



# EU Ecolabel in the Circular Economy

## TODAY IS THE WORLD ECOLABEL DAY

**#REUE2021 | Promover uma Transição Sustentável**  
**14 October 2021**

**DG Environment**  
**European Commission**

CLIMATE  
PACT AND CLIMATE  
LAW

PROMOTING  
CLEAN  
ENERGY

INVESTING IN MORE  
SUSTAINABLE,  
SMARTER MOBILITY

*“to empower consumers  
to make informed  
choices and play an  
active role in the  
ecological transition”*

PROTECTING  
NATURE

MOBILISING INDUSTRY  
FOR A CLEAN AND  
CIRCULAR ECONOMY

# The European Green Deal

FROM FARM  
TO FORK

ELIMINATING  
POLLUTION

LEADING THE  
GREEN CHANGE  
GLOBALLY

ENSURING  
A JUST  
TRANSITION  
FOR ALL

MAKING  
HOMES ENERGY  
EFFICIENT

FINANCING  
GREEN  
PROJECTS

# A new vision for Europe

35 actions along the entire life cycle of products, to:

- ✓ Make **sustainable products** the norm in the EU
- ✓ **Empower** consumers and public buyers
- ✓ **Focus also on key product value chains:** electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients
- ✓ Ensure **less waste**
- ✓ Make circularity work for **people, regions** and **cities**
- ✓ **Lead global efforts** on circular economy

## Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

## Empowering consumers and public buyers

- **Revision of the consumer law:** consumers to receive trustworthy and relevant information on products at the point of sale
- Establishing a new “**Right to repair**”
- Legislative proposal to ensure companies **substantiate their environmental claims** using Product and Organisation Environmental Footprint methods
- Legislative initiative to **ensure products placed on the EU market become increasingly more sustainable** - Widen the Ecodesign Directive beyond energy-related products
- Include more systematically durability, recyclability and recycled content in **EU Ecolabel criteria**

Public authorities' purchasing power represents

**14%**  
of EU GDP



- Proposal for **mandatory Green Public Procurement (GPP)** criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting** on GPP

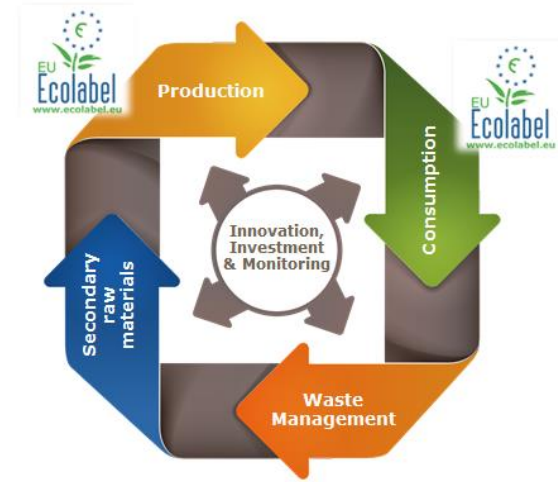
# The EU Ecolabel



- ✓ The **official** European Union **voluntary** label for **environmental excellence guiding** consumers and procurers towards **sustainable goods and services**
- ✓ The **only EU-wide ISO 14024 Type 1 Ecolabel** (reliable; multi-criteria; life-cycle approach; open-transparent-multi-stakeholder and science-based criteria setting; third party verified)
- ✓ Criteria address **10-20% best goods/services** on the market in terms of environmental performance; they also guarantee **high quality** products. **Social aspects** addressed where appropriate.
- ✓ Managed by the **European Commission** and the **Member States**.
- ✓ **It can be awarded to non-EU products** placed on the EU market



# What does the EU Ecolabel guarantee?

- EU Ecolabel products are durable, easy to dismantle, repair, reuse and recycle
- CO<sub>2</sub>, water and air emissions are minimised
- Hazardous substances are minimised in production processes and products
- Resources and energy are saved
- Raw materials are sourced sustainably
- Packaging is limited
- Use of recycled content is promoted
- Waste is reduced, recyclates are of high quality
- It enables conscious choices by consumers without compromising on quality





**The EU Ecolabel connects citizens and market actors to the overall political objectives of Circular Economy and Climate Neutrality**

## PERSONAL CARE PRODUCTS



 Rinse-off Cosmetic Products 

 Absorbent Hygiene Products 

## CLEANING UP

 Hard Surface Cleaning Products 

 Detergents for Dishwashers 

 Industrial and Institutional Automatic Dishwasher Detergents 



 Hand Dishwashing Detergents 



 Laundry Detergents 

 Industrial and Institutional Laundry Detergents 



 Indoor Cleaning Services 

## CLOTHING AND TEXTILE PRODUCTS

 Textile products 

 Footwear 

## DO-IT-YOURSELF

 Paints and Varnishes 

## ELECTRONIC EQUIPMENT

 Electronic Displays 

## COVERINGS

 Wood-, cork- and bamboo-based floor coverings 

 Hard Covering Products 

## FURNITURE AND BED MATTRESSES

 Furniture 

 Bed Mattresses 

## GARDENING

 Growing Media, Soil Improvers and Mulch 

## LUBRICANTS

 Lubricants 

## PAPER PRODUCTS

 Graphic paper, Tissue paper and Tissue products 

 Printed Paper, Stationery Paper, Paper Carrier Bag Products 

## HOLIDAY ACCOMMODATION

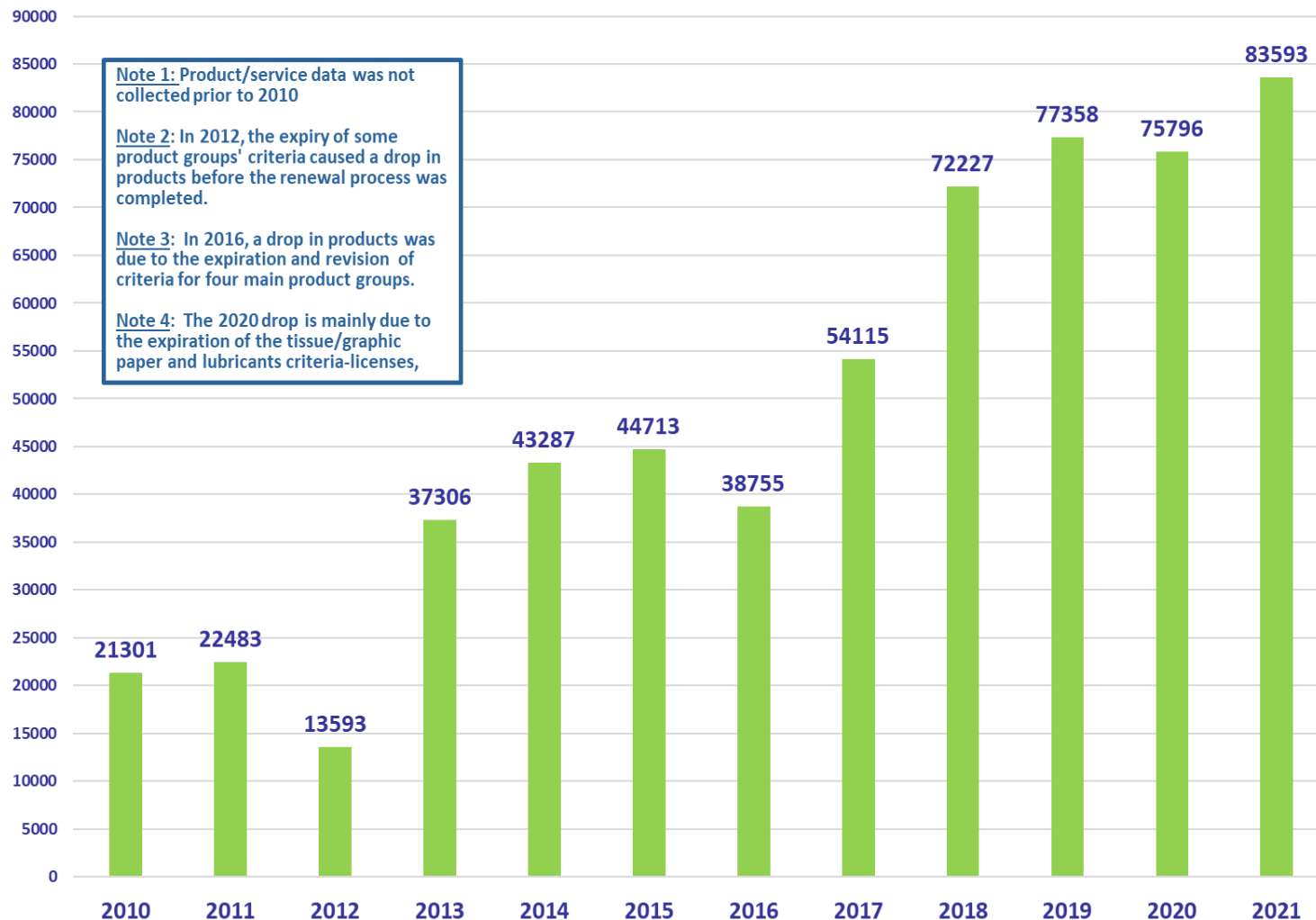
 Tourist Accommodation 

**On which products can I find the EU Ecolabel?**

**RETAIL FINANCIAL PRODUCTS under development**

# Sept 2021: Highest ever registered number of awarded product, despite COVID-19 and Brexit *(statistics released today)*

Evolution of the number of EU Ecolabel Products and Services from 2010 - 2021



- **83 593 products, 2 059 licenses, 23 product groups**
- **+17% licences; +10% products (yearly increase)**
- **Highest n. products for: paints, tissue paper, hard coverings, textiles,**
- **Highest n. licenses: tourist accomodations.**
- **Leading countries: Spain, Italy, France, Germany**



# Objectives of the Strategic EU Ecolabel Work Plan

- Mainstream and further develop the EU Ecolabel as a relevant tool in policies and initiatives promoting SCP, CE, sustainable lifestyles, sustainable finance and climate action at different scales, in synergy with other tools.
- Maximise the effectiveness and efficiency of the EU Ecolabel Regulation implementation, including the development and the maintenance of a successful criteria portfolio
- Enhance the EU Ecolabel presence on the market, by boosting both industry uptake and consumers awareness.

# Fostering EU Ecolabel uptake and consumer awareness

- ✓ Foster EU Ecolabel through **VOLUNTARY PLEDGES** (under the **Zero Pollution Action Plan**, the **Climate Pact** and the **New Consumer Agenda**)
- ✓ Promote EU Ecolabel **ON ON-LINE MARKET PLACES** (Amazon, Mercateo.com, Yarn Bank, Bol, Cdiscount, ClickKoala, Booking.com, etc.) and **among RETAILERS**
- ✓ Optimise **EU ECOLABEL CATALOGUE**
- ✓ **CAPACITY BUILDING** on new EU Ecolabel criteria for industry
- ✓ Explore opportunities for **collaboration** between the EU Ecolabel and other **TYPE I ECOLABELS**
- ✓ **COMMUNICATION** activities
- ✓ Promote EU Ecolabel in **GREEN PUBLIC PROCUREMENT**

# Thank you

EU Ecolabel webpage: [https://ec.europa.eu/environment/ecolabel/index\\_en.htm](https://ec.europa.eu/environment/ecolabel/index_en.htm)



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