

Structure and functions of The African Eco-labelling Mechanism

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Through

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List of Abbreviations

AEM	African Eco-labelling Mechanism
AU	African Union
CI	Consumers International Africa Office
CTELC	Clothing & Textile Environmental Centre
IUCN	International Union for Conservation of Nature
MDG	Millennium Development Goals
NCPC	National Cleaner Production Centre
NEPAD	New Partnership for Africa's Development
RAB	Regional Advisory Board
TAG	Technical Advisory Group
UNECA	United Nations Economic Commission for Africa
UNEP	United Nations Environment Programme
WG	Working Group

1. General

1.1 Background

The African 10 Year Framework Programme (10-YFP) on Sustainable Consumption and Production (SCP) was developed as part of the regional follow-up on the Johannesburg Plan of Implementation and was approved by the African Ministerial Conference on Environment (AMCEN) in March 2005. One of the key activities identified in the African 10-YFP, which is in line with NEPAD Initiative, was the expansion of market access for African products through the improvement of the environmental profile of the products and establishing a mechanisms that promotes the branding of African products. Accordingly, the Fourth African Roundtable on Sustainable Consumption and Production (ARSCP-4), which was held in June 2006 under the theme of the further development and implementation of the African 10YFP, 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 part of the follow-up project on ‘Supporting the implementation of the African 10 Year Framework Programme on Sustainable Consumption and Production and the workplan of the Marrakech Taskforce on Cooperation with Africa’, UNEP developed the activity on the development of an African Ecolabelling Mechanism. A regional assessment on existing ecolabelling-related initiatives in the region was conducted and the first Regional Expert Meeting on Ecolabelling in Africa was convened in June 2007 as part of the activity on ecolabelling. This document on the African Eco-labelling Mechanism was produced on the basis of the outputs from the regional assessment, the regional expert meeting and the subsequent consultations that were held through the Regional Working Group on Ecolabelling.

1.2 Outline of the document

The development of a Regional Ecolabelling Mechanisms involves a complex process that requires the consideration of the various dimensions that are necessary for its effective implementation including, inter alia, sectoral priorities and importance, regional and national economic structures, existing institutional settings and capacities, and international trading regimes. This initial document on the structure and functions of the African Ecolabelling Mechanism is meant to describe the fundamental elements and features of the proposed mechanism so that it could be used as a basis for the development and launching of the African Ecolabelling Mechanism. To this effect, the following is the general outline of the document.

- Objectives and functions: this section highlights the key objectives and functions that the proposed labelling mechanism would promote.
- Activities and mechanisms: the major activities that need to be undertaken together with their implementation mechanisms will be highlighted under this section.
- Organization and institutional set-ups: the most viable organizational options together with the accompanying institutional roles and responsibilities will be presented under this section.

- Modalities of implementation: this section presents the most feasible modality of implementation.

2. The Mechanism

2.1 Objectives

The objectives of the proposed African Eco-labelling Mechanism are:

- To contribute towards the fulfilment of AU/NEPAD objectives on expanding the access for African products to regional and international markets.
- To stimulate appropriate environmental and health related standards within the design and production of African products
- To develop a cohesive approach for the region on the effective management of trade and environment relationship.

Additional aims of the Mechanism include:

- To support the implementation of the African 10 Year Framework Programme on Sustainable Consumption and Production and the workplan of the Marrakech Taskforce on Cooperation with Africa.
- To enhance the Region's ability to achieve the Millennium Development Goals (MDGs)
- To protect existing product markets from distortionary application of labelling instruments (e.g. trends increasingly observed in connection with the growing awareness on climate change)
- To facilitate the regional cooperation process so that Africa can benefit from Ecolabelling and contain potential challenges
- Demonstrate Africa's proactive engagement in emerging environmental markets and promote the branding of Africa
- Address the misperception and potential misuse of environmental considerations as technical barriers to trade.

2.2 Key functions

The Regional Assessment that was carried out on ecolabelling has shown that there are a large number of existing eco-labelling initiatives that are operational in the African Region. In addition, there is a wealth of information and success stories from international experiences, which could be used in the development of the African programme. Although the level of effectiveness of the existing initiatives is quite varied owing to the specific sector they are dealing with and/or the way they are structured and implemented, the Regional Expert Meeting noted the importance of building upon the experience and structure of existing ecolabelling initiatives. Taking this into account and with the purpose of fulfilling the above stated objectives, it is proposed to have the following as the principal functions of the African Ecolabelling Mechanism.

- ***Validation and harmonization:*** This is a function based on the recognition of a number of ecolabelling initiatives that are operational within the region and the possibilities of adapting of other international and regional ecolabelling programmes to the region. The African Ecolabelling Mechanism will develop and implement a system through which existing national, regional and international

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- ecolabelling programmes that are of importance to the region are validated and harmonized. Harmonization will be important in order to minimize internal market distortions and consumer confusion. The validation and harmonization may happen in one of the following two forms:
- Adapt existing international sectoral ecolabelling programmes, including private ecolabels, to the African condition and give them an African brand (e.g.: FSC-Africa, MSC-Africa, etc)
 - Harmonize and build upon existing procedures of different labelling programmes for a specific sector within the region and promote regional labelling (e.g.: African Organic farming, African Ecotourism, etc).
- ***Accreditation and certification:*** the development of a regional technical and institutional capacity for certification is an important prerequisite to expand and sustain the participation of African business in ecolabelling programmes. In this context, the African Ecolabelling Mechanism will develop a regional accreditation mechanism and promoted the development of capacities for certification within the region. This could be undertaken in the following two forms:
 - Identify African institutions that could go into twining arrangements with international certification bodies and promote the importance of twining arrangement for effective certification and knowledge transfer.
 - Develop and implement targeted capacity building programmes with an ultimate objective of having sufficient number of strong African certification bodies.
 - ***Promotion and market facilitation:*** the effectiveness of any labelling programmes is ultimately measured by its level of penetration and acceptance in the market. In this context, one of the major functions of the African Ecolabelling Mechanism will be to facilitate the effective dissemination and acceptance of the labelling programmes under the mechanism. This could be achieved through a targeted facilitation programmes including the following.
 - Actively promote the integration of sustainable procurement principles in governments, the UN agencies, inter-governmental, and philanthropies' procurement practices.
 - Develop a market launch strategy and support program that provides the basis for well coordinated marketing and communications campaign
 - Establish an interactive web-based platform that would serve as a market place where African producers could interact with potential consumers and major supermarket chains.
 - ***Research and advocacy:*** As witnessed in the recent debate on trade issues related to climate change and increasing demand by consumers of products which have minimal environmental impact, the relationship between environment and trade is expected to increasingly have a growing attention in international trade. This would require Africa to continuously and proactively engage in emerging issues related to environment and trade with an objective of promoting its regional interest. In this context, the African Ecolabelling Mechanism need to facilitate the

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conducting of targeted researches on emerging and timely issues and advocate for the protection of the Region's economic interest on the basis of the outcome of the research and consultation work. The Mechanism will also assist with the development and evaluation of "product criteria" and guidelines for objectively quantifiable assessment of "product impact" on environment.

2.3 Activities

Identifying the key activities that need to be carried together with the most effective implementation mechanisms has to take into account both existing regional processes and capacities within the region and emerging opportunities and challenges at the global level. In view of ensuring the sustainability and robustness of the regional ecolabelling mechanism, it is important to focus on developing the essential building blocks on a systematic and responsive basis. To this effect, the following are identified as the key activities of the inception phase of the mechanism.

Table 1: Focus areas and activities

Areas of focus	Activities
Securing the Regional Policy and Political Support	<ul style="list-style-type: none"> • Produce and widely disseminate information documents on challenges and opportunities of ecolabelling in Africa; • Organize side-events and sessions on ecolabelling in conjunction with the most relevant regional forums; • Work with existing structures of African Union Technical Committees (AMCEN, CAMI, CAMT) in order to get Ministerial endorsements;
Development of the institutional structure for the running of the regional mechanism	<ul style="list-style-type: none"> • Identification of the host institution for the African Ecolabelling Mechanism; • Establishment of the Secretariat of the Mechanism; • Putting the supporting structures in place;
Validation and harmonization	<ul style="list-style-type: none"> • Development of criteria and procedures for the validation and harmonization • Selection of key sectors for the validation and harmonization • Establishment of sectoral working groups and identification of the focal institution • Declaration of validation and harmonization results
Accreditation and certification	<ul style="list-style-type: none"> • Establishment of accreditation mechanisms and procedures for certifiers operating in the region • Development of capacity building programmes for accrediting institutions and certifiers from the region and for organizations operating in or moving into the region. • Monitoring and supporting the performance of accrediting institutions, or "Competent Bodies" in the region.
Promotion and Market facilitation	<ul style="list-style-type: none"> • Identifying the specific need of the region for promotion and market facilitation • Development of targeted sectoral, regional and international programmes that promote the up-scaling of

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	<p>the recognized labelling programmes as appropriate</p> <ul style="list-style-type: none">• Creation of a web-based platform that facilitates information exchange between producers and consumers• Identify champions for the promotion of appropriate African ecolabels, development of retail and consumer awareness campaign
Research and advocacy	<ul style="list-style-type: none">• Monitoring emerging issues of environment and trade that are of importance to the region• Facilitating targeted research works on ecolabelling that can provide science-based criteria and environmental impact assessment, as well as well-thought inputs for policy decisions and positions• Conduct advocacy work on issues that are relevant for the expansion of market access to African products.• Establish an African Ecolabelling Network (AEN) that facilitates information exchange as a tool for an effective research and advocacy component.• Encourage the development of Trade-Environment exchanges within African governments

The outline of an indicative list of detailed activities under each of the focal areas together with suggested responsibility allocation is given under Annex 1.

2.4 Organizational set-up and roles

The African Ecolabelling Mechanism will need to have an organically evolving organizational structure that builds upon existing capacities and structures within the region and effectively respond to the regional needs and priorities within the context of the global trade and environment regimes. The following organizational set-up is suggested in view of the above.

Regional Advisory Board: this will be the governing body of the African Ecolabelling Mechanism which provides the general policy guidance to the development and operation of the mechanism. The Regional Advisory Board is to be consisting of representatives of the following institutions and is proposed to be chaired by the Department of Trade and Industry of the African Union.

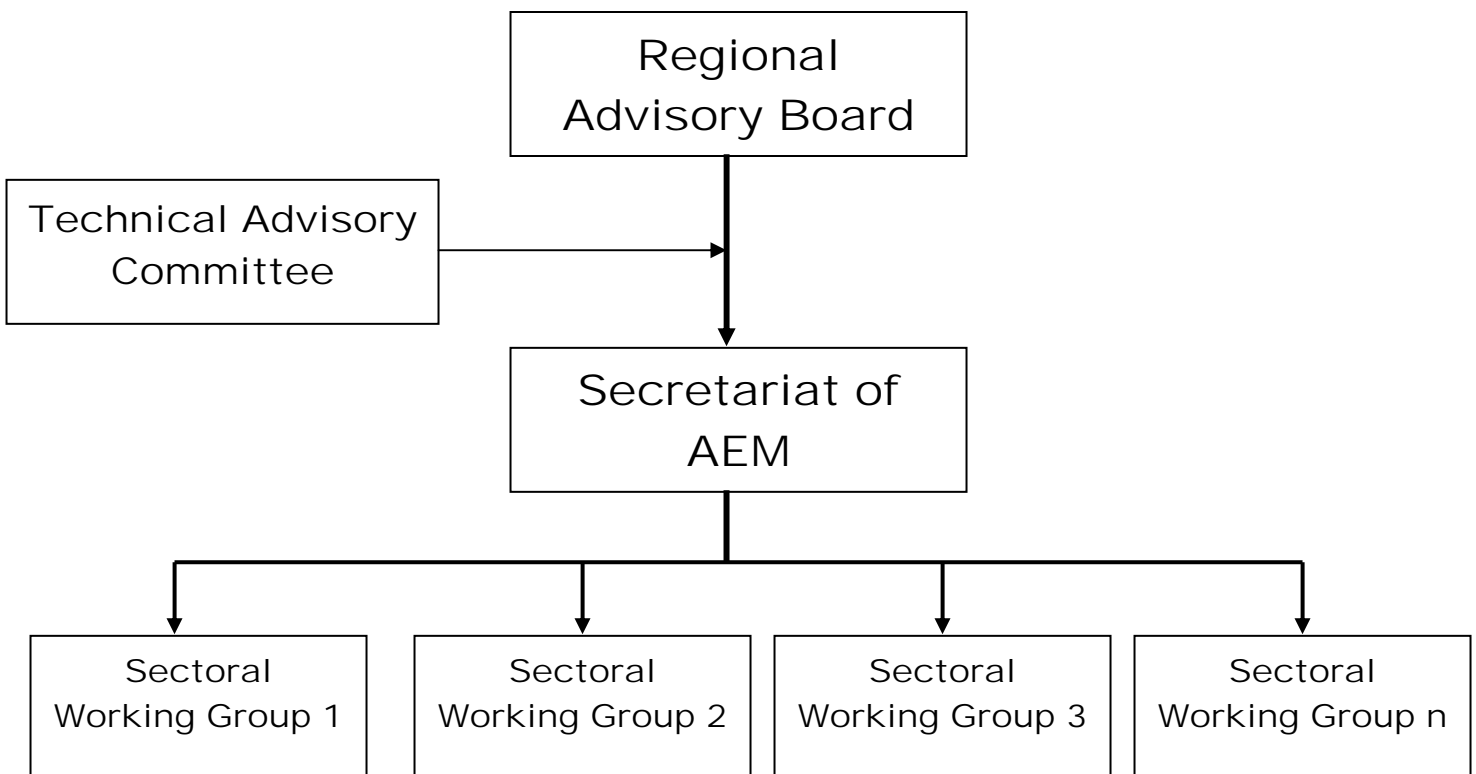
1. The African Union
2. New Partnership for Africa's Development
3. African Organization for Standardization (ARSO)
4. African Roundtable on Sustainable Consumption and Production (ARSCP)
5. African Ecolabelling Network
6. African Business Forum
7. Consumers International Africa Office (CI-Africa)
8. Marrakech Taskforce on Cooperation with Africa
9. United Nations Economic Commission for Africa
10. United Nations Environment Programme

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Technical Advisory Group: this will be the group that provides the overall technical advice and input to the activities of the African Ecolabelling Mechanism and could also provide a monitoring input to the Board. It will consist of individual experts from key technical institutions and organizations that are actively engaged in the development and promotion of ecolabelling programmes. The Technical Advisory Group can have members from outside the region and will be led by a member to be designated by the Regional Advisory Board.

Sectoral Working Groups: The African Ecolabelling Mechanisms will have working groups that will be responsible for all the technical input for each priority sectors. The Sectoral Working Groups will be consisted of members representing key players and actors in the sectoral business and ecolabelling initiatives in the sector. The Sectoral Working Groups will be led by a focal institution to be selected by the Regional Advisory Board.

Organizational structure of the African Ecolabelling Mechanism



The development and introduction of an African Eco-labelling Mechanism is a complex process to be developed through different stages that will require working with various stakeholders such as governments, industries, commercial enterprises, standard organizations cleaner production centers, as well as consumer organizations. The proposed institutional and operational roles of the key relevant stakeholders in the development and implementation of the African Ecolabelling Mechanism is given under Annex 2 while Annex 3 presents the detailed activities at the sectoral level.

3. Modalities of Implementation

The development of the African Ecolabelling Mechanism would require undertaking a number of consultative and collaborative undertakings with the active involvement of all the relevant stakeholders. It is expected that the preparatory phase that has been carried out will be followed with an inception phase. The purpose of the Inception phase would be to put the important elements and structures for the effective launching and implementation of the African Ecolabelling Mechanism in place. This will be done on the basis of the outcomes from the background work that has been done during the preparatory phase with the support from UNEP and the Marrakech taskforce on Cooperation with Africa. The following are the key tasks to be undertaken under this phase.

Political support: consolidate the activities and outcomes from the preparatory phase on securing the full political and policy support of African governments on the development and implementation of the Regional Ecolabelling Mechanism.

Strategy development: conduct a detailed assessment about the most relevant existing Ecolabelling initiatives and their mechanisms and prepare a detailed strategy document that covers:

- Short-, medium- and long-term plan of the African Ecolabelling Mechanism which includes the sectoral priorities;
- Required institutional arrangements and functions with a particular focus on the best option for the establishment of the Secretariat of the Mechanism;
- Strategic partnerships, including regional partnership frameworks such as AU-EU partnership, linked to the EU Eco-label Programme, which could be instrumental for the effective implementation of the mechanism.
- Funding strategy that is aimed at running the activities of the mechanism on a self-sustaining basis after a given period of time.

Programme document: on the basis of the strategy document, prepare a programme document that will be utilized for the mobilization of the required financial resource for the launching of the African Ecolabelling Mechanisms and implementation of its activities.

Fund mobilization: the required funding for the implementation of the mechanism will be mobilized on the basis of the funding strategy and the programme document.

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Establishment of the Secretariat: once the required funding is secured, the Secretariat for the African Ecolabel Mechanism will be established with its Sectoral Working Groups as per the detailed modalities to be worked out in the strategy document.

The activities under the inception phase will be carried out under the political leadership of the African Union, and joint technical support from the UNEP and UNECA with UNEP acting as the Technical Secretariat with the support of the Marrakech Taskforce on Cooperation with Africa.

Annex 1: An outline of the Key Activities of the Operational Plan for the African Eco-labelling Mechanism

1 A - Activities Related to *Modalities of Implementation* of the AEM

MODALITY OF IMPLEMENTATION	RATIONALE	ACTIVITIES	RESPONSIBILITY
<i>Focus Area: Securing the Regional Policy and Political Support</i>			
Secure Regional Policy Political Support	This Mechanism will need political backing to ensure that it has a strong institutional supporting structure with long-term commitment and funding.	<ul style="list-style-type: none"> ▪ Build on the existing mandate for the priority of eco-labels as one of main ARSCP programmes – renew commitment and promote its appropriation within the AU ▪ Establish clearly the contribution that such an initiative would make to the existing priorities of AU and NEPAD ▪ Ensure that the regional ecolabelling Mechanism gets the ministerial endorsement by working through the expert forums of the responsible bodies ▪ Establish relevance and linkages with existing regional, sub-regional & local policy frameworks/priorities – important for local level to mirror what is happening at regional level ▪ Encourage governments to implement sustainable procurement, provide strategic economic incentives/disincentives and facilitate support programmes ▪ Donors, business and other organisations involved in existing eco-labelling initiatives in Africa to compile a declaration/ testimonial in support of the proposed African ecolabelling Mechanism – for political support and for global forums 	<ul style="list-style-type: none"> ▪ <i>UNEP has already begun process.</i> ▪ <i>AU to take political ownership of the Mechanism.</i> ▪ <i>Secretariat to coordinate further activities.</i>

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MODALITY OF IMPLEMENTATION	RATIONALE	ACTIVITIES	RESPONSIBILITY
<i>Focus Area: Strategy Development</i>			
Develop overarching and sectoral strategies	The strategy for the development of such a Mechanism would be optimised if developed on a sectoral basis rather than as an overall initiative for all sectors. Some strategies will be cross-sectoral like funding, capacity building and facilitation of accreditation & certification for all sectors.	<p>Conduct a detailed assessment about the most relevant existing Ecolabelling initiatives and their mechanisms and prepare a detailed strategy document that covers:</p> <ul style="list-style-type: none"> ▪ Short-, medium- and long-term plan of the AEM which includes the sectoral priorities; ▪ Required institutional arrangements and functions with a particular focus on the best option for the establishment of the Secretariat of the Mechanism; ▪ Strategic partnerships, including regional partnership frameworks such as AU-EU partnership, which could be instrumental for the effective implementation of the mechanism. ▪ Funding strategy that is aimed at running the activities of the mechanism on a self-sustaining basis after a given period of time. 	<ul style="list-style-type: none"> ▪ <i>Secretariat & RAB to coordinate the establishment of Sectoral WGs based on proposals from TAG..</i> ▪ <i>Sectoral WGs to develop sectoral strategie..</i> ▪ <i>Secretariat to coordinate the development & implementation of the overarching strategy with input from RAB & TAG.</i>
<i>Focus Area: Programme Document</i>			
Programme Document	To be utilized for the mobilization of the required financial resource for the launching of the African Ecolabelling Mechanisms and implementation of its activities	<ul style="list-style-type: none"> ▪ On the basis of the strategy document, prepare a programme document. 	<ul style="list-style-type: none"> ▪ <i>Secretariat to coordinate with input from RAB.</i>
<i>Focus Area: Fund Mobilisation</i>			
Fund Mobilisation	To run the activities of the mechanism will require funding over the medium-term with the long-term aim of running on a self-sustaining basis	<ul style="list-style-type: none"> ▪ Mobilise funding on the basis of the funding strategy and the programme document 	<ul style="list-style-type: none"> ▪ <i>Regional Advisory Group to facilitate based on the funding strategy.</i>
<i>Focus Area: Establish Secretariat</i>			
Establish Secretariat of the AEM	To be responsible for the overall operational management and implementation of the strategies of the AEM.	<ul style="list-style-type: none"> ▪ Once the required funding is secured, the Secretariat for the AEM will be established with its Sectoral Working Groups as per the detailed modalities to be worked out in the strategy document. 	<ul style="list-style-type: none"> ▪ <i>Regional Advisory Board to facilitate based on the strategy document.</i>

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1 B: Activities Related to Functions of the AEM

FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
<i>Key Focus Area: Development of the institutional structure for the running of the regional mechanism</i>			
Develop institutional structure	The African Ecolabelling Mechanism will need to have an organically evolving organizational structure that builds upon existing capacities and structures within the region and effectively respond to the regional needs and priorities within the context of the global trade and environment regimes.	<ul style="list-style-type: none"> ▪ Identification of the host institution for the African Ecolabelling Mechanism ▪ Establishment of the Secretariat of the Mechanism; ▪ Putting the supporting structures in place ▪ Institutional capacity building is crucial in every aspect to ensure continuity in the long-term 	<ul style="list-style-type: none"> ▪ <i>Secretariat to coordinate the formation of the Regional Advisory Board & Technical Advisory Group</i> ▪ <i>The Advisory Board and Technical Advisory Group to facilitate formation of Sectoral WGs</i>
Establish Regional Advisory Board	To be the governing body of the African Ecolabelling Mechanism which provides the general policy guidance to the development and operation of the mechanism	<ul style="list-style-type: none"> ▪ Establish board with representatives of the following institutions <ul style="list-style-type: none"> ▪ The African Union ▪ African Organization for Standardization (ARSO) ▪ African Roundtable on Sustainable Consumption and Production (ARSCP) ▪ African Ecolabelling Network ▪ African Business Forum ▪ African Consumers Organization ▪ Marrakech Taskforce on Cooperation with Africa ▪ United Nations Economic Commission for Africa ▪ United Nations Environment Programme 	<ul style="list-style-type: none"> ▪ <i>Chaired by the DTI of the AU</i>
Establish Technical Advisory Group	To ensure engagement of key stakeholders, to facilitate sharing of expertise & experience and to provide the overall technical advice and input to the activities of the AEM. Could also provide a monitoring input to the Board.	<ul style="list-style-type: none"> ▪ It is proposed to establish an African Working Group in which those institutions that are active in ecolabelling activities in the region could participate and contribute to the further development of the Mechanism. ▪ Establish TAG consisting of individual experts from key technical institutions and organizations that are actively engaged in the development and promotion of ecolabelling programmes. 	<ul style="list-style-type: none"> ▪ <i>UNEP has already coordinated the establishment of an African Expert Working Group on Eco-labels</i> ▪ <i>The Regional Advisory Board will designate the member to lead the TAG.</i>

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FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
<i>Key Function: Validation & Harmonisation</i>			
Criteria & Procedures	As basis for developing and implementing a system through which existing national, regional and international ecolabelling programmes that are of importance to the region are validated and harmonized	<ul style="list-style-type: none"> ▪ Develop criteria and procedures for the validation and harmonization ▪ Develop a screening criteria based on strategic importance of sector for a number of African countries, their national economies, livelihood provision and sustainability 	<ul style="list-style-type: none"> ▪ <i>Technical Advisory Group to develop criteria & procedures with input from Sectoral WGs where applicable</i>
Select Key Sectors	It will be necessary to evaluate the effectiveness of existing sectoral initiatives to select sectors for which sectoral strategies are developed to facilitate uptake on a regional level.	<ul style="list-style-type: none"> ▪ Start with sectors where there are existing established markets and initiatives. ▪ Include sectors where there will be economic growth/investment over the next decade(s) - add construction/built environment (especially public/government buildings/infrastructure) to the current sectoral review ▪ Conduct a Market Study to reach strategic recommendations that could be sub-regional or even national. ▪ Identify which sectors have innovative green products or high quality products that could improve the visibility of African eco-labelling initiatives. 	<ul style="list-style-type: none"> ▪ <i>Technical Advisory Group to screen sectors if necessary.</i> ▪ <i>Alternatively the Mechanism can cover all sectors with existing initiatives (as indicated in Background Assessment Report)</i> ▪ <i>Note: To some extent the Background Assessment has evaluated the successes and lessons learnt from each sector and initiative and has indicated the relevance of each sector. This could be used as basis for selecting fewer sectors if necessary or as the basis for developing Sectoral strategies.</i>
Establish Sectoral Working Groups	Each sector has different strategic & operational requirements. Sectoral WGs facilitate regional cooperation, ensure stakeholder engagement and coordinate activities in each sector. Will be responsible for all the technical input for each priority sectors.	<ul style="list-style-type: none"> ▪ Establish and work through Working Groups within various sectors and at different levels (national, sub-regional, regional) ▪ WGs to consist of members representing key players and actors in the sectoral business and ecolabelling initiatives in the sector. 	<ul style="list-style-type: none"> ▪ <i>Regional Advisory Board & Secretariat to facilitate the establishment of Sectoral WGs with input from Technical Advisory Group.</i> ▪ <i>Sectoral Working Groups will be led by a focal institution to be selected</i>

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FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
			<i>by the Regional Advisory Board</i>
Establish Focal Institutions	For each sector and possibly for overarching cross-sectoral requirements (e.g. harmonization of standards), a centre in the region to be established as the focal institution for each sector, for sharing expertise & experience, building capacity in the region, managing relevant programmes, etc. It is important to have an existing institution/ organization take a champion role and be responsible for ensuring the long-term success of regional initiatives in the sector.	<ul style="list-style-type: none"> ▪ Identify potential institutions/organizations that could serve as focal institution for sectoral eco-labelling initiatives in Africa. E.g. FSC Africa office for Forestry, NCPCs for textiles, etc. ▪ Provide support to these focal institutions to allow regional learning & sharing through e.g. capacity building programmes, sharing of success stories, etc. ▪ Assist in the establishment of African offices for sectoral eco-labels where relevant (based on evaluation of need) ▪ Responsible for evaluating existing initiatives and utilizing these as building blocks for further initiatives in the region. 	<ul style="list-style-type: none"> ▪ <i>Sectoral WGs to propose Focal Institution based on stakeholder consultation.</i> ▪ <i>Focal institution to be selected by the Regional Advisory Board</i> ▪ <i>Secretariat to coordinate formalization of the roles of these Focal Institutions.</i> ▪ <i>Focal Institutions responsible for operational management of sectoral initiatives.</i>
Monitor Effectiveness	Regular validation of overall mechanism and sectoral initiatives to ensure continuously learning and building on successes.	<ul style="list-style-type: none"> ▪ Monitor effectiveness by measuring and reviewing progress around economic, environmental and social impacts on a regular basis – use the results to inform the project development over time 	<ul style="list-style-type: none"> ▪ <i>Focal institutions selected by Regional Advisory Board for each sector, to maintain relevant data and regularly report on results.</i> ▪ <i>Regional Advisory Board to coordinate formal evaluation e.g. every 5 years</i>
<i>Strategic Focus Area: Accreditation & Certification</i>			
Accreditation mechanisms & procedures	Required to ensure regional harmonisation of accreditation and certification procedures.	<ul style="list-style-type: none"> ▪ Establishment of accreditation mechanisms and procedures for certifiers operating in the region 	<ul style="list-style-type: none"> ▪ <i>TAG and Sectoral WGs to advise.</i> ▪ <i>Secretariat to coordinate.</i>
Capacity Building	Existing capacities on standardization, accreditation, certification and cleaner production need to be enhanced and effectively utilized in order to provide cost effective support programmes for the effective implementation of the mechanism.	<ul style="list-style-type: none"> ▪ Assess existing capacity in the region and identify knowledge and practice gaps. ▪ Proactively plan support resources and capacity building programmes for key aspects of eco-labelling programmes in the region at all levels in all sectors (could be linked up to existing and new programmes) ▪ Make use of pilot projects as practical learning 	<ul style="list-style-type: none"> ▪ <i>Secretariat to coordinate assessment of existing capacity needs based on input from sectoral WGs and TAG..</i> ▪ <i>Sectoral WGs to include capacity building requirements within</i>

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FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
		<p>ground for capacity building.</p> <ul style="list-style-type: none"> ▪ Develop capacity building programmes for accrediting institutions and certifiers from the region ▪ Build capacity of producers to understand environmental aspects of their production systems - for improved environmental practice, to work effectively within and defend certification systems. ▪ Build capacities for local Certification, while still maintaining standards ▪ Partnerships with environmental technology centres as well as cleaner production institutions will help build special programmes for Ecolabelling capacity building. They could be tailored toward local specific needs as well as potential collaboration. 	<p><i>sectoral strategy.</i></p> <ul style="list-style-type: none"> ▪ <i>TAG to advise and Secretariat to coordinate development of overarching and sectoral programmes on capacity building.</i> ▪ <i>Focal institutions to manage the implementation of capacity building programmes at a sectoral level.</i>
Monitoring the performance of accrediting institutions in the region	To ensure effective and identify gaps for further attention	<ul style="list-style-type: none"> ▪ Setup structures for continual or regular monitoring of performance 	<ul style="list-style-type: none"> ▪ <i>Sectoral WGs with Focal Institutions</i>
<i>Focus Area: Promotion & Market Facilitation</i>			
Targeted programmes based on specific needs	Targeted programmes will be sectoral or regional to ensure effective up-scaling of recognized eco-labelling initiatives.	<ul style="list-style-type: none"> ▪ Identifying the specific need of the region for promotion and market facilitation ▪ Development of targeted sectoral and/or regional programmes that promote the up-scaling of the recognized labelling programmes 	<ul style="list-style-type: none"> ▪ <i>Technical AG and Sectoral WGs to advise as part of strategy development.</i>
Build on success of pilot projects	Existing pilot projects may be used as models for the development of larger programmes or international projects can be used as basis for development of regional pilot projects.	<ul style="list-style-type: none"> ▪ Utilize existing ecolabeling programmes as building blocks after evaluating their relevance, credibility & feasibility ▪ Identify elements and actions required to assist in the acquisition of eco-labels by the private sector. 	<ul style="list-style-type: none"> ▪ <i>Sectoral WGs to include this in sectoral strategies.</i>
Mutual recognition with other Mechanisms	It will be essential to seek visibility and mutual recognition with other regional and international Mechanisms by taking into account internationally recognised trade and environmental standards.	<ul style="list-style-type: none"> ▪ Besides World Trade Organisation (WTO) conventions and agreements, use ISO standards and GEN guidelines as the baseline for the Mechanism development ▪ Identify ways to link the mechanism with harmonization initiatives of GEN, ISO & 	<ul style="list-style-type: none"> ▪ <i>Sectoral WGs to identify relevant Mechanisms as part of the development of sectoral strategies.</i>

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FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
		<p>ISEAL</p> <ul style="list-style-type: none"> ▪ Identify other relevant regional Mechanisms where opportunities for mutual recognition exist and initiate programmes where applicable e.g. EU Eco-labels for certain sectors like textiles & leather. 	
Facilitate Market Access	Promote a better access to markets and marketing of African products in the regional and global markets	<ul style="list-style-type: none"> ▪ Establish private sector value chains in each sector to improve access to markets. ▪ Identify ways to assist in an effective and appropriate marketing strategy for priority eco-labels. ▪ Provide support for accessing international markets, particularly for SMEs. ▪ All the proposed aspects of the Mechanism assists. ▪ Establish or strengthen existing partnerships linking supply & demand where appropriate - ▪ Develop/enhance partnerships that help streamline the flow of certified products to market –e.g. with mainstream brands/ key retailers/ public procurement agents. ▪ Conduct market studies for key product groups or refer to existing ones: Engage with the target market and understand their expectations for certification standards, models, rating systems 	<ul style="list-style-type: none"> ▪ <i>TAG and Sectoral WGs to inform targeted programmes for facilitating market access through strategy development..</i> ▪ <i>Secretariat to facilitate development of relevant overarching programmes e.g branding/marketing strategies or establishing market link partnerships</i>
Web-based platform for info exchange	To facilitate information exchange between producers & consumers leading to greater market access & promotion.	<ul style="list-style-type: none"> ▪ Creation of a web-based platform that facilitates information exchange between producers and consumers 	<ul style="list-style-type: none"> ▪ <i>Secretariat to coordinate with input from TAG & Sectoral WGs</i>
<i>Strategic Focus Area: Research & Advocacy</i>			
Monitoring emerging issues of environment and trade that are of importance to the region	Proactive w.r.t. new developments (like CC developments), to contain potential challenges and build on opportunities.	<ul style="list-style-type: none"> ▪ Establish programmes (e.g. research programmes) to monitor international & regional developments that affect requirements for eco-labels from African countries ▪ Facilitate targeted research works on ecolabelling that can provide well-thought inputs for policy decisions and positions 	<ul style="list-style-type: none"> ▪ <i>Secretariat to facilitate.</i> ▪ <i>Focal institutions to manage the implementation of programmes.</i>

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FUNCTION	RATIONALE	ACTIVITIES	RESPONSIBILITY
Advocacy work	To ensure the expansion of market access to African products	<ul style="list-style-type: none"> ▪ Conduct advocacy work on issues that are relevant for the expansion of market access to African products. ▪ Establish an African Ecolabelling Network (AEN) that facilitates information exchange as a tool for an effective research and advocacy component. 	<ul style="list-style-type: none"> ▪ <i>Regional Advisory Board with input from TAG to co-ordinate establishment of AEN for advocacy work.</i>

Structure and functions of African Eco-labelling Mechanism

Annex 2: Proposed roles of key stakeholders

Organisation	Key Institutional Role	Key Management/Operational Roles
African Union (AU)	<ul style="list-style-type: none"> ▪ Political ownership and guidance to the African Eco-labelling Mechanism ▪ Regional Advisory Board to be chaired by the DTI of the AU 	<ul style="list-style-type: none"> ▪ Mobilized the required political leadership and support for the effective development and implementation of the Mechanisms. ▪ Provide policy and strategic guidance through its Ministerial structures and promote wider implementation at sub-regional and national level. ▪ Facilitate mobilization of financial resource required.
UNEP	<ul style="list-style-type: none"> ▪ Technical and institutional support for the development and implementation of the mechanism ▪ Member of the Regional Advisory Board & Technical Working Group 	<ul style="list-style-type: none"> ▪ Provide the required technical input and guidance for the development of the mechanism. ▪ Promote synergies between the mechanism and other related regional initiatives and structures. ▪ Assist in the mobilization of the financial resource required for the development of the Mechanism at the inception phase. ▪ Coordinate the development & implementation of the African Eco-labelling Mechanism
UNECA	<ul style="list-style-type: none"> ▪ Technical and institutional support for the development and implementation of the mechanism ▪ Member of the Regional Advisory Board & Technical Advisory Group 	<ul style="list-style-type: none"> ▪ Assist in the provision of technical input and guidance for the development of the mechanism. ▪ Facilitate the promotion and implementation of the mechanism through the Regional Economic Communities. ▪ Ensure the required support through the UN Cluster on Industry, Trade and Market Access (ITMA) in support of NEPAD.
Marrakech Taskforce	<ul style="list-style-type: none"> ▪ International support for the effective development and implementation of the mechanism ▪ Member of the Regional Advisory Board 	<ul style="list-style-type: none"> ▪ Provide seed-funding for the successful implementation of the inception phase of the mechanism. ▪ Assist in the mobilization of the required technical and financial resource from international development partners. ▪ Promote the visibility of the African Ecolabelling Mechanism through the relevant structures including the Marrakech Taskforce.
Regional stakeholders (Business, Consumers, NGOs, NCPCs, etc.)	<ul style="list-style-type: none"> ▪ Ensure the responsiveness of the development and implementation of the Mechanism to the region ▪ Membership of Technical Advisory Group & Sectoral Working Groups 	<ul style="list-style-type: none"> ▪ Provide sector and group-relevant input during the development of the Regional Mechanism. ▪ Promote the consideration of specific interests during the implementation of the activities. ▪ Promote awareness about the Regional mechanism and actively participate in the advocacy work.
Sectoral focal institutions	<ul style="list-style-type: none"> ▪ Championing the work of the Regional Ecolabelling Mechanism under a specific sector ▪ Membership of Sectoral WG & Technical Advisory Group where applicable. 	<ul style="list-style-type: none"> ▪ Lead the work to be undertaken in a given priority sector under the general guidance of the Secretariat. ▪ Ensure the active involvement and participation of all the relevant stakeholders and actors in the sector.

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Annex 3: Outline of proposed Sectoral WGs & Focal Institutions Based on Existing Initiatives

Sector	Existing Eco-labelling initiatives	Existing Countries	Initial suggestions for Sectoral WGs	Initial Proposals for Focal Institutions
Fisheries	<ul style="list-style-type: none"> • Marine Stewardship Council (MSC) • Naturland 	<ul style="list-style-type: none"> • South Africa, • <i>Ghana, Gambia, Senegal, East Africa (Lake Victoria) (studies & pilot projects)</i> • Tanzania 	<ul style="list-style-type: none"> • MSC African office (linked to the MSC Developing World Working Group which has membership from African experts) • Naturland • Lake Victoria Fishing Organisation • BlueYou • ENDA • GTZ • National fishery industry organisations • Regional fishery industry organizations • Relevant NGOs (e.g. WWF) and consumer organisations • Relevant research/academic institutes • NEPAD Abuja Declaration –responsible institution? • International input? • Other? 	<ul style="list-style-type: none"> • ENDA? • LVFO?
Forestry	<ul style="list-style-type: none"> • Forestry Stewardship Council (FSC) • Programme for Endorsement of Forest Certification (PEFC) • Pan African Forestry Certification (PAFC) 	<ul style="list-style-type: none"> • Kenya, Morocco, Mozambique, Namibia, DRC, South Africa, Swaziland, Tanzania, Uganda, Zimbabwe • Ghana • <i>Cameroon, Cote d'Ivoire, Ivory Coast (studies & tests)</i> 	<ul style="list-style-type: none"> • FSC (Africa Office) • PEFC • PAFC • National forestry industry organisations • Regional forestry industry organization • Relevant NGOs (e.g. WWF) • Relevant research/academic institutes • AFLEG Declaration – responsible institution? • International input (E.g. International Tropical Timber Organisation –ITTO) • Other? 	<ul style="list-style-type: none"> • FSC (Africa Office) • PAFC • African Timber Organisation?
Tourism	<ul style="list-style-type: none"> • Blue Flag • Heritage Environmental Programme • Eco-tourism Kenya's environmental rating • Western Province Green 	<ul style="list-style-type: none"> • South Africa, Morocco, <i>Tunisia (pilots)</i> • South Africa, Botswana, Swaziland, Namibia, Zambia • Kenya • Western Cape, South Africa 	<ul style="list-style-type: none"> • Blue Flag (FEE) • Heritage • Eco-tourism Kenya • Sustainable Energy Africa (WP Green Tourism Rating) • FTTSA 	<ul style="list-style-type: none"> • Heritage (already regional to some extent?) • ?

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Sector	Existing Eco-labelling initiatives	Existing Countries	Initial suggestions for Sectoral WGs	Initial Proposals for Focal Institutions
	<ul style="list-style-type: none"> • Tourism Rating • Fairtrade in Tourism South Africa (FTTSA) 	<ul style="list-style-type: none"> • South Africa 	<ul style="list-style-type: none"> • IUCN (initiated FTSA) • Relevant national & regional tourism associations • Relevant NGOs and consumer organizations • Relevant research/academic institutions • International (e.g. GreenGlobe 21, Green Key, Sustainable Travel International.org) • World Tourism Organisation regional representation for Africa • Other? 	
Textiles & Leather	<ul style="list-style-type: none"> • Oeko-Tex 100 Standard • EU Flower Eco-label 	<ul style="list-style-type: none"> • Egypt, Thiopia, Madagascar, Mauritius, Morocco, Nigeria, South Africa, Swaziland, Tanzania, Tunisia, Zimbabwe • Tests in South Africa, UNEP Project in Kenya & South Africa 	<ul style="list-style-type: none"> • NCPCs in relevant African countries (particularly South Africa, Kenya, Morocco, Egypt, Tunisia) • CSIR South Africa (Textiles Research & Oeko-tex testing facility) • Relevant research/academic institutions • Relevant national and regional industry organizations (e.g. African Federation of Leather & Allied Industries) • Relevant NGOs and consumer organisations (e.g. ?) • EU Eco-label • Oeko-Tex • African LCA Network • UNEP (Project facilitating EU Eco-label for developing countries) • Other? 	<ul style="list-style-type: none"> • NCPC South Africa Clothing & Textiles Environmental Linkage Centre (CTELC) • Other?
Agriculture	<ul style="list-style-type: none"> • FAO/WHO Codex Alimentarius Commission • IFOAM • Organic Guarantee Systems • Demeter Label • East African Organic Standard • National Organic Labels • Utz Certified Coffee • Fair Trade Labels 	<ul style="list-style-type: none"> • Evidence of substantial growth in organic land in Ghana, Ethiopia, Kenya, South Africa, Tanzania, Uganda & Zambia • National labels in Tunisia, Uganda (<i>Egypt, Morocco, South Africa & Zambia under development</i>) 	<ul style="list-style-type: none"> • FAO Africa • IFOAM • GLOBALGAP • Demeter • East Africa Organic Standard • EPOPA (Export of Organic Products from Africa) • EOSTA • Coleacp 	<ul style="list-style-type: none"> • IFOAM Africa Office?





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Sector	Existing Eco-labelling initiatives	Existing Countries	Initial suggestions for Sectoral WGs	Initial Proposals for Focal Institutions
		<ul style="list-style-type: none"> • East African Organic Standard 	<ul style="list-style-type: none"> • African Organic Farming Foundation (AOFF) • Utz Certified • Fair Trade Labelling Organisation • National organic movements in Africa (GOAN, KOAN, SHOGA, OSA, TOAM, NOGAMU, OPPAZ, ZOPPA, SACODAS, etc) • Relevant Certification Organisations: • Relevant NGOs and consumer organizations • Relevant research/academic institutions • Other? 	
Natural Products	<ul style="list-style-type: none"> • Rooibos • Natural Futures Project 	<ul style="list-style-type: none"> • South Africa 	<ul style="list-style-type: none"> • IUCN • Phytotrade • UNCTAD's BioTrade Facilitation Programme • Relevant national & regional industry organizations • Relevant NGOs and consumer organizations • Relevant research/academic institutes • Other? 	<ul style="list-style-type: none"> • IUCN South Africa
Energy Efficiency	<ul style="list-style-type: none"> • National Initiatives (Some with support from Collaborative Labelling & Appliance Standards Programme - CLASP) 	<ul style="list-style-type: none"> • Ghana, Egypt, Tunisia, Africa 	<ul style="list-style-type: none"> • National Energy Departments (e.g. DME South Africa) • National & Regional CDM Programmes • Relevant NGOs (especially CLASP, Greenpeace's Energy Revolution, Sustainable Energy Africa, etc.) • ICLEI (regarding green buildings and energy efficiency in cities) • REEEP (Renewable Energy & Energy Efficiency Programme) • Relevant consumer organizations • Relevant research/academic institutes • National & regional Green Building associations • ARSO & National Standards organizations 	<ul style="list-style-type: none"> • REEEP (Regional Renewable Energy & Energy Efficiency Programme) in Southern Africa • ?





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Annex 4: Summary of Existing Eco-labelling Initiatives in Africa

(from the Executive Summary for Combined Reports: Review of International Experience in Developing Regional Eco-labelling Mechanisms, and The Background Assessment & Survey of Existing Eco-labelling Initiatives in Africa)








Name of the Ecolabel	International/ Regional	African Initiatives
SECTORAL INITIATIVES		
Fisheries		
Marine Stewardship Council (MSC) 	International since 1997 (www.msc.org)	<ul style="list-style-type: none"> ▪ South African Hake Trawl Fishery was MSC certified in 2004 (primarily US & EU exports) ▪ MSC's Developing World Programme allocated funding to increase outreach to African fisheries (since 2006) ▪ Exploring opportunities to increase participation of African fisheries in MSC ▪ 2 fishery eco-labelling workshops in Ghana & Gambia (2006) ▪ 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. ▪ GTZ is also funding the MSC Pre-Assessment for EAC's Lake Victoria Fishing Organisation (LVFO) for entire Lake Victoria. this pre-assessment together with the first experiences gained through pilot projects in Tanzania will provide valuable information for LVFO towards a lake wide ecolabelling strategy
 Naturland	German	<ul style="list-style-type: none"> ▪ The GTZ (Promotion of responsible fisheries project) has also funded the first eco-labelling pilot of small scale Nile Perch fisheries that is currently starting at the landing sites of Bukoba, Tanzania. There is now a pilot programme for Naturland Standard in Tanzania (Bukoba) rather than MSC label
Forestry		
Forestry Stewardship Council (FSC) 	International since 1993 (www.fsc.org) (Europe, North America, Latin America, Africa)	<ul style="list-style-type: none"> ▪ 39 Forest management certificates in Africa and 100 Chain of Custody certificates to date ▪ Representing > 2.5million ha in 11 countries in Africa with FSC certification (Cameroon, Congo, Kenya, Mozambique, Namibia, Nicaragua, South Africa, Swaziland, Tanzania, Uganda, Zimbabwe) ▪ FSC Africa office has been set up since 2002 ▪ FSC Africa has hosted training and stakeholders' workshops in Ghana, Cameroon, Kenya, and Republic of Congo – in order to increase certification of African forests ▪ National Working Groups for FSC have been established in some African countries ▪ Increasing interest from donors and major logging companies ▪ Translating many core FSC documents into French to facilitate uptake in francophone countries in Africa
PEFC (Programme for the Endorsement of Forest Certification) 	International since 1999 (www.pefc.org)	<ul style="list-style-type: none"> ▪ PAFC Gabon is the first African member of the international PEFC Council ▪ The first ever PEFC Chain of Custody certification in Africa was awarded in 2006 to the timber processing company Medidis in Morocco
PAFC (Pan African Forestry Certification)	National: Gabon since 2002	<ul style="list-style-type: none"> ▪ African Timber Organisation governments ▪ Based on the Principles, Criteria & Indicators established by CIFOR (Centre for International Forestry Research) ▪ Validated by the International Tropical Timber Organisation

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Name of the Ecolabel	International/ Regional	African Initiatives
		<ul style="list-style-type: none"> ▪ Tested in the Ivory coast, Ghana, Cameroon, Central African Republic and Gabon ▪ Gabon is the first country to develop a national PAFC system ▪ Aims at becoming the basis of an all African standard - "Pan African"
Tourism		
 <p>Blue Flag Beaches</p>	International since 1987 (www.blueflag.org)	<ul style="list-style-type: none"> ▪ An 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 Programme is owned and run by the independent non-profit organisation Foundation for Environmental Education (FEE) ▪ In Africa- South Africa and Morocco - since 2001 ▪ 2006/7 season: 24 South African beaches and 4 Moroccan beaches awarded Blue Flag status ▪ Workshop held in Tunisia in 2006 – aim to begin programme in Tunisia
<p>Heritage Environmental Rating Programme</p> 	Regional – southern Africa (www.heritagesa.co.za)	<ul style="list-style-type: none"> ▪ Based on 7 similar international programmes ▪ Best practice sustainable tourism & management practices ▪ Community involvement ▪ <i>Heritage Responsible Travel and Accommodation Guide</i> ▪ Members in South Africa, Botswana, Swaziland, Namibia, Zambia
<p>Fairtrade in Tourism South Africa (FTTSA)</p> 	National since 2001: South Africa (www.fairtourismsa.org.za)	<ul style="list-style-type: none"> ▪ Initiated by IUCN South Africa – now independent ▪ Locally relevant ▪ Focus more on developmental aspects than on market access ▪ Contracted by Indalo Yethu to develop national environmental endorsement system
<p>Ecotourism Kenya's environmental rating</p> 	National since 1996: Kenya (www.ecotourismkenya.org)	<ul style="list-style-type: none"> ▪ Rating system with criteria for best practice ▪ Awarded to 32 establishments to date
<p>Western Province Green Tourism Rating</p>	Under development in South Africa	<ul style="list-style-type: none"> ▪ Based on a pilot projects by the Western Cape Provincial Department for Environment and Development Planning (DEADP) ▪ Previously (2005/6) demonstrated Cleaner Production activities in the tourism sector: involved CP assessments in 9 hotels/lodges in the Western Cape - implemented CP recommendations for energy, water and waste reduction ▪ Followed by Greening of Hotels for the ICLEI Conference (hosted in Cape Town in 2006) ▪ New proposed environmental rating system for the hospitality sector in the Western Cape - starter funding from British High Commission¹ ▪ Due to the upcoming FIFA World Cup in 2010 in South Africa - significant interest in developing green tourism rating standards
Textiles		
<p>Oeko-Tex 100</p>	International since 1990s (>30 countries worldwide) (www.oekotex.com)	<ul style="list-style-type: none"> ▪ 2 research & testing institutes in Africa belong to Oeko-Tex (Tunisia & Egypt) ▪ 2 in South Africa -associate laboratory status ▪ >100 companies/products in African countries using Oeko-tex label ▪ In Egypt, Ethiopia, Madagascar, Mauritius, Morocco, Nigeria, South Africa, Swaziland, Tanzania, Tunisia and Zimbabwe, with

¹ Proposed Environmental Rating System for the Hospitality Sector in the Western Cape, PART 1: BACKGROUND, June 2007, Sustainable Energy Africa & DEADP

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Name of the Ecolabel	International/ Regional	African Initiatives
		the most being in Egypt and Tunisia
EU-Flower 	European since 1992 (www.eco-label.com)	<ul style="list-style-type: none"> ▪ Danida project: EU Flower awarded to RSA garment for WSSD2002 ▪ New UNEP project: Enabling Developing Countries to seize Eco-label Opportunities: Aimed at promoting European eco-labels in African Countries including South Africa (textiles) and Kenya (leather) as focal project countries
Agriculture		▪
FAO/WHO Codex Alimentarius Commission 	International 	<ul style="list-style-type: none"> ▪ 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
International Basic Standards for Organic Production and Processing 	International (www.ifoam.org)	<ul style="list-style-type: none"> ▪ Numerous international standards and labels ▪ Mostly for export beyond Africa's shores ▪ Certified organic farming is relatively underdeveloped, even c.f. other low-income continents ▪ Basic standards set by IFOAM and certified by private agencies ▪ Two main forms of achieving organic certification for agriculture in Africa: relatively large farms or plantations under single ownership OR smallholder groups that collectively implement an internal control system & form co-operatives ▪ Evidence of substantial growth in certified organic land in Ghana, Ethiopia, Kenya, South Africa, Tanzania, Uganda and Zambia
Organic Guarantee System	International (at a local level)	<ul style="list-style-type: none"> ▪ Many Participatory Guarantee Systems – for local market ▪ IFOAM PGS in some African countries – e.g. South African Bryanston Organic Market
Demeter Label	International since 1997	<ul style="list-style-type: none"> ▪ Active on 5 continents and in 38 countries around the world, including in Africa)
East African Organic Standard 	East Africa since 2006 (www.kilimohai.org)	<ul style="list-style-type: none"> ▪ Based on IFOAM standards & adapted for the region - harmonisation ▪ To facilitate regional trade and seek similarity with other major standards e.g. the EU, USA ▪ To encourage the flow of organic products to such markets ▪ To negotiate as a bloc at the international markets
National Organic Labels	Tunisia, Uganda (Also Egypt South Africa, Morocco & Zambia under development)	<ul style="list-style-type: none"> ▪ Tunisia has its own organic (EU compatible) standards, certification and inspection systems ▪ Egypt and South Africa in development - certifying organizations and developing standards ▪ Morocco and Zambia developing their own standards
Utz-Certified 	International since 1997 (www.utzcertified.org)	<ul style="list-style-type: none"> ▪ International certification for good agricultural practice and social benefits for coffee producers ▪ The largest certification program in Africa ▪ 13% of the Kenyan coffee market and 25% of Zambia ▪ Represents 15 farms and coops in Ethiopia, Tanzania and Uganda ▪ Major projects in Malawi, Burundi and Rwanda ▪ 6 exporters, traders and roasters hold the Utz Certified Chain of Custody certification ▪ Cooperating with several international partners to assist with capacity building and developmental initiatives in Africa

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Name of the Ecolabel	International/ Regional	African Initiatives
Fair Trade 	International since 1997 (www.fairtrade.net)	<ul style="list-style-type: none"> ▪ 21 National Labelling Initiatives grouped under the umbrella organisation Fairtrade Labelling Organisations International (FLO e.V.) which develops the standards. FLO-Cert certifies all the products. ▪ There are a number of Fairtrade initiatives in agriculture in Africa, particularly for coffee and cocoa
Natural Products		
South African Rooibos	National – South Africa	<ul style="list-style-type: none"> ▪ Small scale farmers in the west of South Africa ▪ Sustainably produced cultivated and wild rooibos tea ▪ Working group on Sustainable Wild Harvesting ▪ Supported organic certification for the EU and North America
Natural Futures Project	Regional in southern Africa since 2005 www.iucnsa.org.za/our-work/initiatives/natural-futures	<ul style="list-style-type: none"> ▪ Initiated by IUCN South Africa as joint project with Phytotrader Africa ▪ The project addresses market failures that hinder the emergence of the sector ▪ Lack of certification readiness and knowledge regarding certification in region & sector. In-accessibility and appropriateness of existing certification Mechanisms in regional natural products context. ▪ Interventions: assist SMEs to pursue and prepare for certification inspection. Focus on increasing market access through certification ▪ Influence the development of an improved certification Mechanism for southern African natural products sector ▪ Systems of interest: UNCTAD’s BioTrade Facilitation Programme, Organic, Fair Trade Nuts and Oilseeds
Energy Efficiency		
CLASP (Collaborative Labelling & Appliance Standards Programme)	International since 1999 (www.clasponline.org)	<ul style="list-style-type: none"> • Support from CLASP (International NGO) for national eco-labelling initiatives in the following African countries: Ghana, Egypt, Tunisia, Africa • 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
Name of the Ecolabel	International/ Regional	African Initiatives
NATIONAL INITIATIVES		
Tunisian national eco-labelling Mechanism 	National in Tunisia since 2004	<ul style="list-style-type: none"> • Initiated by International Centre of Environmental Technologies of Tunisia (CITET) • ISO Type I eco-label (voluntary Mechanism) • Technical studies and contribution from national and international experts • Legal, regulatory, and institutional framework as well as criteria development • Focus on products relevant to EU markets (stringent requirements) • Encourage manufacturers to produce goods with less polluta
South African national environmental endorsement Mechanism – Indalo Yethu 	National (under development in 2007) (www.indaloyethu.co.za)	<ul style="list-style-type: none"> • National Environmental Awareness Campaign • Government initiated, independent organization • In process of developing a national environmental endorsement Mechanism and brand

Annex 5: The Fifth Session of the African Committee on Sustainable Development and the Side Event on Eco-labelling

The joint side-event on the development of an African Eco-Labeling Mechanism was held on Tuesday 23 October 2007, in conjunction with the Fifth Session of the African Committee on Sustainable Development (ACSD-5) in Addis Ababa, Ethiopia. Jointly organized by African Union Commission (AUC), United Nations Economic Commission for Africa (UNECA) and UN Environment Programme (UNEP), the side-event provided an opportunity for ACSD-5 participants to discuss and review progress on the establishment of an African Eco-Labeling Mechanism (AEM). The side-event, moderated by the AUC, included a focus on emerging trends in environmental labeling and their impact on Africa, and the proposed structure and functions of the AEM and was followed by a general discussion among participants.

Both the review report prepared by the Secretariat and the African Statement that was adopted at the end of the Fifth Session of the African Committee on Sustainable Development (ACSD-5) recognized the activities under the African 10 Year Framework Programme on Sustainable Consumption and Production and called for a continued political commitment for the effective implementation of the programme.

Report of the side-event of the African Ecolabelling Mechanism 2

Strike Mkandla, UNEP, welcomed participants and introduced the joint organizers of the programme. The moderator of the side-event Nadir Merah, AUC Division on Trade and Investment, welcomed participants and introduced the two speakers.

Kwadwo Tutu, Food Security and Sustainable Development Division, ECA, identified the reasons why African countries should consider eco-labeling. Desta Mebratu, Regional Industry Officer, UNEP Regional Office for Africa, provided an overview of the objectives, key functions, organizational setup, activities and modalities for implementation of the AEM.

DISCUSSION

During the discussion, all participants who made interventions underlined the importance of having such a regional mechanism in place. A participant said it was important not to confuse organic farming with ecological agriculture, which he said is a broader concept that looks at marrying sustainable agriculture and with products and market access and addresses policy and institutional arrangements for natural resources management. He said Africa should be more proactive in telling the world what we are doing in terms of ecological agriculture and noted that ecological agriculture is more concerned with ensuring future agriculture legacies than just ensuring meeting present food needs.

A participant addressed issues related to capacity building, and stressed the need for focus on building capacity at the national level and then share experiences at the continental level. He

2 Reference: <http://www.iisd.ca/africa/brief/briefing1001e.pdf>, Volume 10, no. 1, Wednesday, 24 October 2007

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outlined the work of Morocco's national cleaner production centre and asked if UNEP/ECA will help countries to establish such centers. He expressed Morocco's willingness to work with other countries to establish such centers, including through providing technical support and capacity building.

A participant stressed the need to focus on developing African criteria and standards for eco-labeling and how to simplify transaction costs of certifying products. He outlined current efforts in Mali to develop clean cotton labeling, which, he said includes addressing issues such as phasing out harmful subsidies.

A participant underscored the need to address issues of south-south collaboration, and utilizing initiatives such as the China Africa Cooperation Forum and the Tokyo International Conference on African Development, as well as Latin America-Africa Cooperation. He stressed the importance of assessing the potential of Africa's internal food market and urged focusing on inter-African market cooperation for such products.

A participant stressed that issues of market access are crucial for Africa and requested more information on the Tunisian experience on developing an energy efficiency label. A participant requested UNEP/ECA to clarify how the AEM is linked to issues addressed under the World Trade Organization and the Doha Development Agreement, particularly paragraph 32 which deals with environmental measures in relation to market access.

A participant identified the importance of helping countries to develop specialized markets related to ecological products. Another participant cautioned against making the justification for an eco-labeling mechanism based on the need for accessing western markets, and said there was a need to make the justification for creating African markets and then look at external markets instead.

In response, Desta Mebratu informed participants about the two working groups that have been established to further develop the AEM, and requested participants to substantively engage in the activities of the working groups. He said the issues of inter-African and regional markets had been recognized in the background assessment and regional experts meetings and that it was a key focus area for the AEM.

Regarding the development of standards and criteria, he said the principal focus of AEM will be on facilitating the development of applicable criteria that are consistent with the internationally accepted methodologies and responsive to the region's specific conditions. The second focus would be to ensure the consistent application of the agreed criteria in all labeling activities. He further noted that existing problems are associated with the use of fundamentally flawed and piece-meal applications of selected elements of the criteria.

On validation, he underscored the importance of re-applying existing criteria and making them compatible and relevant for use in Africa, noted that the AEM would not be promoting wholesale application existing criteria. On capacity building, he noted that this is a key component under the accreditation and certification function and the draft mechanism indicates the possibility of twinning arrangements between national institutions and institutions that has experiences on certification supplemented with targeted capacity building programmes.

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Regarding south-south cooperation, he said once the AEM has been established activities will focus on developing such partnerships with other regions and countries. On the links with the WTO, he noted that one of the AEM's focus areas is on research, and said that activities under this focal area would focus on addressing emerging issues in relation to trade and environment within the WTO context.

In response, Kwadwo Tutu underscored the importance of having a continental mechanism to advocate for Africa's interests and assist with market access of environment-related products. He said Africa's food market is already large, and the process of regional integration needs to explore avenues for increasing inter-African cooperation. He noted that the AEM is about stressing activities that will not undermine sustainable development in Africa, and said environmental issues will continue to grow in importance on the continent, particularly countries and populations whose economic power is increasing.

In his closing remarks, side-event moderator, Nadir Merah, stressed that the AEM was consistent with the objectives of the AU, namely to ensure regional integration and sustainable development. He said there was a need to increase inter-African markets before focusing on external markets and urged putting in place mechanisms and encouraging African producers and exporters to reach a higher level of quality products in order to expand market access.

Annex 6: ARSO Sudan 2007 and the African Standards Harmonization Model (ASHAM)

On the 7th & 8th of November, UNEP and AU Colleagues participated in the Fourth African Standardization Forum and the 16th General Assembly of the African Organization for Standardization (ARSO) that was held in Khartoum, Sudan. The activities and the proposed functions of the African Ecolabelling Mechanism (AEM) was presented and discussed during the Standardization Forum.

At the closing of the Forum, a recommendation was made that supported the development of the mechanism and requested ARSO Secretariat to work with UNEP and other partners on the development of the regional mechanism in line with the African Standards Harmonization Model (ASHAM) that was endorsed by the Council of Africa Ministers of Industries (CAMI) in September 2007. In its resolution adopted on 09 November 2007 the 16th General Assembly of ARSO has fully endorsed the recommendations made by the Forum.

Draft African Standards Harmonization Model (ASHAM)

The Draft African Standards Harmonization Model that was developed by the Expert Working Group (EWG) within the African Regional Standards Organization (ARSO) was presented and endorsed by the African Standardization forum. The following are the key elements of ASHAM.

Objectives of ASHAM

- To promote and facilitate intra-regional and global trade
- To assist in developing awareness at the policy-making level
- To support the harmonization of technical regulations
- To facilitate technology transfer
- To reinforce mechanisms needed throughout the harmonization process

Main features of ARSO-AHSAM

The main features of the ASHAM shall be in line with the WTO TBT Code of Good Practice, and in addition, the following principles:

- Human-centred model
- Market-driven
- Sustainable model
- Participative
- Communicative
- Innovative
- Built on existing best African practices
- Flexible and dynamic

Policy Framework

The EWG meeting proposed that the existing AU-ARSO cooperation and recommends that the African Advisory Committee on Competitive Tools (AACCTS) gives priority to establishing mechanisms for promoting and improving African standards harmonization in close cooperation with ARSO and RECs standardizing bodies as outlined in the recommendations of the EWG.

Formal links with the sub-regional standardisation bodies

- i. It was agreed that there is a need for a formal relationship between ARSO and the sub regional standardization bodies on harmonization activities. This formal relationship may be in the form of Statement of Technical Cooperation or Memorandum of Understanding between ARSO and the sub regional standardization bodies that should be recommended for support by the AU.

Regional Standards Harmonisation Model

For ASHAM to cover the standardization needs of the various African products (goods and services), two channels for harmonization of African standards are proposed:

- Development of harmonized standards for unique African products; and
- Coordination of sub regional standards harmonization activities (See Figure 1 below).

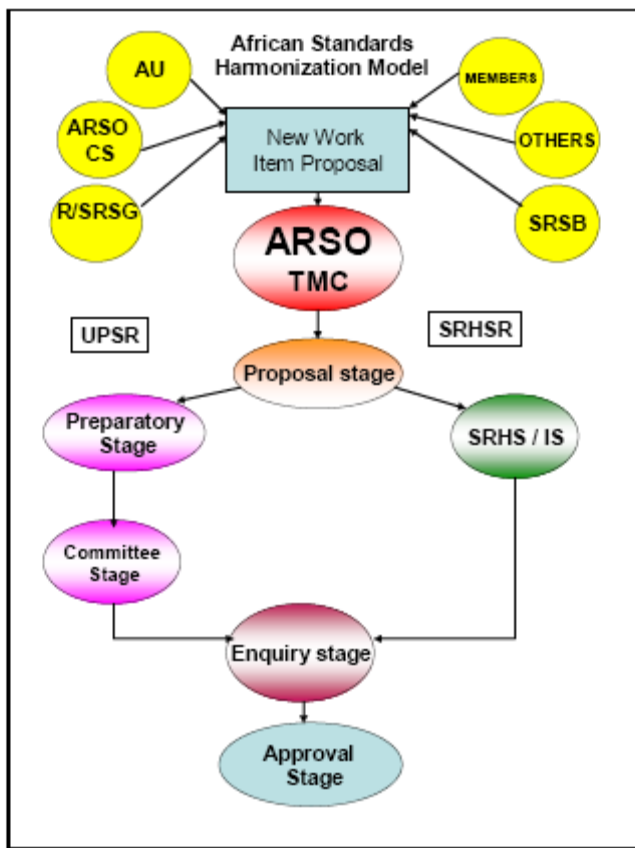


Figure 1 - African Standards Harmonization Model

ABBREVIATIONS: ARSO: African Organization for Standardization; ARSO CS: ARSO Central Secretariat; ARSO TMC: ARSO Technical Management Committee; AU: African Union; IS: International Standard; R/SRSG: Regional/ Sub-Regional Stakeholder Groupings; SRHS: Sub-Regional Harmonized Standard; SRSB: Sub-Regional Standardization Bodies; UPSR: Unique Product Standard Route.