The Ecolabel: an EU success story
Let’s reinforce, not reduce the EU Ecolabel!
The Ecolabel: an EU success story

**E** > Empowering: a tool that enables consumers to make responsible choices.

**C** > Consumer friendly: clear, comparable and comprehensible information on products’ sustainability.

**O** > Offer: a wide choice of green products and services such as detergents, tissue paper, textiles, floor coverings, baby products, hotels, TVs...

**L** > Licenses: almost 40,000 ecolabelled products and services available in the EU and 2,000 licenses awarded to companies to date.

**A** > Awareness: Knowledge of the label is high in countries like France (66%) and Italy (46%). This can be linked to more Ecolabel products visible in those countries.

**B** > Boosts jobs: The EU Ecolabel promotes green jobs and innovation. The label’s market value for tissue paper and newsprint is currently several billions of euros.

**E** > Environmental excellence: 90% of citizens believe that buying eco-friendly products can help protect the environment.

**L** > Label: Consumers face a wide variety of labels with different levels of seriousness. All they need is a reliable label: 65% of consumers who know the Ecolabel trust it.