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ENHANCED CAPABILITY AND CAPACITY FOR 2025

Global Ecolabelling Network (GEN) Enhances Capacity with New Vice Chair Appointments and welcomes an Experienced Leader as new Director, Adds new EU Secretariat

The Global Ecolabelling Network (GEN) today announced a strategic enhancement of its leadership structure with the appointment of two Vice Chairs to strengthen its organizational capacity and global reach, alongside the addition of a new Director.

"I am pleased to announce the appointment of two Vice Chairs who will help strengthen our capacity in specific, practical areas," said K S Venkatagiri, Chair of the Global Ecolabelling Network. "These appointments are designed to distribute operational responsibilities in a practical way that leverages our global presence. With leadership positioned across three continents, we can ensure more efficient response times and better regional representation across time zones."



Isabella Loh, based in Singapore, will serve as Vice Chair for External Relations and Partnerships. In this role, she will:

- Strengthen relationships with key international partners
- Develop new strategic alliances globally, with particular focus on the Asia-Pacific region
- Represent GEN at critical international fora
- Coordinate external communication strategy with partners

She adds "As Vice Chair of the Global Ecolabelling Network (GEN), I am proud to lead efforts in forging partnerships that promote sustainable consumption and production worldwide. Ecolabels are vital in guiding consumers and businesses toward environmentally responsible choices. In this role, I am dedicated to forming strategic alliances with organizations, governments for green public procurement, and industry leaders to enhance the credibility and impact of ecolabeling systems. Through collaboration, we can tackle global challenges like climate change, biodiversity loss, and resource scarcity, driving innovation, shaping policy, and ensuring ecolabeling remains central to the global sustainability agenda. Thank you for your trust and support as we work towards a greener future together globally.



Sofie E Munteanu, based in Sweden, will serve as Vice Chair for Internal Network Development. Her responsibilities will include:

- Supporting member organizations' operational needs
- Facilitating knowledge sharing across the network
- Coordinating capacity building initiatives
- Enhancing communication between member organizations

Sofie comments "As Vice Chair for Internal Network Development, I am committed to strengthening our network's effectiveness through enhanced collaboration and knowledge sharing. My background in sustainability leadership, combined with experience in bringing diverse teams together around common goals, will help us build stronger connections between member organizations. By focusing on practical capacity building and strategic alignment, we can amplify GEN's impact in promoting sustainable consumption worldwide. The challenges we face in environmental protection are complex, but our network's diversity is our strength - different perspectives united by one shared commitment to environmental stewardship through the world's leading ecolabels."



The Board also welcomes Riikka Holopainen as a new Director. Holopainen brings valuable expertise as the Managing Director of Ympäristömerkintä Suomi Oy (Ecolabelling Finland), which administers both the Nordic Swan Ecolabel and the EU Ecolabel in Finland. Under her leadership since 2018, the Nordic Swan Ecolabel has become the second most valued brand in Finland. Her role on the Nordic Swan Ecolabelling board of directors further strengthens GEN's connections with leading regional ecolabelling programs.



"The creation of these focused roles reflects our commitment to strengthening GEN's organizational capacity rather than changing our power structure," Venkatagiri emphasized. "All strategic decisions will continue to be made collectively by the Board, with these Vice Chair roles serving to improve our operational execution and responsiveness."



Additional Secretariat Joins at Heart of EU

Following last year's successful establishment of the Americas Secretariat based in Brazil, we also welcome the appointment of a 2nd regional Secretariat with an EU Secretariat based in Brussels. Commencing in February the new role will be embedded at the heart of the European Union supporting both our regional members needs and the global members engagement with key European markets and policymakers. A formal announcement will follow in February.



These appointments come at a crucial time as environmental certification and ecolabelling play an increasingly vital role in driving sustainable consumption, sustainable public procurement and production patterns worldwide. The new structure will enable GEN to be more responsive to both member needs and external opportunities. Enhanced Asian and more European representation reflects the consumer, business and government prioritisation in these regions towards high integrity ecolabels.

About the Global Ecolabelling Network (GEN)

The Global Ecolabelling Network is a non-profit association of leading ecolabelling organizations worldwide. GEN promotes environmental certification and ecolabelling to help consumers and institutional purchasers select products and services with lower environmental impacts.

About Singapore Environment Council

Established in 1995, the Singapore Environment Council (SEC) enables businesses in their sustainability journeys through its globally recognised environmental certification programme under the Global Ecolabelling Network (GEN). In line with the national targets outlined in the SG Green Plan 2030, SEC focuses on raising public awareness on sustainability issues and fosters capability and capacity building through Public Private People (3Ps) partnership. As a not-for-profit, non-governmental organisation (NGO), SEC is approved under the Institution of Public Character (IPC) which extends tax exemption to donors.

For details, please visit <https://www.sec.org.sg>

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