



GREEN ALERT



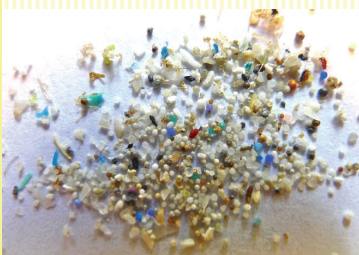
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The focus of Environment Information System (ENVIS) is to disseminate environmental information to decision makers, policy planners, scientists and researchers across the world.

The CERC-ENVIS Centre focuses on 'Eco-labelling and Promotion of Eco-friendly Products.' This bi-monthly e-bulletin features latest news, developments and innovations in the field.

Eco friendly microbeads replace plastic ones in cosmetics



Apricot pit shell and ground walnut shell have replaced plastic microbeads in the production of cosmetic ingredients. These are sustainably derived from fruits and nuts. Some cosmetic manufacturing industries use polyethylene to produce microbeads for skin care products. These microbeads are not biodegradable. Many US states have banned the manufacture and sale of cosmetics that contain plastic microbeads. Also, major cosmetic manufacturers such as Unilever, Procter & Gamble, Johnson & Johnson and Colgate Palmolive have recently pledged to avoid the use of microbeads in their personal care products.

Source: <http://www.newscientist.com/article/dn25773-why-illinois-has-banned-exfoliating-face-washes.html#.VOr1SeaUfpU>, <http://www.azom.com/article.aspx?ArticleID=11633>

Eco product of the month

Eco-labels: Too many certifications confuse consumers

Green issue



An eco-label is meant to be a trustworthy symbol that gives consumers confidence that the product they are buying is environment friendly. Manufacturers put the eco-label on products to demonstrate that their products are genuinely better for the environment than comparable ones.

Today, there are around 455 eco-labels across 25 industries from food and household cleaners to energy and clothing displayed on supermarket shelves. To navigate through an ocean of eco-labels and know what to trust is very difficult for consumers.

Eggs have more eco-labels than any other product, according to GreenerChoices, a website from the non-profit consumer advocacy group Consumers Union. Rarely do these labels give consumers any meaningful guidance in the selection of environmentally friendly products.

Dr Lucy Atkinson, assistant professor at the University of Wisconsin-Madison, says that consumers care about the source of the label and the quality of information it contains. In an experiment published in the *Journal of Advertising* they found that consumers prefer detailed labels that contain information about the eco-claims being made rather than simple icons or graphics that suggest eco-friendly qualities. It is better if consumers evaluate eco-labels and do research online. They should look for transparency and be sceptical of corporate self declarations about products.

Organic Monitor, an industry research, consulting and training group says the question remains if a single eco-label umbrella will eventually emerge to help integrate many existing certifications. But in the meantime, consumers are growing weary of so many certifications.

Source: <http://www.theguardian.com/sustainable-business/eco-labels-sustainability-trust-corporate-government>, <http://www.forbes.com/sites/bethhoffman/2013/01/14/are-consumers-growing-weary-of-eco-labels/>



Green crematoriums with new eco-friendly furnace

The Bombay Hindu Burning & Burial Grounds Committee has decided to embrace an eco friendly cremation furnace. Earlier, 200 kg wood was used per cremation with the time taken for cremation being more than three hours. The new furnace will use only 60 kg wood and halve the time. The committee is planning to install this furnace in all the crematoriums in the city within a year. The new furnaces are more efficient with lower emission of fuel gases. The gases will be thrown out through a chimney reducing the damage on the inside of the building. This will also make the inside of the building free from heat and pollution.

Source: <http://www.dnaindia.com/mumbai/report-mumbai-crematoriums-to-go-green-with-new-eco-friendly-furnace-2060008>

Eco news



'Green chemistry' to boost govt. projects

Eco-friendly processes and innovative chemicals manufactured with minimal waste and optimum output can offer sustainable solutions to some of the government missions such as smart cities, clean Ganga project and Swachh Bharat. This was emphasised at a conference on 'New Trends in

Green Chemistry' organised by CII in Mumbai on 18 February 2015. Experts believe that chemical and allied industries have a very critical role to play in making these initiatives sustainable and environmentally viable. They view green chemistry as science-based, non-regulatory and economically driven practice, which is critical to reduce material costs, waste streams and energy usage.

Source: <http://www.dnaindia.com/mumbai/report-mumbai-crematoriums-to-go-green-with-new-eco-friendly-furnace-2060008>

Go green this Holi

Eco tip of the month

Use eco-friendly colours, make colours at home or opt for a simple *tilak* and take care of your skin and eyes. Celebrate a water-less Holi. Wish you a happy green Holi!

Visit CERC-ENVIS website www.cercenvis.nic.in and <https://www.facebook.com/EcoProductsEcoLabeling> to know more about our activities.

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