



How *your* EU Ecolabel gets displayed on E-Commerce platforms

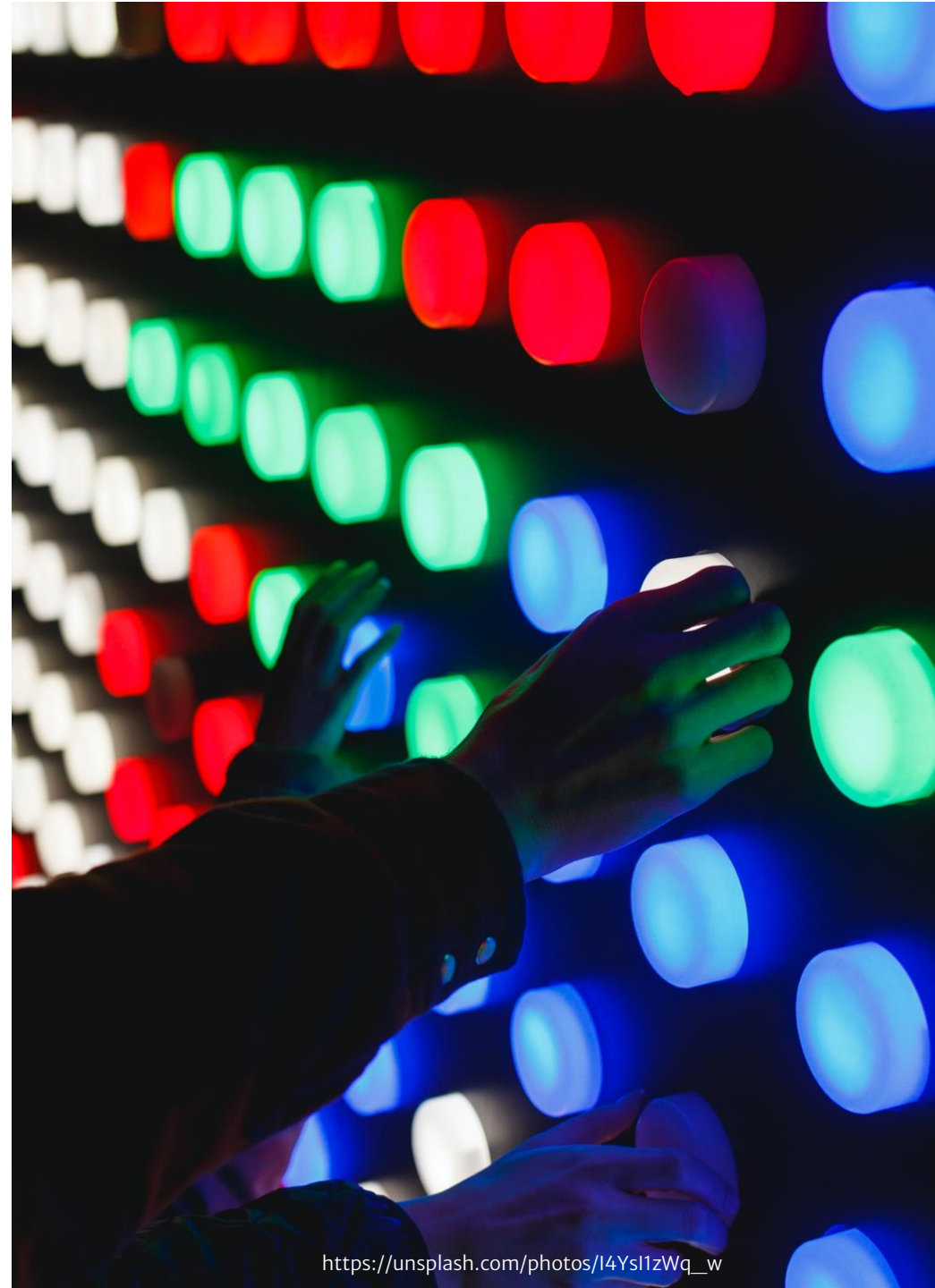
Instructions for EU Ecolabel licence holders

The Challenge

How can *you* enable E-Commerce platforms to verify and highlight *your* EU Ecolabel licence and products?

such as:

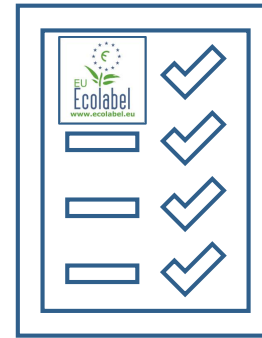
**CLIMATE
PLEDGE
FRIENDLY**



EU Ecolabel in E-Commerce



E-Commerce platforms only display the EU Ecolabel next to a product if they have proof of the certification...



E-Commerce platforms check which products are registered in the EU Ecolabel Catalogue (ECAT).



E-Commerce platforms highlight sustainable products and provide information on the label



PRODUCT CERTIFICATION (1)



EU Ecolabel certified products have a reduced environmental impact across multiple stages of the product lifecycle.



Accept The Challenge

1.

Make sure that your awarded products are registered at ECAT

3.

Check that the data submitted to ECAT is accepted by your Competent Body

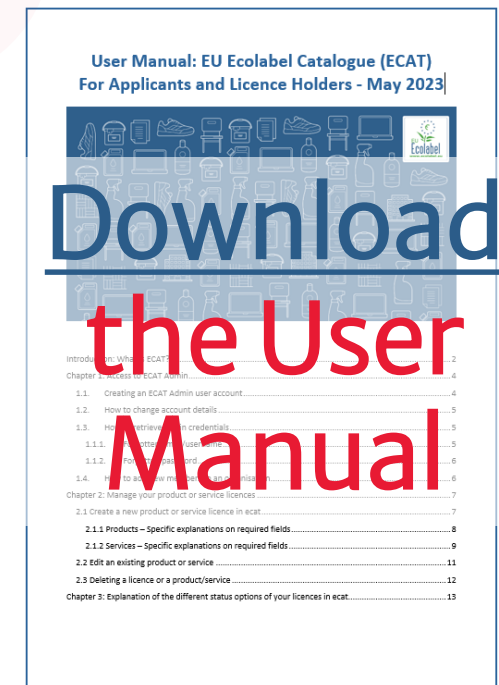
2.

Add a common identifier such as EAN13 product code in ECAT



Step 1: Register on ECAT

- Congratulations! You have been awarded with one or several EU Ecolabel licences!
- Now you need to register your licence(s) and product(s) in ECAT – the EU Ecolabel Catalogue
- If you have +50 products to register – contact your Competent Body, they will support you (e.g. with a bulk upload tool)



Step 2: Make Your Products Identifiable

- E-Commerce platforms require a common identifier when comparing the datasets
- **Make sure to add a GTIN * (EAN13) product code in ECAT**
- If you have many products to update – ask your Competent Body to upload the codes via a bulk upload tool



Codes:

Type *

Value *

Other
EAN13
GTIN14
GTIN12
GTIN8
GSIN
SSCC
Internal Producer ID
ITF

Login here

Codes:

Type *

Value *

* if not applicable provide another commonly used code



Step 3: Check Your Entries

- Only awarded products will be visible on public ECAT or the data extract
- Check that the registration status is 'awarded'
- You need to click on the button 'Send Registration to Competent Body' in order for them to award your licence on ECAT.

LICENCE LIST

Licence number: Licence status: Group Name: Company Name:

Competent Body:

Login here*

Show 10 entries

Licence number	Licence status	Licence type	Licence group	Company name	Competent body
AT/023/023	Awarded	Ecolabel Accommodation Licence	Tourist accommodation	testAT	CB Austria
AT/003/003	Awarded	Ecolabel Product Licence	test_products	testAT	CB Austria
	Draft	Ecolabel Product Licence	test_products	testAT	CB Austria



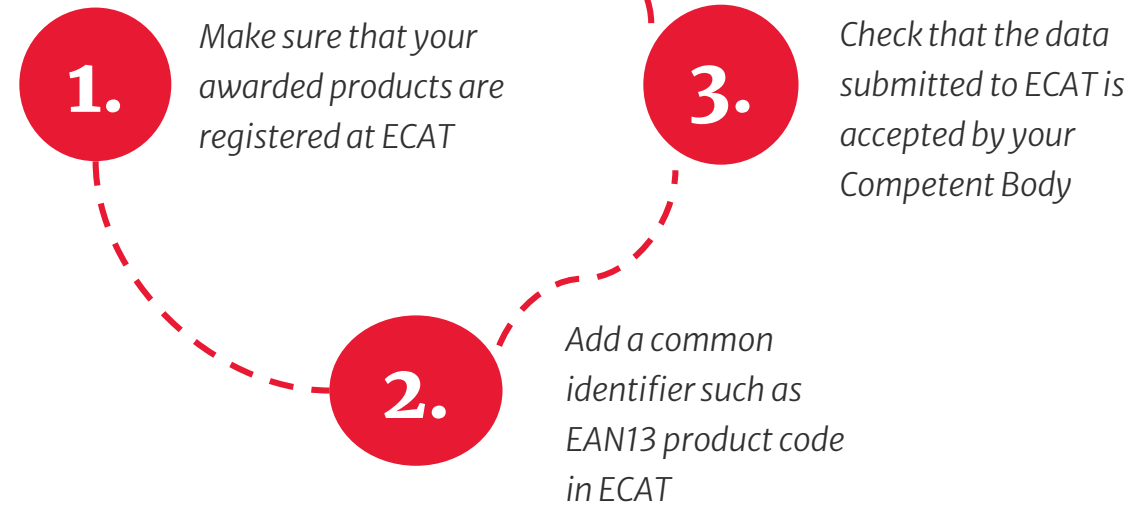
* it's always the same link ☺

Beat The Challenge

Well done – you've made it!

Your customers will thank you!

Finally, they easily find your
EU Ecolabel awarded products
online!



Questions? Get In Touch!

Email: helpdesk-eu-ecolabel@adelphi.de

We are happy to help you! However, please consider to check the updated [ECAT User Manual](#) first– it might easily tackle your problem.

