

# Launch of Bhutan Green Label Logo and Ecolabel Criteria

Competition and Consumer Affairs Authority, MoICE

The launch of the Bhutan Green Label logo represents a significant step towards promoting sustainable consumption and production practices in Bhutan. This ecolabel is an important outcome of the Sustainable Consumption & production (SCP) project which was implemented by the Competition and Consumer Affairs Authority (CCAA) in collaboration with the Bhutan Standards Bureau (BSB) and with technical support from the GIZ Office based in Thailand and financial support from the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV).



The Bhutan Green Label is awarded to products - starting with Cement and Thermo-Mechanically Treated (TMT) Rebars - that

adhere to eco-friendly production standards. The event, held on September 12, 2024 at the Ariya Hotel in Thimphu, was graced by Lyonpo Namgyal Dorji, Honourable Minister of the Ministry of Industry, Commerce, and Employment (MoICE), and Dr. Ulf Jaeckel, Head of European and International Adaptation to Climate Change at BMUV. Their presence underscored the importance of this initiative in promoting sustainable industrial practices.



The logo will help consumers identify products with lower ecological footprints, enabling them to make informed choices that support environmental sustainability. Lyonpo Namgyal Dorji emphasized that transitioning to environmentally friendly technologies and practices not only benefits the environment but also makes economic sense for businesses. This move is expected to foster a culture of sustainability, where businesses thrive, consumers are well-informed, and communities benefit from a healthier environment.

The criteria for the Bhutan Green Label were developed through a collaborative process

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involving various stakeholders, including manufacturers of Cement and TMT Rebars. The launch of these criteria highlights the commitment of Bhutan to integrate sustainability into its industrial practices and consumer choices.

By promoting the use of environmentally friendly technologies and processes, the Bhutan Green Label aims to reduce the ecological impact of industrial products and contribute to the broader goal of sustainable development.

