



European ecolabel: Opportunity to propel the
internationalization of Industries Estra

S.A

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2016

European ecolabel: Opportunity to propel the internationalization of Industries Estra S.A

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Medellin, Colombia

2016

Summary

In this project there appears a strategy that will facilitate and stimulate the sales to the European market of the products of use of Separation and Managing of Residues belonging to the Institutional world of Industries Estra S.A across the acquisition of ecolabels as the European Ecolabel, given to that the economy of this continent gives him a lot of importance to the consumption in favor of the environment.

Due to the worry that is generated with regard to the deterioration of the planet, there are implemented measures and agreements that help to minimize the impacts caused by the overexploitation of the resources and the wild consumerism of the company There was done an analysis of the benefits that they represent to belong as company to the green elite under the European Ecolabel and to be recognized like provider of social ecological responsibility, Guaranteeing this way a competitive advantage since Michael Porter indicates in his book " To be Competitive ": the companies should understand that to improve his processes with regard to the environment should be alone for fulfilling a regulation, But essential part of the competitiveness generating value added to the products certified in relation to those who it are not, managing to be very attractive on the market. (Porter, 2009)

Keywords: Ecolabels, European Ecolabel, Sustainable Development, Competitiveness, Culture.

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List of abbreviations

ONU: United Nations Organization

EEE: European ecolabel

SAC: Colombian environmental seal

ICONTEC: Colombian institute of Technical Procedure and Certification

ISO: International organization of Standardization

RSU: Solid Urban residues

AELC: European Association of Free Trade

UE: European Unión

Introducción

Nowadays there is a great worry worldwide with regard to the environment, the ecosystems, the fauna and flora, the protection of the forests and the natural resources of which there is done an undue and overuse, incurring this way an untenable consumerism and the deterioration of the planet land. According to the journalist Alex Fernandez Muerza, appointment in his article " The sustainable development is the major myth of the environment " to Sergio Federovisky, biologist, environmental journalist and president of the Environmental Agency of La Plata, Argentina, in his last book, 'The myths of the environment: lies, common places and false truths ' it leaves in writing that this one far from improving has worsened, in his opinion the lack of advances owes to the supposed offered solutions, as the sustainable development or the recycling, which they have turned into myths. " It is not possible to impose an economic system based on the profit and claims the environmental sustainability ", reasons Federovisky (Fernandez, 2013).

It is for it that is looked across the companies, which are those who more contribute to the environmental destruction, which his productive processes improve and make them more efficient with the end to minimize the impact that they generate on this one. They must adjust to the concept of the new green age and the benefits that derive from this one, propose, to continue and to execute environmental procedure that make the harmony possible between the managerial practices and the environment that surrounds them.

Not uselessly the governments and entities entrusted to control and regulate the environmental classification, are formulating and designing policies that help to the conservation and the development of the environment as the ecolabels, which consist of identifying those products that possess the competitive advantage of being considered to be environmentally sustainable. In view of the previous thing there arises the initiative and need to be persons in charge with the nature, the only provider of the net infallible resources for the human survival and of the species. One is since result in the emergency of giving prompt solution to the problems derived from the industrialism, the overflow of the consumption and the excess of waste. Nowadays charitable campaigns have been stimulated to help to the reason, as in South Korea where protagonism was given to him to the credit cards in which the consumers who buy ecological products will be able to accumulate points in these and will be redeemed in money, (Anonymous, 2011). Or the historical record of 171 countries that signed this year in April the agreement of you give birth before the UNO, which consists of the first universal agreement as for climatic negotiations. (Anonymous, 2016). With the due information that helps to companies as Industries Estra S.A, manager of producing between other products, containers for Separation and Managing residue, how he can manage to be an ally of the green business and the environmental regulation, seeking to reduce this way the impact to the ecological heritage and to find opportunities of expansion and recognition of his products certified and valued for awareness on an ecological culture?.

1. Project formulation

1.1 Background

Until ends of the decade of the seventies of the 20th century there was had the conviction of which the economic growth had to be based on scientific advances and the industrial progress, that is to say on the industrialization of the countries, without bearing in mind that in order that this was possible, there was necessary the exploitation of finite resources as the natives, as for example the water. This prompt model started doing devastations in the environment and the company, so the exponential growth of the world population and the acceleration in the economic development every time tests the limits and the capacity that has the planet Earth to support this model, turning it this way into a prototype of economic untenable growth. (Atehortúa, 2015).

For the 80s, the UNO there proposed a new model of Sustainable Development, which “allows to satisfy the needs of the current population, without compromising the capacity of the future generations to satisfy theirs “. (Pacheco, 2011) This across the balance between dimensions of social, environmental and economic sustainability. This way so, the condition fulfills a very important paper opposite to this one development, since it must look for a balance between what the market and the environmental availability demands to satisfy the existing needs in him, bearing in mind that the existing consumerism nowadays in the economies of many developed and underdeveloped countries, it is exagérate. In order to come to this balance and to look for a harmonious

relation between the consumption of a good or service and the planet, there are born certifications that promote the commercialization of those products which processes of production and life cycle impress in a positive way the environmental management, managing this way to be recognized as products that go in opposition to the ecological deterioration.

In Colombia already there have been implemented several normativities that demand the small, medium and big businessmen to establish programs of administration and environmental control in his productive and commercial activities. The ISO 14001 is an international certification that demands from the Colombian organizations the fulfillment of the environmental regulation across the reduction or elimination of the negative impacts that produce his management organizational to the environment in the one that is. The certified companies are in the obligation to demonstrate that there are fulfilled correctly the standards of application demanded by the Icontec. The National Strategic Plan of Green Markets, created by the Department of Environment and Sustainable Development, created the Environmental Colombian Stamp, which is a label to which voluntarily the businessmen can accede and be certified in order to have a factor differentiator in which the consumer recognizes the responsibility environmental that the above mentioned company handles. Department of Environment and Sustainable Development (2015).

Undoubtedly someone, countries with an economic growth more advanced that the Colombian, as the Europeans, also they rely on tools that they demand to the companies to take measurements as the adoption of technologies and strategies that contribute to the minor environmental deterioration. The utilization in the products or services of the European Ecolabel, does part of the management that it is necessary to realize if it is

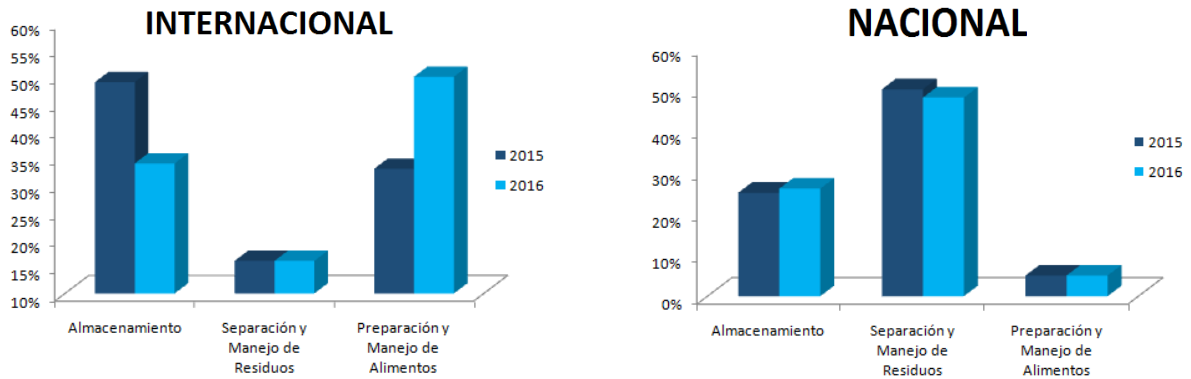
wished To penetrate into this one bought in order to generate in the consumers the acceptance for what the company offers them, given to the conscience that this one takes as the recovery and the controlled utilization of the environmental resources. The European Union raises five reasons for which those companies that want to commercialize his goods or services, to must bear in mind the utilization of his label if they want to conquer the European market: Both the clients and the consumers prefer those products that are more amicable with the environment and that have a control in his activities in favor of the environmental environment.

1. The label generates reliability on the part of the market to the effect that the control and check of the fulfillment of the requirements demanded for the certification to the company and to the product as such, is realized by scientists independent and qualified for it.
 2. The implementation of this one label generates an excellent reputation for the company, which brings benefits as growth in the sales and acceptance on any market for the social responsibility acquired by this one, focused to bearing the environmental care in mind.
 3. The process of certification for the implementation of the EEE is simple and does not generate big costs unlike the multiple benefits that this one offers.
- (Connect Américas, 2015)

Industries Estra S.A it is a company paisa with more than 60 years on the domestic market, dedicated to producing and commercializing plastic products for the home and the industry. These products do part of three worlds: Infantile, Home and Institutional, being the latter in which this project will be focused There was realized a comparison of the sales

of the first quarter of the year 2015 and 2016 both in the national zone and in the international one, of three lines that generate major volume of sales in the institutional world in order to demonstrate the great existing difference between the percentage of participation in the commercialization of the products for use of separation and managing residue in Colombia and in the Latin-American countries to which they are exported.

Figure 1. Comparison of the participative percentage of the different worlds in the sales of the first quarter of the year 2015 y 2016



Source: own Production (2016)

Evidently there exists a major volume of national sales of these products, which indicates the need to implement strategies in order that the number of offices grows towards the foreign countries to which Industries Estra it comes. Sample of this is the average of sales realized between January and March of the previous year and of the current one, for the national zone these have had a percentage of participation of 49 %, 33 % less than the international zone, since this one has only 16%.

The figure 1 also they reflect the behavior of the sales in both years, which has a repetitive trend: the international sales of the containers, Points ecological, wastebaskets

and accessories were exactly the same ones in both years and in the national zone only there was the small one a difference of 2 % where in the year 2015 it sold a bit more than in the same period of 2016.

A good way of increasing the numbers of sales of this type of goods, is across the introduction to a market in which there exists the " green purchase ", where the consumers bear environmental criteria in mind at the moment of buying, since they search " products and ecologically responsible services " (Bastante, Capuz, Viñoles & Pacheco, 2011). The market of the countries belonging to the European Union is characterized by this, sample of it is the utilization of the European Ecolabel in the products or services that there offer.

1.1.1 State Art

Many countries of the world several environmental stamps exist since these are considered to be an instrument of environmental management that allows the improvement of the productive processes and to extend the sector of the ecological market.

In the article "In green marketing, ecolabeling and responsible purchase ", the authors explain three types of existing ecolabels on the market: Ecolabels Type I, Type the II and Type the III. Later there will be described brief each of them. You label Type I: They are of voluntary adhesion, certified by an independent entity which guarantees that certain product expires with the conditions demanded to define it as ecological and slightly harmful to the environment. Some examples of this type of labels are the used ones in The United States, Colombia and the European Union:

Table 1. Ecolabels of the United States, Colombia and the European Union

Source: own Production. Stocks on article "In green marketing coetiquetado and responsible purchase



An example of companies that have acquired this type of environmental stamps is the Minnesota Mining and Manufacturing Company known like 3M, is an American company with operation in more than 70 countries entrusted of developing technologies and different products to cover markets as electronic, self-propelling, manufacturer, transport and telecommunications, which products are certified and guarantee little harmful impact to the environment that his production and life cycle generate. Green Seal (2016).

- Label Type the two: They are texts, symbols or graphs realized by the own manufacturer of the product. Regulated by the ISO norm 14021 that it relies on a few specific requirements which must be applicable to these auto-stamps and that they check the veracity of the described information there.
 - Label Type the three: Enough, Capuz, Viñoles and Pacheco (2011) mention in his article that these types of labels are those that “offer information about the environmental impact of a process or service across the analysis of life cycle.”

In the article “The civil culture of recycling. Europeans vs. South American ” mention the following thing " ... the civil culture of recycling is extended enough in the so called developed countries, who thanks to his economic and technological resources have managed to establish programs of selective withdrawal, doing participant to the citizenship on the paper that plays in the

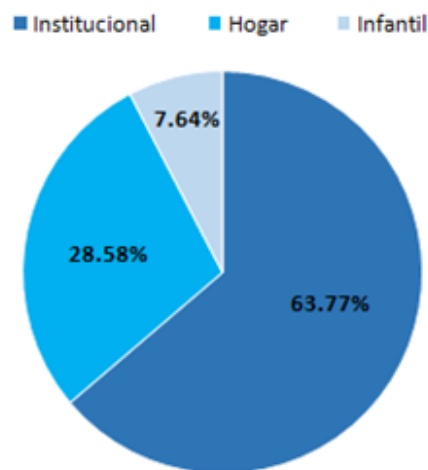
structure of the management of RSU.” Castillo, L., Izquierdo, A., Solís, M., y Guilamany, A. (2013)

That is to say, in countries like the Europeans the support has been increasing on the part of the conditions to the improvement of the managerial attitude and of the inhabitants forehead the environmental problems across the assignment of resources to create and to implement different programs that help and facilitate the system of compilation, separation and managing of solid urban residues in these countries.

1.2 Problem approach

The Institutional world offers a portfolio of products of agreement to his use, there we find articles for storage, furnishing, I adorn and cleanliness, preparation and food managing, and used for the separation and managing residue like ecological points, the wastebaskets and his respective accessories. This one world has a very important participation in the sales of the company with regard to others, since it represents more than 63 % in the total of the sales, followed by the world Home with 28.5 % and Infantele with 7.6 %. As it is observed in the following figure:

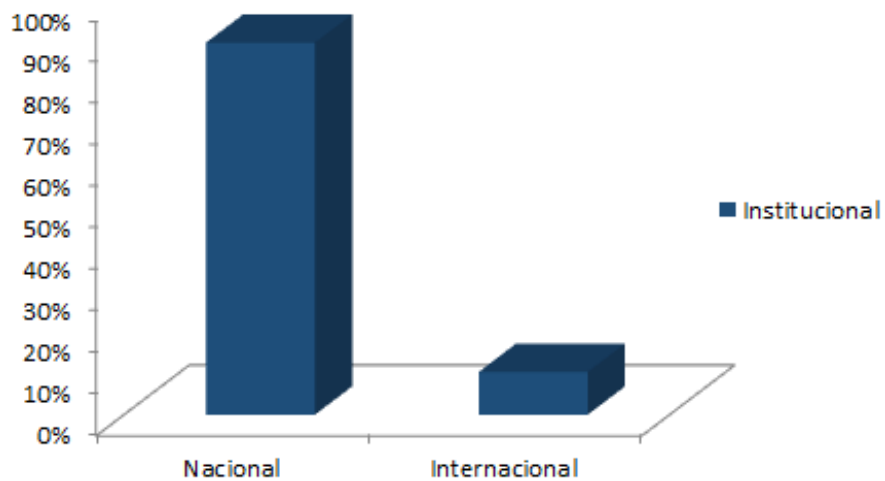
Figure 2. Percentage of participation for worlds in the sales of the year 2015



Source: Own Production (2016)

The fulfillment of the sales for the national zone, depends largely of the office of the products of the Institutional line, which possesses 89 % of participation in these (Figure Sees 3) .Canales as Final and Traditional Client, sales had of this one line as more than 17.495 \$ and 13.128 \$ millions of weight during the year 2015, with a percentage of participation of 42.7 % and 32 % respectively, being these two, the channels by which the Institutional articles are sold more.

Figure 3. Percentage of participation in the sales of the year 2015 of the institutional world for zones.



Source: Own Production. (2016)

Chile, Bolivia, Argentina, Panamá, El Salvador, Costa Rica, Dominican Republic and México. We notice then, that in spite of the importance that has the institutional world for the company, still lacking to stimulate with major force the sales of this line to different countries, seeking to level this way a bit the scale and that the fulfillment of the goals of sales proposed for every year, so much of the national zone does not depend..

Since it is mentioned previously, the products of Industries Estra come in the northern part, I centre and south of the American continent. With a view to expanding his market to another continent and given to the need to stimulate the products that facilitate the recycling, there is identified that the European continent is a great opportunity for this type of products, since his countries have been outlined for his responsibility with the environmental care, specially in the conscience that it exists in his inhabitants for the separation and the good managing of the residues that are rejected every day. Sample of this is the existence of ecolabels that there identify which are the goods which process of production and useful life they do not generate a harmful and negative impact to the environment. This problem carries to realizing the following questions:

- ¿Of what way will the international sales of the products be stimulated for use of Separation and Managing residue?
- ¿ which are the benefits that drink to the companies, the consumers and the community in general, the grant of the ecological stamps to the products?
- ¿ which is the current situation of the existing commitment to governmental and managerial level, opposite to the environmental practices in the processes from the production of a good up to his final consumption?

1.3 Justification

The products of Separation and Managing residue are outlined between the others of this world for his sales, since they are the wastebaskets, containers and ecological points in all his presentations, besides the accessories like platforms and bases, which lead the numbers. (Figure sees 2). That these have an international certification that allows them to enter " with right foot " to countries with a strong culture towards the good managing and reutilization of the residues rejected as Germany, Switzerland or Belgium, it would mean an opportunity of growth for Industries Estra. Equally it would be positioned as the first Colombian company in acquiring the European Ecolabel (Ecolabel), due to the fact that in the country, still none obtains it.

Theoretical justification

For any company with a view to opening a market in the exterior and to be positioned in him, it is important to study and to analyze the characteristics and conditions of the niche to whom there wants to come, as the particularities of the consumer, the tributary existing normativity in this country, the positioning, advantages and disadvantages of the competition on this market, the logistic ideal chain to be able to penetrate with good costs and to the minor possible time and the necessary strategies to attract increasingly the clients fidelizing them this way, not only with the products but with the brand The present project contributes an option in order that the executives of the managerial organizations not only are enough to expire with the activities mentioned to be able to open or be positioned on a market different from the place, but they bear in mind the acquisition of this type of ecolabels as factor differentiated, a competitive strength and as contribution to the sustainable development across his social responsibility.

Social justification

This investigation will contribute a strategy in order that not only to Industries Estra but to any company that wants to have a factor differentiator before other, they are recognized and preferred on the local and foreign market, for his commitment with the environment in the one that develops his activities of production, distribution and commercialization of the goods or services that offers and to be outlined for his excellent relation with his stakeholders, " concept that describes all those entities or persons who have or can have an interest in the organization because they are affected or are perceived affected by her ", (Atehortúa, 2015, p.97)., which would be the environment, the condition, the suppliers, the workers and the communities.

Personal justification

Due to the importance that has generated during the last years the environmental topic: taken care, problems, consequences for the lack of conscience that it has existed on the part of the big companies, conditions and inhabitants of the planet, there was identified the need to focus the project in the investigation of a way by means of which the companies could reach to the growth of the conscience for the environmental care and the utilization controlled of the natural resources and to achieve competitive advantages like that: The European Ecolabel. This topic will be beneficial for the community esumeriana interested in investigating across his works of degree, it brings over of those certifications that are necessary to deposit any product or service to the market of the European Union.

1.4 Objectives

1.4.1 General Objective

To establish the importance of the obtaining of an environmental international certification, specifically the European Ecolabel, in order to penetrate on the European market with the products of Separation and Managing residue and the international sales are able increase hereby of this one line of products.

1.4.2 Specific Objectives

- Identify the benefits that offer to the company, the consumers and the community in general, the grant of the ecological stamps.
- Persuade to Industries Estra S.A brings over of the obtaining of a green stamp, in this case the European Ecolabel in his strategy of planning, as measure to stimulate and to strengthen the sales of this type of products.
- Explain the current situation of the existing commitment to governmental and managerial level, opposite to the environmental practices in the processes from the production of a good up to his final consumption.

Methodological framework

In this work the analytical method is applied, to be able to analyze the importance of the environmental certifications by means of the stamps and ecolabels; this arose due to the summit that exists nowadays for the preservation and environmental worry and the sustainable development worldwide. It began for investigating the importance that there have the certifications and the benefits to whom relation them makes obtain, as the European Ecolabel, one proceeded to look for companies in Colombia that they were possessing the stamp EEE, And there was demonstrated that nowadays they are not, there was done an analysis of the excellent opportunities to which a company would meet submitted if his products are identified like responsibly green to those that do not possess distinctive these. Representing this way a new form of business, awareness to all the links of the chain and contributing to a better world.

Method

The object of investigation is approached from the need to commercialize and export in a higher percentage the institutional line of Industries Estra, generating major participation and recognition on the domestic market and also the international market. It begins with the need that has the company of be certified by the European Ecolabel; since it is to this one bought where it wants to come and to occupy important part of the union of products specialized for the recycling, being admitted as company contributor to the green age, creating more purchasing power and decision in the clients and conscious consumers of this one new form of life that he benefits to the planet and his habitants.

1.4.3 Methodology

Compilation of Secondary information:

The investigation and analysis begins from reliable databases classifying and gathering the most important, from of works realized in recognized universities of Colombia, in institutional web pages and of governmental entities.

Compilation of Primary information:

An interview was realized to the Magister of environment and sustainable development Dr Federico Alonso Atehortúa in order to obtain information first hand brings over of the contribution on the part of the companies to manage models of ecological economies.

1.5 Reach

In this work it wants to decide how to commercialize and to export the institutional line of Industries Estra located in Medellin - Colombia, which specializes itself in products of managing residue and wants to come to the European market, obtaining the certification of the European Ecolabel by means of an objective analysis of the comparative advantages that they represent to have the above mentioned certification and to be able like that to penetrate on this market where the green prime conscience for the well-being of the community and of the land.

What is the European Ecolabel

It is a voluntary certificate of environmental efficiency that identifies those services and products that in his life cycle do not have a high impact in the environment, therefore there is an equipment entrusted to qualify the whole tour of a product, from the raw material, his production and his waste, to identify where the environmental impact takes place of this one and this way to demand that they contain biodegradable substances. The equipment it is shaped by experts of different sectors of the industry, consumers, scientists and it is submitted to diverse rounds where the suitability of the product is discussed and finally the decision happens to the European commission. Once adquirid the certíficate and signed the contract must pay an annual amount depending on the type of company since to the SMES a certain percentage of discount is granted to them. A producer, manufacturer, wholesaler or retailer of a country who does not belong to the European Union can request the ecolabel before the competent organism and the time that is late in his product be certifying changes from the emission of the pertinent documents, the request, review, tests and qualification of the managers. For those that they want to commercialize and to export to Europe his already certified products, they possessed the advantage of being included in And Catalogue that is a tool of Marketing which supports and promotes in the European Union the acquisition and preferential purchasing power for these. It is so nature possesses a certification of this one and furthermore if territory wants to be exported to this one, he carries to enormous advantages for the prompt commercialization, distribution, preference, coverage of market and recognition of brand.

2. Project Execution

With a view to expanding his market to another continent and given to the need to stimulate the line of products that facilitate the recycling, an opportunity is identified for Industries Estra in the European countries, since they have been outlined for his responsibility with the environmental care, specially in the conscience that it exists in his inhabitants for the separation and the good managing of the residues that are rejected every

day. Sample of it they are the following numbers: Germany, Austria, Belgium and Switzerland are the nations that recycle more than 50 % of the urban residues that they generate, 64%, 59%, 57% y 50% respectively. Nevertheless the rest of countries do not remain behind: the Netherlands, Sweden, Luxembourg and the United Kingdom recycle 49 %, 48 %, 17 % and 46 % in the same order. European Environment Agency (2012). This owes to the creation and implementation of an amicable culture with the environment, which has allowed to the Europeans to be aware brings over of the topic and that they recycle not only for obligation but for habit, since they understand the importance of the control in the utilization of the natural resources and of the careful use of the residues that companies and persons reject every day to be able this way, to diminish the unfavorable environmental impact that there generate certain activities of consumption and production.

The governments of these " green countries ", they have invested big quantities of money in infrastructure and education for the creation of spaces and systems that facilitate the whole process of compilation, separation and managing of the garbages that day after day every inhabitant produces, searching this way, that these resources could be taken advantage obtaining of them big benefits.

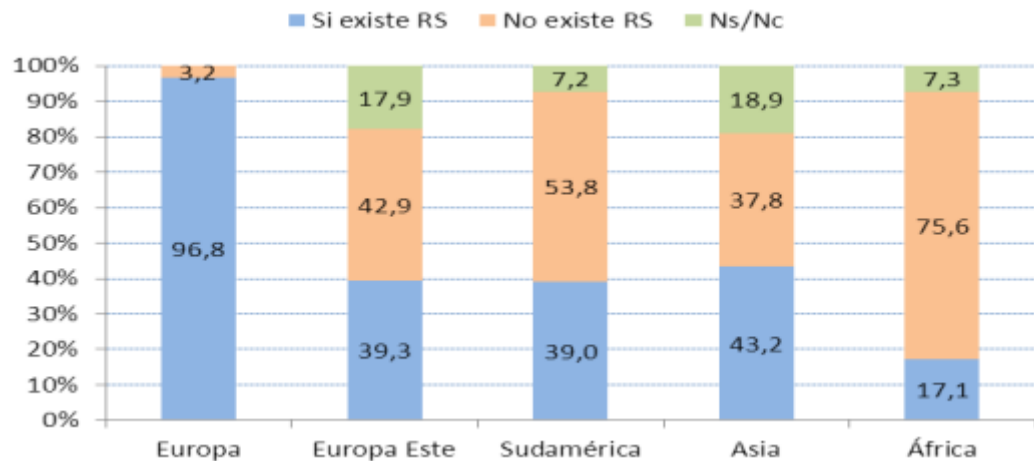
"The civil culture of recycling. Europeans vs. South American " it is a study realized by a group of environmental engineers of universities of Bucaramanga's city, Colombia and Valencia, Spain in the year 2011, which aim was to identify the habits as for recycling of the inhabitants (included the immigrants) of Valencia, the biggest third city of Spain, to analyze if these were influencing the program of selective withdrawal of the city, so called " Selective Withdrawal of Urban Residues ", was described of what way there is carried

out this system that promotes a recyclable culture. There they describe that to be able to carry out this program, the collaboration of the citizens is very important, since these must realize in his homes a separation in several containers, of the residues generated in his commonness, this way: in the blue they deposit packings, paper and carton, in the yellow one there must go those packings of plastic, metal and carton (packings of carton), in the green container they must deposit all the glass containers. In addition the city is provided with containers placed between 100 and 200 meters in order that any person has to his disposition a place adapted to throw the garbage.

To be able to carry out this investigation, there were born in mind a total of 797 persons, of which 396 are native of Valencia and 401 are proceeding from other continents as Europe (31), Eastern Europe (56), South America (236), Asia (37) and Africa (41).

One of the questions that were formulated in the study specially for the immigrants, was if in his native lands there existed programs of selective withdrawal, there 96.8 % of the Europeans was those who affirmed in major measure the existence of this type of systems of collection of wastes, and 75.6 % of the Africans for your part, answered that in his countries there were no this type of systems, followed by the South Americans with 53.8 % of negative answers to the realized question. Likewise, there is demonstrated that persons from Eastern Europe and Asia were those who any more were not knowing on programs as the promoted ones in Valencia, (17.9 % and 18.9 % respectively). In the Figure 4 demonstrate the above mentioned numbers:

Figure 4. Existence of a program of selective withdrawal according to the continent of origin of the immigrant population of the city of Valencia, Spain

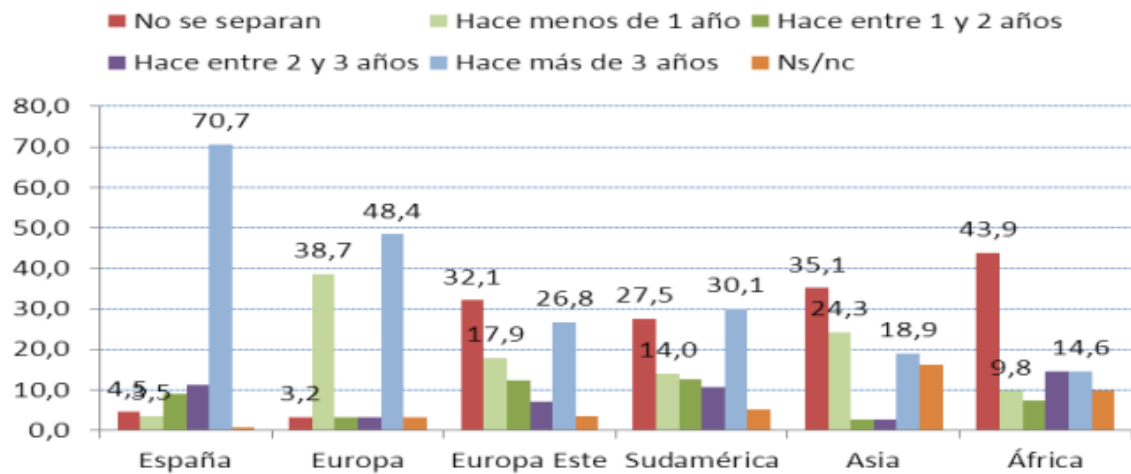


Source: Article “The civil culture of recycling. Europeans vs South American”

Castillo, Izquierdo, Solís y Guilamany demonstrated that the Spanish are those who more have the habit of separating the solid urban residues, followed by the Europeans taken root in Valencia, nevertheless it is necessary to bear in mind that the survey was realized in a Spanish city, is maybe for this reason that the major percentage of the persons who have this habit was in the Spanish. In spite of this it is possible to demonstrate that independently of the country, Europe is the continent that more is outlined between the others for having a culture of recycling based on programs that facilitate the managing of the residues as the mentioned one in this paragraph. Again Africa and Asia have the highest percentages for not having in his countries the habit of separating his garbage. (Figure sees 5). In spite of the fact that the south of America does not obtain a high percentage as for affirming that in those countries it retrain adequately, yes it is one of the

continents that more exists Taken conscience and it has been increasing little by little the implementation of these measures that go in favor of the care of the planet.

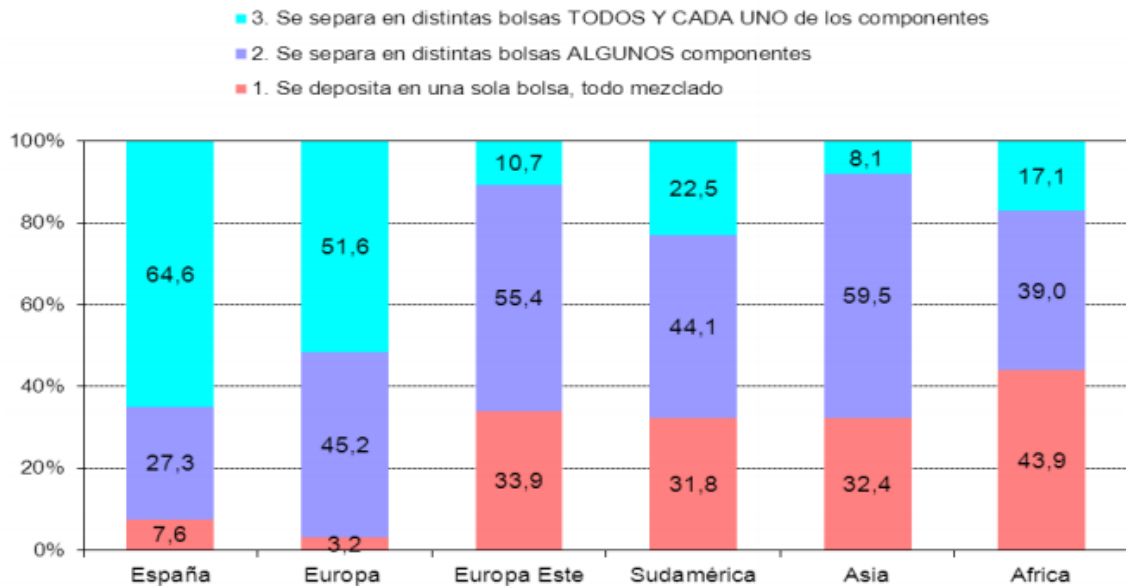
Figure 5. Habit of recycling according to continent of origin. The Spanish population includes.



Source: Article “The civil culture of recycling. Europeans vs South American”

The Figure 6 exposes how the European continent has a significant advantage forehead the others as for the conduct of his inhabitants of separating in different bags each and every of the components (51.6 %). The Africans are undoubtedly some, those who less realize the separation, so 43.9 % of the polled ones, it indicated that they do not have this custom and that therefore they deposit in an alone bag everything mixed.

Figure 6. Conduct of recycling according to the continent of origin of the immigrant population of the city of Valencia



Source: Article “The civil culture of recycling. Europeans vs. South American”

The investigation of these engineers reaffirms the excellent option that it are the great majority of Europe’s countries in order that Industries Estra it does part of the companies trading of containers that facilitate the separation of the waste. Likewise it is important bear in mind that according to the European Agency of Environment, “The countries of the European Union will have to recycle at least 50 % of his urban residues for the year 2020”. European Environment Agency (2012).

In order to help the companies and the consumers to improve his conducts with the environment, 24 years ago (1992) is born by an instrument called the European Ecolabel (EEE) also known as Ecolabel, which is included in the Community Action plan of Production and Sustainable Consumption and Industrial Sustainable Politics of the European Union and which possesses the endorsed one of the environmental authorities of

the EU and of the members states. Also it is valid in the countries of the European Association of Free Trade (AELC): Liechtenstein, Noruega, Suiza e Islandia.

“The aim is to promote products that can reduce the environmental adverse effects, in comparison with other products of the same category, contributing this way to an effective use of the resources and to a high level of protection of the environment. The attainment of this aim is effected providing to the consumers orientation and exact, not deceitful information and with scientific base on the above mentioned products ”. Department of Agriculture, Supply and Environment. (2015).

The EEE allows to identify those ecological products which life cycle does not contribute an impact harmful to the environment compared with other one of the same category. Of equal way it facilitates the consumers to him to obtain exact, verifiable and scientific information about this one I strike. It is not an obligation that the products have this stamp since the labeling is realized by own will of the company. A product to which this ecolabel was granted him is recognized by the logo and the number of record together with this one, which should be clear and legible. It is necessary to highlight that those products certified with the stamp not necessarily have a price higher than those that not, but yes an added value, due to the fact that the stamp guarantees the fulfillment of the strict environmental standards and the respect for this one. To obtain an international certification will generate confidence and safety to the consumer to acquire the products of the company, beside native generates big competitive advantages between other companies of the union not only worldwide but also, since the consumers every time are more demanding both with the quality of a product and with the contribution From the

company to the sustainable development of a country and because not, of the world, across the good practices in his processes. An ecological point of Industries Estra with an environmental stamp in one of his corners, granted by an international authority, will be preferred between the same product of the competition (Vanyplast for example) by so important clients for the company as the Group Success, which environment policies are based in reaching to the sustainable development not only with the optimization of his internal activities but also with the contribution that there realize his more than 3.500 suppliers (both national and international) to the environmental care. This effect not only will happen in those clients of big companies as the mentioned one in the previous paragraph; any consumer who acquires well is a wastebasket for his home or office he will incline more for a product that certifies that both his process of production and his consumption and useful life are not unfavorable for the environmental environment. Therefore, the obtaining of the European Ecolabel will offer advantages to Industries Estra not only worldwide but also on the local market, since there will differ from Vanyplast the rest of direct or indirect competition, attracting new clients, especially those that give them importance to this type of characteristics in the products, beside fidelizing them with the brand managing this way to increase his sales and hence his usefulness. It is for this reason that Industries Estra one might seek to accredit in those European requirements that facilitate the revenue of the brand on his market, as the utilization of the European Ecolabel, being this an important modal in the consumers where they identify those products which consumption does not strike in a negative way to the environment. This one labels is tied to one of the fundamental props of the company, which has searched with his products of Separation and Managing residue, to facilitate and to promote the good

managing and reutilization of the garbages that are rejected every day. Before the European Ecolabel granted to a product his life cycle it is evaluated, the analysis initiates with the examination of the raw materials, his manufacture, distribution (including the packaging), I use of the consumer and finally the waste (European Comission, 2016).

The criteria have developed and agreed for the scientists, not governmental organizations and the parts interested to create a credible and reliable form to take decisions environmentally responsible. The process of request is very simple, even it is possible to do on line and the better thing is that there are special discounts for the micro companies, the PYME, and the solicitors of the developing economies, it is possible to request if one is retail, importer, manufacturer, supplier or wholesaler. The respective documents of the company were needed by the general information of his processes of production, once done the request, one will proceed to initiate the evaluation corresponding to the product and if this one expires with the requirements one proceeds to sign the contract, also it is necessary to pay an annual quota, which changes according to the country and the product. And with everything already realized previous, automatically the product to commercializing will be outlined for quality, reliability and others in opposition to the competition, guaranteeing an increase in the sales.

Since it was mentioned in the first chapter (Precedents), in Colombia also there exist this type of certifications that allow to identify the companies and products that are compromised by the environmental care. The Environmental Colombian Stamp (SAC) nowadays has been acquired by more than 60 companies in the country. On having obtained this stamp, these companies possess an added value that others do not possess,

obtaining this way a competitive advantage and promoting the demand of his products and services.

These instruments turn out to be a tool that offers many benefits so much to the company that receives them, since to the consumers and to the community in general.

Benefits to the user of the stamp:

- ✓ Facilitates the access to other markets where a major conscience exists on the importance of the use of products that are more amicable with the environment, so to have a stamp that certifies and guarantees the fulfillment of the environmental international standards to which the company adjusts, one gives a verifiable and exact message of the commitment and the c that is hard for reducing in his processes, the negative impact to the environment without stopping offering a quality product and that expires with the existing needs on the market in this way it is achieved to overcome the expectations of the clients and thus, is obtained of his part, a loyalty by the brand and the products that offer.
- ✓ Improves the costs of the company, given to that these promise to optimize his processes across the reductions of use of resources as the water and the energy, the maximum utilization of the residues that they generate by means of the reutilization of these whenever it is possible and to agents harmful to the environment minimize as the noise and the air pollution.
- ✓ The implementation of the SAC in the products not only expires with an environmental normativity and therefore it helps to have a good relation with the competent authorities, but also it is an excellent measure that facilitates the

obtaining of certain benefits on the part of these entities given to the commitment that the company takes as the conservation and the suitable utilization of the natural resources. Icontec (2014).

Benefits to the consumer:

- ✓ Contributed to the environmental care across the consumption of products or services certified with the stamp, which generates a feeling satisfaction for the contribution and I rest to the measures to improve the environmental condition in which the world is nowadays.
- ✓ They obtain an added value that goes in favor of the environmental care, having easily I access to information that is verifiable, concise and not deceitful, having hereby the total certainty of which the product that it consumes does not generate a great anti ecological impact.
- ✓ Learns new forms of behaviors that are tied by the improvement of the environment across the environmental information that offers the product in his packing.

Benefits to the country:

- ✓ Indisputably it improves the quality of the environment.
- ✓ It positions to the country as a great producer of goods or green services, where a conscience exists for the importance of preserving the natural resources.
- ✓ It reaches to the economic and environmental sustainable development.

According to the Dr Atehortúa, (To see annexe A), still it is necessary to work and inform much more in the environmental certifications that they carry to clean technologies, good ecological practices, a sure revenue to consciously green markets and a differentiation before the competition of brands and products. Nevertheless it is necessary to admit that particularly in Colombia there are very small the companies that certifications have acquired of this one nature, for what the competent entities and the Government must stimulate, promote and report assertively to the companies of the benefits that they represent to be amicable with the environment and environment.

3. Findings

- In Europe there are very common the so called green purchases, which consist of acquiring products that in his life cycle are not so harmful to the environment.

- The great ecological conscience that there have acquired the inhabitants of the European Union is very significant in comparison to Colombia, in which scarcely they start doing the first pines in this problematic that is taking summit worldwide.

- In the European Union there is a stronger and priority trend for the demand of amicable products with the land, in fact it turned into topic forced for the government.

- In Colombia there is very small the offer of companies that offer this type of products and services, nowadays the most distinctive stamp has been the SAC (Colombian Environmental Stamp).

- In agreement to "The great national environmental survey ", realized in the year 2015 to thirteen million persons in the different cities of the country, between the worries of the Colombians the environment appears in fifth place, indicating that is not a topic to which the due importance is given him.

- In Colombia there is no any record of which there exist exporting companies of products supported by European Ecolabel, which represents an excellent opportunity for Industries Estra to be a pioneer in environmental international certifications

4. Conclusions and recommendations

4.1 Conclusions

In the European Union there is near five hundred million inhabitants and a great ecological conscience, which represents a potential market and of easy revenue for the products of Industries Estra, as long as the criteria of incursion are fulfilled established, in this case the European Ecolabel.

The European countries have a GDP of 1.6 % per year, a stable economy, sustainable policies of development environmental, high purchasing power (Information Macro, 2015); what offers a very favoring panorama to commercialize Estra's products. His extensive population and amicable preferences of purchase with the Mede set, believe the perfect scene to promote commercial long-term relations supported by the label. La EEE It represents an opportunity of differentiation on the domestic market for Estra, given to that in Colombia still there are no companies certified with this one ecolabel, which would position his products as pioneers in this type of stamps ecological international.

4.2 Recomendations

Estra is recommended, to improve his processes of commercialization and expansion supported by certifications that stimulate and catalogue them like sustainable in the time.

The labels are a modal worldwide of quality and a door of entry to many markets. On having identified to the European continent as one of the most conscious in environmental

topics, it proposes to penetrate in him with those products that facilitate the separation and the managing of the rejected residues, managing this way not only to expand the markets where Industries Estra it has presence, but also to strengthen the sale and commercialization of the line that generates major revenue to the company. To realize the due process of certification for the obtaining of the EEE to be able to expire with one of the requirements of the European consumers and to be able hereby, to be positioned and to be kept on that market. To obtain this ecolabel will bring competitive advantages not only worldwide, but also in the native, due to the fact that in Colombia nowadays they do not find companies which products are certified by the European Ecolabel.

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A. Annexes

Annexe : Interview

Interview realized to the Dr Federico Alonso Atehortúa Hurtado, Magister in Environment and Development. Coordinator of formation and investigation of Management and Knowledge S.A

1. Is it the ecological accreditation the response to a new model of production who minimizes the industrial acceleration?

It suits to need the concepts. It is necessary to speak about "certification" that is the process by which there is evaluated that a company or organization is expiring with the requirements of environmental management or that a product expires with the environmental requirements established in a technical norm. The "accreditation" is the evaluation that is done to determine that the entities attestors are competent for the

expedition of certificates. Made this explanation, one might affirm that the certifications in environmental topics have been gaining space as requirements in the world of the national and international business, for the increasing worry that exists in the world opposite to the serious environmental problems that we face as the air pollution, the global warming, the water shortage, between others. One does not seek to minimize the industrial acceleration, but the industrial processes and of production of services they are carried out by less pollutant, more efficient technologies in the use of natural resources and, in general, less aggressive by the environment.

2. Do sufficient policies exist on the part of the Government to promote the implementation of clean technologies, not as project but as law?

In Colombia the Colombian State has sent procedure that give stimuli of tributary character to the companies that implement technologies environmentally amicable, as the exemption of the VAT to the equipments that are imported for processes of environmental management or the discount of a percentage of the income tax in the investments that are done in these topics. But on the other hand, there is scanty the institutional capacity of the State to monitor and punish to the companies that do not implement clean technologies.

3. To achieve a sustainable economy need of structural and productive changes, what so ready the organizations are to confronting this challenge?

Not very ready. In general the companies adopt clean technologies when it is an exigency of the clients or of the State. Very exceptionally one finds that they do it in a voluntary way and for conviction of his social responsibility. The recent cases of the

multinational companies of the self-propelling sector that allegedly forged the information of the atmospheric emission and of the consumption of fuel of his vehicles, are scarcely a sample of which environmental conscience continues being absent great in the companies.

4. There is an important percentage of companies that they seek to accredit ecologically or there continues being lack of information and interest with regard to the topic?

To December, 2014, the International Organization of ISO Standardization was bringing that in the world there were about 325.000 companies that had implemented the international norm ISO14001 on systems of environmental management. The number is evidently very low if she is compared with the size and enclosed of the world markets with the numbers of another type of standards as the norm of quality management ISO9001 (1.140.000 companies). In case of Colombia, to alone December, 2014 there were 3500 companies certified in the system of environmental management under the norm ISO14001. The numbers speak for yes alone!

5. What so significant and in what aspects do these ecological certifications help the new model of economic development?

It is supposed that they stimulate in the companies the use of good environmental practices and are turning into a requirement to accede to certain markets with a special sensibility to the environmental topics, as the European and Japanese market.

