

Institutionalisation of product labelling schemes: key actors and factors influencing their effectiveness



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**Tentative Governance In Emerging
Science and Technology: Actor
Constellations, Institutional
Arrangements & Strategies,
28.10.2010**

Introduction





Energy		Washing machine
Manufacturer Model		
More efficient A B C D E F G		A
Less efficient Energy consumption kWh/cycle Annual energy consumption kWh/year Annual energy consumption per kWh/cycle Annual energy consumption per kWh/year Washing performance A higher is better Spin drying performance A higher is better Capacity (cotton) kg Water consumption l Noise (dB(A) re 1 µW) Washing Spinning		0.36 A B C D E F G 1400 A B C D E F G 6.0 35 5.2 7.5
<small>For further information see certificate</small>		



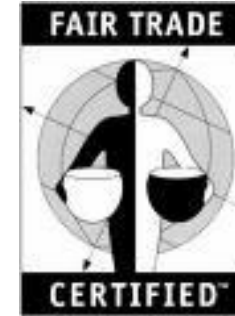
working with the Carbon Trust

12kg CO2
Compared to 100W conventional 55kg

per 1000 hrs of use

The carbon footprint of this lightbulb is 12kg per 1000 hours of use and we have committed to reduce it

By comparison the footprint for the equivalent conventional lightbulb (100w) is 55kg per 1000 hours of use



Guarantees a **better deal** for Third World Producers

TEXTILES VERTRAUEN 100 plus

Schadstoffgeprüfte Textilien nach Öko-Tex Standard 100

Öko-Tex Standard 1000

Nr. 95.0.1581 Fl. Hohenstein



Concep-
tion &
institu-
tionalisa-
tion

Standard/
criteria
setting

Assess-
ment

Certifica-
tion

Control-
ling/Mon-
itoring

Commu-
nication

LABELLING SCHEME

Structure

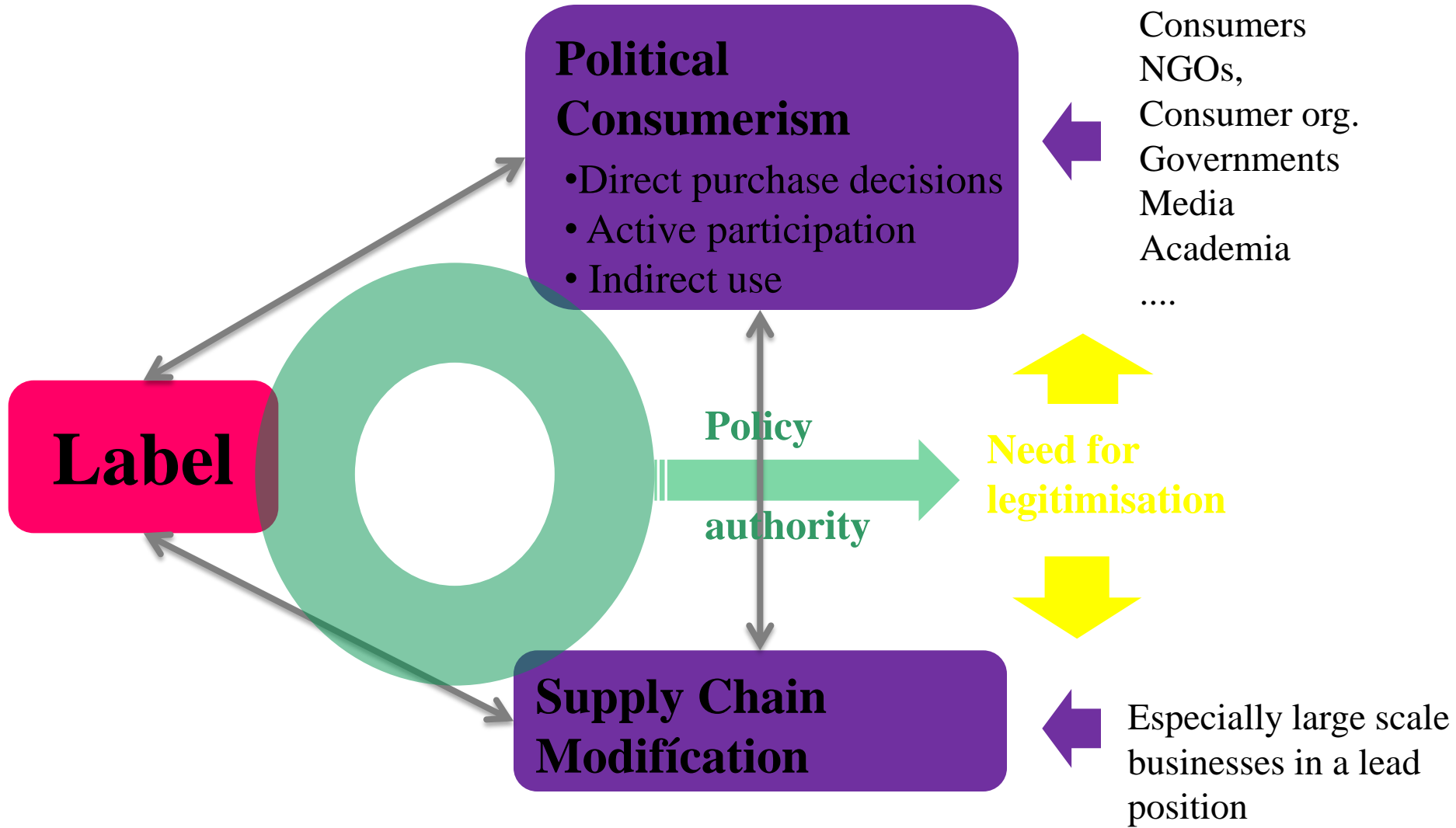


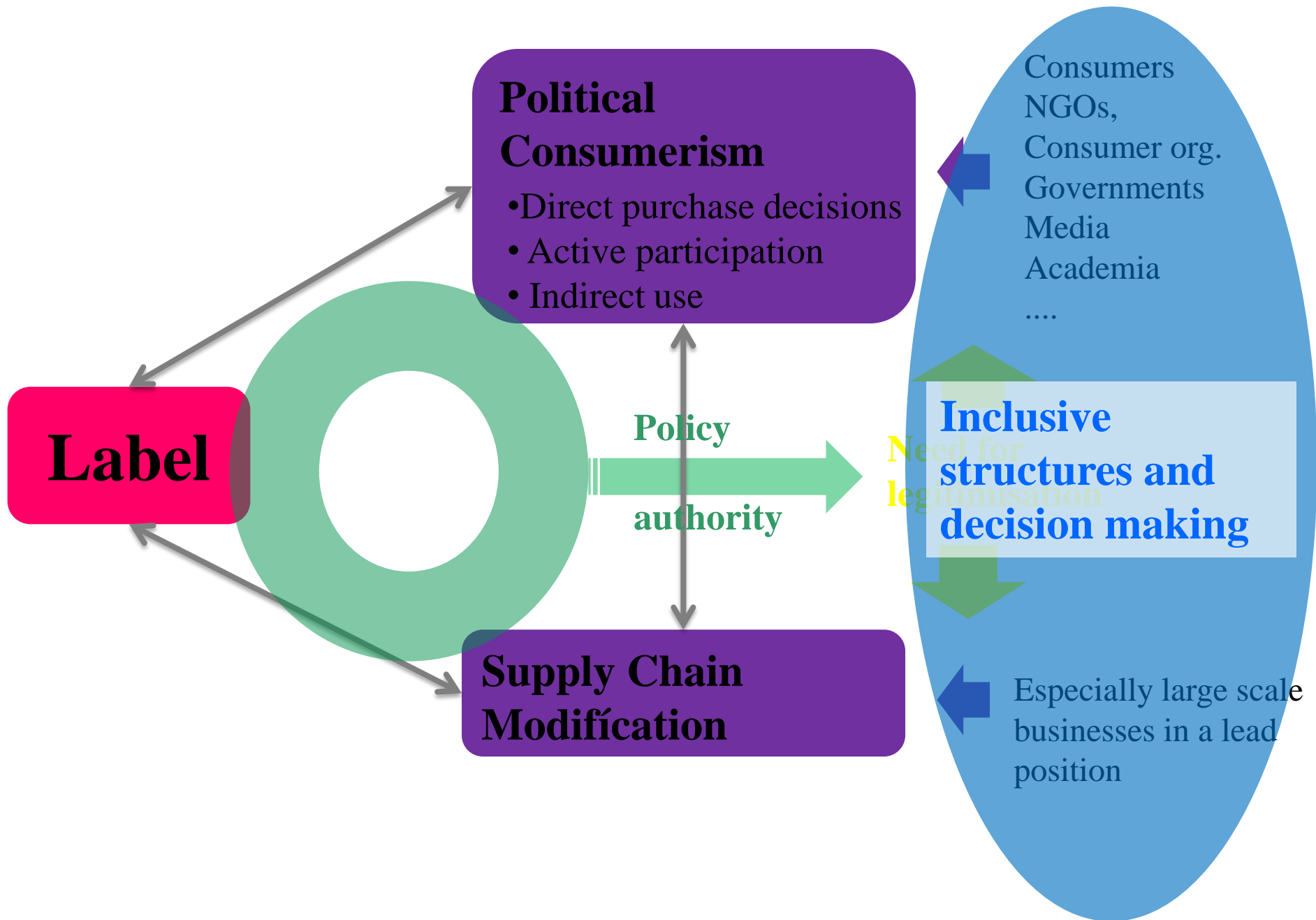
Structure

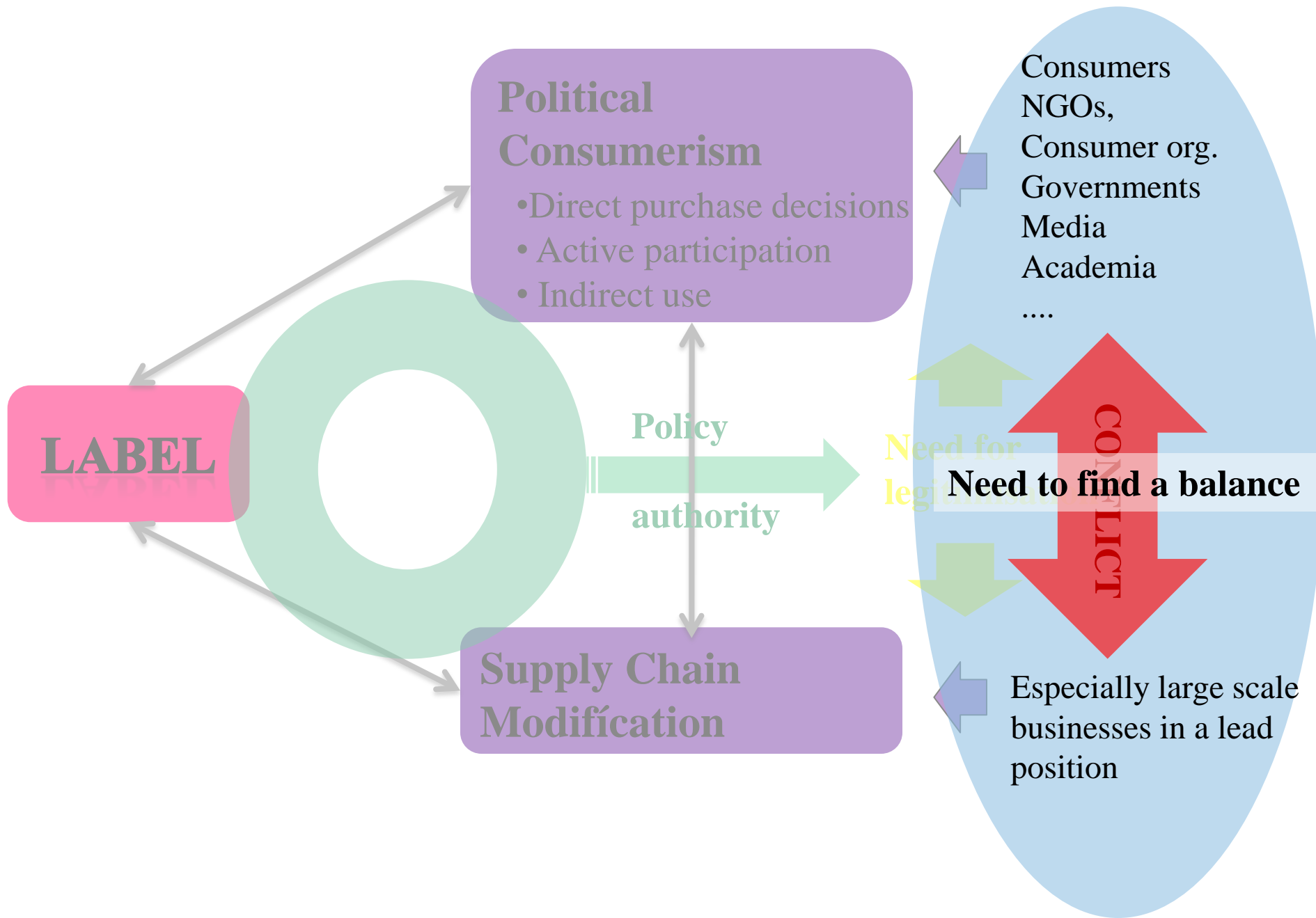
1. How labelling schemes try to shape the production and consumption system (PCS)
2. The legitimisation of labelling schemes
3. Benefits and limitations related to labelling schemes as a political instrument

How labelling schemes try to shape the PCS and their legitimisation









Labelling schemes as political instrument

Labelling schemes as a new form of governance based on neoliberal ideals of stakeholder participation and market mechanisms

Benefits and limitations related to labelling schemes as a political instrument



Benefits/opportunities

- Compensation for lack of internat. policy
 - Empowerment of non-governmental actors
 - Dynamism and adaptability
 - Ability to spatialize across national boundaries
 - Such characteristics are of special advantage in relation to sustainable development

Risks and limitations

- Limits in fundamentally challenging current structures
 - Might even enforce negative effects of current structures
 - E.g. enforce existing power asymmetries
 - Do not address the results from the overall amounts of consumption
- Yet still 'better than nothing' solution which can potentially path a way towards more radical changes?

Thank You

