



# EU Ecolabel and GPP in the Circular Economy

Promoting Sustainable Public Procurement and Ecolabelling  
in Ukraine

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CLIMATE  
PACT AND CLIMATE  
LAW

PROMOTING  
CLEAN  
ENERGY



INVESTING IN MORE  
SUSTAINABLE,  
SMARTER MOBILITY



*“to empower  
consumers to make  
informed choices and  
play an active role in  
the ecological  
transition”*

PROTECTING  
NATURE

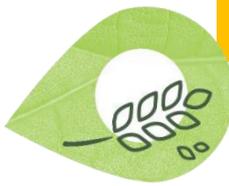


MOBILISING INDUSTRY  
FOR A CLEAN AND  
CIRCULAR ECONOMY



# The European Green Deal

FROM FARM  
TO FORK



ELIMINATING  
POLLUTION

LEADING THE  
GREEN  
CHANGE  
GLOBALLY



MAKING  
HOMES ENERGY  
EFFICIENT



FINANCING  
GREEN  
PROJECTS



ENSURING  
A JUST  
TRANSITION  
FOR ALL

# A new vision for Europe

35 actions along the entire life cycle of products, to:

- ✓ Make **sustainable products** the norm in the EU
- ✓ **Empower** consumers and public buyers
- ✓ **Focus also on key product value chains:** electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients
- ✓ Ensure **less waste**
- ✓ Make circularity work for **people, regions and cities**
- ✓ **Lead global efforts** on circular economy

## Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

# Empowering consumers and public buyers

- **Revision of the consumer law:** consumers to receive trustworthy and relevant information on products at the point of sale
- Establishing a new “**Right to repair**”
- Legislative proposal to ensure companies **substantiate their environmental claims** using Product and Organisation Environmental Footprint methods
- Legislative initiative to **ensure products placed on the EU market become increasingly more sustainable** - Widen the Ecodesign Directive beyond energy-related products
- Include more systematically durability, recyclability and recycled content in **EU Ecolabel criteria**

Public authorities' purchasing power represents

**14%**  
of EU GDP



- Proposal for **mandatory Green Public Procurement (GPP)** criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting** on GPP

# The EU Ecolabel

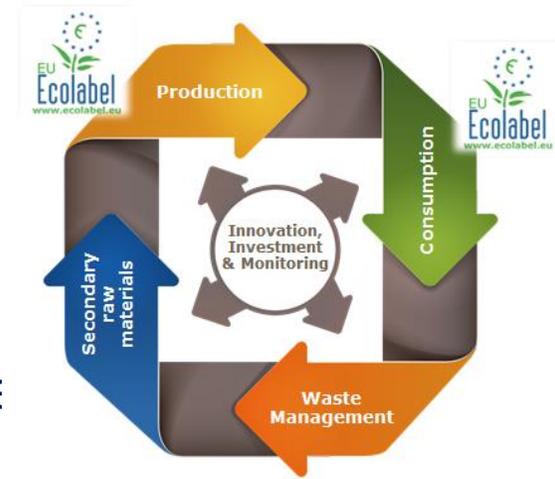


- ✓ The **official** European Union **voluntary** label for **environmental excellence** guiding consumers and procurers towards **sustainable goods and services**
- ✓ The **only EU-wide ISO 14024 Type 1 Ecolabel** (reliable; multi-criteria; life-cycle approach; open-transparent-multi-stakeholder and science-based criteria setting; third party verified)
- ✓ Criteria address **10-20% best goods/services** on the market in terms of environmental performance; they also guarantee **high quality** products. **Social aspects** addressed where appropriate.
- ✓ Managed by the **European Commission** and the **Member States**.

It can be awarded to non-EU products placed on the EU market

# What does the EU Ecolabel guarantee?

- EU Ecolabel products are durable, easy to dismantle, repair, reuse and recycle
- CO<sub>2</sub>, water and air emissions are minimised
- Hazardous substances are minimised in production processes and products
- Resources and energy are saved
- Raw materials are sourced sustainably
- Packaging is limited
- Use of recycled content is promoted
- Waste is reduced, recyclates are of high quality
- It enables conscious choices by consumers without compromising on quality

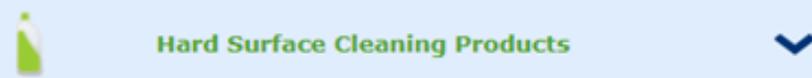


**The EU Ecolabel connects citizens and market actors to the overall political objectives of Circular Economy and Climate Neutrality**

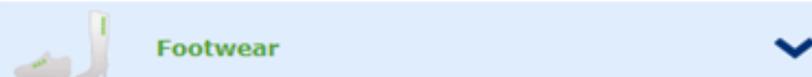
## PERSONAL CARE PRODUCTS



## CLEANING UP



## CLOTHING AND TEXTILE PRODUCTS



## DO-IT-YOURSELF



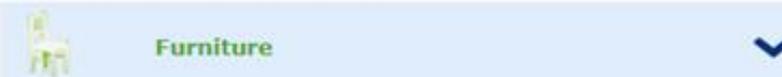
## ELECTRONIC EQUIPMENT



## COVERINGS



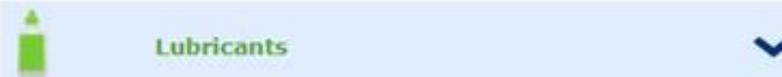
## FURNITURE AND BED MATTRESSES



## GARDENING



## LUBRICANTS



## PAPER PRODUCTS



## HOLIDAY ACCOMMODATION



**On which products can I find the EU Ecolabel?**

RETAIL FINANCIAL PRODUCTS under development

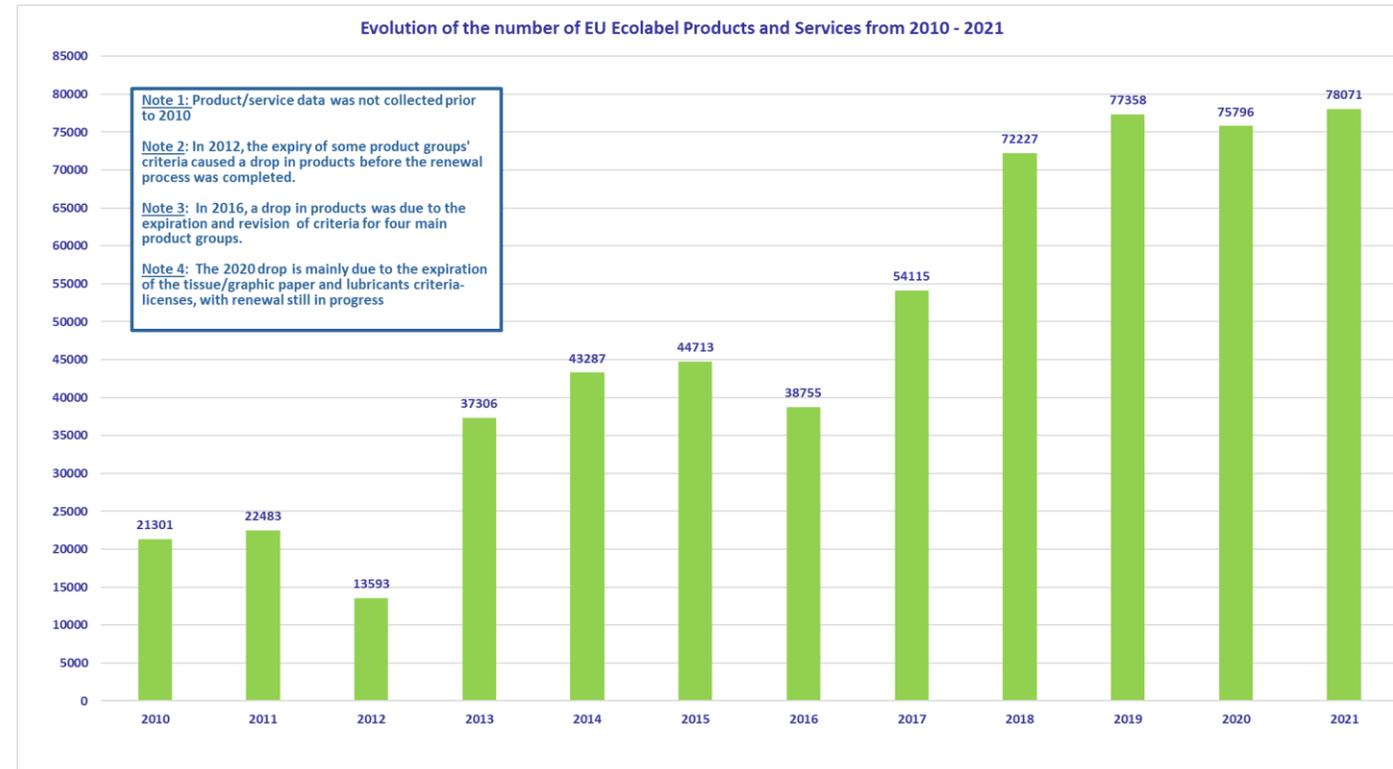
# EU Ecolabel figures increased also during COVID-19 crisis



- **78 071 products** (goods and services) available on the European market
- 1892 licences

**Most products for:** Indoor paints and varnishes, tissue paper and tissue products, hard coverings, textiles, hard surface cleaning products.

**Countries with most products:** Spain, Italy and France.



# Fostering EU Ecolabel uptake and consumer awareness

- ✓ Foster EU Ecolabel through **VOLUNTARY PLEDGES** (under the **Zero Pollution Action Plan**, the **Climate Pact** and the **New Consumer Agenda**)
- ✓ Promote EU Ecolabel **ON ON-LINE MARKET PLACES** (Amazon, Mercateo.com, Yarn Bank, Bol, Cdiscount, ClicKoala, Booking.com, etc.)
- ✓ Optimise **EU ECOLABEL CATALOGUE**
- ✓ **CAPACITY BUILDING** on new EU Ecolabel criteria for industry
- ✓ Explore opportunities for **collaboration** between the EU Ecolabel and other **TYPE I ECOLABELS**
- ✓ **COMMUNICATION** activities
- ✓ Promote EU Ecolabel in **GREEN PUBLIC PROCUREMENT**

# EU Green Public Procurement (GPP) policy

- Key role of GPP to promote the transition towards a circular economy
- Ecolabels are essential tools in GPP
- Since 2008 → Voluntary GPP policy (with some exceptions in the areas of public buildings, clean vehicles and energy consuming products)
- In the coming years → shift towards more mandatory GPP in sectorial legislation

# GPP support tools

Available at: [https://ec.europa.eu/environment/gpp/index\\_en.htm](https://ec.europa.eu/environment/gpp/index_en.htm)

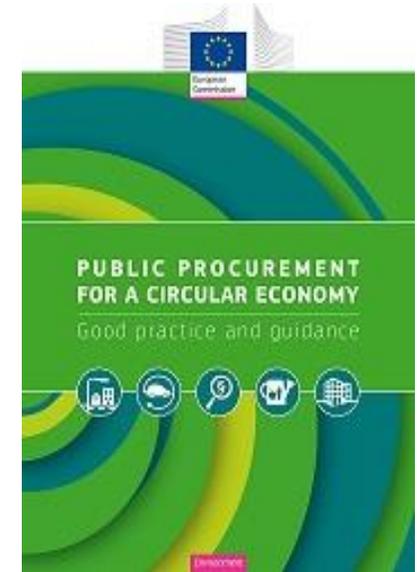
## **GPP website of the European Commission:**

- Full sets of EU GPP criteria and background reports in 20+ languages
- Buying Green Handbook
- Updated GPP Training Toolkit
- Circular Procurement brochure
- More than 100 GPP Examples
- News and upcoming events

**General Help desk: [gpp-helpdesk@iclei.org](mailto:gpp-helpdesk@iclei.org)**

**GPP Newsletter (please sign up!)**

Exchange Platform - <https://procurement-forum.eu/>



# EU GPP Criteria



Copying and graphic paper



Road transport



Electricity



Textiles



Cleaning products and services



Office Buildings



Imaging Equipment



Furniture



Food & Catering services



Public space maintenance



Road lighting and traffic signals



Waste water infrastructures



Flushing Toilets & Urinals



Road design, construction and maintenance



Data centres



Sanitary tapware



EEE Health care sector



Paints and Varnishes



Computers, monitors, tablets and smartphones



Water based heaters

# Two levels of criteria

## Core criteria:

- Aim at addressing the key environmental impacts
- Require minimum additional verification effort or cost increases.

## Comprehensive criteria:

- Aim at purchasing the best environmental products available on the market
- possibly requiring additional verification efforts or a slight increase in cost compared to other products with the same functionality.

GPP criteria for products are largely based on criteria of Type I ecolabels.

Art. 43 of the Public Procurement Directive (2014/24/EU) specifies how authorities can require a specific label as means of proof

## Under development: GPP Manuals from EU Ecolabel criteria



# Thank you

EU Ecolabel webpage: [https://ec.europa.eu/environment/ecolabel/index\\_en.htm](https://ec.europa.eu/environment/ecolabel/index_en.htm)  
GPP webpage: <http://ec.europa.eu/environment/gpp>



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