

# The EU Ecolabel: Good for you, Good for the Environment!







# WHAT IS THE EU ECOLABEL?

- Established in **1992**
- A **voluntary scheme** aiming at promoting products and services with a lower environmental impact
- The **official European Ecolabel**, managed by the European Commission and Member State Competent Bodies
- Is the only **EU wide Type 1 Ecolabel** - provides businesses the opportunity to use one label for all their pan-European or global marketing
- Provides **consumers** an environmental certification they can trust

# WHAT IS THE EU ECOLABEL?

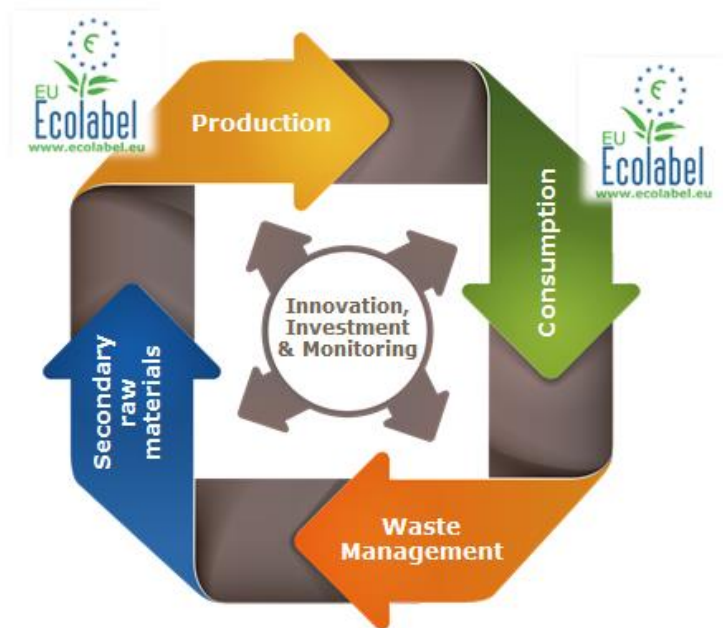


- **Regulation** (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel
- **Multi-criteria** (pass/fail) and **life-cycle based approach**
- Criteria cover **the environmental impacts** of the product as well as **the technical performance**
- Criteria are **revised regularly** to follow technological evolution
- **Third party** verified criteria addressing **main environmental impacts** over the products' or services' life cycle
- Criteria laid down in **European Commission Decisions**

# THE EU ECOLABEL REGULATION

- **Scope:** For any goods or services supplied for distribution, consumption or use **on the Community market**. Not for medicinal products for human use, for veterinary use, nor to any type of medical device.
- **General requirements for EU Ecolabel criteria:** environmental criteria determined on a scientific basis considering the whole life-cycle of products, quality criteria.  
May be social aspects.
- **No hazardous substances allowed** (except for specific derogations).
- **Actors:** Competent Bodies designated by Member States + European Union Ecolabelling Board.

# EU Ecolabel & Circular economy





# HOW GREEN CAN YOU SHOP?

## LOOKING FOR A GREEN HOLIDAY?

*Hotels and campsites can display the label, too. They are just as comfortable as traditional accommodation, but use less energy and water and produce less waste, including food waste.*

[ec.europa.eu/ecat/hotels-campsites](http://ec.europa.eu/ecat/hotels-campsites)

It is easier than you think to make the responsible choice for your home, work or free time. Here are just some of the products with the EU Ecolabel to inspire you to switch to a sustainable lifestyle.

### CLEANING-UP

Washing detergent has to work at **30°C**, saving energy and money with each wash.

### PERSONAL CARE PRODUCTS

8 million tonnes of plastic enter oceans each year – criteria **ban microplastics** and **limit packaging waste**.

### ELECTRONIC EQUIPMENT

Products must be **easy to repair and upgrade** so they last longer.

### DO-IT-YOURSELF

Keep your indoor air clean. Paints have **less than half** the solvent emissions of conventional products.

### PAPER PRODUCTS

Almost half all trees harvested worldwide become paper. Support **recycled** or **sustainable** sources instead.

### FURNITURE

Items must **do their job well** and last. When their useful life ends, they must be **easy to recycle**.

### CLOTHING AND TEXTILES

Shoes must be assembled in **safe and fair conditions** – doing good while looking good!



**READY TO START SHOPPING?**

Access the full catalogue of products here: [ec.europa.eu/ecat](http://ec.europa.eu/ecat)

# THE EU ECOLABEL: SOME FIGURES

**28 product groups**

Some **2,000 licences**

Some **34,100 products and services**  
awarded

Data as of March 2017



# THE EU ECOLABEL: PRODUCT AND SERVICES GROUPS



## Product groups:

A few examples: textiles, tissue paper, copying and graphic paper, newsprint paper, computers, televisions, all-purpose cleaners, hand dishwashing detergents, laundry detergents, lubricants, rinse-off cosmetics, etc.

## Services groups:

Tourist accommodation services.

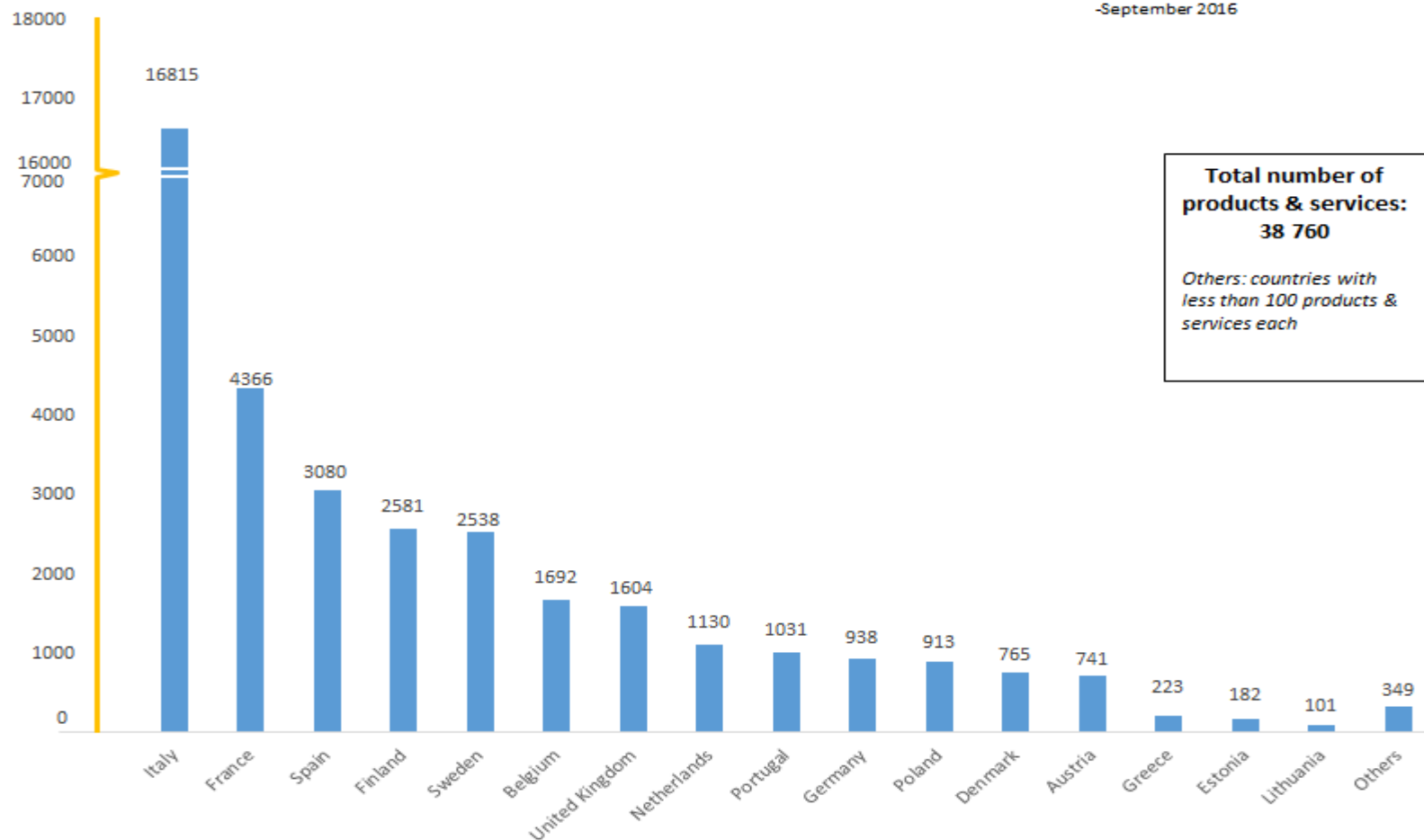
*Cleaning services – coming up.*



European  
Commission

## TOTAL EU ECOLABEL PRODUCTS & SERVICES PER COUNTRY

-September 2016



# WHY TO APPLY FOR THE EU ECOLABEL?

- **GUARANTEES** a high level of transparency, reliability and scientific credibility.
- **CERTIFIES** that your product is among the most environmentally-friendly in its class.
- **INCREASES** the visibility of your product on the market among competitors.
- **REPRESENTS** a growing international market with a logo recognised throughout Europe by millions of consumers.
- **SUPPORTS YOU** through marketing activities, undertaken by the European Commission, and the national Competent Bodies.
- **FEATURES** your products and company on the EU Ecolabel official catalogue (<http://ec.europa.eu/ecat/>) which record thousands of hits per month.

# The EU ECOLABEL and other labels

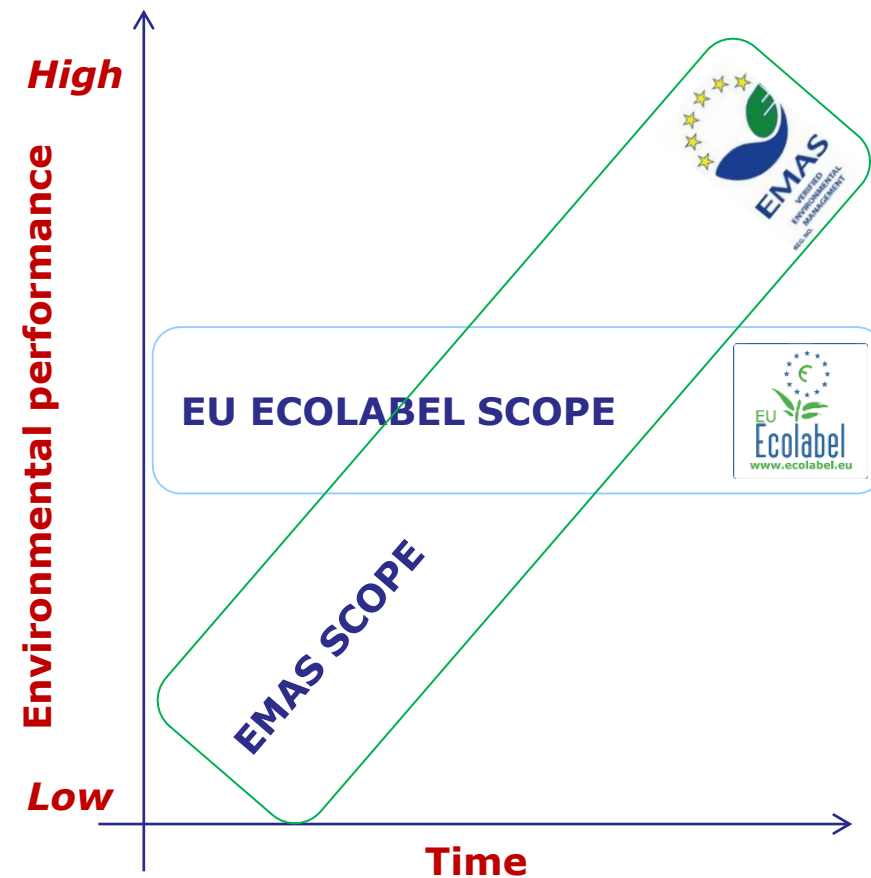
## References from the EU Ecolabel Regulation:

- In order to **avoid the proliferation of environmental labelling schemes** and to encourage higher environmental performance in all sectors, the possibility of using the EU Ecolabel should be extended (whereas).
- **General requirements:** In determining EU Ecolabel criteria, the following should be considered: (...) **criteria established for other environmental labels**, particularly officially recognised, nationally or regionally, EN ISO 14024 type I environmental labels, where they exist for that product group so as to **enhance synergies** (art. 6.3).

# The EU ECOLABEL and EMAS

**EMAS =**  
**continuously**  
**improve** and  
demonstrate  
environmental  
performance

**EU Ecolabel=**  
**comply with**  
**environmental**  
**criteria** developed  
for every sector



# THE EU ECOLABEL AT THE INTERNATIONAL LEVEL ...

- **Products or services manufactured/provided outside the European Union** may be awarded the EU Ecolabel.
- Where a product originates outside of the European Union, **the application shall be presented** to a Competent Body in any of the Member States in which the product is/has been placed on the market.
- The EU Ecolabel allows the recognition **on the EU market** of products with a high environmental performance, even if produced outside of the European Union.

# Thank you for your attention!

