



The Ecolabel: an EU success story

Let's reinforce, not reduce the EU Ecolabel!



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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.





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