



Green label and Ecolabel Products And Thai Green Procurement

International Green Purchasing Network Annual Meeting

11 Dec 2025

Chuttree Phurat

Green label and Ecolabel



Thailand Green Label



Type 1 Environmental Label awarded to products and services that have a lower environmental impact than other products in the same category to help consumers make informed decisions about purchasing environmentally responsible products throughout their product life cycle.

- Qualitative Life Cycle Assessment
- Product Quality
- Reduced Environmental Impact
- Low Pollution to Soil, Water, and Air
- Reduced Human Health Impact
- Raising Awareness

Electrical appliance



Building materials



Office supplies



Household products



Services

Papare product



Vehicle and parts



Circular mark



Type 2 environmental label that certifies that the product is environmentally friendly according to the circular economy principle, using resources efficiently throughout its lifespan, reducing waste.

- Promote a circular economy.
- Criteria that focus on the circularity of materials by considering:
 - Design,
 - Resource efficiency,
 - Waste reduction,
 - Post-industrial waste recycling.

Business-to-Business (B2B)



Business-to-Consumer (B2C)

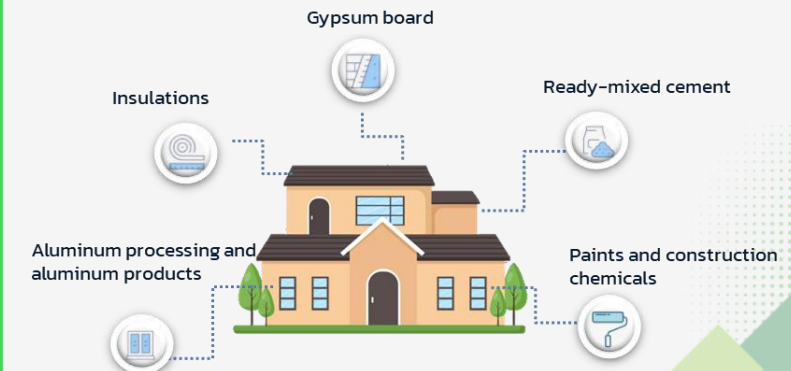


Environmental Product Declaration



Type 3 environmental label provide scientifically quantified information about a product's environmental impact throughout its life cycle, such as its impact on global warming, resource use and pollution.

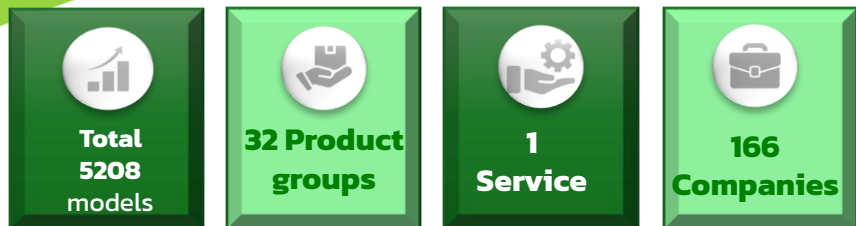
- Life Cycle Assessment
- Quantitative Data
- Environmental and Human Health Impact Data
- Reducing Net Emissions to Zero
- Achieving Carbon Neutrality



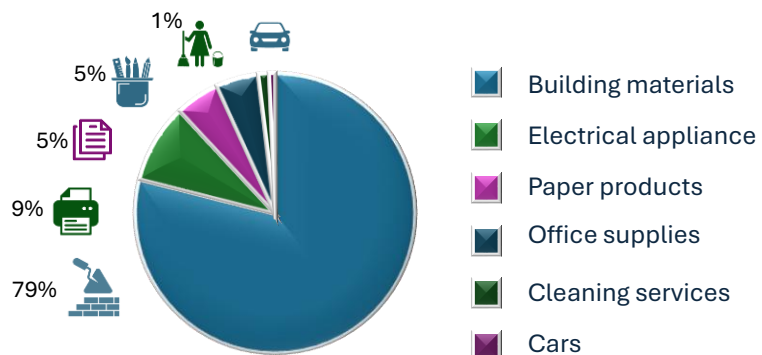


Thailand Green Label: 2025 Certification result

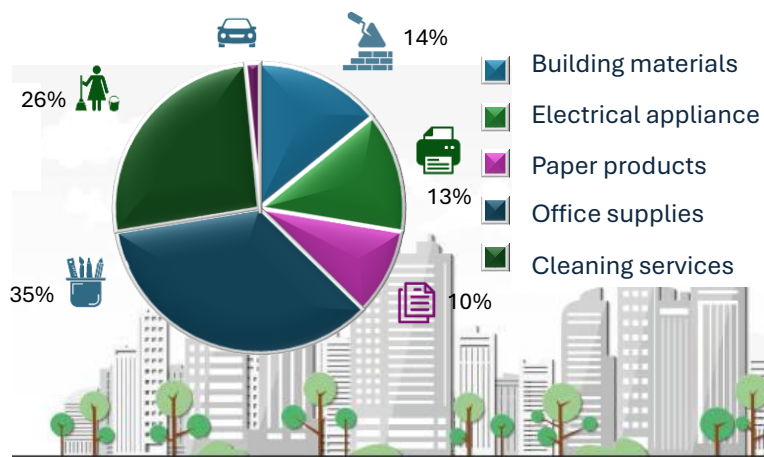
As of November 2025



Classified by product type (number of models)



Classified by product type (number of companies)



Product and service certification statistics (2017 - 2025)



310%

The number of certified product models has increased

164%

The number of certified companies has increased.



Long-standing, certified popular product more than 20 years

FUJIFILM
Value from Innovation

Canon
Delighting You Always

RICOH
imagine. change.

Printer and Multi functional Devices

Steel furniture



Faucet products and water-saving

COTTO



Paper products



Thermal Insulations



Cleaning Products

(Dishwashing, Laundry, Surface Cleaning)



Paint





Circular mark

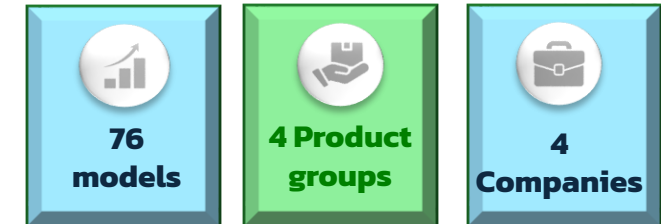


- 2024**  **Underwear products**
Thai Wacoal Public Company Limited
3 models
- 2025**  **Coffee capsule products**
Mae Fah Luang Foundation under Royal Patronage
2 models
- 2025**  **Plastic flake products (PET FLAKE)**
Thai Plastic Recycle Group Co., Ltd.,
2 models

As of November 2025



Environmental Product Declaration



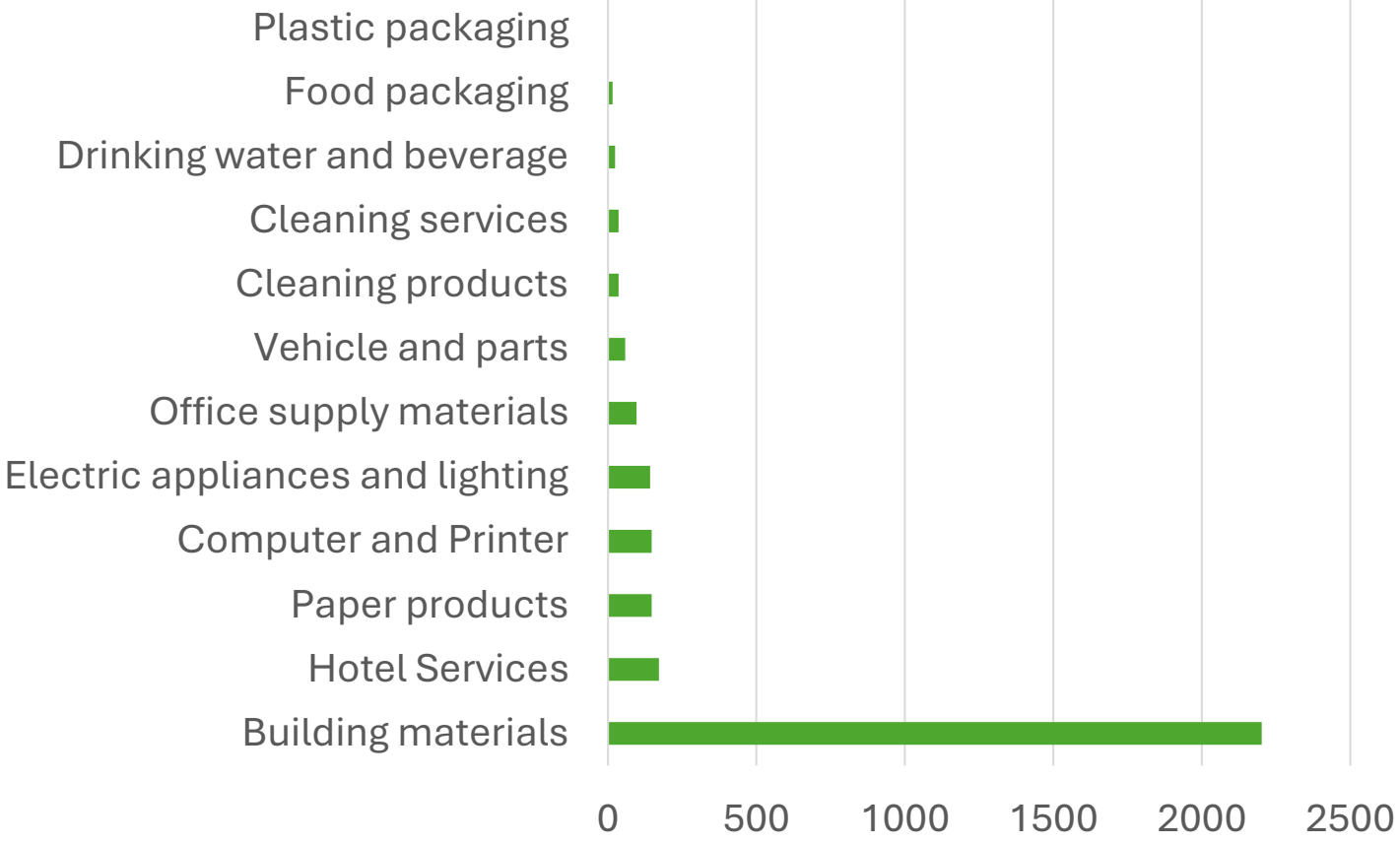
- 2024**  **Gypsum Board**
Siam Gypsum Industry (Saraburi) Co., Ltd.
10 models
- 2025**  **Ready-mixed cement**
Jorakay Corporation Co., Ltd.
12 models
- 2025**  **Paint and construction chemicals**
Beger Co., Ltd.
10 models
- 2025**  **Paint and construction chemicals**
Jorakay Corporation Co., Ltd.
18 models
- 2025**  **Thermal insulation materials**
Microfiber Industry Co., Ltd.
26 models

Thailand Green Public Procurement 2023-2024



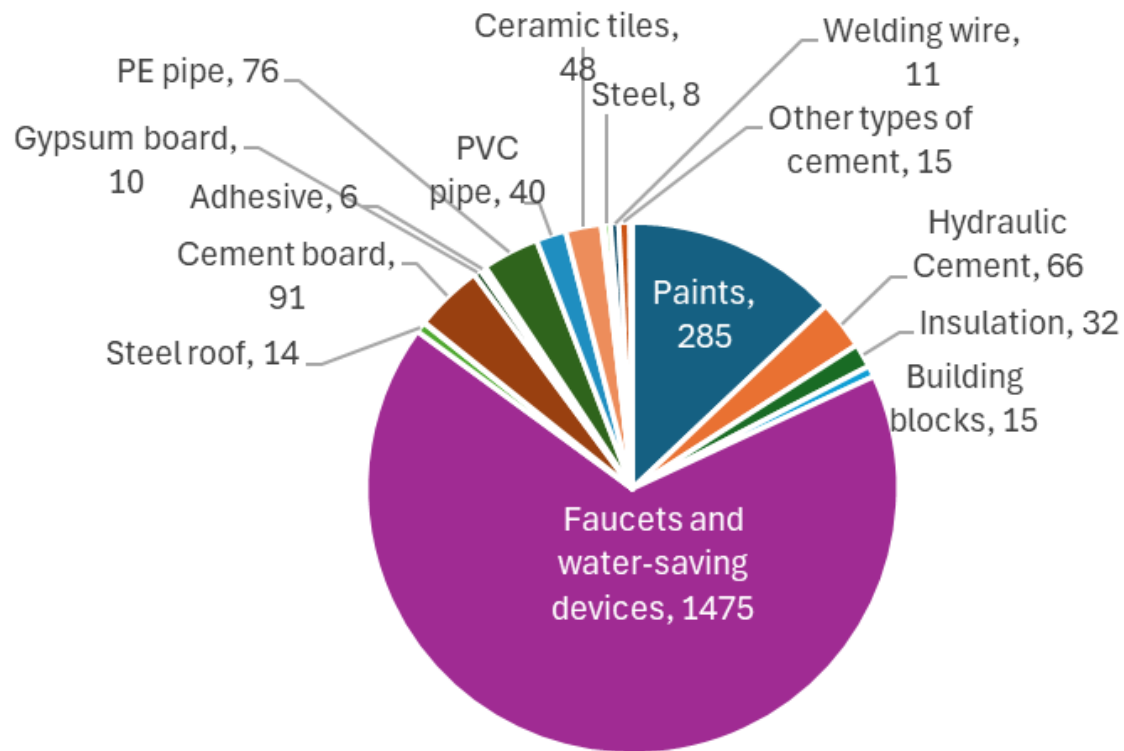
กรมควบคุมมลพิษ
POLLUTION CONTROL DEPARTMENT
 กระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม

GPP List **Total 3076**

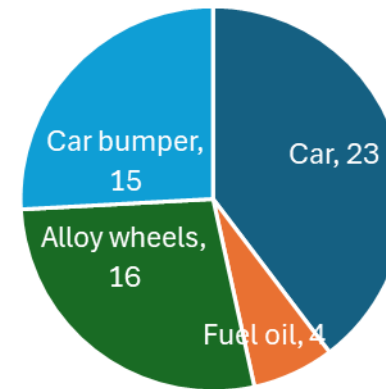


Thailand Green Public Procurement 2023-2024

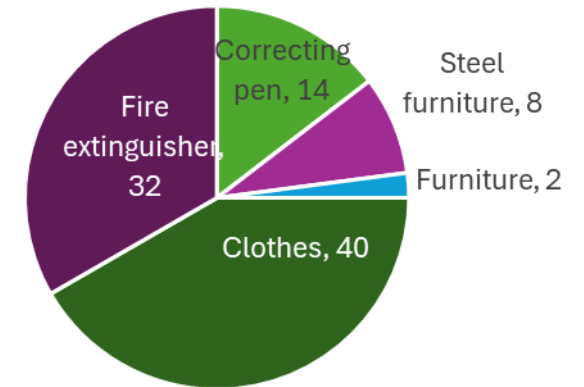
Building materials



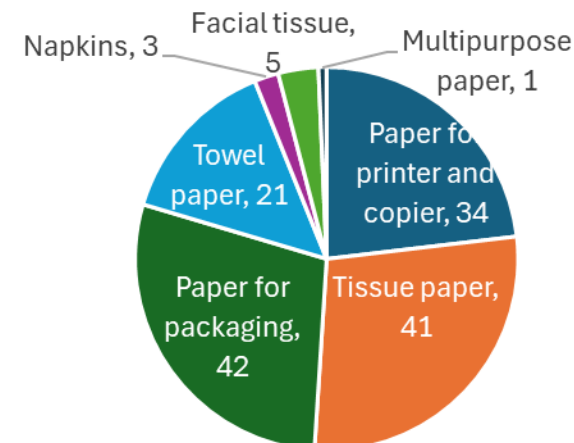
Vehicle and parts



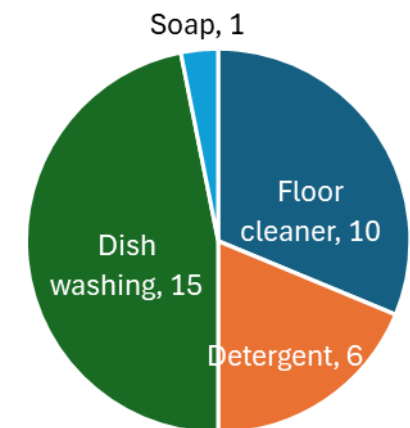
Office supply materials



Paper products

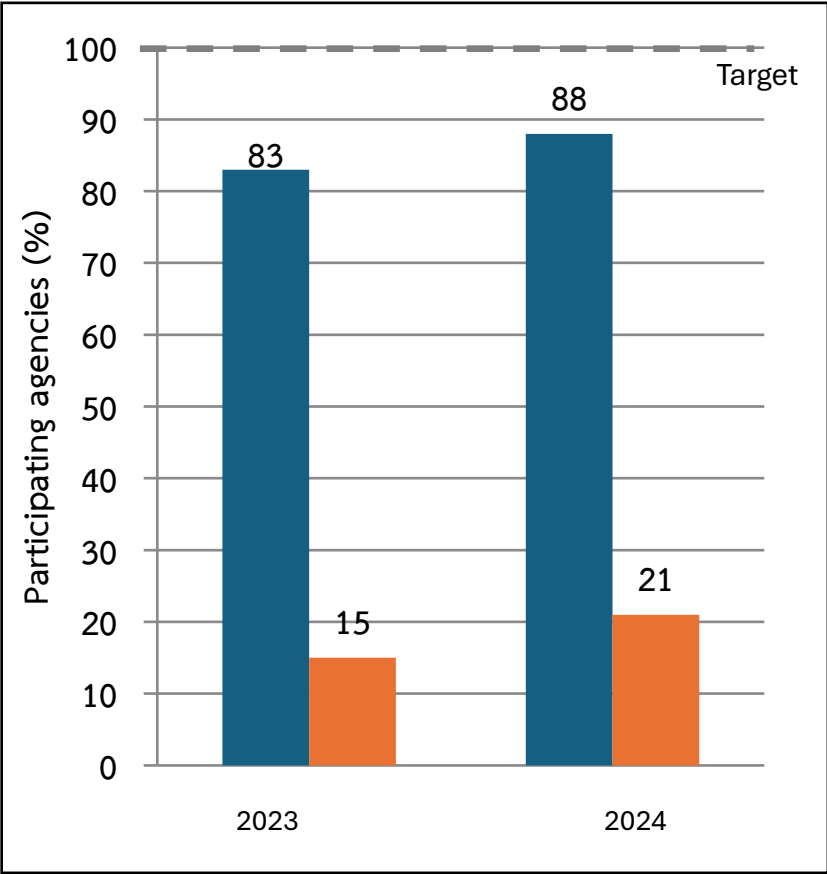


Cleaning products

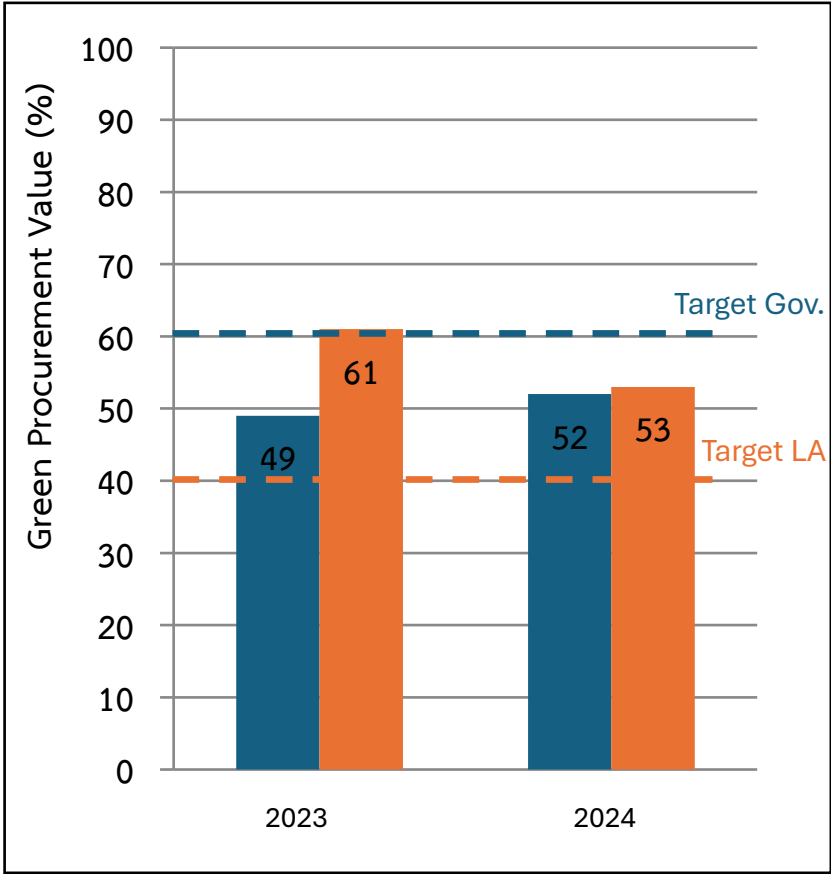


Thailand Green Public Procurement 2023-2024

Participating Agencies



Green Public Procurement Value

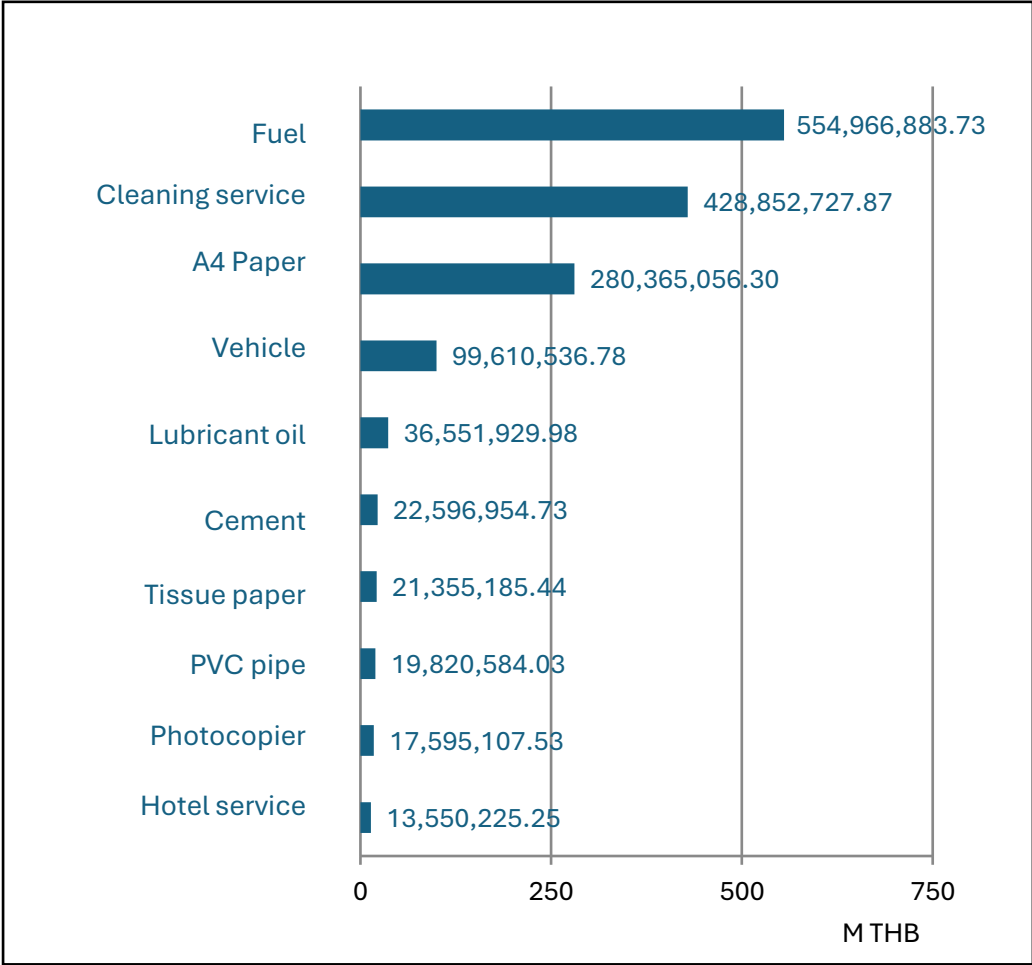


Note: 1. Total number of **Government agencies**: 426.
2. Total number of **Local administrative organizations**: 7,850.

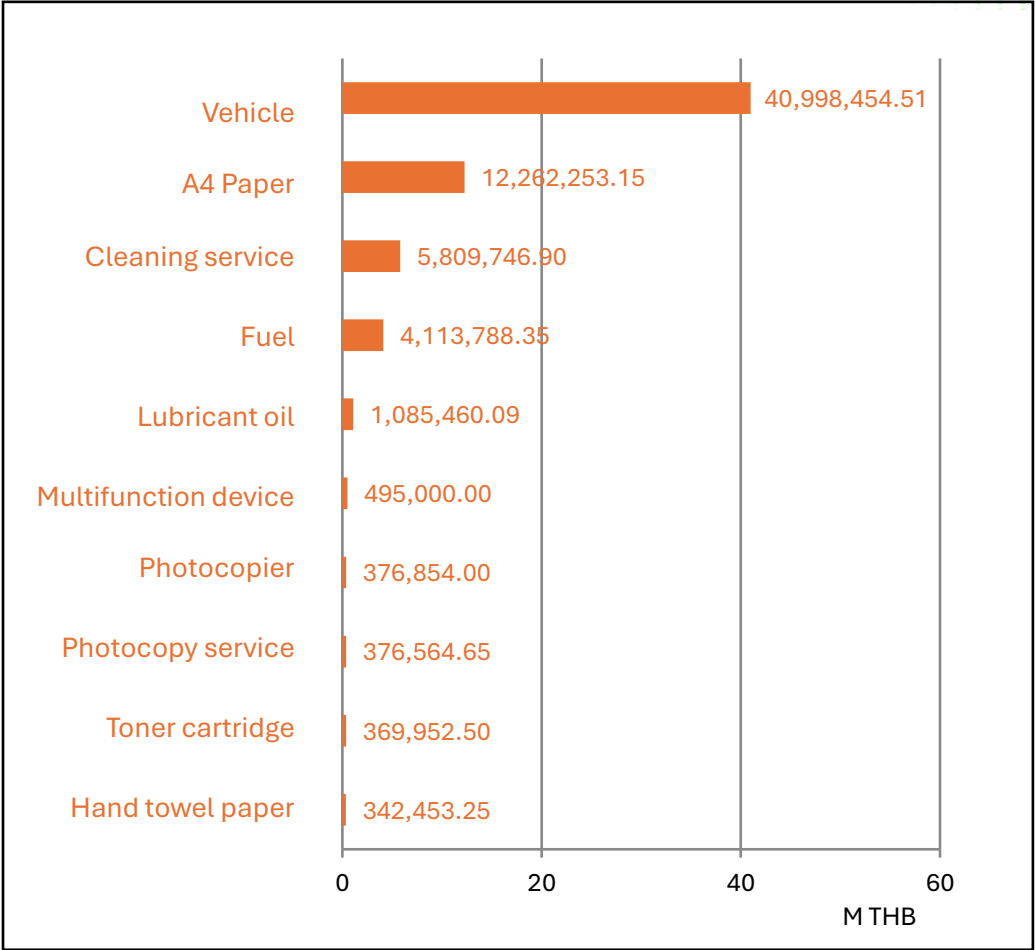
Thailand Green Public Procurement 2023-2024

Environmentally friendly products/services with the highest procurement value

Government agencies



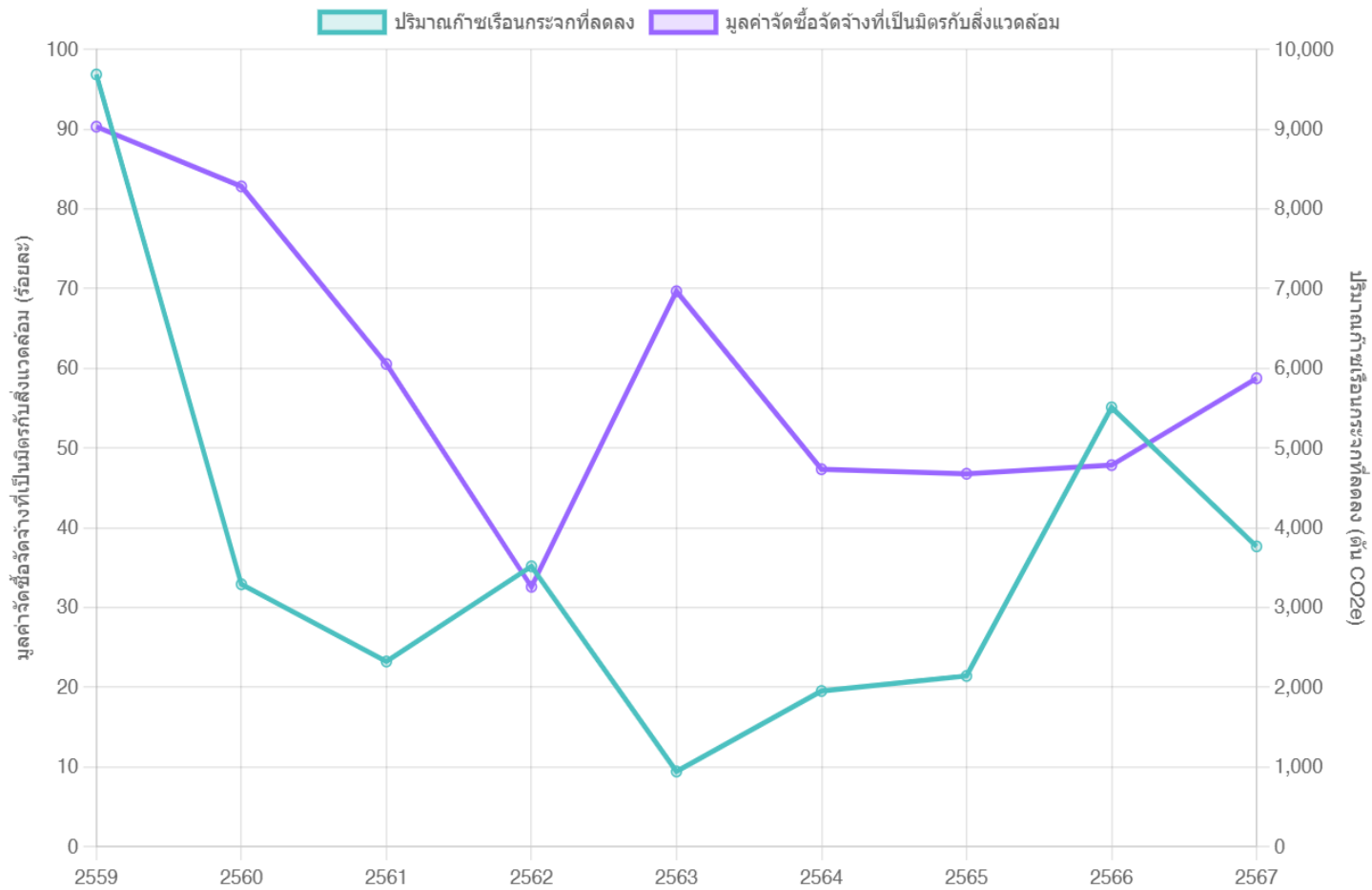
Local administrative



Thailand Green Public Procurement 2023-2024

Summary of Thai Green Purchasing

Ecofriendly products or services purchased	361	List out of 3016
Green volume	20.63	million Units
Value of green (THB)	13.12	million THB
% of Green value	58	%
CO ₂ reduction	7422	ton
%CO ₂ reduction	0.46	%



Ecolabeling program strategy



Quality development

Proactive promotion

Cooperation with partners

Quality development

Proactive promotion

Cooperation with partners



Maintain the quality of certification for neutrality and transparency

ISO/IEC17065 Conformity assessment – Requirements for bodies certifying products, processes and services.



Join the network and serve on committees/working groups to develop network strategies.



Training and development of chief assessors

3 courses/year



Maintain the satisfaction of the applicants for certification >90%



Register testing laboratories to cover certified products.

4 Item/Year



Continuously monitor establishments to maintain compliance with certification criteria and conditions.

Quality development

Proactive promotion

Cooperation with partners



Increase the number of certifications to support green procurement. [Slide 13](#)

310%

The number of certified product models has increased

164%

The number of certified companies has increased..



Develop/improve specifications to keep up with changing market and technological demands. [Slide 14](#)



3



Organize training on criteria interpreting to prepare entrepreneurs for the green market. [Slide 15](#)

3
courses

5
MOU

8
partners



Expand cooperation, create a green procurement and supply chain. [Slide 16](#)



Promoting SMEs to the Green Market. [Slide 18](#)

100
cases/year

>1000
reach/year

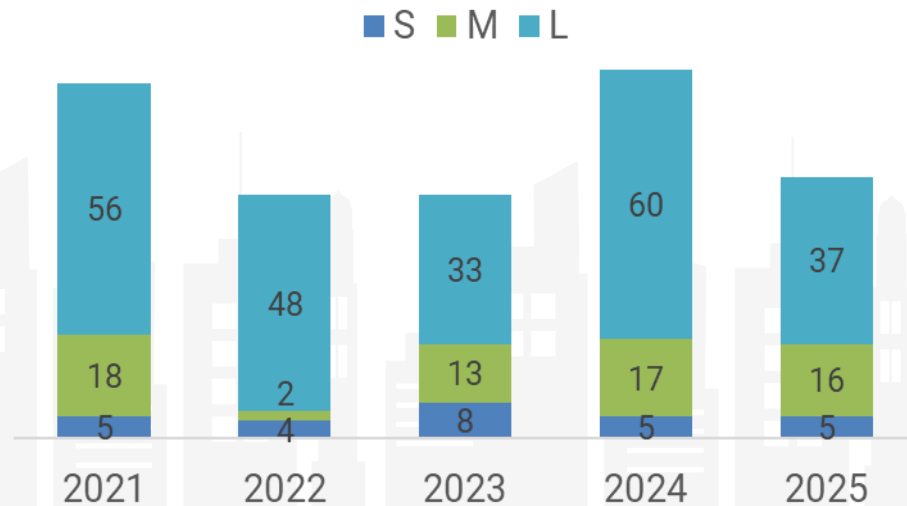


Relations activities to reach consumer groups [Slide 19](#)



Increase the number of certifications to support green procurement

Number of companies applying for certification within the year (by business size)



Number of companies and number of models certified



Quality development

Proactive promotion

Cooperation with partners



Develop/improve specifications to keep up with changing market and technological demands.

NEW

- Wastewater treatment tanks made of polyethylene plastic.

NEW

- Expanded the scope of insulation to include mineral insulation.

NEW

- Expanded the scope of plumbing pipes to include fiberglass pipes.

Improve

- Improved specifications for stationery, office supplies, rubber stamps, seal inks, stamp pads, and document file products.



under process

under review for publishing

Quality development

Proactive promotion

Cooperation with partners



Organize training on criteria interpreting to prepare entrepreneurs for the green market.

**อบรมการเตรียมความพร้อม
การขอรับรองฉลากเขียว**

21 มีนาคม 2568

ทำความเข้าใจ/ตีความข้อกำหนดฉลากเขียว
และการจัดเตรียมเอกสารตามข้อกำหนดฯ

ผลิตภัณฑ์หม้อแปลงไฟฟ้า
โดย คุณกาญจนา บุญมาก

รถยนต์ รถยนต์ไฟฟ้า
โดย คุณแววตา บรรพพิชญู และ คุณธวัช ชามเกาะ

สบู่ ผลิตภัณฑ์ทำความสะอาดพื้นผิว
โดย คุณจันทิมา ชานะวัฒน์

แนะนำฉลากเขียวและฉลากสิ่งแวดล้อม
โดย ดร.อนันต์ รัชวีร์
รักษาการผู้จัดการฉลากเขียวและฉลากสิ่งแวดล้อม

แนะนำเว็บไซต์ฉลากเขียว

- หลักเกณฑ์และเงื่อนไขการรับรองฉลากเขียว
- อัตราค่าธรรมเนียมฯ
- แนะนำวิธีสมัครฉลากเขียวผ่านระบบออนไลน์

โดย คุณกนกวรรณ ตงกันจะ

March 14, 2025

Stationery products



March 21, 2025

- Automotive/Electric Vehicle Products
- Transformer Products
- Cleaning Products



April 1, 2025

Construction Materials Products and Building Construction/Renovation Services



Quality development

Proactive promotion

Cooperation with partners

Expand cooperation, create a green marketing and supply chain

March 14, 2025

Signed a Memorandum of Understanding with Bangplee Stationery Limited Partnership (BP) to promote Green Supply Chain and Eco-Labeled Products. A training session titled "Green Label: Stepping towards a Sustainable Future by Choosing Eco-Friendly Products" was organized to provide entrepreneurs on the BP Stationery platform with knowledge about types of eco-labels, cost reduction strategies, and business opportunities that come with green and eco-label certification.



Quality development

Proactive promotion

Cooperation with partners

January 29, 2025

Partner agencies: **CENTRAL RETAIL**

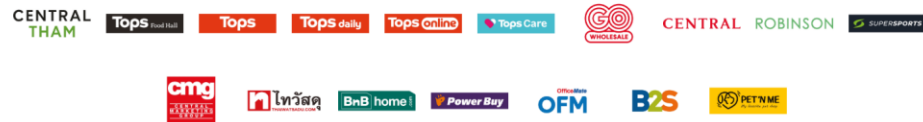
Demonstrate a shared commitment to promoting the adoption of environmentally friendly standards for each product, such as the use of the 'Eco-friendly Label' to build confidence among environmentally conscious consumers, driven by the project. **'Hug The Earth'**

Creating a sustainable green world ...

Just shop for eco-friendly products that are certified with environmental label standards.
Under the symbol of the Hug The Earth Project.



are collected in the sales area or exhibition points of Central Retail businesses.



Quality development

Proactive promotion

Cooperation with partners

Promoting SMEs to the Green Market

100 cases/year

September 3-5, 2025

Develop knowledge about marketing channels or the use of tools for product promotion.



Thai Health Promotion Foundation

Throughout 2025

SME Green Procurement and 13 areas adaptation in collaboration with the SME Promotion Fund (SME Promotion Fund).

OSMEP ➡

The Office of SMEs Promotion



Quality development

Proactive promotion

Cooperation with partners

Relations activities to reach consumer groups
2 events/year

Green Active: The world is screaming, we're reacting !
Hosted by the TV station Thai PBS

🌍 September 29, 2025 ✨



September 2, 2025

🔊 **"Green Label Youth Action"**

Youth learning and action platform for a sustainable environmental future, promoting knowledge and understanding of the **Green Label to youth**.

Let everyone learn and take action for our world through the learning exhibition on climate change adaptation and the **Green Label and Environmental Label exhibition**, which communicates sustainable production and consumption.



Quality development

Proactive promotion

Cooperation with partners

Participate in knowledge exchange with various partner agencies.

Partner agencies: OSMEP»

Participate in exchanging ideas and organizing an SME exhibition with opportunities in government procurement.



Join us in supporting SME benefits



Quality development

Proactive promotion

Cooperation with partners

7 May 2025

Partner agencies:  **TBCSD**

Participated in a lecture on the topic **“The Importance of Environmentally Friendly Procurement, a Mechanism to Net Zero”** as part of the seminar “Net Zero with Sustainable Procurement”



 13 August 2025

Partner agencies:



Panel Discussion
“Accelerate Green Trade in Asia Pacific Regions – Challenges, Opportunities & Way Forward” It is part of the regional forum on sustainable trade and procurement under the GreenPro Summit 2025 in Chennai, India.

Quality development

Proactive promotion

Cooperation with partners

13 – 17 October 2025



GEN-Annual General Meeting

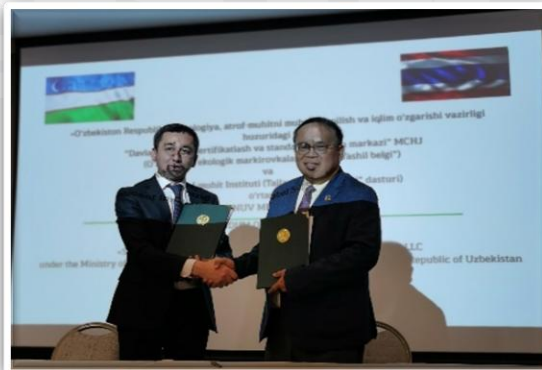


Participated in the Global Ecolabeling Network Annual Meeting and International Seminar on the topic **“Eco-labeling in the Republic of Uzbekistan: Eco-friendly Business, New Markets”** Organized by the Ministry of Ecology, Environmental Protection and Climate Change, Republic of Uzbekistan

Signed **(MoU)** In collaboration with the Government of Uzbekistan and five international partners (Japan, Türkiye, Singapore, Thailand, Ukraine) To link the Type I Ecolabel system to international mutual acceptance.



THAILAND ENVIRONMENT INSTITUTE



Research project



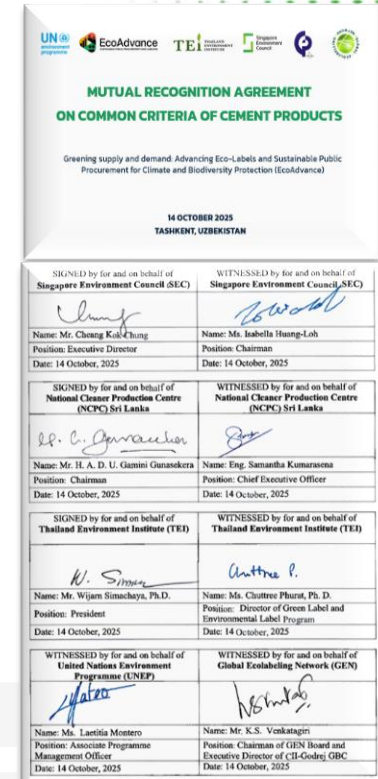
Greening supply and demand of construction materials: Advancing Eco-Labels and Sustainable Public Procurement for climate and biodiversity protection

Period: 16 August 2024 – 1 March 2026

Promote sustainable consumption and production patterns by using the Green Label and sustainable public procurement as measures, and support SME entrepreneurs, especially in the construction sector, cement and steel product groups, to apply the Green Label criteria to transform production approaches towards a green economy and regional sustainability.

Project outputs

1. Cement and Steel Product Criteria to Support the Move towards Low Carbon Building Materials
2. Mutual Agreement (MRA) for Cement and Steel Product Criteria between Thailand, Singapore, and Sri Lanka
3. Guide to Applying Green Label Criteria for Sustainable Public Procurement in the Construction Sector
4. Guide to Applying for Green Label Certification through a MRA



Research project



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :
Environment and
Climate Change Canada
Environnement et
Changement climatique Canada



Development of Guidance for Green Public Procurement Mandatory Requirements and Reporting for Purchasing Low-Carbon Cement in Thailand

Period: 3 April 2025 – 2 April 2026

Develop policy recommendations to transition Green Public Procurement (GPP) to mandatory for low-carbon cement products in Thailand, focusing on effective policy enforcement, transparent reporting systems and compliance with international best practices.



Project outputs

- 1 GPP transition approach from voluntary to mandatory
- 2 GPP Reporting Framework

Research project



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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Canada Environment and Climate Change Canada Environnement et Changement climatique Canada



Development of Guidance for Green Public Procurement Mandatory Requirements and Reporting for Purchasing Low-Carbon Cement in Thailand

9 December 2025

Signing of the Memorandum of “Intent to promote environmentally friendly public procurement among partner agencies that play a key role in driving the implementation of the environmentally friendly public procurement strategy”.





**Choose for Us
Choose for World
Choose Ecolabeling**



<https://greenlabel.tei.or.th/home/>



chuttree@tei.or.th

**Thank you
For your Attention**

