

New rules strengthening the EU Ecolabel

The new Regulation on the EU Ecolabel was published in the Official Journal of the European Union on January 30th 2010 and entered into force on the 20th of February. One of the ideas behind the new Regulation is to reduce bureaucracy and allow faster criteria development and revision procedures. The goal is to increase the number of product groups covered by the scheme to between 40 and 50 by 2015, with an emphasis on products that have the most significant environmental impacts and the highest potential for improvement. The scheme currently covers 26 product groups, including cleaning products, electronic equipment, textiles, tourist accommodation and campsite services. Today, more than 24,000 products and services carry the logo.

Important changes when compared to the previous Regulation include lower fees and simplified criteria, as well as linkages to public purchasing and other EU policies. At the same time, the EU Ecolabel remains strict and credible.

In order to respond to a growing demand for food and drink product categories, the feasibility of developing EU Ecolabel criteria for these types of products is to be studied in the future. In order to pursue a harmonisation of environmental labels in the EU, synergies with national environmental labels will also be sought.



The new Flower logo

For further details or to download the new Regulation of the EU Ecolabel, please visit the EU Ecolabel official website on www.ecolabel.eu.