

# Integrating ecolabels, certifications and sustainable public procurement in National Biodiversity Strategies and Action Plans (NBSAPs)

Cases from France and Japan

GOOD PRACTICES IN THE USE OF ECOLABELLING AND SUSTAINABLE PUBLIC PROCUREMENT



**EcoAdvance**  
SUSTAINABLE PUBLIC PROCUREMENT AND LABELING



**One planet**  
inform with care

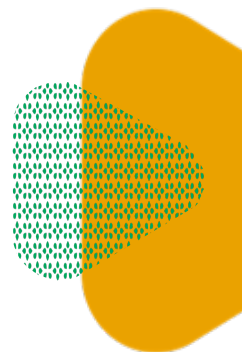


## Good practices in the use of ecolabelling and sustainable public procurement

This series of good practices reflects experiences on ecolabelling, sustainable public procurement, or the joint use of ecolabelling and sustainable public procurement that have demonstrated positive impacts on fostering sustainable consumption and production — for this reason, they are called "good practices." These good practices aim to promote global exchange by providing information and examples of various approaches that entities from different countries and contexts can apply to strengthen the use of ecolabels and sustainable public procurement. They were developed as an outcome of the Working Group on Ecolabelling from the [Consumer Information Programme](#), under the [One Planet network](#), and the [EcoAdvance project](#), jointly implemented by the German Cooperation for Development (GIZ), the United Nations for Environmental Protection (UNEP), and the Oeko Institute, funded by the Federal Ministry for Environment, Nature Conservation, nuclear safety and consumer protection (BMUV), and the International Climate Initiative (IKI).

## Acknowledgements

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On behalf of:





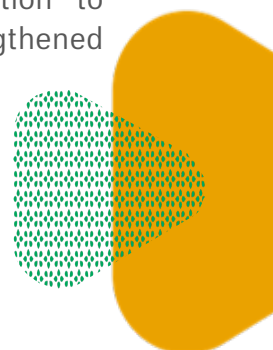
## About the Eco-Advance project

The project [EcoAdvance: Ecolabels and Sustainable Public Procurement](#) is jointly implemented by the German Cooperation for Development (GIZ), the United Nations Environment Programme (UNEP) and Öko-Institut, receiving financial support from the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and Consumer Protection (BMUV) through the International Climate Initiative (IKI). The project aims to increase the use of sustainable public procurement and ecolabels (ISO 14024) as tools to improve climate mitigation, biodiversity, and resource protection. By supporting ecolabels and sustainable public procurement the project helps to create incentives for cleaner production focusing on high-impact sectors, addressing a major barrier to changing consumption and production patterns: the complexity of communicating the environmental impacts of products and services to consumers and public authorities.



## About the One Planet network and the Consumer Information Programme

The [One Planet network \(OPN\)](#) is a multistakeholder community working to engage in dialogue and collaborate on innovative solutions to achieve SDG 12 through global thematic and sectoral programmes. The [Consumer Information Programme](#) of the OPN holds projects, resources, and expertise to inspire a global movement for sustainable consumption and production. Its Working Group on Ecolabeling is led by the Global Ecolabelling Network and UNEP and focuses on supporting collaboration among ecolabels (ISO 14024) programs, facilitating their mutual recognition and providing education, capacity building, and consultation to developing countries and emerging economies to develop and strengthened ecolabels schemes.





# Integrating ecolabels, certifications and sustainable public procurement in National Biodiversity Strategies and Action Plans (NBSAPs)

## What is it about?

The world is witnessing an alarming rate of biodiversity decline. To curb this trend, the Kunming-Montreal Global Biodiversity Framework (GBF) was adopted at the UN Biodiversity Conference of Parties (COP 15) in 2022, setting targets to protect 30% of land, ocean, and inland water by 2030. The GBF also sets targets for sustainable consumption: Target 15 encourages governments to take legal, administrative, or policy measures to encourage and enable businesses to provide information needed to consumers to promote sustainable consumption patterns, while Target 16 asks governments to ensure that people are encouraged and enabled to make sustainable consumption choices.

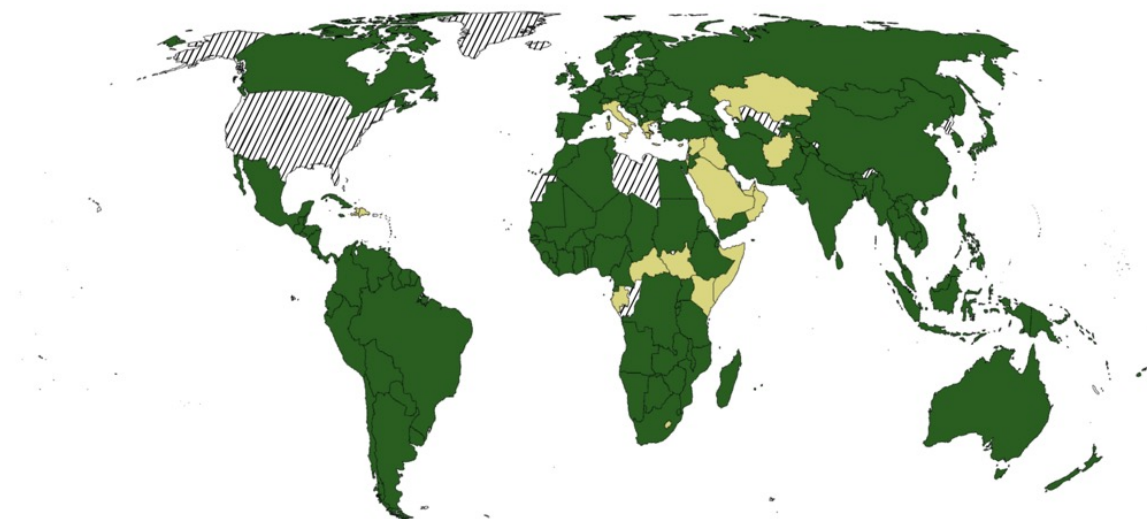
In adopting the GBF, all parties committed

to developing National Biodiversity Strategies and Action Plans (NBSAPs), containing their targets to address the GBF goals and the concrete actions, policies, programs, and monitoring strategies designed to meet the national goals.

Countries are required to submit their NBSAPs periodically. These submissions are typically aligned with decisions made during the COPs. For example, following the adoption of the Aichi Biodiversity Targets during COP 10 in 2010, countries were expected to revise and submit their NBSAPs by 2015. Most recently, to align with the GBF adopted in COP 15, parties are required to submit their revised and updated NBSAPs by COP 16.

### Number of NBSAPs Countries have Submitted (Up to June 2024)

/// 0   1   2 or more



Source: UN Convention on Biological Diversity



To address the biodiversity conservation challenges, ecolabels (defined by ISO 14024) and sustainable certification schemes can be used by countries as instruments to promote biodiversity-friendly production and consumption. [The Convention on Biological Diversity \(CBD\)'s Training Package - Mainstreaming Biodiversity into National Sectoral and Cross-sectoral Strategies, Policies, Plans and Programs](#) recognizes that ecolabeling can be combined with the development or commercialization of biodiversity-based products or services, such as BioTrade and sustainable tourism, to support objectives relevant to biodiversity conservation. Sustainable certification schemes that include biodiversity in their criteria (for example, the Marine Stewardship Council, the Forest Stewardship Council, the Rainforest Alliance, and the Marine Aquarium Council) can also be extremely powerful tools.

Meanwhile, using ecolabels and certifications combined with sustainable public procurement within NBSAPs could offer additional benefits regarding promoting biodiversity-friendly production and consumption. [Public procurement, which accounts for over US\\$13 trillion annually worldwide](#), has the potential to drive market demand toward sustainable goods, encourage industries to adopt green practices, and act as a positive example for consumers. Additionally, incorporating ecolabels, certifications, and sustainable public procurement in NBSAPs helps align national procurement practices with international biodiversity targets, which further promotes individual country's conservation efforts.

In some countries, existing ecolabels and certification schemes have already covered multiple high-impact sectors, including building and construction and agriculture, which significantly impact biodiversity and climate change despite limited mention in the majority of NBSAPs.

As per the CBD framework, "it requires contracting parties to ensure that actions to guarantee its objectives are undertaken at all levels and in all sectors", which underscores the importance of having a comprehensive and integrated approach in achieving goals and targets set in NBSAPs. Thus, this document intends to showcase the benefits of including ecolabels, certification schemes and sustainable public procurement in countries' NBSAPs, strengthening existing mechanisms that can help preserve biodiversity among multiple value chains.





## What are the advantages?

- Ecolabels, certifications and sustainable public procurement can be powerful **policy instruments** to mainstream biodiversity into sectors that impact biological resources and ecosystems.
- Ecolabels and sustainable certifications have robust criteria and require independent verification; thus, their use in national strategies makes the country's goals more concrete, transparent, and measurable.
- Incorporating ecolabels and sustainable certifications into NBSAPs helps trigger a dialogue between the authority responsible for biodiversity and the relevant sectoral and cross-sectoral stakeholders to set targets for mainstreaming sustainable practices. By including ecolabels and certifications in NBSAPs, the nation gives visibility to these

instruments, which will likely result in more companies seeking them.

- Ecolabels and sustainable certifications raise consumer awareness of biodiversity conservation and can be part of the country's strategy to encourage sustainable consumption patterns for biodiversity protection.
- Incorporating sustainable public procurement in NBSAPs ensures internal policies within public organizations will be beneficiary to biodiversity conservation.
- Sustainable public procurement helps stimulate demand for sustainably produced goods and services, encouraging suppliers in the market to adopt biodiversity-friendly practices.





## Examples

### France

France submitted [its latest NBSAP in 2023](#), emphasizing the ecological transition across multiple sectors, including agriculture, construction, and leisure. These efforts utilize environmental certifications to promote sustainable practices and enhance biodiversity conservation.

According to the French Action Plan, biodiversity protection within agriculture will be supported by integrating biodiversity considerations into existing agricultural labels, which includes encouraging agroecological practices and increasing the prevalence of organic farming to cover 21% of the utilized agricultural area by 2030.

One common agriculture label in France is the [L'agriculture biologique \(AB\)](#), which certifies organic agricultural practices that consider biodiversity, preservation of natural resources, and animal welfare. The label helps consumers identify reliable organic products that have met strict sustainable requirements at the production, processing, transport, storage, and distribution stages.

Operators at all these stages undergo an assessment by certifying bodies approved by the French public authorities at least once a year. In 2022, France reached the milestone of 60,000 farms committed to organic farming (certified or in conversion), equivalent to 14.2% of total farms. These farms cover a surface area of 2.88 million hectares, making France the country with Europe's largest organic farming area.

Furthermore, the [High Environmental Value \(HVE certification\)](#) will be reinforced. Developed by the French Ministry of Agriculture and Food Security, it identifies and promotes environmental practices applied by farmers regarding four aspects: biodiversity conservation, plant protection strategy, management of fertilizer use, and management of water. This means it requires adherence to criteria that enhance biodiversity, such as reduced chemical inputs, increased use of biocontrol, and improved soil health management.



L'agriculture biologique (AB) certification



For the construction sector, France plans to integrate biodiversity considerations through training programs, promoting short supply chains, material recycling, and reuse of excavated soil. Labels and certifications linking buildings with biodiversity will be promoted within the framework of public procurement policies.

Cultural places and legal structures are encouraged to subscribe to biodiversity labeling processes through professional federations or heritage networks. For example, the Engagés pour la Nature label ("Committed to Nature") is an initiative of the Ministry of Ecological Transition supported by the French Biodiversity Office to strengthen the mobilization of territories, businesses, and partners around biodiversity and the restoration of life. To obtain this label, businesses are required to have a SMART action plan (Specific, Measurable, Achievable, Realistic objectives, with a time horizon) in favor of biodiversity.

Another example is the EcoJardin label, which recognizes sustainable management of green spaces. It ensures, in particular, a management plan including soil protection, rational use of water, respect for fauna and flora, sustainable procurement policy, furniture, etc., team training, and public awareness. Any individual or organization that manages green spaces can apply for this label.

The tourism sector plans to certify 30 areas as "Grand Site de France" by 2030 to help protect and restore natural monuments and sites. Additionally, the goal is to implement at least 50 partnership projects in national parks with stakeholders from nature, sports, and tourism.



The "Territories committed to nature" program aims to bring out, recognize and promote action plans in favor of biodiversity. It is aimed at municipalities and inter-municipalities regardless of their size.



The "Companies committed to nature" program aims to engage companies in favor of biodiversity. It aims to bring out, recognize and promote company action plans. It is aimed at companies of all sizes and from all sectors.



The "Partners Committed to Nature" program is aimed at environmental, cultural, sports, elected and business associations, youth movements, employee unions, social inclusion structures, public utility foundations, and community groups who support stakeholders in favor of biodiversity.

The Engagés pour la Nature label for territories, companies, and partners committed to biodiversity







## Japan

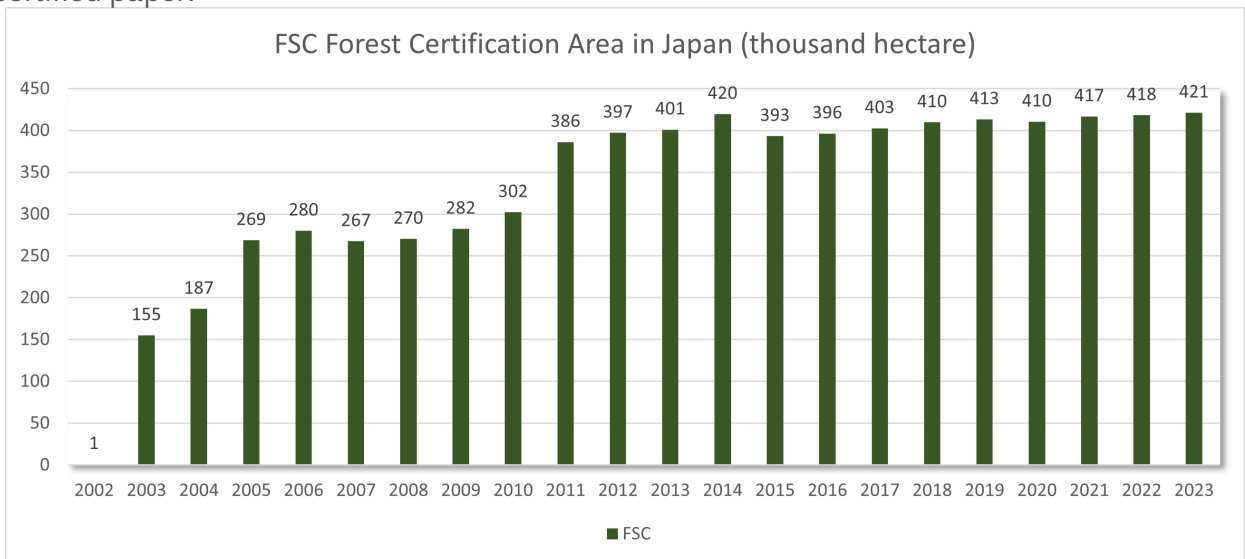
In Japan’s sixth NBSAP, submitted in 2023, the government recognizes not only the value of ecolabels but also sustainable public procurement in preserving biodiversity. The report stated that the government itself must reduce the burden on biodiversity when procuring goods and maintaining and developing facilities, and it is necessary to take measures to expand sustainable production and procurement by businesses. Public institutions will lead in implementing the Green Purchasing Law to encourage a shift in demand for eco-friendly goods.

Various guidelines that promote biodiversity consideration have already been established for different industries in Japan, and the government will work with industry organizations to support plan formation. For example, to meet the national biodiversity targets, The 4 Electrical and Electronic Industry Associations produced Action Guidelines for member companies to encourage sustainable operation practices, including procuring biodiversity-friendly materials, such as FSC-certified paper.

Other examples include The Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity developed by the Japan Business Initiative for Biodiversity and the Keidanren Declaration for Biodiversity and Guideline developed by the Japan Business Federation recognizing the importance of reducing biodiversity impact throughout the company’s supply chains.

While France leverages its national ecolabels and certification schemes in its NBSAP, Japan also relies on established international certification schemes.

Japan’s NBSAP specifically focuses on promoting forestry certifications, like the Forest Stewardship Certification – FSC, and the Programme for the Endorsement of Forest Certification – PEFC, as well as fishery certifications, such as the Marine Ecolabel Japan – MEL, and the Marine Stewardship Council – MSC.



Source: Forest Stewardship Council



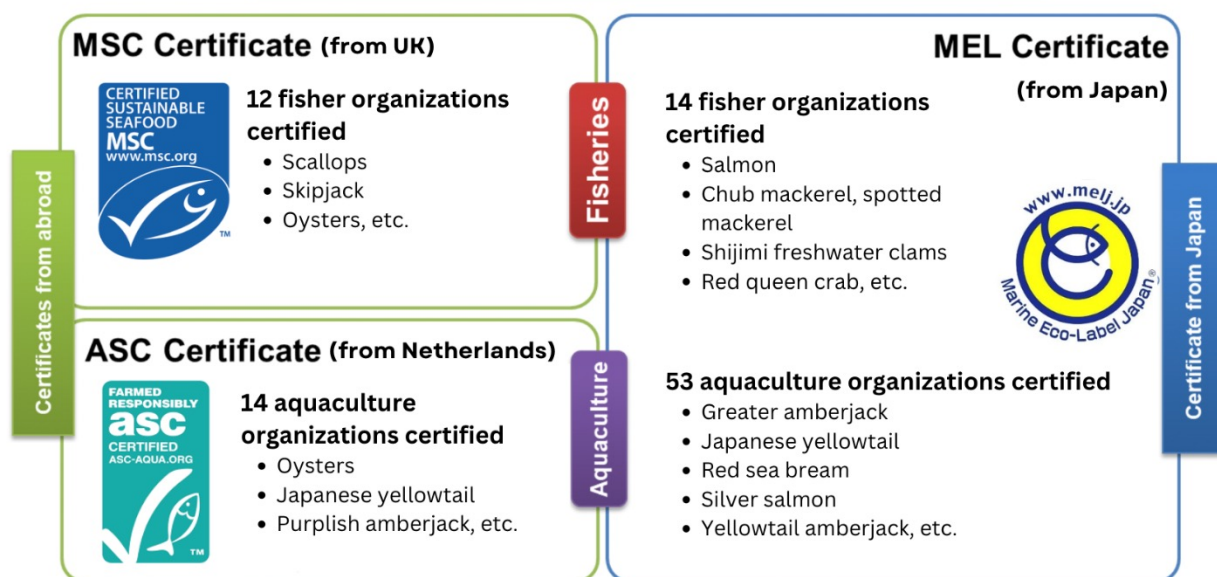
As reflected in Action Target 4-4 of the document, the government is committed to promoting biodiversity conscious consumption behavior, raising awareness of biodiversity conscious options, and promoting dialogue with various stakeholders.

To promote sustainable forest management, Japan's government will take measures against illegal logging and forest management by supporting the [International Tropical Timber Organization's](#) forest conservation projects, which endorse environmental certifications. The country currently has 36.4 million hectares of forest area certified by PEFC and FSC, and the government has set a target to increase that number to 50 million by 2030.

Japan has also been incorporating fishery certification schemes to promote sustainable marine resource management. Action Target 4-4-7 outlines the goal of raising awareness of the fishery label both domestically and internationally and promoting the acquisition of marine certification.

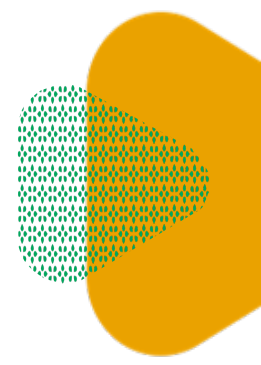
The country currently has 93 fisheries certified, and the goal is to reach 225 businesses certified by 2025. In 2012, the total number of Marine Eco-Label Japan (MEL) and Marine Stewardship Council (MSC) fishery certifications was 72, indicating the country's achievements in biodiversity conservation through advancing sustainable certifications.

### Main Marine Eco-Label Certificates Used in Japan



The number of certificates is that as of March 31, 2022 (according to the Fisheries Agency)

Source: Ministry of Agriculture, Forestry, and Fisheries of Japan





## How to start



### 1. Baseline Assessment

Conduct a baseline assessment of current biodiversity-related ecolabels and certifications in use in your country and identify any already endorsed or recognized by the government. Assess their compatibility with national biodiversity goals and priorities.



### 2. Stakeholder Engagement

Create a task force comprising representatives from government agencies, NGOs, academic institutions, and private sector stakeholders. Gather preliminary feedback on potential concerns, suggestions, and areas of interest. Organize working groups and focus groups to facilitate in-depth discussions on specific topics, such as ecolabels and certification criteria related to biodiversity, implementation challenges, and monitoring mechanisms. Maintain ongoing communication with stakeholders to incorporate their feedback throughout the integration process.



### 3. Define Certifications

Establish criteria for selecting ecolabels and certifications that align with the government priorities. Endorse selected ecolabels or certifications through government channels. Develop policies and regulatory frameworks to support their implementation. Integrate them into the country's existing biodiversity strategies and action plans.



### 4. Introduce Certifications

Introduce selected ecolabels or certifications in relevant sections in the NBSAP. Link them to national biodiversity conservation targets or activities. Highlight any significant contributions the selected ecolabel or certification can bring to biodiversity conservation.



### 5. Communication

Develop awareness campaigns to educate stakeholders about the importance and benefits of endorsed ecolabels or certifications. Conduct technical workshops and policy training sessions to train policymakers and regulators on the importance and implementation of ecolabels and certifications.



Are you interested in replicating this good practice?

Please contact [ciscp@un.org](mailto:ciscp@un.org)

# ADDITIONAL RESOURCES



- Kunming-Montreal Global Biodiversity Framework  
<https://www.cbd.int/doc/decisions/cop-15/cop-15-dec-04-en.pdf>
- UN Biodiversity Conference (COP 15)  
<https://www.unep.org/un-biodiversity-conference-cop-15>
- National Biodiversity Strategies and Action Plans (NBSAPs)  
<https://www.cbd.int/nbsap>
- Mainstreaming biodiversity into national sectoral and cross-sectoral strategies, policies, plans and programs  
<https://www.cbd.int/doc/training/nbsap/b3-train-mainstream-revised-en.pdf>
- Sustainable Public Procurement: 2022 Global Review  
<https://www.oneplanetnetwork.org/knowledge-centre/resources/sustainable-public-procurement-2022-global-review-parts-i-and-ii>
- An Introduction to National Biodiversity Strategies and Action Plans  
<https://dev-chm.cbd.int/doc/training/nbsap/b1-train-intro-nbsap-revised-en.pdf>
- France National Biodiversity Strategies and Action Plans  
<https://www.cbd.int/doc/world/fr/fr-nbsap-v3-fr.pdf>
- High Environmental Value (HEV) Certification  
<https://agriculture.gouv.fr/hev-certification>
- Certification in Organic Farming (AB)  
<https://agriculture.gouv.fr/la-certification-en-agriculture-biologique>
- Committed to Nature  
<https://engagespourlanature.ofb.fr/>



- EcoJardin Label

<https://www.culture.gouv.fr/en/Thematic/ecological-transition/Ecological-Transition-of-Culture-Resource-Centre/Labels-Standards/Labels-Standards-Biodiversity/Label-EcoJardin>

- Grand Site de France

<https://www.grandsitedefrance.com/index.php>

- Japan National Biodiversity Strategies and Action Plans 2023-2030

<https://www.cbd.int/doc/world/jp/jp-nbsap-v6-ja.pdf>

- Japan's Green Purchasing Law

<https://www.env.go.jp/content/000064788.pdf>

- Guidelines for Action by the Electrical and Electronic Industries concerning Biodiversity Conservation

<https://jema-net.or.jp/Japanese/env/pdf/GforBC.pdf>

- The Guide for Promotion of Raw Material Procurement for Business in Consideration of Biodiversity

<https://jbib.org/english/news/1469>

- Keidanren Declaration for Biodiversity and Guideline

<https://www.keidanren.net/kncf/en/committee/guidelines#:~:text=We%20will%20tackle%20challenges%20such%20as%20including%20biodiversity%20and%20ecosystems.>

- International Tropical Timber Organization

<https://www.itto.int/>

- Ministry of Agriculture, Forestry and Fisheries of Japan - Trends in Fishery

<https://www.maff.go.jp/e/data/publish/attach/pdf/index-211.pdf>

## **LEARN MORE ABOUT THE ECOADVANCE PROJECT:**

[oneplanetnetwork.org/knowledge-centre/projects/ecoadvance](https://www.oneplanetnetwork.org/knowledge-centre/projects/ecoadvance)

## **READ ALL THE GOOD PRACTICES:**

<https://www.oneplanetnetwork.org/news-and-events/news/good-practices-ecolabelling-and-sustainable-public-procurement>

On behalf of:

 Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

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