

# NEWSLETTER #REUE

*Issue no. 4 - September 2025*

# #REUE25

In this issue, find out more about the first  
#REUE on-site event of the decade.



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:

- [Green Public Procurement: Is your organisation making the most of the EU Ecolabel?](#)
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# Green Public Procurement: Is your organisation making the most of the EU Ecolabel?

In May 2025, the French Agency for Ecological Transition (ADEME) launched the guide “Vos achats responsables avec l’Écolabel européen – Mémo pratique” (“Responsible Purchasing with the European Union Ecolabel – Practical Guide”), an essential document that condenses over 30 years of experience in using the EU Ecolabel as a driver of green public procurement. But is the EU Ecolabel being used to its full potential in Portugal? What can we learn from the French example to move faster towards greener public procurement?



The ADEME guide goes beyond theoretical recommendations. It presents the EU Ecolabel as a concrete, effective, and legally robust solution for public and private buyers. It is not merely an environmental recognition label: it is a tool that simplifies procedures, reduces costs, and ensures legal compliance.

## What does the ADEME guide teach us?

First, it reinforces the legitimacy of the EU Ecolabel as a system established by EU legislation, [Regulation \(EC\) No 66/2010](#), based on [ISO 14024](#) “Environmental labels and declarations - Type I environmental labelling - Principles and procedures”.

The ecological criteria are defined with input from various stakeholders (European Commission, Member States, NGOs, industry and consumers) and updated periodically, ensuring scientific robustness.

Contrary to the perception that EU Ecolabel products are more expensive, the guide shows that life-cycle costs are often lower, thanks to greater durability, resource efficiency, and reduced need for replacement or maintenance.

Another key point: the EU Ecolabel simplifies procurement procedures. By referencing this label (or an equivalent label), buyers avoid detailed technical analysis of each product's environmental impact while effectively safeguarding against greenwashing strategies.

Finally, the guide identifies obstacles to wider adoption of the EU Ecolabel in procurement, such as buyers' lack of awareness or the misconception that the EU Ecolabel does not cover a diversified portfolio. In reality, there are already more than 102,000 EU Ecolabel products available across 23 distinct categories.

### **And what about the EU Ecolabel in Portugal?**

Is Portugal doing everything possible to integrate the EU Ecolabel into its green procurement policies? The short answer: progress has been made, but there is still work to do. The national context, however, is highly favourable for adoption.



The [Portuguese Public Procurement Code \(CCP\)](#) already allows the use of environmental labels such as the EU Ecolabel, provided they include the mention “or equivalent”, ensuring non-discrimination and compliance with competition principles. More than just an option, using the EU Ecolabel is a legally secure and practical way to embed robust environmental criteria in tender documents, both as performance requirements and award criteria.

In parallel, the [Portuguese National Strategy for Green Public Procurement 2030 \(ECO360\)](#) sets ambitious goals, such as integrating environmental criteria in 95% of procurement by 2030, and highlights standardised tools that promote circularity, resource efficiency, and carbon neutrality. The EU Ecolabel, as a harmonised EU-wide ecolabelling scheme, fits seamlessly into this ambition.

### **How can ECO360 make better use of the EU Ecolabel?**

Despite this alignment, optimisation is possible. Following ADEME’s recommendations, it would be useful to update ECO360 sectoral manuals with equivalence lists between EU Ecolabel criteria and national requirements, create indicators to monitor EU Ecolabel use in public contracts (e.g., via the BASE portal), and set mandatory minimum requirements for categories where EU Ecolabel criteria are well consolidated (detergents, paper, textiles, etc.).

Other measures could include incentive schemes, such as co-financing SMEs to apply for the EU Ecolabel, or strengthening the technical capacity of procurement teams through practical training and model tender documents.

Moreover, these improvements would place Portugal at the forefront of complying with new legal obligations arising from Regulation (EU) 2024/1781 on Ecodesign for Sustainable Products (ESPR). The EU Ecolabel can ensure a smoother, more effective transition in the evolving legal landscape.

## **Do consumers also benefit from the EU Ecolabel?**

Between May and July 2025, BEUC (The European Consumer Organisation) coordinated a European study on the availability and prices of EU Ecolabel products in supermarkets. Portugal participated through DECO (the Portuguese Association for Consumer Protection), selecting detergents, nappies, body creams and toilet paper.

The study sought to answer a simple question: does buying EU Ecolabel cost more? And do consumers have easy access to these options? The results will be published soon, but the exercise already suggests that the EU Ecolabel must be promoted among all consumers — public, business, and private.

## **What is being done at EU level?**

On 10 October 2025, the European Commission will host a webinar dedicated to the role of the EU Ecolabel in green public procurement, broadcast live from Brussels. Under the theme [“Why should public procurers choose EU Ecolabel certified products?”](#), the event will feature speakers from the Commission, the Joint Research Centre (JRC), ADEME, Ecolabelling Sweden, Ecolabelling Finland, and the European Environmental Bureau (EEB).





The programme includes panels on the policy framework for green public procurement, practical sessions on integrating EU Ecolabel criteria in tenders, and experience-sharing from public authorities and businesses already using the scheme successfully.

Participation is free, with registration open until 8 October. A unique opportunity for everyone working in procurement or sustainability.

## #REUE25: The national stage to discuss the future of the EU Ecolabel

All the themes addressed so far, including the BEUC study and the strategic role of the EU Ecolabel in public procurement, will feature prominently at #EU Ecolabel25.

#REUE25 is Portugal’s official event dedicated to the EU Ecolabel, taking place on 9 October in Lisbon, in person. More details are provided later in this newsletter about this initiative that will shape the national sustainability agenda.

# Mistolin Professional adds six new products to the Portuguese EU Ecolabel Catalogue!

Mistolin Professional, a Portuguese company specialising in professional hygiene solutions, has had six of its products awarded the EU Ecolabel, strengthening its positioning in the transition to more sustainable cleaning practices without compromising performance or safety.

The new EU Ecolabel products cover daily-use categories in professional settings, supporting a more responsible cleaning and hygiene approach:

**ECO DISHWASH ELL-M:** Concentrated eco-dishwashing detergent for manual washing of dishes and kitchen utensils.

**ECO SHINE EWC-40:** Ready-to-use eco-cleaner for sanitary ware, ideal for all washable bathroom surfaces.

**ECO MULTICLEAN EMU-10:** Ready-to-use multi-surface solution that cleans effectively without leaving streaks.

**ECO PAVWASHPLUS ELP-100C:** Concentrated floor cleaner with distinctive fragrance, suitable for all water-resistant floors.

**ECO PAVWASH ELP-C:** Eco floor cleaner developed for effective cleaning with lower environmental impact.

**ECO GRILL DEGREASE PLUS ETG-100G:** Eco-degreaser highly effective against grease, oils, and organic dirt.

Discover these and other EU Ecolabel products in the Portuguese Catalogue of Products and Services.



## **New EU Ecolabel Decisions with expected approval by the end of 2025**

By the end of 2025, two new European Commission Decisions on EU Ecolabel criteria are expected to be published, reflecting ongoing technical updates and expansion of the scheme's scope.

On 23<sup>rd</sup> June, the EU Ecolabel Regulatory Committee voted in favour of two key proposals:

- First, the establishment of new ecological criteria for decorative paints, varnishes and related products, now also covering performance coatings and water-based spray paints. This revision marks an important step towards stronger environmental requirements, promoting products with lower life-cycle impacts in terms of emissions, chemical composition, and durability.
- Second, an extension of the validity of EU Ecolabel criteria for five product groups, ensuring their continued availability in the EU market under updated and effective standards.



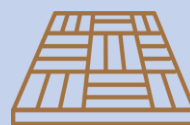
The expiration dates in the process of being approved are as follows:

- ✓ **Footwear** – December 31, 2028;
- ✓ **Textiles** – December 31, 2028;
- ✓ **Wood-, cork- and bamboo-based floor coverings** – December 31, 2029;
- ✓ **Furniture** – December 31, 2029;
- ✓ **Mattresses** – December 31, 2030.

These extensions aim to ensure regulatory stability and allow a smooth transition to future revisions, while maintaining recognition of products already covered by the EU Ecolabel.

Formal adoption of these Decisions by the European Commission is expected in Q4 2025, entering into force the day after publication in the Official Journal of the European Union.

These updates reflect the commitment of the European institutions to promoting higher environmental standards, encouraging innovation in the industrial sector and reinforcing the EU Ecolabel's role as an essential reference for public or private consumers, who seek to ensure more sustainable choices.



## **Ongoing revisions: follow the update of EU Ecolabel criteria for indoor cleaning services and tourist accommodation**

Did you know you can follow and contribute to the revision process of EU Ecolabel criteria?

Two ongoing revisions directly affect strategic sectors: indoor cleaning services and tourist accommodation.

Led by the Joint Research Centre (JRC), these revisions aim to update ecological criteria based on the latest scientific evidence, industry best practices, and EU policy priorities such as climate neutrality, circular economy, and human health protection.

To ensure a participatory and transparent process, any organisation or individual can register as a stakeholder and follow every stage. This grants access to working documents and public consultations, while European sector representatives on the EU Ecolabel Committee may also attend meetings.

If you operate in professional cleaning or tourist accommodation (hotels, hostels, campsites, etc.), this is a unique opportunity to stay informed, share practical experience, and prepare your organisation for a more sustainable future aligned with upcoming public policies.

Register now as a stakeholder ([Indoor Cleaning Services](#) or [Tourist Accommodation](#)). Active participation in the revision process helps ensure more effective, realistic, and market-relevant criteria, aligned with consumer expectations. Get involved — the next generation of EU Ecolabel criteria is being built now!

# #REUE25: Portugal joins the World Ecolabel Day celebrations with a national on-site event

9 October 2025 | Lisbon Youth Centre

On 9 October 2025, more than 60 countries will mark World Ecolabel Day, an international date created to celebrate and promote products and services that demonstrably commit to protecting the environment and human health. This global initiative, led by the Global Ecolabelling Network, has been growing since its launch in 2018, annually raising awareness of ecolabels based on a life-cycle approach, such as the EU Ecolabel.



This year, Portugal takes a central stage internationally with the event **#REUE25 – Why choose EU Ecolabel?**, jointly organised by the **Directorate-General for Economic Activities (DGAE)** and the **Portuguese Institute for Sports and Youth (IPDJ)**, to be held in Lisbon Youth Centre (*Centro de Juventude de Lisboa*). It is Portugal's main 2025 event dedicated to the EU Ecolabel, serving as a platform for debate, institutional visibility, and engagement among stakeholders promoting sustainable consumption and procurement.

# #REUE25

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## An impactful institutional partnership

IPDJ is co-organiser of #EU Ecolabel25, playing a central role in mobilising young audiences for the morning session and in developing content that promotes environmental education, digital skills, and the fight against greenwashing.

The programme will include a morning session (for Young Consumers) and an afternoon session (for economic operators, contracting authorities, competent bodies, consumers and other sustainability stakeholders), plus a networking space with businesses, fostering direct contacts and media visibility around the event.

In the previous Newsletter edition, Eng. Paulo Tomás Santos, Vice-President of IPDJ, was interviewed on the role of youth in building a more sustainable future. He highlighted the importance of creating concrete and engaging experiences to connect young people with responsible consumption, and the need to explore strategies to make the EU Ecolabel more visible and relevant to this audience. The #EU Ecolabel25 event brings many of these principles to life, bridging digital communication and face-to-face experiences, and turning information into action.

## **An initiative anchored in key themes**

#REUE25 comes at a particularly relevant time to reinforce public and private consumer confidence in credible ecolabels, in a context where challenges against greenwashing and the need for effective environmental verification mechanisms are intensifying. The event sessions will focus on three strategic areas:

1. Empowering young consumers to make informed and sustainable choices;
2. Promoting the EU Ecolabel as a tool in green public procurement;
3. Highlighting the role of economic operators with EU Ecolabel products and services, through a networking space connecting them with public entities and other relevant stakeholders.

## **An ambitious moment to shape the agenda**

#REUE25 aims to establish itself as the leading national forum to discuss and shape the future of the EU Ecolabel in Portugal. Its in-person format this year reinforces the commitment to creating spaces for knowledge sharing across sectors, showcasing good practices, and strengthening trust in ecolabelling.

The full programme and registration for the afternoon session are available on the [#REUE Events page](#) of the DGAE website.

## EU Ecolabel Statistics in Portugal

Below are the figures as of September 25<sup>th</sup> 2025 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
Tourist accommodation	7	7
Furniture and mattresses	1	101
Paper	11	3179
Personal and animal care products	1	82
Cleaning	14	114
Clothing and Textiles	1	3854
Do It Yourself	5	62
Total	40	7399

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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**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.

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\* Indica uma pergunta obrigatória

Nome / Name \*

A sua resposta