

## **Ecolabelling: Experiences on Turkish Environmental Labelling System**

It is commonly acknowledged that Eco-Labeling systems are one of the most important tools for guiding customers toward products that are less harmful to the environment. For minimizing harmful effects and preserving natural resources, it is seen as of the greatest priority to pay particular attention to product quality with environmental concerns from the design stage onward and to have minimal environmental consequences throughout the product's life cycle. Eco-Labeling schemes could encourage the adoption of more eco-friendly consumer habits. Increasing public awareness of the environmental implications of daily life has led to an increase in the number of consumers willing to pay a premium for environmentally responsible products and services. This seminar will discuss not only what Eco-Labels are and where they can be used, but also the ongoing project of Turkish Environmental Labelling System and the development of its criteria.