



European Commission



# The EU Ecolabel

A label you can trust



## SMALL CHOICES MAKE A BIG IMPACT

Whether it is the type of shampoo you use or the paper you write your notes on, the products we choose have a big impact upon the environment. Our supermarkets are full of products claiming to be sustainable – but who can you really trust?

The **EU Ecolabel** – the European Union’s official environmental label – has helped consumers make greener choices for 25 years.

Over **54 000 products and services** hold an EU Ecolabel by complying with a set of environmental criteria developed by experts, and verified by official bodies in Member States.



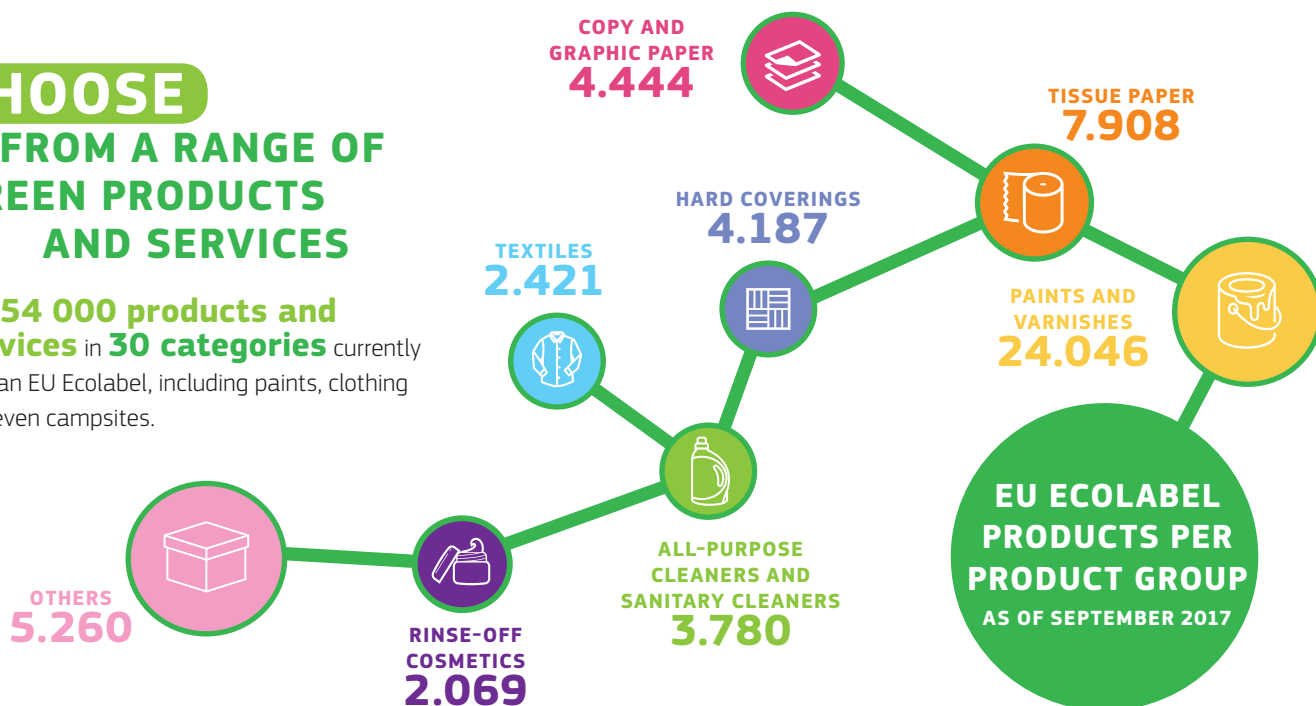
## HOW IS THE EU ECOLABEL AWARDED?

- 1** The EU Ecolabel is a voluntary scheme. Products or services that have a reduced impact on the environment are eligible, as long as criteria for this type of product or service have been set.
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- 2** Each product or service is tested against these criteria, developed with the entire life cycle of the product in mind by independent academics, scientists and experts.
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- 3** The criteria are revised periodically to ensure that products and services have the most up-to-date stamp of **environmental approval**.

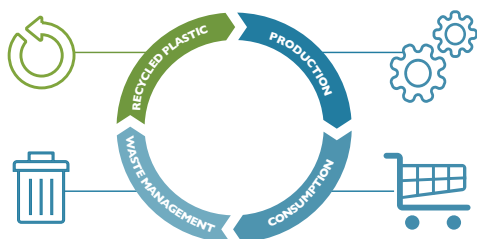
## CHOOSE

### FROM A RANGE OF GREEN PRODUCTS AND SERVICES

Over **54 000 products and services** in **30 categories** currently hold an EU Ecolabel, including paints, clothing and even campsites.



## CHOOSE TO USE RESOURCES WISELY



EU Ecolabel products are long-lasting and easy to repair, using energy, water and raw materials more efficiently than similar products on the market. When EU Ecolabel products can no longer be used, they are simple to recycle.

By choosing EU Ecolabel products, **you are contributing to the circular economy.**

## CHOOSE QUALITY AND VALUE

EU Ecolabel products **guarantee high performance**, without costing more than similar products. They can help you reduce your energy and water use, which in turn can save you money.



## HOW EU ECOLABEL HELPS ME REDUCE PLASTIC WASTE?

Millions of tonnes of plastic ends up in landfill sites or in our oceans every year.

By choosing EU Ecolabel products, such as shower gel, you are helping to combat this problem.

A shower gel with an EU Ecolabel has:

- No micro-plastics
- Less plastic packaging
- Plastic packaging that is easier to recycle

**THIS MEANS LESS PLASTIC WILL END UP IN OUR OCEANS!**



## THE EU ECOLABEL PROMISE

It is a green brand you can trust. Almost **80%\*** of EU citizens believe that EU Ecolabel products are **environmentally friendly**. The EU Ecolabel makes our consumption and production **more circular** and our lifestyles **more sustainable**.

Look for the EU Ecolabel: **a simple choice that makes a big impact.**

\* Source: Eurobarometer 2017