



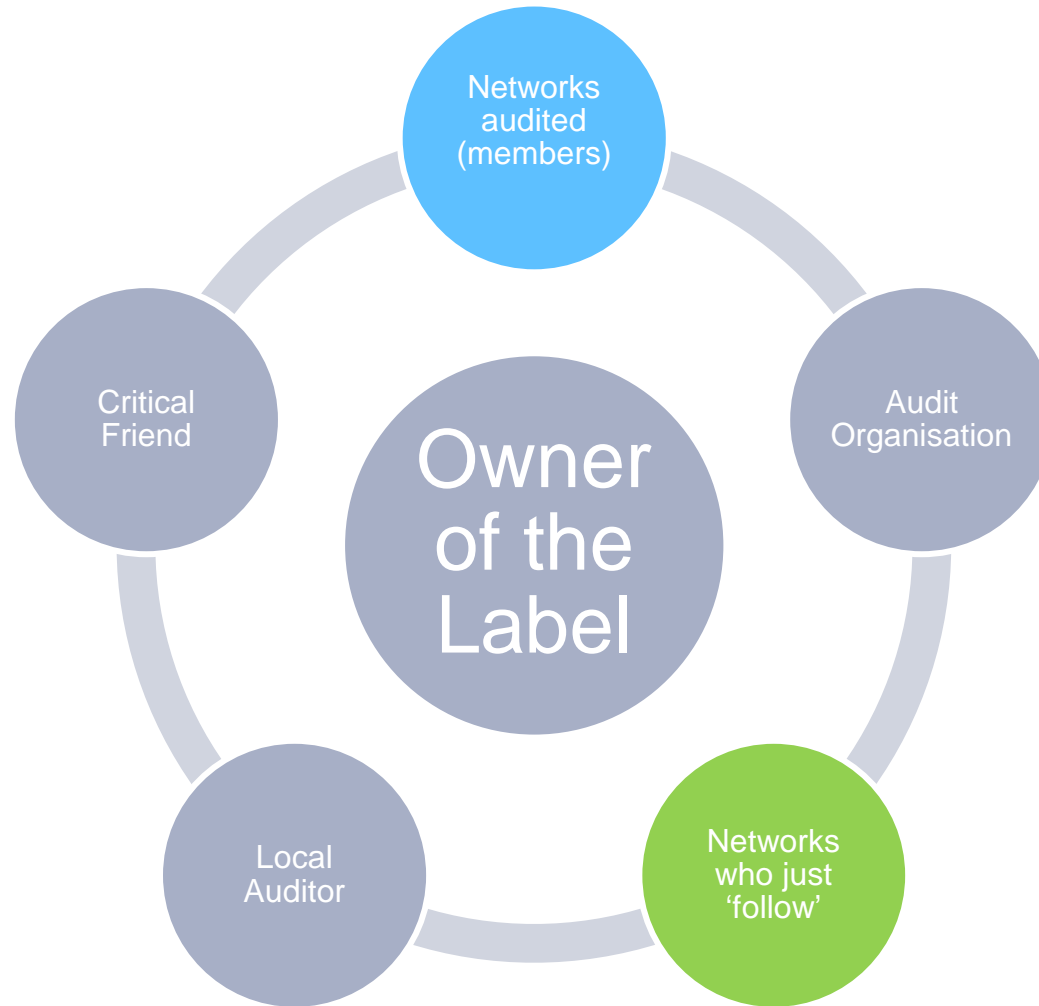
Ecolabel Certification



WHY

- Certification forces us to act, there is no 'way out'.
- Regulate future learning, development and awareness raising.
- Team involvement is greater.
- Not just cosmetic – but also cosmetically important: to be seen to be leading by example.
- Urgency of the issue demands a regulated approach. Better to do this ourselves before someone does it for us!

PARTIES



FACTORS TO CONSIDER FOR PROPOSALS

- Looking for an owner.
- How do networks influence future?
- Guidelines are open source, label is not.
- Mandatory and optional norms.
- Raising the bar each year, how?
- Local auditors? Online audits?
- Frequency (1, 2, 4, 6...).
- Refresher training.
- Critical friends are good.