



5 REASONS

WHY THE EU ECOLABEL IS A GREAT DEAL FOR PEOPLE AND PLANET

The EU Ecolabel is a EU-wide voluntary label that rewards non-food products and services of environmental excellence. Since 1992, it has helped consumers and businesses make greener choices, while setting a benchmark for EU sustainability policies.

HERE IS HOW...

1

THE GREENEST PRODUCTS

The EU Ecolabel certifies products that are the most eco-friendly within their category. This means fewer and less hazardous chemicals, longer lifespan, easier repairs, less waste and pollution and better resource efficiency.

2

SAFER AND HEALTHIER PRODUCTS

EU Ecolabel products are free from harmful substances such as endocrine disruptors, sensitisers and 'forever chemicals' PFAS.

3

EASY GUIDANCE FOR CONSUMERS

In a jungle of deceptive green marketing, the EU Ecolabel is a reliable guide to avoid greenwashing and identify the products that are truly more sustainable.

4

COMPETITIVE ADVANTAGE FOR GREENER COMPANIES

Certifying products with the EU Ecolabel elevates companies' green credentials and simplifies compliance with EU sustainability policies.

5

INSPIRING GREEN POLICIES

The EU Ecolabel has served as a reference for EU policies and standards on sustainable production and consumption, greenwashing, and for Green Public Procurement.

FANS OF THE EU ECOLABEL SAY...

For over three decades, the EU Ecolabel has set higher standards for product sustainability across the EU, and inspired producers to reduce the environmental impact of their products beyond legal requirements. It is a crucial tool in driving the transition to a circular economy and a toxic-free environment, while increasing transparency for consumers.

European Environmental Bureau (EEB)

The EU Ecolabel has served consumers well as a label of sustainability excellence for more than 30 years. Consumers want to embrace more sustainable lifestyles by looking for greener goods and services. The EU Ecolabel plays a key role in helping them navigate a sea of greenwashing and find truly sustainable products.

European Consumer Organisation (BEUC)

The European Paper Industry was one of the first, since 1996, to believe in the EU Ecolabel scheme as a way to credibly communicate to consumers the sustainability of our products and processes.

Confederation of European Paper Industries (CEPI)

COOPs across the EU have embraced the EU Ecolabel for all product categories covered by the scheme, and some of them have given birth to dedicated own brands of certified products. By adding EU Ecolabel products to their shelves and marketing them in-store and online, European retailers not only encourage consumers to purchase and consume environmentally friendly products, but also seize new business opportunities. That's a win-win-win for consumers, retailers and the environment.

Euro Coop





FIND OUT MORE

<https://meta.eeb.org/2024/10/10/eu-ecolabel>



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