



# **The European Eco-label**



**7 April 2006**



# What is the Flower?

- Created in 1992, revised in 2000
- Voluntary for business
- Valid across EU, Norway, Iceland, Liechtenstein
- Covers goods and services (not food and drugs)
- Type-I environmental label: certified by independent third party, not a self-claim
- Transparent process: multi-stakeholder



# The Flower...

- ... distinguishes environmentally friendly, high quality products
- ... helps consumers to find green products easily
- ... guarantees reliable information
- ... offers competitive advantage to producers of eco-labelled products





# Current legislative background

- **Regulation (EC) No 1980/2000**  
on a revised Community Eco-label award Scheme
- **Commission Decisions:**
  - European Union Eco-labelling Board
  - Fees
  - Contract
  - Consultation Forum
  - Working Plan
  - Criteria per Product Group
- **The EU Eco-label Working Plan 2005-2007**
  - Strategy for the development of the scheme
  - Objectives for market penetration
  - Plans for cooperation and coordination with national labels (e.g. product group development)
  - Product Group Prioritisation



# Who is in charge?

- **European Union Eco-labelling Board**
  - European Commission
  - **Member State level: Competent Bodies**
    - Criteria development
    - Award
  - Interest groups: environmental NGOs, consumers' associations, SMEs...
  - Industry



# Who is in charge?

- **European Union Eco-Labeling Board:**
  - Draft criteria Decisions
  - Management Groups:  
Policy, Marketing, Cooperation & Coordination
- **Regulatory Committee: criteria Decisions**



# How does it work?

- **Criteria development**
  - Defined for each product group
  - Multi-criteria
  - Participation of interested groups
  - Based on Life Cycle Considerations
  - Formal adoption by the European Commission (Decision)



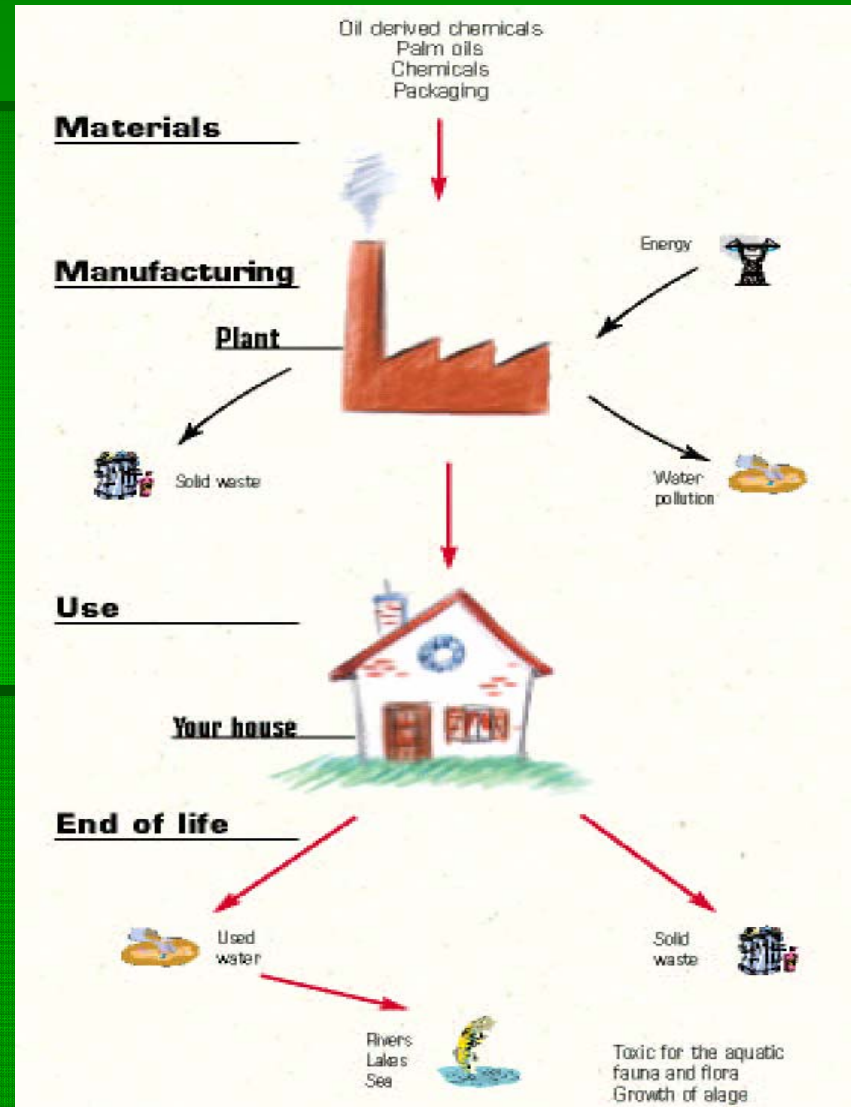
# How does it work?

## ■ Flower labelled Product/Service:

- Certified good environmental quality and guaranteed technical performance

- Generates less environmental impacts on air, water, soil and human health throughout its life cycle, from raw material extraction to end of life (“from cradle to grave”)

- Added value: usage cost generally lower than average

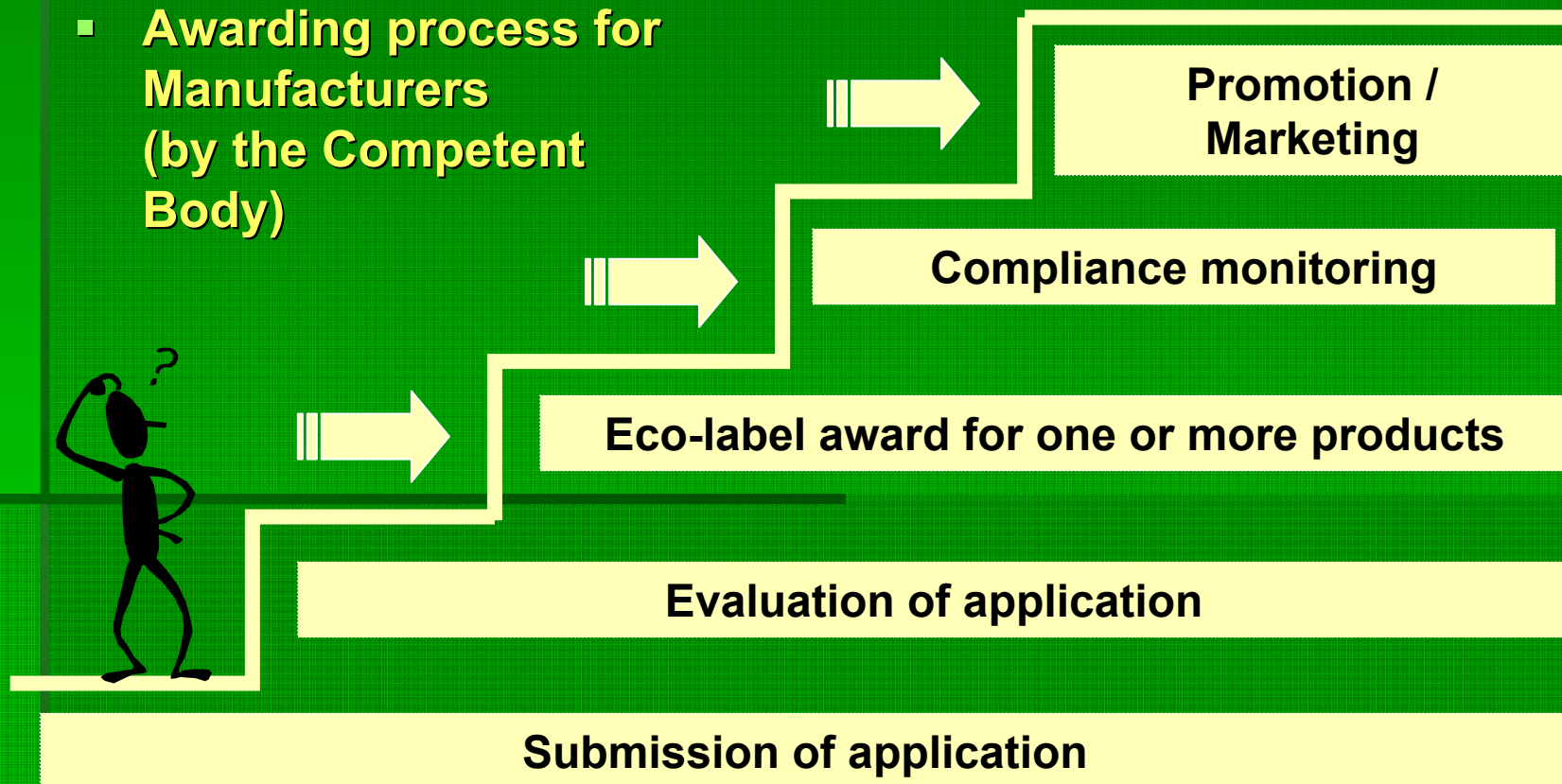






# How does it work?

- **Awarding process for Manufacturers (by the Competent Body)**





# Achievements

## Criteria defined for 23 Product Groups

- Household appliances (4)
- Detergents (4)
- Indoor paints & varnishes
- Light bulbs
- Soil improvers
- Textiles
- Footwear
- Lubricants
- Campsites
- Bed mattresses
- Personnel Computers
- Portable computers
- Televisions
- Hard floor coverings
- Tourist Accommodation
- Tissue paper
- Copying paper

**Under development:**

**Furniture, Heat pumps, Soaps and shampoos, Printed paper**



# Achievements

- **2000**
  - 15 product group criteria established
  - 53 companies
  - 17 million articles bearing the Flower
  - 38 million euro ex-factory sales
  
- **2004**
  - 23 product group criteria established
  - 215 companies
  - 266 million articles bearing the Flower
  - 644 million ex-factory sales
  
- **2006 (to date)**
  - More than 325 companies
  - More than 2.000 products on the market
  - Estimated 800 million ex-factory sales value



# Marketing / Promotion

- Targeted Marketing activities aiming at...
  - Raising the level of awareness
  - Encouraging businesses to apply for the EU eco-label
- Eco-label Campaign 2004
  - Phase 1: contact new potential manufacturers to apply for the EU Eco-label
  - Phase 2: European Flower Week in October 2004
- Participation in Fairs & Events

More information:

<http://europa.eu.int/ecolabel> , [www.eco-label.com](http://www.eco-label.com)

