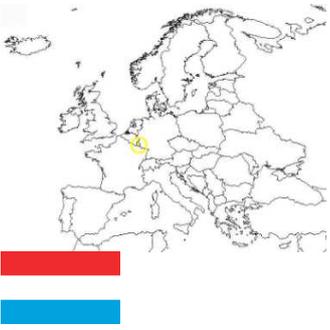


Clever Akafen Eco-label (Luxembourg)

	Country	Luxembourg
	Type of prevention measure	Promotion of Eco-Label
	Geographical level of implementation	National
	Target	Consumers
	Date of implementation	2006
	Type of waste	Hazardous waste

The “Clever Akafen” – or “clever shopping” - eco-label is a multi-stakeholder initiative to promote products that have a low ecological impact. Initially, the scheme was limited to paints, rechargeable batteries and low-energy lamps, but detergents will also be included in the future.

Context

In 2006, the Luxembourg Ministry for Environment and the SuperDrecksKëscht, together with the chamber of commerce and the Luxembourg Consumers Union, launched a product labelling initiative.

- Long-life and energy use: products must be designed for durability and must be energy efficient when in use.
- Recyclability: the product should be easily recyclable. This also includes easy energy recovery through incineration.

Objective

The aim of the label is to increase the visibility and public awareness of ecological products. The larger goal is to create a shift in consumer behaviour towards the purchase of more environmentally friendly products, particularly those containing hazardous materials.

Rather than relying on producers to apply the labels, retailers are the primary stakeholders responsible for application of the scheme.

Means

Paints, rechargeable batteries and accessories, and low-energy lamps and LED (Light-Emitting Diode) lamps that meet the selection criteria awarded the label. Detergents will also be included in the scheme in the future. Environmental criteria for each product type can be found on the Clever Akafen website, but all products must conform to the following:

- Packaging: must be made from recyclable material and labelled as such
- Content: the product must contain no, or low levels of, dangerous substances. Products that meet existing standards (for example “Blauer Engel” and EU Ecolabel and conform to EU standards) qualify.



Results

Although recently implemented, over 150 retail store already participate in the scheme. The label is well regarded and is expected to increase environmentally conscious consumer behaviour.

Further Information

SuperDrecksKëscht: www.sdk.lu
 Environment ministry: www.emwelt.lu
 Clever Akafen:
[www.sdk.lu/index.php?t=66&language=EN&topmenu\[\]=36](http://www.sdk.lu/index.php?t=66&language=EN&topmenu[]=36)