



# **Ministry of Environment and Forestry, Indonesia**

## **CHALLENGES OF GPP & ECO-LABELLING; INDONESIA PERSPECTIVES**

**The International Symposium on GPP and Eco-  
labelling towards Sustainable Consumption &  
Production**

**Tokyo, Japan, 11-12 December 2014**



# OUTLINE

- Preface
- 10 YFP SCP Indonesia
- Ecolabel and GPP Regulations
- Mechanisms of Ecolabel  
Implementation
- The infrastructures for  
Implementation
- GPP Development

# INDONESIA..., A GROWING ECONOMY

## *Indonesia today ...*

**16th-largest** economy in the world

**45 million** members of the consuming class

**53%** of the population in cities producing **74%** of GDP

**55 million** skilled workers in the Indonesian economy

**\$0.5 trillion** market opportunity in consumer services, agriculture and fisheries, resources, and education

## *... and in 2030*

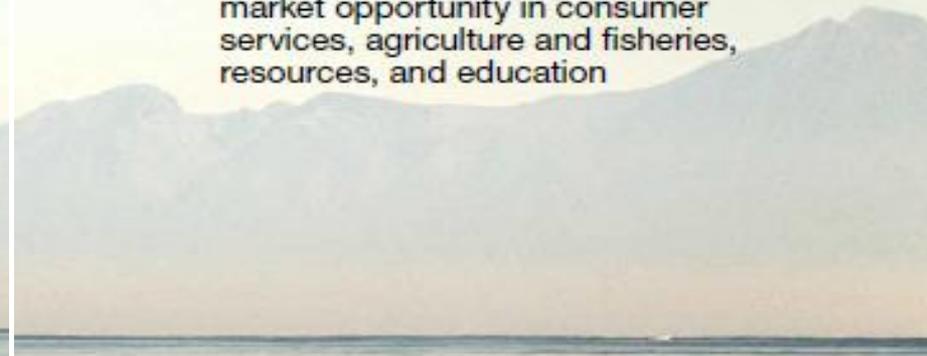
**7th-largest** economy in the world

**135 million** members of the consuming class

**71%** of the population in cities producing **86%** of GDP

**113 million** skilled workers needed

**\$1.8 trillion** market opportunity in consumer services, agriculture and fisheries, resources, and education



# What we want: Our Vision.....



Improvement of living quality of the people  
and a clean and healthy environment

# 10 YFP SCP INDONESIA

- 10YFP SCP Indonesia launched by H.E Minister Balthasar Kambuaya, Minister of Environment on 5 June 2013
- Cross cutting programs performed by related Ministries and institutions

# 10 Y SCP INDONESIA TARGETS

- Phase 1 (2013-2015) Implementation Plan of SCP; "Quick Wins" through the Thematic Program: "Green Building", "Green Public Procurement", "Green Industry", "Green Tourism";
- Green Public Procurement can be one of the important policy instrument in the development of green markets worldwide

# 10 Y SCP INDONESIA TARGETS

## Target 1



Inclusion of  
SCP into five  
year plan  
(RPJMN 2015 –  
2019)

## Target 2



Asset  
Development  
&  
Management:  
*Development  
of SCP  
Resource Pool  
Indonesia*

## Target 3

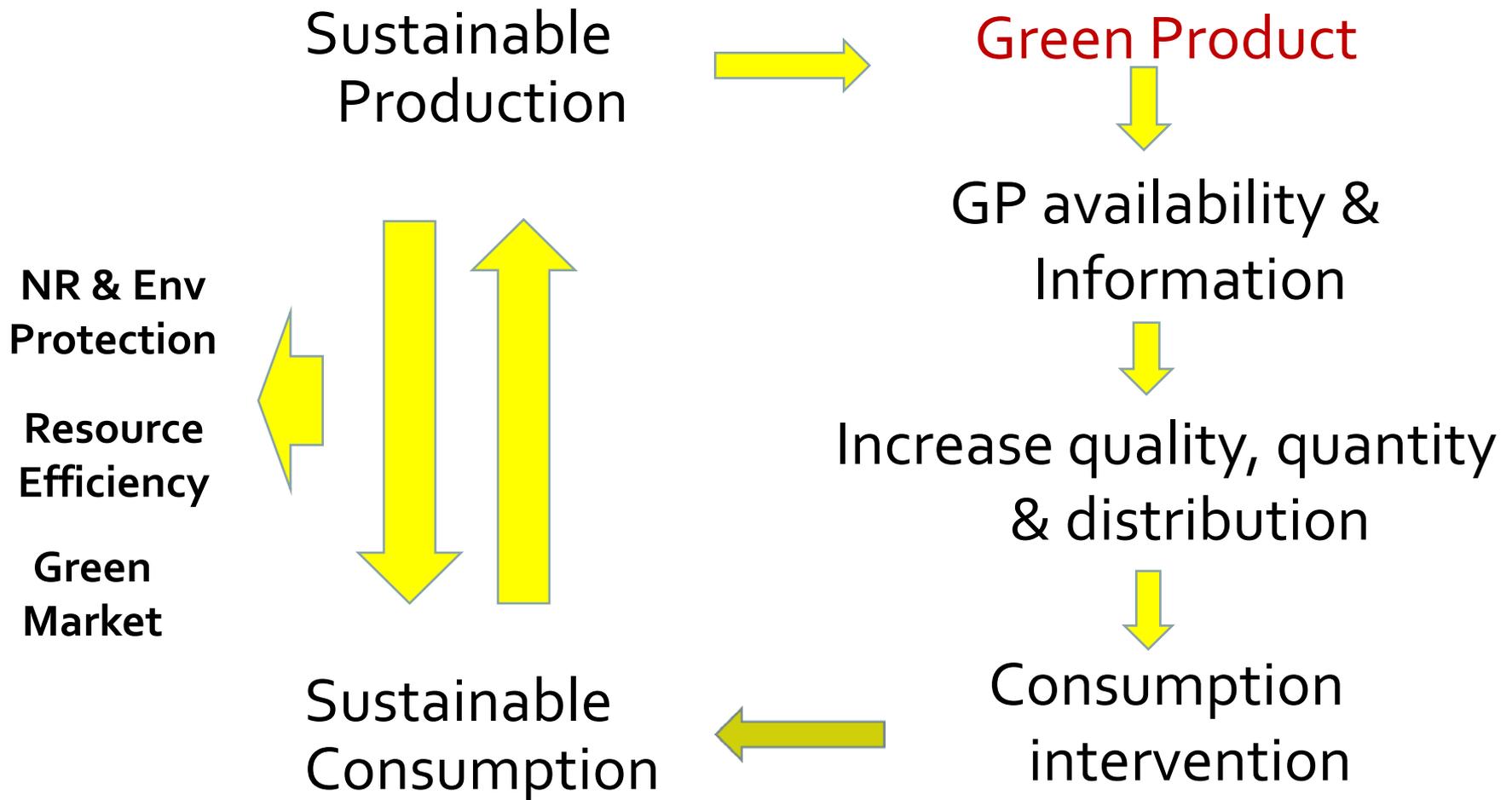


Quick wins  
GPP  
Green Building  
Green Industry  
Green Tourism

# 10 YSCP INDONESIA

- Phase 1 (2013-2015) Implementation Plan of SCP; "Quick Wins" through the Thematic Program: "Green Building", "Green Public Procurement", "Green Industry", "Green Tourism";
- Green Public Procurement can be one of the important policy instrument in the development of green markets worldwide

# INDONESIA SCP STRATEGY



# ECOLABEL AND GPP REGULATION

- ❑ The mandate of the Law 32/2009 Environmental Protection & Management requires:
  - Article 43 paragraph (3) a: Government and Local Government to develop and implement Economic Instrument of Environment; “incentives/ disincentives in the form of environmentally friendly procurement of goods and services
  - Article 43 paragraph (3) g: Procurement which provides the preference/priority on the goods and Services which labeled environmentally friendly (labelling system);
- ❑ Presidential Decree No. 54 Year 2010 has addressed Environmentally Friendly Concept in G and S procurement; Article 105
- ❑ Minister of Environment Decree No. 02 Year 2014 has addressed Inclusion of Ecolabel Logo/Label for environmentally friendly/ green product



# The Objectives

- **Materialize synergy of negative impact control to environment of product life cycle**
- **Encourage demand and supply of environmentally friendly products**
- **To stimulate businesses and industries to deliver environmentally friendly products, which include any goods or services**
- **To help consumers/ members of society identify and select environmentally friendly products**

# References

- **The Standard of ISO 14020 General Principles of Environmental labels and declarations, and ISO 14024 Guideline of Ecolabel Type I**
- **The Standard of ISO 14021: Environmental Label and Declarations-self Declared Environmental Claims (Type II Environmental Labelling)**



# ECOLABEL TYPE

- Ecolabel Type I is based on multi criteria agreed by the stakeholders, certified by the third party programme that award as license which authorizes, the environmental labels on products/ packaging
- Ecolabel Type II is based on claims of producers and retailers, verified by third party
- The implementation of ecolabel is proactive and voluntarily in nature

# INDONESIAN ECOLABEL LOGO



**Ramah Lingkungan**

## The Meaning of the logo

The basic form of balance is taken from the philosophical symbol of the East Asian nations (Yin Yang) as universal symbol. The picture of leaves that represent the symbol of environment engraved **touching but without crossing each other to illustrate harmony.**

The colors of dark green and light green is taken from the color of leaves that represent the elements of environment. The colors are selected to yield a harmonious color composition, far from contrasting or opposing elements.

# 15 REFERENCE FOR CRITERIA FORMULATION

- ISO 14024 Environmental labels and declarations – Type I ecolabeling – Principles and Guidelines
- Current laws and regulations
- International Conventions
- Standards related to products
- Similar criteria in other ecolabel programs

**Ramah Lingkungan**

# THE STRUCTURE OF ECOLABEL TYPE I CRITERIA

- The scope of product category
- Criteria & Benchmark: related to the considerations of significant environmental aspects along products' life cycle

**Ramah Lingkungan**

# THE STRUCTURE OF ECOLABEL TYPE I CRITERIA

*continued.....*

➤ Prerequisites:

- a. Compliance with environmental legal requirements
- b. Implementation of Environmental Management System
- c. Fulfillment of quality standard and or implementation of Quality Management System
- d. Environmentally friendly product packaging

➤ Examination method/ verification measures

Ramah Lingkungan

# TYPE I ECOLABEL CRITERIA

1. Un-coating printing paper
2. sanitary tissue paper
3. wrapping paper
4. Detergent powder for domestic laundry
5. Leather
6. Leather casual shoes
7. Textile
8. Dry cell
9. Coating paper
10. Water-base paint
11. Plastic shopping bag
12. Ceramics tile

# ECOLABEL MECHANISM

## Multi-criteria ecolabel

- SNI Ecolabel criteria formulated in KLH TC



- Ecolabel Certification Body accredited by National Accreditation Committee



- Ecolabel certificate issuance by the LSE and registration to MoE



- Inclusion of the Ecolabel logo by the certificate holder



## Self-declared ecolabel

- Environmental aspects of the claim + evidence supporting the claim



- Ecolabel Verification Body registered by MoE



- The issuance and registration of self-declared eco-label recommendations to MoE



- Inclusion of the Ecolabel logo Self declared by the registration holder



# **TYPE I ECOLABEL IMPLEMENTATION**

- **Product category: Un-coating printing paper**
- **Number of products certification: 19 branded from 4 enterprises**
- **2 (two) accredited ecolabel certification bodies (LSE)**
  - **Mutu Agung Lestari (Maleco)**
  - **Pulp and Paper International Certification Services (PaPICS)**
- **Kinds of environmental labeling product (based on self-declare)**

# Type I Ecolabel Implementation

No.	PRODUK	PRODUSEN	VERIFIKASI	IDENTIFIKASI
1.	Kertas <i>fotocopy</i>	PT. Pindo Deli Pulp and Paper Mills II Tbk	Sertifikat ecolabel (kesesuaian dengan SNI 19-7188.1.3-2006 Kriteria ecolabel – Bagian 1: Kategori produk kertas– Seksi 3: Kertas cetak tanpa salut)	
		PT. Riau Andalan Kertas		
		PT. Indah Kiat Pulp & Paper, Tbk		
		PT. Pabrik Kertas Tjiwi Kimia Tbk		
		PT. Pindo Deli Pulp and Paper Mills II Tbk		
2.	Kertas cetak	PT. Pindo Deli Pulp and Paper Mills II Tbk		
3.	Kertas <i>offset</i> printing	PT. Riau Andalan Kertas		
4.	Kertas <i>woodfree</i> (plano)	PT. Pindo Deli Pulp and Paper Mills II Tbk		
5.	Kertas presentasi	PT. Riau Andalan Kertas		

# THE IMPLEMENTATION OF TYPE II ECOLABEL

- 2 (two) environmental labeling product (based on self-declare) :
  - Recycled wrapping paper product
  - Degradable plastic product (Resin polyethylene)
- 1 registered ecolabel verification bodies (LVE)  
Pulp and Paper International Certification Services (PaPICS) with scope paper and plastic



(Environmental Aspect Claim)

# AMOUNT OF PUBLIC PROCUREMENT IN INDONESIA

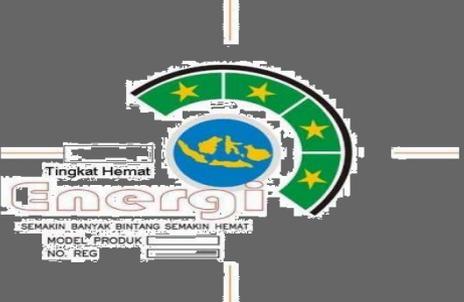
- Worldwide 15-20% of Government expenditures
- Government budget Indonesia: **1,800 trillion**
- About **540 trillion (30%)** for public procurement



# INFRASTRUCTURE FOR IMPLEMENTATION

- Ecolabel Multi criteria-Environment-friendly (Type I):
  - Minister of Environment Regulations (MD 02/2014)
  - 12 eco-label criteria in Indonesian National Standard and certification system accredited by KAN;
  - Indonesian Ecolabel logo
  - Indonesian Eco-label Scheme
- Verified self-declared Ecolabel (Type II):
  - Minister of Environment Regulations (MD 02/2014)
  - Guidelines for Self-declared Indonesian Ecolabel
  - Self-declared ecolabel logo
  - Self-declared ecolabel scheme
- GPP criteria for products that do not yet have
  - ecolabel multicriteria verification and self-declared
  - (to be arranged)
- Draft regulation for GPP Technical Committee
- Related Ministries Initiatives Green Products

# ANOTHER INFRASTRUCTURES

Government Activities	Activities	Government Institution	Activities
Ministry of Environment	 <p><b>Ramah Lingkungan</b></p>	Ministry of Public Works	Green Sustainable Construction
Ministry of Forestry	 <p>Indonesian <b>LEGAL</b> Wood</p>	Ministry of Tourism and Creative Economy	Green Tourism
Ministry of Energy	 <p>Tingkat Hemat <b>Energi</b> SEMAKIN BANYAK BINTANG SEMAKIN HEMAT MODEL PRODUK NO. REG</p>	National Public Procurement Agency	Sustainable Public Procurement

# GREEN LIST ESTABLISHMENT SCHEME

## Policy Process

Conduct market & spending survey

Select priority product groups

Select priority attributes

## Technical Work

Publish criteria and verification means

Define method for verification

Define (or revise) minimum criteria

## Continues Process

Invite industry & suppliers to apply

Check applications

OK

Reject for Improvement

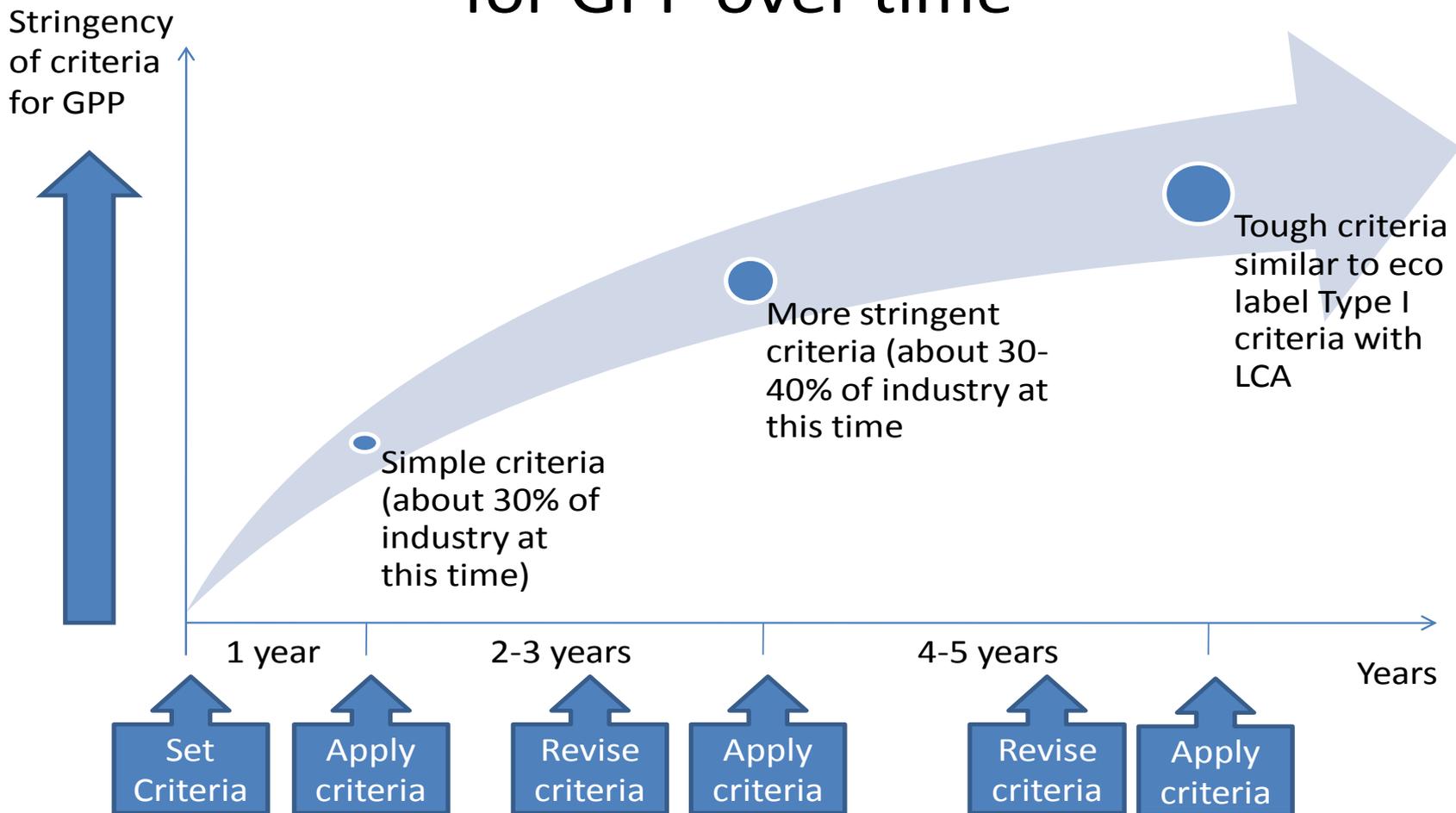
Use for GPP

Publish GREEN LIST

Product or service on GREEN LIST

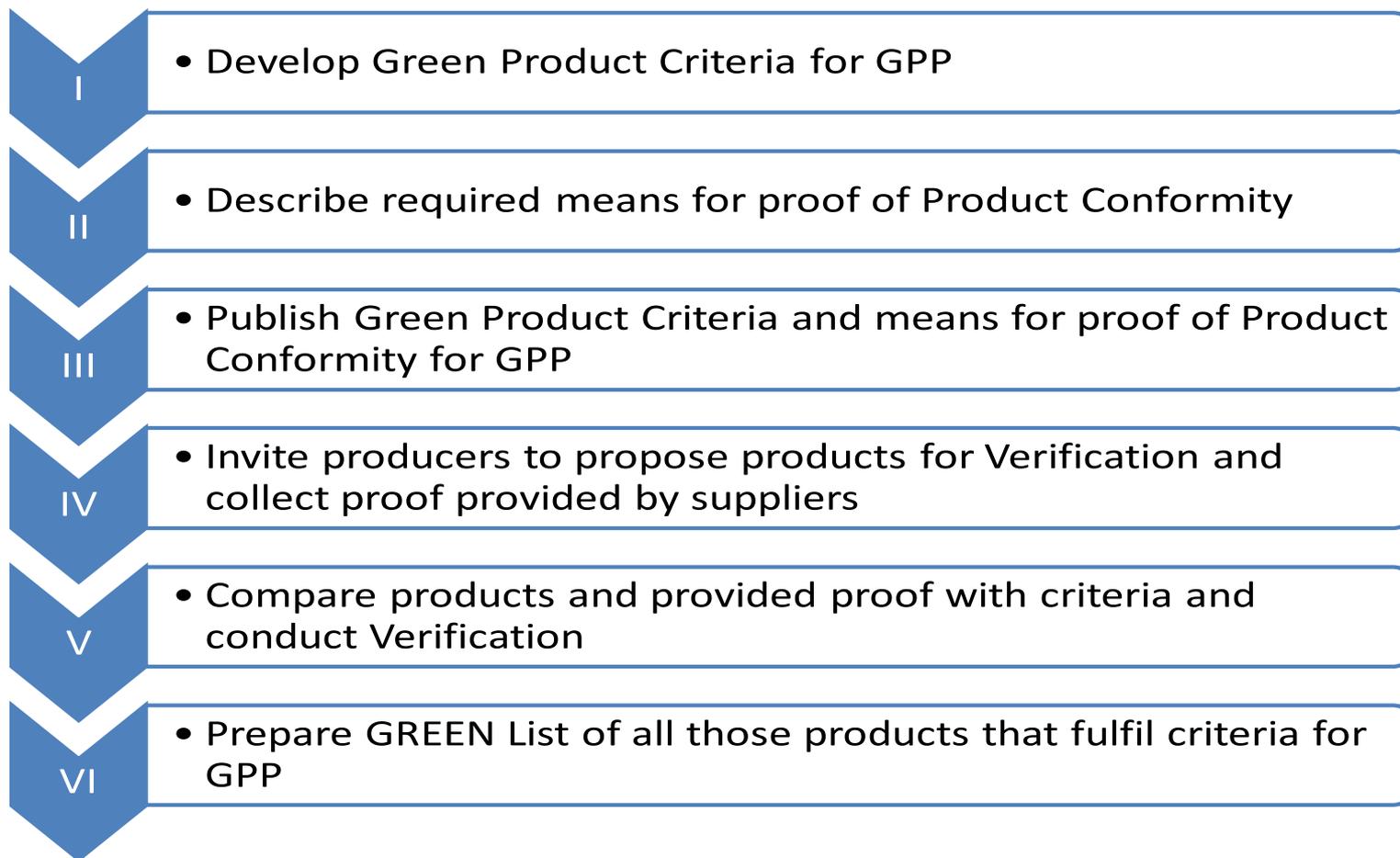
Accept

# Setting and revising green product criteria for GPP over time





## **Scheme for Green Product Specification and Verification (GPSV) for GPP**





# CONSTRAINS

- Lack of awareness both of producers and consumers
- Lack of data and information of environmental labeling products availability particularly product with self declare basis.
- Directory eco-product not available

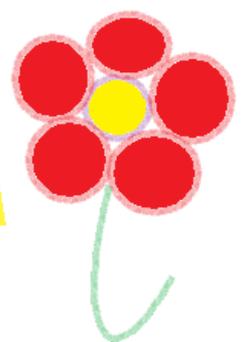
# CHALLENGES



- Existing ecolabel criteria (type I) can be used as one of the GPP instrument/criteria
- Encourage producers to use a type I ecolabel criteria that already exist in their product
- Accelerate the development of ecolabel criteria for type II, so it can also be used as an instrument/criteria in GPP
- Improve the initiative to develop other criteria for GPP criteria when existing inadequate and
- Integrating the various criteria that have been developed to implement GPP



**TERIMA KASIH**  
Thank you!



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