

**STAKEHOLDER CONSULTATION
FOR EVALUATION OF ECOLABEL CRITERIA FOR
JUTE PRODUCTS**

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2/5 Sarat Bose Road, Kolkata 700020
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Introduction:

As a requirement of the ecolabelling standard ISO 14024, the ecolabelling body has implemented a formal consultation mechanism that facilitates full participation of interested parties. The following group of stakeholder has been selected for the consultation mechanism.

- Jute manufacturers
- Jute buyer / buyer association
- Non Governmental organization
- Experts
- Other associations
- Regulatory bodies

A list of the stakeholders according to above mentioned category has been annexed as *Annexure S1*.

Consultation Methodology:

Consultation was an iterative process that occurs in the selection of the product category, and in the establishment of product environmental criteria and product function characteristics. Interested parties have been given adequate time and access to details and sources of information used. The consultation process was planned in a way to ensure that interested stakeholders who comment on the program receive proper consideration of and response to their comments. The following methods have been selected in order to establish contacts with stakeholders for collecting their feedback on the required portion.

- Interaction with stakeholder
- Consultations in writing: through questionnaire
- Consultation through e-mail
- Website
- Workshop

Stakeholder's view on Jute Ecolabel project:

Stakeholder's view on different aspects of Jute Ecolabel study can be summarized as follows:

Input from the National Stakeholder to the study of Jute Ecolabel at Initial stage of the study :

Sr. No.	Issues	Comments received
1	Which countries will be important from our study point of view?	The stakeholder emphasized that among two EU countries, other than UK, Germany may be included. Germany has emerging market as well as some very stringent rules and regulation regarding disposal, for which ecolabel may be able to position jute and able to crack the synthetic market
2	What are the competing	Stakeholders have pointed out the following competing products against respective jute products:

Sr. No.	Issues	Comments received	
	products	Product	Competing product
		Jute Yarn	Synthetic
		Jute Hessian	Synthetic
		Food grade Jute sacking or Hessian	Food grade synthetic or plastic bag, Sisal bags, VOT bags (but insignificant)
		Jute Floor covering	Synthetic Floor covering
		Jute Geotextile	Synthetic geotextile
		Jute Shopping bag	Plastic, paper and other natural fibre shopping bag
3	What are the environmental considerations mentioned by buyers or what you consider important?	Generally buyers don't have any problem with any kind of jute goods. The problem exists in the fact that any disposal option of the used jute goods are not documented anywhere. Whereas the disposal protocol is available for other packaging material, whether it is plastics or some other synthetic product. So buyers are facing a problem in time of ultimate disposal of the jute goods due to non-availability of disposal protocol. There is an urgent need of documented disposal protocol so that at the time of disposal buyer can follow the direction or can avail the recycle option, if any. One of the objectives of the proposed ecolabel is the protocol for disposal and recycling to substantiate the jute industry's claim of the biodegradable and ecofriendly nature of jute.	
4	Life cycle in India?	Jute products are used in India at least for six to seven times	
5	Disposal in the importing country?	There is no documented disposal protocol for jute. If we look at the lifecycle of jute bags in EU and US countries, then the inflow process is rather two fold. Jute bags are either used for domestic commodities carrying (mainly potatoes are packed in jute bags in EU countries) purpose or for sending the food aids to Developing countries. In previous case the disposal is not documented and so need to be addressed. Jute bags are reused in developing countries.	
6	Legal requirements in importing country?	Stakeholders advised that for country specific legal requirements, country specific legislations, criteria for product specific importing material should be considered.	
7	Describe the use of the product?	The stakeholders have pointed out the use of respective jute products as follows:	
		Product	Use

Sr. No.	Issues	Comments received	
		Jute yarn	Carpet, carpet backing cloth, shoe upper, jute diversified products
		Jute Hessian	Bags for packaging potatoes, tobacco leaves etc., Jute geotextiles, Carpet baking cloth, jute diversified products
		Food grade jute Hessian or sacking	Packaging of cocoa, Hazel Nut
		Jute Geotextile	Civil construction, Soil saver, Mountain slope protection, Plant protection,
		Jute Floor covering	Floor covering, Floor runner
		Jute shopping bag	Promotional and shopping purpose
8	How many times recycled?	Not specified	
9	How disposed	Not specified	
10	How many times these are used / reused before disposal?	Not specified	
11	Emerging products / use of jute	Geotextiles: can be used as soil saver and for civil defense in both EU and USA,	
12	Emerging markets	USA, EU, China	
13	What according to you should the ecolabel contain?	Ecolabel is expected to clearly mention about the disposal protocol as well as to established the fact that throughout its life cycle it creates positive environmental impacts	

The views highlighted by the national stakeholder have been used as inputs to frame out the study on development of Ecolabel protocol.

Throughout the study, we have also consulted jute technologist and expert in order to get their comments on the study and implemented accordingly.

After developing ecolabel protocol based on life cycle considerations, we have interacted with stakeholders to get their view on the output of the study in order to make it more transparent and acceptable.

As already communicated in the third quarterly progress report, we have attended FAO's Sixth International consultation on Natural Fibres held at the offices of the International Coffee Organization, London on 2nd December 2005. We had presented the project in more details in front of 25 delegates (list of delegates is attached as *Annexure S2*) to

explain the purpose of the Jute Ecolabel project. It was clearly mentioned during the presentation that the development of the Ecolabel should be aligned with ISO 14 024 requirements. At the end of the presentation, we highlighted the importance of the stakeholder consultation phase as per those requirements and therefore encouraged all participants to give their feedback to us for modifying and adjust the Ecolabel protocol and criteria.

The concerns raised at the Consultation were addressed as follows:

Concern	Addressing the issue
Why the Ecolabel project should be restricted to Jute products from India? The FAO should generalize the initiative across the globe	This project has been conceptualized by the Jute Manufactures Development Council, Ministry of Textile, Govet of India to promote Indian Jute products
What is the level of objectivity of the Life Cycle Assessment results and complexity of the LCA process?	Conceptual Life Cycle Assessment has been done in line with ISO 14040 standard in order to develop Ecolabel protocol as per ISO 14024 standard for Type I Ecolabel.
The Life Cycle Assessment focuses only on chemical and physical properties of jute products. The importance of other aspects of such products should not be ignored (resistance, aesthetic appearance, softness...). In this regard, a benchmark with other products should be envisaged.	For LCA, the functionality of a product has been considered. We have used a software called TEAM, which is happen to be the best available software for LCA study. As requirement to the TEAM software we have considered all physical and chemical properties of jute products. Aesthetic appearances do not really impacted the environment.

We have started receiving responses from the stakeholders. On the basis of responses received so far, our study on Jute ecolabel can be evaluated as follows:

Issue	Comments received
Do you consider jute eco-friendly?	Majority of stakeholders considered jute as eco-friendly, but some of the stakeholders have suggested substituting machine oil with vegetable oil. They have also suggested replacing the use of different chemicals in jute manufacturing process.
Do you have any major concerns about the use of jute?	<ul style="list-style-type: none"> -Lack of quality controls - Irregular supply eg. Availability of cheaper alternative material (the cocoa industry uses less and less jute products because of cheaper alternatives and also because cocoa tends increasingly to be sent in bulk.)
How would you rank the life cycle impacts of jute?	Agricultural phase: the main concern of stakeholders are soil quality depletion and impoverishment, using of fertilizer and pesticides, socio-economic impacts of jute farming. Manufacturing phase: Stakeholders are concerned about the chemicals used in jute lifecycle viz. pesticides, batching oil, working condition, child labour etc. during manufacturing phase. Disposal Phase: No adverse impacts was highlighted by the stakeholderz
How do you think jute should be disposed in your country? Jute is a bio-degradable natural product and incinerating jute for energy has no harmful consequences. Options were: <ul style="list-style-type: none"> - Jute should be incinerated in a waste to energy plant that could also reduce greenhousegas emissions from fossil fuel (as jute is climate neutral) - Jute should be landfilled in managed landfills - Jute should be used in a garden or in farming to blend with soil - Jute should be recycled for alternate materials such as non-woven fabrics that are used in gardening 	Natural fibers should be recycled as insulation materials for building construction, manufacturing felt or can be landfilled.

Issue	Comments received
<p>What in your opinion are the significant environmental and social issues of using jute products - a natural fiber?</p> <ul style="list-style-type: none"> - Fiber source is natural, grown in plants - Water pollution during the growing of jute - Fertilizer and pesticide use in growing jute - Air emissions from the use of fossil fuel - chemicals used in processing jute - work place emissions during jute manufacture - chemicals that could be residues in jute products such as dyes and bleaching chemicals - Indoor air emissions from products - Greenhouse gas emissions from landfilling - Greenhouse gas mitigation due to use of waste jute for energy - Socio-economic aspects of jute (employment, secondary economic benefits, livelihoods of people, social responsibility) -Any other 	<p>Stakeholders have selected the significant environmental and social issues of using jute products as follows:</p> <ul style="list-style-type: none"> - Fertilizer and pesticide use in growing jute - chemicals that could be residues in jute products such as dyes and bleaching chemicals - Socio-economic aspects of jute (employment, secondary economic benefits, livelihoods of people, social responsibility)
<p>Is the coverage of the product functions adequate in Ecolabel protocol?</p>	<p>Majority of stakeholder have not commented on this issue. But Mr. Philip Sigley, CEO, FCC has pointed out that the maximum weight to be carried according to EU regulations is 25kg.</p>
<p>Are the environmental requirements covered sufficient in formulating Ecolabel Protocol?</p>	<p>Stakeholders have commented that the environmental requirements in formulating the ecolabel protocol were sufficient. The major issues regarding food bags concern chemicals. For instance, if dyes are used, ecolabel has to make sure that they respect agreed standards. Artificial substances shouldn't transfer to foodstuffs.</p>
<p>Do you think an ecolabel for jute would build consumer confidence?</p>	<p>Consumers are increasingly sensitive to environmental issues. An Ecolabel would help but the biggest issues are people's awareness and education. Most of the people in the UK don't know anything about jute and its low environmental impacts.</p> <p>Stakeholder has commented that the respect of ecolabel criteria has</p>

Issue	Comments received
	to be strongly controlled. If the label is not given to a specific mill or jute product manufacturer, it is likely that some entities covered by the ecolabel cheat on the respect (non respect) of the established criteria.
What in your opinion should the jute industry in India highlight on environmental and other product quality merits?	Quality of controls => Credibility. It has to be driven by industries. How to make them switch from polybags to food grade jute bags? In the hypothesis that an Ecolabel helps to increase demand from UK consumers for Jute products, is the Indian industry able to adapt to the increased demand with higher and regular supply?

*Annexure S1***List of Stakeholders:****Category: Jute manufacturers**

Sr. No.	Stakeholder	Mode of Consultation
1	Gloster Jute Mills Ltd. 21, Strand Road, Kolkata - 700 001, West Bengal Tel : 033-2220 9601 (4 lines), 2220 2778 Fax : 033-2221 4222 Email : glosjute@cal2.vsnl.net.in Contact : Mr. D.C. Baheti	Interviewed
2	The Ganges Manufacturing Co. Ltd. 33A, J.L. Nehru Road 6th Floor, Flat No. A-1 Kolkata - 700 071 Tel : 033-2226-0881/0883/6283 Fax : 033-2288 7591 Email : gangesjute@vsnl.com Contact : Mr. R.K. Poddar	Interviewed
3	<u>Birla Corporation Limited</u> Birla Building 9/1,R.N. Mukherjee Road Kolkata - 700 001, West Bengal Tel : 033-2213-1680 (10 lines) / 2220-4370 (10 lines) Fax : 033-2248-7988/2872 Email : bcljute@cal.vsnl.net.in Contact : Shri Alok Kumar	Interviewed
4	<u>Hastings Jute Mills</u> 15B, Hemanta Basu Sarani, Kolkata - 700 001 Tel : 91-33-2248 2091 / 0713 Fax : 91-33-2248 4104 Email : kajaria@jute-india.com Contact : Mr. S. Kajaria	Interviewed
5	Champdany Industries Ltd. 25, Princep Street Kolkata - 700 072 Tel : 033-2237 7880-85, 2225 2693 Fax : 033-2225 0221 Email : cil@ho.champdany.co.in Contact : Mr. N. Pujara	Interviewed
6	Cheviot Company Ltd. 24, Park Street, Magma House	Interviewed

	<p>9th Floor Kolkata - 700 016 Tel : 033-3091-9624 / 3091-9625 / 3092-6031 Fax : 033-2249-7269 Email : chevjute@cal2.vsnl.net.in Contact : Mr. N.K. Kejriwal</p>	
7	<p>The East India Natural Goods Co. Project House, Gopalpur, Budge Budge Road, Sarkar Pool Kolkata - 700 143 Tel : 91-33-2401 3464 / 3465 / 4007 / 0007 /5883 Fax : 91-33-2401 3887 / 4147 Contact : Mr. A. Rawla</p>	Interviewed
8	<p>Asim Kar (Export Division) BE 410, Sector I, Salt Lake Kolkata 700064 Tel: 91-33-2337 6649/6650 Fax: 91-33-2334 7825 Contact: Mr. Asim Kar</p>	Interviewed
9	<p>Nuage (A house of diversified jute products), 145 Shyam Nagar Road, Kolkata -700055, Contact: Mr. P.K. Bhaduri</p>	Interviewed
10	<p>Ratna Handlooms , H. No, 11-25-1051 Kothawada Warangal – 506 012 Andhra Pradesh Tel : (08712) 25846 Fax : (08712) 29046 Contact : Mr. G. Thirupathi</p>	Interviewed
11	<p>The Balaji International, H.No. 11-28-343, 344; Indira Priyadarshini Nagar, Autonagar Road; Kothawada, Warangal – 506012, AP, India Tel. No. 0870- 2500959; 2427085 Email: sribalajiintwgl@yahoo.com</p>	Interviewed
12	<p>Ramchander Motilal Enterprises, B 10-28,29 Automobile Nagar OPP. Bharat Vaigyanik Kanta Jaipur - 302 003, Rajasthan Tel : 91-141-2642288,3114211 Fax : 91-141-2642288 Contact : Mr. Jugal Kishore Fatehpuriya / Mr. Abhishek Fatehpuriya</p>	Interviewed
13	<p>Art India, B-180, Mangal Marg, Bapu nagar Jaipur - 302 015, Rajasthan</p>	Interviewed

	Tel : 91-141-2709641 /2704525 Fax : 91-141-270-7052 Contact : MS.. L.. Pancholi	
14	The Hans, Adarsh Colony, Banoll Road, Panipat Contact: Subhash Gupta Ph. No. 91-1742-2632717	Interviewed
15	R.K. Dyeing Industry, Behind Khadi Ashram, Shiv Nagar, Panipat Contact: Rajesh Jain	Interviewed

Category: Jute Buyers/ Buyers Association

Sr. No.	Stakeholder	Mode of Consultation
1	Mr John Caruthers, United Kingdom Jute Goods Association, London E14 9XL Tel. (44-171) 5385383 Fax (44-171) 5382007 E-mail: jc@abilco.co.uk	Interviewed
2	Barrie Turner Chief Executive, Jutexpo Ltd Orchard House, Evesham Road, Broadway WR12 7HU, UK Telephone +44 (0) 1386 834777 Fax +44 (0) 1386 834888 barrie.turner@jutexpo.co.uk	Interviewed
3	Abilco and United Kingdom Jute Goods Association" John Carruthers Consultant, Abilco London E14 9XL (0)20.72.47.97.36 jc@co.abilco.uk	Interviewed
4	Federation of Cocoa Commerce Philip Sigley CEO FCC 1, Cousine Line London EC4R 3XX (0)20.73.79.28.82 philip.sigley@liffe.com	Interviewed
5	David Gould Owner of the company Canby	Interviewed

	"Unit B02 Acton Business Center School road" NW10 6TD London (0)2089519325 (0)2089519321 david@canby.co.uk	
6	David Whitefoot Technical Director The Carpet Foundation "MCF Complex, 60, New Road, Kidderminster, Worcestershire" DY10 1AQ "01562.755568 Cell: 07812.191113" 01562.865405 davidwhitefoot@carpetfoundation.com	Interviewed
7	Dilip Tambyrajah Managing Director Zylyon International 31.79.316.95.31 dilip.tambyrajah@wxs.nl	Interviewed
8	Ms. Maxine Shapiro Treasurer Textile Bag and Packaging Association, 6055 N Gatehouse SE Grand Rapids, Michigan 49546 United States OF America Tel: 616-942-9654 Fax No. : 616-285-4725 E-mail: sccashapir@aol.com	Through e-mail
9	Mr. Denis Calomeni Mexim S.A., 3 Place du Cirque, CH-1204 Geneva, Switzerland Tele: 00 41 22 329 5244/45 Fax: 00 41 22 781 1986 E-mail: mexim@mexim.int.ch	Through e-mail
10	Mr. Peter Clasen Wilhelm G. Clasen Glockengiesserwall 1 D – 200095 Hamburg, Germany Email: info@wgc.de +49 (40) 32 32 95-0	Interviewed
11	Mr. Martin Snjider, Euro jute European Association for the Trade in Jute and Related Products Aldrin goekooplaan, 5	Interviewed

	2517 JX The Hague The Netherlands, Fax: (31) 703512777	
12	Committee of European Coffee Associations (CECA), PO Box 90445 The Netherlands Fax: 31 20 511 3810 Phone: 31 20 511 3858	Interviewed over phone and through e-mail
13	Mr. M. C. Warrens (CEO) Logistic NI V. V. Goghlaan 109,, Vlissingen NI.Ec., Netherlands, The-4382 SR logistic@zeelandnet.nl Phone No. 31-62447-2021 Fax No. 31-62447-2021	Interviewed over phone and through e-mail
14	Mr. Klingenberger The German Research Carpet Institute, Charlottenburger Allee 41 D-52068 Aachen, Germany Phone: +49(0)241/9679-00 Fax: +49/(0)241/9679-200 Email: hklingenberger@kfi-online.de	Interviewed over phone and through e-mail

Category: Jute Experts/Technologist

Sr. No.	Stakeholder	Mode of Consultation
1	Gordon Mackie, International Textile Consultant, 228 Ballylesson Road, Drumbo, Lisburn, BT27, 5TS, N. Ireland, UK E-mail: mackieg@tiscali.co.uk	Interviewed
2	Dr. T. Sanyal Advisor to Jute Geotextile Cell JMDC Mobile: 9830320359 Off: 24017340	Interviewed
3	Mr. A.K. Banerjee (specialization on FGJB) IJIRA Ph.No. 24014146	Interviewed
4	Mr. Pradeep Chaudhury IJIRA 24017340	Interviewed
5	Mr. H.N. Ghosh, Technical Advisor, The Ganges MFG. Co. Ltd.;Chairman,	Interviewed

	IJMA(Tech.Div.);Member of council, Inst. Of Jute tech, IJIRA The Ganges Manufacturing Co. Ltd. 33A, J.L. Nehru Road 6 th Floor, Flat No. A-1 Kolkata – 700 071	
6	Mr. Vinay Chand Consultant Vinay Chands Associates 230, Finchley road NW3 6DJ London (0)20.77.94.59.77 vinaychand@msn.com	Interviewed
7	Dr S D. Ramaswamy, Block 412 Pandan Gardens # 15-100, Singapore 600412., Phone 0065-65674645 FAX 0065-65645791	Through E-mail

Category: Associations other than Jute Buyers Association

Sr. No.	Stakeholder	Mode of Consultation
1	Office of jute Commissioner Ministry of Textiles, Govt. of India 3 rd MSO Building, E& F Wing, CGO complex, 4 th Floor, Sector I, DF Block, Salt Lake City, Kolkata 700064 Phone: 23376979/23376980 Fax: 91-33-2337-6972 E-mail: jccal@vsnl.com Website: www.jutecomm.com Contact: Mr. S. Majumdar, Jute Commissioner	
2	Indian Jute Mills Association 6, Netaji Subhash Road, Kolkata 700001, Phone: 2220-9918, 2220-0742 Fax: 91-33-22205643 Contact: Mr. S.K. Bhattacharya	Interviewed
3	The Directorate of Jute Development Ministry of Agriculture, Govt. of India 234/4, A.J.C. Bose Road, Kolkata - 700 020 Phone: 91 33 2247 9465/9337 Fax: 91 33 2247 9521 E-mail: jutecal@wb.nic.in Contact : S K Biswas, Director	Interviewed
4	Central Research Institute for Jute & Allied Fibre Indian Council of Agricultural Research Barrackpore, 24 Parghanas (N), W.B.	Interviewed

	Pin: 743 101 Phone: 91 33 2535 1932/6124 Fax: 91 33 2535 0415 E-mail: crijaf@cal2.vsnl.net.in Contact : B B Das, Acting Director	
5	Mr. . Tiwari, Chairman cum MD, JCI; Jute Corporation of India Ltd. 15N, Nellie Sengupta Sarani. Kolkata -700087	Interviewed
6	Mr. Parvinder Singh, COO, Common Fund for Commodities, Amsterdam, The Netherlands managing.director@common-fund.org Tel: 3120.5754.949	

Category: Regulatory Bodies

Sr. No.	Stakeholder	Mode of Consultation
1	Mr. Rusty Odihiri Policy advisor Food Standard Agency 125, Kingsway - HOLBORN London. (0)20.72.76.85.94 rusty.odihiri@foodstandards.gsi.gov.uk	Interviewed
2	Charles Cox "Ecolabelling manager Environment, Business and Consumers Division" Department for Environment, Food and Rural Affairs (DEFRA) 6/D11, Ashdown House, 123 Victoria Street London, SW1E 6DE 020.7082.8672 020.7082.8698 charles.cox@defra.gsi.gov.uk	Interviewed
3	Mr. Antony Sandana, Senior Commodity Officer, 54-56 RUE DE MONTBRILLANT, Palaris des Nations, 121 Geneva 10, Switzerland, Tel: +41227300282, sandana@intracen.org	Interviewed
4	GUT - Gemeinschaft Umweltfreundlicher Teppichboden, Contact: Mr. Klingenberger hklingenberger@kfi-online.de Charlottenburger Allee 41 D-52068 Aachen, Germany Phone: +49(0)241/9679-00 Fax: +49/(0)241/9679-200	Through E-mail and interviewed

*Annexure S2***Participants at the Consultation**

Mr Zaheer Abbas, Kumayl Ltd, London / Pakistan
Mr Wilson Andrade, Sindifibras, Brazil
Mr Alexis Baltasar-y-Jimenez, PhD Student, UK
Ms Paula Brazier, Wigglesworth, London
Mr Vinay Chand, Consultant, London
Mr Peter Clasen, Wilhelm G. Clasen, Germany
Mr. A.Y.M Ekramul Haque, Director, Bangladesh Jute Mills Corporation
Ms Carol Evans, Landauer Fibres, London
Mr Friedhelm Göltenboth, University of Hohenheim, Germany
Mr David Gould, Canby, UK
Ms Astrid Hamelin, Paris (for SIFOR of Madagascar)
Mr Jim Harris, Wigglesworth, London
Mr John Harrison, Landauer Fibres, London
Shri A.C. Jose, Chairman, Coir Board, India
Mr Sanjay Kajaria, Vice Chairman, Private Sector Consultative Board- IJSG, India
Mr Michael Karus, Nova-Institut GmbH, Germany
Prof. Ryszard Kozlowski, Institute of Natural Fibers, Poland
Mr Alcides Leão, UNESP, Brazil
Ms Maria Mackiewicz-Talarczyk, Institute of Natural Fibers, Poland
Mr S. Majumdar, Jute Commissioner, Ministry of Textiles, Government of India
Mr Humayun Mazhar, PJMA, Pakistan
Mr Brian Moir, FAO, Rome
Mr Mathew Ralph, Gover, Horowitz and Blunt, London
Mr Md. Abdur Rashid Sarker, Secretary, Ministry of Textiles and Jute, Bangladesh
Mr Rodolfo Ripol, CELESA, Spain
Mr Keith Rixon, South Africa
Mr C. Roul, Director, Ministry of Textiles, Government of India
Mr Tony Sandana, ITC, Geneva
Mr A.F.M. Sarwar Kamal, International Jute Study Group, Bangladesh
Mr Salum Shamte, Katani Ltd., Tanzania
Mr Dilip Tambyrajah, Zylyon International B.V, Sri Lanka/Netherlands
Mr Tom Van Cauwenberghe, Tasibel, Belgium
Mr Sieste van der Werff, Common Fund for Commodities, Amsterdam
Mr O. Wilson, Tanzania Sisal Board
Mr Sabbir Yousuf, President, Bangladesh Jute Spinners Association Dhaka, Bangladesh