



## *Footprint Progress® Certification: The recognition of eco-designed products*

Footprint Progress is an environmental certification  
Its objective is to let businesses publicise the advances they have made in reducing the environmental impact of their products.

Feedback from Hee Il Park, Research Director of the department of eco-products and materials technology at LG Electronics and comments of Marie-Elisabeth d'Ornano, Head of Bureau Veritas CODDE, knowledge centre in LCA (Life Cycle Analysis) and Eco-design of LCIE\* Bureau Veritas, certification body and testing laboratory for electrical and electronic products.

### **What is the Footprint Progress Certification initiated by Bureau Veritas?**

Marie-Elisabeth D'ornano (Bureau Veritas): Footprint progress certifies eco-designed products. Its objective is to provide the consumer with evidence of the environmental benefits of the product by means of a legible and visible mark. This certification allows the business to demonstrate the active development of its product in terms of reducing environmental impact throughout its lifecycle.

### **What are the stakes for businesses in terms of eco-design? M.-E. D. (Bureau Veritas):**

Businesses must respond to the concerns of their customers or their business clients. Nowadays they want to buy products which are more environmentally friendly. Among other things, such products should be recyclable, more energy efficient and use fewer raw materials. It is essential, therefore, to conduct a business in a way which takes account of environmental issues by means of an active policy of reducing the environmental impact of its products.

### **Why did Bureau Veritas decide to launch this certification? M.-E. D. (Bureau Veritas):**

There were already several eco labels in the market, but they were each geared to a specific group of products. Footprint Progress, however, can be used for all kinds of eco-designed products.

### **What is the certification process?**

M.-E. D. (Bureau Veritas): Footprint Progress is offered in two stages. The first stage allows for a business or organisation to have its preparatory commitment to the eco-design of its product or products verified by an independent third party. The second stage allows for the verification and eco-design certification of the product or products once they are designed.

### **Do you believe that environmental certification makes a real impact on customer choice?**

Hee Il Park (LG Electronics): Customers are increasingly looking for products made by businesses which take account of environmental issues. That is why Footprint Progress certification by Bureau Veritas, which is a recognised group, will have more impact on the customer's choice.

**Why did you choose Footprint Progress certification, developed by Bureau Veritas, for one of your televisions, manufactured and sold in Europe?**

Hee Il Park (LG Electronics): In anticipation of regulatory changes and to preserve its competitiveness, LG Electronics regularly quality assesses its products in respect of the destination market. Footprint Progress certification is a statement of result which also endorses the environmental management system of the business. This specific approach, as well as the reputation of LCIE Bureau Veritas, gave us confidence in this certification. Furthermore, LCIE Bureau Veritas has an international network, and we are very hopeful of promoting this certification globally.

**How did you work with Bureau Veritas? What were the various stages of the process leading to Footprint Progress certification?**

H. Il P. (LG Electronics) :

Bureau Veritas set up a dedicated project team. A documentary audit was carried out, followed by corrective measures.

In view of the geographic distance between us, we organised three video conferences with Bureau Veritas, which were very useful in progressing each stage of the certification process.

**How will you communicate this new environmental certification?**

H. Il P. (LG Electronics): Eco-design is an important factor in our corporate social responsibility programmes. We will increase our market opportunities considerably by the effective use of Footprint Progress certification in the areas of sales, public relations and brand awareness.

**Would you recommend Footprint Progress certification to other businesses?**

H. Il P. (LG Electronics) : Absolutely. This certification is a transparent and apposite means of showcasing the efforts made by a business to produce more environmentally friendly products. Businesses can use this certification to promote their eco-designed products and so distinguish their brand and their products in the marketplace.

LG Electronics is the first company to have received Footprint Progress certification issued by LCIE Bureau Veritas.