. Over one million livelihoods in Africa are supported by UK consumption of imported fresh fruit and vegetables, and not buying fresh produce air-freighted from Africa will reduce UK total emissions by less than 0.1%.

**M&S Airfreight Label**
Marks & Spencer stores (leading retailer in the UK) now label food that has been imported to the UK by air with an aeroplane symbol and the words ‘air freighted’. The symbol will initially appear on over 20 different food products, rising to 150 by the end of 2007. The move is part of Marks & Spencer’s commitment for the chain to become carbon neutral within five years. The retailer already labels all their food with its country of origin, and in many cases also include the name of the farmer on pack.

The Air-freight Label is about being transparent and giving consumers choice, but there are reservations about the idea of putting grams of carbon per pack because it is a complex issue to explain. Labelling a product with an air-freight sticker associates it with the form of transport with the highest level of carbon emissions, without giving any indication of the economic lifeline buying that product might give to African growers.

**Tesco Carbon Rating Label**
Tesco will become the first supermarket chain in the world to assign a "carbon label" to every product on its shelves, in an effort to attract even more environmentally conscious consumers. The UK's biggest chain said the labels would record the amount of carbon dioxide emitted during the production, transport and consumption of the 70,000 products it sells. Environmentalists have mooted the idea of "carbon labelling" but companies have struggled because of the complexity of measuring the carbon required to produce each item. The "carbon footprint" of a product includes the energy required for its manufacture, packaging and transport to the supermarket shelves. There are no well-established methods for collecting such information, and some of the decisions over what emissions to include are likely to be controversial. The aim is for goods to be labelled so that a "carbon calorie-counting" system would become an accepted part of food packaging, in a similar way to nutritional information. The initiative could boost local

119 Ibid
120 http://www.newconsumer.com/news/item/ms_label_air_freighted_food/
121 Behind the signs: those ethical labels explained, Meg Carter, The Independent, U.K., Published: 12 April 2007
suppliers to Tesco stores, as their goods will have travelled a shorter distance, and encourage manufacturers to cut their carbon emissions in order to attract shoppers. 122

'Organic' label ban planned for air freight food 123
Food which is imported to the UK by air may be denied the ‘organic’ label under proposals being put forward today by the country's main organic certification body. The UK Soil Association (refer to Section C) is concerned about the damage being done to the environment by greenhouse gas emissions from flights carrying food products around the world. It is launching a one-year consultation at its annual conference in Cardiff today on a proposal to ban air-freighting for organic food, in the hope of cutting the carbon dioxide levels blamed for global warming. There is growing demand to reduce the carbon footprint of food distribution and we in the Soil Association take that very seriously. One of the key issues during the consultation period is the viability of schemes which benefit farmers in the developing world by giving them direct access to rich-world markets for their crops.

The UK is being urged not to impose its own carbon footprint on organic farmers in developing countries, who face the threat of their products being banned should the Soil Association decide to put a moratorium on organic airfreighted produce entering the UK. If the UK goes ahead with this potential ban being threatened by the Soil Association, then e.g. 1 per cent of Ghana's export industry would be lost, and their growers would lose their livelihood and be forced back into poverty. The Soil Association's point of view is that climate change is a real danger. In 2005, the primary reason that consumers bought organic became environmental concern rather than health worries, and that is very significant. Airfreight produces 150 times more carbon output than seafreight. The association does not want to close down the operations of African farmers, but neither can they ignore carbon emissions. They have embarked on a two-stage consultation, and by 2008 should have a proposed standard available, which could suggest anything from labelling airfreighted products, as large retailers like Tesco and Marks & Spencer are already doing, to carbon offsetting, to a complete ban, with stations in-between to help farmers in Africa find viable alternatives to airfreighting to the UK.

According to Dr Camilla Toulmin, director of the International Institute for Environment and Development, the only fair resolution to this problem is the allocation of rights globally, an equitable deal which would give farmers in countries like Ghana an overbalance of carbon points, as they emit far less than the UK, the US and other western countries, which it could either sell to the UK or use for export requirements. 124

122 http://www.guardian.co.uk/supermarkets/story/0,,1994167,00.html
123 http://www.which.co.uk/reports_and_campaigns/food_and_drink/reports/_labelling_and_shopping/Soil_carbon_footprint_news_article_557_107563.jsp
B.2 National Eco-Labelling and Related Initiatives

The above section included some sectoral initiatives that were national schemes (e.g. Eco-tourism Kenya). This section focuses on those initiatives that are very specifically national eco-labelling schemes. Only Tunisia and South Africa have started to develop their own Eco-label. At this stage it seems that the bulk of the national initiatives in African countries are sectoral: mainly organic, tourism. There are however a number of national initiatives in Africa around energy efficiency appliance labelling.

B.2.1 National Energy Efficiency Appliance Labelling Schemes

Energy efficiency standards and labels (S&L) for appliances, equipment, and lighting products are an especially cost-effective policy for conserving energy. They fit well with most other energy policies and can play a role as the backbone of all countries' energy policy portfolios. Efficiency standards and labels can force a shift to energy efficient technology and dramatically improve national energy efficiency. All energy efficiency appliance labelling schemes in Africa are national initiatives, driven by the requirements of the national government policy for sustainable development around energy issues. Another incentive is the assistance provided by international organisations such as the Collaborative Labelling and Appliance Standards Program.

B.2.1.1 CLASP - Collaborative Labelling and Appliance Standards Program

Project Background:
In 1999, with the support of USAID, three organisations, the Alliance to Save Energy, the International Institute for Energy Conservation (IIEC) and Lawrence Berkeley National Laboratory (LBNL) formed a strategic alliance with the mission of promoting energy efficiency standards and labels (S&L) for appliances, equipment and lighting products outside the U.S. thus creating CLASP, the Collaborative Labeling and Appliance Standards Program. This organization received a significant grant from the UN Foundation (UNF) to complement the ongoing USAID support. Since then, other funders including the Australian Greenhouse Office (AGO), the Energy Foundation (EF); various Global Environmental Facility (GEF) projects; the International Copper Association (ICA); US Department of Energy; the US Department of State (State); the US Environmental Protection Agency (USEPA) have joined in. CLASP is now a global partnership.

Development Objective:
In the developing world, demand for major appliances and equipment —ranging from refrigerators and clothes washers in homes to copiers and lighting equipment in office buildings—is expected to continue its steady growth. CLASP’s broad development objective of reducing building energy use in the developing world is critical to keeping electricity demand in the residential and commercial sectors from continuing to outstrip supply. By doing so, countries realize increased economic efficiency, improved environmental quality, reduced trade barriers and enhanced social equity and quality of life.
Mechanism
CLASP works at the national level to build the skills and institutional capacity necessary to develop, enforce, and maintain standards and labels. National successes help build a critical mass of knowledge, skills, and infrastructure in each region. Participation by multiple countries in the same region begin to have an effect at the regional and international levels through effects on cross border trade flows. To achieve this outcome, CLASP devotes about 70% of its resources to national assistance, about 20% to regional alignment/harmonization projects, and about 10% to building partnerships and creating tools such as this web site to facilitate the national and regional projects. CLASP projects build upon existing initiatives in any country to promote the cost-effective adoption and implementation of energy efficiency standards and labels. CLASP’s objective is to transform the manufacture and sale of energy consuming products to higher levels of energy efficiency, thereby presenting an opportunity for all countries in the region to grow in a more environmentally sustainable and economically efficient manner. CLASP projects often focus on regional markets. CLASP designs its projects to facilitate exchanges among governments, industry, inter-governmental organizations, and technical support groups based on the concept of linking assistance providers and assistance recipients in partnerships with shared responsibilities. It facilitates the participation of stakeholders with global and national expertise in energy efficiency standard-setting and labeling and builds upon previous successful experiences worldwide to implement any standards and labelling (S&L) program. CLASP’s basic approach is to assist project stakeholders in defining and performing their appropriate roles, rather than performing any basic functions on their behalf. Fundamentally, all the activities can be classified as capacity building. 125

CLASP in Africa 126
CLASP’s key counterparts in Africa are the: Department of Minerals and Energy (DME) in South Africa, the Energy Foundation (EF) in Ghana, as well as the Office of Energy Planning (OEP), the Egyptian Organization for Standards (EOS) and the Egyptian Electricity Holding Company in Egypt.

Ghana
CLASP’s founding partners worked together with the Ghana Standards Board (GSB) and the Ministry of Mines and Energy from 2000-2002. CLASP assisted Ghana in implementing Minimum Energy Performance Standards (MEPS) for Room Air Conditioners and labels for 4 products. In the process of providing assistance, CLASP trained 2 members of Parliament responsible for oversight, one consultant to the Ghana Standards Board, one engineer from the Ghana Standards Board, several independent advocates and government contractors responsible for managing, directing and informing the overall process. Funding for the Ghana technical assistance came from the UN Foundation and USAID. Since the completion of the CLASP activity, the Energy Foundation, a Ghanaian partner NGO has carried on standard-setting and analysis activities. This has included actual implementation of the Room Air Conditioner standard, conduct of a residential energy use and appliance saturation survey, submission

125 http://www.clasponline.org/about.php?nnx=4&no=4#
126 http://www.clasponline.org/project.php?no=17
of the Room Air Conditioner standard as a Kyoto Clean Development Mechanism (CDM) project, and initial research on how to implement a refrigerator efficiency standard. The foundational research for conduct of a refrigerator efficiency standard is being conducted in collaboration with the Institute of Industrial Research of the Council for Scientific and Industrial Research in Ghana.

Egypt
CLASP was invited by UNDESA (United Nation’s Department of Economic and Social Affairs) in June 2000 and participated in DESA’s Arab States Regional Seminar on Energy End-Use Efficiency in Cairo, Egypt. Egypt expressed interest in continued contact with CLASP and collaboration. Egypt was in the process of developing a National Plan for S&L. In November 2000 the Office of Energy Planning convened a special meeting of the Energy Efficiency Council (EEC) to discuss a national strategy for standards and labels. The result was a draft national strategy, prepared by the OEP and EOS. In June 2002, CLASP was awarded a grant from the U.S.-Egypt Joint Commission for Science & Technology Cooperation to support the Egyptian GEF/UNDP Energy Efficiency & Greenhouse Gas Reduction Project in developing an implementation plan for appliance labelling. In February 2004 the Egyptian Energy Efficiency Improvement project secured funding to establish an energy-efficient equipment laboratory and CLASP was contracted by UN/DESA to provide technical support and support for installation and start-up of the new testing facility. The appliance test laboratories are located at the New & Renewable Energy Authority (NREA) and are for use in supporting and enforcing energy efficiency labels and standards. In 2005 CLASP supervised the start up of the test facility. NREA hopes to obtain additional funding to upgrade the air conditioning test facility in the future. Egyptian S&L stakeholders are also interested in adding water heater and lighting standards. Egypt is continuing its collaboration with CLASP by assisting in identifying a possible partner for the Arabic translation of the CLASP Guidebook.

Tunisia
Tunisia recently implemented a standards and labeling programme for household appliances and other energy using equipment. This programme, which is the fruit of six years labor supported by the Global Environmental Facility (GEF) and executed by l'Agence Nationale pour la Maitrise de l'Energie (ANME), led to the issuance of energy labeling and minimum energy efficiency standards regulations for refrigerators in 2004. CLASP assisted the Tunisian refrigerator working group in developing an energy labelling classification system for refrigerators, establishing appropriate energy performance test procedures, developing framework and implementing legislation for MEPS (minimum energy performance standards) and energy labelling of energy using equipment, conducting a detailed analysis of the Tunisian refrigerator industry and market, identifying the most cost effective options to improve the energy efficiency of refrigeration appliances manufactured in Tunisia, developing an institutional structure to support the implementation of a mandatory energy consumption labelling program and promulgation of the minimum energy performance standards (MEPS) for refrigerators, devising a pilot labelling programme to test labelling implementation in advance of the full implementation of the scheme, developing the labelling implementation plan and
conducting an evaluation of the energy, economic and environmental impacts of the adopted energy labelling and MEPS program for refrigerators. Framework legislation for energy labeling and MEPS of energy using equipment has been passed and the first implementing legislation for refrigerator MEPS and energy labels has also been passed and entered into effect. All refrigerators and freezers on the Tunisian market have had their energy performance tested by a third-party test laboratory and have received energy labels. MEPS and labeling for room air conditioners are under development.

South Africa
In South Africa, CLASP supported the launch of the Department of Minerals & Energy’s (DME) Energy Efficiency Appliance Labels, including stakeholder identification. The DME’s nationwide appliance efficiency programme is monitored through energy labels on electricity appliances and minimum energy performance standards. In May 2004, the South African Department of Minerals and Energy with support from the Capacity Building in Energy Efficiency and Renewable Energy (CaBEERE) project announced the introduction of an appliance energy labelling program – The Green Star Programme. All electrical household articles e.g. refrigerators, clothes washers etc. are labelled according to a national standard. The standards are divided into 7 categories with ‘A’ representing the most efficient appliance and ‘G’ representing the least efficient appliance. The label includes a unique South African symbol if the product is produced in South Africa.

Lessons Learned
Through CLASP support, enough developing countries have initiated S&L programs in the past four years, that CLASP’s primary attention is now shifting away from stimulating national S&L programs to ensuring national S&L program quality and stimulating regional alignment/ harmonization. To support this shift in focus, CLASP has already begun increasing its participation in other regional activities – mainly in Asia and Latin America. CLASP’s primary thrust over the next 3-5 years will be helping United Nations Development Programme/Global Environmental Facility (UNDP/GEF) establish a series of up to 6 full-scale regional S&L projects, focusing on all aspects of S&L programs and creating vastly improved market efficiency in appliance, equipment and lighting product international trade.

B.2.2 Tunisia’s National Eco-labelling Initiative
Tunisia made a national choice to meet its international commitments. Access of Tunisian products to European markets is highly dependent on compliance with the more stringent European environmental directives and requirements. Eco-Labelling Tunisian products was an initiative taken by the International Centre of Environmental Technologies of Tunisia (CITET) in 2004 to encourage manufacturers and service providers to supply consumers with less pollutant goods and services, and instill a more sustainable and responsible consumption. The Eco-Labelling project includes technical studies and contribution from national and international experts. The objectives included the evaluation of social, economic, and environmental conditions to set up the legal,

regulatory, and institutional framework as well as the development of criteria for certification. Stages of development of the eco-label included:

- Evaluation of needs and socio-economic conditions, environmental policies.
- Set up the regular and institutional framework as well as a procedure
- Realise design studies and preparation of procedures
- Realise awareness and information programs
- Realise pilot actions
- Auditing the system

**Type of Eco-label**
The Tunisian eco-label is of ISO Type I Eco-labels (a volunteer program, certified by a third party based on a product life cycle). It is made for selected products that are relevant to the Tunisian export to European Union. The life cycle approach with multiple criteria based on the ISO 14020 and ISO 14024 standards was followed.

**Specific Objectives**
- To concretise the environment protection policy in Tunisia and the sustainable development process based on national choice and international commitments (national conservation strategy of natural resources and protection of the environment, international conventions, the integration of Tunisia in the world economy, its accession to the World Trade Organisation) in order to facilitate the access of products and Tunisian services on the international and European market.
- Encourage manufacturers to produce consumer goods with less pollutants and to contribute to the shift to modes of more sustainable consumption
- Installation of institutional and regular framework of eco-labelling
- Implementation of the eco-label program for selected sectors and promotion of the eco-labels

**Regulatory Framework and Incentives**
The first immediate impact of the program is the promulgation of the legal documents that introduce the availability of the Eco-Labelling program and its credibility. Another intended impact is for manufacturers involved in this program to have an integrated environmental management system where all aspects from energy to water to raw materials are taken into consideration as an integral part of their daily business management. The reinforced capacity of these companies is without a doubt critical to the entry of Tunisia in the European free zone exchange market in 2008 and its readiness to compete in a global market.

**Mechanism**
The main challenge in the process was defining the institutional and legal framework, as well as the eco-label management structure which enabled the multi criteria to be met. The following diagram provides and overview of how each institution involved in the

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129 Email Communication with Claire Janisch, 21 May 2007
130 "Eco-labelling Tunisian Products-The Road to Global Market", presentation at 4th ARSCP, Dr Souad Benromdhane – Kilani
programme are integrated and interacted at different levels of the programme implementation:

**Figure 1: Tunisian National Eco-label Management Structure**

The current status

- Regulatory texts are reviewed on an ongoing basis by authorities for approval of legislative and institutional framework.
- Studies are complete and marketing campaigns are expected in 2007 for at least 3 products: hotels, textile products, dates or olive oil.
- Criteria have been developed for 3 groups with an ongoing approval to be included in a text of law.

Lessons Learnt

Dr. Souad Benromdhane-Kilani served as the Project Manager for the Eco-labeling Initiative in Tunisia and presented at The Fourth African Roundtable on Sustainable Consumption and Production (ARSCP-4) 29-31 May 2006, Addis Ababa, Ethiopia. The following information was supplied by Dr. Benromdhane:132

- This programme is supposed to prepare local manufacturers for the upcoming regulations that the Tunisian government agreed to meet to be a part of the free-trade zone in Europe. It also serves as an incentive to improve many production technologies in the local industry to contribute to pollution prevention and cleaner production. The eco-labelling scheme provides policy makers with a way to enforce environmental law and integrate new cleaner technologies. In addition consumers are

132 Email Communication with Claire Janisch, 21 May 2007
brought up to speed at the local level by raising their awareness and giving them a tool to play their role in pollution prevention.

- There is a need for financial support to African enterprises to implement environmental management tools like eco-labels.
- Previous effort to promote implementation of ISO 14001 in the Tunisian enterprises failed; but the eco-label is found to be more successful because it is being promoted as a marketing tool for the enterprises. Moreover, they are provided with technical assistance.\(^{133}\)
- Some of the negative impacts are the costs involved that could be an obstacle. Also there might be some confusion as to many other labels that are already around. There is potential discrimination against producers who won’t volunteer in the programme, but they would be discriminated against by external markets anyway. It is hope that will encourage them to be a part of the programme.
- The eco-label is meant to contribute to expansion of market access for Tunisian products. The purpose is to make Tunisian products more appealing to international consumers through recognised Audits and certification.
- Never underestimate the power of marketing. Reach out to all stakeholders: the industry, government, and consumers.
- Dot not put restrictions on a certain kind of product as long as there is a candidate, it is worth undertaking criteria development. It always serves as an example for other producers to come to the programme and be a part of it. That is the effect you want to create.
- It is very important for credibility and transparency to create the appropriate legal framework
- Obtaining commitment of government takes time. It took two and half years to develop the Tunisian Eco-label to the final stage of development.\(^{134}\)

### B.2.3 South Africa’s national eco-labelling initiative

#### B.2.3.1 Indalo Yethu, South Africa’s Environmental Endorsement System

Indalo Yethu\(^{135}\) is the South African National Environmental Awareness Campaign. This initiative is a legacy project of the World Summit on Sustainable Development (WSSD) that was hosted by South Africa in 2002. It was established by the South African Government, Department of environmental affairs and tourism as an independent trust. The primary objective of Indalo Yethu is to reinforce the role of the environmental living within the context of the country’s economic and social development programme.

**Mechanism**

Indalo Yethu will essentially function as an endorsement brand whose interventions will be reinforced by an extensive mass communications campaign and outreach programmes.

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\(^{134}\) Ibid

\(^{135}\) [http://www.indaloyethu.co.za/](http://www.indaloyethu.co.za/)
Indalo Yethu seeks to draw attention to how responsible environmental living is a critical ingredient as South Africa seeks to realise its stated objectives of a better life for all. More so in terms of ensuring that benefits derived can be enjoyed by present and future generations. This will be achieved by programmes built on a two pronged approach:

- **Endorsement Program**: Developing an Endorsement Brand that will link and become an umbrella for environmentally responsible or focussed programmes and projects that links economic growth and social development. This will include developing and implementing a public awareness and mass media campaign that will bring about this awareness.
- **Education and Awareness**: Promoting and encouraging responsible environmental activities through institutional support for focussed actions, programmes and projects.

**Funding**
The Department of Environmental Affairs and Tourism is funding the campaign for the first two years.

**Objectives**
The plan is to pool efforts together with other initiatives in South Africa to mainstream the issue of the environment, to mobilize around a common cause, to create platforms such that the various initiatives working together have a greater overall impact. The main concern is that awareness raising and branding involves large costs, and if efforts can be pooled, the various initiatives can share the benefits with focus of roles in particular areas. Partnerships at this stage are being pursued in particular with SACODAS and the South African NCPC. Indalo Yethu would take a governance position in joint initiatives.  

**Current Status**
IY in explorative phase and has contracted FTTSA to undertake research into various endorsement schemes in order to inform the development of the South African national environmental brand. They have recommended and stressed that which ever scenario / model is chosen for the development of Indalo Yethu’s endorsement scheme, it must be developed based on the following principles:  

- Start small with a potential to grow
- Create a clear brand presence (e.g. Energy Star)
- Make a difference to users
- Visible environmental impact that can be measured
- Aim at multiple users
- Fit with regional imperatives: poverty, sustainability etc.
- Look at broad sustainability issues
- Processes and systems should be designed in a way to guard against conflicts of interest and ensure good governance of the system
- Consumer research is essential

136 Notes from SACODAS/Commark Workshop, 24 May 2007, Commark Offices, Jhb – notes taken by Claire Janisch
137 Indalo Yethu,
• Marketing plays an important role. It informs the wider public about endorsement. Potential consumers need to be targeted with a very well crafted message.

• Should not expect the endorsement system to break even through membership fees – this will take a minimum of ten years to achieve, if at all. Other ways of generating income are needed

• It is likely that stakeholders will support the scheme but be reluctant to pay for services

• It’s important to define clearly what the label means before defining how to do it

At this stage various models are being investigated. It is most likely to be an overarching brand with an accreditation system. The aim of such an accreditation system would be to endorse existing and new initiatives in South Africa.

B.3 Summary of the African Eco-labelling Initiatives

A summary table of the above Eco-labelling initiatives is included in Annex B. A full list of contact details for each initiative is included in Annex C. This includes the organisations in section C below.
C Institutions and Organizations Related to Eco-labeling in the African Region

This section includes an overview of the relevant institutions and organisations operating in the African Region. It is not possible to include everything, so the focus is on organizations with significant activities related to eco-labelling in the African region, as well as examples of national organizations. Once again, due to the nature of this desk-top review, this overview is limited by information that is easily available in English on the Internet.

This section is included as part of the process of identifying institutions which can operate an overall African eco-labeling scheme, but also to identify organisations that could offer useful lessons learnt, support capacity building in the African region, contribute to the development of standards for an African Eco-label or offer certification services.

C.1 Relevant Organisations and Projects Related to Eco-labelling in the African Region

C.1.1 Agriculture

The following organisations related to agriculture, operate in Africa or provide assistance to the eco-labelling or related schemes operating in the agriculture sector in the African region.

C.1.1.1 FAO Africa

The Food and Agricultural Organisation (FAO)\(^{138}\) is an autonomous agency within the United Nations. FAO was founded in October 1945 with a mandate to raise levels of nutrition and standards of living, to improve agricultural productivity, and to better the condition of rural populations. A specific priority of FAO is encouraging sustainable agriculture and rural development, a long-term strategy for the conservation and management of natural resources. It aims to meet the needs of both present and future generations through programmes that do not degrade the environment and are technically appropriate, economically viable and socially acceptable. FAO offers direct development assistance, collects, analyses and disseminates information, provides policy and planning advice to governments and acts as an international forum for debate on food and agriculture issues.

FAO helps developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition for all. FAO's activities comprise four main areas:

- Putting information within reach.
- Sharing policy expertise.

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- Providing a meeting place for nations.
- Bringing knowledge to the field.

One of the activities of FAO includes studies, technical assistance and policy advice on production, certification and trade of certified organic agriculture products: The objective is to facilitate access to markets for small holders and exporters from developing countries. Selected activities include:

- Inter-governmental collaboration on organic standards, inspection, certification and accreditation, such as the Codex Alimentarius Guidelines on Production, Processing, Labelling and Marketing of Organically Produced Foods and the draft Codex Guidelines on the Judgement of Technical Regulations Associated with Foods Inspection and Certification Systems.
- Evaluation of the diversification potential and market opportunities for organic agriculture commodities.
- Analysis of organic production systems in specific contexts and guidance and/or assistance on requirements of production, processing, retailing and consumption of certified organic agriculture products.

FAO's technical assistance to countries include the provision of information on organic production and trade through studies, statistics, networks and discussion. FAO seeks to play a catalyst role in international organic trade, policy development and public-private partnerships.

The Food and Agriculture Organization (FAO) has embarked on the most significant reorganization since its founding, with a fundamental objective to bring FAO as close to its Members as is effectively possible. The reorganization necessitated a more decentralized structure and strengthens FAO as a centre of excellence and a world reference centre through delineation of responsibility for global, regional and country-specific activities. In Africa, there is a Regional Office, Sub-regional Offices for Southern & East Africa and North Africa as well as a number of Country Representations.

**FAO Regional Office for Africa**

The principal function of the Regional Office for Africa is the overall identification, planning and implementation of FAO's priority activities in the Region. It identifies priority areas of action for the Organization in the Region, implements approved programmes in the Region, monitors the level of programme implementation and draw attention to any deficiencies.

Location of Sub-regional Offices

- Sub-regional office for North Africa (SNEA) located in Tunisia, Tunis
- Sub-regional Office for Southern and East Africa (SAFR) located in Harare, Zimbabwe

RAF regular program of work is carried out by different departments, The Agriculture department, Sustainable Development, Policy Assistance, Economics, Fisheries, and

Forestry Departments. It includes the provision of assistance to Members in the provision of policy and technical advice on nutrition, food and agricultural matters.

### C.1.1.2 IFOAM Africa Office (IAO)

The International Federation of Organic Agriculture Movements (IFOAM)\(^{140}\) is a grassroots and democratic organization that currently unites 750 member organizations in 108 countries. In order to achieve its mission and address the complexity of the various components of the organic agricultural movement worldwide, IFOAM has established official committees and groups with very specific purposes, from the development of standards to the facilitation of organic agriculture in developing countries.

IFOAM's mission is leading, uniting and assisting the organic movement in its full diversity. Their goal is the worldwide adoption of ecologically, socially and economically sound systems that are based on the principles of Organic Agriculture. Uniting the organic world, IFOAM provides platforms to stakeholders for a wide range of purposes. Through international conferences, committee meetings, and other forums, IFOAM facilitates the ongoing and constructive dialogue about the future and status of organic agriculture. IFOAM implements specific projects that facilitate the adoption of organic agriculture, particularly in developing countries. IFOAM also represents the organic agriculture movements at United Nations and other intergovernmental agencies.

**Mechanisms**

Recognizing the booming growth and potential of organic agriculture in Africa, IFOAM established its Africa Office (IAO) in 2004. The IAO is staffed with an IAO coordinator and provided with specific resources enabling it to focus on supporting the African organic movement. The IAO has an IAO Advisory Group, composed of 6 representatives of the African organic movement, that serves as a resource and gives inputs to the IAO. The IAO is currently mainly funded by Hivos (Africa Desk) in the form of institutional support. The 4 pillars guiding the work of the IAO are\(^{141}\):

1. Institutionalizing the organic sector in Africa
2. Promoting OA as a development option for Africa
3. Developing organic markets and standards
4. Fostering a supportive policy framework for the development of OA in Africa

These pillars are rather broad and ambitious, and the IAO action plan focuses on targeted activities within each of these pillars. Essentially, the IAO provides a platform for information exchange and networking on issues relevant to the organic sector in Africa. Given that the support received from Hivos is limited, the IAO is focusing on strengthening communication and information flow within the organic movement in Africa. This is done through several activities. The present IAO website provides useful general information on the organic movement in Africa, and offers links to online discussion forums. The IAO also publishes the Africa Organic News e-newsletter, which is distributed freely. The IAO also establishes Contact Points across Africa, with the aim

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140 [www.ifoam.org](http://www.ifoam.org)
141 [http://www.ifoam.org/about_ifoam/around_world/africa.html](http://www.ifoam.org/about_ifoam/around_world/africa.html)
of strengthening information flow and networking between the African organic movements in the different countries and between them and the IFOAM Head Office. In addition to these targeted activities, IFOAM implements projects in cooperation with different partners. All of these projects are contributing to one or more of the 4 pillars mentioned above. Examples of this include for instance the Organic Standards for East Africa (OSEA) Project when it comes to developing organic standards, local and regional market development and regional private and public cooperation; the FAO West Africa Organic & Fair project when it comes to export market development and the IFOAM I-GO Program when it comes to local marketing and promoting OA as a development option for Africa.

Through its member network it is involved in various projects for the development of local and export markets for organic produce. There are also initiatives in several countries where cohesive national movements have come to lobby their governments on issues such as formally incorporating organic agriculture within agricultural planning, and adopting organic standards. IFOAM has the know-how and the networks to provide assistance to these efforts.

A key role for IAO in the coming years will be to build up a database on the general state of organic agriculture in Africa. Through networking with IFOAMs members in different African countries, it is intended to build up a more accurate picture of the extent of organic agriculture within Africa. While this will not be achieved overnight, it is intended that the process of regular and close communication with IFOAM members and with sister organizations will help substantially close the information gap that presently exists. These efforts will rely substantially on internet communication and the active support and goodwill of IFOAM members and sister organizations, as IFOAM do not have the resources to undertake a full scale survey of the state of organic farming in such a vast, and often poorly, interlinked continent. The IAO will therefore work closely with the member organizations in the various countries to get information on developments in those countries, and then provide a platform for that information to be shared with others in Africa and beyond. One result of this will be an increase in the availability of information (including in this publication) about the status of organic farming in Africa and its relevance to addressing the needs of farmers and helping meeting Africa’s development challenges.

**Current Regional Organic Projects in Africa**

Several regional projects are taking place currently in Sub-Saharan Africa. They represent unique opportunities for the African organic sector to meet, elaborate and implement joint activities. Several organic national movements have been created through such projects and are now functioning as representative of the sector in their country. Current projects include:

- **Increasing Incomes and Food Security of Small Farmers in West and Central Africa through Export of Organic and Fair-Trade Tropical Products (2005-2008)**142, FAO project funded by the Government of the Federal Republic of Germany. IFOAM is represented in the project’s steering committee. Countries

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involved in the project include: Burkina Faso, Cameroon, Ghana, Sierra Leone and Senegal.

- The OSEA project (Regional Cooperation for Organic Standards and Certification capacity in East Africa)\(^\text{143}\), funded by SIDA (Swedish International Development Cooperation Agency) is implemented by IFOAM, in cooperation with Grolink (a Swedish based consultancy). IFOAM is the leading agency and also ensures local project coordination, provides technical and political input to the project, and is responsible for part of its implementation. Countries involved in the project include Uganda, Kenya and Tanzania, recently joined by Rwanda and Burundi.

- The UNCTAD-UNEP CBTF project (Promoting Production and Trading Opportunities for Organic Agricultural Products in East Africa).\(^\text{144}\) The project includes Uganda, Tanzania and Kenya. UNCTAD and UNEP have agreed to merge the regional standards components of their projects into one project, where IFOAM is responsible for facilitating the implementation of this component of the project.

- The IFOAM study on local marketing cases in Africa is an IFOAM project implemented in the frame of its I-GO (IFOAM Growing Organic) Program. The project is implemented by Grolink.

**C.1.1.3 EPOPA (Export of Organic Products from Africa)**

Export Promotion of Organic Products from Africa (EPOPA)\(^\text{145}\) is a programme created by the Swedish International Development Agency (Sida). The programme has projects present in Uganda and Tanzania. Since 1997 Sida (Swedish International Development Co-operation Agency) has financed the EPOPA programme to promote exports of organic products from Africa. The latest evaluation made in 2004 showed a high impact and significant improvements in the livelihood of some 27,000 farmers from Uganda and Tanzania. Sida decided to prolong the EPOPA programme up to 2008.

EPOPA aims to give African smallholder farmers a better livelihood through developing local and international organic markets. The increase in agricultural production benefits rural communities, thus the farmers. Thousands of smallholder farmers get a premium price for their organic crop. In general, yields increase because of the better practices. They get a more transparent price setting from the exporter who buys more directly and they are paid cash in hand. Participating countries are given the opportunity to increase and diversify their exports, while at the same time the agricultural sector is exposed to innovative and environmentally sound farming techniques.

EPOPA works with different types of exporters like co-operative unions, local and expatriate entrepreneurs and subsidiaries of international trading houses. Most projects lasts 3-year with participation of large groups of smallholders that are organized by the exporters, with assistance of EPOPA technical consultants. EPOPA is also developing

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\(^{145}\) [http://www.grolink.se/epopa/](http://www.grolink.se/epopa/)
flanking activities like setting up of domestic certification bodies, providing training to a wider public, and linking up with national networks so as to provide a solid basis for the organic sectors in the countries.

Projects
Within the framework of the EPOPA Programme, a project to develop organic certification bodies in Uganda and Tanzania has been implemented. Its objective is to establish local certification organisations in the two countries. Ultimately these local organizations shall reach international recognition. The project is implemented by Grolink AB, one of the two partners in EPOPA. In each country the project works closely with local stakeholders to develop systems that are locally accepted while still being compatible with international norms. EPOPA is a SIDA-funded project which aims to give African smallholder farmers a better livelihood through developing local and international organic markets. Countries involved in the project include: Tanzania, Uganda and Zambia.

Lessons learnt
EPOPA’s Ugandan branch has worked with 17 companies over the last 10 years in Uganda providing technical and other support for small-holder group certification for Organic - and a lesser extent, Utz kapeh, certification. Over 40,000 thousand farmers are now contracted to these 17 companies and currently both exporter numbers and farmer numbers are growing. The key lessons learnt from these initiatives are that:

- Exporters need organic commitment and not just a money earning vision, especially so that investment in the field organisation, and other aspects of the ICS is good.
- Exporters want to go for organic, but few will take the risk step if they do not have outside support to help them cross the conversion risk barrier.
- The contribution of these initiatives to the expansion of market access to African products has been very significant and growing in Uganda. Now about $6m of exports.
- Organic focuses on what the farmer has - not a lot in Uganda - apart from the very key elements of land, enthusiasm, traditional farmer knowledge and a willingness to learn more.
- The price that the farmers receive for their cash crops is 15 to 40 percent higher. Many farmers report a significant increase in productivity due to more intensive crop management measures. The farmers also produce their own food organically. The farmers also appreciate the extra attention given to them by the extension workers and generally respond to that by caring more about farming. The higher prices are not achieved by the organic qualification only but also by better quality products and in some cases, by more direct trading structures. In one project, the exporter is also on the fair trade coffee register. These three aspects together resulted in a 50 to 100 percent increase in income.
- The barrier is initial cost during the conversion period and strong farmer grouping. Then other barriers such as transport and quality issues come in.

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Specific products/services from the region are most suited to Eco-labels are tropical crops - traditional commodities and non traditional.

To assist in the acquisition of eco-labels by the private sector, certification support will be needed - cost, technical support and lots of training throughout the chain.

The most important elements for an African eco-labeling Scheme include ease of co-operation and good communication. Regionalisation of areas within Africa will be necessary as it is a big place with poor internal communication.

### C.1.1.4 EOSTA

Eosta’s corporate objective is to contribute to commercial as well as ecological and ethical values in the global market for certified organic agricultural products. As sustainable agriculture needs a sustainable business approach to ensure ecological and social wealth for future generations, Eosta sees itself as a responsible organisation that will use its influence to improve quality standards along the entire production and supply chain. This holistic view underlies all commercial services to farmers and growers, to retailers and customers, and others involved in the international organic sector.

Eosta aims to achieve its corporate objective by:
- Increasing the production and demand for organically grown products;
- Developing long-term and sustainable relationships with producers, customers and other parties involved in the supply chain;
- Enhancing greater transparency, mutual awareness and shared responsibility and ethics in trade throughout the food supply chain;
- Developing its own unique set of protocols for farming quality, social quality and food quality (see Nature & More);
- Supporting research & development in agricultural production and food quality;
- Improving quality standards for production, ethics in trade and final products, and supporting different organisations from within the global organic movement, including certifying organisations and IFOAM.

EOSTA supplies certified organic produce to wholesalers and retailers in the organic and conventional markets all over Europe on the principle of daily fresh deliveries. Thanks to the wide range of year-round products and its own pre-packing facilities, Eosta now supplies most of the leading European supermarket chains. Eosta is also Europe’s leading exporter of organic greenhouse crops to the USA and the Far East. The organisations mentioned below, and many other interesting sites can be found on pages 3 and 4 of this section.

In the UK, a strategic alliance was formed with market leader Organic Farm Foods. In Germany, Eosta maintains a strategic alliance with the market leading baby food producer HIPP. Eosta is an approved SKAL/EKO and Demeter distributor, and a corporate associate of IFOAM (International Federation of Organic Agriculture Movements). Furthermore, Eosta is a member of the Belbis Desert Club, the International

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147 www.eoasta.com
Association for Partnership in Ecology and Trade. The pioneering companies, scientists, farmers and growers that form Eosta's partnerships, know that they need each other, and are more willing than in traditional business climates to assist each other and share information. Eosta is a pioneer in this area itself, providing established partners on both the supply and demand side with a wealth of information on agricultural research and country-specific data.

**C.1.1.5 Coleacp**

COLEACP, a European-Africa-Caribbean-Pacific Liaison Committee is an interprofessional network promoting sustainable horticultural trade, gathering together ACP producers/exporters and EU importers of fruit and vegetables, flowers and ornamental plants, and other companies and partners operating in the ACP/EU horticultural industry.

COLEACP is a non-profit inter-professional association, representing and defending the collective interests of ACP producers/exporters and EU importers of fruits, vegetables, flowers and plants. The main goal is to promote the horticulture trade in African, Caribbean and Pacific countries, especially with the European Union and to enhance its competitiveness. With their concern for sustainable development and poverty alleviation, they are dedicated to increasing the integration of small farmers into the supply chain. They advocate the adoption of best practices by all operators in respect of food safety, human health and environmental protection. Their Objectives are:

- To develop and strengthen the network of ACP-EU horticultural industry stakeholders as well as links with other public and private partners within the sector.
- To encourage development of value-added ACP exports and the diversification of products and markets.
- To improve the business environment in order to promote employment and income creation.
- To initiate, maintain and support effective public/private dialogue on development issues, especially through creation and strengthening of "Task forces" or national and regional working groups.
- To facilitate market access through demonstrating compliance with the regulatory and commercial requirements of international trade, especially those concerning sanitary and phytosanitary (SPS) issues.

For over 20 years, membership of the Association has been open to companies able to demonstrate that their business activity involves the export or import of horticultural produce originating in ACP countries, or a related economic activity (transporters, forwarders, seed companies, etc.). It also welcomes professional associations representing national horticulture industries as well as support organisations working with ACP/EU horticulture. Their services include:

- Monitoring of EU markets for fresh horticultural produce; tracking of the performance of ACP origins over time.

- Maintaining a watch on regulations and giving early warning of new EU regulations mainly where they concern food safety and crop protection issues.
- Promotion of partnerships between companies within the COLEACP network.
- Representation of our Members' interests within the EU Commission, the ACP Group of States, and those regional and international institutions involved in development, finance and standards.

C.1.1.6  

AOFF – African Organic Farming Foundation  

The African Organic Farming Foundation's (AOFF) is a registered non-profit organization founded in 2001. AOFF's mission is to reduce poverty among Southern Africa's rural communities through the introduction of organic farming, better nutrition, agro-enterprise development and management of natural resources.

AOFF's Marketing and Agro-Business Development (MAED) Program is a market-led, trade capacity building partnership that facilitates the inclusion of the resource-poor in organic production and trade by linking small farmers with markets to improve nutrition, food security, incomes and community decision making. Increased income will enhance the well-being of farm families and give them new incentives to improve their management of the soil and other natural resources. The AOFF Project Initiation includes a Market Research Study (MRS) which has been carried out to:

- Assess market demand for a range of organic products and work backward to the grower or production point.
- Analyze market chains for key opportunities, such as organic fresh fruits and vegetables and other high-demand products, and market characteristics -- product quality and certification requirements, pricing structures, and distribution channels.
- Survey potential South African, Middle Eastern, U.S. and EU trading partners/customers, wholesalers, distributors, processors, supermarkets, food-service, trade-shows, relevant organizations and associations. In themselves, these surveys will begin to mobilize sourcing partnership for MAED growers and agri-businesses.
- Identify production, processing and marketing requirements and constraints -- from growing, harvesting, post-harvest processing, certification, packaging, and transportation to final market destination -- that could impede effective agro-enterprise development.
- Investigate options for forming "Shared Equity Model" (SEM) links between producers and firms marketing products that could contain ingredients produced by Southern African small farmers. The SEM re-invents the Fair Trade concept. Fair Trade arrangements really only offers growers/producers a marginal farm-gate premium while SEM delivers the farm-gate premium plus equity participation in the trading and marketing companies that sell their produce or processed products or brands containing their products.
- Conduct stakeholder interviews to test the soundness of the MAED project design and appropriateness of intervention activities.
- Identify accredited organic certification bodies or specialized importers with organic certification systems in place.
Lessons Learnt

An interview was held with Ged Buffee, President of the African Organics Farming Foundation, regarding lessons learnt from the AOFF and other initiatives.

Ged Buffee is a social entrepreneur and marketing strategist with a record of achievement marketing organic products working with leading US organic food and beverage companies and organizations like the Organic Farming Research Foundation and the Organic Trade Association. He assisted leading US brands like Stonyfield Farms, Cascadian Farm, Barbara's Cereals, Organic Food Products Incorporated (Spectrum Foods) and Imagine Foods (Rice & Soy Dream) with brand extensions and their transitions into mainstream markets. He has considerable marketing research and US and EU natural channel retail experience, and is regarded as a leading organic industry strategic planner. He is a branding specialist and his advertising experience includes most recently Executive Vice President of Green Team — the US’s top agency specializing in environmental, natural products and cause-related non-profits. Ged has also recently undertaken a study for IFOAM around how to increase access to market for organic produce. The focus was on what marketing strategies are most effective for those potential customers who may cross over to buying organic but aren’t definite organic buyers. The research focused on how consumers respond to organic certification. What do they see are the benefits, values, differentiation. This study was based on US work with the Organic Trade Association.

Ged had the following comments to make around eco-labelling - from the marketing side:
- Keep the message simple. E.g. labels like Organic and Fair Trade have a complex message for consumers.
- The market side for eco-labels is very busy – there are lots of seals, labels, etc.
- The timing for Eco-labelling initiatives is good. Current market conditions indicate increased interest in eco-labels from consumers. The release of the Stern Report and the UN Climate report has had a lot of publicity and there is increased consumer receptivity to an ecomark.
- To stand out – a lot of money needs to be spent on marketing. Need to make a noise around certification. The main focus of the marketing message for an African eco-label should be what differentiates it from any other eco-label – i.e. the fact that it’s African. Market that the product therefore delivers a raft of benefits (environmental & economic) to 3rd world nations. Will need to build awareness for that concept in the marketplace. Consumers will respond to that and switch brands, but they need to hear the message. The differentiator for the products is they are environmentally preferable and they are sourced from Africa. Consider issues unique to Africa in the marketing, and get the story right. So in terms of marketing – an African Eco-label would have genuine benefits.
- However, the potential obstacles lie w.r.t. standards. What are the standards and can they be met in the African context. The standards need to be configured in the right way.
- Perception of Africa as an environmental transgressor, yet not as bad as USA/EU (consumption patterns). In essence, Africa is in a good position. Activities around
environmental labels would stave off some of the potential problems before they become problems (i.e. unsustainable consumption). African Eco-label could promote “being part of the solution not part of the problem.”

- Key lesson to be learnt from other Eco-labelling initiatives such as FSC and Fair Trade is that these initiatives are generally started by NGO types configuring this as a notion in isolation of realities in the market place. The starting point for eco-labels should be marketing. Engage with the target market and understand their expectations in terms of certification standards, models, rating systems. How would they rate it? What it means emotionally to them and then take that back into developing the eco-labelling standards. FSC standards have been out of control as they are regularly adapted according to complaints from environmental groups. There needs to be a dialogue. It is also important to attach a weighting to a standard. How important is it in the environmental context, how important is it to a consumer/marketing mechanism. What does it mean to the industry to adopt that standard – is it feasible/practical or does it need to be ameliorated? E.g. Fair Trade - good intentions but removed from the realities of marketing. Brand managers for large brands like Coke, etc are deeply involved in differentiating, branding exercises through connecting with consumers. The Eco-Labelling organizations don’t have anyone like that, so there is a huge disconnect in terms of how that brand can make it in the market.

- Another lesson from Fair Trade – they are now getting poor press due to models that only lead to small premium paid to farmers while large margins made by companies. New economic models need to be considered that include shared equity rather than simple premium for raw material. This could be another potential marketing plus for an African Eco-label if there are real economic benefits for the African farmer, etc..

- An African Eco-label would only really be relevant to the export market. The relevance of good environmental practices to a unsophisticated consumer is minimal if anything. If the African Eco-label is to be promoted in the African region, there needs to be awareness building on what are the consequences of poor practices but most of all what are the alternative environmental responsible actions and make these available to them. The marketing would be completely different in the African context (except of course for sophisticated consumers in some African countries).

- Most importantly an African Eco-label needs to be accessible for the private sector and not price prohibitive. What is very important to private sector is clarity in terms of why doing it. Most will go with it if discern an in-market benefit.

### C.1.1.7 National organic movements in Africa

In several African countries, Organic Agriculture has reached a significant level of development and the national organic sector has organized itself into a national organic agriculture network/movement. National organic agriculture movements represent the organic sector at the national and international levels. The following national organic agriculture movements exist in Africa:

- Ghana: Ghana Organic Agriculture Network (GOAN)
- Kenya: Kenya Organic Agriculture Network (KOAN)
- Malawi, Shire Highlands Organic Growers Association (SHOGA)
The contact details and webpages for each of these is included in the contact list in Annex C.

C.1.2 Natural Products

C.1.2.1 PhytoTrade Africa

PhytoTrade Africa, the Southern African Natural Products Trade Association, is Africa’s only trade association dedicated to the development of a Fair Trade and environmentally sustainable natural products industry. We work on behalf of our members to develop products and partnerships for the benefit of Southern Africa’s people and biodiversity.

PhytoTrade Africa is the shortened name of the Southern African Natural Products Trade Association. In many respects it is just like any other trade association, in that it seeks to represent and promote the interests of producers in the region’s natural products industry. However, there are two key areas in which it differs from other trade associations:

- Firstly, it is operating in an industry that is almost entirely new to this geographic region. Much of its work is therefore oriented towards nurturing and developing the industry, rather than servicing an already well-established group of producers.
- Secondly, it has a clear developmental goal, aimed at creating economic opportunities for poor rural people. In this regard it is unique: development is usually the preserve of specialised governmental or non-governmental development agencies, whereas PhytoTrade Africa harnesses the power of the private sector to drive economic growth.

Product R&D is an essential first step towards the industry’s growth. There is obvious sense in pooling collective resources to develop new products which multiple members of PhytoTrade Africa can then supply. Clearly, however, the Association needs to rationalise its R&D investments and ensure it gets the maximum value for its money. The strategy therefore is to pass as much of the responsibility (and costs) as possible on to selected commercial partners, whilst undertaking itself only as much as is necessary to attract such partners.

Market development efforts are driven from the Association’s European office, based in London. This gives PhytoTrade Africa permanent European representation, and ensures it retains a visible profile and presence in its main market. Association members are represented through this office at all the major European trade shows and industry events, and there is a strong emphasis on the development of close interpersonal relationships with key players in the European market. Once a product has been launched, PhytoTrade Africa’s role becomes more of a brokerage one, facilitating the development of a stable trading relationship between the buyer and one or more of its members. Whilst these

150 http://www.sanprota.com/
relationships remain essentially bilateral between buyer and seller, PhytoTrade Africa is always on hand to aid the process. Whether it is a seller (i.e. a member) needing help with export regulations, or a buyer having problems with delivery dates, PhytoTrade Africa has a strong vested interest in making sure each transaction is as smooth as possible.

Concurrent to product and market development is the need to ensure a reliable and efficient supply chain configuration. In this regard PhytoTrade Africa’s role is as a service-provider to its members, ensuring that each one is equipped with the necessary skills and resources to do business in a global market. From its head office in the region, the Association supports its members through a team of business and technical advisors. A final component of supply chain development lies in assisting members to attain Fair Trade and organic certification. The costs associated with certification are high, and the Internal Control Systems associated with large numbers of small-scale producers can be complex. However, given PhytoTrade Africa’s strong orientation towards Fair Trade and environmental sustainability, many members see certification as an essential step in the commercial development process. PhytoTrade Africa has in-house knowledge and skills in these areas, and is able to provide regular back-up and support to members seeking certification.

C.1.3 Forestry

C.1.3.1 African Timber Organization (ATO)

Since its inception in 1994, the African Timber Organization (ATO)\(^{151}\) has considered a priority to 'promote the implementation of sustainable forest management in ATO member countries'. ATO is a regional organisation constituted by 15 member countries from tropical Africa. Member countries include: Angola, Cameroon, Central African Republic, Congo, Côte d'Ivoire, Democratic Republic of Congo, Equatorial Guinea, Gabon, Ghana, Liberia, Nigeria, Sao Tome et Principe and the United Republic of Tanzania.

The main objective of ATO is to harmonise forest policies within its members countries and to promote the development of its standards through a series of field tests conducted in a number of its member countries including Côte d’Ivoire (1995), Cameroon (1996), Gabon (1998), the Central African Republic (1998) and Ghana (1999-2000). ATO was supported financially by the EU and technically by the Center for International Forestry research (CIFOR) and used its methodology in standard setting. The approach consisted in using existing or suggested standards by other organisations, and then select and reformulate these based on the results of tests. The test consists in field assessment and auditing on selected forest sites under exploitation by logging companies in ATO member countries. The tests were conducted by a panel of international, regional and national experts and the results discussed during workshops with a broad participation of representatives of forest management stakeholders. In accordance with recommendations made at the international level, 'especially by the Intergovernmental Panel on Forests' its member countries identified five principles, two 'sub-principles,' 28 criteria and 60

\(^{151}\) [http://www.fao.org/forestry/foris/webview/pageview.jsp?pageId=20290&langId=1](http://www.fao.org/forestry/foris/webview/pageview.jsp?pageId=20290&langId=1)
indicators for sustainable forest management, for application at the regional, national and forest management unit levels.

C.1.3.2 The International Tropical Timber Organisation (ITTO)

The International Tropical Timber Organisation (ITTO)\(^{152}\) is an intergovernmental organization promoting the conservation and sustainable management, use and trade of tropical forest resources. Its 59 members represent about 80\% of the world's tropical forests and 90\% of the global tropical timber trade. ITTO’s African members include: Cameroon, Central African Republic, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Ghana, Liberia, Nigeria, and Togo

ITTO develops internationally agreed policy documents to promote sustainable forest management and forest conservation and assists tropical member countries to adapt such policies to local circumstances and to implement them in the field through projects. ITTO has encouraged its member states to be opened to forest certification. In fact ITTO is a pioneer organization on the use of Criteria and Indicators (C&I) as a tool to enhance sustainable forest management. ITTO published the first set of C&I for the sustainable management of natural tropical forests just before the Rio Summit in 1992. ITTO has been keen to support forest certification since it started after the Rio Summit, as a means to promote the use of C&I as an approach to sustainable forest management.\(^{153}\)

Although ITTO is not directly involved in promoting a particular certification system, it has been organising a number of events at the international level that promotes forest certification. ITTO’s role in promoting forest certification in its member countries focuses on:

- Providing support for capacity building to its producing member countries in forest certification;
- Monitor progress in the comparability and equivalence of forest certification systems and explore opportunities for promoting convergence in forest certification standards in member countries including regional initiatives;
- Facilitate discussions involving stakeholders and provide support for exploring the feasibility of a phased approach to certification as a means of improving equitable access to certification by producers in producing and consuming member countries;
- Recognise the potential contribution of forest management and chain of custody certification to the control of illegal logging and illegal trade of tropical timber;
- Facilitate dialogue and cooperation between consuming and producing countries, and educate stakeholders and the general public about the principles and complexities of sustainable forest management and the certification of natural and planted forests;
- Promote enabling conditions for sustainable forest management and its certification in its member countries;
- Support research to examine the effectiveness and efficiency of alternative set of indicators for satisfying specific certification criteria and clarify the impact of certification on sustainable forest management;

\(^{152}\) [http://www.itto.or.jp](http://www.itto.or.jp)

\(^{153}\) [http://www.yale.edu/forestcertification/symposium/pdfs/gabon_symposium.pdf](http://www.yale.edu/forestcertification/symposium/pdfs/gabon_symposium.pdf)
• Keep its members informed on initiatives related to international frameworks for mutual recognition between certification systems; and
• Provide support to regional certification for arboricultural organizations in the tropical regions.

ITTO published its first set of Criteria and Indicators (C&I) for sustainable forest management in 1992, based on experiences acquired in the implementation of the sustainable forest management in tropical countries and research advances in the field. This was further revised and a new set published in 1998. Recognizing that both ITTO and ATO have adopted similar strategies in promoting sustainable forest management through the implementation of PCI, a decision was adopted during the 29th Session of the International Tropical Timber Council in November 2000 calling for collaboration between ATO and ITTO. A study was conducted to refine the ATO PCIs and make them consistent with the ITTO C&I. The two organisations have now published a common standard known as the ATO/ITTO Principles, Criteria and Indicators for the Sustainable Management of African Natural Tropical Forests. The harmonised ATO/ITTO PCI are applicable both at the national level and the Forest Management Unit (FMU) level. An innovative feature of the ATO/ITTO PCI is the inclusion of sub-indicators, which provide a basis for the development of specific verifiers and standards of performance relevant to the assessment of sustainable forest management at the FMU level in the African tropical forests.

C.1.4 Tourism

C.1.4.1 World Tourism Organization’s regional representation for Africa

The WTO African Regional Representation\textsuperscript{154} strives to meet the specific needs of the National Tourism Authorities, local authorities and tourism enterprises in the region, and to conduct seminars and conferences on topics of interest to the tourism industry, including courses on tourism human resource development. Technical cooperation programmes form an integral part of the activities in the Africa region in the field of tourism within the UN system or through other channels.

Sectoral Support Missions are of shorter duration and are carried out at the request of countries or groups of countries to identify, evaluate and describe specific technical assistance needs and provide policy advice. They usually result in direct WTO recommendation reports to Members or in formulating further project proposals for funding by UNDP and/or other financing sources. Technical Cooperation Projects are usually of long duration and aim to assist Governments in acquiring technical know-how in formulation of tourism policies and strategies in planning, product development, marketing, statistics and human resource development.

The projects are based on a policy of sustainability and focus on tourism master planning at all levels, establishment of tourism training institutes, preparation of marketing

\textsuperscript{154} \url{http://www.unwto.org/regional/africa/menu.htm}
programmes, national capacity building, and the implementation of the Tourism Satellite Account (TSA).

**C.1.5 Industrial Sector**

The following organisations related to the industrial sectors, including the Leather & Textiles sector, operate in Africa or are relevant to the eco-labelling or related schemes operating in the industrial sector in the African region.

**C.1.5.1 National Cleaner Production Centres**

The United Nations Industrial Development Organisation (UNIDO) and UNEP have joined forces to help introduce Cleaner Production in developing countries and countries in transition. The UNIDO/UNEP Programme for National Cleaner Production Centres (NCPCs) is a unique programme of capacity development to help achieve adoption and further development of the Cleaner Production concept at the national level. There are 30 UNIDO-supported centres worldwide that were established to assist industrialists in developing countries and those in transition economies to remain competitive and increase their profitability by reducing water and energy consumption, pollution emissions and waste volumes whilst improving their product qualities and work place safety. There are 9 UNIDO/UNEP NCPCs in African countries: Ethiopia, Kenya, Morocco, Mozambique, South Africa, Tanzania, Tunisia, Uganda, Zimbabwe.

The role of National Cleaner Production Centres is to promote, coordinate and facilitate Cleaner Production activities within each country. The purpose of an NCPC is to build local capacity to implement Cleaner Production in developing countries and economies in transition. Cleaner Production can only be sustained in a country if capacity is in place to adopt it. True appreciation of Cleaner Production and, therefore, its application, can only come about if the concept is promoted by professionals in the beneficiary country itself and adjusted to the local conditions. NCPC's target primarily to transfer know-how and not to transfer only technology. The Centres, and the Cleaner Production assessors trained by them, do not deliver ready-made solutions. They train and advise their clients on how to find the best solutions for their own specific problems.155

Since its inception in 1989, UNEP's Cleaner Production Programme has played a catalytic role in establishing an informal international network for the promotion of Cleaner Production. The individual activities undertaken by the network members contributed to putting Cleaner Production on the agenda of national governments, multilateral organisations and development banks, donor agencies, industrial organisations, and various other non-governmental organisations. Activities undertaken by the network members include:

- Building general awareness among key decision-makers in governmental organisations.

155 http://www.unep.org/pc/cp/ncpc/ncpc_contacts.htm
- Convincing industrial organisations and non-governmental organisations of the need for, and opportunities of, a preventive strategy for industrial environmental management.
- Developing capacities for conducting in Cleaner Production assessments in enterprises thereby generating company-level case studies on the successful application of the Cleaner Production approach in different industry sectors.
- Developing and disseminating information and training materials for various target groups.

### C.1.5.2 African LCA Network

The African LCA Network could play an important role in the development of standards and criteria, as well as in the selection of priority products for the proposed African eco-labelling scheme.

The African LCA Network (ALCAN) has a set of actions and initiatives:
- Collaboration among the academic network participants and exchange of publications
- Organisation of LCA awareness-raising and/or training workshops for policy-makers
- Linkage of ALCAN to the National Cleaner Production Centres and eco-design efforts in Africa
- Involvement in and contribution to the Task Forces of the Life Cycle Initiative
- Regional LCA requires a survey and outreach to introduce ALCAN to stakeholders in the region
- Use of Input/Output LCA as a very promising approach to LCI data development for many African countries
- Creation of an ALCAN website, perhaps linked to ARSCP and UNEP's Regional Office for Africa
- Development of a list of priority impact categories for Africa and its regions, and to identify the available methods for life cycle impact assessment for each of these categories
- Capture of traditional knowledge on environmental and resource management
- 75% reduction rate on subscription for International Journal of LCA due to membership in Life Cycle Initiative
- Fundraising to make identified actions happen

Eco-labelling standards often require Life Cycle Assessments (LCA) to identify best practice options for product design and production. The criteria for awarding the eco-label can also differ in terms of stringency and coverage. Traditionally, eco-labeling has focused on only one stage of the product’s life cycle, normally the use or disposal stage, as well as one particular environmental aspect. More recently, eco-labeling tends to follow a more comprehensive, multi-criteria and life-cycle approach. The life-cycle approach takes into account separate product and processing stages (e.g. raw materials extraction, production of intermediates, production and processing method (PPM), product use and removal) and different categories of environmental aspects like the resource use, energy, emissions or waste.
C.1.5.3 African Federation of Leather and Allied Industries (AFLAI)

The African Federation of Leather and Allied Industries (AFLAI) was created in 1998 at the recommendation of the International Trade Council (ITC). AFLAI is the only entity representing the whole African leather sector. AFLAI initiatives have strengthened existing national and subregional associations as well as kick-started new subregional associations, notably in West, Central and North Africa. AFLAI represents 46 countries, giving it true continental coverage. AFLAI’s mission, implemented through its network of associations and based on mid- and long-term strategic plans, includes activities to promote the development of the African leather sector at national, subregional and regional levels. AFLAI, through its work promoting industry coordination and integration, is also well placed to help African countries to participate successfully in the Doha Development Agenda (around environment and trade issues) and to advocate for special and differential treatment in multilateral negotiations.

C.2 Standards Organisations

A standards organization, also sometimes referred to as a standards body, a standards development organization or SDO (depending on what is being referenced), is any entity whose primary activities are developing, coordinating, promulgating, revising, amending, reissuing, interpreting, or otherwise maintaining standards that address the interests of a wide base of users outside the standards development organization. When the large majority of products or services in a particular business or industry sector conform to International Standards, a state of industry-wide standardization can be said to exist. This is achieved through consensus agreements between national delegations representing all the economic stakeholders concerned - suppliers, users, government regulators and other interest groups, such as consumers. They agree on specifications and criteria to be applied consistently in the classification of materials, in the manufacture and supply of products, in testing and analysis, in terminology and in the provision of services. In this way, International Standards provide a reference framework, or a common technological language, between suppliers and their customers - which facilitates trade and the transfer of technology.

C.2.1 International

C.2.1.1 International Organisation for Standardisation (ISO)

The International Organization for Standardization (ISO) is an international standard-setting body composed of representatives from various national standards bodies. Founded in 1947, the organization produces world-wide industrial and commercial standards. While the ISO defines itself as a non-governmental organization (NGO), its ability to set standards that often become law, either through treaties or national standards, makes it more powerful than most NGOs. In practice, the ISO acts as a

consortium with strong links to governments. As of 2006, there are 158 members, each of which represents one country.

ISO is a network of the national standards institutes of 157 countries, on the basis of one member per country, with a Central Secretariat in Geneva, Switzerland, that coordinates the system. ISO is a non-governmental organization: its members are not, as is the case in the United Nations system, delegations of national governments. Nevertheless, ISO occupies a special position between the public and private sectors. This is because, on the one hand, many of its member institutes are part of the governmental structure of their countries, or are mandated by their government. On the other hand, other members have their roots uniquely in the private sector, having been set up by national partnerships of industry associations. Therefore, ISO is able to act as a bridging organization in which a consensus can be reached on solutions that meet both the requirements of business and the broader needs of society, such as the needs of stakeholder groups like consumers and users.

Mechanisms
ISO standards are voluntary. As a non-governmental organization, ISO has no legal authority to enforce their implementation. A certain percentage of ISO standards - mainly those concerned with health, safety or the environment - has been adopted in some countries as part of their regulatory framework, or is referred to in legislation for which it serves as the technical basis. Such adoptions are sovereign decisions by the regulatory authorities or governments of the countries concerned; ISO itself does not regulate or legislate. However, although ISO standards are voluntary, they may become a market requirement, as has happened in the case of ISO 9000 quality management systems, or of dimensions of freight containers and bank cards.

ISO - together with IEC (International Electrotechnical Commission) and ITU (International Telecommunication Union) - has built a strategic partnership with the WTO (World Trade Organization) with the common goal of promoting a free and fair global trading system. The political agreements reached within the framework of the WTO require underpinning by technical agreements. ISO, IEC and ITU, as the three principal organizations in international standardization, have the complementary scopes, the framework, the expertise and the experience to provide this technical support for the growth of the global market.

The WTO's Agreement on Technical Barriers to Trade (TBT) includes the Code of Good Practice for the Preparation, Adoption and Application of Standards. The TBT Agreement recognizes the important contribution that International Standards and conformity assessment systems can make to improving efficiency of production and facilitating international trade. Therefore, where International Standards exist or their completion is imminent, the Code states that standardizing bodies should use them as a basis for standards they develop. ISO standards represent a reservoir of technology. Developing countries in particular, with their scarce resources, stand to gain from this wealth of knowledge. For them, ISO standards are an important means both of acquiring technological know-how that is backed by international consensus as the state of the art, and of raising their capability to export and compete on global markets. The whole
The spectrum of ISO's activities in favour of developing countries is encompassed in the ISO Action Plan for developing countries 2005-2010. ISO has a policy committee on developing country matters, DEVCO, with a membership of nearly 117 standards institutes from both industrialized and developing countries.

### C.2.1.2 ISEAL – International Social and Environmental Accreditation and Labelling Alliance

The International Social and Environmental Accreditation and Labelling (ISEAL) is an association of leading voluntary international standard-setting and conformity assessment organisations that focus on social and environmental issues. ISEAL members are international leaders in voluntary standard-setting and conformity assessment. ISEAL members set standards in sectors ranging from forestry and agriculture to fisheries, manufacturing and textiles. Set up in 1999, ISEAL members include IFOAM, FSC and the FairTrade Labelling Organizations (FLO). ISEAL is a member of GEN and promotes “good governance of standards and conformance systems”. ISEAL is currently developing a Code of Good Practice for Setting Social and Environmental Standards.

#### Mechanisms

ISEAL members are committed to the highest standards for credibility in their work including the ISEAL Code of Good Practice for Setting Social and Environmental Standards and relevant ISO standards. The ISEAL Alliance is an open membership-based association of the leading international social and environmental standards and certification systems including Fairtrade (Fairtrade Labelling Organizations International), the Forest Stewardship Council, the Marine Stewardship Council and the Rainforest Alliance, among others. We provide a platform for these various initiatives to come together, share experiences, identify common challenges and best practices to strengthen voluntary standards and conformity assessment systems focusing on social and environmental issues. We conduct research and develop guidance documents that can provide benchmarks for credible and accessible standards initiatives and we advocate on behalf of our members for the recognition of credible voluntary standards and certification initiatives as legitimate policy tools (among others) in linking sustainable production and consumption. We also encourage cooperation among our members as well as with other certification and labelling initiatives around the world to reduce overlaps in scope, minimise costs and strengthen the effectiveness of the various initiatives.

The ISEAL Code of Good Practice is an international reference document on how to go about setting up credible standard-setting processes, consistent with international trade law.

#### Capacity Building Programme

157 [http://www.isealalliance.org](http://www.isealalliance.org)

158 Email correspondence: Sasha Courville, Executive Director of ISEAL with Josephine Brauer of UNEP, April 2007
ISEAL has recently begun a capacity building program for emerging standards and certification initiatives and by June will have developed 4 introductory modules on:
- standard-setting processes
- options for verification
- models for the financial sustainability of such initiatives
- governance structures.

The intent with these modules is to compile the learning gained from the experiences of our members as well as from other initiatives so that new initiatives in the early stages of development do not need to reinvent the wheel, can learn from the successes and failures of others and can determine what combination of different approaches/tools and structures might be the most appropriate for their particular context. They can also help to encourage good communication and coordination with existing systems to avoid duplicating activities already done. The modules will be available on the ISEAL website in June, 2007. ISEAL will be developing another set of four modules during the second half of the year and will again hold another workshop on two of these.

ISEAL will be organising two workshops on the 4th and 5th of June in London, UK for new initiatives on the first two topics - standard-setting processes and options for verification systems.

African Region
Most of the ISEAL members are active in Africa and are likely to be interested in exploring where there may be areas of cooperation.
Raymond Auerbach of the Rainman Landcare Foundation in South Africa, sits on the ISEAL International Steering Committee on harmonising multiple certification, as (presently) the sole Africa representative.

C.2.1.3 EurepGAP
EurepGAP\textsuperscript{159} is a private sector body that sets voluntary standards for the certification of agricultural products around the globe. It is an equal partnership of agricultural producers and retailers which want to establish certification standards and procedures for Good Agricultural Practices (GAP). EurepGAP is a pre-farm-gate-standard that means the certificate covers the process of the certified product from before the seed is planted until it leaves the farm. EurepGAP is a business-to-business label and is therefore not directly visible for the consumers. EurepGAP is a set of normative documents. These documents cover the EurepGAP General Regulations, the EurepGAP Control Points and Compliance Criteria and the EurepGAP Checklist.

The EurepGAP standard is primarily designed to maintain consumer confidence in food quality and food safety. Other important goals are to minimize detrimental environmental impacts of farming operations, optimize the use of inputs and to ensure a responsible approach to worker health and safety.

\textsuperscript{159} http://www.eurepgap.org/Languages/English/contact.html
The Members and Structure of EurepGAP

EurepGAP members include retailers, producers/farmers and associate members from the input and service side of agriculture. Governance is by a Board which is chaired by an independent Chairperson. The Board also agrees on the activity plan of the organisation. Sector Committees discuss and decide upon product and sector specific issues. All committees have 50% retailer and 50% producer/supplier representation and hereby creating an efficient partnership. The work of the Committees is supported by FoodPLUS, a not for profit limited company based in Cologne, Germany, fulfilling a secretariat function for EurepGAP.

EurepGAP is one of the very few globally operating standardisation organizations that enjoy a high level of political and financial independence from the public sector as well as from individual member influence and shareholder agendas. To keep its independence EurepGAP does not conduct the certification process itself. Farmers or farmer groups can only be certified against the EurepGAP criteria by authorized Certification Bodies (CB). A EurepGAP Certification Body is a company fulfilling the requirements for approved EurepGAP CBs to grant EurepGAP certification in the relevant product scope. Currently EurepGAP is working with over 100 CBs in more than 70 countries.

As many other on-farm quality assurance systems have been in place for some time prior to the existence of EurepGAP, a way had to be found to encourage the development of regionally adjusted integrated crop management systems and so to prevent farmers from expensive multiple audits. Existing national or regional quality assurance schemes that have successfully completed their benchmarking process are recognized as equivalent to EurepGAP.

In Africa

In May 2007 EurepGAP appointed Dr Johannes Kern as the Observer for Africa in the EurepGAP Sector Committees for an initial period until Dec 2008. The role is intended to provide technical support to EurepGAP members in developing countries and to act as a smallholder ambassador identifying ways that can further facilitate the compliance of smallholder farmers with EurepGAP standards. Dr Kern has many years of experience working with standards implementation in Developing Countries. He will operate in a largely independent capacity linking with key stakeholders and contributing to the standard setting process. Dr Kern will be involved in establishing new frameworks for best practice in smallholder certification making the system more cost effective by developing the group certification model as well as harmonising the approaches in Africa with smallholder schemes operating in Latin America and Asia.

160 http://www.eurepgap.org/Languages/English/news/346.html
C.2.2 Regional

C.2.2.1 Africa Organisation for Standardisation

The African Organisation for Standardisation (ARSO)\(^{161}\) is an African inter-governmental standardisation agency comprising national standards bodies (NSBs) of African countries. ARSO was established on 10 January 1977 by the Organisation of African Unity (OAU) and the United Nations Economic Commission for Africa (UNECA). The responsibility of ARSO is the coordination of standardisation in Africa in collaboration with various socio-economic stakeholders within and outside the continent. Member States agree to:

- Adopt a common policy on standardisation and quality assurance of goods and services among member states;
- Undertake such other related activities in Standardisation and Measurement systems that are likely to promote trade, economic development and integration within the community; and strengthen African national, regional and continental organisations operating in this field.

Member States agree to co-operate in accordance with provisions of the protocol concerning standardisation, Quality Assurance and Measurement Systems.

ARSO undertakes:

- Development and management of evolving African Standardisation Road Map.
- Contribution, based on AUC’s principle of shared responsibility for the collective good, of consensus regional standardisation component into African Common Market and NEPAD market Access Initiative.
- Co-ordination and harmonisation of regional procedures for conformity assessment, standards development, technical co-operation, Memorandum of Understanding (MoU).
- Co-ordination, harmonisation, adaptation and/or adoption of member States’ national/sub-regional and international standards as regional standards.
- Maintenance of database on ARSO approved African standards
- Promotion and advocacy of benefits of standardisation in socio-economic improvement of Africa/Africans.
- Advocacy of state of standardisation and its needs within and outside Africa.
- Maintenance of updated database of standardisation experts and expertise in Africa.
- Maintenance of updated database of member States’ published standards and/or technical regulations.
- Assistance in the establishment and operationalisation of NSBs in Africa as well as support operational/existing NSBs and sub-regional standards infrastructure.
- Establishment, operationalisation and management of Regional Network of Testing, Metrology and Instrumentation Centres (ARSO-TMICNET).
- Establishment and management of Regional Standardisation enquiry point.
- Development, improvement and management of Human Resources through various training modules in standardisation related productivity, performance,

\(^{161}\) [www.arso-oran.org](http://www.arso-oran.org)
Trade (WTO/TBT/SPS, negotiation), information, communication technology subject areas.

- Monitoring these services to ensure that the resultant effects do not only lead to improved beyond-the-border trade in Africa but also guarantee effective participation of Africa, as a trade block, in global competitiveness. These are fundamental to poverty alleviation in Africa, for instance.

**Membership**

Membership of the Organization is open to the following:

- National Standards Bodies and where no such National Standards Body exist, the relevant standardization bodies of Member States of the African Continent which have agreed to abide by this Constitution and Rules of Procedure, and have been admitted into the Organization;
- Other standardization bodies such as metrology, testing and conformity assessment, other than those defined above.
- There may be different categories of membership as defined in the rules of procedure.
- Withdrawal, suspension and cessation of membership shall be in accordance with the Rules of Procedure.
- Only one organization in each country may be admitted to full membership;

African member States are encouraged by ARSO to develop unique products standards for adoption/adaptation as international standards. In this case a member informs ARSO of its unique products standard and ARSO advocates for its ascension into international standard in liaison with ISO. Click here to see unique products. For more information on unique products click here.

**C.2.3 National Standards Bodies**

In general, each country or economy has a single recognized Standards Body (NSB)\(^\text{162}\). An NSB is likely the sole member from that economy in ISO. NSBs may be either public or private sector organizations, or combinations of the two. The determinates of whether an NSB for a particular economy is a public or private sector body may include the historical and traditional roles that the private sector fills in public affairs in that economy or the development stage of that economy.

Standards Developing Organizations (SDOs). Whereas the term national standards body (NSB) is generally used to refer to the one-per-country standardization organization which is that country’s member to ISO, the term Standards Developing Organization (SDO) generally refers to the thousands of industry or sector based standards organizations which develop and publish industry specific standards. Some economies feature only an NSB with no other SDOs. SDOs are differentiated from Standards Setting Organizations (SSOs) in that SDOs may be accredited to develop standards using open and transparent processes. Examples of NSBs in some African countries are:

- Egypt Egyptian Organization for Standardization and Quality Control (EOS)

- Morocco Service de Normalisation Industrielle Marocaine (SNIMA)
- South Africa South Africa Bureau of Standards (SABS)
- Zimbabwe Standards Association of Zimbabwe

### C.3 Certification & Accreditation Organisations

#### C.3.1 International

The following international accreditation or certification organisations operate in Africa or offer their services for the eco-labelling schemes operating in the region.

**C.3.1.1 Accreditation Services International (ASI)**

ASI-Accreditation Services International[^163] is an independent accreditation body which delivers accreditation and other relevant services to the Forest Stewardship Council and other certification schemes worldwide. ASI business activities include:

- ASI accreditation services for international certification schemes such as FSC
- ASI marketing services derived from information available on ASI database system
- ASI training framework and registration programs for auditors, national initiatives and national standards
- Trademark management and licensing schemes for the management of the FSC trademark
- New projects relating to certification of conservation

ASI works with a large enough resource base and a small enough team to maintain flexibility. ASI’s mission is to provide:

- Independent, credible, efficient, effective and equitable accreditation and monitoring services to the FSC Global Network and other international certification schemes.
- Efficient and effective, best practice, equitable and accessible services to certification bodies and market partners, in the North as well as in the South.
- The ‘endorsement link’ between standards, certificate holders, certified products and trademark use for the FSC and other international certification schemes.

FSC operates an Accreditation Program which provides accreditation services to certification bodies and National Initiatives. ASI runs this Accreditation Program based on international standards. The FSC Accreditation Program provides Accreditation for Certification Bodies, National Initiatives and National Standards.

**C.3.1.2 International Organic Accreditation Service (IOAS)**

For organic agriculture, certification bodies can apply the voluntary international standards and/or the national standards and be accredited by the related "authority". At

international level, the International Organic Accreditation Service (IOAS)\textsuperscript{164} accredits certification bodies according to IFOAM Accreditation Programme criteria by delivering the "IFOAM Accredited" logo. IOAS is an independent NGO that ensures global equivalency of certification programs and attempts to harmonize standards, taking into consideration local differences. It must be noted that membership of IFOAM by certifying bodies does not constitute IOAS accreditation. At the national level, governments or national accreditation bodies accredit certification bodies operating in their country, if their country has organic agriculture legislation. Both private and public bodies adhere to the International Organization for Standardization basic standards for accreditation of certifiers (ISO 65) in addition to their specific requirements.

\textbf{C.3.1.3  UK Soil Association Certification Ltd}

The UK's largest organic certification body, Soil Association Certification Limited (SA Certification)\textsuperscript{165} is the only certification body linked to a committed charity, promoting organic food and farming to consumers. The Soil Association has been developing their standards since the 1970s. They cover both the EC Regulation and the Compendium of UK organic standards. In some areas the Soil Association standards exceed these requirements, particularly in areas of animal welfare. Specialist standard committees continually develop the Soil Association standards as the scope for organic certification expands. Soil Association Certification Ltd (SA Certification) is a wholly owned subsidiary of the Soil Association, approved by ACOS to offer organic certification to the Soil Association standards. The Soil Association now has standards for organic textiles and organic health and beauty care products. These were developed in response to consumers wanting organic non-food products and industry wanting to make organic claims on their products. These areas are not currently covered under the EU Regulation or national standards although increasing consumer and media awareness of certification of these products gives certified companies a competitive edge in marketing their products. The Non-food standards include standards and certification for organic health and beauty care products and textiles. Woodmark is the Soil Association's forestry and chain of custody certification scheme. Woodmark was one of the first FSC (Forest Stewardship Council) accredited certification bodies and has a long track record of carrying out certification assessments of forest enterprises and the timber processing industry, as well as training and capacity building in certification. FSC accredited since 1996, we have issued forest management and chain of custody certificates in many countries around the world. The Soil Association offers certification to producers outside of the UK, but it is not clear to what extent in Africa.

\textbf{C.3.1.4  The Institute for Marketecology (IMO)}

The Institute for Marketecology (IMO)\textsuperscript{166} is an international agencies for inspection, certification and quality assurance of eco-friendly products. Their world-wide activities are accredited by the Swiss Accreditation Service (SAS) according to EN 45011 (ISO 65),

\begin{itemize}
  \item \textsuperscript{164} http://www.ioas.org/
  \item \textsuperscript{165} www.soilassociation.org
  \item \textsuperscript{166} http://www.imo.ch
\end{itemize}
which is the international standard for certification. IMO offers certification for organic production and handling according the European Regulation (EU) Nr. 2092/91. They have been accredited by USDA for organic certification according to the American National Organic Program (NOP) and have recently received reaccreditation by MAFF and offer certification according to the Japanese Agricultural Standard (JAS) for the Japanese market. For more than 20 years, IMO has been active in the field of organic certification but it is also expert in the sectors of natural textiles, sustainable forestry, and social accountability monitoring.

The IMO Group is an international network of companies and representatives with 300 staff members active in 90 countries worldwide. In Africa, the IMO has offices in Ethiopia, Ghana, Tanzania, Uganda and Togo.

List of accreditations include:
- US Organic Program, NOP
- Japanese Organic Program MAFF, JAS
- India Organic Program, NPOP
- Turkish Organic Program
- Swiss Bio-Ordinance
- Natural Textile, IVN
- Forestry & Timber Products, FSC
- Timber Products, PEFC
- EUREPGAP
- UTZ CERTIFIED
- Global Organic Standard (GOTS)
- MSC
- Forestry & Timber Products, FSC
- Naturland Label System
- Bio Suisse Label System
- Demeter Label System
- KRAV Label System
- Soil Association Label System
- Unser Land Label of Origin
- Max Havelaar
- Global Organic Standard (GOTS)
- and others

C.3.1.5 SGS Africa

SGS is an international inspection, verification, testing and certification company. SGS is recognized as the global benchmark for quality and integrity. The SGS network comprises over 1000 offices and laboratories and more than 48,000 employees around the world. In Africa, SGS has offices in: Angola, Algeria, Burkina Faso, Burundi, Camaroon, Congo, Djibouti, Egypt, Ethiopia, Gabon, Ghana, Kenya, Madagascar, Malawi, Mali,  

http://www.sgs.com

C.3.1.6 BCS Öko-Garantie GmbH

BCS Öko-Garantie\(^\text{168}\) is an independent and private controlling agency, which certifies organic products worldwide in accordance with various regulations and private standards. As a controlling associate, BCS certifies more than 350,000 farmers and more than 800 processing businesses in import and export worldwide. Their services cover all vital agricultural cultivations and the majority of all relevant processing industries and several market leaders are among the companies serviced by BCS. In Africa, BCS has branch offices in Ethiopia, Tunisia & South Africa.

BCS Öko-Garantie currently employs almost 100 experts for inspections of agricultural farms and businesses and all branches of the food industry, who operate according to their area of knowledge and know about critical areas from practical experience. BCS accompanies - as a direct service agency for well-known organic handlers as well as in commission for established organic farmers associations - more than 800 food processors and export companies all over the world and more than 350,000 agricultural companies as a controlling agency.

C.3.1.7 Ceres GmbH

Certification of Environmental Standards (CERES)\(^\text{169}\) offers certification according to organic standards or standards for Good Agricultural Practices. In Africa, CERES has offices in Egypt, Ethiopia, Kenya, and Uganda. CERES is accredited/registered to certify according to the following standards: Regulation (EEC) 2092/91, USDA-NOP, JAS Organic, EurepGAP, Utz Kapeh, Starbucks C.A.F.E. Practices, BRC, and IFS.

C.3.1.8 Fairtrade Labelling Organisations International (FLO)

Fairtrade Labelling Organizations International (FLO),\(^\text{170}\) established in 1997, is an association of 20 Labelling Initiatives that promote and market the Fairtrade Certification Mark in their countries. FLO members currently operate in 15 European countries as well as Australia and New Zealand, Canada, Japan, Mexico (associate member) and the United States. FLO is the leading Fairtrade standard setting and certification body. It regularly inspects and certifies about 569 producer organizations in more than 50 countries in Africa, Asia and Latin America. Fairtrade Labelling Organizations International is divided into the following two organizations:

- FLO International e.V. is a publicly recognized non-profit multi-stakeholder association involving FLO’s 20 member organizations (or Labelling Initiatives), producer organizations, traders and external experts. It develops and reviews

\(^{168}\)http://www.bcs-oeko.com/en_index.html


\(^{170}\)http://www.fairtrade.net/
standards and assists producers in capitalizing on market opportunities. The points of reference for Fairtrade Certification are the Fairtrade Standards. These standards are developed by the FLO Standards Committee, in which stakeholders from FLO’s member organizations, producer organizations, traders and external experts participate.

- FLO-CERT GmbH is a limited company that coordinates all tasks and processes all information related to the inspection and certification of producers and trade. Operating independently from any other interests, it follows the international ISO standard for certification bodies (ISO 65). Certification of producers hinges on meeting all the Fairtrade Standards for which they are audited. It is important to know that each producer or trader needs to comply with both the applicable Generic Standards and the Product Standards. The certification system provides a guarantee to consumers of Fairtrade Certified products that they are assisting in the Social-Economic Development of people through their purchases. FLO-CERT offers Certification services to both Producers in the “South” and to Traders processing and exporting from the “South” as well as those importing in the “North”. The scope of our operations is defined by the Fairtrade Country Policy and by the Fairtrade Standards. The Certification Processes consist of three phases: Application, Initial Certification and Renewal Certification. During each of these phases, different Methods of Evaluation (physical inspection & desktop review) are used. Operators receive information relevant to their Certification Phase.

FLO In Africa
There are approx 288 products from Africa that are Fairtrade certified (according to the website). The range of products include: coffee, wine, fresh fruit, cotton, juice, dried fruit, nut oil seed, tea, cocoa, flowers, rice, sugar, fresh vegetables, herb spice, honey, banana.

C.3.2 Regional

C.3.2.1 ECOCERT- AFRISCO

Ecocert-Afrisco (Pty) Ltd\textsuperscript{172} is a certification organisation for Africa's Farms Certified Organic for the South African market, or for export to Europe, North America or Japan. The office provides inspection and certification in Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. Afrisco, is in the process of becoming ISO 65 accredited. Its close relationship with Ecocert (the

\textsuperscript{171} \url{http://www.flo-cert.net/}
\textsuperscript{172} \url{www.afrisco.net}
company is known as Ecocert-Afrisco) has historically provided this umbrella. Currently, Afrisco’s certification is for the domestic market only, but once ISO accreditation has been achieved, Afrisco will also be able to provide EU certification. Exported products are certified according to the requirements of the destination market. Typically available certification includes EU 2092/91, the USA’s NOP, Japan’s JAS, Switzerland’s Bio Suisse, Naturland and Demeter International. These certifications are also recognised by the local market.

For South Africa they offer Afrisco certification to the Department of Agriculture's draft organic standards. This is a little cheaper since it does not include export certification. For export markets they provide Ecocert organic certification to the standards of the importing countries (such as E.U., U.S., and Japan). Ecocert offers organic certification for production of food, beverages, cosmetics and textiles, as well as Fair Trade certification and EurepGAP.

**C.4 Regional Economic Communities & Related Initiatives**

This section provides an overview of regional economic communities. The particular relevance in an African eco-labelling scheme is in development of policy and trade/market access related aspects of an African eco-labelling scheme.

**C.4.1 The role of economic communities in regional eco-labelling initiatives**

The 1992 United Nations Conference on Environment and Development (UNCED)-Rio Earth Summit recognized the role of trade in economic development. However, the Summit cautioned the damaging effect of trade due to the unsustainable utilization of natural resources and the environment. Subsequently, the birth of the WTO in 1995 signalled a new era in international trade relations. Since then, market access and the linkages between the multilateral environment and trade agendas (WTO, 1999) have been key elements of the broad WTO work program.

Since trade is theoretically beneficial to everyone involved, the logical conclusion seems to be that trade should be free, and not restricted by any interventions that reduce the realization of these benefits. This theory is well acknowledged in mainstream economics. The debate on trade and environment often marks a point of departure from this mainstream theory of trade. The main concern of both theoretical and more practical-political debates is the growing clash between environmental and trade policies. The basic premise is that fundamentally we have a well functioning trading system, but that the growing environmental concerns are in conflict with this system. While some developed countries see the need to address environmental problems within the rules-based multilateral trading system in order to ensure trade liberalization and environmental protection regimes are mutually supportive, the developing world reads protectionist intent behind attempts to bring environmental considerations onto the WTO’s negotiating agenda. Though tariffs have declined as a result of liberalization...
processes, environmentally related non-tariff barriers (NTBs) and other technical standards have emerged as significant factors in determining world trade.

The Doha 4th Ministerial Meeting of the WTO in 2001 created political and negotiating space to study, frame an agenda for, and negotiate issues that arise at the trade and environment interface. As a result, and as a result of a wider bargain among WTO Members, a decision was taken to begin negotiations on selected issues on trade and environment. The integration of environmental aspects into the trade agenda requires a sense of global justice in the rules based trading system to take care of the South’s plea for sensitivity and understanding and a development perspective not brought to the system by developed countries. These concerns are by no means exclusive but have far reaching implications to all different actors in the ESA. For example, environmental issues, which were once perceived to be the domain of non-government organizations (NGOs), can also impose costs on the private sector and impact on the livelihoods of people. There is therefore an intricate political and socio-economic relationship between trade and environment in the region.

Developed countries on the one hand have been subjected to increased pressure from environmental interest groups to reconcile what these groups perceive as "incompatibilities" between trade and environmental policies, while on the other, developing countries fear that environmental concerns may be addressed at the expense of their comparative advantage in international trade. In particular, they fear that a new "green" conditionality would be attached to market access opportunities.

C.4.2 The ESA Region

The ESA region\textsuperscript{173} comprises countries which are members of various trade initiatives, including the Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC), the Southern Africa Development Cooperation (SADC) and the Southern Africa Customs Union (SACU).\textsuperscript{5} COMESA, EAC, and SADC have similar objectives of promoting integration and trade, economic development, security and defense as well as utilization and management of their natural resources for the well-being of their people. Further, their long-term visions and objectives are to transform their respective trade blocs into competitive markets. COMESA is currently implementing a 'road map' towards the establishment of its own customs union in order to help improve the region’s competitiveness. This is being strengthened as more countries join the COMESA Free Trade Area (FTA). The protocol for the Establishment of the East African Community Customs Union (EACU) was signed in Arusha in March 2004. It underlines the importance the EAC partner states attach to regional integration as a means to their faster economic growth and development. SACU comprises South Africa, Namibia, Lesotho, Botswana and Swaziland. SACU objectives include having a simplified, more stable tariff structure, enhancing its ability to fulfill multilateral

obligations, facilitate the negotiation of new or expanded regional agreements and helping SACU members attract foreign investment.

Despite the differences, one characteristic feature of the ESA region is that it exports similar products to the EU and other international markets. These products include sugar, fish and fish products, textiles and clothing, and horticultural products. Further, the market constraints are very similar across the region and include implementation of tariff preferences, rules of origin and environment and sanitary and phytosanitary measures. From the foregoing, there is need for a broader debate on issues of equity and the structure of the trading system. This should be about how to take the trade and environment debate forward in a way that the ESA countries can take advantage of their own competitive advantages and in such a way that can advance their own environments.

Because of their comparative advantage in sectors such as fisheries, forestry and horticulture, eco-labelling and certification schemes could benefit the ESA countries. However, there are few eco-labelling initiatives in ESA. Since there are many regional trade configurations in ESA including COMESA, EAC, SADC, and SACU, there is a need to identify issues arising from their current relationships with each other and other integration blocks, multilateral and international organizations of which they are members. The aim is to establish convergence on those matters for the purpose of negotiating as a bloc for the welfare of the people in the region. Specific training and capacity needs for trade and environment issues in the ESA region should target the following:

- Introducing comparable eco-labelling schemes in key export sectors such as fisheries, forestry and horticulture. Specifically:
  - There is need to develop eco-labelling criteria, taking into account the ESA environmental circumstances and preferences for environmental quality;
  - The international recognition of labels should take note of country specific criteria, taking into account local and national environmental conditions boiling down to a "cradle-to-export border" approach; and
  - Criteria that reflect concern about transboundary and global environmental problems should be agreed upon internationally.
  - Enhance participation and negotiating capacity through inclusion and accommodation of all critical interest groups and stakeholders, particularly at sub-national level where country positions on trade and environment originate.

There is need to address the challenges of technical, institutional and organizational capacities in the ESA region. The COMESA, EAC, SADC, and NEPAD sub-regional and regional institutional frameworks should be used to:

- Encourage sharing of information and management skills on cross-cutting commodity sectors such as horticulture, beef and fish that are of significance to the ESA region in the export markets;
- Build regional capacity, increase information flow and pronounced public sector-civil society interface in matters of policy making and implementation at sub-regional and regional level;
- Establish channels of information flow between the sub-regions/region and the member countries to increase awareness among the business community, farmers
and general public on the outcomes of trade negotiations and positions taken by the region at ministerial conferences;
  - Promote participation across the region in the identification of issues that impact on the region in the WTO and related fora;
  - Develop sub-regional/regional strategy to build capacity in risk assessment, impact assessment and standards development.

Some of the opportunities likely to accrue to ESA countries and major challenges facing the ESA countries in matters related to the WTO environment and trade agenda. The sub-regional and regional groupings such as the EAC, SADC, COMESA and NEPAD are windows of opportunity in which capacity building efforts should focus so that negotiations at the WTO are undertaken as a bloc to cut costs and maximize current human resource capacity. And finally, the existence of knowledge networks such as IISD, ICTSD and RING provide opportunities for partnership to develop and strengthen the negotiating capacity of the ESA countries.

C.4.3 New Partnership for Africa’s Development (NEPAD)

The New Partnership for Africa’s Development (NEPAD)\(^\text{174}\) is a vision and strategic framework for Africa’s renewal. NEPAD is designed to address the current challenges facing the African continent. Issues such as the escalating poverty levels, underdevelopment and the continued marginalisation of Africa needed a new radical intervention, spearheaded by African leaders, to develop a new Vision that would guarantee Africa’s Renewal. The primary objectives of NEPAD are:

a) To eradicate poverty;
b) To place African countries, both individually and collectively, on a path of **sustainable growth and development**;
c) To halt the marginalisation of Africa in the globalisation process and enhance its **full and beneficial integration into the global economy**;
d) To accelerate the empowerment of women

The principles of NEPAD are:

- Good governance as a basic requirement for peace, security and sustainable political and socio-economic development
- African ownership and leadership, as well as broad and deep participation by all sectors of society;
- Anchoring the development of Africa on its resources and resourcefulness of its people;
- Partnership between and amongst African peoples;
- Acceleration of regional and continental integration;
- Building the competitiveness of African countries and the continent;
- Forging a new international partnership that changes the unequal relationship between Africa and the developed world; and

\(^{174}\) www.nepad.org
Ensuring that all Partnerships with NEPAD are linked to the Millenium Development Goals and other agreed development goals and targets.

The NEPAD Programme of Action is a holistic, comprehensive and integrated sustainable development initiative for the revival of Africa, guided by the aforementioned objectives, principles and strategic focus.

NEPAD priorities include that are relevant to the proposed African eco-labelling scheme are (amongst others):

- Regional co-operation and integration;
- Policy reforms and increased investment in the following priority sectors-
  - Agriculture;
  - Promoting diversification of production and exports, particularly with respect to agro-industries, manufacturing, mining, mineral beneficiation and tourism;
  - Accelerating intra-African trade and improving access to markets of developed countries;
  - The environment.
- Improving Africa’s share in global trade;

NEPAD is a programme of the African Union designed to meet its development objectives. The highest authority of the NEPAD implementation process is the Heads of State and Government Summit of the African Union. The Heads of State and Government Implementation Committee (HSIC) comprises 3 states per AU region. The HSIC reports to the AU Summit on an annual basis. The Steering Committee of NEPAD comprises the Personal Representatives of the NEPAD Heads of State and Government. This Committee oversees projects and programme development. The NEPAD Secretariat coordinates implementation of projects and programmes approved by the HSIC.

C.4.4 African Union (AU)

On 9.9.1999, the Heads of State and Government of the Organisation of African Unity issued a Declaration calling for the establishment of an African Union, with a view to accelerating the process of integration in the continent to enable it play its rightful role in the global economy while addressing multifaceted social, economic and political problems compounded as they are by certain negative aspects of globalisation. Since then, four Summits have been held leading to the official launching of the African Union:\[175
- The Sirte Extraordinary Session (1999) decided to establish an African Union
- The Lusaka Summit (2001) drew the road map for the implementation of the AU
- The Durban Summit (2002) launched the AU and convened the 1st Assembly of the Heads of States of the African Union.

The AU is Africa's premier institution and principal organization for the promotion of accelerated socio-economic integration of the continent, which will lead to greater unity and solidarity between African countries and peoples. The AU is based on the common vision of

\[175\] http://www.africa-union.org
a united and strong Africa and on the need to build a partnership between governments and all segments of civil society, in particular women, youth and the private sector, in order to strengthen solidarity and cohesion amongst the peoples of Africa. As a continental organization it focuses on the promotion of peace, security and stability on the continent as a prerequisite for the implementation of the development and integration agenda of the Union.\textsuperscript{176}

The AU Commission is the key organ playing a central role in the day-to-day management of the African Union. Among others, it represents the Union and defends its interests; elaborates draft common positions of the Union; prepares strategic plans and studies for the consideration of the Executive Council; elaborates, promotes, coordinates and harmonizes the programmes and policies of the Union with those of the Regional Economic Communities (RECs); ensures the mainstreaming of gender in all programmes and activities of the Union.

\textbf{C.4.5 African Economic Community (AEC)}

On June 3, 1991, the Heads of State and Government of the Organisation of African Unity (OAU) signed the Treaty establishing the African Economic Community (AEC).\textsuperscript{177} The objective of the AEC is to promote economic, social and cultural development and integration of African economies and to mobilise and utilise human and material resources of Africa so as to achieve a self-reliant development. It promotes free trade agreements and customs union among regional groups that will eventually merge into one African Common Market.

The principal technical policy making organ of the AEC is the Economic and Social Council, also known as ECOSOC. The functions of ECOSOC are central to the implementation of the objectives of the AEC. As such ECOSOC is the most important specialised organ in respect of all activities relating to, directly or indirectly, the intended establishment of the African Economic Community. In this regard it is responsible for the preparation of policies, programmes and strategies for cooperation in the socio-economic field, as well as the coordination, evaluation and harmonisation of activities and issues in this field.

The AEC Treaty (more popularly known as the Abuja Treaty) came into force after the requisite numbers of ratification in May 1994. It provided for the African Economic Community to be set up through a gradual process, which would be achieved by coordination, harmonisation and progressive integration of the activities of existing and future regional economic communities (RECs) in Africa. The RECs are regarded as the building blocks of the AEC. The following is a brief overview of some of the regional economic communities in the AEC.

\textsuperscript{176} http://www.africa-union.org/root/au/AboutAu/au_in_a_nutshell_en.htm
\textsuperscript{177} http://www.panafricanperspective.com/aec.htm
C.4.5.1 Common Market for Eastern and Southern Africa (COMESA)

The Common Market for Eastern and Southern Africa (COMESA)178 consists of 21 countries in Eastern and Southern Africa. COMESA is one of six regional economic groupings which constitute the building blocks of the African Economic Community. COMESA’s vision is therefore closely tied to this continental vision. COMESA was established in 1994 to replace the Preferential Trade Area of Eastern and Southern Africa that was established in 1981. The member states of COMESA are Angola, Burundi, Comoros, Democratic Republic of Congo, Djibouti, Egypt, Eritrea, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Namibia, Rwanda, Seychelles, Sudan, Swaziland, Zambia and Zimbabwe. The aims and objectives of COMESA as defined in the Treaty are to facilitate the removal of structural and institutional weaknesses of member states so that they are able to attain collective and sustained development.

COMESA recognises that globalisation has winners and losers. Because globalisation gives free rein to competitive market forces, those nations that do not compete for foreign investment and export earnings on the world market will lose out. Small economies such as many in the COMESA sub-region with their small domestic markets, non-diversified production bases, underdeveloped infrastructure, inadequate skilled human capital, stand little chance of competing globally. The challenge for COMESA is to ensure that, through its regional integration arrangement, domestic growth and competitiveness of small economies are strengthened, powers of domestically entrenched special-interest groups and rent-seekers weakened, and policy stability and credibility enhanced thus making it easier to attract investment. Most COMESA countries are individually too small to achieve economies of scale in the production and marketing of their products and need to work together as a region if they are to achieve significant levels of economic growth and compete in a world market which is becoming increasingly dominated by large trading blocs.

C.4.5.2 Southern Africa Development Community (SADC)

The Southern Africa Development Community (SADC) was created in 1992 as the successor of Southern African Development Co-ordination Conference (SADCC). SADC was originally created to reduce the dependence of the region on South Africa and to seek foreign financial support for development projects that could not economically be undertaken by any one of its member countries individually. The political changes in South Africa and the disappearance of the destabilisation policy of the Apartheid era, however, brought about a gradual change in the philosophy of SADCC. Thus, from a political alliance, SADCC (now called Southern African Development Community or SADC) became yet another preferential trade grouping in the region. Current member states are Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. SADC’s objective is to create a common market with completely free trade in goods and services and free factors movement among the partners, although no precise timetable for internal liberalisation is set.

178 http://www.comesa.int/about/
Examples of initiatives by SADC that could have impacts on eco-labelling include the certification initiatives such as: SADC Forestry Sector Technical Cooperation Unit and the SADC Natural Resources Management Program. Already, SADC member states including Mozambique are taking part in the Dry-Zone Africa Process, which includes regional discussions on Criteria and Indicators for Sustainable Forest Management for SADC countries.  

**C.4.5.3 Economic Community of Central African States (ECCAS)**

The Economic Community of Central African States (ECCAS) is an organisation for promotion of regional economic co-operation in Central Africa. It "aims to achieve collective autonomy, raise the standard of living of its populations and maintain economic stability through harmonious cooperation". ECCAS is one of the pillars of the African Economic Community. At a summit meeting in December 1981, the leaders of the Customs and Economic Union of Central Africa (UDEAC) agreed in principle to form a wider economic community of Central African states. ECCAS was established on 18 October 1983 by the UDEAC members, Sao Tomé and Principe and the members of the Economic Community of the Great Lakes States (CEPGL established in 1976 by the DR Congo, Burundi and Rwanda). Angola remained an observer until 1999, when it became a full member. ECCAS began functioning in 1985, but was inactive for several years because of financial difficulties (non-payment of membership fees by the member states) and the conflict in the Great Lakes area. The war in the DR Congo was particularly divisive, as Rwanda and Angola fought on opposing sides. ECCAS has been designated a pillar of the African Economic Community (AEC), but formal contact between the AEC and ECCAS was only established in October 1999 due to the inactivity of ECCAS since 1992 (ECCAS signed the Protocol on Relations between the AEC and the regional blocs (RECs) in October 1999). The AEC again confirmed the importance of ECCAS as the major economic community in Central Africa at the third preparatory meeting of its Economic and Social Council (ECOSOC) in June 1999. Member states since 1985 are: Burundi, Cameroon, Central African Republic, Chad, Republic of the Congo, Democratic Republic of the Congo, Equatorial Guinea, Gabon, Rwanda, and São Tomé and Principe. Angola joined as a member state in 1999.

**C.4.5.4 Economic Community of West African States (ECOWAS)**

The Economic Community of West African States (ECOWAS)\(^{180}\) is a regional organization of 15 west African nations formed in 1975. There were 16 nations in the group until recently when Mauritania withdrew membership from ECOWAS. The main objective of forming ECOWAS was to achieve economic integration and shared development so as to form a unified economic zone in West Africa. Later on, the scope was increased to include socio-political interactions and mutual development in related fields.
spheres. Currently, there are 15 member countries in the organization. The membership list includes the following countries. Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, and Togo.

C.4.5.5 East African Community (EAC)

The East African Community (EAC)\textsuperscript{181} is the regional intergovernmental organisation of the Republics of Kenya, Uganda and Tanzania, with its Headquarters located in Arusha, Tanzania. The East African Heads of State signed the Treaty for the Establishment of the East African Community in Arusha on 30th November 1999. The three East African countries cover an area of 1.8 million square kilometres and have a population of 82 million who share a common history, language, culture and infrastructure. These advantages provide the Partner States with a unique framework for regional co-operation and integration.

The region's principal exports are mainly agricultural products. These include horticulture, tea, coffee, cotton, tobacco, pyrethrum, fish, and hides and skins. Other exports include handicrafts and minerals such as gold, diamonds, gemstones, soda ash and limestone. Tourism is also one of the major sources of foreign exchange for the three countries. The region's major imports are machinery and other capital equipment, industrial supplies and raw materials, motor vehicles and motor vehicle parts, fertiliser, crude and refined petroleum products. The major trading partners of the region are the European Union, Japan, China, India, United Arab Emirates (UAE) and Saudi Arabia.

The regional co-operation and integration envisaged in the EAC is broad based, covering trade, investments and industrial development; monetary and fiscal affairs; infrastructure and services; human resources, science and technology; agriculture and food security; environment and natural resources management; tourism and wildlife management; and health, social and cultural activities. Other areas of co-operation include free movement of factors of production; and co-operation in political matters, including defence, security, foreign affairs, legal and judicial affairs.

The EAC collaborates with other African organisations in the spirit of the Abuja Treaty for the establishment of the African Economic Community. Among these organisations are the African Union, Common Market for East and Southern Africa, Intergovernmental Authority on Development and the Southern African Development Community.

The EAC partner states, recognizing the importance of compliance to international standards and in response to the requirements of the East African Community Treaty, signed a protocol on Standards Development, Quality Management, Testing and Metrology (SQMT) in 2003. As a result, currently 376 standards have been harmonized as East African Standards. Previously in 2001, 91 harmonized standards and specification of goods and services were adopted as East African Standards, and the WTO was

\textsuperscript{181}http://www.eac.int
notified. The harmonization process continued with a further 41 standards being submitted for consideration.\textsuperscript{182}

\textbf{C.4.5.6 Inter-governmental Authority on Development (IGAD)}

The Intergovernmental Authority on Development (IGAD)\textsuperscript{183} is a seven-country regional development organization in East Africa. Its headquarters are located in the city of Djibouti. Current member states are: Djibouti, Ethiopia, Kenya, Somalia, Sudan and Uganda.

The IGAD mission is to assist and complement the efforts of the Member States to achieve, through increased cooperation:

- Food Security and environmental protection
- Promotion and maintenance of peace and security and humanitarian affairs, and,
- Economic cooperation and integration.

The economies of the countries of the IGAD region (with the exception of Djibouti) are agriculture based with agriculture contributing over 30\% to the total GDP. Over 80\% of the population are rural and depend on smallholder agriculture for their livelihood and agriculture is considered not only as the main source of food, but also as the engine of growth for these economies. IGAD’s strategy is to support national agricultural policies in a manner that promotes cooperation among the member states for mutual benefit, while ensuring that the policies are based on rational use of natural resources and encompass sound environmental management in order to achieve sustainable development. In accordance with the Agreement Establishing IGAD, IGAD Secretariat is mandated to promote programmes aimed at realizing the objectives of COMESA and the African Union. Hence World Trade Organisation (WTO) and the Economic Partnership Agreement (EPA) negotiations are carried out under these processes and framework arrangements.

\textbf{C.4.5.7 The Community of Sahel-Saharan States (CEN-SAD)}

The Community of Sahel-Saharan States (CEN-SAD)\textsuperscript{184} is a framework for Integration and Complementarity. It intends to work, together with the other regional economic communities and the Organization of African Unity, to strengthen peace, security and stability and achieve global economic and social development.

CEN-SAD was established on 4th February 1998 following the Conference of Leaders and Heads of States held in Tripoli (Great Jahamiriya). The Treaty on the establishment of the Community was signed by the Leader of Great El-Fateh Revolution and the Heads of State of Burkina Faso, Mali, Niger, Chad and Sudan. The Central African Republic and Eritrea joined the Community during the first Summit of the organization held in Syrte in April 1999. Senegal, Djibouti and Gambia joined during the N'djamena Summit

\textsuperscript{182} See reference 95  
\textsuperscript{183} http://www.igad.org/  
\textsuperscript{184} http://www.africa-union.org/root/au/RECs/cen_sad.htm
in February 2000. Others countries joined later, and still more are in the process of joining the Organization.

**C.4.5.8 Arab Maghreb Union (AMU)**

The first Conference of Maghreb Economic Ministers in Tunis in 1964 established the Conseil Permanent Consultatif du Maghreb (CPCM) between Algeria, Libya, Morocco, and Tunisia, to coordinate and harmonize the development plans of the four countries as well as interaregional trade and relations with the EU. However, for a number of reasons, the plans never came to fruition. The first Maghreb Summit of the five Heads of State, held at Zeralda (Algeria) in June 1988, resulted in a decision to set up the Maghreb High Commission and various specialized commissions. Finally, on February 17, 1989 in Marrakech, the Treaty establishing the Arab Maghreb Union (AMU) was signed by the Heads of State of the five countries Algeria, Libya, Mauritania, Morocco and Tunisia. The AMU is currently dormant, but attempts are under way to revive it. The Community of Sahel-Saharan States (Cen Sad) has now also become a role player in the North African Region. The AMU has no relations with the African Economic Community (AEC) and has not yet signed the Protocol on Relations with the AEC. It has, however, been designated a pillar of the AEC.

**C.4.6 The ACP Group**

The ACP Group is a group of 77 countries from the African, Caribbean and Pacific Region. This Group was officially established in 1975 and included 46 countries. Over time the Group has expanded to 77 members: 48 states from Africa, 15 states from the Caribbean and 14 states from the Pacific. The Group has had an important trade and aid relationship with the European Union since 1975, first through the various Lomé Agreements and since 2000 through the Cotonou Agreement.

The Cotonou Agreement is a partnership agreement between the EU and the ACP Group, signed in June 2000. The Agreement replaces the Lomé agreements. The main objective of the agreement is to reduce poverty, consistent with the objectives of sustainable development and the integration of the ACP countries into the world economy. The Agreement includes political dialogue and in addition civil society and social and economic actors are actively involved. Regarding trade, the Agreement provides for setting up a new trade arrangement, characterised by reciprocal liberalisation in accordance with WTO rules. The system of financial co-operation has been reformed to improve its effectiveness. Regional co-operation between ACP countries is an important aspect of economic and trade co-operation in the Agreement and is put forward as a development co-operation strategy.

C.4.7 African Ministerial Conference on the Environment (AMCEN)

The African Ministerial Conference on the Environment (AMCEN) is a permanent forum where African ministers of the environment discuss mainly matters of relevance to the environment of the continent. AMCEN was established in 1985 when African ministers met in Egypt and adopted the Cairo Programme for African co-operation. The Conference is convened every second year. The first meeting of AMCEN was in 1985 as Africa’s direct response to the 1972 Stockholm Conference, and part of UNEP’s response to Africa’s environmental crisis.

The objective of AMCEN is to halt environmental degradation and promote sustainable development in Africa by enhancing inter-governmental co-operation among African countries. It is expected that AMCEN would ultimately become a Specialized Technical Committee (STC) of the African Union Commission in line with the AU Summit's Sirte Declaration of February 2004.

AMCEN has also led the process for the development of the action plan for the Environment Initiative for the New Partnership for Africa 's Development (NEPAD). AMCEN has guided the process for the implementation of the action plan for the environment initiative of NEPAD, including its work programme for the biennium 2005-2006. The Ministerial Conference prompted and encouraged the preparation of the comprehensive regional report on the state of Africa ‘s environment, *Africa Environment Outlook (AEO)*, by the United Nations Environment Programme (UNEP).
Conclusions & Recommendations
This section provides conclusions and recommendations based on the desktop research alone. These findings will be significantly enhanced by the inputs from the various organisations participating in the Regional Experts Meeting to be held in Addis Ababa in June. The following is a summary of the key findings from reported in the previous sections.

C.5 Conclusion

C.5.1 Summary of Eco-labelling initiatives in the Region
There are a number of eco-labelling schemes operating in the region, the majority are international eco-labelling schemes relevant to a sector (i.e. fisheries, forestry, organics, etc.). The majority of these schemes are voluntary schemes where a company or organisation can have its product/service certified against a certain standard or set of standards, and is then awarded the label for use on the local/international market. The certification agency may be accredited by a larger organisation which leads to greater consumer confidence in the label. There is one national eco-labelling scheme currently in operation in Africa, which is the Tunisian eco-labelling scheme. A further national eco-labelling schemes are in development in South Africa.

National:
- Tunisia and South Africa have started to develop their own eco-label.
- National successes help build a critical mass of knowledge, skills, and infrastructure in each region. Participation by multiple countries in the same region begin to have an effect at the regional and international levels through effects on cross border trade flows. For example, around energy efficiency, CLASP (international NGO) works specifically to build capacity and harmonization and devotes about 70% of its resources to national assistance, about 20% to regional alignment/harmonization projects, and about 10% to building partnerships and creating tools such as its web site to facilitate the national and regional projects.
- Tunisia is the only African country with its own organic (EU compatible) standards, certification and inspection systems. Egypt and South Africa have both made significant progress in this direction. Both have two certifying organizations and are well on the way to developing standards. Morocco and Zambia have made some progress to developing their own standards. The Namibian government has expressed an interest in developing an organic sector.

Sectoral:
Eco-labels are currently in use for African products and services in the following sectors: Fisheries, forestry, tourism, textiles & leather, organic agriculture and natural products. The majority are international eco-labels which African products/services have been awarded and are used for gaining increased market access on the International market (specifically Europe and USA). There is limited interest in these labels by the regional consumer market. The schemes are all voluntary and the primary reason for the use of
these eco-labels is to increase access of the African product/service to the international market. There is however not widespread use of these labels:

- Only 3 companies in Africa are trading MSC labeled food. Around 77 per cent of fish consumed worldwide as food is supplied by developing countries, yet so far few fisheries in these regions have sought MSC certification. The MSC’s Developing World Programme received funding in 2006 to increase outreach to African fisheries. There have been recent initiatives underway to explore opportunities to increase participation of African fisheries in the MSC's certification programme include workshops held in Ghana where fisheries from over ten African countries participated. Planning (with GTZ assistance) for use of the MSC label by the Lake Victoria Fisheries Organisation.

- Forests in Africa by the FSC– these probably owned by international companies or primary sales to the international market. Certification and labelling will become critical if Africa has to maintain its traditional wood markets in Western Europe, but some of the emerging markets are less concerned about certification. For the PEFC there is only one accredited African forestry certification system, namely PAFC Gabon.

- For tourism, there are a mix of international labels and national/regional developed labeling schemes available. In Africa, only Morocco and South Africa have Blue Flag beach programmes, although there have been recent initiatives to establish a Blue Flag programme in Tunisia. FFTSA accredits tourism operators in South Africa. Has had some successes but there is not much demand from within the industry. FFTSA have had to run training around the basics of sustainable development to improve awareness and understanding within the industry. Eco-tourism Kenya on its own initiative has developed its national eco-tourism rating scheme that is voluntary and awarded according to three levels of criteria. Over thirty eco-tourism operations have been awarded the labels, but it is unclear what percentage of the total this is. Information on what impact this certification has had on increasing market share for international tourists is not readily available.

- All energy efficiency appliance labelling schemes in Africa are national initiatives, driven by the requirements of the national government policy for sustainable development around energy issues. Another incentive is the assistance provided by international organisations such as the Collaborative Labelling and Appliance Standards Program. Ghana, Tunisia, Egypt & South Africa have so far developed national energy efficiency labeling schemes. Rather than starting new initiatives, CLASP projects build upon existing initiatives in any country to promote the cost-effective adoption and implementation of energy efficiency standards and labels. The focus is on capacity building at national level to build skills and infrastructure, and participation by multiple countries in the same region to have an effect at regional and international levels.

- For the textiles sector, there is currently only international label options such as Oeko-Tex and the EU Flower. The adoption of the Oeko-Tex label is driven by increased market access and in African countries has been facilitated by the accreditation of local testing laboratories in Egypt, Tunisia and South Africa. Some South African companies were tested according to EU Flower criteria as part of a demonstration project for the WSSD 2002. Although they were able to meet the
criteria the cost for certification outweighed the benefits and there was little demand for the EU Flower label from their existing export market.

- African agriculture is characterized by very low level of input use and it is sometimes claimed that most farming in Africa is already de facto organic. The formal organic sector in Africa remains relatively underdeveloped. In recent years some policy makers and donors have started to recognize the potential of export oriented organic agriculture as a means of generating foreign exchange and increasing incomes. Organic farming in Africa must be viewed beyond the perspective of providing commodities for the global market. Certified organic farming in Africa takes two main forms: relatively large farms or plantations under single ownership and smallholder groups. These latter groups collectively implement an internal control system that involves organizing extension, inspection, certification and marketing activities, and have strong links with export companies. There is undoubtedly room for a substantial increase in certified organic production in Africa, and smallholders engaged in it often derive significantly benefits, improving their incomes as a result.

- The Natural Futures programme aims to develop Southern Africa’s natural products industry, including certified organic products, for the benefit of both rural poor people and the environment. The sector is accessible is of growing interest to consumers all over the world.

- Specific regional labels have been developed for tourism (such as the southern African Heritage programme) and organic agriculture (e.g. East African Organic Standard, West African Cotton), these are developed with the assistance of NGOs and with the specific aim of improving access to the market e.g. small farmers access to standards. The East African Organic Standard has been written for organic production in East Africa and has been adapted to conditions in East Africa. Because of the need for organic agriculture to be adapted to local conditions, the standard is not overly prescriptive. It is expected that the standard will boost organic trade and market development in the region, define a common vision of organic agriculture in East Africa, raise awareness about organic produce among farmers and consumers, enable economies of scale in training materials and certification, and create a unified negotiating position that should help organic farmers win access to export markets. It is also expected to influence international organic standard setting processes. The standards can be a platform for a common label for organic products in East Africa and for developing consumer trust. The standard also formulates standpoints which can be used in international negotiations on standards. Further, it can be a basis for equivalence agreements with other countries and regions.

- The Pan African Forestry Certification system is currently only operating in Gabon, but aims to be the standard for Africa.

- FTTSA, is involved in sustainable tourism certification and one of its current projects is to establish an initial network of southern African stakeholders, with a view towards establishing a regional label for tourism.

- Sub Saharan African countries have developed projects such as the on-going programme on sustainable cotton in West Africa and on coffee in East Africa.

- The EU and UNEP are about to start a project on ‘Enabling Developing Countries to Size Eco-label Opportunities’, which includes South Africa and Kenya.
C.5.2 Summary of Key mechanisms

- The large international NGO based eco-labelling schemes such as MSC, FSC, and Fairtrade have the following key characteristic:
  - Standards based on best practice e.g. FAO guidelines and reviewed by independent technical board.
  - Third-party certification
  - Third-party accreditation by of certification body
  - Chain of custody certification for use of eco-label logo on product
  - Stakeholder consultation throughout process

- Some schemes include rating systems where there are levels of certification (e.g. Eco-tourism Kenya’s rating system with Bronze, Silver and Gold criteria). Each of the levels has stated requirements for qualification other than earning the initial required points/scores.

- All schemes require re-evaluation of the company/organization/product on a regular basis to maintain use of the eco-label. These vary from annual/bi-annual. Some require audits/inspections, others require a re-submission of self-evaluation systems followed with spot-checks.

- Some labelling schemes work better as decentralised organizations (e.g. FSC), others as centralized (e.g. Fairtrade). The organic sector is currently trying to decentralise and moving toward total quality management models.

- Some schemes like the PEFC act as global umbrella organisation for the assessment of and mutual recognition of national forest certification schemes and provide a framework for the development of and mutual recognition of national or sub-national certification schemes that have been developed locally according to internationally recognised requirements.

- To be successful and attractive to producers and sellers, eco-labelling needs a market or brand value. Establishing market presence comes at great cost. On the one hand, eco-labelling is a voluntary programme and licensees have to pay for the license, use of the logo, auditing, revision, etc. On the other hand, funds are needed for the promotion of the programmes, which would increase market value and future take-up. Financing comes either through licensing fees or government funding. High entry costs are dissuasive whereas government involvement is a double-edged sword.

- The main sources of revenue for these schemes are grants, donations, accreditation fees, and licensing fees for use of the eco-label. Some organizations, such as the MSC will also accept donations from any source. Some receive significant funding from large international organizations such as the WWF.

- In countries that do not have accredited standards, certification bodies can use their own locally adapted standard to evaluate and certify forest operations until a national standard is developed. (FSC)

- There is a feeling amongst some long-term members of the South African organic movement that organic certification is unacceptable because of additional administrative load and costs, restrictions (such as seeking permission to use allowed inputs) and certification fees of consumer-safe produce. Participatory Guarantee Systems (PGS) are an alternative to formal organic certification by third party agencies. PGS’s are based on assurance by a network of people and organisations who are involved in the production, distribution and consumption of products and
services, with co-responsibility for guaranteeing the quality and production system. The International Federation of Organic Agriculture Movements (IFOAM) has endorsed this alternative approach to certification. As the number of farmers and consumers for organic produce increase, there has been a corresponding growth in the number of Participatory Guarantee Systems (PGS) that have evolved and are in practice around the world. These systems often not only guarantee the credibility of the organic produce, but are crucially linked to local and alternative marketing approaches. The reasons for these “alternative” methods of certification vary, but often result from certification costs, disagreement with the paradigm for ensuring credibility, or a political ambition to strengthen the farmers.

- FSC has a global marketing arm. Requires significant effort and partnerships. FSC continues to strengthen its brand by building partnerships and participating in programs that seek to increase market demand for certified products; streamline the flow of certified products to market, and provide linkages between supply and demand. They will promote a level playing field for certified operations and their products in all corners of the world.

Best practise for eco-labelling is as follows:
- Certification is best based on 3rd party verification
- Certification must be renewed annually/biannually
- Fees & fee structures for verification and certification services must be transparent
- Reporting that follows ISO(65) guidelines – for greater transparency and credibility
- Data management – moving towards being completely electronic & web-based (paperless)
- External accreditation usually necessary
- Use of mark needs to be monitored and restricted based on a contract
- Resolution of complaints and communication with clients should follow strict standards (ISO 9000/similar)
- Communication with verification agents needs to be frequent
- People who carry out verification need to demonstrate competence, have no final decision, and have internal quality management

### C.5.3 Summary of Incentives for Eco-labelling initiatives in Africa

The following table summarises the various incentives that have and will continue to provide impetus for eco-labelling initiatives in Africa.

<table>
<thead>
<tr>
<th>Assistance</th>
<th>• Assistance provided by local &amp; international organizations has been instrumental in driving awareness, interest and capacity for uptake of eco-labels by African producers</th>
</tr>
</thead>
</table>
| Market growth | • Increased interest in eco-labels from consumers  
• Increased consumer receptivity to an eco-label (Stern Report & UN Climate report)  
• > 50% growth in no. of seafood products with MSC label  
• Retail sales of MSC-labelled fish grew 76% in 2005/06  
• 67% growth in sales of FSC products globally in 3 years |
Sales of organic cotton set to triple to $2.6 billion by end 2008

**Predictability of Revenues/Market Access**
- Major drive by international retail stores to promote/procure eco-friendly products e.g. WalMart commitment for all fish to be MSC labelled
- Exporters want to go for organic and take the risk if they have outside support to help them cross the conversion risk barrier
- The most important strategy for the promotion of forest certification is certainly the development of environmental sensitive markets in Europe
- PEFC recognition of PAFC Gabon facilitates the access of products from these managed forests to sensitive international markets- also assures the best possible prices for Gabonese products
- Emerging market for eco-leather products, with a growing number of eco-labels-already large enough to offer good business opportunities for African exporters
- Environmental matters will continue to have a central role in the future development of international trade in textiles and clothing -supply of eco-friendly textile products is a competitive advantage
- Most certified organic production in Africa is geared towards export markets, with the large majority being exported to the EU (the world’s largest organic market)

**Institutional & Policy Support**
- EU - a great market for fish products from East Africa - needs eco-labelling to ensure quality -hence fish export industry to attain eco-labels as soon as possible
- The Abuja Declaration of Sustainable Fisheries and Aquaculture in Africa supports eco-labelling
- Forest Legislation Enforcement and Governance (FLEG) is being pushed by the donor countries - additional incentives to join forest certification
- The National Tunisian eco-labelling programme - to prepare local manufacturers for the upcoming regulations the Tunisian government agreed to meet to be a part of the free-trade zone in Europe
- The ESA Group includes within its specific roles the introduction of comparable eco-labeling schemes in key export sectors
- NEPAD’s priorities that are aligned with eco-labelling initiatives include: regional cooperation and integration as well as improving Africa’s share in global trade
- Eco-labelling is most useful when it is developed in conjunction with complementary policy initiatives

### Summary of Lessons Learnt

The following table summarises the lessons learnt from eco-labelling initiatives in Africa, according to the input from various stakeholders and the desktop study.

**Table: Summary of Lessons Learnt from Eco-labelling Initiatives in Africa**

<table>
<thead>
<tr>
<th>Standards</th>
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</thead>
<tbody>
<tr>
<td>Standards need to be configured according to best practice</td>
</tr>
<tr>
<td>Universally accepted criteria and guidelines</td>
</tr>
<tr>
<td>Based on the principles of transparency, inclusiveness, credibility</td>
</tr>
<tr>
<td>Wide stakeholder consultation and involvement is important for buy-in</td>
</tr>
<tr>
<td>What does it mean to the industry to adopt that standard – is it feasible/practical or does it need to be ameliorated?</td>
</tr>
<tr>
<td>Special standards for SMEs &amp; developing countries:</td>
</tr>
<tr>
<td>- To make certification more responsive and accessible to smaller operations</td>
</tr>
<tr>
<td>- Streamline technical requirements for certification assessment, without compromising rigor e.g. FSC for SLIMF</td>
</tr>
<tr>
<td>- Some criteria &quot;toned down&quot; or modified to be &quot;more appropriate&quot; to local conditions e.g. Blue Flag</td>
</tr>
</tbody>
</table>
| **Partnerships** | Eco-labelling initiatives need to involve significant partnership efforts to be successful  
- E.g. FSC has a global marketing arm that requires significant effort and partnerships  
- Partnerships help to streamline the flow of certified products to market  
- Partnerships provide linkages between supply and demand  
- E.g. FSC is now fostering a partnership with Starbucks for procurement of FSC certified wood for new European stores |
| **Certification & Accreditation** |  
- Formal certification has administrative load and costs, restrictions & certification fees  
- Problems with international 3rd-party accreditation organizations  
  - International inspectors unable to speak the language  
  - The further away the certification body from the local context, the more bureaucratic  
- Needs to be more meaningful, locally relevant & affordable  
- Create local capacity, while still maintaining standards  
- For small-scale:  
  - Accessibility is vitally important  
  - May be data-deficient  
  - Explore alternative ways to assess against standards  
- Be more flexible to local conditions and different stages of development  
- Phased approaches can increase progress of certification in developing countries  
  - Allows a greater number of producers to participate  
  - Stepwise basis with interim targets or milestones  
  - Adapt certification fees relative to turnover of the company |
| **Marketing** |  
- The market determines the success or failure of an eco-label  
- More than support of the environmental/social issue  
- Initiatives often in isolation of realities in the market place  
- The starting point for eco-labels should be marketing  
- Need to break through barrier between progressive minority and larger market  
- Engage with the target market and understand their expectations for certification standards, models, rating systems  
  - How would they rate it?  
  - What it means emotionally to them?  
- Consumers need simple, attractive information that tells them what the label means  
- Significant effort to enhance the communications value, user-friendliness, and integrity  
- Important to reach out to all stakeholders: industry, government, & consumers  
- Private and public procurement policies are important for success  
- Important to target main-stream brands |
| **Awareness & Capacity** |  
- Awareness  
  - Lack of awareness within the sectors regarding eco-labelling  
  - Many eco-labelling schemes include within their aims – to increase awareness of environmentally responsible and sustainable operating practices with the sector they are operating in  
- Capacity Building  
  - International and local NGO assistance  
  - Need to build capacity of producers to understand environmental aspects of their production systems  
  - for improved practice  
  - to work effectively within and defend certification systems |
C.5.5 Benefits of Eco-labelling Schemes in the African Region

*Increased Access to Markets for African Products*

There has been substantial benefit for increasing access to market for African products, as a result of eco-labelling initiatives. Evidence is strong that eco-labels have a role to play in expanding Africa’s market access:

- The MSC eco-label provides the South African hake industry with recognition of their good management and an opportunity to add real value to their product in an increasingly competitive global market place.
- The most important strategy for the promotion of forest certification is certainly the development of environmental sensitive markets in Europe.
- The recognition by the PEFC international certification system aims to promote the management of primary forests in Gabon and in Africa and to facilitate the access of products from these managed forests to the sensitive international markets. Selling its forest products with the PEFC label, Gabonese timber will be accepted as environmental proof on all major markets - meaning the European and American members of PEFC. This also assured the best possible prices for Gabonese products.
- There is also an emerging market for eco-leather products, with a growing number of eco-labels. Although the size of the eco-leather market is still small compared to the conventional European leather market, it is already large enough to offer good business opportunities for African exporters.
- Environmental matters will continue to have a central role in the future development of international trade in textiles and clothing. The supply of eco-friendly textile products can be an additional competitive advantage. According to Brian Brink of the Textile Federation South Africa, from a South African industry standpoint an eco-label would be highly desirable. Environmental awareness in the large developed markets of the world such as the EU and the US is growing at a phenomenal rate. This alone would indicate that South Africa must develop and introduce an eco-labelling system on textiles and clothing. It would give South African exports a definite edge in competing with other countries' exports in the developed markets.
- Most certified organic production in Africa is geared towards export markets, with the large majority being exported to the EU, which is Africa’s largest market for agricultural produce (and the world’s largest organic market).
- The timing for Eco-labelling initiatives is good. Current market conditions indicate increased interest in eco-labels from consumers. The release of the Stern Report and the UN Climate report has had a lot of publicity and there is increased consumer receptivity to an eocomark.

*Environmental Benefits*
Eco-labels are considered one of the more high-profile market-based tools for achieving environmental objectives. Environmental benefits of eco-labels are not easy to measure, but there are some indications of the environmental benefits:

- MSC Environmental Benefits Project (since 2006) seeks to monitor and evaluate the effect of MSC certification on improving fishery practices. It identifies tools to track environmental gains in fisheries and gathers evidence of whether MSC certification has triggered significant change.
- May be necessary to implement some form of environmental benefits monitoring system for African Ecolabelling scheme…
- LVFO has indicated that eco-labelling would help to reduce illegalities in fisheries for sustainability of the sector.
- Blue Flag brand is well recognised in Europe and Scandinavia so foreign tourists visiting South Africa would know what a Blue Flag beach symbolises. However, it is unlikely that the eco-labelled Blue Flag beaches were a sufficient drawcard to be one of the reasons why foreign tourists come to South Africa. The greatest benefit to the Blue Flag programme has been the improvement of environmental management in the coastal zone as well as improved facilities for South African/domestic tourists who visit the coast for their annual holidays. The standards such as the Blue Flag eco-label provides local authorities with a framework for action - i.e. the criteria and obligatory requirements of having a Blue Flag beach, provide the mechanism by which the implementation of coastal legislation can be managed and carried out.

C.5.6 Challenges for Eco-labelling Schemes in the African Region

Lack of Financial Support, Technical Assistance & Capacity Building

- There are huge challenges involved with launching and administering an alternative labelling initiative because of consumer recognition issues, vulnerability of poorly administered systems and potentially high costs. Affordable costs are crucial and difficult to achieve.
- There is a need for financial support and technical assistance to African enterprises to implement such environmental management tools like eco-labels.
- Industries in most developing countries which lack the basic institutional and infrastructural capacities to run an elaborate ecolabelling scheme.
- Noel Oettle also is the current Chairperson of the Board of Fair Trade South Africa, engaged in the standard setting process for the Fair Trade Labelling Organisation International (FLO). Based on his experience, he believes that the obstacles & costs of an African Eco-labelling scheme would outweigh benefits. There are huge challenges involved with launching and administering an alternative labelling initiative because of consumer recognition issues, vulnerability of poorly administered systems and potentially high costs. He suggests that a great educational and capacity development process will be needed. Affordable costs are crucial and difficult to achieve and he does not believe that such a scheme would be workable.
- The selected criteria for specific textile & clothing eco-label schemes do not have a common range and the eco-labelling schemes do not take into account particular environmental and labour conditions in individual developing countries. Additional
problems for developing countries included the lack of an infrastructure for testing, auditing and verification procedures. The high cost of the procedures, the lack of technical know-how and the difficulty of controlling the various stages of the life-cycle have also made the export efforts more difficult. There is a concern that developed countries seem to create rules and regulations without paying too much attention to potential difficulties they may cause in developing countries, if implemented without a closer cooperation with developing country producers/exporters.

- Once local testing facilities comply with Oeko-Tex standard testing criteria, it makes the scheme more accessible to African companies. (e.g. Egypt, Tunisia & South Africa). i.e. the South African, Tunisian and Egyptian companies have easier access due to the locally accredited testing laboratories.
- Forest certification needs to evolve to meet the needs of developing country producers, for whom the costs of forest certification have outweighed the environmental and market access benefits in many cases.
- Another example of how eco-labelling has been unsuccessful is in its very principle that firms who are seeking out environmentally preferable production processes should, according to the polluter pays principle practised by so many governments, be paying less, not more. Eco-labelling adds an extra cost to producers who incur administrative costs, license fees and undergo monitoring and audits.
- FFTSA managed to keep the cost down for by accessing subsidies for tourism suppliers – to subsidise cost of assessments and using assessors that don’t charge real consulting fees. FLOCert is trying to operate on a for-profit basis and the inspections are expensive but in return you get a premium price and that comes back to the organisation. Fairtrade is not making money on this. Keeping records, annual inspections are a burden, especially on small scale producers. Subsidy finance is needed, but can’t be relied on indefinitely.
- Findings from the Danish supported project in South Africa in 2002, was that the process of securing certification against the criteria of the EU flower is not too onerous, and it was identified that a number of the local textile companies would find it relatively easy to qualify. However, the cost of certification outweighed the benefits at that stage. It was also noted that few of the companies had had any requests for the label, and that without the intervention of Danida, they were not likely (at least at this stage) to seek a licence to use the label.
- In terms of costs, the effectiveness of eco-labeling depends on whether green technologies are readily accessible, and accordingly whether the costs involved in implementing the labeling program can be afforded or even justified. In terms of revenue, the relative credibility of labeling programs in developed and developing countries — whether perceived or realistic and based on country-specific labeling criteria — may impact terms of trade facing developing country exports in ways that are similar to other non-tariff import barriers.
- According to Ecocert Afrisco, what adds enormously to certification costs in Africa is distance and bad roads.

Lack of institutional & policy support
For organic agriculture, support from government and national agricultural research centres is minimal in most African countries. Conventional cotton production rewards quantity (tonnes of cotton fibre) rather than sustainability or social and environmental goods and services. Research puts the interests of governments, ginners and exporters first; their income depends on absolute quantities and qualities of cotton; an area where West Africa has a good reputation. New research and policies are needed that put producer (and consumer) interests first and that support improved field production (yield, organic fertilisation, resistance to pests and diseases and maintaining predator populations). Other institutions need convincing of the benefits of organic.

The potential of organic approaches, even those geared to premium export markets, has not yet been recognized by the majority of African governments. In consequence the organic sector in most African countries is reliant upon both foreign standards and certifying bodies. This is a major constraint on the development of the organic sector, creating a “chicken and egg” situation, where the market does not develop because the necessary infrastructure is not in place, and the infrastructure is not there because the market is inadequately developed. The Swedish Development Agency, SIDA, is currently funding a program to develop local certification and inspection capacity in South and Eastern Africa (covering Uganda, Tanzania, Zambia and Kenya).

The Tunisian Eco-label experience indicates that it is very important for credibility and transparency to create the appropriate legal framework. Obtaining commitment of government takes time. It took two and half years to develop the Tunisian Eco-label to the final stage of development.

Certification constraints

- Poor education in rural areas is a constraint for developing organic projects when technical advisory services and administrative tasks are required for smallholder certification. In Benin, trained agronomists are employed as field agents who support elected representatives of producers in documentation and record keeping, while the organic farmers in Senegal have a literacy/language programme. Small producers of organic cotton struggle with the cost of organic certification. Producers exporting to more than one country may have to meet multiple criteria due to the requirements of national or regional regulations (EU, US, Japan). Projects are forced to use overseas consultants at international rates, making market access difficult. This is an area to address if small farmers are to gain and maintain access to potentially lucrative markets.

- The absence of local certification and inspection capacity for organic standards is a critical bottleneck that needs to be overcome in order to develop the potential of African organic exports.

- There are significant constraints on the potential for developing organic certification in Africa. In part these are external, to do with the costs of certification, problems of infrastructure, maintaining links with distant markets and the vagaries of world markets. Yet also they are internal. The over-riding priority for African agriculture is that of achieving sustainable food security. Organic agriculture has a huge potential in helping meet this aim, which is only just beginning to be recognized. The formal and informal organic sectors in Africa share much common ground. Yet because of their different orientations and the different actors involved, the potential for knowledge
sharing and pooling of resources, which undoubtedly exist is rarely realized. The development of networks between NGOs, development agencies and research institutes will be a necessary step along this path.

- The South African Council for Organic Development & Sustainability (SACODAS) is in the initial phases of planning an eco-label for the NOPI (National Organic Produce Initiative). Their reason for proposing a brand is that they believe that organic certification is not sufficient for small-scale farmers. Their concern is that it is lead by commercial enterprises and that because of its costs (most are based outside of Africa) organic certification has become exclusive, elitist and blocks equal access. It is particularly not suitable for small-scale farmers, who are what the NOPI initiative aims to address. SACODAS is concerned that international studies have shown that historically, as soon as organic certification came into a country, there was a slowdown in uptake because of this barrier. This is particularly in developing countries. Those countries which have focussed on brand awareness have had more success. Their target market is initially South Africa with a specific view to expand to the whole of the Southern African region (SADC).

**Market development & linkages**

- The structural difficulties (both actual and perceived) of doing business in sub-Saharan African mean that only highly motivated companies have been willing to invest. Northern NGOs backing organic cotton need to focus their efforts on convincing companies and international donors and policy makers of the viability of African organic cotton, encouraging them to absorb initial costs and investments until economies of scale can be achieved. Making the impacts of cotton production on smallholder farmers visible to consumers is necessary, and organic cotton products need to be attractive and of good quality.

**External factors**

- Lack of success is more often related to a weakness or limitation – rather than a failure - of the eco-labelling programme, or they are related to external, usually macro-economic, factors.
- In Europe, the United States and elsewhere there is demand for health and beauty products derived from indigenous plants such as Marula, as well as natural fibre handicrafts. These are products that Southern Africa has a clear advantage in providing, and research suggests that a multi-billion dollar industry is possible in the foreseeable future. Currently, however, the sector is underdeveloped, hampered by a number of factors including uncoordinated supply, trade barriers that make the export of products costly and complicated, and an overall lack of investment. These and other factors are closely linked, and until they are jointly resolved this potential vehicle for sustainable development will remain grounded.

**Lack of Awareness**

- Eco-labelling is market-based and therefore there must always be a balance between criteria setting and popularity of these issues in the public domain. If society does not have an awareness – and possibly fear – concerning the environmental issue, labelling does not help in phasing out the use of the substance.
- Lack of awareness is also a debilitating weakness of eco-labelling and can only be solved through concentrated media efforts, awareness building and education campaigns. Access to media requires either significant resources or significant interest by the public. Eco-labelling currently has neither, and hence remains sidelined as a marginal issue in the press.

- Awareness building and messaging of eco-labelling has been weak at best. In communicating with consumers, eco-labelling exists in a high volume environment, competing as it does against a multi-billion dollar advertising industry. The first limitation to eco-labelling is that it lacks the financial support, and usually the marketing savvy, to get even close to popular name brands. As a brand, it lacks market value and market presence.

**Partnerships**

- Based on the experience of Fairtrade in tourism, it is advisable to start small with pilots – give the implementing bodies the chance to getting used to working with each other. It has taken a long time to build up trust between the various labelling organisations in tourism. Each is protective of their own labels with the big NGOs wanting to control everything. It took 5 yrs for everyone to compare their standards with each other. There is concern about criticism and so trust takes a while to build up. Use pilot as litmus test to see if the various organisations will work together with trust. Then see from there onwards. The technical side is not that difficult, but it’s going to take 2-3 yrs in South Africa to get to the point where each organisation here knows each other well enough to work together and commit. Competitors and personalities are problematic if you don’t do that right, but if you do, it pays off because all want same thing in the end.

**Carbon Footprint**

It is important to be aware of the fact that objectives of increasing exports at a time of increasing concern around the impact of global transport on carbon emissions is becoming highly relevant. For example, new initiatives in carbon-footprint related labels in the UK could have a negative impact on Africa’s access to the export market. Global warming is becoming a more widely recognized concern for consumers and new labels relating to carbon footprints are emerging. These labels are highly relevant regarding their impact on the African region, rather than their application in the African region. These labels will be important for the African region to monitor as they progress as a result of the significant impact they will have on African exports. For example:

- The UK Soil Association is concerned about the damage being done to the environment by greenhouse gas emissions from flights carrying food products around the world.

- There are a range of new labels relating to carbon footprint that are being introduced, in particular those relating to “food miles” being introduced by UK supermarkets. Food which is imported to the UK by air may be denied the ‘organic’ label under proposals being put forward today by the country’s main organic certification body. The introduction of “food mile” labels by Large UK supermarket chains like Marks & Spencers and Tescos would have an impact on over one million livelihoods in Africa supported by UK consumption of imported
fresh fruit and vegetables, yet not buying fresh produce air-freighted from Africa will reduce UK total emissions by less than 0.1%.

C.5.7 Relevance of Eco-label

The following key points from the research for this study provide an overview of the potential relevance of an African Eco-labelling Scheme. These points can form the basis of discussions at the regional expert meeting in Addis in June, the results of which can feed into a more specific answer to why an African eco-labelling scheme may be needed:

- Environmental requirements, including some related to ecolabelling, are increasingly used to define commercial relationships between producers and buyers. While meeting these requirements is not mandatory, it is becoming an economic imperative, especially for producers in developing countries.

- To make African products competitive irrespective of destination market as well as improving the environmental and social quality of domestic and imported products.

- Having a national or regional eco-labelling organisation reduces the need for individual green claims. Fewer eco-labels are believed to be better for consumer understanding and producer credibility. Multiple labels simply confuse the consumer and lead to ‘label fatigue’ and ‘label clutter’.

- It makes sense to have a locally relevant certification process but with internationally-recognised standards. An African eco-labelling scheme would be relevant if it allowed access to the export market for certain sectors. Especially if it helps cut through red tape, e.g. have the same standards as EU for certain producer groups – helps reach a certain high value market that is already existing, but cut through red tape and bureaucracy of international accreditation.

- According to the MSC Developing World Programme Manager: The relevance of an African eco-labelling scheme could include the potential to raise awareness of consumer role in mitigating environmental impact in Africa. The Main challenge could include the cost of setting up and running a scheme which is credible and meets international requirements for standard setting entities. Depending on the sector for which the eco-label is established, it could add to the potential for consumer confusion if it is for a sector in which three are many established labels. High level of awareness will be needed. Credible and reliable auditing facilities need to be in place.

- In developing an African eco-labelling scheme, it will be important to identify what is the message people want to hear about Africa. Building the market is not so much around technical aspects but about design/marketing – direct, website or through retailers. There are various models to follow and it’s important to follow successful trends.

- According to Ged Buffee, president of African Organic Farming Foundation and a specialist in the marketing of eco-labelled products, the main focus of the marketing message for an African eco-label should be what differentiates it from any other eco-label – i.e. the fact that it’s African. Market that the product therefore delivers a raft of benefits (environmental & economic) to 3rd world nations. Will need to build awareness for that concept in the marketplace. Consumers will respond to that and switch brands, but they need to hear the message. The differentiator for the products
is they are environmentally preferable and they are sourced from Africa. Consider issues unique to Africa in the marketing, and get the story right. So in terms of marketing – an African Eco-label would have genuine benefits. There is some degree of perception of Africa as an environmental transgressor, yet not as bad as USA/EU (consumption patterns). In essence, Africa is in a good position. Activities around environmental labels would stave off some of the potential problems before they become problems (i.e. unsustainable consumption). African Eco-label could promote “being part of the solution not part of the problem.”

- The potential obstacles lie with standards. What are the standards and can they be met in the African context. The standards need to be configured in the right way.
- Research indicates that Africa can benefit from the development of an African labelling scheme as it would be instrumental in expanding Africa’s market access. Evidence is strong that eco-labels have a role to play in expanding Africa’s market access. The question is whether an African eco-labelling will assist this further, or whether capacity needs to be built within Africa to ensure improved access to existing labeling schemes. It is also important to be aware of the fact that new initiatives in carbon-footprint related labels in the UK could have a negative impact on Africa’s access to the export market. Global warming is becoming a more widely recognized concern for consumers and new labels relating to carbon footprints are emerging. These labels are highly relevant regarding their impact on the African region, rather than their application in the African region. These labels will be important for the African region to monitor as they progress as a result of the significant impact they will have on African exports.

- Key questions from Alison Kelly, coordinator of the Blue Flag Programme in South Africa include: How would such a diverse continent be able to manage continuity and constancy with respect to the usage of the brand. Who would manage this process? Who would have the "teeth" to manage the label? Where would "Big Brother" be located and who would decide who Big Brother could be? When we see the political complexities of managing the African Union, an eco-label specific to Africa, which would cross all the diversities on this vast continent would be seemingly impossible to implement. There are two issues to the development of eco-labels: firstly and by far the easiest to manage, is the development of the logo, the criteria for its usage, etc. The second aspect is by far the most important, and that is how the usage and day-to-day management of this logo is handled. The reason why eco-labels have been successful in the European Union is that all countries that participate in the EU seem happy to subscribe to the increasing need for conformity and standardisation inherent in their membership of the EU. The political landscape in the EU is becoming increasingly homogenous (this despite differences in language, culture as well as national borders) and that this levelling of the political and economic landscape facilitates the implementation of common standards. How would we do this in Africa where diversity is celebrated and actively fostered? It seems that political and economic stability are crucial elements that have to be in place to facilitate the implementation of an eco-label across different countries. Africa certainly does not have this in place in many of its regions. An African eco-label would require heavy political buy-in from entities such as the
African Union. Yet, even if this did happen, the AU would have limited power to play any role in the localised, national implementation levels.

Whether an African eco-labelling scheme will be an opportunity or an obstacle for African products, will depend on the level of preparedness by the region. The following key factors are relevant regarding the capacity and level of preparedness of the region:

- It is important to recognise that region specific challenges in the different African countries will jeopardise the successful implementation of an African eco-label.
- It would be more meaningful and locally relevant, as well as more affordable to create local capacity, while still maintaining standards and not cutting corners. There is merit in trying to unite people around common labels in terms of streamlining the bureaucracy, but also to start tapping into potential developmental aspects of this. The farther away the certification body is from the local context, the more bureaucratic it becomes.
- A great educational and capacity development process will be needed.
- An eco-label would give exports a definite edge in competing with other countries' exports in the developed markets. However the Textile Federation is not convinced that an eco-label for South Africa should form part of an African eco-labelling scheme. The EU Flower scheme is more feasible since the EU comprises states at similar levels of development, all part of a common market and also a monetary union and all stable socially, economically and politically, factors which do not readily apply to Africa. The Textile Federation in South Africa recommends a South African eco-labelling scheme alone or at its widest a Southern African Customs Union scheme if not generally then at least in the pilot and formative stages of such a project.

**C.6 Recommendations**

**C.6.1 Proposed Elements For Regional Approach**

Based on the findings from this study, the following recommendations are made regarding the proposed elements for the Regional African Eco-labelling scheme. This will form the basis for the Regional Meeting in Addis in June. The aim of the meeting will be to build up on these elements.

**Objectives**

It will be important to set up clear objectives for the African Eco-labelling scheme. According to the terms of reference for this study, the objectives are:

- To **stimulate appropriate environmental and health related standards within the design and production** of African products
- To **promote a better access to markets and marketing** of African products in the regional and global markets
- To develop a **cohesive approach for the region**

Clear objectives should be set out before such a scheme is rolled out. It will need to be clear that a key objective is to reduce environmental impact. Having clear objectives from
the onset will ensure for example that standards are robust and that they can actually lead to improved environmental performance

**Mechanisms**

The following key points from this study will be important to consider in establishing the mechanisms for developing an African Ecolabelling Scheme/Strategy/Framework which may lead to the development eco-labels on specific areas:

- In selecting a model it’s recommended to look at the merits of either centralized/decentralized schemes and decide on which works best in the particular context. Decentralisation can be around national or subsectors. Once the strategic issues are resolved, then select the relevant model.
- Subsidy finance is needed, but can’t be relied on indefinitely. The market would have to be so significant and the economic benefits sizeable enough for an investor in this at least in long-term potential. For a regional eco-labelling scheme it would make the most sense to make it the equivalent of something EuroGAP – so that those who are already in it can switch over because it’s easier for them. That would mean those already willing to pay the cost of eco-labelling would come in, but how to bring in everybody else would be another aspect – e.g. small scale producers who aren’t doing this. If the aim is to give everybody access and grow the market then there will be cost implications that need to be subsidised.
- It is advisable to start small with pilots – give the implementing bodies the chance to getting used to working with each other. Each is protective of their own labels with the big NGOs wanting to control everything. There is concern about criticism and so trust takes a while to build up. Use a pilot as a litmus test to see if the various organisations will work together with trust, then see how it goes from there onwards. The technical side is not as difficult as the effort it takes for each organization to know each other well enough to work together and commit. Competitors and personalities are problematic if you don’t do that right, but if you do, it pays off because all want same thing in the end.
- To assist in the acquisition of eco-labels by the private sector, certification support will be needed - cost, technical support and lots of training throughout the chain
- The most important elements for an African eco-labeling Scheme include ease of cooperation and good communication. Regionalisation of areas within Africa will be necessary as it is a big place with poor internal communication.
- South Africa’s national environmental campaign, Indalo Yethu is in explorative phase and has contracted FTTSA to undertake research into various endorsement schemes in order to inform the development of the South African national environmental brand. They have recommended and stressed that which ever scenario / model is chosen for the development of Indalo Yethu’s endorsement scheme, it must be developed based on the following principles. These same principles serve as a useful basis for the development of an African Eco-labelling scheme:
  - Start small with a potential to grow
  - Create a clear brand presence (e.g. Energy Star)
  - Make a difference to users
  - Visible environmental impact that can be measured
  - Aim at multiple users
• Fit with regional imperatives: poverty, sustainability etc.
• Look at broad sustainability issues
• Processes and systems should be designed in a way to guard against conflicts of interest and ensure good governance of the system
• Consumer research is essential
• Marketing plays an important role. It informs the wider public about endorsement. Potential consumers need to be targeted with a very well crafted message.
• Should not expect the scheme to break even through membership fees – this will take a minimum of ten years to achieve, if at all. Other ways of generating income are needed
• It is likely that stakeholders will support the scheme but be reluctant to pay for services
• It’s important to define clearly what the label means before defining how to do it

**Relevant Institutions**
The institutions which would operate an overall African eco-labelling scheme must be an institution which can demonstrate separation from the market place and from supply. i.e it is highly important to avoid any organisation which might present a conflict of interest issue in the resource sector being considered for eco-labelling. There will be a need to demonstrate independence of the scheme from any association or links that could result in any conflict of interest.

**Priority Products**
In identifying which specific products are of critical economic and environmental importance to the region, it will be useful to start with the base information from this research included as a summary in Annex D. The following key points from this study should be taken into consideration:

• A strategic product choice will be important to make the programme known and reach its objectives.
• Tourism is very different from typical export market. Tourism is an export but completely the other way around. There is not a lot of capacity in Africa on this issue. Currently efforts are in place in trying to build capacity and in 2-3 years, might be in a position for a regional eco-label but far away from it politically at the moment.
• It is better to focus an eco-label on a couple of similar sectors. It would be better to focus on very similar products than different ones at the beginning of a regional labelling scheme. It would make sense if focus on products where there are existing EU standards that it can position itself against that are equivalent and therefore can access these markets.
• Each of the sectors which currently are involved in eco-labelling initiatives would be the most likely sectors from which products would be selected.

**Key Issues**
*At the meeting these questions and issues will be important to address in developing the proposed African eco-labelling scheme include:*

- Who controls the eco-labelling scheme?
Who benefits from the provision of the eco-labelling scheme?
What discernible benefits or competitive advantage would such a scheme bring about?
Would a one-size-fits-all label be adequate for the task?
Are there resources to develop and implement the scheme?
  - skills, financial (most successful if by government e.g. Energy Star), institutional support
Is there acceptance for the scheme?
  - Is there a need to build acceptance?
  - How would that be accomplished?
Who will implement the scheme?
Which priority products?

C.6.2 Way Forward

C.6.2.1 Regional Meeting
The key findings in this final draft assessment report (working document) will be presented at the Regional meeting in Ethiopia in June. The Regional Meeting will add to the findings from the assessment report (working document). There will therefore be a final assessment study report that will include the findings from thee meeting. The decision to continue with the next phase below will be made after the Regional Meeting.

The Regional Expert Meeting on African Eco-labelling Scheme is to be jointly organized by the United Nations Economic Commission for Africa (UNECA) and the United Nations Environment Programme (UNEP) within the framework of the Regional Steering Committee for the Implementation of the African 10 Year Framework Programme on Sustainable Consumption and Production. The meeting is scheduled to be held from 11-13 June 2007 at the United Nations Conference Center in Addis Ababa, Ethiopia and will have the following objectives and expected outputs.

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The main objective of the Regional Expert Meeting is to take stock of the lessons from the major eco-label-related initiatives from within and outside the region and provide input to the development of an African Eco-labelling Scheme. The expert meeting is expected to have the following specific objectives under the overall objective:

- Provide a platform for experts who are involved in developing and promoting eco-label-related initiatives in the region to exchange their experience and knowledge.
- Review the draft assessment report to be prepared by the consultants on existing national, regional and international eco-label programmes/initiatives that are of relevance to Africa.
- Discuss the key issues that need to be addressed in view of enhancing Africa’s benefit through eco-labelling and identify the major elements of the African Eco-labelling Strategy.
- Generate inputs for the development of the African Eco-labelling Scheme to be promoted in the context of the African 10 Year Framework programme on Sustainable Consumption and Production.

The following are some of the major expected outputs from the Regional Expert Group Meeting:

- Improved understanding and knowledge about what is happening in the area of eco-label in the region and outside the region.
- A set of recommendations and guidance on the finalization of the assessment report and the development of the African Eco-labelling scheme.
- Progress towards a more coordinated and consensus-based approach as to how to promote the development of an eco-labelling programme for the entire region of Africa.
- Regional network of institutions and individuals that are actively engaged in the promotion of eco-label related initiatives in Africa.

### C.6.2.2 Develop a Strategy and Action Plan for the Development and Implementation of an African Eco-labelling Scheme

The Regional Meeting will establish the relevance of an ecolabelling scheme for Africa and if found to be relevant, a draft African ecolabeling Scheme will be developed thereafter, including a plan for the operationalization of the scheme that could be further adapted and implemented for specific products of critical economic and environmental importance to the region.
D ANNEX

D.1 Annex A: Overview of eco-labelling schemes

Distinctions of the different recognised types of eco-labels

Using a broad definition of eco-labelling, it is possible to classify eco-labelling programmes on the basis of various key characteristics, including in particular: 187

- Whether the programme relies on first-party or third-party verification.
  - First-party verification is undertaken by the producers / marketers themselves, with the aim of promoting the positive attributes of the product.
  - Third party verification is undertaken by an independent source that awards labels on the basis of defined environmental criteria.
- Whether the product labelling is positive, negative or neutral.
  - Positive labelling certifies that the product possesses one or more environmentally preferable attributes (e.g. no ozone depleting substances).
  - Negative labelling warns consumers of possible harmful effects substances contained in the labelled product.
  - Neutral labelling simply summarises environmental information regarding the product that may be used by consumers in making their product choices.
- Whether the third-party labelling programme is mandatory or voluntary.
  - Mandatory programmes typically include hazard/warning labels and information disclosure labels (e.g. Material Safety Data Sheets).
  - Voluntary programmes are generally positive or neutral initiatives, and include report-cards, seal-of-approval or single-attribute certification programmes
- Whether the (voluntary) labels are report-cards, or seal-of-approval or single-attribute certification programmes.
  - Seal of Approval programmes (ISO Type I labels) typically involve issuing a licence to use a particular logo to products on the basis that they are deemed to be less environmentally harmful than comparable products, as determined by specific award criteria that usually include some form of life-cycle consideration.
  - Single Attribute Programmes certify that claims made for a single attribute of a product meet a specified definition (e.g. "recycled" or "biodegradable"). This includes labelling schemes such as that administered by the private Forest Stewardship Council as well as organic food labelling.
- Report Cards (ISO Type III labels) use a standardised format to categorise and quantify various impacts/burdens that a product has on the environment.

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environment, thus allowing consumers to make judgements based on their particular environmental concerns.

Motivations that typically underlie the introduction of labelling schemes:

- To promote the development of environmentally benign products through the use of market forces to complement existing process and product related policy instruments
- To increase public and consumer awareness of the environmental implications of their consumption patterns and product choices
- To enable consumers to differentiate between products on the basis of environmental performance
- To facilitate the access of locally produced goods to foreign markets that may have environmental standards
- To provide a more credible and independent instrument to replace existing semi-government and community certification and labelling schemes, some of which may be seen to be misleading (so-called "greenwash")
- To promote the trade of environmentally friendly products
- To ensure compatibility with other national eco-labelling initiatives

The ISO Distinctions

The technical features of an eco-labelling system vary according to design, motivation, country and stakeholder participation. The categorisation of eco-labels is tending toward the ISO 14000 Environmental Management attempt to regulate contemporary programmes. In general, it is accepted in current literature that there are three types eco-labels which are based on the ISO14020 guideline “Using Environmental Declaration and Claims”. The table below, provides the basic outline for each of the three types of eco-labelling programmes:

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Most ISO Type-I eco-labelling programmes share a broad set of similarities in the process and administrative structure that they adopt, and in the fact that they typically entail some form of life cycle assessment process. Being of a voluntary nature, eco-labelling schemes are not typically regulated by legislation (an important exception being the EU flower, which is a specific consequence of its trans-national nature).

A Type I programme entails licensing the use of a logo to those products that the programme deems to be less environmentally harmful than comparable products, as determined against a defined set of award criteria. This typically entails the following process:

- Defining the product category: this is often undertaken by a central decision-making board (comprising relevant stakeholder representatives and experts)
- Developing award criteria for the product category: the criteria are usually developed on the basis of life cycle considerations, and will involve expert and stakeholder input
- Undertaking a process of public review and comment
- Adopting the final criteria making provision for the public comment
- Administering applications
- Evaluating the product against the agreed criteria, issuing a licence to successful applicants
- Reviewing the criteria and renewing applications on a regular scheduled basis

The implementation of this process is typically ensured through the use of an administrative structure that shares the following characteristics:

- There is usually some level of government involvement (typically the national environmental agency) in administering the system and/or providing advice and funding.
Most of the responsibility generally rests with a central decision-making board, usually comprising representatives from: government, business, consumer groups, academia, and environmental groups.

The development of the award criteria typically requires the inputs of technical experts; this may be provided by standards-setting organisations, consultants, research bodies, academics, and/or ad hoc working groups for specific product categories.

**Standards**

A standard is a document approved by a recognized body that prescribes a set of rules, definitions, conditions and/or requirements. Standards define what is expected and required by an endorsement scheme, and should be applied consistently to anyone and everyone who applies for endorsement.

Standards and conformance should go hand in hand. An eco-label verifies conformance with a standard. There is little point in creating a system to confer an eco-label without first creating a standard for it to verify compliance with. A standard is “a specification or set of specifications that relates to some characteristic of a product or its manufacture.”

There are two broad categories of standards: product standards and process standards. Product standards “specify the design or performance characteristics of a product” in its final form. Design characteristics refer to standards such as environmentally friendly materials or ingredients (for example, recycled paper). Performance characteristics on the other hand could relate to the horse power of a car engine or the durability of batteries.

Process standards “define roles and relationships, by establishing the rules for interpreting behaviour and specifying the way in which a particular procedure or process is executed.” Such standards can either be based on quality such as the International Organisation for Standardisation (IS) ISO 9000 series and other quality management systems or quantified performance.

**Standard-setting**

The process for setting standards has important implications for the effectiveness and credibility of an eco-labelling scheme. It is imperative that the process of setting standards follow best practice. Before a standard is developed, it should be established that it will meet a demonstrated need. “The demand for a standard should be formally and openly assessed before preparation of a standard begins. The guiding principles in assessing demand should be that the benefits outweigh the costs.” Standards should be objective, science-based and accepted by stakeholders. To ensure that they are, the standard setting process should be informed by stakeholders and the process of developing standards should be open and subject to public scrutiny. The nature of stakeholder involvement provides insight into the level of transparency of standard-setting. It indicates how the process balances the needs of stakeholders or how it reflects the undue influence of certain interests.

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189 Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net
The content of standards should be comprehensive, science-based and flexible to local conditions. Importantly, standards need to be measurable (quantitatively or qualitatively), verifiable and enforceable. Standards should also be consistent with comparable international standards in order to facilitate trade. Standards and all related documents should be freely available to all interested parties. Standards should be subject to periodical revision to take advantage of new knowledge, innovation and market circumstances.

**Certification (labels, marks, stamps of approval)**
The procedure by which a public or private body gives written assurance that the quality of a product and/or production process has been assessed and conforms to specified requirements.

Certification is the process by which compliance with the set standards is assessed. Certification can involve product testing, field visits and inspections, documentation reviews and ongoing monitoring of a product or the production processes. There are generally two types of certification: first party and third party verification. A system based on first party certification is essentially a self-declaration by the product’s producer that it has certain environmental attributes. Under a third party certification system, an independent body assesses a product for compliance with certain environmental criteria or standards. Best practice dictates that an independent third party body assess the product or production process for compliance with the set standard at the request of the producer. The process should allow the producer to apply any necessary measures to gain certification upon receiving advice from the certification body. It should not be prohibitively expensive, creating a disincentive for producers to apply for certification. There should also be a sufficient and transparent dispute resolution mechanism in place.

**Verification (assessment, auditing, inspection)**
Refers to a process that confirms, through the provision of evidence, that specified requirements have been fulfilled. Certification usually includes verification (by a verification agent/auditor/assessor/inspector) in its assessment process. The accreditation agent vouches for the competence of the verification agent and/or the competence of the certification body.  

**Accreditation**
Accreditation is the formal recognition given by an authoritative body that a certification body is competent to carry out tasks within its scope of work (e.g. an accredited trainer, an accredited label).

There are generally two processes of accreditation in standards and conformance systems. One is that accreditation bodies approve standards after the standard-setting process. The processes of writing standards, of accrediting standards writers and of approval of standards should be independent of each other and subject to systems of management which are independently accountable. This requirement is specific to national standards and conformance systems and may be problematic for international systems.

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190 Jennifer Seif, director of FTTSA, personal communication by email with Claire Janisch, May 2007
Accreditation bodies also assess and license certification bodies to operate under the scheme. The accreditation process includes an assessment that certification bodies are technically competent and operate according to adequate procedures and guidelines. Accreditation bodies often undertake periodical auditing of certifiers. Accreditation systems are designed to give consumers and users of the standards and conformance system confidence that the system is credible based on sufficient checks and balances.

**Labelling**

Eco-labels are technically termed marks of conformance. Marks are commonly (but not always) used to denote compliance with standards as they facilitate the marketing advantage associated with certification under a program. Conformance marks demonstrate to the purchaser that:

- The product/service meets the set standard; and
- The organisation which has certified compliance with the standard is qualified to do so.

An eco-label for any program should be easily recognisable and have a clear purpose or function. It should be differentiated from marks for regulatory or other purposes and only used on licensed products or services. Marks should seek to avoid consumer confusion or misinterpretation. Marks are generally owned by accreditation or public bodies. They should be made available to accredited certifiers and a register of awards should be maintained.

**Principles of Best Practice**

**Participation**

- The standard setting process should facilitate wide stakeholder participation. The process should be accessible to all interested parties.
- Decision-making (including dispute resolution) processes should allow for public submissions and should aim for consensus.

**Governance**

- Standard-setting, certification, accreditation and dispute settlement should be functionally separate.
- Labels should be clear and independent.

**Transparency**

- Standards, key documents and results should be made freely and publicly available.
- Decision-making and dispute resolution processes should follow clear rules and be transparent

**Flexibility**

- Standards should be flexible to national and regional circumstances (including level of economic development, technical capacity and environmental situation).
- Standards should be based on existing best practice.
- Standards should be subject to periodical revision to take advantage of new knowledge, innovation and market circumstances.

**Accordance**
Standards should be based on international benchmarks (sound science and should be measurable).

- Standards should be developed with the possibility for mutual recognition.
- Standards should be voluntary and comply with relevant regulations and legislation.

**Impartiality**

- Standard-setting process should be conducted through an impartial process.
- Standards should not reflect the dominant interest of any party.
D.2 Annex B: Summary Table of Eco-labelling initiatives in Africa

Table B: Summary Table of Eco-labelling Initiatives in Africa

<table>
<thead>
<tr>
<th>Name of the Ecolabel</th>
<th>Implementing Institution</th>
<th>International/ National</th>
<th>Year of Operation</th>
<th>Product Coverage</th>
<th>Geographical/ Market Coverage</th>
<th>Mechanism</th>
<th>Unique Features</th>
<th>Key Lessons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SECTORAL INITIATIVES IN AFRICA</strong></td>
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<tr>
<td><strong>Fisheries</strong></td>
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<tr>
<td>Marine Stewardship Council (MSC)</td>
<td>Independent</td>
<td>International</td>
<td>1997 (WWF &amp; Unilever)</td>
<td>Seafood</td>
<td>International market</td>
<td>Standards based on FAO guidelines and reviewed by independent technical board. Third-party certification. Accreditation by ASI. Chain of custody certification for logo use. Stakeholder consultation.</td>
<td>The world’s only independent, international fishery certification &amp; eco-labelling programme. Promotes equal access to its certification programme irrespective of the size, scale, type location or intensity of the fishery.</td>
<td>Difficulty in certifying developing countries. More clarity on standards.</td>
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<tr>
<td><strong>Forestry</strong></td>
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</tr>
<tr>
<td>Forestry Stewardship Council (FSC)</td>
<td>Stakeholder owned</td>
<td>International (Europe, North America, Latin America, Africa)</td>
<td>1993</td>
<td>Forestry &amp; Forestry products</td>
<td>International market</td>
<td>Standards, accreditation &amp; labeling. Third-party certification. Performance-based Forestry management certificate &amp; Chain of Custody certificate. Creating a decentralized network of regional offices and national initiatives</td>
<td>FSC is stakeholder owned. Has a marketing arm –FTN.</td>
<td>Conflict of interest as voting members are forestry companies. Change in standards – knocked confidence in label. Adopted standards for evaluation of small and low-intensity managed forests. To be more responsive &amp; accessible to smaller forests.</td>
</tr>
<tr>
<td>PEFC</td>
<td>PEFC Council</td>
<td>International</td>
<td>1999</td>
<td>wood and paper</td>
<td>International</td>
<td>A global umbrella</td>
<td>The FSC and</td>
<td>Only recent</td>
</tr>
<tr>
<td>Name of the Ecoabel</td>
<td>Implementing Institution</td>
<td>International/ National</td>
<td>Year of Operation</td>
<td>Product Coverage</td>
<td>Geographical/ Market Coverage</td>
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</tr>
<tr>
<td>(Programme for the Endorsement of Forest Certification schemes)</td>
<td>(Independent NGO)</td>
<td>In Africa: Gabon &amp; Morocco</td>
<td></td>
<td>products</td>
<td>market</td>
<td>organisation for the assessment of and mutual recognition of national forest certification schemes developed in a multi-stakeholder process.</td>
<td>PEFC systems allow for endorsement of other schemes.</td>
<td>activity in Africa, and only two certifications for African countries.</td>
</tr>
<tr>
<td>PAFC (Pan African Forestry Certification)</td>
<td>African Timber Organisation</td>
<td>National: Gabon</td>
<td>2004</td>
<td>Forestry products</td>
<td>International market</td>
<td>Established standards and procedures that are compliant international standards</td>
<td>Aims at becoming the basis of an all African standard</td>
<td>Organisations in Gabon consider forest certification as a potential tool to promote sustainable forest management in the country and to improve the access of Gabon’s timber and wood products to international markets.</td>
</tr>
<tr>
<td><strong>Tourism</strong></td>
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<tr>
<td>Blue Flag Beaches</td>
<td>Foundation for Environmental Education (FEE)</td>
<td>International</td>
<td>1987 (officially in Europe) 2001 Africa</td>
<td>Beaches &amp; Marinas (tourism)</td>
<td>Local (South Africa, Morocco, Tunisia) and international tourist market.</td>
<td>Annual review of criteria - awarded Blue Flag if successfully meet all criteria. Provide standards &amp; award flags. Must be managed locally by a national NGO that is a member of FEE.</td>
<td>Annual award for beaches that meet excellence in the areas of safety, amenities, cleanliness and environmental standards.</td>
<td>Benefit of improved environmental management of beaches greater than increased tourism in South African context.</td>
</tr>
<tr>
<td>Heritage Environmental Rating Programme</td>
<td>Heritage (Independent NGO)</td>
<td>Regional – southern Africa: South Africa, Botswana, Swaziland, Namibia, Zambia</td>
<td>?</td>
<td>Tourism operators and products</td>
<td>Local (southern African) and international market.</td>
<td>Heritage provide effective guidelines for self-regulation. Recognition for efforts.</td>
<td>Self-regulation.</td>
<td>Developed from seven international programmes of a similar nature and it incorporates the latest thinking in respect of international standards and initiatives</td>
</tr>
<tr>
<td>Fairtrade</td>
<td>IUCN South Africa</td>
<td>National: South</td>
<td>2001</td>
<td>Tourism &amp; travel</td>
<td>Local (South</td>
<td>Accreditation of</td>
<td>Locally relevant.</td>
<td>Lack of awareness</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Name of the Ecoabel</th>
<th>Implementing Institution</th>
<th>International/National</th>
<th>Year of Operation</th>
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<th>Unique Features</th>
<th>Key Lessons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism South Africa (FTTSA)</td>
<td>(initiated) Now independent NGO</td>
<td>Africa</td>
<td>Independent since 2005.</td>
<td>African) and international tourists</td>
<td>tourism businesses against standards.</td>
<td>Focus more on developmental aspects than on market access.</td>
<td>of sustainability within tourism sector in S.Africa – focus on training required.</td>
<td></td>
</tr>
<tr>
<td>Ecotourism Kenya’s environmental rating</td>
<td>Ecotourism Kenya</td>
<td>National: Kenya</td>
<td>1996 (Ecotourism Kenya)</td>
<td>Tourism &amp; travel</td>
<td>Rating system with criteria for best practice. self-assessment questionnaire. Self-assessment questionnaire followed by field audits by qualified/trained auditors to verify information. Awards for three levels of certification.</td>
<td>Developed by Eco-tourism Kenya. Awards are given for 3 different levels of criteria. There is a rating system for award of either bronze, silver or gold award.</td>
<td>The credibility of the scheme is maintained in a number of ways including random audits, repeat audits and references.</td>
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<tr>
<td><strong>Textiles</strong></td>
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<tr>
<td>Oeko-Tex 100</td>
<td>International Oeko-Tex Association.</td>
<td>International (&gt;30 countries worldwide)</td>
<td>Early 1990s</td>
<td>Baby clothes, textile with direct contact with skin, textile without direct contact with skin, home textiles.</td>
<td>International market</td>
<td>International standards tested at independent test institutes. Globally uniform and scientifically-based.</td>
<td>Although standards only address specifically consumer’s health issues, the necessity to comply with the criteria induces better environmental practices at the processing and manufacturing level.</td>
<td>Once local testing facilities comply with Oeko-Tex standard testing criteria, it makes the scheme more accessible to African companies.</td>
</tr>
<tr>
<td>EU-Flower</td>
<td>European Eco-labelling Board (EUEB)</td>
<td>European</td>
<td>1992</td>
<td>Open to any product or service, except food, drink, pharmaceuticals and medical devices. There are currently twenty-three product</td>
<td>European market</td>
<td>All products bearing the &quot;Flower&quot; have been checked by independent bodies for complying with strict ecological and performance criteria.</td>
<td>Unique European-wide symbol.</td>
<td>The process of securing certification against the criteria of the EU flower is not too onerous, and it was identified that a</td>
</tr>
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<td>categories which can receive this award, ranging from tourist accommodation service, home appliances, cleaning materials, and mattresses to office supplies, gardening and Do It Yourself products</td>
<td>Environmental criteria take into account all aspects of a product's life, from its production and use to its eventual disposal (cradle-to-grave approach)</td>
<td>number of the local textile companies would find it relatively easy to qualify. Costs outweigh benefits until African exporters can ensure demand.</td>
<td></td>
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<tr>
<td><strong>Agriculture</strong></td>
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<tr>
<td>FAO/WHO Codex Alimentarius Commission</td>
<td>FAO/WHO</td>
<td>International. (Currently there are hundreds of private organic standards worldwide; and in addition, organic standards have been codified in the technical regulations of more than 60 governments.)</td>
<td>?</td>
<td>Certified organic products</td>
<td>International</td>
<td>These guidelines have been agreed upon by all member states of the Codex Alimentarius Commission</td>
<td>Regularly reviewed.</td>
<td></td>
</tr>
<tr>
<td>Organic Guarantee System</td>
<td>IFOAM</td>
<td>International (at a local level)</td>
<td>?</td>
<td>Alternative certification system for organic products.</td>
<td>IFOAM Basic Standards, Criteria for Accreditation, the IFOAM Accreditation Programme and the IFOAM Seal.</td>
<td>A PGS internal control system can be operated by a farmers’ group linked to an exporter, who holds the organic certificate. Facilitates access</td>
<td>IFOAM has been revising the Organic Guarantee System (OGS) with the aim of creating more access to it</td>
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</tbody>
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<tbody>
<tr>
<td>Demeter Label</td>
<td>Demeter International (Non Profit Organisation)</td>
<td>International (active on 5 continents and in 38 countries around the world, including in Africa)</td>
<td>1997</td>
<td>Biodynamic agricultural products. Food &amp; beverages (including wine), natural cosmetic and body care products, textile and products from wool and cotton.</td>
<td>International markets</td>
<td>Standards, Certification &amp; Labelling</td>
<td>Demeter strongly supports localisation. Preservation of the rural culture based on local farming traditions and crafts, and enduring security for regional structures.</td>
<td>Used by a significant number of wine producers in South Africa.</td>
</tr>
<tr>
<td>East African Organic Standard</td>
<td>East African Standards Committee</td>
<td>East Africa</td>
<td>2006</td>
<td>Plant production, animal husbandry, bee-keeping, wild production and processing, and products therefrom.</td>
<td>East African and International markets. The standard also formulates standpoints which can be used in international negotiations on standards. Further, it can be a basis for equivalence agreements with other countries and regions.</td>
<td>Based on organic standards currently in place in the region as well as the IFOAM Basic Standards and the Codex Alimentarius guidelines.</td>
<td>Written for organic production in East Africa and has been adapted to conditions in East Africa</td>
<td>Because organic agriculture is dynamic, and new knowledge is continuously being generated, this standard will be revised regularly to incorporate new knowledge</td>
</tr>
<tr>
<td>South African NOPI Brand</td>
<td>South African Council for Organic Development &amp; Sustainability (SACODAS) and Commark</td>
<td>South Africa</td>
<td>Under development</td>
<td>Organic produce</td>
<td>Target market is initially South Africa with a specific view to expand to the whole of the Southern African region (SADC).</td>
<td>Respect of norms and standards. Compliance to international treaties and protocols addressing agro-ecology. National government imperatives, policies and strategies The creation of a relationship of trust between the various elements of the different actors.</td>
<td>Charting new waters in terms of marketing of organic produce and facilitating market access to small scale producers</td>
<td>Existing types and modes of branding and certification are inadequate to effect a true transformation in agro-ecology</td>
</tr>
<tr>
<td>Utz-Certified</td>
<td>Utz-Certified</td>
<td>International</td>
<td>1997</td>
<td>Coffee</td>
<td>Independent</td>
<td>Responsible</td>
<td>Utz Certified</td>
<td></td>
</tr>
<tr>
<td>Name of the Ecolabel</td>
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<tr>
<td>Fair Trade</td>
<td>Fairtrade Labeling... (FLO)</td>
<td>National – South Africa</td>
<td>1997</td>
<td>A range of food products. A large proportion of Coffee.</td>
<td>International market</td>
<td>FLO is responsible for appraising production sites. National labeling organization certify the actual buying and selling of fair-trade products, ensuring standards are upheld across the supply chain.</td>
<td>The most significant standard is the rule that e.g. a coffee grower must be part of a small family farm that is itself part of a larger democratic cooperative, known as the smallholder rule.</td>
<td>Some believe Fairtrade has become unduly rigid and not especially fair for the people its meant to help.</td>
</tr>
<tr>
<td>South African Rooibos</td>
<td>Sustainable Wild Harvesting working group (IUCN, SANBI)</td>
<td>National – South Africa</td>
<td>?</td>
<td>Rooibos Tea</td>
<td>International market – EU &amp; North America</td>
<td>A number of other organisations have supported organic certification of the product for the EU and North America, and with Naturland (a private label based in Germany, with international recognition particularly in Europe).</td>
<td>A normal certification exercise with a strong African emphasis.</td>
<td>High prices and good returns have been achieved by South African farmers. The contribution to the expansion of market access has been excellent. The capacities of farmers must be developed to understand the environmental aspects of their production systems more profoundly.</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy Efficiency</strong></td>
<td>CLASP (Collaborative Labelling &amp; Appliance Standards Programme)</td>
<td>Global partnership – support from UNDESA, UNF, USAid, IIEC, International</td>
<td>In Africa: Egypt, Ghana, South Africa, Tunisia</td>
<td>1999</td>
<td>Energy efficiency standards &amp; appliance labeling</td>
<td>Internal activities (70% at national level, 20% regional, 10% global partnerships)</td>
<td>Assist project stakeholders in defining and performing their appropriate roles, rather than performing any basic functions on their behalf, i.e. capacity building. Build upon existing initiatives in any country.</td>
<td>Works at the national level to build the skills and institutional capacity necessary to develop, enforce, and maintain standards and labels</td>
</tr>
<tr>
<td><strong>NATIONAL INITIATIVES IN AFRICA</strong></td>
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<tr>
<td>Tunisian national eco-labelling scheme</td>
<td>International Centre of Environmental Technologies of Tunisia (CITET)</td>
<td>National</td>
<td>2004</td>
<td>Selected products that are relevant to the Tunisian export to European Union.</td>
<td>Improved accreditation</td>
<td>A voluntary program, certified by a 3rd party based on a product life cycle. The life cycle approach with multiple criteria based on the ISO 14020 and ISO 14024 standards.</td>
<td>Set up the legal, regulatory, and institutional framework as well as the development of criteria for certification</td>
<td>Technical &amp; financial support to African enterprises to implement environmental management tools like eco-labels. It is very important for credibility and transparency to create the appropriate legal framework.</td>
</tr>
<tr>
<td>South African national environmental endorsement scheme – Indalo Yethu</td>
<td>Indalo Yethu (Independent organization initiated by Department of Environmental Affairs and Tourism.)</td>
<td>National</td>
<td>2007</td>
<td>Under investigation</td>
<td>National market mainly.</td>
<td>Under investigation. Most likely to be an accreditation scheme for all eco-labelling and similar initiatives in South Africa.</td>
<td>Set up as an endorsement brand coupled with a national environmental awareness campaign.</td>
<td>Still under development.</td>
</tr>
</tbody>
</table>

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## Annex C: Contact Lists for Eco-labelling and Related Initiatives in Africa

A consolidated list of labelling programmes, institutions and other valuable source with full contact details.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact person</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SECTORAL ECO-LABEL INITIATIVES</strong></td>
<td></td>
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<tr>
<td><strong>FISHERIES</strong></td>
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<tr>
<td>International</td>
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<td></td>
</tr>
<tr>
<td>Marine Stewardship Council (MSC)</td>
<td>Dr Oluyemisi Oloruntuyi, Programme Manager - Developing World Fisheries</td>
<td>3rd floor Mountbarrow House 6-20 Elizabeth Street London SW1W 9RB UK</td>
<td>+44 (0)20 7811 3300</td>
<td>+44 (0)20 7811 3301</td>
<td><a href="mailto:oluyemisi.oloruntuyi@msc.org">oluyemisi.oloruntuyi@msc.org</a></td>
<td><a href="http://www.msc.org">url: www.msc.org</a></td>
</tr>
<tr>
<td>Regional</td>
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</tr>
<tr>
<td>LVFO (Lake Victoria Fisheries Organisation)</td>
<td>Mr. Thomas Wanyika Maembe, Executive Secretary</td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:maembe@lvfo.org">maembe@lvfo.org</a></td>
<td><a href="http://www.lvfo.org">url: www.lvfo.org</a></td>
</tr>
<tr>
<td><strong>FORESTRY</strong></td>
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<tr>
<td>International</td>
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</tr>
<tr>
<td>Forestry Stewardship Council</td>
<td>International Secretariat: Nina Haase. Africa Region, Director: Demel Teketay</td>
<td>FSC International Center Charles-de-Gaulle 5 53113 Bonn Germany</td>
<td>+49 228 367 66 29</td>
<td>++ 49 (228) 367 66 30</td>
<td>International: <a href="mailto:n.haase@fsc.org">n.haase@fsc.org</a> Africa: <a href="mailto:d.teketay@fsc.org">d.teketay@fsc.org</a></td>
<td><a href="http://www.fsc.org">url: www.fsc.org</a></td>
</tr>
<tr>
<td>Woodmark (UK Soil Association)</td>
<td>Gus Hellier. Africa contact: Gerrie Pieterse</td>
<td>Soil Association Woodmark South Plaza Marlborough Street Bristol BS1 3NX United Kingdom South Africa: SABS Certification Ltd</td>
<td>+44 (0) 117 914 2435</td>
<td>++44 (0) 117 314 5001</td>
<td><a href="mailto:wmi@soilassociation.org">wmi@soilassociation.org</a> Africa contact: <a href="mailto:ghellier@soilassociation.org">ghellier@soilassociation.org</a> or South Africa: <a href="mailto:pieterg@sabs.co.za">pieterg@sabs.co.za</a></td>
<td><a href="http://www.soilassociation.org/forestry">url: www.soilassociation.org/forestry</a></td>
</tr>
<tr>
<td>PEFC</td>
<td>Mr Oliver Scholz</td>
<td>17, rue des Girondins L-1626 Luxembourg Luxembourg</td>
<td>+352 26 25 90 59</td>
<td>+352 26 25 92 58</td>
<td><a href="mailto:comms@pefc.org">comms@pefc.org</a></td>
<td><a href="http://www.pefc.org">url: http://www.pefc.org</a></td>
</tr>
<tr>
<td>PAFC Gabon</td>
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<tr>
<td>Regional</td>
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</tr>
<tr>
<td>PAFC Gabon</td>
<td>Mrs Carole Onouviet</td>
<td>Ingénieur Aménagiste - IFK Industrielle et Forestière du Komo, BP 2594 - Libreville Gabon</td>
<td>+241 76 88 44</td>
<td>+241 76 88 43</td>
<td><a href="mailto:onouviet.carole@gmail.com">onouviet.carole@gmail.com</a></td>
<td></td>
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<td>Blue Flag Beaches</td>
<td>South African coordinator: Alison Kelly. Moroccan Coordinator, Amine Aflahi.</td>
<td>South Africa PO Box 394, Howick 3290</td>
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<td>South Africa: <a href="mailto:alisonk@wessa.co.za">alisonk@wessa.co.za</a> Morocco: <a href="mailto:ahlafiar@yahoo.com">ahlafiar@yahoo.com</a></td>
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<tr>
<td>Heritage Environmental Rating Scheme</td>
<td>Southern Africa. Head office in South Africa</td>
<td>P.O.Box 7119 Centurion 0406 South Africa</td>
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<td><a href="mailto:info@heritagesa.co.za">info@heritagesa.co.za</a></td>
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<td>Fair Trade in Tourism South Africa (FTTSA)</td>
<td>Jennifer Seif, Executive Director</td>
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**AGRICULTURE**

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<td>Indalo Yethu, South Africa’s environmental endorsement system</td>
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<td>Head office: Deepa van Staalduinien. Alaistair Taylor, Country Manager, Uganda Alida Laurense, Country Manager, Tanzania Carianne de Boer, Country Manager, Zambia</td>
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<td>Head office: +31 318-414 820 Uganda branch: +256 772 485206</td>
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<td>Kenya Organic Agriculture Network (KOAN)</td>
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<td>Kenya Organic Agriculture Network P.O.Box 72461-00200 Nairobi, Kenya Environment Liaison Centre International ICIPE Complex, Kasarani Road</td>
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# Developing an African Ecoabeling Scheme: Final Draft Assessment Report

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<td>+27 12 841 5039</td>
<td><a href="mailto:nraphulu@csir.co.za">nraphulu@csir.co.za</a></td>
<td><a href="http://www.ncpc.co.za">www.ncpc.co.za</a></td>
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</table>

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### Developing an African Eco-labeling Scheme: Final Draft Assessment Report

<table>
<thead>
<tr>
<th>Name</th>
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<th>Phone</th>
<th>Fax</th>
<th>Email</th>
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</tr>
</thead>
<tbody>
<tr>
<td>NCPC Tanzania</td>
<td>Prof. C.L.C. Migiro, Director</td>
<td>TIRDO Office Complex Msasani Rd. P.O. Box 23235 Dar-es-Salaam, TANZANIA</td>
<td>+255 22 260 2338/40</td>
<td>+255 22 260 2339</td>
<td></td>
<td>web: <a href="http://www.citet.nat.tn">http://www.citet.nat.tn</a></td>
</tr>
<tr>
<td>NCPC Tunisia</td>
<td>Ms. Amel Benzarti, Director</td>
<td>CITET Boulevard de l’Environnement 1080 Tunis/TUNISIA</td>
<td>+216 71 772-014/770-285</td>
<td>+216 71 772-255</td>
<td></td>
<td>web: <a href="http://www.ucpc.co.ug">http://www.ucpc.co.ug</a></td>
</tr>
<tr>
<td>NCPC Uganda</td>
<td>Dr. Patrick Mwesigye, Director</td>
<td>Uganda Cleaner Production Centre C/o Ugandan Industrial Research Institute Plot M217 Jinja Road P.O. Box 7184 Kampala, UGANDA</td>
<td>+256 41 287 938/958</td>
<td>+256 41 287 490/286 767</td>
<td></td>
<td></td>
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<tr>
<td>NCPC Zimbabwe</td>
<td>Mr. Morris Chidavaenzi, Director</td>
<td>C/O ERSI P.O. Box 6640 Alpes Road, Hatcliffe Harrare, ZIMBABWE</td>
<td>+263 4 860 321</td>
<td>+263 4 860 3501</td>
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### STANDARDS BODIES

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<tr>
<td>International Organisation for Standardisation</td>
<td>ISO Central Secretariat</td>
<td>International Organization for Standardization (ISO) 1, ch. de la Voie-Creuse, Case postale 56 CH-1211 Geneva 20, Switzerland</td>
<td>+41 22 749 01 11</td>
<td>+41 22 733 34 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Social and Environmental Accreditation and Labelling (ISEAL)</td>
<td>Sasha Courville Executive Director</td>
<td>ISEAL Alliance Unit 1 Huguenot Place 17a Heneage Street London, E1 5LJ United Kingdom</td>
<td>+44 (0)203 246 0066</td>
<td>+44 (0)203 246 0066</td>
<td><a href="mailto:sasha@isealalliance.org">sasha@isealalliance.org</a></td>
<td><a href="http://www.isealalliance.org">www.isealalliance.org</a></td>
</tr>
<tr>
<td>EurepGAP</td>
<td>EurepGAP Secretariat</td>
<td>EUREP GAP Secretariat c/o FoodPLUSS GmbH P.O. Box 19 02 09 D-50499 Köln (Germany)</td>
<td>+49-(0)221-57993-25</td>
<td>+49-(0)221-57993-89</td>
<td><a href="mailto:info@foodplus.org">info@foodplus.org</a></td>
<td><a href="http://www.eurepgap.org/Languages/English/">http://www.eurepgap.org/Languages/English/</a></td>
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Developing an African Ecoabeling Scheme: Final Draft Assessment Report

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<td></td>
<td></td>
<td>3rd Floor, International House Mama Ngina Street P. O. Box 57363-00200 NAIROBI, KENYA.</td>
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</tr>
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<tr>
<td>South African National Accreditation System (SANAS)</td>
<td>The DTI Campus</td>
<td>+27 (0) 12 394-3760</td>
<td>+27 (0) 12 394-0526</td>
</tr>
<tr>
<td></td>
<td>77 Meintjies Street Sunnyside Pretoria 0002 South Africa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SABS – South African Bureau of Standards</td>
<td>Private Bag X191</td>
<td>+27 (0) 12 428 7911</td>
<td>+27 (0) 12 344 1568</td>
</tr>
<tr>
<td></td>
<td>Pretoria 0001</td>
<td></td>
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<p>| CERTIFICATION AND ACCREDITATION ORGANISATIONS | | | |
| --- | --- | --- | --- | --- | --- |</p>
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<tr>
<td>ASI-Accreditation Services International</td>
<td>Secretary</td>
<td>Charles-de-Gaulle-Str. 5 53113 Bonn Germany</td>
<td>++ 49 (228) 367 66 34</td>
<td>++ 49 (228) 367 66 30</td>
<td><a href="mailto:info@accreditation-services.com">info@accreditation-services.com</a></td>
<td><a href="http://www.accreditation-services.com">http://www.accreditation-services.com</a></td>
</tr>
<tr>
<td>International Organic Accreditation Service</td>
<td>Ken Commins, Executive Director</td>
<td>40 1st Ave West, Suite 104, Dickinson, ND 58001, USA</td>
<td>+1 701 483 5504</td>
<td>+1 701 483 5508</td>
<td><a href="mailto:info@ioas.org">info@ioas.org</a></td>
<td><a href="http://www.ioas.org/">http://www.ioas.org/</a></td>
</tr>
<tr>
<td>UK Soil Association</td>
<td></td>
<td>Soil Association South Plaza, Marlborough Street, Bristol BS1 3NX</td>
<td>+44 117 314 5000</td>
<td>+44 117 314 5001</td>
<td><a href="mailto:info@soilassociation.org">info@soilassociation.org</a></td>
<td><a href="http://www.soilassociation.org">http://www.soilassociation.org</a></td>
</tr>
<tr>
<td>Demeter International</td>
<td>Andreas Biesantz Representative Office Brussels</td>
<td>194, rue du Trône B-1050 Brussels Belgium</td>
<td>++32-264-62 117</td>
<td>++32-264-77 047</td>
<td><a href="mailto:demeter-brussels@belgacom.net">demeter-brussels@belgacom.net</a></td>
<td><a href="http://www.demeter.net/">http://www.demeter.net/</a></td>
</tr>
<tr>
<td>IMO</td>
<td>IMO Group Office</td>
<td>Institut für Marktkökologie, IMO Weststrasse 51 CH-8570 Weinfelden Switzerland</td>
<td>+41(0) 71 626 0 626</td>
<td>+41 (0) 71 626 0 623</td>
<td><a href="mailto:imo@imo.ch">imo@imo.ch</a></td>
<td><a href="http://www.imo.ch">www.imo.ch</a></td>
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<tr>
<td>SGS Group</td>
<td>Secretary</td>
<td>SGS SA 1 place des Alpes P.O. Box 2152 1211 Geneva 1 Switzerland</td>
<td>+41 22 739 91 11</td>
<td>+41 22 739 98 86</td>
<td><a href="http://www.sgs.com/solution_finder/information_request.htm">http://www.sgs.com/solution_finder/information_request.htm</a></td>
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<tr>
<td>BCS Öko-Garantie GmbH</td>
<td>Peter Grosch</td>
<td>Cimbernstrasse 21 D-90402 Nuremberg Germany</td>
<td>+49 (0)911 4 24 39-0</td>
<td>+49 (0)911 49 22 39</td>
<td><a href="mailto:info@bcs-oeko.de">info@bcs-oeko.de</a></td>
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<tr>
<td>CERES GmbH</td>
<td></td>
<td>CERES - CErtification of Environmental Standards -</td>
<td>+49 (0) 9158 - 92 82 90</td>
<td>+49 (0) 9158 - 92 89 862</td>
<td><a href="mailto:ceres@ceres-cert.com">ceres@ceres-cert.com</a></td>
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## Developing an African Ecoabeling Scheme: Final Draft Assessment Report

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<td>+49-228-2421713</td>
<td><a href="mailto:info@fairtrade.net">info@fairtrade.net</a></td>
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<tr>
<td>Regional</td>
<td>Africas Farms Certified</td>
<td>Ecocert-Afrisco (Pty) Ltd, P.O.</td>
<td>+27 (012) 349</td>
<td>+27 (0) 86 518 0107</td>
<td><a href="mailto:afrisco@global.co.za">afrisco@global.co.za</a></td>
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<tr>
<td></td>
<td>Organic (ECOCERT-AFRISCO)</td>
<td>Box 74192, Lynnwood Ridge 0040, South Africa</td>
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D.4 Annex D: Products of economic & environmental importance in Africa

ORGANIC PRODUCTS

Map 1: Organic Farming in Africa

Map 1: Organic farming in Africa.
Source: FIBL Survey 2005 / 2006. @ Stiftung Oekologie & Landbau (SOEL) and Research Institute of Organic Agriculture FIBL

191 http://orgprints.org/5161/03/parrot-et-al-2006-africa.pdf
Table 24: Organic produce from Africa (by type and country) Organic produce from Africa (by type and country)

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>COUNTRIES</th>
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<tbody>
<tr>
<td>Fresh Vegetables</td>
<td>Egypt, Kenya, Madagascar, Malawi, Morocco, South Africa, Tanzania, Uganda, Zambia</td>
</tr>
<tr>
<td>Bananas</td>
<td>Cameroon, Ghana, Senegal, Uganda</td>
</tr>
<tr>
<td>Citrus Fruits, Grapes (including wine)</td>
<td>Egypt, Morocco, South Africa</td>
</tr>
<tr>
<td>Tropical fruits (fresh) Avocados, mangoes, pineapples, papaya etc.</td>
<td>Cameroon, Egypt, Ghana, Madagascar, Senegal, South Africa, Tanzania, Uganda</td>
</tr>
<tr>
<td>Dried Fruits</td>
<td>Algeria, Burkina Faso, Egypt, Madagascar, Morocco, Tanzania, Tunisia, Uganda</td>
</tr>
<tr>
<td>Coffee</td>
<td>Cameroon, Ethiopia, Kenya, Madagascar, Tanzania, Uganda</td>
</tr>
<tr>
<td>Tea</td>
<td>Tanzania, Uganda</td>
</tr>
<tr>
<td>Cocoa</td>
<td>Cameroon, Ghana, Madagascar, Tanzania, Uganda</td>
</tr>
<tr>
<td>Sugar</td>
<td>Madagascar, Mauritius</td>
</tr>
<tr>
<td>Cotton</td>
<td>Benin, Egypt, Senegal, Tanzania, Uganda</td>
</tr>
<tr>
<td>Coconut Oil</td>
<td>Mozambique</td>
</tr>
<tr>
<td>Palm Oil</td>
<td>Ghana, Madagascar, Tanzania</td>
</tr>
<tr>
<td>Olive Oil</td>
<td>Tunisia</td>
</tr>
<tr>
<td>Ground Nuts (peanuts)</td>
<td>Zambia</td>
</tr>
<tr>
<td>Tree Nuts (cashew, shea)</td>
<td>Kenya, Malawi, Morocco, Tanzania</td>
</tr>
<tr>
<td>Sesame</td>
<td>Burkina Faso, Uganda, Zambia, Zimbabwe</td>
</tr>
<tr>
<td>Herbs (culinary)</td>
<td>Egypt, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Morocco, Mozambique, South Africa, Tunisia, Zambia, Zimbabwe</td>
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<tr>
<td>Spices (culinary)</td>
<td>Cameroon, Egypt, Ethiopia, Madagascar, Malawi, Mozambique, South Africa, Tanzania, Uganda, Zimbabwe</td>
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<tr>
<td>Medicinal / Therapeutic Herbs and Spices</td>
<td>Egypt, Morocco, Namibia, Tunisia, Zambia</td>
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<tr>
<td>Essential Oils</td>
<td>Madagascar, Tanzania</td>
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<td>Honey</td>
<td>Algeria, Malawi, Tanzania, Tunisia, Zambia</td>
</tr>
<tr>
<td>Other Forest Products</td>
<td>Uganda, Zambia, Zimbabwe</td>
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<tr>
<td>Cereals</td>
<td>Egypt</td>
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### Table 25: Africa: Land under organic management and organic farms

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>YEAR</th>
<th>AREA UNDER ORGANIC MANAGEMENT (HECTARES)</th>
<th>SHARE OF TOTAL AGRICULTURAL ARE</th>
<th>NUMBER OF FARMS</th>
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<td>Algeria</td>
<td>2004</td>
<td>1,400</td>
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<tr>
<td>Benin</td>
<td>2005</td>
<td>400</td>
<td>0.01%</td>
<td>650</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>2004</td>
<td>30</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Cameroon</td>
<td>2003</td>
<td>7,000</td>
<td>0.1%</td>
<td></td>
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<tr>
<td>Egypt</td>
<td>2005</td>
<td>24,548</td>
<td>-</td>
<td>500</td>
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<tr>
<td>Ghana</td>
<td>2005</td>
<td>19,132</td>
<td>0.13%</td>
<td></td>
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<tr>
<td>Ivory Coast</td>
<td>2005</td>
<td>0</td>
<td>-</td>
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<tr>
<td>Kenya</td>
<td>2005</td>
<td>182,438</td>
<td>0.69%</td>
<td>30,000</td>
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<tr>
<td>Madagascar</td>
<td>2000</td>
<td>129</td>
<td>-</td>
<td></td>
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<tr>
<td>Malawi</td>
<td>2002</td>
<td>925</td>
<td>0.01%</td>
<td>13</td>
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<tr>
<td>Mali</td>
<td>2003</td>
<td>170</td>
<td>-</td>
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<tr>
<td>Mauritius</td>
<td>2004</td>
<td>150</td>
<td>0.13%</td>
<td></td>
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<td>Morocco</td>
<td>2003</td>
<td>20,040</td>
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<td>Mozambique</td>
<td>2004</td>
<td>600</td>
<td>-</td>
<td>5,000</td>
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<tr>
<td>Niger</td>
<td>2004</td>
<td>12</td>
<td>-</td>
<td></td>
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<td>Rwanda</td>
<td>2005</td>
<td>50</td>
<td>-</td>
<td>10</td>
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<td>Senegal</td>
<td>2004</td>
<td>2,500</td>
<td>0.03%</td>
<td>3,000</td>
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<td>South Africa</td>
<td>2001</td>
<td>45,000</td>
<td>0.05%</td>
<td>250</td>
</tr>
<tr>
<td>Sudan</td>
<td>2005</td>
<td>200,000</td>
<td>0.15%</td>
<td>650</td>
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<td>Tanzania</td>
<td>2003</td>
<td>55,887</td>
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<td>Togo</td>
<td>2004</td>
<td>90</td>
<td>-</td>
<td>1</td>
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<tr>
<td>Tunisia</td>
<td>2004</td>
<td>155,323</td>
<td>1.59%</td>
<td>608</td>
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<tr>
<td>Uganda</td>
<td>2004</td>
<td>122,000</td>
<td>0.99%</td>
<td>35,900</td>
</tr>
<tr>
<td>Zambia</td>
<td>2004</td>
<td>187,694</td>
<td>0.53%</td>
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<tr>
<td>Zimbabwe</td>
<td>2004</td>
<td>1,000</td>
<td>-</td>
<td>2,425</td>
</tr>
</tbody>
</table>

Total organic area/farms in Africa covered by the FiBL survey 2005 / 2006: 1,025,898 0.2% 119,140

Source: FiBL-Survey 2005 / 2006

**Organic Products produced in Africa**

192 Demand For Organic Products From East Africa. Report by Mr. Rudy Kortbech-Olesen, ITC-Consultant, (February 2006)

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The following sections provide a brief summary of nine products or product groups of special interest to producers and exporters in East Africa as well as several other developing countries in Africa and elsewhere. The following product briefs have been prepared:

- Fresh fruit and vegetables
- Spices, herbs and essential oils
- Dried fruits and nuts
- Honey
- Coffee
- Cocoa
- Tea
- Cosmetics and personal care products
- Cotton

**Fresh Fruit & Vegetables:** Based on such information, world retail sales in organic fresh fruit and vegetables can be roughly estimated at around $10 billion in 2004, which is more than one third of total retail sales in organic products worldwide. Fresh produce is thus the most important product group. However, this does not mean that foreign trade in this product group enjoys a similar dominant position, as all major markets, whether it be the European Union, the United States, Canada, Japan, Switzerland, etc., have an important domestic production, and only import certain items, typically tropical fruit and off-season vegetables from developing countries and other items from neighbouring countries. Nevertheless, foreign trade in organic fruit and vegetables is no doubt substantial, both in relative and absolute terms. In Western Europe, for example, imports represented 22% of total sales of organic fruit and vegetables (by quantity) in 2004, most of it being fruit (Organic Monitor). This is a strong indication that organic fruit and vegetables, taken as a group, are amongst the top import organic categories.

According to trade sources and various studies, important producers/exporters of organic fruit and vegetables include the following countries and items (list not exhaustive): Fresh vegetables: Africa: Egypt, Morocco, South Africa, Tunisia, Zambia

The major import markets are the United States, the United Kingdom, Germany and the Netherlands, followed by Canada, France and Japan. In addition, there are a number of smaller, but important, import markets, e.g. Switzerland, Denmark, Sweden, Belgium. Developing countries should continue to supply organic produce to target markets. The best prospects will be in tropical fruit and off-season vegetables. Although not included in this product summary, it should be noted that there is an important market for processed organic fruit and vegetable products, like citrus and other fruit juices, canned fruit and vegetables, frozen vegetables, and fruit and vegetables used as ingredients in prepared food, e.g. baby food, jams and marmalades, dairy products and desserts.

Web sites:

[www.fao.org/organicag/](http://www.fao.org/organicag/) - Organic Agriculture at FAO (several studies on fruit & vegetables)
www.organicmonitor.com - Organic Monitor, UK (has published several studies on fresh fruit and vegetables, fruit juices and many other organic products)

Studies:
Organic fruit and vegetables from the tropics. UNCTAD, 2003.
World markets for organic fruit and vegetables. CTA/FAO/ITC, 2001

Spices, Herbs & Essential Oils: Organic spices, herbs and essential oils probably account for just over 1% of the total market for these products (conventional and organic). Applying this percentage to published trade statistics (see below) would give an approximate basis for the estimation of organic trade volumes. According to trade sources, important producers/exporters of organic spices, herbs and essential oils include the following African countries (not exhaustive):
- Spices: Egypt (hot peppers), Uganda (vanilla, ginger), UR Tanzania (cinnamon, black pepper)
- Herbs: Uganda, Egypt, Burkina Faso (lemon grass, hibiscus flower), Zambia (lemon grass), Malawi (chillies and lemon grass), UR Tanzania
- Essential oils and oleoresins: Ethiopia, Ghana, Uganda, Egypt, Madagascar, Zambia
- Medicinal herbs: 

The major importing countries are the United States, Germany, United Kingdom, France, the Netherlands Japan and Canada. Denmark and Switzerland are also important for suppliers to the flavour and food ingredients industry. Spice and herb crops (in particular essential oil crops) use relatively modest amounts of plant nutrients compared to grain crops, and yield differentials between organic and conventional crops are usually small. Furthermore, plant pests and diseases are not generally a major problem. Costs for organic production are thus often lower than in conventional production. Consequently, it often makes economic sense to produce spices, herbs and essential oils using organic farming methods even if some or all of the produce has to be marketed initially as conventional without premium even if certified.
The conventional retail market for organic spices and herbs is likely to remain relatively small until supermarket chains offer a full range of organic spices and herbs. Natural food stores are currently more likely to stock a complete range of organic spices, and probably account for the largest share of retail sales. However, increased availability of and reduced premiums for organic supply will lead to greater sales in other retail outlets, as well. The retail trade usually obtains its supply direct from manufacturers or through whole food/organic wholesalers.
Market prospects: most spices, herbs and essential oil crops are labour intensive and are produced mainly in the tropics, and so provide export opportunities for developing countries. Interest in organic spices, herbs and essential oils continues to grow along with the overall market for organic food and beverages.
Dried Fruit & Nuts: total world production of the major tropical fruit (fresh) were, as follows:
- bananas: 72.5 million tons (of which Africa : 7.4 million tons)
- manogoes: 28 million tons (of which Africa : 2.7 million tons)
- pineapples: 15.9 million tons (of which Africa : 2.6 million tons)
- papayas: 6.8 million tons (of which Africa : 1.1 million tons)
- other tropical fruit: 16.5 million tons (of which Africa : 0.5 million tons)
FAO publishes production figures for fresh fruit but not for dried fruit. However, drying of fruit takes place in almost all tropical countries, although not always in commercial quantities or of export quality. World production of cashew nuts (organic and (mainly) non-organic) amounted to 2.3 million tons in 2005, of which Africa produced about 600,000 tons. The biggest African producers: Nigeria, UR Tanzania, Cote d’Ivoire, Guinea-Bissau and Mozambique (order of size). In total there were 15 producers of cashew nuts in Africa, including also Kenya. World production of groundnuts (in shell) amounted to 36.5 million tons in 2005 (of which Africa: 8.9 million tons). FAO statistics for macadamia nuts do not exist.
While the market for organic cashew and other tropical nuts and tropical fruit is small, opportunities do exist for producers who can deliver good quality and certified products. In most cases it may be best to develop products and markets in close co-operation with an importer or packer in the target market from the very beginning, including possibly the alternative trade, which might also facilitate fair trade labelling.

Honey: In 2004, total world production of honey (non-organic (mainly) and organic) amounted to 1,345,672 tons, of which 152,385 tons were produced in Africa (FAO). Main African producers were Ethiopia, UR Tanzania, Angola, Kenya and the Central African Republic. While most African honey (or at least a major part of it) may be organic by default, only a small fraction of it is certified organic. In 2003, Africa exported $ 3.1 million worth of honey (mainly Egypt ($ 1.1 million)), UR Tanzania ($ 1.0 million) and Zambia ($ 0.7 million). Very little of this is believed to be certified organic honey. However, in recent years Zambia has developed an important export business in organic honey. According to one source, exports amounted to over 350 tons in 2004 or $ 0.75-0-85 million (virtually all its exports of honey). Previous ITC work (2004) has indicated a good potential for organic beekeeping in East Africa. (see, for example, Kenya supply report prepared by EPC in 2004).
According to EPOPA, the German market for organic honey amounted to about 2,500 tons in 2004, whereas the UK market was close to 1,000 tons. It may be roughly estimated that in 2005, the total European market for organic honey was around 5,000 tons, and that the total world market may be around 10,000 tons. If East African honey can be sold as organic (and/or fair trade) it should not only attract a premium price, but should also be able to distinguish itself more easily in the marketplace. Efforts should be made to develop flavours (floral sources) that appeal to European consumers, because they know them already (e.g. acacia) or because it is a new flavour (e.g. coffee). It should be noted that both these flavours are already being produced in East Africa. WARNING: problem with bees disappearing...

**Coffee:** In 2004, total world production of green coffee (non-organic (mainly) and organic) amounted to 7,761,397 tons, of which 1,017,736 tons were produced in Africa (FAO). Main African producers were Ethiopia, Uganda, Cote d’Ivoire, Madagascar, Kenya, Cameroon and UR Tanzania. FAO lists a total of 37 producers in Africa. In 2003, total world trade (exports) in coffee amounted to $ 7.3 billion (green, $ 5.55 billion and roast, $ 1.74 billion), making coffee (together with cotton) the most important commodity in world trade after oil. In 2003, Africa exported $ 611 million worth of green and roast coffee (mainly Ethiopia ($ 184 million), Kenya ($ 91 million), Cote d’Ivoire ($ 79 million), Cameroon ($ 69 million), UR Tanzania ($ 49 million) and Uganda ($ 37 million). Very little of this is believed to be certified organic coffee. However, in recent years Uganda has developed an important export business (has more than 20,000 organic coffee small holders), and others, e.g. UR Tanzania, are starting to do so. The three largest markets, the USA, Germany and France, together accounted for about half of the total consumption of organic coffee. However, several other markets are also important. Assuming annual growth rates of between 5-10%, the 2004/2005 consumption can be estimated at between 830-960,000 bags, or between 49,800-57,600 tons. (Note: this figure may even be too high according to some sources. For example, a figure of 20,000 tons of trade in organic coffee was discussed during the 2004 IFOAM Conference on Organic Coffee (held in Uganda)). In any case, organic coffee constitutes only a very small fraction of the total coffee business.
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Suppliers from Africa are listed as: Africa: Cameroon, Ethiopia, Ghana, Madagascar, Malawi, Togo, UR Tanzania, Uganda,

The international coffee business is dominated by a few very large multinational companies on the roasting and processing side, and at the retail level most coffee is sold through the major retail group. Until relatively recently, however, the organic coffee market was developed mainly through alternative trade channels - similar to those promoting fair trade products - with close links between grower communities and distribution channels and consumers in the target markets. Now organic coffee is increasingly sold through the mainstream retail channels. For a growing number of consumers sustainability is very important, a feature that organics share with other forms of certified coffees, e.g. fair trade, shade grown and Utz Kapeh.

While it is advisable, that producers try to obtain premium prices through the production and marketing of organic and other forms of sustainable coffees, they should be aware that this segment of the coffee market is also becoming increasingly competitive. It is therefore paramount that the intrinsic quality of the coffee is high, and that production systems and marketing arrangements are based on solid feasibility studies and realistic marketing plans, whether this involves the mainstream coffee business or alternative trade channels.

www.thecoffeeguide.org - The ITC’s The Coffee Guide Website (International)
www.ico.org - The International Coffee Organization (International)
www.ota.com/about/sectorcouncils/coffee/index.html - OTA’s Coffee Council (USA)
www.cafedirect.co.uk/ (United Kingdom)
www.utzkapeh.org - Certified responsible Coffee (International)
www.tcworldcup.net - Tea & Coffee World Cup Exhibitions (International)

Cocoa: Organic Coffee, Cocoa and Tea (published 2002 by SIPPO, FiBL and Naturland). According to this study, the 1999/2000 production of certified organic cocoa beans amounted to 11,800 tons, produced by the including the following African countries: Madagascar, UR Tanzania, Uganda, with Tanzania being one of the three largest in the world Tanzania (1,000 tons). (Note: This is neither an exhaustive nor an up-to-date listing of suppliers). Other African countries also mentioned by the trade include Ghana. In the calendar year 2000, imports of certified organic cocoa beans into eight European countries amounted to 11,000-14,000 tons (including some re-exports), according to the same study. Germany and the Netherlands were the two largest importers (accounted for well over half of the total), followed by Switzerland, France, Italy, Spain, United Kingdom and Belgium. A later study (EPOPA) estimated imports into Europe at 14,000 tons of cocoa bean equivalents (2003), including about 2,000 tons re-exported to the USA. USA also imports this item direct, although no estimates are available. A very rough estimate might put total world trade at about 30,000 tons in that year, which is little compared to total world imports of cocoa beans (non-organic and organic) of 2,691,723 tons. There are several indications in the market that sales of organic chocolate and other cocoa based products are on the
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increase, and that world demand for organic cocoa is becoming stronger. For example, the fast-growing UK organic chocolate maker Green & Black’s was recently taken over by Cadbury Schweppes, a major international confectionary group, which will no doubt result in intensified marketing of organic chocolate, both in the UK and elsewhere. Store observations - whether made in Coop (Switzerland), Waitrose (UK), Whole Food (USA) or in many other retail outlets and countries – indicate a growing consumer interest, stimulated by new products being developed, including beverages and even body creams and other personal care products. The trend to offer consumers products that are both organic and fair trade is also evident for cocoa-based products, chocolate in particular. Although the demand appears to be on the increase, the organic cocoa trade still faces several problems, e.g. insufficient quality and lack of continuity in supply, fear of oversupply, certification issues, and administrative procedures. Co-operation and partnerships between producers and serious companies in the target markets, whether importers, manufacturers or retail groups,

www.icco.org/ - International Cocoa Organization (ICCO)
www.worldcocoafoundation.org/ - World Cocoa Foundation
www.epopa.info - Export Promotion of Organic Products from Africa (epopa)
www.greenandblacks.com/ - Green & Black’s
www.epopa.info - The Organic Cocoa Market in Europe (summary)

Tea: In 2003, total world trade (exports) in tea amounted to $ 2.6 billion, making tea one of the most important agricultural commodities in world trade. The major exporters of tea were Kenya ($ 481 million), China ($ 385 million), India ($ 333 million), Sri Lanka ($ 316 million) and the UK ($ 240 million worth of packaged tea). As shown, Kenya has achieved an enormous success (tea is its second largest export item). Other important African exporters include Malawi ($ 47 million), UR Tanzania ($ 25 million), Zimbabwe, South Africa and Rwanda.

There is very little statistical information on production and trade in organic tea. Even the International Tea Committee’s web site (largely catering to members) seems to offer little help. However, the study Organic Coffee, Cocoa and Tea (published 2002 by SIPPO, FiBL and Naturland) gives some useful estimates: The study lists UR Tanzania, as organic tea producers/exporters. Others identified during recent store and fair observations include: Kenya (black tea), South Africa (rooibos, rooibos green, honey bush), Zambia (lemon grass). The largest import markets for organic traditional and herbal teas are the USA, the UK and Germany, followed by other European countries, Canada, Japan and Australia.

www.intteacomm.co.uk - The International Tea Committee (ITC)
www.tcworldcup.net - Tea & Coffee World Cup Exhibitions (International)

Cosmetics & Personal Care products: the Organic Trade Association (OTA) has established the Personal Care Task Force in order to explore, analyse and develop consensus standards for personal care products containing organic ingredients. Similar developments are taking
place in some other markets. The major end-uses for organic ingredients include hair care, skin care, oral care, body care, bath and sun products.

The following selected organic ingredients may illustrate the type and range of products used:

- Safflower oil, yucca schidigera extract, calendula extract, chamomile extract, marshmallow extract, olive extract, tea tree extract, aloe vera, gotu kola extract, hops extract, nettle extract, geranium essential oil, lemon essential oil, hazel extract, orange essential oil, lavender essential oil, plantain extract, rosehip seed oil, cocoa butter, unrefined beeswax, avocado oil, lime essential oil, sage extract, cinnamon essential oil, clove essential oil, vanilla extract, jojobo oil, honey, etc.

Developing countries in East Africa and elsewhere produce many of the products mentioned above. In fact, most product summaries in this study deal with crops used as ingredients in organic cosmetics and personal care products. In addition to the well-known medicinal plants and herbs, exotic plants and new raw materials previously unknown in cosmetics are increasingly being sourced. It is worthwhile to further investigate and explore these opportunities.

**Organic cotton** producing countries include the following:

- Africa: Benin, Burkina Faso, Egypt, Mali, Mozambique, Senegal, UR Tanzania, Togo, Uganda, Zambia and Zimbabwe

**FORESTRY & TIMBER PRODUCTS**

Evidence shows that demand for certified timber products is concentrated in Europe (particularly the UK, Netherlands and Germany) and the US. Consumption of wood products sold as certified in Europe is still estimated to be less than 5 percent of the European market, but has increased over the past decade. Only a small portion of timber originating from certified forests is traded as labeled certified timber products. Studies show consumers are unwilling to pay a price premium for certified timber relative to uncertified timber. There is evidence that price premiums may apply in some instances where there is a lack of supply of certified timber to retailers who are committed to buying timber from sustainably-managed forests.

The strongest driver of demand for certified timber products is from retailers. Buyer groups set up through WWF (Forest and Trade Networks) drive demand from retailers for certified timber products. Buyer policies and public procurement policies are also an increasing source of demand for certified timber products, particularly in Europe and the US. According to the UN-ECE/FAO report, public procurement is responsible for up to 40 percent of demand for certified timber products in the UK and 25 percent of demand in the Netherlands. However, statistical data on consumer demand and consumption is still weak.

**TEXTILE & LEATHER PRODUCTS**

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193 Global Use of Eco-labels and Use of Eco-labels and Certification in Forestry, A Project of the AADCP Regional Partnerships Scheme, July 2004, ITS Global, www.itsglobal.net

194 http://www.unido.org/doc/4580
Developing countries hold a 45% share of world trade in leather manufactures. Many have substantially increased their share of world footwear production in relation to developed countries. Yet Africa shows only a modest increase. Import penetration of the domestic leather footwear markets by other developing countries is an estimated 73%. Leather and leather products generally account for less than 4% of total exports. The numbers tell the story: African countries have 15% of the world’s cattle and 25% of its sheep and goats, but produce only 14.9% of global output of hides and skins — 8% of bovine hides and 14% of sheep and goat skins. Leather is a leading export for many African countries. The gap between resources and production is wide, but exposes the potential of the industry. Reducing the gap is critical in this important sector, which is strategic for economic and industrial development. By boosting exports, the entire continent stands to benefit. Because leather is a by-product of the meat industry, the supply chain begins with animal husbandry, the lifeblood of many rural communities. Successful development of the sector could help reduce poverty in rural areas. As a labour-intensive industry, it is an important source of employment across the patchwork of its pan-continental supply chain. Because of the backward and forward linkages in the chain, Africa can be both a source of raw materials and an exporter of finished goods.

Leather making is a source of significant income in most African countries. It is also, both in Africa and elsewhere, a major cause of industrial pollution and has been a prime target of public scrutiny and government regulation.

Supply chains, often buyer-driven, can span several countries and regions, as marketing and manufacturing agents set up global production networks. To enter new markets, the sector must integrate itself at national, subregional and regional levels. However, effective integration is difficult. Each stage of the supply chain — from recovering hides and skins, to converting them into leather in tanneries, to manufacturing and marketing leather products — requires specific policies, human skills and support systems. A number of obstacles include:

- The quality of hides and skins.
- A poor and deteriorating infrastructure of roads, power supply and telecommunications that affects all of the supply chain.
- A lack of foreign investment.
- Low labour productivity, poor management and outdated training services.
- Inadequate levels of technological development, productivity and workmanship.
- Limited or no access to secure working or low-cost capital.
- Environment protection measures.
- A lack of marketing information, expertise and control.

The problems, constraints, challenges and solutions are interrelated and as a result, require an integrated approach. To become a strong global player, African countries must overcome many obstacles, including trade challenges, and a wide range of difficulties embedded in the supply chain, due to both internal and external pressures. The sector has a major opportunity if it can effectively bridge the gap between resources and production. Its major strength is the availability of raw hides and skins, as global forecasts predict that world demand for leather in the coming decade will outstrip supply. Realizing the industry’s full potential will involve much work, including modernizing the supply chain
technically and managerially. A market-oriented approach with a buying system based on value incentives is also needed. The production of footwear and other leather products should be driven by internal market demand. Promoting linkages with the global leather supply chain through subcontracting, partnerships and other alliances is key, as is developing Africa’s design capacity in a “Made in Africa” marketing approach. (International Trade Forum, 2004)\(^{195}\)

Most of the nine countries of Sub-Saharan Africa (Ethiopia, Kenya, Malawi, Namibia, Sudan, Uganda, United Republic of Tanzania, Zambia and Zimbabwe) have excellent potential as major local producers and exporters of semi-processed leathers and finished leather products. The sector uses renewable resources, appropriate technologies and skills and a low-cost workforce. Despite these advantages and the strong growth in the local markets for footwear and leather goods, a number of internal and external problems hindered the development of the industry. A number of both country-specific and regional programmes for the Sub-Saharan Leather industry were launched by UNIDO in collaboration with the United Nations Development Programme (UNDP), the United Nations Food and Agricultural Organization (FAO), International Trade Centre (ITC) and the Industrial Development Decade for Africa (IDDA). The Regional Africa Leather and Footwear Industry Scheme (Ralfis) aimed at addressing some of the problems facing the sector and assisting companies region-wide to adapt their production operations to exploit market opportunities. Following the completion of the Scheme, national leather industry associations are now operating in all nine Sub-Saharan countries and some are already providing considerable assistance to their members. All national associations are full members of the Eastern and Southern Africa Leather Industries Association (ESALIA) that is also cooperating with such reputable counterparts as the Confederation of National Associations of Tanners and Dressers of the European Community and Italy’s National Association of Tanneries. ESALIA has recently established a single leather system in the region with the Common Fund for Commodities. The whole leather sector is benefiting from its existence and the overall reputation of the African leather industry is improving both within the region and abroad.\(^{196}\)
