



- FACTSHEET -

# **Why the EU Ecolabel is a win-win for consumers and retailers**



Three decades ago, the EU Ecolabel was born. This EU-wide voluntary label promotes products of environmental excellence, based on reliable and scientific information. Since then, it has become the best-known ecolabel by consumers in many EU countries.

With many consumers struggling to understand which products are truly environmentally friendly, the EU Ecolabel is a label that consumers can trust to guide them towards more sustainable choices.





# What makes the EU Ecolabel unique?



## EUROPEAN SCOPE

It is the only EU-wide available voluntary label that rewards non-food products and services of environmental excellence since 1992. This makes it highly relevant for cross-border markets.



## WIDE CHOICE

From paper, cleaning products and cosmetics, to clothes, paints and even hotels: many types of products and services can get certified. The EU Ecolabel keeps growing, with nearly 90,000 products and services on the EU market .



## GOOD FOR PEOPLE AND THE ENVIRONMENT

The EU Ecolabel is awarded to products and services with a lower footprint than conventional products over their entire lifecycle. This means products that contain less hazardous chemicals, are designed to last longer and easier to repair, and that are manufactured generating less waste and CO<sub>2</sub>.




## INDEPENDENT AND TRANSPARENT

The criteria are developed by the European Commission and Members States, in cooperation with industry, consumer organisations and environmental NGOs.



## RELIABLE

Unlike non-certified green claims and labels, national authorities thoroughly check producers' compliance with the EU Ecolabel requirements.



# With the EU Ecolabel, as a retailer you can...

1.

## PROVIDE CONSUMERS WITH TRUSTED SUSTAINABLE PRODUCTS

Many consumers want to shop sustainably. Making more products with the EU Ecolabel available means offering sustainable options to customers interested in reducing their environmental footprint. Eight out of ten people who know the EU Ecolabel trust that it ensures environmental friendliness, and in many EU countries it is the best known of all available ecolabels.

2.

## PLAY YOUR PART IN SHAPING MORE SUSTAINABLE CONSUMPTION HABITS

Retailers can decide, based on their own assortment strategy, which products to make available to consumers. Offering products with the EU Ecolabel and displaying them prominently can motivate more and more consumers to go for the more sustainable alternative in their shopping. Thus, businesses can contribute to building more sustainable consumption habits.

3.

## BE ONE STEP AHEAD OF FUTURE ADVERTISING RULES

Consumers should only be exposed to reliable environmental claims and protected from misleading ones.

To ensure consumers' trust, EU decision makers are tightening the requirements for companies to communicate about the green credentials of their products. It is foreseen that generic environmental claims will not be allowed where environmental excellence cannot be demonstrated. Any sustainability label displayed will need to be based on an independent and third-party verified certification scheme.

Bearing the EU Ecolabel is one option to support green claims and it acts as a reliable guide for consumers in their purchase decisions.



# 4.

## CERTIFY YOUR GREEN OFFER

The EU Ecolabel is a core component of the EU's sustainable product policy, which aims at making sustainable products the norm by 2030. In that sense, retailers can refer to the EU Ecolabel when defining what a sustainable product is in the first place. The label can for example be used to certify retailers' own-eco-brand and distinguish themselves as frontrunners in offering sustainable products.

# 5.

## MAKE THE REPORTING ON YOUR SUSTAINABILITY EFFORTS EASY

At a time when sustainability reporting standards are getting stricter and more prominent in retailers' strategies, the EU Ecolabel can help make the task easier. Reliable and comparable indicators derived of ecolabelled products can include:

- Percentage of products with the EU Ecolabel sold within a particular product group
- Number of product groups with a minimum percentage of sales certified with the EU Ecolabel



Selling ecolabelled products can be communicated easily towards companies' stakeholders in the sustainability reporting or to the public as a commitment to the EU's Sustainable Consumption Pledge. This initiative offers retailers public recognition for their efforts to reduce their environmental footprint and support sustainable consumption, for example by increasing the offer of ecolabelled products.

## Act for more sustainable products!



Identify for which of your products the EU Ecolabel is available through the [electronic EU Ecolabel product catalogue](#).



Back-up your own brand with the EU Ecolabel or require your suppliers to certify their products.



Increase consumers' recognition of the EU Ecolabel through price promotion (in agreement with manufacturers), dedicated shelves for ecolabelled products in stores or sustainability filters in e-commerce platforms.



Integrate indicators and targets in your sustainability strategy, including on the offer of EU Ecolabel products.



Join the EU's [Sustainable Consumption Pledge](#) to show your commitment.

For more information visit [www.ecolabel.eu](http://www.ecolabel.eu)



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[eurocommerce.eu](http://eurocommerce.eu)



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