

IRINA KAZIUCHYTS
YANA DABRAHOST

Eco-labeling of products as a way to improve environmental awareness

School No 121

Are these products really organic, bio and eco?



Topics To Cover

GOALS OF WORK

WHAT IS
ECOLABEL?

DOES ECO-
LABELING EXIST
IN BELARUS?

DO PEOPLE
KNOW ABOUT
ECO-LABELS

What is eco-labeling

graphic display of environmental friendliness



Why eco-labeling is needed



Innovative Environmental Technologies



Environmental Protection



Environmental Awareness Development



ECO-LABELLING IN BELARUS

- Plastic labels
- "Экологический знак соответствия РБ" ("Ecological mark of consordance of Belarus")
- "Натуральный продукт" ("Natural product")
- "Органический продукт" ("Organic product") took effect on Nov 18,2019



25 "Eco" products



ONLY! 1 certified

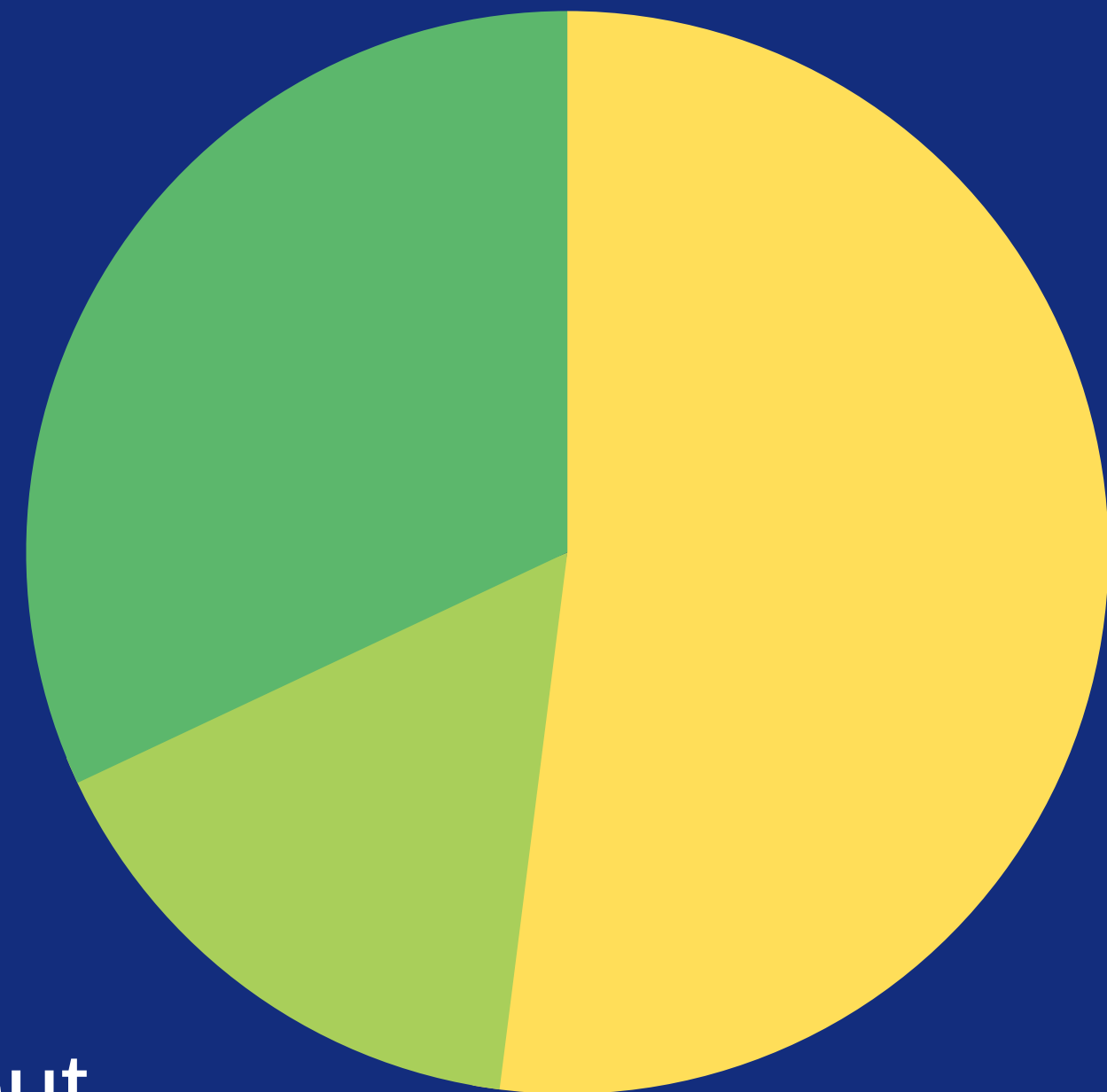
Do you know about eco-labeling?

Survey

DO PEOPLE INTERESTED IN
ECO-LABELING

Heard about
it

No
32
%

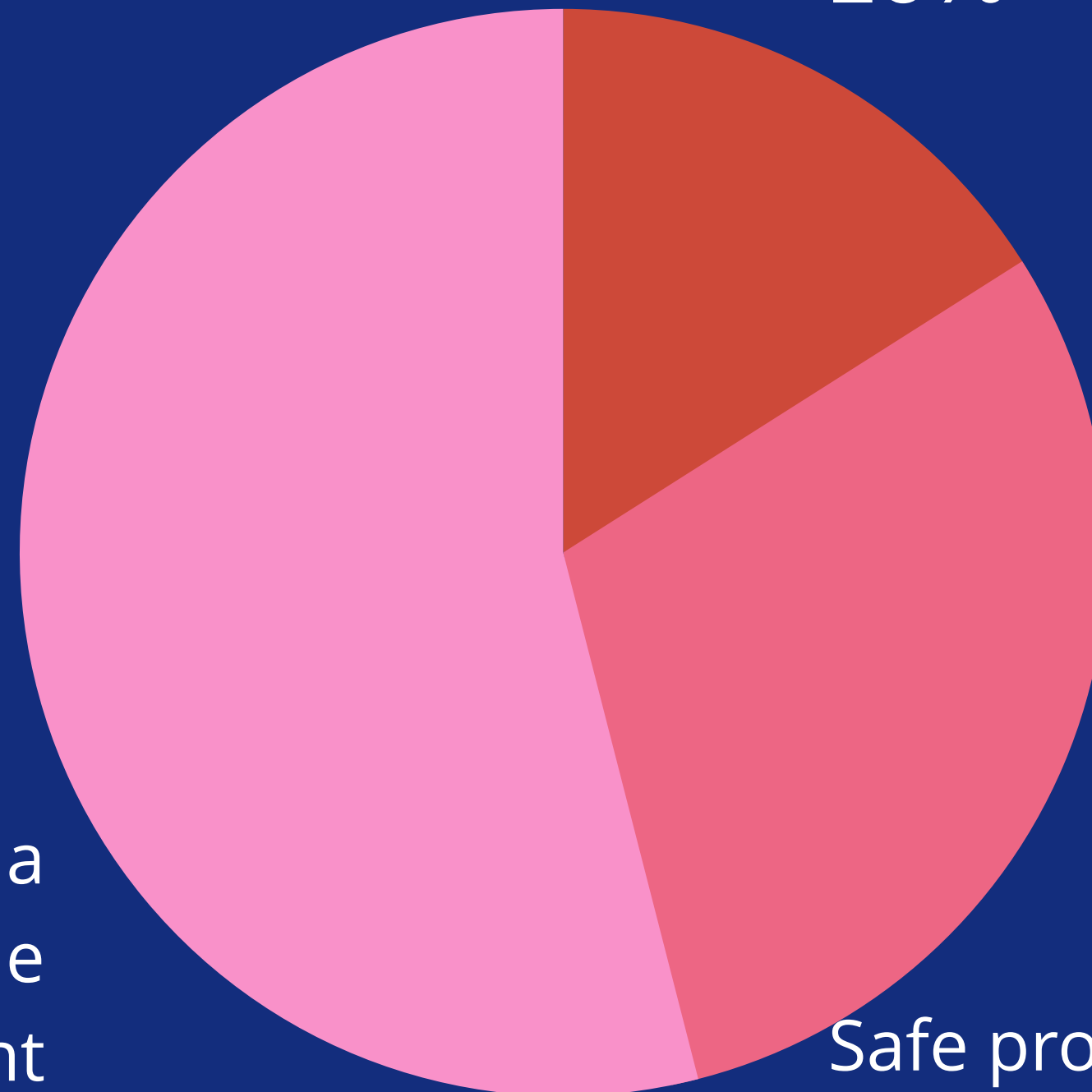


Yes
52
%

What means eco-labeling for you?

Products containing only natural,
natural ingredients

16%



Products, the production of which has a
minimum negative impact on the
environment

30%

Safe products
for human
health

**THE MOST
RECOGNIZABLE
ECO-LABELS**

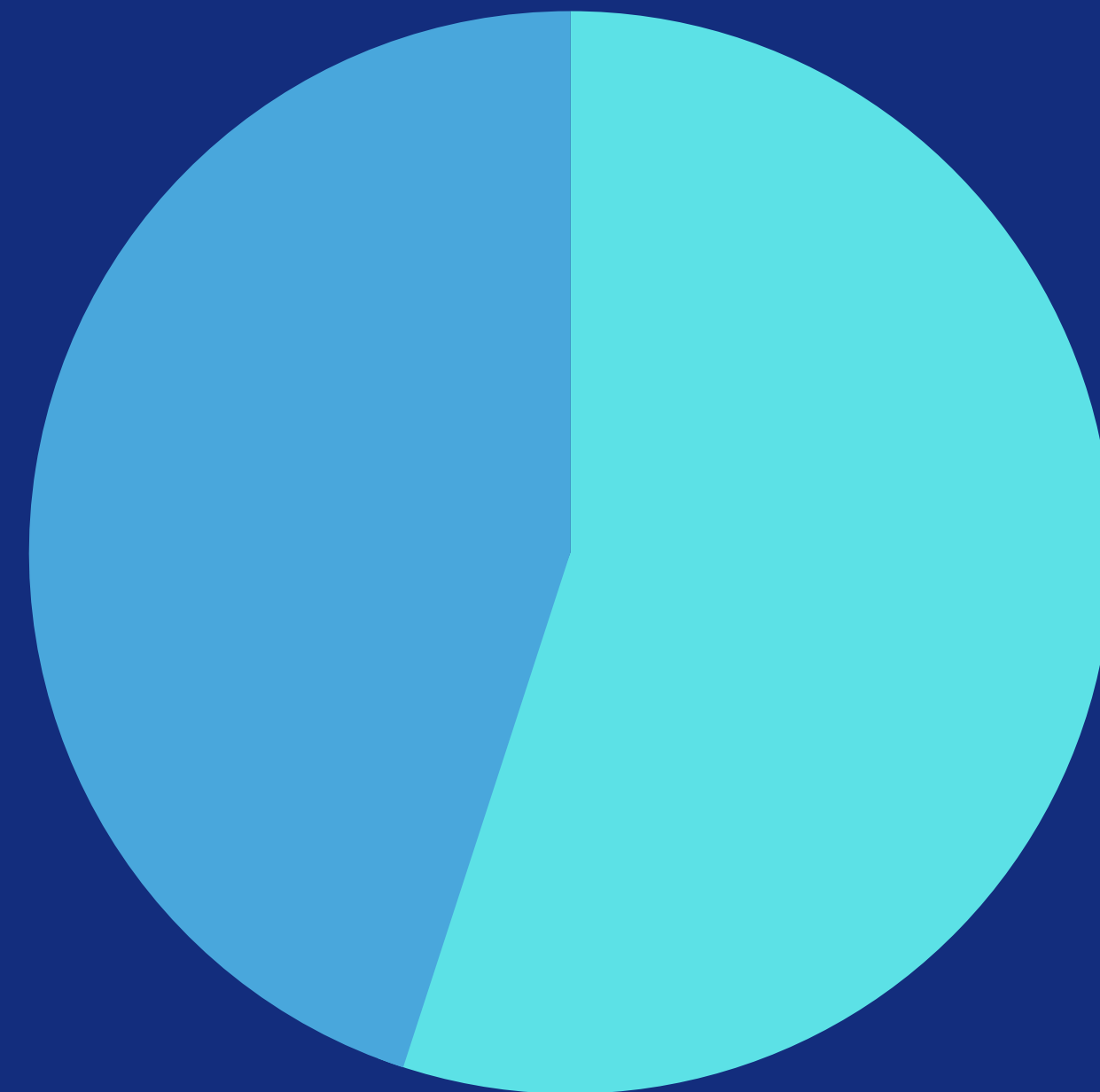


**FALSE
ECO-LABELS**



Are you ready to buy eco-products more expensive than usual?

No
45
%



Yes
55
%

Thank you!