

SOUTH AFRICA

AWARENESS CREATION AND CAPACITY BUILDING ON ECO-LABELLING FOR THE AGRICULTURAL SECTOR

BACKGROUND

One of Africa's key strategies, as identified in the 10-YFP on SCP and the 10-YFP roadmap on SCP, is to promote a shift towards SCP through Eco labelling. While Eco labelling is so important a tool for promoting SCP, the capacity on Eco labelling is low amongst Proudly SA's/stakeholders and in South Africa generally.

There is therefore, a need to promote capacity for Eco-labelling in South Africa, to equip producers with the capacity to ingrain green efforts, in readiness for the shift in consumer needs/demand for Eco labelled products. Proudly South African will largely promote Ecolabelled products within South Africa, Africa and internationally.

PROUDLY SOUTH AFRICAN (PROUDLY SA)

LOCATION:
South Africa

Budget
 **\$210,000.00**

Timeline
 **24 Months**

OBJECTIVES

The objective of the project is to build capacity to ensure policy support for Eco labelling, equip producers/service providers with relevant skills for effective implementation of Eco labelling practices and establish an effective marketing strategy for ensuring efforts are rewarded through successful market access for eco-labelled products. The aim of the project is to contribute to promotion of green economic activities in South Africa by enhancing capacity for eco labelling in South Africa and establishing a system for promoting market access for eco-labelled products with a focus in agriculture and agro processing sector.

ACTIONS

- » Establish the level of awareness and application of SCP practices and patterns with a special focus on Eco-labelling, Life Cycle Analysis (LCA) and cleaner production in South Africa.
- » Create awareness on sustainability standards, Ecolabelling, LCA and cleaner production approaches.
- » Evaluate gaps in sustainability standards and ecolabelling practices in South Africa.
- » Adapt or adopt priority agriculture/agro-products sustainability standards for eco-labelling in South Africa.
- » Train experts to create a pool of experts for providing eco-labelling services in South Africa.
- » Pilot eco-labelling in at least 3 sites.
- » Develop a market promotion policy/strategy to promote market access for South Africa's eco labelled agro-products.