

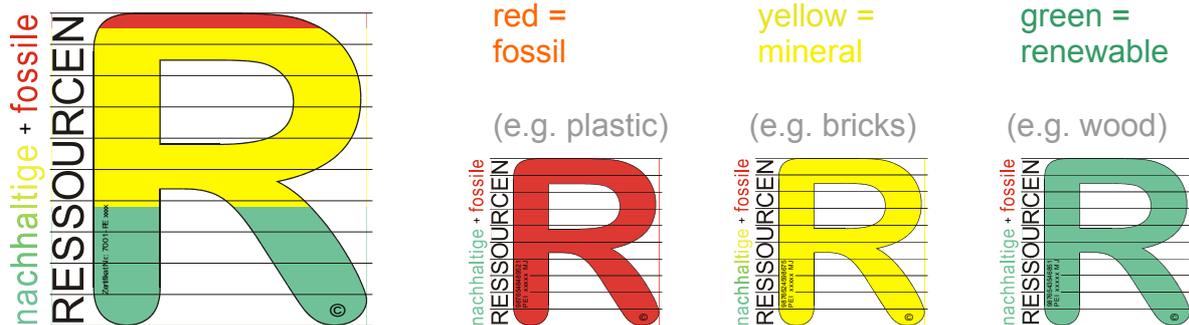
Intergenerational products ©

Ten years after the Rio conference in 1992 the 178 signing countries are requested to realize the implementation of the agenda 21 during the year 2002.

Due to this commitment for future generations the use of energy and materials has to be reduced to available renewable energy and raw material resources, to prevent completely exploitation of fossil resources.

The resources-label shows in a simple and understandable way the use of fossil and renewable resources for a product. By using the label as daily objective and definite decision guidance consumers are capable to have influence on sustainable development and to fulfil their commitment on future generations.

On April 17th 2002 the German government established a model for sustainable development (Perspectives for Germany) and specified the necessary structural changes. The 4 guidelines of the decision primarily name the fairness for generations, which implies a maximum effort in energy and resource efficiency. "Every litre oil exhausted today, is irrecoverably lost for future generations". German politicians therefore demand the increase of efficiency by "factor 4" and "factor 10" for energy and raw material use.



The main intention should be to provide consumers and purchasing agents with decision guidance tools, to ensure that sustainable products will be preferably used and bought in future.

By providing these decision guidance tools first of all adolescents, whose fossil resources are in focus, might be animated to start the "ecological modernisation" of society.

The consumer's behaviour will be an effective instrument, to induce producers to sustainable innovations and to encourage sustainable development.

The ARGE kdR (*Working Group for Certified Resources*) therefore developed a simple but significant label, which based on a scientific and independent assessment allows to easily identify the use of fossil and renewable resources in a product.

In addition the ARGE kdR, in cooperation with different ecological orientated institutes, associations and organisations, will try to assure the control of sustainable raw materials during winning and production to fulfil the global responsibility which is associated to sustainable products. (q.v: <http://www.positivlisten.info>)