



The step-by-step implementation of the **African Eco-labelling Mechanism (AEM)**

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Which one is better?



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Eco-labelling...

... addresses the challenges of climate change:

- African economies are among the most heavily affected by the adverse effects of climate change
- Eco-labelling integrates measures of climate change mitigation and adaptation
- So far, there is little activity on eco-labelling on the African continent

... is a tool for export promotion:

- Double-digit annual growth rates for sustainably produced goods over the past decade, mainly in developed countries
- This development is largely driven by eco-labelling
- Eco-labels are the door-opener for those skyrocketing markets



What eco-labelling means for different stakeholders

- For **businesses**, they provide a way of measuring performance, communicating and marketing the environmental credentials of products
- For **consumers**, they guide their purchasing decisions by providing information about “the world” behind the products
- For **governments**, they encourage the behavioural change of producers and consumers towards long-term sustainability



The history of the AEM

World Summit on Sustainable Development (2002)

- Johannesburg Plan of Implementation: 10 Year Framework of Programmes on Sustainable Consumption and Production (10-YFP on SCP)

Marrakech Process on SCP (since 2003)

- Elaborate 10-YFP on SCP
- Marrakech Taskforce on Cooperation with Africa
- AMCEN, ARSCP, BMU

African 10-YFP on SCP (2006)

Identifying the establishment of the African Eco-labelling Mechanism as one of its five key activities

Follow-up project by UNEP (2006-2007)

Development of a strategy document for the African Eco-labelling Mechanism

Institutionalisation of the AEM (2010)



The institutionalisation of the AEM: Facts & Figures

- Commissioned and funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (**BMU**) within the framework of its **International Climate Initiative** in **December 2009**.
- **Partners:**
 - **ARSO** (African Regional Standardization Organization)
 - **ARSCP** (African Roundtable for Sustainable Consumption and Production)
 - **AUC** (African Union Commission)
 - **UNEP** (UN Environmental Programme)
 - **UNIDO** (UN Industrial Development Organisation)
 - **UNECA** (UN Economic Commission for Africa)
 - **GTZ** (German Technical Cooperation)
 - **BMU**
- Total Budget: 2.61 Million Euro



Priority sectors of the AEM



- Forestry
- Agriculture
- Fisheries
- Tourism

→ At a later stage, the scope of the AEM can be expanded to additional sectors.



Fields of Activity of the AEM programme

1. Organisational structure

2. Recognition System

3. Capacity building

4. Promoting the African eco-label

5. Political networking and promotional activity

6. Business Plan



Fields of Activity of the AEM programme

- Establish an organisational structure.
- Develop a comprehensive recognition system to assess the conformity of existing sustainability standards with the AEM reference standard.
- Establish a panel of marketing experts to effectively promote the African Eco-label both in regional and international markets.
- Establish working links to national political bodies, regional associations and international agencies engaged in the facilitation of sustainable production patterns.
- Focus on capacity development to create an enabling political environment for standards systems.
- Develop a viable business model to ensure financial self-sufficiency.



What the AEM is:

- A voluntary recognition system for national and international standard systems
- A quality assurance mechanism
- A truly African brand
- Non-competitive
- Cross-sectoral
- Climate sensitive
- No duplication of existing efforts
- Politically supported
- A multi-stakeholder approach

What the AEM is NOT:

- A substitute to existing standards
- An operational standard system
- A stand-alone label
- A certification body



Your opportunity – the AEM is a multi-stakeholder process

- Sectoral Working Groups
 - Contribute to the development of the AEM reference criteria catalogue
 - Comprise experts from standards systems, companies, business & consumer associations, African governmental organisations and NGOs
 - Kick-off meeting scheduled for November

- Marketing Panel
 - Ensures consistency of the AEM marketing strategy with those of standards systems and companies
 - Comprises marketing experts from standards systems, companies, state agencies and NGOs
 - Kick-off meeting scheduled for November



What's in it for you...

- Standards systems
 - Access to the African market
 - Scaling-up of your standards system
 - Integrate climate-relevant criteria into your standards system
 - Save on marketing expenditure

- Companies
 - Secure supply sources
 - Tap new supply sources
 - Manage the proliferation of existing standards systems more cost-efficiently
 - Integrate climate-relevant criteria into your sustainability policies
 - Integrate the AEM as a credible and truly African brand into your marketing strategy



What's in it for you...

- NGOs
 - Promote sustainable consumption and production patterns across the continent
 - Improve transparency for consumers
 - Contribute to Africa's economic development

- Governments
 - Improve export opportunities for your country's sustainable products
 - Spearhead the development towards more sustainable consumption and production in Africa
 - Adapt your citizens to the challenges of climate change



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