

# EU Ecolabel Work Plan for 2011 - 2015

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## Key words and abbreviations

**Work Plan** – a document that lays down a strategy and concrete actions for EU Ecolabel management for next years.

**Work Programme** – product groups to be revised and developed in the next years.

**JRC - Joint Research Centre** – scientific body of the European Commission

**Product Bureau** – an office created within the scientific centre JRC of the European Commission in Seville, Spain.

**EC** – European Commission

**MS** – Member State

**GPP** – Green Public Procurement

**SCP** – Sustainable Consumption and Production

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## 1. INTRODUCTION AND PREVIOUS WORK PLANS

The EU Ecolabel is a voluntary environmental labelling scheme created in 1992. The overall objective of the scheme is to promote products with reduced negative environmental impacts, when compared with similar products in the same product category, thus contributing to the efficient use of resources and a high level of environmental protection. In doing so the scheme contributes to making consumption and production more sustainable.

The EU Ecolabel is an integral and effective part of the wider Sustainable Consumption and Production (SCP) Action Plan<sup>1</sup>, linking with other instruments, such as Green Public Procurement (GPP), the Eco-Management and Audit Scheme (EMAS), the Ecodesign Directive, the Environmental Technologies Action Plan (ETAP), etc.

The SCP Action Plan outlines the European Commission strategy to support an integrated approach towards sustainable consumption and production. In the overall framework of decoupling environmental impact from economic growth, the SCP Action Plan is the operational dimension towards sustainable development and sustainable use of natural resources, building on existing initiatives.

The Regulation (EC) No 1980/2000 establishing Community Ecolabel award scheme was revised in 2009 and entered into force in February 2010<sup>2</sup>.

The 2009 revision of the EU Ecolabel aimed at:

- An ecolabel that can be attained by companies with limited costs and efforts for them while still maintaining a high ambition in order to ensure credibility of the label with consumers and environmental groups.
- Criteria for products and services where the EU Ecolabel can provide the most benefits, especially product groups with a substantial environmental impact and therefore with high potential for improvement.
- More EU Ecolabel products on the shelves for consumers to choose from (with a 10% market share in product groups covered by the label).
- High awareness, understanding and respect in the EU-28 and around the world. The medium-term benchmark for success should be that the EU Ecolabel is widely recognised by consumers and by companies throughout the EEA countries.
- Criteria documents which can easily be used by public purchasers.
- An ecolabel better harmonised with other labels, globally and nationally.

The purpose of this 2011-2015 Work Plan is to set a number of realistic and achievable objectives for these five years. The work plan should serve as an operational tool for monitoring the development of the scheme and, most importantly, for product group planning and management.

The work plan includes a strategy and a non-exhaustive list of product groups which should be considered as priorities for the EU Ecolabel scheme in the near future. The methodology for product group selection is furthermore explained.

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<sup>1</sup> Communication COM(2008) 397.

<sup>2</sup> OJ L 27, 30.1.2010, p. 1–19:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32010R0066:EN:NOT>

Two work plans (in 2002 and in 2006) were previously established by the EUEB and the Commission.

The issues raised and the objectives set in those work plans were a good indication and basis for what the current work plan entails. Certain useful conclusions are drawn from the experience gained in the past. This new work plan aims at providing a mechanism to monitor the progress made from year to year.

## **2. EU ECOLABEL GROWTH STRATEGY**

The overarching vision of the EU Ecolabel strategy is to increase its uptake in the market, confirming the label as reference standard in environmental product labelling.

The strategy consists of the following 5 elements:

1. Policy development and coherence
2. Product group criteria development and maintenance
3. Increased and effective communication
4. Greater coordination with other schemes
5. Financing and resources for the scheme

These elements need to be addressed concurrently in order for the scheme to be successful. In order to do so, first and foremost, it will be necessary to develop ways to measure and track the “uptake” and the relevant key performance indicators.

### ***Objectives***

- a) Expand the range of EU Ecolabel product groups, focusing on products having both important potential market uptake and environmental improvement potentials.
- b) Increase the number of EU Ecolabel products on the market
- c) Continually reinforce the overall environmental benefits of the scheme and its contribution to sustainable consumption and production.

#### **2.1. Market penetration, visibility and consumer awareness**

The parameters for measuring the visibility of the EU Ecolabel scheme are:

- Licences: the number of EU Ecolabel licences that companies hold
- Products: the number of products for which these companies were awarded with the EU Ecolabel
- Awareness: number of people who have seen/heard of or bought EU Ecolabel products (data from Eurobarometer surveys)

#### **Table 1: Comparison of the main key performance indicators from 2001 to 2012**

<b>KPIs</b>	<b>2001</b>	<b>2005</b>	<b>2011</b>	<b>2012</b>
No of companies	83	250	887	~ 1000
No of licenses	95	279	1357	1671
No of products	(no stats)	(no stats)	17935	17176
No of people who have seen/heard of or bought Ecolabel products	(no stats)	11% (in 2006)	37% (in 2009)	(no stats)

This data is being used for:

- Tracking the scheme's performance in terms of growth in number of users and in terms of recognition
- Attracting new applicants

<b><i>Objectives</i></b>	<b><i>Actions</i></b>	<b><i>Responsible</i></b>	<b><i>Deadlines/Status</i></b>
Gather data for 2012	Order the next Eurobarometer study to check the change in level of awareness of the EU Ecolabel.	EC Product Team (NM)	No budget was available for such a study in 2011. However, a general Flash Eurobarometer study entitled: "Attitudes of Europeans towards building the single market for green products" was conducted in December 2012 and the report was published in July 2013.
Communicate the figures more effectively	Use the statistics on the website and in publications.	EC Product Team (MG) EU Ecolabel Helpdesk Competent Bodies	Continuous

### **3. POLICY DEVELOPMENT AND COHERENCE**

#### **3.1. EU Ecolabel Regulation**

##### *a) Revision*

An evaluation of the EU Ecolabel Regulation is currently on-going in order to submit a report on the implementation of the scheme to the Parliament and the Council (Article 14) in 2015. That report should also identify elements for a possible revision.

DG ENV launched in 2013 a tender for a first study looking at how the EU Ecolabel is currently implemented, its rate of success, what is working and what is not working. This preliminary study will also identify preliminary area for possible changes. It will contribute to the Impact Assessment that will be carried out if/when there will be a proposal for a new EU Ecolabel Regulation.

The 7<sup>th</sup> EAP – General Union Environment Action Programme to 2020 calls for this revision to be done with a view to improving the environmental performance and resource efficiency of products throughout their lifecycle.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines</i>
Revise EU Ecolabel Regulation in 2015	Undertake a thorough evaluation of the scheme in 2013-2014.	EC Product Team (MG/RB) Contractor for the study: Ricardo AEA	On-going 11 December 2014

*b) Implementation of the new Regulation*

The new EU Ecolabel Regulation entered into force in February 2010. You can find below the provisions that have already been implemented and the ones still to be completed.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines/Status</i>
Article 6.5. Assess the feasibility for EU Ecolabel to include food, feed and drinks	Undertake a <a href="#">feasibility study</a> by 31 December 2011.	EC Product Team (MG/BC) Contractor for the study: Oakdene Hollins	COMPLETED
	Discuss the preliminary results of the feasibility study.	EC Product Team (MG/BC) Contractor for the study: Oakdene Hollins	COMPLETED (November 2011)
	Formulate EUEB's opinion.	EC Product Team (BC)	COMPLETED (March 2012)
Article 6.3 (e) Consideration of social and ethical aspects in criteria	Dedicated Task Force working on this issue.	EC (RK)	Second Working Group held in March 2013. TF currently suspended, due to a lack of resources.
Article 6.3 (g) Consideration of reduced animal testing aspects in criteria	Not started.		
Article 11.1. Ecolabelling schemes in the	Letter from the Commission to the Member States.	EC Product Team (MG)	31 December 2014

Member States			
Article 12 – Action plan for awareness raising actions	see point 5. <a href="#">Increased and effective communication.</a>		
Article 5.1 EUEB will issue recommendations on minimum performance requirements (also see <a href="#">point 3.1 b)</a> )	EUEB should decide how and in which cases recommendations for minimum requirements should be issued, formalised and to whom they should be addressed.	EUEB	31 December 2014

*c) Harmonized and coherent implementation*

Coherent implementation of the EU Ecolabel Regulation across the Competent Bodies is of key importance to the credibility of the scheme.

Article 13 establishes the Competent Body Forum that ensures consistent implementation of the Regulation. In addition, competent bodies agreed to an establishment of a system that would help aligning competent bodies' practices even further.

<b>Objectives</b>	<b>Actions</b>	<b>Responsible</b>	<b>Deadlines/Status</b>
Ensure good functioning of the Competent Body Forum	Elect the chairperson in good time.	EC Product Team (MG)	
	Ensure assistance from the EU Ecolabel Helpdesk.	EC Product Team (CP/NM) EU Ecolabel Helpdesk	Continuous. End of current contract: 2 December 2014
Establish a system to ensure harmonised and consistent implementation of the EU Ecolabel in all Member States	The EC EU Ecolabel Coordinator will allocate budget dedicated to the abovementioned objectives.  Report to the EUEB.	EC Product Team (MG)	COMPLETED (24 November 2011)
	Contract entered into force on 4 December 2012.	EC Product Team (MG/CP) Contractor for the study: Oakdene Hollins Competent bodies	COMPLETED (3 December 2013) 'Good Practice Guidance' developed and made available to all CBs

### 3.2. EU Ecolabel Work Plan

EUEB should regularly discuss policy relevant issues and update this Work Plan and its objectives.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines/Status</i>
Establish the EU Ecolabel Work Plan under the Regulation 66/2010	Commission and the EUEB agree on the Work Plan.	EC Product Team (MG) EUEB members	COMPLETED (28 February 2011)
	Further improve the Work Plan. Discuss and agree the Work Programme beyond 2011.	EC Product Team (MG) EUEB members	COMPLETED (9 June 2011)
Continuously discuss/revise EU Ecolabel policy issues	Dedicate one of the three annual EUEB meetings to strategic and policy issues each year.	EC Product Team (MG)	Continuous
	Address policy issues during the Presidential meetings <sup>3</sup> .	EC Product Team (MG)	Continuous
	Review the EU Ecolabel Work Plan yearly, monitor and analyse the progress made.	EC Product Team (MG/CP)	Continuous

### 3.3. Sustainable Consumption and Production policy framework

#### *a) Background*

EU Ecolabel and its importance in the EU product policy framework are continuously growing. Its greater integration with the other EU SCP Action Plan instruments as well as other related policies (in the areas of health, consumer information, etc.) is an opportunity to promote EU Ecolabel's role in sustainable consumption and production policy mix and therefore its use as a benchmark in other instruments/policies.

#### *b) Framework for Sustainable Consumption and Production*

The 7<sup>th</sup> EAP calls for a framework for sustainable consumption and production that gives appropriate signals to producers and consumers to promote resource efficiency and circular economy. Measures should be taken to further improve the environmental performance of goods and services on the Union market over their whole lifecycle including measures to increase the

<sup>3</sup> EUEB meetings organised twice a year by the Member State holding presidency of the Council of the EU in his/her country to discuss policy and marketing.

supply of environmentally sustainable products and stimulate a significant shift in consumer demand for such products.

Reviews of the Ecodesign and Energy Label Directives as well as of the EU Ecolabel Regulation should be done with a view to improving the environmental performance and resource efficiency of products throughout their lifecycle, and addressing existing provisions through a more coherent policy and legislative framework for sustainable production and consumption in the Union. The framework should address the fragmentation and scope limitations of the existing Sustainable Consumption and Production *acquis*.

In addition to the ongoing evaluation of the EU Ecolabel Regulation, the Commission will conduct a study on options for a more effective and coherent sustainable product policy framework. The study will take into account existing legislation and tools including the Commissions Communication "Building the Single Market for Green Products" from April 2013.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines</i>
Improve coherence and procedures between the existing SCP instruments	Follow and get involved in the SCP review process and strive for greater policies' integration.	EC Product Team (MG)	Continuous  18 December 2014
	Regularly report the progress to and consult the EUEB.	EC Product Team (RB)	
	Conduct a study on options and possibilities of a more effective sustainable product policy framework.	Contractor for the study: Ricardo AEA	

*c) Green Public Procurement (GPP)*

EU GPP criteria for products are mainly developed on the basis of the major European ISO Type I labels. They also refer to other certification schemes, legislation and standards when relevant.

As a result of the 2008 SCP Action Plan and its role in SCP instruments' harmonisation, the Commission reorganised EU GPP and EU Ecolabel criteria development so that both instruments are better integrated. Starting from 2010, criteria development has been undertaken concurrently for the EU Ecolabel and GPP (also see [point 4.2](#)) when the product group was relevant for both instruments. The same Commission staff member is horizontally managing product groups for the EU Ecolabel and GPP. For a variety of areas, the needs of public and private consumers however differ. Therefore, some product groups are being developed only for the EU Ecolabel or only for GPP. As public procurement accounts for approximately 18% of total EU GDP, a better integration of EU Ecolabel into EU GPP criteria is an opportunity to increase the uptake of EU Ecolabel products. Better public purchasers' awareness and easy-to-use criteria will increase the demand for use of the EU Ecolabel in public purchasing contracts.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines</i>
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Greater EU Ecolabel harmonisation with the European and national Green Public Procurement policies	Develop criteria for EU Ecolabel and EU GPP for the same product groups and concurrently whenever relevant for both policy instruments.	DG ENV EUEB GPP Advisory Group JRC/PB	Continuous
	Consider EU GPP relevance in the Work Programme when selecting new product groups	EUEB (by considering input from the GPP AG)	Continuous
Promote the use of EU Ecolabel in public procurement specifications	Provide guidance for public procurers on the use of ecolabels under the new reformed PP directive (adoption March 2014, giving Member States two years for implementation)	DG ENV Unit F.1 (RK/SM)	The Commission will publish a staff working document on the environmental aspects of the reform in early 2015.

#### d) Ecodesign Directive

Ecodesign directive aims at identifying and removing energy related products with the worse energy use profile from the market. The issue of further widening the scope will be considered again at the time of the next revision of Ecodesign. Ecodesign is mandatory legislation.

<b>Objectives</b>	<b>Actions</b>	<b>Responsible</b>	<b>Deadlines</b>
Greater EU Ecolabel criteria harmonisation with Ecodesign implementing measures	Develop EU Ecolabel criteria and implementing measures for the same product groups and concurrently whenever possible	EC Product Team (SF)	Continuous
	Consider Ecodesign relevance in the Work Programme when selecting new product groups	EUEB	Continuous
	Explore ways how a dynamic system where EU Ecolabel criteria become Ecodesign standard after "x" years can be established	EC Product Team (SF)	Continuous

#### e) EMAS

Close co-operation and a clear understanding of how the two schemes can work together is essential to assure the success of both schemes. A company that has EMAS or ISO 14001 is

clearly one that is systematically well managed from the environmental point of view and is continuously improving its environmental performance over and above minimum legal requirements. A product bearing the EU Ecolabel is one of the best from an environmental point of view. A company with EMAS would benefit from using the EU Ecolabel criteria in its environmental policy as a clear and positive environmental objective for its products. Clear environmental performance targets can be drawn from the implementation of the EU Ecolabel criteria. Vice versa, an organisation that has, or wants, the EU Ecolabel for its products would benefit from implementing EMAS to improve the overall environmental performance of the entire organisation, managing and maintaining its environmental compliance, while at the same time profiting from the expanded marketing opportunities. Reductions of the application fees apply for EMAS registered (30%) and ISO 14001 certified (15%) companies.

*f) Misleading environmental claims*

An important barrier preventing a better uptake of the EU Ecolabel is a increasingly widespread practice among producers of using misleading and not verified environmental claims. This practice is often called "Greenwashing" and it is very harmful to the EU Ecolabel as consumers are misled and confused on the real environmental performance of products. They lose confidence on environmental claims, including verified and credible information such as the EU Ecolabel, and regard it as "just another claim".

The Unfair Commercial Practices (UCP) Directive lays down harmonised rules for the fight against unfair commercial practices. It provides national enforcers with adequate tools to ensure that consumers are not misled or exposed to aggressive marketing and that any claim made by traders in the EU is clear, accurate and substantiated, enabling consumers to make informed and meaningful choices.

The key issue for this Directive is its enforcement. The Directive does not provide for specific rules in relation to environmental marketing and advertising; it is however accompanied by a guidance, which includes a section on environmental claims.

<b>Objectives</b>	<b>Actions</b>	<b>Responsible</b>	<b>Deadlines</b>
Prevent false and misleading green claims	<p>The Guidance of the UCP Directive is currently under revision and a new, improve section on environmental claims will be published tentatively at the beginning of 2015. Please note however that sector specific EU legislation prevails over the UCP Directive, so in case of misleading practices involving the use of the EU Ecolabel, the rules of the EU Ecolabel Regulation will apply. This means that a proper enforcement of the Regulation needs to be in place in each Member State to prevent unfair commercial practices related to the use/misuse of the EU Ecolabel.</p> <p>EC Product Team Coordinator will present progress whenever SCP revision is presented to the EUEB</p>	EC Product Team (MG)	EUEB policy meetings

### 3.4. Cross-cutting issues in EU Ecolabel

A number of cross-cutting issues repeatedly arise for various product groups during criteria setting process. The revised EU Ecolabel Regulation does not provide sufficient clarity on these issues. Solutions that have been found for each of these controversial issues differ among product groups. This has led to a situation where different requirements are set for similar issues in different product group criteria. This very often causes disagreements between different stakeholders and significant delays in criteria adoption process.

In order to make the EU Ecolabel scheme more efficient and to avoid repetitive discussions, common guidance applicable for all product groups for each horizontal issue should be developed.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines</i>
Establish a guidance document on cross-cutting issues that will be used in EU Ecolabel and GPP criteria development	Set up work forces on specific cross-cutting issues composed of EUEB representative, Commission (DG Environment and other key DGs), Commission PB, scientific experts and other stakeholders (case-by-case).  These documents should be jointly discussed and agreed by the EUEB and the Commission.	EC Product Team (MG)	Continuous (2 Task Forces have already been set up:  - TF on chemicals  - TF on social criteria) <sup>4</sup>

Guidance documents will be developed for the following horizontal issues:

1. General principles for the use of chemical substance.

The EU Ecolabel Regulation (66/2010) introduces through articles 6.6/6.7 (Art. 6.6/6.7) a horizontal approach regarding how to deal with those chemicals which can be hazardous for health and or the environment. Whereas the generic formulation of Art. 6.6/6.7 promises to deliver a framework which can be applied across all product groups, it has turned out that their implementation for specific product groups poses some challenges which need to be addressed horizontally. The Horizontal Task Force on Chemicals (HTFC) addressed the current challenges in implementing these articles of the EU Ecolabel Regulation (e.g. proportionality, unclear terminology, relation of R/H phrases to environmental impacts, derogations) and try to come up with short term solutions, aimed at easing the implementation of the existing legal text, and medium-long term solutions, paving the way to a future revision of the EU Ecolabel Regulation. The HTFC was made up of a selected representation of the different stakeholders (industry, NGOs, Member States and Commission Services), with the technical support of JRC IPTS. On March 2014, the EUEB gave its positive opinion on the proposed horizontal approach to interpretation of Art. 6.6/6.7 for implementation in the criteria development for hazardous substances.

2. Social Criteria.

The revised EU Ecolabel Regulation allows the consideration of social and ethical aspects. A specific Task Force on this issue has been set up and met twice, for the last time in 2013. Due to a lack of resources, the work is currently suspended.

3. Forestry

Requirements on responsible forest management and certification for wood based products differ significantly in the EU Ecolabel. Together with the EC, the EUEB will

<sup>4</sup> Due to a lack of resources, the work is currently suspended.

develop requirements for responsible forest management and certification that will be applicable for all new or revised EU Ecolabel product groups. These “horizontal” criteria could build on the Copying and Graphic Paper criteria voted by the Regulatory Committee in October 2010.

4. GMOs

Together with the EC, the EUEB will develop a guideline document for genetically modified organisms.

5. Other issues such as novelty materials, packaging, recycling, etc.

## **4. PRODUCT GROUP CRITERIA DEVELOPMENT AND MAINTENANCE OF ESTABLISHED ONES**

### **4.1. Background**

As of July 2014, EU Ecolabel criteria have been established for 35 product groups (34 already existing plus 1 to be published soon on the Official Journal) – see Table 4 in [Annex I](#).

One of the objectives set in the revision of the EU Ecolabel Regulation in 2009 was to progress from 25 product groups to 40-50 by 2015. Due to constrained resources this objective will not be achieved.

Under the previous regulation, criteria development was mainly undertaken by Member States. The Commission provided funding to competent bodies through public tendering. This system was regarded to be sub-optimal as it meant: firstly, a lot of time spent on procedural and contractual matters, therefore, taking away the capacity to do other work and secondly, after expiry of the contract very often very little assistance was provided on the interpretation of criteria when questions arose.

The current EU Ecolabel Regulation opened up the scope to allow for the Commission, Member States and other stakeholders to initiate and lead the development or revision of the criteria (Art.7). This provision allows for more criteria to be developed/ revised at the same time.

The experience gained in the first years of implementation of the EU Ecolabel scheme under the new Regulation and severe budget constraints are now calling for a serious reconsideration of these objectives. The EUEB will have to take important strategic decisions in terms of product groups’ selection and criteria development process.

### **4.2. Lead for criteria revision/development**

- European Commission – Product Bureau

As a result of Commission's SCP Action Plan calling for greater coherence between product policy instruments (EU Ecolabel, GPP and Ecodesign) and the provision of the new EU Ecolabel Regulation allowing different parties to lead criteria development, a new Product Bureau (PB) was created at the end of 2009 within the Joint Research Centre (JRC) in Seville.

The PB's establishment is based on an agreement between DG Environment and JRC. The objective of the PB is to provide techno-economic analysis and scientific support for the policy-making process towards the development of the EU Ecolabel, GPP and Ecodesign policies and other product related and life-cycle based policy initiatives.

The capacity of the PB in the first few years of its work should provide for development or revision of 5-8 EU Ecolabel and GPP criteria and/or Ecodesign implementing measures (when relevant). It must however been borne in mind that not all product groups of EU Ecolabel

relevance are important for GPP and vice versa. The PB has a great potential to grow if this practice proves to be successful.

The long-term objective is to ensure that the product group management activities and expertise are concentrated in order to ensure continuous work on criteria development and follow-up on criteria implementation at any time.

**Table 2: PB capacity per year<sup>5</sup>**

Year	Revisions	New
2010	0	5
2011	5	0
2012	6	0
2013	10	1
2014	6	0
2015	tbd	tbd
<b>Total by 2015</b>	27-tbd	6-tbd

- Member States

As it was the case in the past, the Member States and competent bodies may develop EU Ecolabel criteria for a product group after consulting the EUEB. Commission will not provide funding for this purpose. MSs' proposals to lead product group development at own initiative will be considered case-by-case during the Work Programme discussion.

- Other stakeholders

Article 7 of the current EU Ecolabel Regulation requires other interested stakeholders to demonstrate expertise in the product area as well as ability to lead the process with neutrality and in line with the aims of the EU Ecolabel Regulation. In this regard, consortiums of more than one interest group should be favoured. Prior to criteria development by other stakeholders, the EUEB should give its agreement. Other stakeholders' proposals to lead product group development at own initiative will be considered case-by-case during the Work Programme discussion. You can find below information on the revision/development process lead by other stakeholders currently on-going.

Product group	Leading stakeholder	Deadlines	Status
Light sources (revision)	European Lamp Companies Federation	Vote foreseen in Apr 2015	1 <sup>st</sup> AHWG - 19 <sup>th</sup> March 2013 2 <sup>nd</sup> AHWG - 13 <sup>th</sup> February 2014 3 <sup>rd</sup> AHWG - tbd

### 4.3. Multi-annual product group planning

<sup>5</sup> The capacity depends on the complexity and scope of the product groups in question. The year refers to when the work starts.

Product group planning exercise will take place once a year as a part of the annual EUEB policy meeting.

In order to ensure a good scheme management, the product group revisions and new criteria development planning should be performed for the year  $x+3$  (where  $x$  is the present year). For example, an evaluation of a product group that will expire in 2015 should take place in 2012 so that the revision process could start towards the end of 2013.

For every EUEB policy meeting, the Commission will prepare an updated:

- EU Ecolabel Work Plan,
- Number of products awarded EU Ecolabel (Table 3 in [Annex I](#)),
- List of established product groups and work timeline for the following years (Table 4 in [Annex I](#)),
- List of new product groups and work timeline for the following years (Table 5 in [Annex I](#)),
- Ad-hoc working groups and meeting schedule (Tables 6, 7, 8 in [Annex I](#)),
- Non-exhaustive list of priority product groups (Table 9 in [Annex IV](#)),
- Table and a list of stakeholders' proposals to develop new product groups (Table 10 in

→ Annex V).

These documents will provide a 3-5 year overview of established product groups and their expiry dates, progress on product groups' development and new product groups planned to be developed in the upcoming years.

### *Established product groups*

Since every product group requires resources for its revision, the EUEB should carefully evaluate the success or failure of the established product groups. For that purpose, not later than 2 years before the expiry of the product group's criteria, the product group will be evaluated according to the Chart 2 in [Annex II](#).

Such evaluation will help focusing resources on those product groups that were well taken up by the market. If the criteria are still rather relevant and not outdated, the validity of that Commission Decision should be prolonged. The capacity could be focused on product groups that require the most urgent updates. In case of prolongation, the procedure within the Commission should start at least 6 months before the expiry of criteria.

### *New product groups*

Due to the change in the way the product group development will be organised and considering the provisions of the current EU Ecolabel Regulation, a procedure for a systematic evaluation/selection process is therefore established.

This procedure is schematically represented in Chart 3 in the [Annex III](#). New product group selection, together with the established product group evaluation will be discussed at the annual EUEB Ecolabel Work Plan discussion.

New product group selection will be based on the following steps:

- 1) Evaluation of proposals for new product groups from interested parties
- 2) Selection of new product groups based on selection criteria

#### *1) Evaluation of proposals for new product groups from interested parties*

Due to a number of proposals for new EU Ecolabel product groups submitted from interested parties, a standard form "[Proposal for inclusion of a new product group in the EU Ecolabel scheme](#)" was elaborated and placed on the EU Ecolabel website. The EUEB will regularly evaluate these new proposals and will give its agreement to include the product group in the work plan or to reject it due to valid reasons. In both cases a message will be sent to the author. Once accepted, the product group will be included in the non-exhaustive list of product groups to be developed in the future.

In case the proposal also includes a suggestion to lead criteria development, the feasibility, proposed timeline, neutrality and other factors will have to be evaluated by the EUEB. If the assessment is positive, the product group then can be included in the next year(s)'s Work Programme.

#### *2) Selection of new product groups based on selection criteria*

The first task of the PB was an in-depth product group prioritisation exercise that resulted in the document "The Identification of Priority Product Groups for the Development and Revision of Ecolabel and GPP Criteria – Towards a Working Plan". The results of the study were presented and discussed on several occasions in 2009 and 2010 at the EUEB meetings.

The following sources served as input:

- Ecolabel Work Plan 2002
- Ecolabel Work Plan 2006
- EIPRO study - Environmental Impact of products (EIPRO), European Commission, JRC IPTS
- Analysis of 13 studies which have identified product groups with high environmental impacts
- Existing Green Public Procurement criteria and Ecodesign Directive
- Member States ecolabelling schemes and criteria

This analysis:

- 1) Identified key product groups for final consumption based on environmental impact ranking. The ranking was based on the results of previous studies which considered different environmental impacts over the product life cycle;
- 2) Compared these key product groups with those covered by the EU Ecolabel scheme. Such a comparison revealed which environmentally high ranking product groups have not yet been covered by actual EU Ecolabel criteria or are planned to be taken up in the EU Ecolabel work plans;
- 3) Identified priority products for a joint EU Ecolabel and GPP work programme for the coming years. Apart from the environmental ranking, this identification was based for each individual product on a number of criteria such as their market significance, their coverage through national ecolabels and others.

And it was based on the following product group selection criteria:

- a. Status in the EU Ecolabel criteria development and revision cycle: Product groups under on-going criteria development or revision were not taken into account.
- b. Demand for ecolabelling by industry: Product groups for which a lack of demand for ecolabelling from producers or consumers has explicitly been shown were not taken into account.
- c. Harmonisation between EU Ecolabel and GPP: Product groups covered by the EU Ecolabel but being at the same time out of the scope of the GPP scheme were not regarded as a high priority, as through joint criteria development for EU Ecolabel and GPP an increased coherence between the policy instruments should be achieved. Accordingly, product groups with existing, but different definitions for the EU Ecolabel and GPP will be regarded as a high priority, as they offer potential for increased coherence between the two policy schemes.
- d. Market significance (stock volume, sales): Product groups which do not represent a significant volume of sales and trade at the EU level or are only sold in a very few Member States were not taken into account, as their aggregated improvement

potential. The 200.000 unit sales threshold as established in the Ecodesign Directive served as a guideline.

- e. Coherence with Ecodesign Directive: It was checked if the product groups have potential for synergies with the Ecodesign scheme. Product groups being covered by different policy schemes (Ecodesign/EU Ecolabel/GPP), but with different scope (e.g. in the case of heating systems) should be addressed as a priority.
- f. Environmental impact ranking of consolidated list of product groups: Product groups in the present exercise were ranked according to their environmental impacts over life cycle. A product group was considered as environmental priority if it showed up in the top 90 products groups of the ranking (responsible together for 90-95 % of all environmental impacts). Furthermore, a high environmental priority was given to the products groups within the top 50, which makes up more than 80 % of total environmental impacts (for product group ranking table, see Table 3 in the document "The Identification of Priority Product Groups for the Development and Revision of Ecolabel and GPP Criteria – Towards a Working Plan").
- g. Coverage through national ecolabels: The coverage of product groups by other national ecolabels (in particular the Nordic Ecolabel and the Blue Angel) was checked in order to identify the product groups for which the shortened procedure as described in the Annex I.B. of the EU Ecolabel Regulation could be applied.

Table 9 in [Annex IV](#) summarises the evaluation of the intermediate list of product groups regarding the priority issues considered: environmental ranking, harmonisation with GPP, Ecodesign coherence, status in the EU Ecolabel revision cycle, and existence of other ecolabels in the EU. The product groups are ranked according to their environmental ranking. The ones for which criteria have or are being developed have been deleted from the table.

The table shows product groups which are already covered by national ecolabel schemes. This comparison will facilitate at a later stage the identification of a product to be taken up in the coming years on the basis of the shortened procedure as described in the Annex of the EU Ecolabel Regulation.

The product groups of high environmental priority (those within the top 50) are marked in bright green.

Moreover, product groups proposed by stakeholders and preliminary assessed as of potential interest for the EU Ecolabel by the EUEB have been added to the table.

Altogether, the list of product groups ranked according to their environmental impacts provides a good basis for the further development of priority product groups to be addressed under the EU Ecolabel Regulation. However, it has to be kept in mind that the research underlying this overview – namely the EIPRO study – had the objective of identifying the environmental impact of products, but did not aim at specifically identify product groups for environmental policies. As a consequence,

- A lot of product groups in Table 9 appear in an aggregation format that is not suitable for the application of product policies,
- A range of product groups, such as, for example, a lot of the services listed, are not or only with difficulties to be addressed through product policies,
- A large number of product groups is out of scope of product policies,

- Product policy and in particular EU Ecolabel specificities such as health aspects, social aspects, end consumer access to product groups, etc. have played no or only a minor role in the ranking,
- A number of product groups does not appear at all in the ranking, as they might not have been covered by relevant statistics or disappeared in the process of aggregating larger product groups.

As a consequence, the product groups as they appear in Table 9 need some further discussion in the light of the above mentioned issues in order to narrow down and concentrate the selection of new product groups.

Product policies under the SCP/SIP aim to a large extent at changing consumption patterns in order to achieve environmental improvements. First and foremost this is to be realised through awareness rising for environmental beneficial product choices. New product groups in general should therefore comply with one or more market selection criteria. EU Ecolabel products ideally are homogeneous products (i.e. all products on the market are very similar, like e.g. gasoline), as this increases the weight of the EU Ecolabel as a discriminatory characteristic. Furthermore a market with high sales volumes and a high degree of competition is favourable for the introduction of the EU Ecolabel, as in such an environment producers will wish to increase the visibility of their products.

In the light of the additional considerations discussed above it is proposed to re-address the non-exhaustive list of ranked product groups in Table 9 in order to **fine-tune the methodology** for a permanent update of the EUEB Work Plan.

#### 4.4. Final selection

The following considerations have to be made in order to select a final list of product groups to be developed or revised in each of the following years.

Step 1: Evaluation of existing product groups – decision whether to prolong, revise or discontinue the criteria (see decision tree in [Annex II](#))

Step 2: Choose and prioritise revisions to be carried out

Step 3: Evaluate PB, MSs, other stakeholders and EC's capacity/availability

Step 4: Allocate the capacity/availability to revisions

Step 5: Establish timing/budgeting

Step 6: Choose and prioritise new product groups for the remaining capacity/availability (see decision tree in [Annex III](#)):

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines</i>
Product group selection for revision/development	Perform a Work Programme update exercise for x+3 years.	EC Product team (MG) EUEB policy meeting	Continuous
Select new product groups for EU Ecolabel criteria development according to	Fine-tune methodology.	EUEB former President Ragnar Unge	Completed

established and agreed methodology			
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## 5. INCREASED AND EFFECTIVE COMMUNICATION

### 5.1. Background

An important factor of success for a voluntary ecolabelling scheme is marketing and promotion activities. Article 12 of the revised EU Ecolabel Regulation calls on Member States and the Commission, in cooperation with the EUEB, to promote the use of EU Ecolabel by awareness-raising actions and information and public education campaigns for consumers, producers, traders, retailers and the general public.

The involvement of different stakeholders and in particular those who can act as multipliers (such as the retail sector, and consumer and environmental NGOs) are of crucial importance. These should be clearly identified and a targeted strategy on how best to inform each should be developed.

The following target groups were identified and the communication tools/channels to be used to reach them:

<i>Target group</i>	<i>Communication channels/tools to be used</i>
Consumers	Website In-store promotion Media Social media
Producers/ potential applicants	EU Ecolabel website pages targeting producer in a specific sector Leaflets Professional journals Events/fairs Social media
Retailers	EU Ecolabel website pages targeting retailers Close contacts with retailers at the EU and national levels Events/fairs
Public purchasers	Integration of EU Ecolabel in GPP criteria
Other stakeholders	Website

At the CB Forum meeting of March 2013 it was decided that a special session on communication and marketing activities will be held yearly at the CB Forum (preferably in November), in order to share information on future activities, maximise synergies and improve coherence.

### 5.2. EU Ecolabel communication campaign

In 2009, European Commission initiated a phased marketing campaign strategy aiming at making the EU Ecolabel the reference standard in environmental product labelling:

- Phase I (implemented in 2009-2010) - Preparatory stage. Finalisation of the EU Ecolabel marketing concept; development, pre-testing and production of communication messages and tools prior to the campaign implementation.
- Phase II (2011- mid-2012) - Campaign execution in one test-market. UK had been chosen as test market. Because of minimal retailer interest in the UK in undertaking in-store campaign activities on the EU Ecolabel, the Commission was obliged to adjust the priorities of the campaign to maximize media coverage. The campaign ran in the period March-July 2012. The aim of the campaign was to direct traffic to the EU Ecolabel website and increase awareness of the EU Ecolabel brand among the United Kingdom audience. It consists in on-line advertising (displaying an animated film clip on the EU Ecolabel website and on YouTube and advertorials on four mainstream consumer media sites including, [Guardian.co.uk](http://Guardian.co.uk), [Askamum.co.uk](http://Askamum.co.uk) and [Redonline.co.uk](http://Redonline.co.uk), displaying text and banner adverts using Google's online advertising tool, Google Adwords, and Facebook) and publication of advertorials on key magazines in the UK.
- Phase III (2013) – Due to lack of funding the implementation of a broader European campaign roll-out in cooperation with Member States and retailers was not possible.

### **5.3. Overview of various ongoing communication activities**

#### **Website**

The EU Ecolabel website is a useful source of information to many stakeholders. It was revamped in March 2012 with the purpose of modernising it, making it more user-friendly, and consumer-relevant. Key information, on cost, criteria development, and the application process make this website a key landing site for prospective licence holders and stakeholders. In the beginning of 2014, an online survey on the content and structure of the website was conducted in an effort to continuously keep website content and layout satisfying to the needs of visitors.

#### **ECatalogue**

The ECatalogue database was launched in 2010 to replace the former EU Ecolabel online database, the Green Store. The European Commission IT-Department and the EU Ecolabel Helpdesk are in close contact on a daily basis in an effort to increase the ECAT's user-friendliness (<http://ec.europa.eu/ecat/>). Applicants are expected to register their EU Ecolabel applications on ECAT, while Competent Bodies simultaneously process their paper applications. Competent Bodies are then expected to approve/reject and record their licence holders' products into the ECAT system. One of the ECAT's advantages is that the system allows Competent Bodies to consult the database of EU-wide rejected by all the other Competent Bodies. Furthermore, once the application is approved by the Competent Body, their registered information is published on the public ECAT. To ensure that the data published in the E-catalogue is correct and updated, it is very important that licence holders regularly update their licence/product information on ECAT\_Admin. While licence holders are not required to input information relating to the retailers that sell their EU Ecolabel products, it would be beneficial for them to input this information for the benefit of consumers.

#### **EU Ecolabel leaflet: "EU Ecolabel Suits You"**

A new EU Ecolabel leaflet was produced in May 2012. The flyer targets the general public to increase its awareness of the EU Ecolabel. The InDesign working file is available for distribution upon request from the EU Ecolabel Helpdesk (the file is too large to be uploaded onto CIRCA). Therefore, regardless of the fact that the flyer was produced in English, Competent Bodies can use the working file to translate it in other languages. In March 2014, the leaflet was generally updated, in particular by including new product group icons and revising the text's content.

### **EU Ecolabel animated film clip**

As part of the communication campaign in the UK, a short animated film clip was uploaded on YouTube. The video was sent to Competent Bodies and relevant stakeholders in order to be further distributed (<https://www.youtube.com/watch?v=t-9AWxAY0xw>). The Helpdesk in particular has shared this video on the EMAS & EU Ecolabel Facebook and Twitter page to increase its visibility.

### **Communication on Soaps and Shampoos product group**

The Commission, with the help of a communication agency, finalised a package of communication/information materials to promote the Soaps and Shampoos product group. The materials include a detailed dedicated website page about this product group, interviews with successful license holders that found the use of the EU Ecolabel advantageous.

### **Press releases**

The Commission issues press releases whenever new activities or events related to the EU Ecolabel take place. In November 2013, the speech of Janez Potočnik, European Commissioner for Environment, at the Global Ecolabelling Network (GEN) Conference in Brussels was published in the press release section of the European Commission (<http://europa.eu/rapid/latest-press-releases.htm>) and then was added to the News page of the EU Ecolabel website <http://ec.europa.eu/environment/ecolabel/news.html>. This press release has furthermore been diffused via the EMAS & EU Ecolabel Facebook and Twitter pages.

### **EU Ecolabel communication award**

This event was organised annually by the European Commission aiming to award the EU Ecolabel holders with outstanding achievement in increasing public awareness and knowledge of the EU Ecolabel through their communication activities. The objective was also to generate media attention around the EU Ecolabel. Media activities, as press releases, a dedicated page on Europa website, press reviews and the best practice factsheets with quotes from the winners acted in support to promote the award. The EU Ecolabel Communication Award was discontinued after the 2012 campaign.

### **Sample bags and jute bags**

Sample bags were produced by the EU Ecolabel Helpdesk as a trial to see whether asking for free samples from EU Ecolabel producers would be a successful approach. Approx. 3000 bags were filled with various products awarded with the EU Ecolabel and have been distributed over the years at various marketing events. These samples will be of particular use during the EU Ecolabel's presence at various events in 2014.

10000 jute bags were produced for the UK campaign and distributed at the Guardian's Open Journalism weekend, and through the magazine Mother and Baby. 2000 bags were distributed to interested Competent Bodies for their marketing activities.

### **EU Ecolabel counters**

10 counters produced for promotional activities in the UK have been distributed to the Helpdesk and interested Competent Bodies for advertising activities.

### **Promotion of EU Ecolabel for printed paper products**

On 29 November 2012, the contract on 'Capacity Building in Member States for implementation of the EU Ecolabel for Printed Paper' came into force. This project aimed at marketing and promoting the EU Ecolabel for printed paper and to consequently attract a high number of applicants to this product group. During the duration of the contract, seven workshops were held in various Member States to bring together printed paper manufacturers (potential EU Ecolabel licence holders), various key companies, associations, and multipliers, Competent Bodies, and other relevant stakeholders to enhance visibility for the newly established EU Ecolabel printed paper product group. The contract ended on 28 November 2013; the project's conclusions were shared at the November 2013 CB Forum meeting and the finalised marketing and communication guide was released in April 2014 and was shared in June 2014 to Competent Bodies as a reference marketing guide. The guide is available on the documents page of the EU Ecolabel website (<http://ec.europa.eu/environment/ecolabel/documents.html>).

### **EU Ecolabel magazine on Euronews**

A magazine on a successful enterprise having their products awarded with the EU Ecolabel has been produced with the support of Directorate General for Enterprise of the European Commission. The week-long was broadcast on Euronews, starting on 23 March 2013 and is still available on YouTube for viewing (<http://www.youtube.com/euenterprise>).

### **Resource efficiency campaign**

In the framework of the Resource Efficiency Campaign sponsored by the European Commission Directorate General for the Environment, several posts on the EU Ecolabel have been published on the Generation Awake campaign Facebook page (<https://www.facebook.com/GenerationAwake>).

### **Environmental NGOs & Consumer Organisations**

Both the EEB and BEUC encourage their members to diffuse/publish information about the EU Ecolabel. In addition, BEUC developed a general Fact Sheet in 2011. Within the current service contracts (which will run until 10 April 2015), it is planned to update and diffuse the publication within BEUC and to EEB members and to upload it onto the websites of both organisations.

### **EU Ecolabel Helpdesk activities**

#### **Helpdesk Hotline Operations**

Respond to different stakeholders' enquiries by phone, e-mail or fax (roughly 55 enquiries per month). Furthermore, management of FAQs on the EU Ecolabel website are performed.

#### **News Alert**

News alerts are published in English in order to inform all subscribers and website visitors about the latest developments and new events related to the EU Ecolabel scheme. Starting in 2014, the News Alerts will be published on a quarterly basis. It was decided that the first and third issues would be reserved for Special Editions, which include additional sections on EU Ecolabel licence statistics, interviews, product group related information, and web updates.

#### **Flower Newsletter**

A newsletter was published twice a year in English, French and Italian. This newsletter provided more detailed and comprehensive information, and included interviews, articles, major events, as well as product group related information (e.g. new adoptions and revisions

voted). In agreement with Competent Bodies, the Flower Newsletter was discontinued in fall 2012. Its content was merged and replaced by the News Alert.

### **EU Ecolabel on Facebook and Twitter**

In the end of 2013, the EU Ecolabel Helpdesk launched the EMAS & EU Ecolabel joint Facebook and Twitter page, which was formerly known as the Sustainable Production and Consumption page. This partnership was agreed in order to attract the widest range of fans and followers. The main goal of these two pages is to serve as informational and interactive tools for social media users and EU Ecolabel stakeholders. Posts and tweets are published 4-5 times a week, on a variety of topics: interesting information about the EU Ecolabel, announcements on events on sustainable production and consumption and Competent Body-hosted events, updates on new criteria publications or product group revisions, mentions on interesting licence holders, or the release of News Alerts and other relevant documents, etc. The EU Ecolabel's presence on both social media platforms has been beneficial for visibility and as a means for direct contact with licence holders. Before the page's launch in the end of December 2013, there were 402 likes on Facebook and 280 followers on Twitter. As of May 2014, both of these numbers have doubled. This marketing tool is effective and resource-effective.

### **EU Ecolabel retailer & licence holder Success Stories/brochures and producer brochure**

Thanks to the success of the creation of licence holder Success Stories in 2013 (<http://ec.europa.eu/environment/ecolabel/eu-ecolabel-for-businesses.html>), it was decided that Success Stories would be developed by the Helpdesk for EU Ecolabel retailers in 2014. Two new brochures will be furthermore developed for retailers and producers.

### **Product group fact sheets (brochures for producers)**

Once a new or revised EU Ecolabel product group criteria is adopted, new/updated product group fact sheet is produced by the Helpdesk and published on the website.

### **Support for the European Flower month**

As an experiment, the Helpdesk prepared press packs summarising the relevant information on the EU Ecolabel that was used by Competent Bodies during their national promotional activities. The press pack was annually updated, including information on the EU Ecolabel Communication Award, testimonials, etc. In agreement with the Competent Bodies, the European Flower month was discontinued in 2012.

### **The EU Ecolabel Communication Award**

The EU Ecolabel Helpdesk assisted the European Commission in this task (see above paragraph). However, since 2012, the EU Ecolabel Communication Award was discontinued.

### **Media activities**

Journalists and other article authors habitually request the Helpdesk to send them the EU Ecolabel logo as a complementary visual for various publications on the EU Ecolabel. The Helpdesk requests the last version of the publication/article in order to verify that the logo is used correctly and keeps the enquirer's last version in the Helpdesk's database.

### **E-Catalogue**

The E-Catalogue database was introduced in 2010 to publicly display EU Ecolabel licences. The Helpdesk provides support and advice to Competent Bodies, existing and potential licence holders on the correct use of the database. The ECAT user manuals were jointly created by the European Commission IT-Department and the EU Ecolabel Helpdesk during

the first half of 2014. These user manuals will serve as a powerful support tool for Competent Bodies and licence holders and will be periodically updated by the Helpdesk.

### **Assistance – Competent Body Forum**

The Helpdesk provides administrative support to the EC for the Competent Body Forum, preparing the agenda, several preparatory documents (i.e. logo guidelines, questionnaires, etc.) and are a key point of contact for CB Forum-related questions before and after the meeting. The Helpdesk furthermore transcribes the meeting minutes and publishes them on CIRCA along with the meeting presentations.

### **Participation in Conferences/Trade Shows**

Depending on the annual budget for specific marketing activities, participation in relevant conferences and trade shows is carried out. Namely in 2014, the EU Ecolabel Helpdesk have organised the participation/representation of the EU Ecolabel in two confirmed events: The PLMA Trade Show in Amsterdam and Pollutec in Lyon. In addition, Member States promote the EU Ecolabel on the national level through a variety of fairs.

The Helpdesk's 2014 marketing and communication strategy will target retailers. This will be done through direct contacts, participation in conferences and through the development of success stories on retailers

### **MSs activities – to be developed**

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines/Status</i>
Communication to consumers	Implement the Phase II of the EU Ecolabel communication campaign	EC Product Team (SF)	COMPLETED (July 2012)
	Implement the Phase III of the EU Ecolabel communication campaign	EC Product Team (SF)	There are no funds available for this activity
	Launch the new, consumer oriented EU Ecolabel website	EC Product Team (SF) and communication agency	COMPLETED (March 2012)
Communication to producers	Launch the producers-oriented soaps and shampoos web pages	EC Product Team (NM) and communication agency	COMPLETED
	Organise the annual EU Ecolabel communication award	EC Product Team (NM) and Helpdesk	Continuous, once a year, but discontinued in 2012
Communication to all stakeholders	Launch the newly updated and revamped ECatalogue	EC Product Team (NM)	COMPLETED

## 6. GREATER COORDINATION WITH OTHER SCHEMES

### 6.1. Member States' schemes

In order to harmonise the criteria of European ISO 14024 type I eco-labelling schemes, the Article 11 of the EU Ecolabel Regulation requires EU Ecolabel criteria to take into account the existing criteria developed by officially recognised ecolabelling schemes in the Member States.

This is being done systematically, when developing or revising EU Ecolabel criteria.

In addition, Annex I.B. of the Regulation provides for a shortened procedure where criteria have been developed by other ISO 14024 type I Ecolabelling schemes.

### 6.2. Ecolabel schemes outside EU

#### *GEN - Global Ecolabelling Network*

The Global Ecolabelling Network (GEN) is a non-profit association of Type I Ecolabelling organizations. Type I refers to those environmental labelling programs that offer third-party verification and life cycle based environmental performance certification. The GEN was founded in 1994 to improve, promote, and develop the ecolabelling of products and services.

The European Commission hosted the GEN Annual General Meeting in Brussels during the week of 4-8 November 2013 (Crowne Plaza Brussels – Le Palace). The agenda and the minutes are available on the events page of the EU Ecolabel website (<http://ec.europa.eu/environment/ecolabel/events.html>).

#### *GENICES<sup>6</sup> - The global Ecolabelling Network's internationally coordinated ecolabelling system*

The purpose of GENICES is to:

- allow new programs to get quickly started with criteria already created in many product categories,
- facilitate certification of products that are certified elsewhere,
- be of interest to large multinationals in terms of facilitating, simplifying and making more cost-effective the whole ecolabelling process,
- enable companies with environmentally preferable products and services to enter export markets more easily and quickly,
- "share" the costs of criteria development and review where harmonization or development of common criteria is set as a common objective and task,
- raise the significance and value of the GEN to members and others, and
- deal effectively with any undue concerns about trade barriers.

<i>Objectives</i>	<i>Actions</i>	<i>Responsible</i>	<i>Deadlines/Status</i>
Explore mutual recognition/trust with other ISO	Hold a discussion on mutual	EC Product Team (MG) and Lisbeth Engel Hansen (Danish)	COMPLETED (10 June 2011)

<sup>6</sup> <http://www.globalecolabelling.net/docs/genices/genices.pdf>

type I schemes	recognition/cooperation	Ecolabelling)	
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## 7. FINANCING AND RESOURCES FOR THE SCHEME

Because of the involvement of many organisations, including public administrations it is difficult to establish precise budgets for the EU Ecolabel.

The requirements of the EU Ecolabel scheme have three main components: the resources for product group criteria development, resources for handling of applications and those for communication.

### 7.1. Income

#### Self-financing

The fee system should reflect the real administrative burden that entails handling of the initial application, modifications, extensions and renewals.<sup>7</sup>

#### Revision of the fees system

During the last EU Ecolabel Regulation revision on 2009, the fees' system was considerably modified. This change raised some concerns among the Competent Bodies about the future financing of the EU Ecolabel activities. At the end of the revision process it was agreed to revisit this matter in a period of eighteen months after the Regulation's entry into force.

The Competent Bodies have been working under the new fees system since January 2010. That was sufficient amount of time in order to evaluate the experience gained and draw conclusions about the functioning of the new fees structure.

A Task Force led by the Danish Competent Body has been set up. A final draft proposal of the new EU Ecolabel fees structure was finalised after the EUEB meeting of November 2012 and has been circulated by the Commission in January 2013. The proposed amendment to Annex III of the EU Ecolabel Regulation was adopted on 14 August 2013. EU Ecolabel fees established by each EU Ecolabel Competent Body will be made public on the EU Ecolabel website by July 2014.

### 7.2. Expenditure

**Development of criteria** is a key activity in the EU Ecolabel scheme. The criteria serve two-fold purpose: on one hand they are used for assessing the products applying for the EU Ecolabel license, on the other, they are very often used as benchmarks of good environmental performance by public and private procurement. The development of criteria is mainly financed by the European Commission.

**Handling applications** is a multi-step process that entails handling of the initial application, modifications, extensions and renewals.

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<sup>7</sup> Application is a process where competent body assesses an operator applying for EU Ecolabel license for a certain product falling within one of the established product groups.

Renewal is a re-assessment of an existing license according to an updated set of EU Ecolabel criteria for that product group.

Extension is an inclusion of additional models/products to an existing licence, providing these are in the same product category.

Modification (here it is meant a substantial product modification) of an existing license includes changes to production site, packaging, branding, labelling, ingredients, etc.

**Market surveillance and control of the use of the EU Ecolabel** is a follow-up activity that necessitates monetary (testing) and human (time) resources.

## Annex I

**Table 3: Number of products awarded with the EU Ecolabel**  
**- as of December 2013** (statistics from internal CB data)

Count of PRODUCT_SERVICE_NAME	
PRODUCT_OR_SERVICE_GROUP	Total
All purpose cleaners and cleaners for sanitary facilities	1850
Bed mattresses	79
Campsites	114
Copying and graphic paper	3391
Detergents for dishwashers	90
Footwear	233
Growing media	52
Hand dishwashing detergents	402
Hard coverings	14696
Heat pumps	494
Industrial and institutional automatic dishwasher detergents	29
Industrial and institutional laundry detergents	0
Indoor paints and varnishes	4591
Laundry detergents	213
Light bulbs	0
Lubricants	248
Newsprint paper	29
Outdoor paints and varnishes	446
Personal computers	0
Portable computers	0
Printed paper	124
Sanitary Tapware	2
Soaps and shampoos	831
Soil improvers	69
Televisions	1852
Textile products	2934
Tissue paper	3874
Tourist accommodation	533
Wooden furniture	39
Wooden coverings	0
<b>Grand Total</b>	<b>37215</b>

**Table 4: List of established product groups and work timeline for 2013, 2014 and 2015**

Product group	Current criteria adoption	Expiry date	Prolongation	Revision start date	Reg Com vote	Work timeline 2014 2015 2016			EC staff	Comments
Soaps, shampoos and hair conditioners	Jun 2007	Dec 2014	tbd	Jul 2011	July 2014 (Written vote)				SF	Name will be changed to "Rinse-off cosmetic products"
All-purpose cleaners and sanitary cleaners	Jun 2011	Jun 2015	Planned to Dec 2016	Jan 2014	Mar 2016				SF	All detergent product groups, the DID list and the laundry detergents protocol will be revised as a package. The validity of existing product groups (with the exception of "I&I laundry detergents" and "I&I automatic dishwasher detergents") will be prolonged until Dec 2016
Detergents for dishwashers	Apr 2011	Apr 2015	Planned to Dec 2016	Jan 2014	Mar 2016				SF	
Hand dishwashing detergents	Jun 2011	Jun 2015	Planned to Dec 2016	Jan 2014	Mar 2016				SF	
Laundry detergents	Apr 2011	Apr 2015	Planned to Dec 2016	Jan 2014	Mar 2016				SF	
I&I laundry detergents	Nov 2012	Nov 2016	Not foreseen	Jan 2014	Mar 2016				SF	
I&I automatic dishwasher detergents	Nov 2012	Nov 2016	Not foreseen	Jan 2014	Mar 2016				SF	
Textile products	Jun 2014	Jun 2018							JK	
Footwear	Jul 2009	Jun 2015	Planned to Dec 2015	Jul 2012	Apr 2015				JK	An extension of the scope to "leather products" is currently being assessed
Indoor paints and outdoor paints and varnishes	May 2014	May 2018								Criteria for indoor and outdoor paints and varnishes merged.
Imaging equipment	Dec 2013	Dec 2017	Not foreseen						JK	These PGs are revised at the same time. Laptops are merged with PCs. TVs: transitional period for revised criteria should be shorter than 12 months.
Personal computers	Jun 2011	Dec 2015	Not foreseen	Dec 2012	Apr 2015				JK	
Notebook computers	Jun 2011	Dec 2015	Not foreseen	Dec 2012	Apr 2015				JK	
Televisions	Mar 2009	Dec 2015	Not foreseen	Dec 2012	Apr 2015				JK	
Wooden floor coverings	Nov 2009	Dec 2015	Planned to Dec 2016	Dec 2013	Mar 2016				CP	

Product group	Current criteria adoption	Expiry date	Prolongation	Revision start date	Reg Com vote	Work timeline			EC staff	Comments
						2014	2015	2016		
Textile floor coverings	Nov 2009	Dec 2015	Planned to Dec 2017	tbd					JK	
Hard coverings	Jul 2009	Nov 2017	Not foreseen	tbd					CP	
Wooden furniture	Nov 2009	Dec 2015	Not foreseen	Dec 2012	Apr 2015				CP	The scope will be enlarged to Furniture. Transition period to be longer than 12 months (due to corrigendum).
Soil improvers	Nov 2006	Dec 2015	Not foreseen	Dec 2012	Apr 2015				CP	The two PGs will be merged and the scope broadened to Mulch.
Growing media	Nov 2006	Dec 2015	Not foreseen	Dec 2012	Apr 2015				CP	
Light sources	Jun 2011	Dec 2015	tbd	Jan 2012	Apr 2015				CP	Revision led by industry (Eco-Lighting Consortium).
Sanitary tapware	May 2013	May 2017	Not foreseen						CP	
Flushing toilets and urinals	Nov 2013	Nov 2017	Not foreseen						CP	
Heat pumps	Nov 2007	Dec 2016	Planned to Dec 2017	tbd					SF	Water-based heaters was removed from the scope, as those products are now covered by the water-based heaters product group.
Water-based heaters	Jun 2014	Jun 2018	Not foreseen						SF	
Lubricants	Jun 2011	Jun 2015	Planned to Dec 2017	tbd					JK	
Bed mattresses	Jun 2014	Jun 2018							CP	
Copying and graphic paper	Jun 2011	Jun 2015	Planned to Dec 2017	tbd					MG	Criteria for copying and graphic paper and newsprint will be merged
Newsprint	Mar 2012	Jun 2015	Planned to Dec 2017	tbd					MG	
Printed paper	Mar 2012	Aug 2015	Planned to Dec 2017	tbd					MG	Amendment removing stationery paper products from the scope was adopted in June 2014
Tissue paper	Jul 2009	June 2015	Planned to Dec 2017	tbd					MG	
Converted paper	May 2014	May 2017	Not foreseen						MG	
Campsite services	Jul 2009	Nov 2015	Planned to Dec 2016	2013	Mar 2016				SF	Criteria for CS and TAS

Product group	Current criteria adoption	Expiry date	Prolongation	Revision start date	Reg Com vote	Work timeline			EC staff	Comments
						2014	2015	2016		
Tourist accommodation	Jul 2009	Nov 2015								will be merged

**Table 5: List of new product groups and work timeline for 2014, 2015 and 2016**

Product group	Development lead	Development start date	Reg Com vote	Work timeline			EC staff	Comments
				2014	2015	2016		
Absorbent hygiene products	JRC/PB	2011	March 2014				SF	To be adopted by the end of October 2014
Office buildings	JRC/PB	2010	tbc				JL	Timing to be decided
Cleaning services	JRC/PB	Dec 2013	Mar 2016				SM	

**Table 6: Ad-hoc working groups schedule for 2014-2015**

Revision / New	Product group	1 <sup>st</sup> AHWG Date/Location	2 <sup>nd</sup> AHWG Date/Location	3 <sup>rd</sup> AHWG Date/Location
R	Footwear	8 Oct 2013/Seville	14 May 2014/Brussels	–
R	Computers and laptops	10 Oct 2013/Seville	12 May 2014/Brussels	–
R	Televisions	11 Oct 2013/Seville	13 May 2014/Brussels	–
R	Wooden furniture >Furniture	7 Oct 2013/Seville	15 May 2014/Brussels	–
R	Soil improvers and growing media	9 Oct 2013/Seville	16 May 2014/Brussels	–
R	Light sources	19 Mar 2013/Brussels	13 Feb 2014/Brussels	tbd
N	Office Buildings	Jun 2011	Nov 2011	–
R	Wooden Floor Coverings	2 Oct 2014/Seville	tbd	–
R	Tourism Accommodations	1 Oct/Seville	tbd	–
R	Campsites			
N	Cleaning Services	End 2014-Beginning 2015/Seville	tbd	–
R	All-purpose cleaners and sanitary cleaners	End 2014-Beginning 2015/Seville	tbd	–
R	Detergents for dishwashers	End 2014-Beginning 2015/Seville	tbd	–
R	Hand dishwashing detergents	End 2014-Beginning 2015/Seville	tbc	–
R	Laundry detergents	End 2014-Beginning 2015/Seville	tbd	–
R	I&I laundry detergents	End 2014-Beginning 2015/Seville	tbd	–
R	I&I automatic dishwasher detergents	End 2014-Beginning 2015/Seville	tbd	–

**Table 7: EU Ecolabel meetings in 2014**

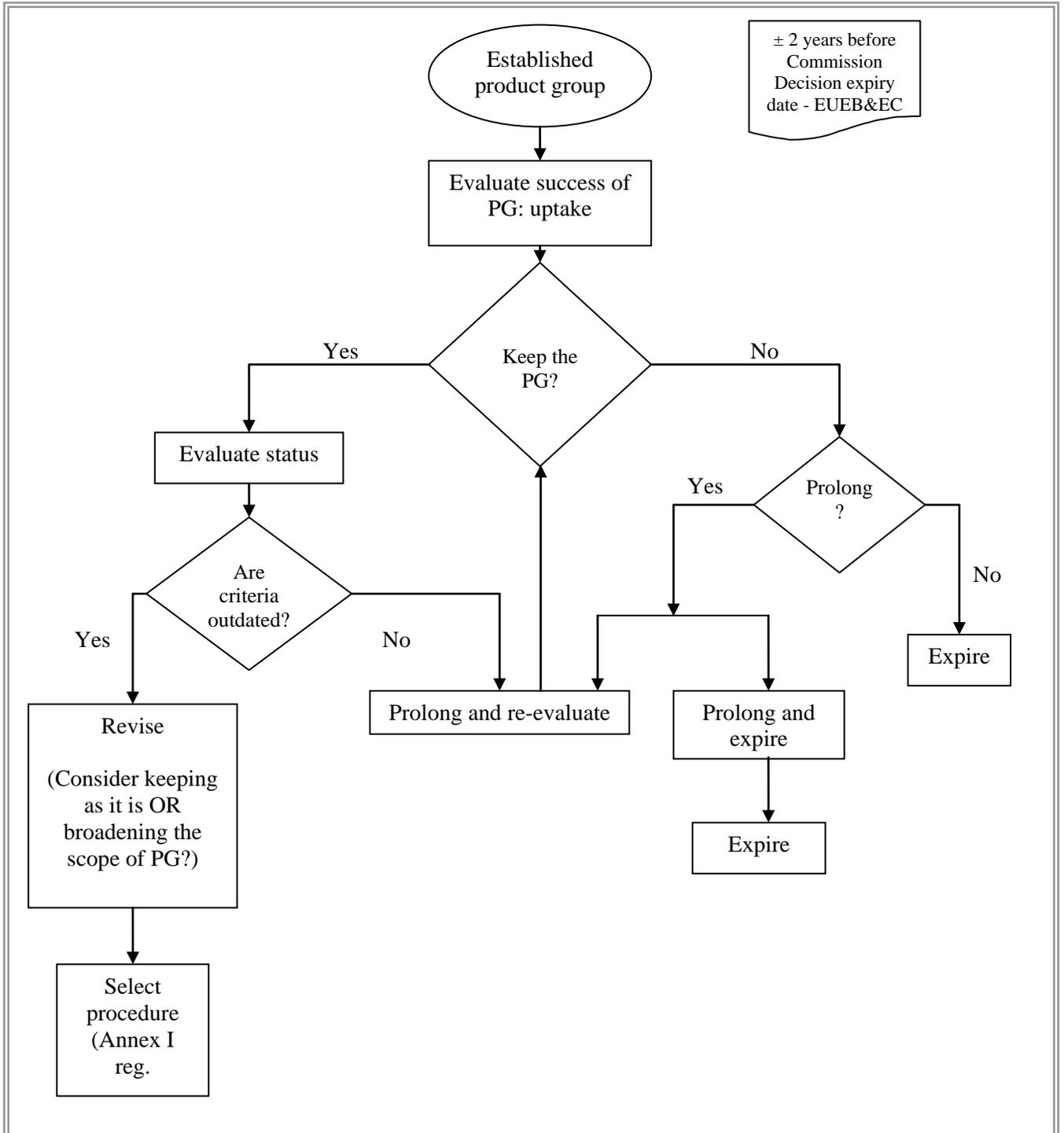
	March	June	November
CB Forum	10-11 March	16 June	3-4 November
EUEB	12-13 March	17-18 June	5-6 November
Regulatory Committee	14 March	-----	7 November

**Table 8: EU Ecolabel meetings in 2015**

	April	June	November
CB Forum	13-14 April	15-16 June	23-24 November
EUEB	15-16 April	17-18 June	25-26 November
Regulatory Committee	17 April	19 June	27 November

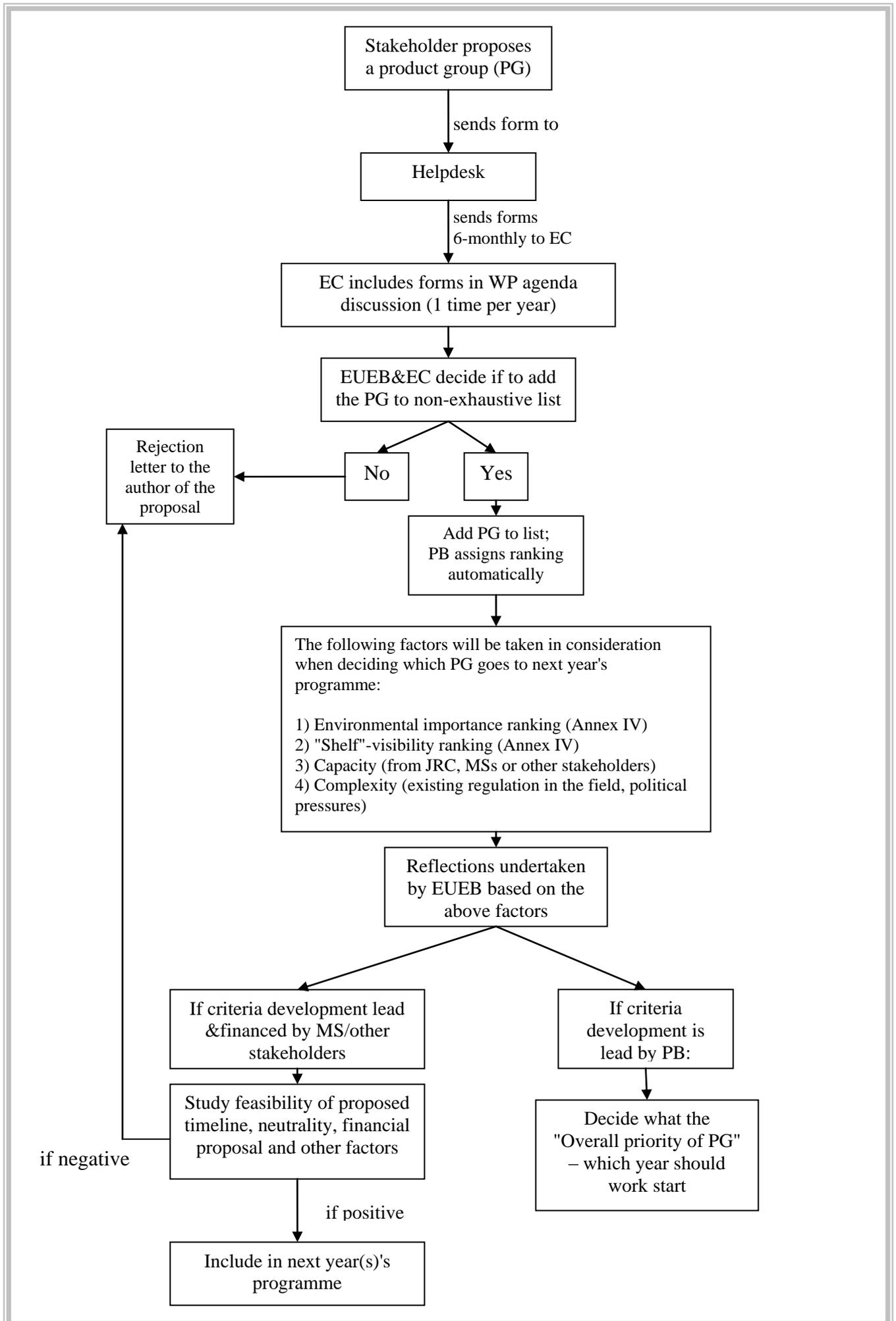
## Annex II

Chart 2: Established product group evaluation



## **Annex III**

### **Chart 3: Procedure for new product group selection**



## Annex IV

**Table 9: Non-exhaustive list of product groups ranked by environmental priority order for ecolabelling with priority assessment**

Please note that Product Groups for which criteria have or are being developed have been deleted from the table.

Ecotool products	Environmental priority order	GPP coherence	Ecodesign coherence	Other eco-labels existing	Other factors	Comments
Cars	1	X				
Building components including insulation	3	X	X	X		
Telecommunication services	4					
Mechanical repair services	5					
Financial services	6			X		
Water heating system	7	X	X	X		Already included in "Water-Based Heaters" Product Group.
Passenger transportation services	8			X		
Building services	9					
Household cooking equipment	10		X			The development of this product group is not considered a priority, as the added benefit compared to what Ecodesign requirements will bring are considered marginal.
Car renting	11					
Dry cleaning services	12	X		X		
Leather products including gloves	15			X		
Toys and games	16			X		
Telephones	17		X			
Sports equipment	18					
Delivery services	19					
Tableware	20					
Writing implements	21			X		
Vans						
Hand dryers/Hand drying solutions						
Cleaning services						Included in the Work Plan as new PG. Criteria development started in December 2013.

Highlight Green: Amongst the top 50 environmental ranking final consumption products

## Annex V

**Table 10: Proposals for the development of new EU Ecolabel product groups  
- as of May 2014**

<b>Date of the request</b>	<b>Product group proposed</b>	<b>Status</b>	<b>Date of reply</b>
23/04/2010	Digital Advertising	Evaluated	23/09/2010
07/10/2010	Camshelving Elements	Evaluated	
08/10/2010	Hand dryers	Evaluated	
19/10/2010	Waste water treatment	Evaluated	
15/12/2010	Second hand articles	Evaluated	
08/02/2011	Vans (N1)	Evaluated	
16/02/2011	Stationery	Evaluated	31/07/2011
18/02/2011	Local courier service	Evaluated	
07/04/2011	Interior Mirrors / Interior glass	Evaluated	
17/05/2011	Cleaner products for Industry and Domestic	Evaluated	24/07/2012
17/06/2011	(Recycled) Beverage Cans	Evaluated	24/07/2012
21/10/2011	Hand drying solution	Evaluated	20/09/2012
17/11/2011	Converted paper products	Evaluated	
17/11/2011	Light sources	Evaluated	
05/12/2011	Cleaning services for professional and home use	Evaluated	20/09/2012
09/12/2011	Security services	Evaluated	24/07/2012
16/12/2011	Waste reduction machines / local co2 reduction	Evaluated	24/07/2012
19/01/2012	Active-cable solutions	Evaluated	24/07/2012
10/02/2012	Recycled rubber products	Evaluated	24/07/2012
20/03/2012	Plastic pellet masterbatch	Evaluated	24/07/2012
26/04/2012	Manufacturing of systems for domestic kitchens	Evaluated	29/01/2013
19/11/2012	Hard Coverings (expansion)	Evaluated	13/03/2013
19/11/2012	Hard Coverings (expansion)	Evaluated	13/03/2013
09/10/2012	Office furniture	Evaluated	13/03/2013
22/02/2013	Car Care Products	Evaluated	13/03/2013
05/09/2013	Solar powered precision measuring instruments, Digital Solar Indicator and Digital Solar Caliper	Evaluated	2/12/2013
25/09/2013	Water Repellent Aftercare Products for Textiles and Leather	Evaluated	02/12/2013
08/10/2013	high pressure decorative laminates—sheets based on thermosetting resins	Evaluated	02/12/2013
21/11/2013	Heating fluid for any water closed heating system	Evaluated	26/02/2014
12/02/2014	Advanced Lead Acid Batteries	Pending	pending