



# GREEN PRODUCT HANDBOOK



# INTRODUCTION

Welcome to the handbook for environmentally conscious consumers looking for sustainable options for their everyday purchases. In a world where our consumption decisions have far-reaching consequences, selecting products with eco-certifications or recycled content labels is an effective way to minimize our environmental footprint. The selection of eco-labels has been carried out through a search of the labels with the widest scope or reputation at European and international level, some of the labels are specific to the countries that make up the consortium of this project. The information compiled in this handbook is based on the Ecolabel index,<sup>1</sup> the world's largest directory of eco-labels and currently tracks 456 eco-labels in 199 countries and 25 industry sectors.

In this handbook, you will discover details about 10 eco-labels, complete with their logos. This will help you easily spot these labels whenever you're making a purchase. Additionally, you'll find links to their websites and product catalogues that prioritize sustainability without compromising quality. Through collective action, we help conserve our environment, promote ethical industry practices, and support companies that prioritize sustainability. Let this handbook serve as your roadmap to a greener, more responsible approach to everyday purchasing decisions. Together, we can make a significant difference for the health of our planet and future generations.

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<sup>1</sup> Ecolabel Index <https://www.ecolabelindex.com/>

## ECOLOGICAL LABEL



### EU Ecolabel

**Application Area:** Internationally.

The EU Ecolabel is the official environmental label for non-food products and services in Europe, backed by EU Member States, the European Commission, and Norway, Liechtenstein, and Iceland. Recognizable by its flower logo, it helps consumers identify sustainable choices. Only products meeting rigorous environmental and quality standards can bear the label. Over 89,300 products and services across Europe have been certified.

**More information:** <https://environment.ec.europa.eu/>

**Product catalogue:** <https://www.eu-ecolabel.nl/en/products/>



### Environmentally Friendly Label

**Application Area:** Croatia

The Environmentally Friendly Label is a voluntary environmental instrument used on products, which, compared to similar products, have a less negative impact on the environment throughout their lifecycles. The Environmentally Friendly Label provides the consumer with complete, credible, and scientifically based information on the environmental impact of the product. A register of products and services awarded the EU Ecolabel Croatia and the Croatian Environmentally Friendly labels by the Ministry of Economy and Sustainable Development can be found on the platform.



### Blue Angel – Good for me. Good for the environment.

**Application area:** Internationally, over 20,000 products and services from more than 1,600 companies have earned the prestigious Blue Angel certification.

The Blue Angel has been the ecolabel of the German federal government for more than 45 years. It is awarded to environmentally friendly products and services. No other label in the non-food sector covers such a wide range of products and services. Many everyday products carry the ecolabel: such as paints, furniture, washing detergent, or recycled paper.

**More information:** <https://www.blauer-engel.de/en/blue-angel/our-label-environment>

**Product catalogue:** <https://www.blauer-engel.de/en/products>



### EU organic products label

**Application area:** Internationally.

The European Union organic logo gives a coherent visual identity to organic products produced in the EU. This makes it easier for consumers to identify organic products and helps farmers to market them across the entire EU. The organic logo can only be used on products that have been certified as organic by an authorised control agency or body. This means that they have fulfilled strict conditions on how they must be produced, processed, transported, and stored.

**More information:** [https://agriculture.ec.europa.eu/farming/organic-farming/organic-logo\\_en](https://agriculture.ec.europa.eu/farming/organic-farming/organic-logo_en)

**Product catalogue:** <https://webgate.ec.europa.eu/tracesnt/directory/publication/organic-operator/index>



### Leaping Bunny Europe

**Application area:** Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland.

The Corporate Standard of Compassion for Animals, known as the Humane Cosmetics Standard in the European Union, was developed by an international coalition of animal protection groups from North America and the European Union. Today this effort is led by the Coalition for Consumer Information on Cosmetics and the European Coalition to End Animal Experiments.

**More information:** <https://www.leapingbunny.org/>

**Product catalogue:** <https://www.leapingbunny.org/shopping-guide>



### Global Organic Textile Standard

**Application area:** Internationally.

The Global Organic Textile Standard covers the entire production process based on the use of organic fibres from textile processing and manufacturing up to licensing and labelling. While this is a rigorous process in which all criteria must be met, the result is an internationally recognized organic certification demonstrating to stakeholders, partners, and consumers your commitment to providing sustainable, ethical, and high-quality products.

**More information:** <https://global-standard.org/>

**Product catalogue:** <https://global-standard.org/find-suppliers-shops-and-inputs/shop-finder/shops>



### EKOenergy

**Application area:** Internationally.

The EKOenergy label is an internationally recognised mark of quality for renewable electricity, gas, heat and cooling. The ecolabel is also a communication tool and is used by individuals and companies to demonstrate their commitment to renewable energy, which encourages others to do the same. This helps speed up the transition to a 100% renewable world.

**More information:** <https://www.ekoenergy.org/>

**Product catalogue:** <https://www.ekoenergy.org/wp-content/uploads/List-of-all-Authorised-EKOenergy-Sellers.pdf>



### Electronic Product Environmental Assessment Tool (EPEAT)

**Application area:** Internationally.

EPEAT is the world's premier ecolabel for electronics. As a Type I ecolabel managed by the Global Electronics Council, EPEAT is based on criteria that evolve as sustainability evolves – measuring the social and environmental impacts of products from extraction to end of life.

**More information:** <https://www.epeat.net/>

**Product catalogue:** <https://www.ekoenergy.org/wp-content/uploads/List-of-all-Authorised-EKOenergy-Sellers.pdf>



### NORDIC ECOLABEL

**Area of use:** Denmark, Finland, Iceland, Norway and Sweden

The Nordic Swan Ecolabel was established in 1989 by The Nordic Council of Ministers as a voluntary ecolabelling scheme for the Nordic countries Denmark, Finland, Iceland, Norway and Sweden. Today, it is the official ecolabel of the Nordic countries, supported by all Nordic governments and the most recognised environmental label in the region. The goal is to enable consumers and professional buyers to choose the environmentally best goods and services by giving an effective tool to help companies develop more sustainable products and services.

**More information:** <https://www.nordic-swan-ecolabel.org/>



### AISE Charter for Sustainable Cleaning

**Application area:** Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, South Africa, Spain, Sweden, Switzerland and the United Kingdom.

The Charter for Sustainable Cleaning is a voluntary initiative for the European soap, detergent, and maintenance products industry, managed by the Association for Soaps, Detergents and Maintenance Products (AISE). The aim is to encourage the whole industry to undertake continual improvement in terms of sustainability and to encourage consumers to adopt more sustainable ways of doing their washing, cleaning, and household maintenance.

**More information:** <https://www.sustainable-cleaning2020.com/home/what-is-the-charter>