



Industry Canada Industrie Canada

Office of
Consumer Affairs

Bureau de la
consommation

235 Queen Street
Ottawa, Ontario
K1A 0H5

235, rue Queen
Ottawa (Ontario)
K1A 0H5

<http://strategis.ic.gc.ca>

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September 6, 2001

Mr. Raymond Pierce
Deputy Commissioner
Fair Business Practices Branch
Competition Bureau
Industry Canada
Place du Portage I, 17th Floor
50 Victoria Street
Hull, Québec
K1A 0C9

Dear Mr. Pierce:

Thank you for your letter of July 24, 2001, informing me of the Commissioner of Competition's intention to withdraw the current *Principles and Guidelines for Environmental Labelling and Advertising (PGELA)* in favour of encouraging the use of the CAN/CSA-ISO 14021-00 standard. Since the latter is both a National Standard of Canada and an unmodified ISO standard, the Office of Consumer Affairs applauds this change which promotes the use of harmonized standards, thereby reducing consumer confusion.

We are particularly pleased to see that adherence to this standard will give consumers assurance that their purchasing decisions are based on verifiable, accurate and comparable information, while giving companies an incentive to continuously improve their environmental performance.

Thank you again for giving our office the opportunity to provide comments on this proposal.

Yours sincerely,

Michael Jenkin
Director General

Canada