



Certifying environmental excellence with the EU Ecolabel: Opportunities and future perspectives



Webinar: "When Beauty meets green: the EU Ecolabel for cosmetics products"

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Green Deal's outcomes



- **Ecodesign for Sustainable Product Regulation (ESPR)** – Ensure that products on the market are sustainable: information & performance requirements + Digital Product Passport + mandatory GPP requirements

ESPR WP by April 2025

- **Empowering Consumers in the Green Transition Directive (ECGT)** – Ban certain commercial practices leading to consumer mistrust and confusion (e.g. sustainability labels not based on a certification scheme/set by public authorities)

Enter into application: Sept 2026

- **Green Claims Directive Proposal (GC)** – Set rules on substantiating and communicating environmental information including on environmental labels

Under finalization

The starting of a new EC mandate



- Clean Industrial Deal
- Circular Economy Act
- Bioeconomy Strategy
- Zero Pollution ambition
- Water Resilience Strategy
- New chemicals industry package
- Next Consumer Agenda 2025-2030
- Proposal of a Strategy for Tourism
- Revised Public Procurement Directive

EU Ecolabel:

tool for **sustainability, circularity, resilience** and **competitiveness** & enabler of **consumers' conscious choices**

The EU Ecolabel - Regulation (EC) 66/2010

- ✓ **Official EU voluntary** label for **environmental excellence since 1992**
- ✓ Can be awarded to **high-quality and best in class** products - in terms of **environmental performance** - **placed on the EU market**
- ✓ **Reliable and trustworthy ecolabel:** multi-criteria; life-cycle and scientific approach; open-transparent-multi-stakeholder criteria setting; **third party verified** (ISO 14024 Type 1)



25 Eligible Product Groups



Cleaning

Clean privately or professionally with less substances.



Clothing and textiles

Textiles and footwear with sustainable fibres.



Coverings

Floor, roof, and all coverings reducing an impact on land.



Do it yourself

Paint and varnishes which are safe for you, your family, and the environment.



Lubricants

Care for biodiversity and avoid hazardous substances.



Paper

Lower your daily environmental impact with eco-friendly alternatives.



Personal and animal care products

Find everything for your daily routine from cosmetics to hygiene products.



Electronic equipment

Energy efficient screens and displays, built for the future.



Furniture and mattresses

Make the spaces we are in safer, reducing impacts on the forests.



Gardening

Provide the best conditions for your garden to thrive.



Holiday accommodation

Find your next eco-friendly holiday accommodation.



EU Ecolabel e-catalogue (ECAT):
Catalogue of awarded products
<http://ec.europa.eu/ecat/>



EU Ecolabel criteria for cosmetic products guarantee

- ✓ Low toxicity to aquatic organisms
- ✓ Biodegradable Ingredients
- ✓ Restricted use of hazardous substances
- ✓ Minimised and easy-to recycle packaging
- ✓ Renewable ingredients of sustainable origin
- ✓ Good performance



EU Ecolabel is good for you...

...and for the environment!



EU Ecolabel opportunities for businesses

- Contribution to the **political priorities**
- **Cost savings** and **resilience** from Circular Economy practices
- **Competitive advantage** of an **official certification** (increased visibility, easier access to Green Public Procurement, easier access to MS incentives, proven compliance with ESPR requirements)
- Ensured **compliance with new and forthcoming legislation** (ECGT & GC)
- Possibility to make **generic claim on overall environmental excellence** ('green' – 'ecological' – 'environmentally friendly')



On the consumption side

- EU Ecolabel making **Green Public Procurement easier**
- **Market cleaned** from unreliable and misleading claims and ecolabels (greenwashing)
- **Re-built trust and interest of consumers** in trustworthy ecolabels
- EU Ecolabel: increasingly **known and trusted ecolabel** enabling consumers', public and private buyers' sustainable consumption choices

Awareness of the EU Ecolabel



Asked about **what the EU Ecolabel stands for**,
 EU citizens think that...



Products most frequently bought with the EU Ecolabel

% of EU citizens buying EU Ecolabel products, out of those who bought the product category in the past 12 months



Trust in the EU Ecolabel



Most important reason is **not being concerned about environmental issues**. Less important barriers to buying EU Ecolabel products are that products are **"hard to find"** or **"expensive"**

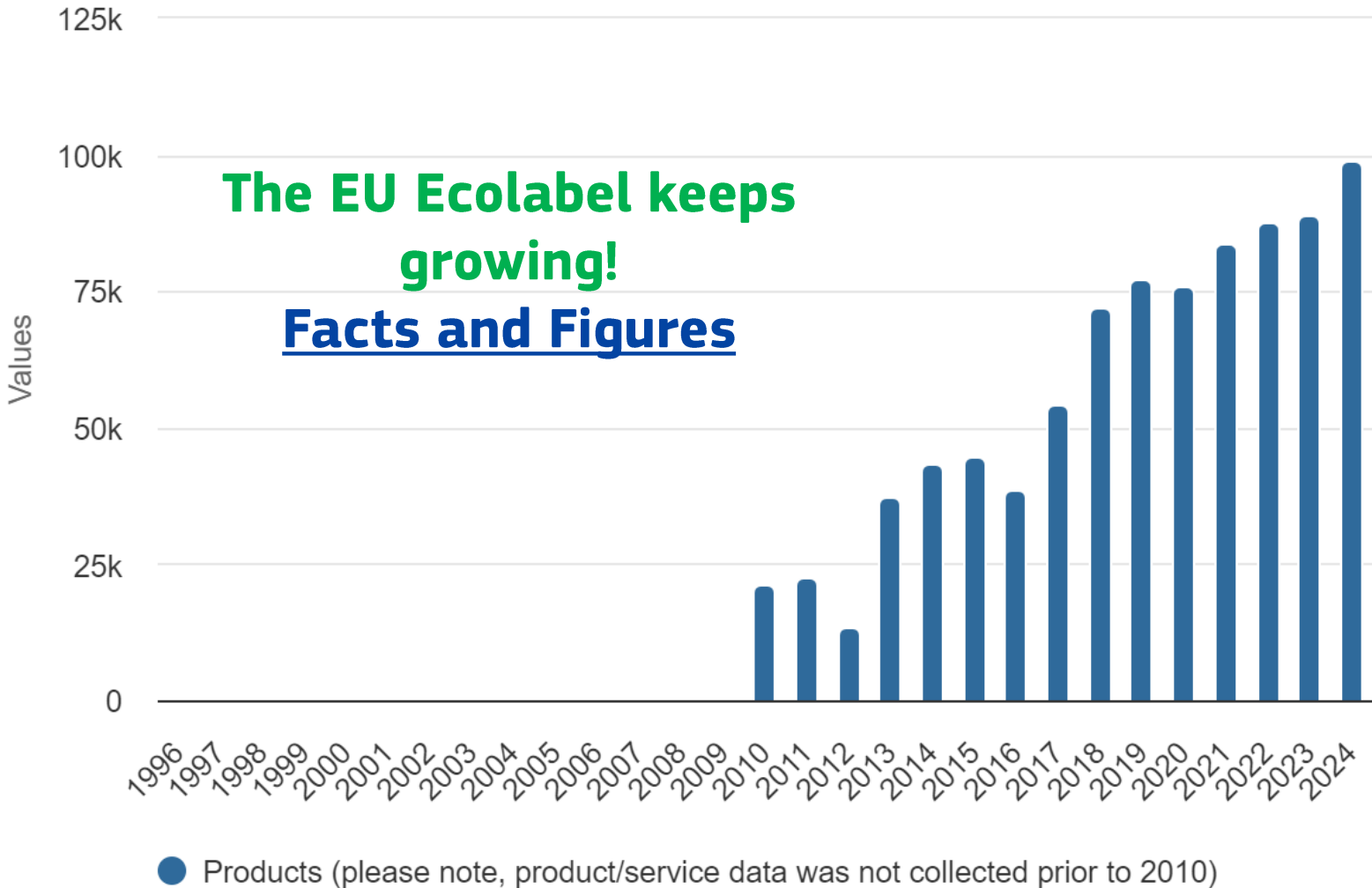


EU citizens most frequently buy EU Ecolabel products in...



Reasons for not buying EU Ecolabel products
 (among EU citizens who never buy EU Ecolabel products)

EU Ecolabel TOTAL figures – September 2024



98 977 products and 2 982 licenses
+9% licences; +3% products (in 6 months)

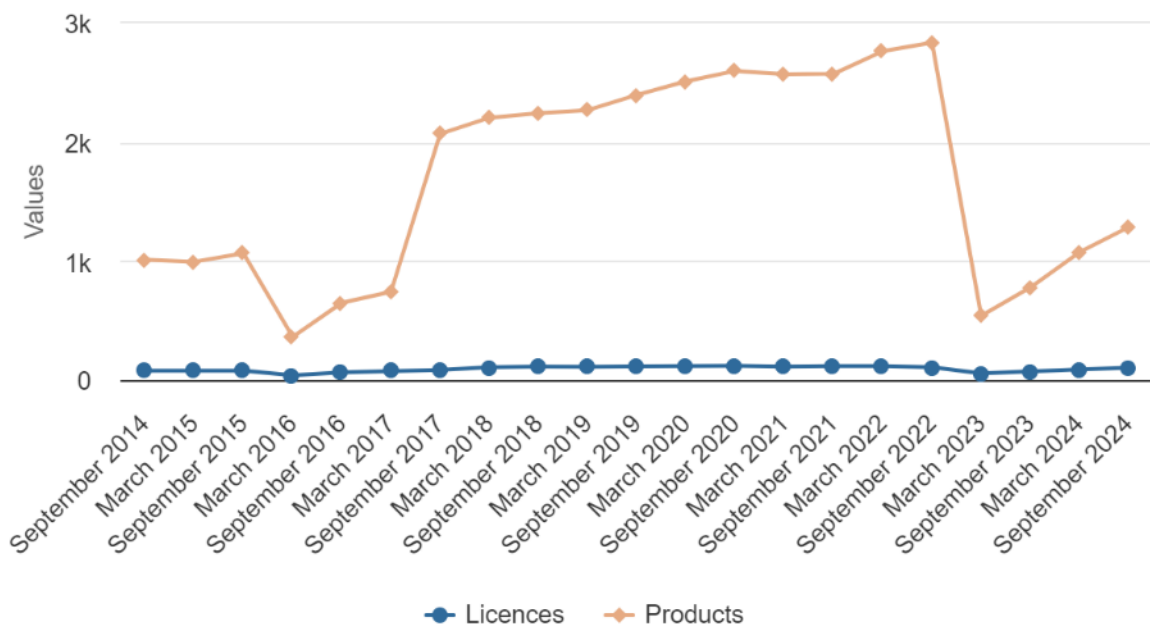
Most popular product groups: paints and varnishes, tissue paper and tissue products, textiles

Leading countries (products): Italy, Spain, France and Germany

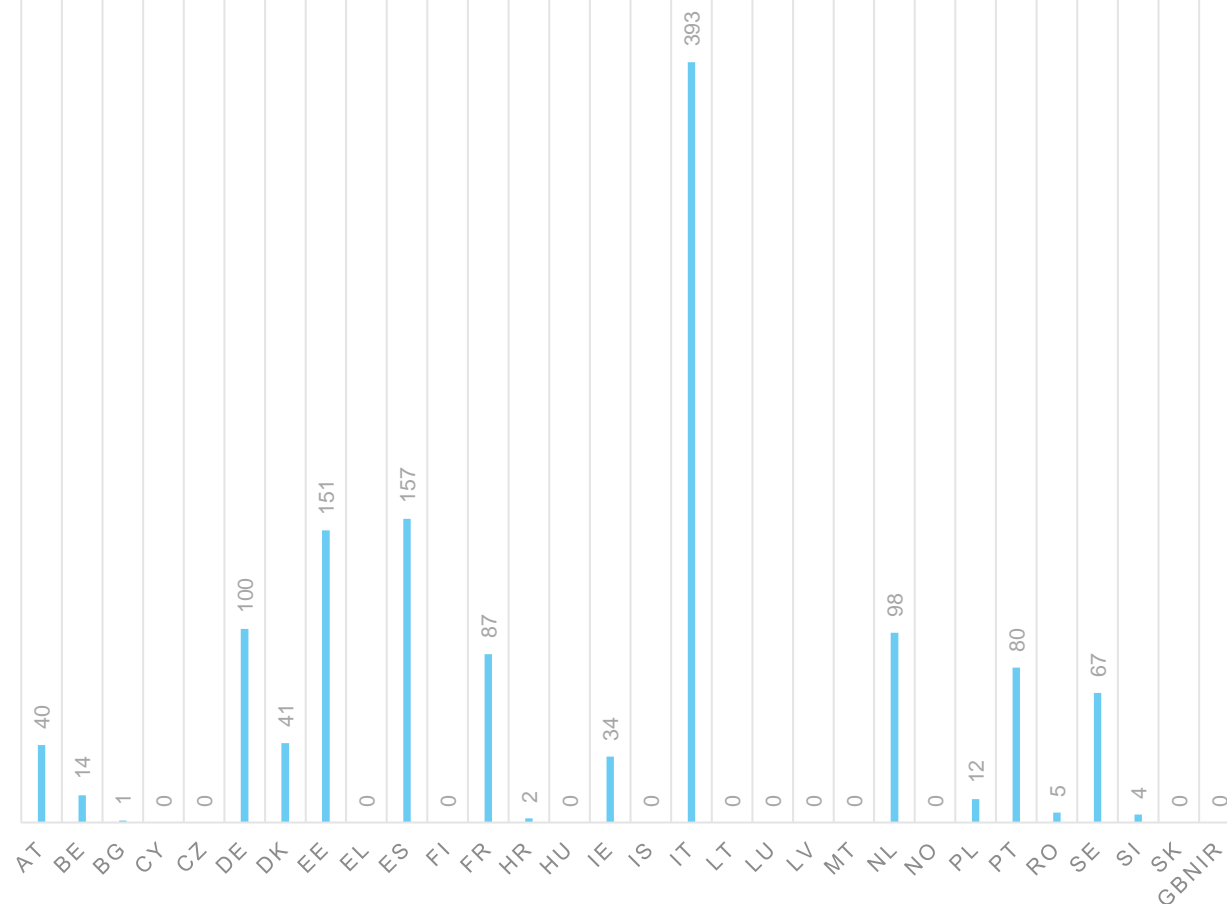


EU Ecolabel COSMETICS figures - September 2024

Evolution of licences and products per product group (2014-2024)



AWARDED PRODUCTS PER COUNTRY



1286 EU Ecolabel Cosmetics products (104 Licences) – mostly rinse-off

Leading countries: IT (393), ES (157), EE (151), DE (100)

Untapping EU Ecolabel potential



EU Ecolabel
6,443 followers
1mo

Did you know?

According to the latest Eurobarometer results, 84% of respondents are concerned about the impact of harmful chemicals in everyday products on their health and the environment.

Choose #**EUcolabel** #**cosmetics**: better for you and better for the environment!

EU Ecolabel awarded cosmetic products guarantee:

- Biodegradable surfactants and renewable ingredients of sustainable origin
- Ban on microplastics, carcinogenic, mutagenic, and other harmful substances
- Good performance
- Minimised and easy-to-recycle packaging

Read more about the criteria <https://lnkd.in/dRUUspqD>
#CircularEconomy




with EU Environment and Climate

Environment


Home > News > Leveraging the EU's Sustainable Consumption Pledge and EU Ecolabel: ALIANAZ's commitment to sustainable beauty

NEWS BLOG | 8 July 2024 | Directorate-General for Environment | 3 min read

Leveraging the EU's Sustainable Consumption Pledge and EU Ecolabel: ALIANAZ's commitment to sustainable beauty



Sustainability in the beauty industry is no longer just a trend – it's an opportunity. One embracing this is ALIANAZ, a B2B producer of cosmetics who have committed to create environmentally friendly and affordable beauty products for the European Market. With Hungary and the UK, they have already taken significant steps by obtaining the EU Ecolabel for a variety of cosmetic products and signing the EU Sustainable Consumption Pledge.



EU Ecolabel e-catalogue

- ✓ **Communication activities at EU and national level** (EU Ecolabel catalogue, free database on EU open data portal, website, social media, articles & success stories, etc.)
- ✓ **Partnerships with big actors** on the market such as e-retailers

Thank you !

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