The European Eco-label
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

  - 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-Labelling 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)
  - Submission of application
  - Evaluation of application
  - Eco-label award for one or more products
  - Compliance monitoring
  - Promotion / Marketing
  - Evaluation of application
  - Submission of application
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