



Good Environmental Choice Australia (GECA)
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Att: adjudication@accc.gov.au

Re: CTMs 1852559 & 1852561-63 – OxoPak Pty Ltd - Submission

GECA (Good Environmental Choice Australia) is a not-for profit, independent, environmental organisation that has been providing solutions for sustainable consumption and production since 2000.

We develop standards that ensure products have a lower impact on the environment, human health, and are ethically made. Manufacturers and businesses certify against these standards to be awarded the use of our ecolabel. Our label is classified as a Type 1 ISO 14024 ecolabel and we are the only GENICES member of the Global Ecolabelling Network (GEN) in Australia.

We have provided an educated assessment as to why we find the submission by OxoPak to be highly misleading to its potential customers. Our reasons as to why are listed below:

- It is not shown on the labels who the certifying is and so it is not transparent and possible for customers to check the label rules, scheme and governance.
- The wording of all four labels is hard to understand and vague and makes it hard to know what is being certified.
- OxoPak are positioning their labels as third-party verified labels according to their website. At the same time, they seem to be producers of such plastic packaging themselves as well. This means that they are clearly not independent verifiers and thus won't comply with ISO 14024 (-> avoidance of conflict of interest (section 5.15)). While an organisation is not required to follow ISO 14024, it would be best practice to do so. In any case, conflict of interest should always be avoided.
- If they are providing self-declaration, then they could not offer the certification to other similar products. However, they still do not comply with ISO 14021 for self-declared labels: verifiable and accurate information (ISO 14021, section 4); *shall be unlikely to result in misinterpretation* (section 5.7 g). One of ISO 14021's aims are to have self-declared labels that are not misleading.

We are in favour of having a range of labels in the market, as ISO 14024 puts it, "to encourage the demand for and supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement."

However, OxoPak's suggested labels as such can create confusion and negatively impacting ecolabels labels in the market place.

We would like to be kept informed of the outcome please and correspondence can be sent to myself.

Yours sincerely,

Paula Clasby
Marketing Manager