

# NEWSLETTER #REUE

*Issue no. 2 - September 2024*



dgade

DIREÇÃO-GERAL DAS  
ATIVIDADES ECONÓMICAS

The EU Ecolabel (known in Portugal by its acronym, REUE) Newsletter is a biannual online publication developed by the competent body in Portugal for granting EU Ecolabel licenses - the Directorate-General for Economic Activities (DGAE).

This publication, available in Portuguese and English, provides information on the main national and international developments regarding the EU Ecolabel activity. You can access this newsletter via the REUE page on the DGAE website.

In this edition you can find information on:

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# Ecodesign Regulation: The New Era for Product Sustainability Has Arrived

With the recent approval of the **Ecodesign Regulation**, the European Union has established a fundamental framework for promoting sustainability and efficiency throughout the life cycle of products. To better understand the implications of this regulation, we interviewed **Carla Pinto**, Director of the Directorate for Corporate Sustainability at the **Directorate-General for Economic Activities (DGAE)**, who shared her perspectives on the challenges and opportunities that this new legislative framework offers both consumers and economic operators. In this interview, we also discuss the **role of the EU Ecolabel and the impact that both instruments will have on the transition to a circular economy**.

Carla Pinto has a degree in Environmental Engineering and began her professional career in 1992 at the Directorate-General for Industry. She was a national expert seconded to the European Commission, in the Directorate-General for the Environment. As Director of Corporate Sustainability Services, she contributes to the definition of economic policies within the framework of the circular economy and to the development and adoption of strategic instruments and initiatives relating to social responsibility and sustainable development.



**What does the Ecodesign Regulation entail? What about the Digital Product Passport?**

Firstly, it's important to bear in mind that the Ecodesign Regulation [Regulation (EU) 2024/1781 of the European Parliament and of the Council of 13 June 2024 establishing a framework for the setting of Ecodesign requirements for sustainable products] is a key scheme to help economic sectors prepare for the challenge of reducing the negative

environmental impacts associated with their products across their life cycle.

The Ecodesign Regulation is based on evidence that shows that action in the design phase of products significantly reduces their climate and environmental impact, which is why this legislation is one of the pillars of the EU's strategy to promote more sustainable and circular products.

From 2026 onwards, it is planned to establish, through specific regulations, mandatory eco-design requirements applicable to different product categories, with a view to placing products with a minimum level of sustainability on the EU market. These requirements will also cover circular economy criteria such as durability, ease of repair and reuse, and design for recycling.

It is also envisaged that the priority for adopting each of the specific regulations will depend on an assessment carried out by the European Commission, which considers the impacts and potential for improvement associated with each product category, considering various parameters such as environmental sustainability and circularity, economic weight, existing political coverage, proportionality of costs and contribution to the EU's strategic autonomy.

To make life easier for all those involved in the product's value chain, including end consumers, the Ecodesign Regulation includes an innovative instrument, the Digital Product Passport, or DPP. As its name suggests, this passport will only work in digital format.

The DPP will allow all those involved in the value chain to have access to relevant product information, without jeopardizing any trade secrets. In this context, the concept of 'all stakeholders' extends to professional repairers, independent operators, reconditioners, producers of remanufactured items, recyclers, market surveillance authorities, customs authorities, representatives of civil society and labor, academia and the European Commission services.

## **Why is this Regulation important and how will it impact consumers' lives?**

By facilitating consumer access to information on products on the market with a lower environmental impact, the Ecodesign Regulation plays a fundamental role in the ecological transition. In this sense, consumers will have access to reliable and clear data, which will allow them to make an informed and conscious purchasing decision regarding the sustainability of a given product when compared to another in the same category. On the one hand, this could influence market trends, encouraging the offer of more sustainable products, and on the other, it will enable consumers to identify 'greenwashing' practices, i.e., misleading advertising about the sustainability of a product.

## **And to what extent is the Ecodesign Regulation related to the EU Ecolabel?**

The Ecodesign Regulation and the European Union's Ecolabelling scheme are aligned and complement each other. Both have the mission of promoting greater environmental sustainability of products based on a life cycle assessment.

However, while the Ecodesign Regulation is binding, establishing mandatory minimum ecodesign requirements that products must meet to be placed on the EU market, the EU Ecolabel is a voluntary labelling system that distinguishes products and services of environmental excellence, i.e., distinguishes products and services that have the lowest possible environmental impact throughout their life cycle, through more demanding requirements.

As public policies of the European Union, both instruments apply uniformly in the Member States, and it should be noted that the Ecodesign Regulation recognizes the environmental excellence of products that have been awarded with a EU Ecolabel licence, since they will be considered to comply with the ecodesign requirements that will be established under the specific regulations of the Ecodesign Regulation, provided that these requirements are covered by the Commission Decisions establishing the EU Ecolabel criteria.

## Is safeguarding the durability and repairability of products fundamental to a more sustainable consumption? What role does the Ecodesign Regulation play in this area?

Combating current production and consumption patterns, in which products are manufactured, consumed and quickly discarded, is fundamental for a more circular economy.

In this sense, extending the usage life of products through greater durability and repairability, as well as reducing waste production and the consumption of raw materials, are key to increasing sustainability and reducing the ecological footprint of products. The Ecodesign Regulation will play a crucial role in this area, because it will define mandatory ecodesign requirements that will promote the durability and repairability of products, while also guaranteeing their good performance.

In other words, the Ecodesign Regulation will create opportunities for products to be kept longer, improved and reused, avoiding the need to buy new products frequently.

## What kind of information will become available through the DPP?

As I mentioned earlier, all players in the product's value chain, including consumers, will have access to relevant information through the DPP. This access will be easy, transparent and differentiated and will include data on durability, repairability and the presence of hazardous substances, among others, without jeopardizing any trade secrets.

The DPP will be specific to the article, batch or product model, depending, for example, on the complexity of the value chain, the size, nature or impacts of the products in question.

The aim is for Business-to-Business (B2B) and Business-to-Consumer (B2C) consumers to be able to easily compare different products, allowing them to make informed choices, considering not only price, but also the environmental impact and useful life of the goods they intend to buy.

## What challenges and opportunities do you see for economic operators in meeting the requirements of the Ecodesign Regulation?

The Ecodesign Regulation makes each of the players in the value chain of a given product responsible for the transition to an internal market of more sustainable products.

This commitment obviously entails obligations for all the economic operators that make up the supply chains of a given product category, and the global market is increasingly recognizing product sustainability as the necessary approach to tackle the current environmental challenges and the economic crises that result from supply difficulties and the scarcity of raw materials, particularly critical raw materials.

I would say that raising awareness of the supply chains will be one of the biggest challenges for manufacturers in meeting future Ecodesign requirements. But as with the REACH Regulation, which was based on the *'no data, no market'* principle, I think that the same principle will apply here too, and suppliers of raw materials, components and intermediate products will recognize the advantages of being aligned with this new paradigm in the internal market.

The creation of an harmonized regulatory framework in the EU aimed at improving the environmental sustainability of products, including requirements for making information available through the DPP, is certainly a challenge for companies, particularly SMEs, which have less capacity to adapt their production processes to comply with more sustainable production standards, but at the same time it guarantees greater scale in terms of the market, preventing the fragmentation of the internal market in situations where divergent national legislative approaches to improving the environmental sustainability of products coexist in the European area.

Therefore, I believe that the Ecodesign Regulation will help to create a level playing field for companies, also boosting their competitiveness by encouraging innovation and the development of environmentally sustainable products and creating business and employment opportunities.

I cannot fail to point out the three decades of experience of the DGAE, as the competent body in Portugal for awarding EU Ecolabel licences, recognizing that the companies, most of them SMEs, that have strategically invested in this distinct voluntary label for environmental sustainability, have done so to conquer highly demanding and competitive markets. I therefore conclude that despite the many challenges, the medium-to long-term results are certainly positive.

**Carla Pinto**

Director of the Directorate for Corporate Sustainability  
DGAE



### This invitation is for you!

We invite our readers to participate in the event **#REUE2024 - The Passport to Sustainability**, which will take place on 10 October 2024 at 14:30 (Lisbon time).

This webinar will be an excellent opportunity to deepen your knowledge of the **EU Ecolabel's added value in the context of the Ecodesign Regulation**.

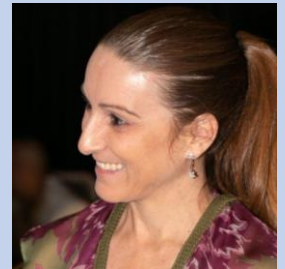
For more information, please check the [#REUE Events page](#).

We look forward to seeing you!

# Sustainable Tourism: How Ecolabelling Shapes the Future of Accommodation

In the context of the growing focus on sustainability, the tourist accommodation sector is facing new challenges and opportunities with the adoption of sustainable practices and ecolabels such as the EU Ecolabel. To explore these perspectives, we interviewed **Paula Rocha, founder of Global ECO**, and **Pedro Lopes, co-founder of The Swarm Initiative**, two consultancies working with tourist accommodations in Portugal and France, respectively. Both share their views on the importance of ecolabelling in the strategic positioning of tour operators and the impact on consumers, highlighting the crucial role that the Ecolabel plays in the competitiveness and sustainability of the sector.

Paula Pinheiro da Rocha has a degree in Environmental Engineering from Instituto Superior Técnico and has complemented her training with various specialized courses in sustainability and ESG (Environmental, Social, and Governance). With a clear vision that organizations should leave a positive mark on society, Paula founded Global ECO, a consultancy dedicated to supporting companies in implementing sustainable and socially responsible practices by integrating strategies that not only increase competitiveness, but also generate a lasting and beneficial impact on the environment and the community.



Pedro Gomes Lopes is Managing Director and co-founder of The Swarm Initiative, a consultancy specializing in sustainable development in the hospitality and tourism sector. His career combines extensive experience in consultancy, teaching and research. His areas of expertise focus on entrepreneurship and the creation of innovative projects, project management and research into innovation management. Pedro is currently doing a PhD at the Ecole Polytechnique's Management Research Centre on projects that explore the potential of artificial intelligence to meet the challenges of sustainable development.



## 1. What is the role of consultancy firms in promoting companies' adherence to credible ecolabelling schemes?

Consultancy firms play a key role in raising awareness, training and providing technical support to organizations, promoting the adoption of credible ecolabels. At Global ECO, in addition to training organizations on the economic and environmental benefits of adhering to credible labels, we are also responsible for ensuring that they understand and internalize the strict criteria established. Global ECO not only offers specialized technical knowledge, but also accompanies the entire certification process, facilitating the way for companies to obtain the EU Ecolabel with greater efficiency and success, something that has become essential to compete in today's market.

As a sustainable development consultancy, The Swarm Initiative's objectives are to recommend, design and implement innovative projects that contribute to a more sustainable planet. Promoting companies' adherence to credible ecolabels is a way of helping them enter a voluntary process of environmental transition, which is not limited to respecting their legal obligations. In this process, we have a threefold role: to encourage, translate and manage the project implementation of the label's criteria in the company. Firstly, we encourage our clients by showing them the opportunities offered by this type of certification. These are manifold and apply to all areas of business management, such as reducing operating costs, evolving service offerings to adapt to new consumption patterns and responding to the new demands of business clients, banks and investors in terms of corporate social responsibility. Secondly, we have translated the often legal and technical language of environmental labelling into language that is accessible to all company stakeholders, to make it easier to understand. Finally, we build the roadmap for implementing the label and manage the certification project from start to finish.

2. What is your experience with eco-labelling in tourist accommodation, and how do your clients position themselves towards these tools?

Global ECO has solid experience in this area. Our clients have a strategic vision and recognize the importance of standing out for sustainability.

In fact, our clients see the EU Ecolabel as a key tool for attracting conscientious tourists, as well as strengthening their brand and reputation. Our work goes beyond simply implementing sustainable practices; we help turn these accommodations into benchmarks in the sector, enabling our clients to position themselves competitively and sustainably, which results in concrete long-term benefits.

Our experience extends to approximately 40 EU Ecolabel-certified hotels since the end of 2022, and 25 new projects underway in France. Our clients are generally hotels with between 20 and 100 rooms. Our promise is that within a year of starting the project, the establishment will achieve certification without putting unbearable pressure on its teams.

Depending on the client, we have identified different motivations and levels of maturity when it comes to integrating environmental issues into the establishment's activities. However, they all aim to reduce costs. Some stop there, but others manage to raise the profile of good environmental practices among customers, future employees and investors, and even make them an important element of the business model.

### 3. What are the main challenges facing holiday accommodation when considering obtaining eco-labels such as the EU Ecolabel?

Tourist accommodation often faces challenges related to a lack of knowledge about the criteria required and the perception that certification involves complex and costly processes. Implementing new operational practices and investing in sustainable technologies are also common challenges. However, with the right consultancy, these obstacles can be easily overcome.

At our company, we work to simplify this process, ensuring that accommodation not only complies with the EU Ecolabel criteria, but also optimizes its resources in a way that reduces operating costs in the long term.

The challenges are varied, but they can also be seen as opportunities to make hotel operations more efficient and bring them under control.

The challenges can be seen from 3 angles: They involve the evolution of certain processes such as room cleaning, the creation of new processes such as setting up monitoring to regulate the different energy consumptions and creating an action plan to reduce them, and finally the change of certain products such as breakfast and hygiene products.

The biggest challenge and opportunity lies in good management of this change, which, when done well, has a significant impact on the hotel's economic, environmental and social health.

#### 4. How can ecolabels influence consumer behavior when choosing tourist accommodation?

Today's consumers are increasingly focused on making conscious choices, and ecolabels act as a seal of confidence that directly influences purchasing decisions. Sustainability certification, such as the EU Ecolabel, offers a guarantee that accommodation operates in an environmentally responsible manner and with transparent practices.

This not only influences the choice of holidaymakers, but also creates an image of trust and commitment to the future. To this end, it is essential that qualified technicians can help organizations convey a clear message about their practices, differentiating them in a competitive market. Certification is undoubtedly a determining factor in attracting this new consumer profile.

There are three possible scenarios. Corporate clients who strongly favor tourist accommodation with a credible eco-label. The purchasing departments of these companies have objectives along these lines and establish a priori the list of hotels that can be used by their employees.

Then there are foreign tour operators who, when they send tourists to France, favor certified hotels. And finally, if we rely on Booking.com's Sustainable Travel Report 2023, more and more travelers believe that it's important to travel sustainably.

Apart from reports of this kind, we don't have any internal figures on the subject, but certified hotels have received very positive oral or written feedback (Booking, Google, etc.) from their customers regarding their various sustainability practices.

## 5. How do you assess the evolution of demand for eco-labelled tourist accommodation?

Demand for certified accommodation has grown consistently, and forecasts indicate that this trend will continue to increase. It is up to accommodations to capitalize on this market opportunity.

In fact, we see that accommodation with certifications such as the EU Ecolabel has a significant competitive advantage, especially in international markets where tourists increasingly value sustainability.

Naturally, we've been following this evolution, and we know that being certified is not just a trend, but a necessity to guarantee relevance and long-term success. Accommodation that fails to adapt runs the risk of losing business opportunities.

Whilst business clients already use certified hotels almost exclusively when they exist at their destination, leisure clients are also showing a growing preference for more responsible establishments, although we are not clearly able to measure this.

6. Do you identify practical benefits for tourist accommodation that adopts sustainable practices and/or adheres to labels such as the EU Ecolabel?

Clearly. And the benefits are manifold. In addition to reducing operating costs, such as energy and water consumption, holiday accommodation gains credibility and visibility by adhering to eco-labels. In fact, certification with labels such as the EU Ecolabel adds significant value to the brand, attracting conscious consumers and creating an image of social and environmental responsibility.

Sustainable practices also increase customer loyalty and improve the reputation of the accommodation, resulting in positive reviews and future recommendations. Another practical benefit is access to new niche markets, including holidaymakers looking specifically for accommodation committed to sustainability.

I'd like to emphasize two essential points here: one relating to internal operations, the other to the signals sent externally.

The first point is clearly linked to the efficiency that the new practices and processes bring to the hotel. From the first year of certification, a reduction of 10 to 15 per cent in energy, 20 per cent in water, 80 per cent in waste production and more than 90 per cent in the consumption of chemical detergents is expected.

The second point is linked to the good management signals sent to clients, future employees and other external stakeholders such as banks and other financiers. These signals help to reinforce confidence in the company's good management and its sustainability in the broadest sense of the word.

## 7. What are the emerging trends in sustainable tourism?

Current trends indicate a growing integration of clean technologies, such as renewable energy and the digitalization of sustainable operations, to monitor the use of resources in real time. Regenerative tourism, which goes beyond sustainability by focusing on restoring ecosystems, is also gaining momentum.

At Global ECO we try to keep up with these trends, supporting our clients in adapting to new market demands, such as the circular economy and carbon neutrality. Staying ahead of these trends, with the right certification, is essential for accommodations that want to thrive in the sustainable tourism market. Sustainability is no longer optional - it's essential for any accommodation that wants to thrive and grow.

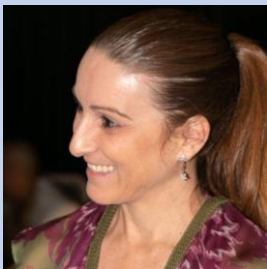
From what we've seen, hotel owners don't have a natural appetite for environmental issues. However, according to a kind of mimicry where hotels tend to imitate each other's practices, as soon as the first well-known hotels are launched, others follow.

On the other hand, under the influence of the demands of stakeholders who are more exposed to obligations such as the 'Corporate Sustainability Reporting Directive' (CSRD), hotels evolve under pressure to lose customers and funding. This double movement leads us to believe that the trend is towards greater sustainability through adherence to certifications such as the 'European Union Ecolabel'.

## 8. How can eco-labelling help to increase the competitiveness of tourist accommodation?

Ecolabels such as the EU Ecolabel are differentiators in today's market. As well as being a guarantee of compliance with legal and environmental requirements, they provide a clear competitive advantage by attracting a consumer segment that strongly values sustainability and is looking for a superior quality service, consolidating themselves as leaders in the tourism market.

If we focus on competitiveness, the environmental label has a clear effect on the hotel's economic health. Even if it doesn't justify a price increase in room sales, it makes it possible to gain new customers and in the worst case keep existing customers more satisfied, without losing any. All this with reduced operating costs, thus generating a better operating result.



**Paula Rocha**  
Founder of Global ECO



**Pedro Lopes**  
Co-founder of The Swarm Initiative

## New product in the EU Ecolabel family: **GREENY® from INOKEM®**

During August, INOKEM® was awarded with an EU Ecolabel licence for its detergent: GREENY®.

Licence N.º

PT/020/013

GREENY® is a neutral, ecological and ultra-concentrated multi-purpose detergent for general cleaning of all surfaces, floors and glass.

This product is safe for all materials, including wood and marble.

Special surfactants and bio alcohol provide ultra-drying, ultra-shine and ultra-protection.

Find this and other EU Ecolabel products in Portugal in the [Portuguese Catalogue of EU Ecolabel Products and Services](#).



**INO**  
**KEM**



# EU Ecolabel Online Application Form

The EU Ecolabel application process is now simpler!

DGAE has developed the [EU Ecolabel Application Form](#).

This form aims to facilitate the digital submission of the contents that make up the application dossier, allowing users to upload all the necessary information on a platform available on the DGAE website, without having to resort to third-party tools in the cloud, thus improving the agility, security and privacy of this process.

The screenshot shows the DGAE website interface for the EU Ecolabel application. The main heading is 'CANDIDATURA AO RÓTULO ECOLÓGICO'. Below this, there are several sections:

- TIPO DE REQUERENTE:** A dropdown menu with 'Efectuar o tipo de requerente' selected.
- Tratamento de Dados Pessoais:** A section with a checkbox for 'Autorizo o tratamento dos meus dados pessoais...' and a paragraph of legal text regarding data protection.
- Documentação de Candidatura:** A section with a dropdown menu for 'Adicionar novo Documento' and a table of required documents.

Categoria	Componente	Designação	Descrição
<input type="checkbox"/>		Anexo	Qualquer outro elemento que o requerente considere necessário para demonstração do cumprimento dos critérios REUE
<input type="checkbox"/>		Carta	Modelo de declaração do controlo de utilização de ficheiros digitais a partir de 2016
<input type="checkbox"/>		Compromisso	Engajamento da taxa de requerimento
<input type="checkbox"/>		Contrato	Novamente aplicável aos fornecedores turísticos, contrato de prestação de serviços de estadia
<input type="checkbox"/>		Declaração	Que ateste o cumprimento dos critérios REUE, emitida pelo requerente e pelo seu representante
<input type="checkbox"/>		Fatura	Fatura e/ou fatura de transporte do consumo de electricidade do ginásio, do hotel, do centro de férias, da loja de produtos locais, da loja de produtos locais, da loja de produtos locais
<input type="checkbox"/>		Licença	Que ateste o cumprimento dos critérios REUE, emitida pelo requerente e pelo seu representante
<input type="checkbox"/>		Relatório	De avaliação de impacto, de acordo com o artigo 10.º
<input type="checkbox"/>		Rúla	Plano de Gestão de Resíduos Sólidos, Planos Técnicos dos serviços turísticos, utilizados no âmbito de aplicação do artigo 10.º do Regulamento (UE) 2018/848, em articulação com o artigo 10.º do Regulamento (UE) 2018/848
<input type="checkbox"/>		Memória Descritiva	Documento descritivo do produto, do serviço ou do processo de produção, que ateste o cumprimento dos critérios REUE
<input type="checkbox"/>		Anexo Formulário Online	
<input type="checkbox"/>		Folha de cálculo	

A sua jornada começa aqui. Conheça o Rótulo Ecológico da União Europeia.

**Tutorial de Vídeo: Etapas para se candidatar a uma licença do REUE - Parte 2 - Formulário de Candidatura ao Rótulo Ecológico da UE**

And to make it easier to fill in this form, there is now a [new video tutorial](#) that walks you through all the steps of filling it in.

## EU Ecolabel data in Portugal

Below are the figures as of September 6<sup>th</sup> 2024 for the number of EU Ecolabel licences awarded by DGAE and the number of products and services within those EU Ecolabel licences associated.

Product Group	No. of Licences	No. of Products and Services
Clothing and Textiles	1	3854
Cleaning	11	82
Paper	10	2866
Holiday Accommodation	6	6
Do it Yourself	6	62
Personal and Animal Care Products	1	80
<b>Total</b>	<b>35</b>	<b>6950</b>

On the DGAE page "[Statistics on EU Ecolabel Licences and Products](#)", you can check all the statistical data made available since 2017, as well as the progression graphs relating to the number of EU Ecolabel Licences awarded by DGAE and the associated number of Products and Services within those EU Ecolabel Licences.

Check global statistics on the European Commission's website "[Ecolabel facts and figures - European Commission](#)".

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EU Ecolabel

### NEWSLETTER #REUE

A Newsletter do Rótulo Ecológico da União Europeia (REUE) é uma publicação online semestral desenvolvida pelo organismo competente em Portugal para a atribuição de licenças REUE - a Direção-Geral das Atividades Económicas (DGAE). Esta publicação, disponível em português e em inglês, vem dar a conhecer as principais novidades no contexto nacional e internacional sobre a atividade do REUE. Poderá aceder à Newsletter através da Página do REUE, dentro do website da DGAE. Registe-se para receber as futuras edições.

The Newsletter #REUE is a biannual online publication developed by the competent body in Portugal for awarding EU Ecolabel licenses - the Directorate-General for Economic Activities (DGAE). This publication, available in Portuguese and English, provides information on the main national and international developments in EUSR activity. You can access the newsletter via the EU Ecolabel page on the DGAE website. Sign up to receive the next issues.

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\* Indica uma pergunta obrigatória

Nome / Name \*

A sua resposta