

A LANDSCAPE OF PRACTICE TO ACHIEVE SCP

Understanding the Synergy Between Green Procurement & Ecolabelling

IMPLEMENTATION EXPERIENCES OF SIRIM ECO
LABELLING SCHEME FOR BIODEGRADABLE AND
COMPOSTABLE PLASTIC AND BIO PLASTIC

KAMARUL ARIEFFIN BIN ROSLI
Senior Lead Auditor
Industrial & Consumer Certification and Inspection Section
Product Certification and Inspection Department
SIRIM QAS INTERNATIONAL SDN. BHD

Augustine Koh
Secretary General GPN Malaysia
Council Member, IGPN



- International GPN Berhad and SIRIM Berhad collaborates in the development of green procurement and ecolabels
- MOU was signed to collaborate in the training and certification of green procurers.
- The case study presentation is an effort by both parties to promote ecolabelled biodegradable plastic to solve landfill problems and to analyse its synergy with green procurement

Challenges and Barriers

The implementation of the case project faced the following challenges and barriers

- **Ecolabel Goods and Services are seen as COSTLY**
- **Small Number of Green Alternatives**
- **Green Washing**
- **Lack Of Confidence**
- **willingness of the manufacturers: to have their products certified (Less than 1% of the manufacturers). These are due to the cost of certification,**

Results:

- **lack of available third party certified green products in the market that contributes to the difficulty of promoting green purchasing and SCP among consumers**
- **Low level of demand for biodegradable plastic product due to the above reasons**

Developing the Eco-System

- **For a successful implementation of ecolabel products, Consumer Education is important.**
- **Need to inculcate green action, green procurement law and regulations, and have an active participation by relevant civil society.**
- **Market must also be developed. Green procurement helps accessibility to green products and services.**
- **Digital marketing are becoming more dominant and acceptable form of purchasing.**
- **We have to look beyond traditional mode of dissemination and use innovative approaches and digital tools such as having green cart and green store in online apps to promote and market eco-labelled products.**
- **Certification programs such as eco-labels and green procurer certification will bring about confidence and ensure better compliance. In January 2020, International GPN Berhad (IGPNB) and SIRIM QAS International have collaboratively taken up the initiative for proposing the implementation of training and certification of green procurers i.e Green Procurer Certification Scheme to International Green Purchasing Network (IGPN) for acceptance and recognition.**
- **Enabling policies and laws to encourage and motivate consumers and producers to shift to SCP of goods and services still not adequate**