

Green Label for Businesses, Tel Aviv-Yafo- Online Platform

The city of Tel Aviv-Yafo, the second most populous city in Israel and the second largest local economy in the Middle East in partnership with the Israeli Ministry of Environmental Protection created a Green Label for businesses. The Green Label is issued to restaurants, bars cafes and offices that adopt an environmentally friendly code of conduct and food waste regulations. The Green Label facilitates the “greening” of interested businesses through training resources and capacities. It encourages small and medium sized businesses to adopt profitable practices that are also good for the environment and city’s food supply, The green label further creates a communication channel between the city and the business sector that encourages social responsibility and environmental justice.



A Sustainable consumption and Production National Action Plan (SDG12.1) was developed in Israel through nationally owned multi-stakeholder processes, focusing on social environmental businesses, cleantech, green public procurement, environmental standards and labeling and resource efficiency. The implementation of the plan is ongoing through selected projects and initiatives.



An online interactive platform (one of pilot projects under SwitchMed) guides the businesses in acquiring the Green Label. This online platform can be accessed from mobile phones and <https://greenlabel.org.il/app/> and guides business owners in an environmental-streamlining process (energy, water, green procurement, inventory management, waste reduction and community and branding) which they can do independently. Once managers have prepared their businesses they can opt to receive the green label for their institution. The green label initiative can easily be replicated and adapted to other municipalities and other countries with a relative low cost.

Green Label goals:

- Support businesses in the food sector in adopting environmentally friendly practices which contribute to their business development;
- Promote locally sourced foods and vegan/vegetarian options;
- Prevent food waste through increased monitoring practices, enhanced food storage practices, and recycling/composting mandates;
- Reduce carbon and water footprints of businesses;

What has been achieved thus far?

More than 170 business establishments have signed up, of which 87 have already been awarded the Green Labels. The first 40 certified businesses can boast of important accomplishments such as the annual reduction of:



SwitchMed Programme is funded by the European Union



2 Million
Disposable
product



USD 86,000
Water
consumption



30
Tons of
organic waste



3700
Heavy truck
deliveries



USD 144,000
Electricity
consumption

How it works?

The municipality will offer a support package for a select number of businesses to assist them in acquiring the Green Label:

- Personalized guidance on identifying and implementing cost-effective and environmentally-friendly solutions appropriate for each business;
- An online guide that details greening food service practices (in English and Hebrew);
- Meetings to engage business owners with experts in various fields, such as energy efficiency or smart supply management;
- To enhance motivation, the municipality promotes its Green Businesses through various media channels targeting residents and tourists from all over the world;

Resources

- Factsheets, toolkits and tips to adopt sustainable practices;
- Business-to-business meetings for program champions to share best practices;
- Green Label team to provide personalized guidance at individual appointments;
- Marketing campaign to raise public awareness of and support for the green label businesses.



UN Environment Programme

UNEP is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment.



The EU-funded SwitchMed programme assists eight countries in the southern Mediterranean to switch to sustainable patterns of consumption and production and supports national and regional stakeholders in achieving productive, circular, and sharing economies in the Mediterranean. www.switchmed.eu