



# *Etichetarea ecologică*

*Ce se află pe ambalaj?*





GREENWASHING

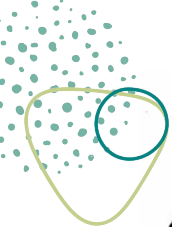




*Mărci de calitate autohtone*



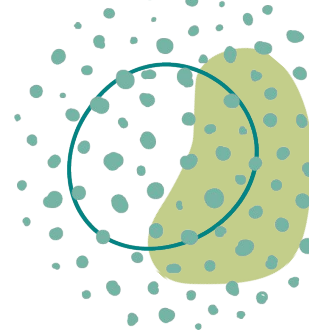
**MOLDOVA**



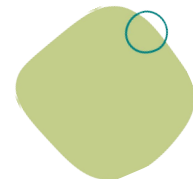
0 2 4

## *Mărci de calitate autohtone*

Marca de conformitate (calitate) - [link](#)

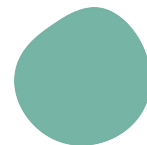


**Certificat eco (Agricultura ecologică  
Republica Moldova - [link](#)**



**Certificat agricultură ecologică România -  
[link 1](#)**

[Link 2](#)





ГОСТ - standardul regional (Rusia) de calitate

[link](#)





*Mărci de calitate ecologică  
internationale*





# Mărci de calitate eco și organic internaționale

## The Organic Logo - [link](#)



- NU se folosesc semințe OMG
- NU se folosesc fertilizatori artificiali
- Resursele naturale și energetice se folosesc rațional
- 95% ingrediente organice

# Mărci de calitate eco și organic internaționale

EU Ecolabel - [link](http://www.ecolabel.eu)



# Mărci de calitate eco și organic internaționale

Rainforest Alliance - [link](#)



UTZ Certified - [link](#)





Marcaje false, certificate  
neexistente!





Nu oferă garanție că produsul nu conține aditivi, coloranți, că nu s-au folosit pesticide pentru a crește produsul etc



Chemical-Free-Life.org

**Investigative report finds more "fake organic" food on U.S. shelves:**

**Conventional soybean and corn fumigated with pesticides, then labeled as "USDA Certified Organic" brings in millions of dollars for suppliers and dupes consumers.**



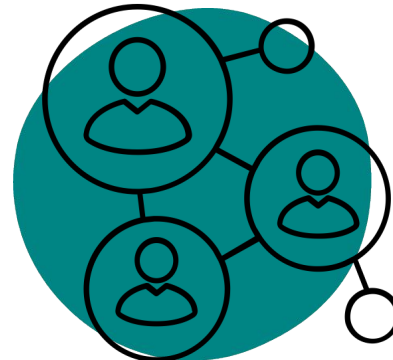
*Mărci de calitate etice -  
oameni*





# Mărci de calitate etice

Fair trade - [link](#)

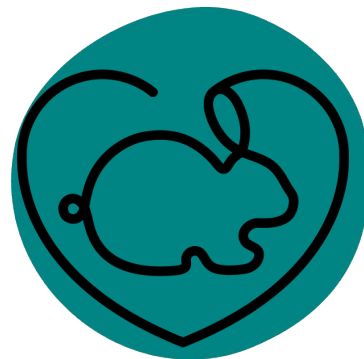
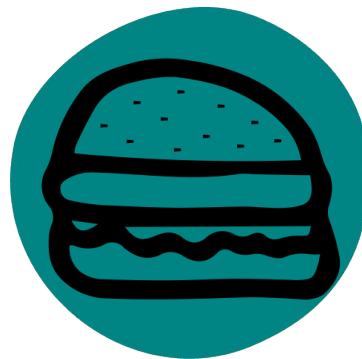


*Mărci de calitate etice.  
Animale*



# Mărci de calitate etice

Vegan society, V label - [link](#)



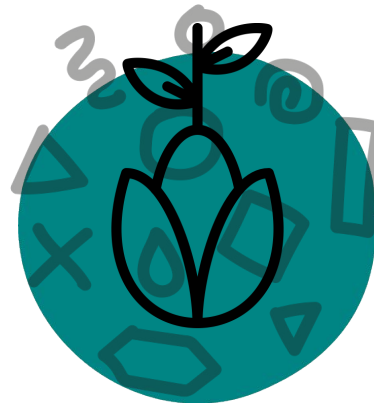


# Mărci de calitate etice

Fără cruzime - nu se testează  
pe animale (acum) - [link](#)



# Organism Modificat Genetic - [link](#)



## Marcaje pe ambalaje despre ambalaje



# Pungi, tacâmuri și ambalaje compostabile

Certificat de  
compostabilitate - [link](#)



Degradabil?

Compost  
fierbinte

BIO  
degradabil?



# Hârtie și ambalaje de hârtie

Hârtie din surse responsabile - [link](#)



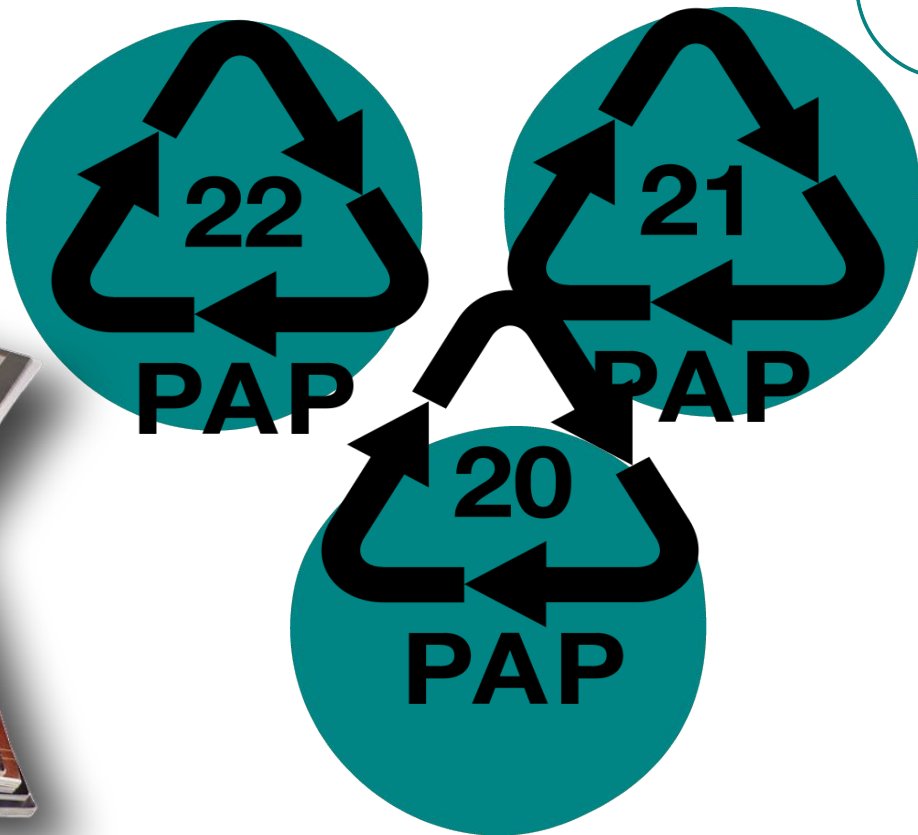
The mark of responsible forestry

## Pulp and Paper Manufacturing Process

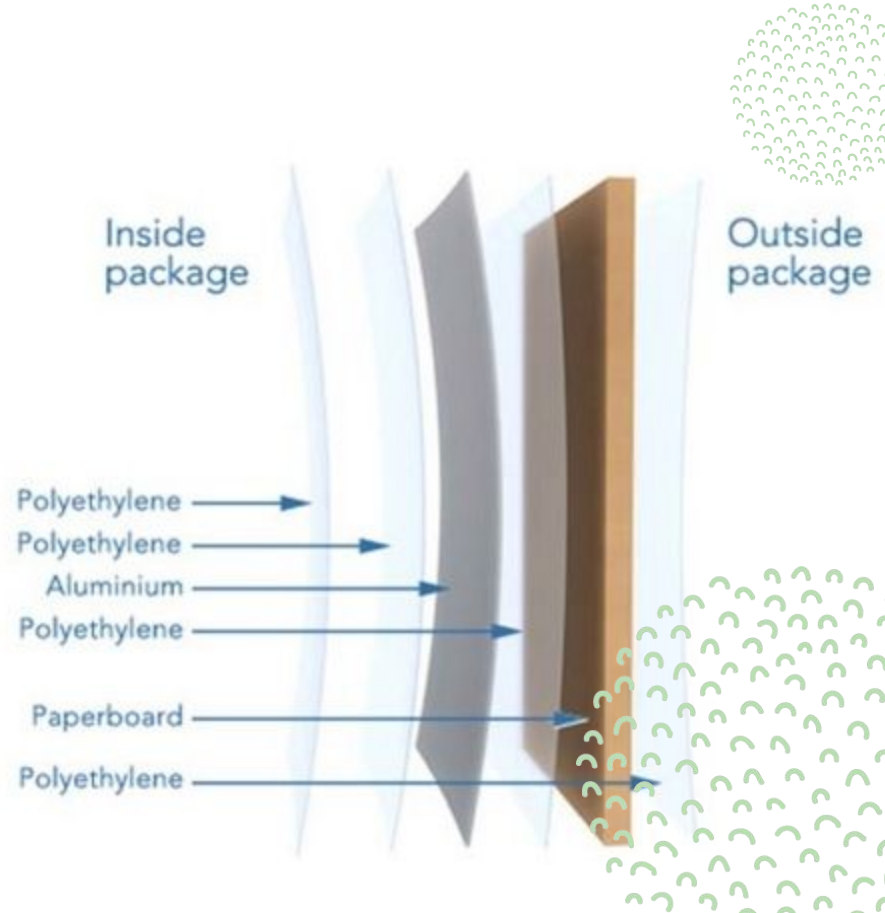


Pulp and Paper Industry

# Hârtie și ambalaje de hârtie



# Tetra Pak - ambalaj mixt din plastic, hârtie și aluminiu



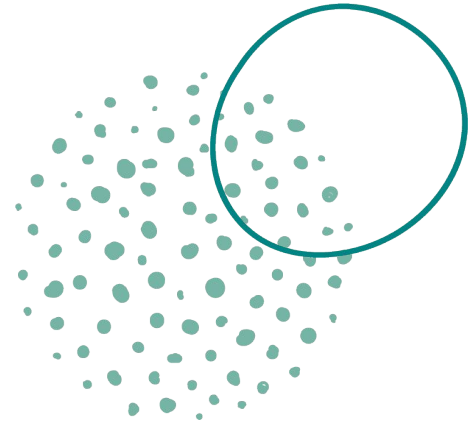


## A teal circular background containing a black recycling symbol (three arrows forming a triangle). The number '40' is centered within the triangle, and the letters 'FE' are positioned below the triangle.





*Sticlă 70-79*





**PETE**

polyethylene  
terephthalate

soft drink bottles,  
mineral water, fruit  
juice containers and  
cooking oil



**HDPE**

high-density  
polyethylene

milk jugs, cleaning  
agents, laundry  
detergents, bleaching  
agents, shampoo  
bottles, washing and  
shower soaps



**PVC**

polyvinyl chloride

trays for sweets,  
fruit, plastic packing  
(bubble foil) and  
food foils to wrap  
the foodstuff



**LDPE**

low-density  
polyethylene

crushed bottles,  
shopping bags,  
highly-resistant  
sacks and most of  
the wrappings



**PP**

polypropylene

furniture,  
consumers,  
luggage, toys as  
well as bumpers,  
lining and external  
borders of the cars



**PS**

polystyrene

toys, hard packing,  
refrigerator trays,  
cosmetic bags,  
costume jewellery,  
audio cassettes, CD  
cases, vending cups



**OTHER**

other plastics,  
including acrylic,  
polycarbonate,  
polyactic fibers,  
nylon, fiberglass

an example of  
one type is a  
polycarbonate used  
for CD production  
and baby feeding  
bottles

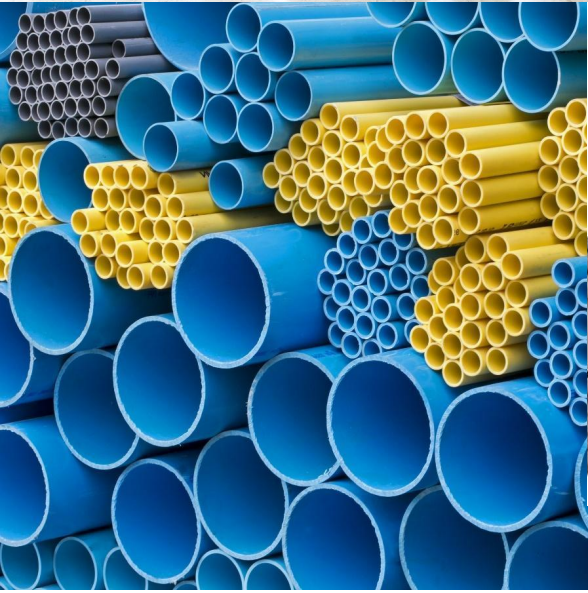




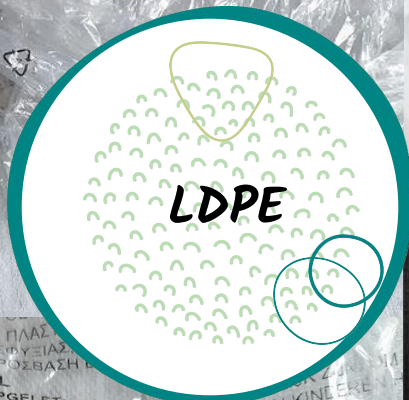






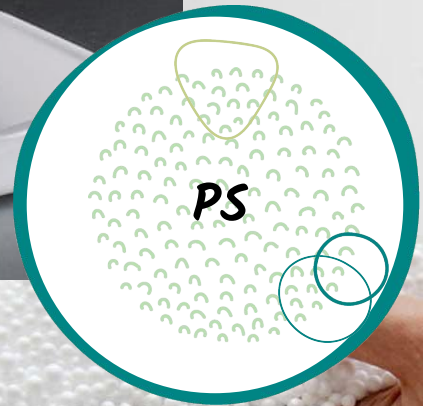




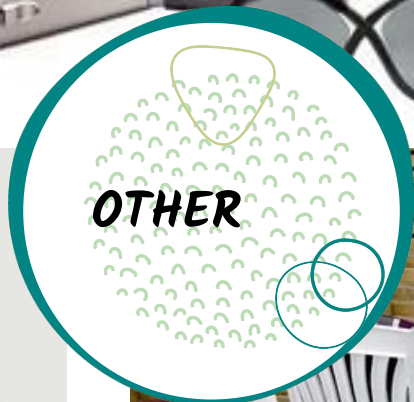








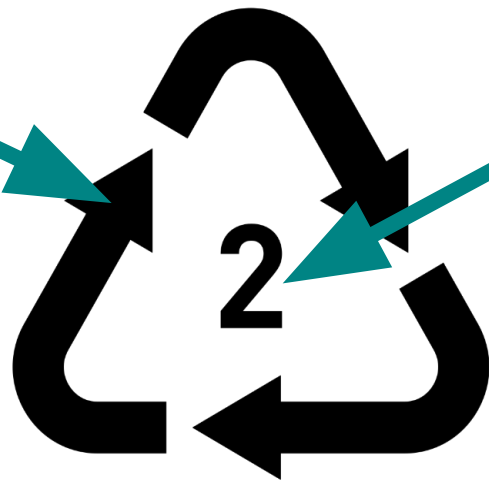




# Cum identificăm *tipul de plastic?*

1. Găsim pe ambalaj  
**TRIUNGHIUL RECICLĂRII**  
(cel mai des pe fundul  
recipientului)

2. Găsim cifra corespunzătoare,  
în interiorul triunghiului, sau  
direct sub triunghi. TEP  
reciclează doar tipurile 2 și 5.



**HDPE**

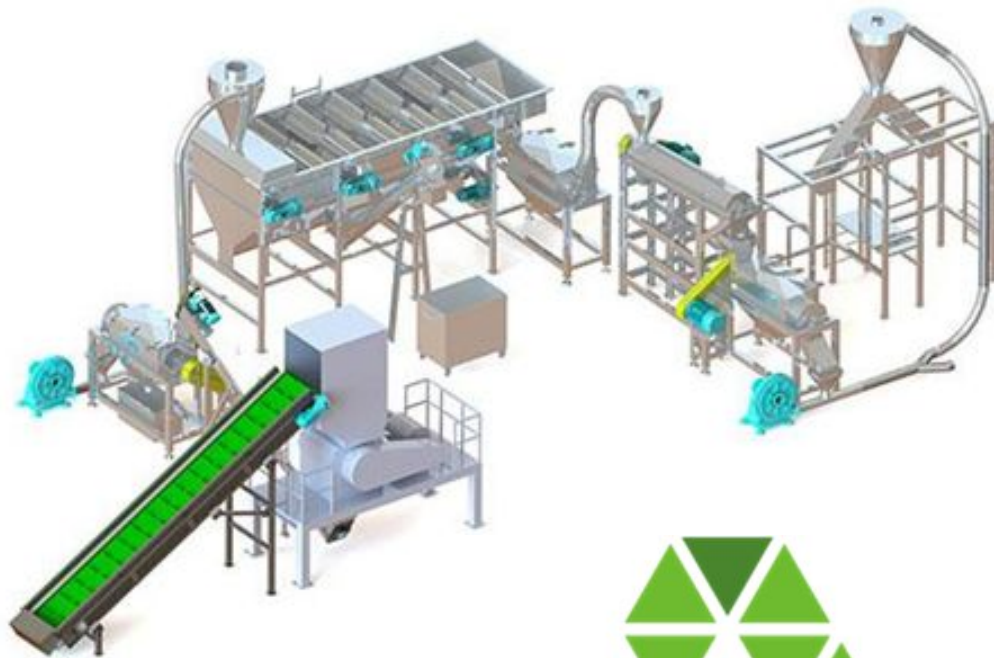
**IMPORTANT!**  
Dacă cifra nu este direct  
în apropierea sau în  
interiorul triunghiului,  
aceasta nu indică tipul de  
plastic !

3. Găsim abrevierea  
corespunzătoare, direct sub  
triunghi, sau uneori lângă  
triunghi. TEP reciclează doar  
tipurile 2 - HDPE (mai notat și  
PE sau PE-HD) și 5 - PP.

## *Ambalajele - în tomberonul potrivit!*











***Echipa EcoVisio***