

Certifying environmental excellence with the EU Ecolabel: opportunities and future perspectives



Workshop on Sustainable development of protected areas of Ukraine – 3 February 2025

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The context – New political mandate of EC

Strategic initiatives

- Competitiveness Compass
- Circular Economy Act
- Bioeconomy Strategy
- Zero pollution ambition
- New chemicals industry package
- Next Consumer Agenda 2025-2030
- Proposal of a Strategy for Tourism
- Revised Public Procurement Directives



The EU Ecolabel

- ✓ **Official EU voluntary** label for **environmental excellence since 1992**
- ✓ Can be awarded to **high-quality and best in class** products - in terms of **environmental performance - placed on the EU market**
- ✓ **Reliable and trustworthy ecolabel:** multi-criteria; life-cycle and scientific approach; open-transparent-multi-stakeholder criteria setting; **third party verified** (ISO 14024 Type 1)
- ✓ One means to contribute to the **new overall political objectives**



The EU Ecolabel for Tourist Accommodation

- ✓ Conscious travellers are today increasingly looking for accommodations that make efforts to reduce the environmental impact of their activities
- ✓ Tourist accommodations are willing to take an active role in the green transition, becoming more competitive and resilient
- ✓ **What are the opportunities offered by the EU Ecolabel?**

EU Ecolabel empowers sustainability

- ✓ The EU Ecolabel guarantees **overall excellent environmental performance** through:
 - ✓ an optimised environmental management of the accommodation
 - ✓ Reduced: energy and water consumption, CO₂ emissions, use of chemicals & pesticides, waste generation including food waste, emissions from transport

➔ **EU Ecolabel empowers market actors to take an active part in the transition towards a circular, clean and carbon neutral economy**





EU Ecolabel brings resilience and competitiveness

- The EU Ecolabel will **attract travellers** who recognise the logo
- Environmental engagement **creates customers loyalty** and **motivates staff**
- Environmental savings = **financial savings** (energy, water, waste & savings)

EU Ecolabel is a safe investment

EU Ecolabel complies with new and forthcoming legislation on sustainability labels

- ✓ **Empowering Consumers in the Green Transition:** EU Ecolabel - reliable third-party certification allowed on the market (sustainability labels not based on a certification scheme or not established by public authorities will be forbidden)
- ✓ **one of the few means to demonstrate generic claims on overall environmental excellence** (otherwise banned): if you would like your hotel to be called '**green**', '**environmentally friendly**', '**ecological**', it will need to be awarded with the EU Ecolabel or a national/regional officially recognized label.
- ✓ **Green Claims:** EU Ecolabel **exempted** as already regulated by very similar EU law

On the consumption side



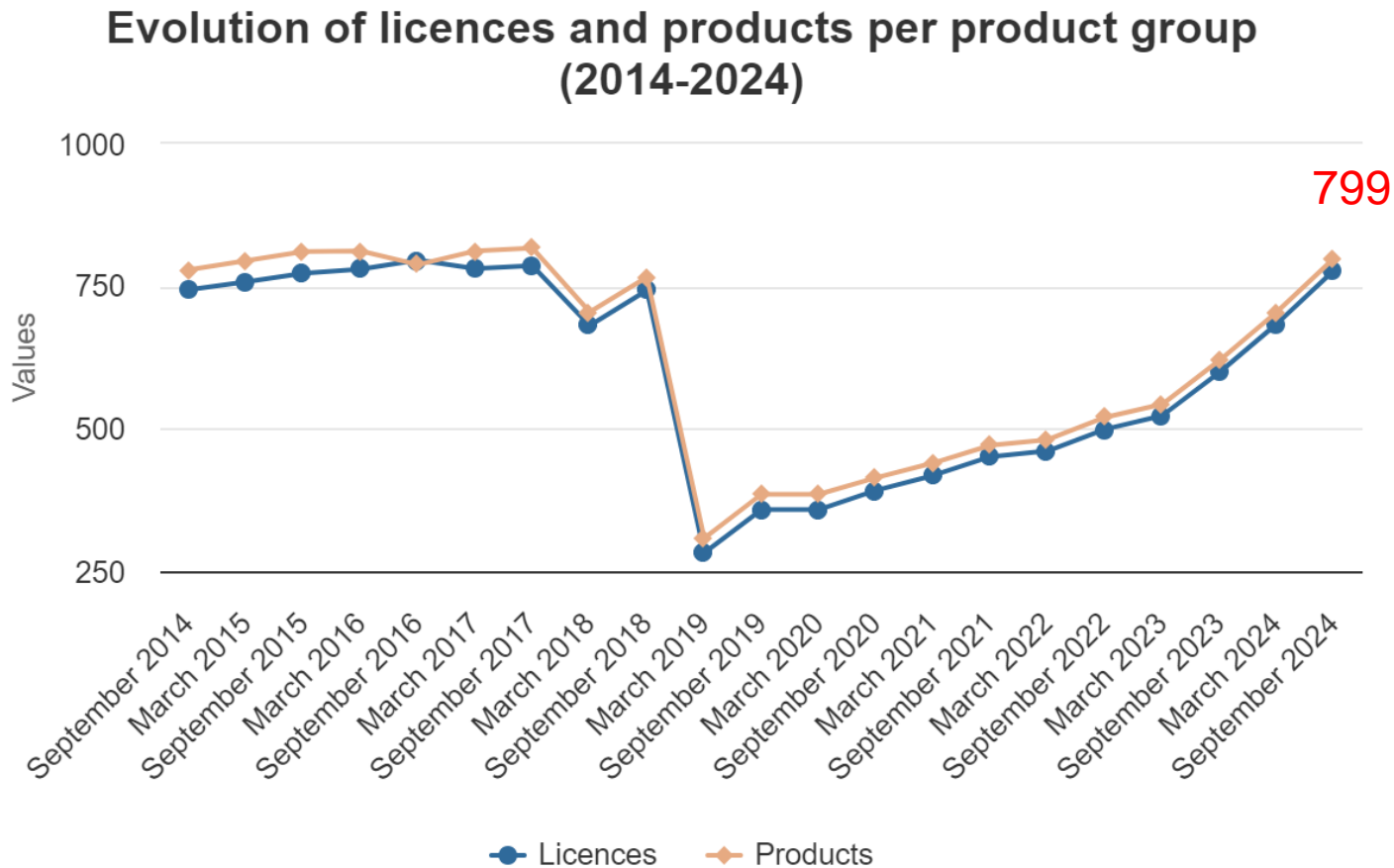
- Market cleaned from unreliable claims and ecolabels
- Re-built trust and interest of consumers in trustworthy ecolabels
- EU Ecolabel: increasingly known and trusted, enabling consumers, to make sustainable consumption choices

The EU Ecolabel is one of the best choices to certify that your accommodation is truly sustainable!



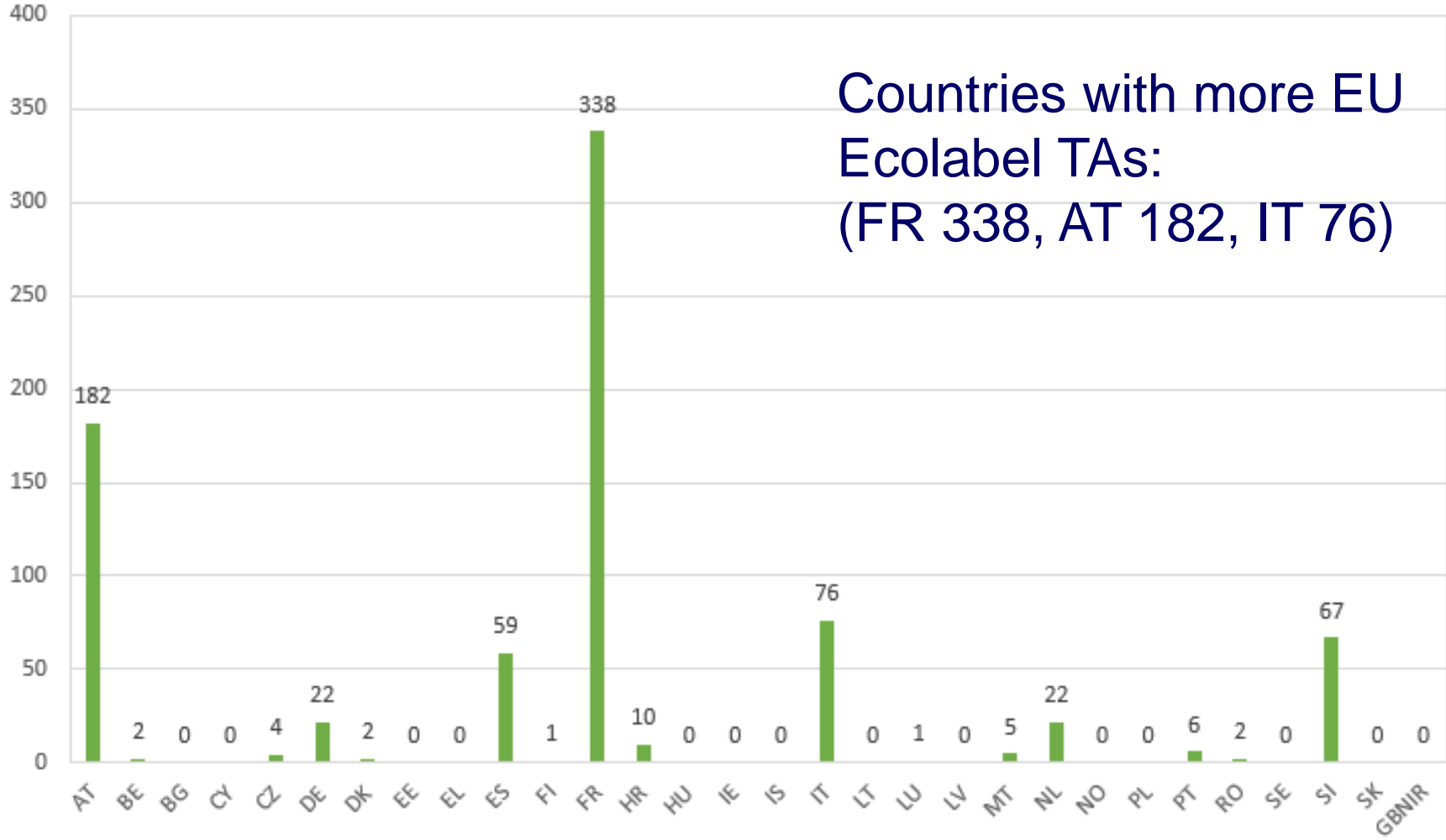
EU Ecolabel Tourist Accommodation figures

The majority are SMEs!!!



EU Ecolabel Tourist Accommodation per country

EU Ecolabel Tourist accommodation services



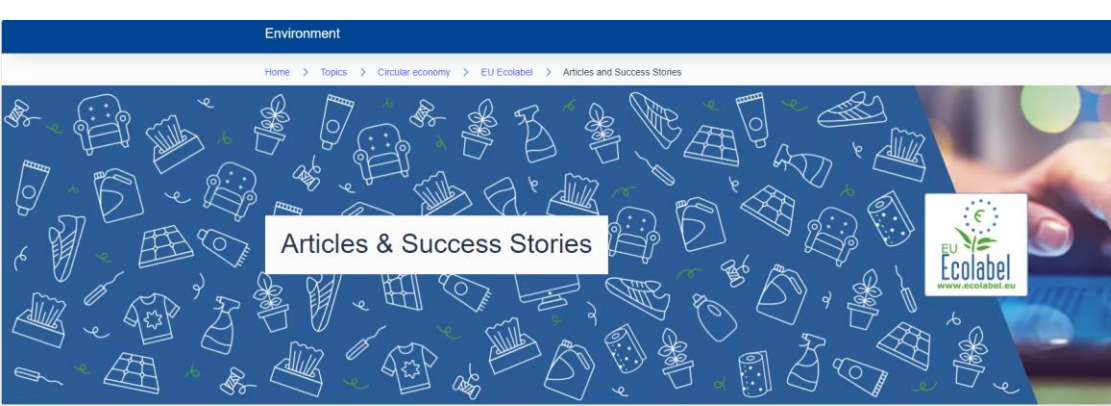
Countries with more EU Ecolabel TAs:
(FR 338, AT 182, IT 76)





Untapping EU Ecolabel potential

- ✓ **Communication activities at EU and national level** (EU Ecolabel catalogue, [free database](#) on EU open data portal, website, webinars, social media, articles, success stories, etc.)
- ✓ Mobilizing **funding** on the promotion of EU Ecolabel
- ✓ Possibility to make a **pledge** under the the [Tourism Transition Pathway](#)
- ✓ **Partnerships with big actors** on the market (Booking.com, lastminute.com, etc.)



Articles & Success Stories

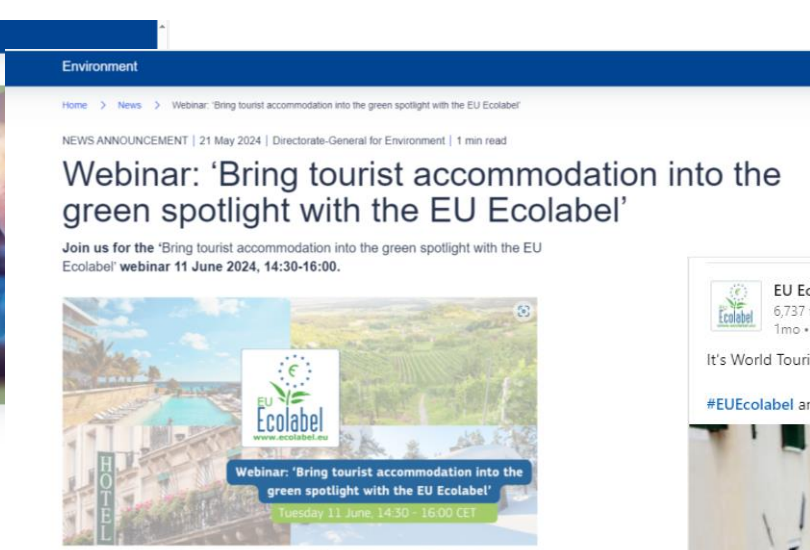
Introduction

The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle. Find out more through our articles and success stories.

EU Ecolabel - Success Stories

Teaming up with the EU Ecolabel for Paris Olympics
Join the excitement as Hamelin, the European leader in school and

Leveraging the EU's Sustainable Consumption Pledge and EU Ecolabel: ALIANAZ



Webinar: 'Bring tourist accommodation into the green spotlight with the EU Ecolabel'

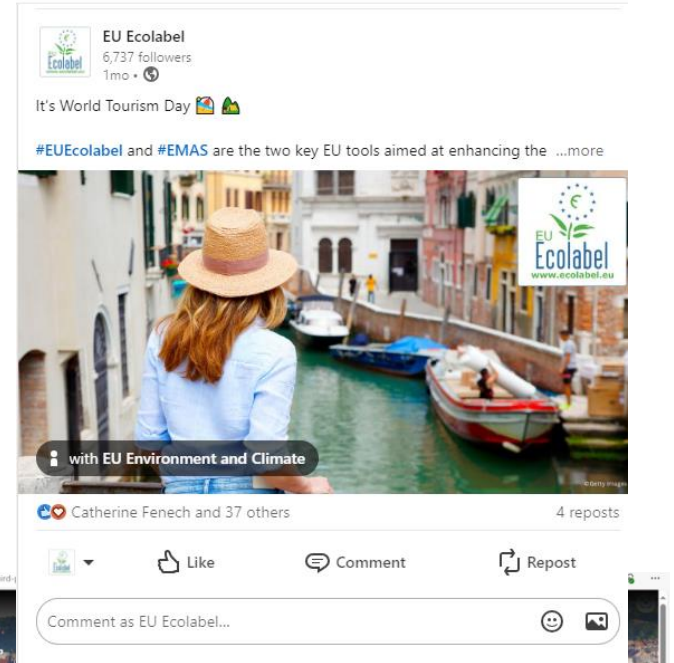
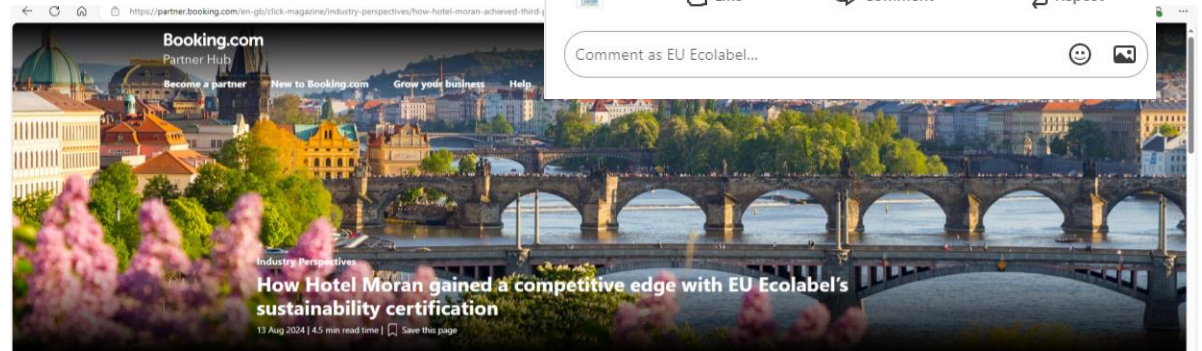
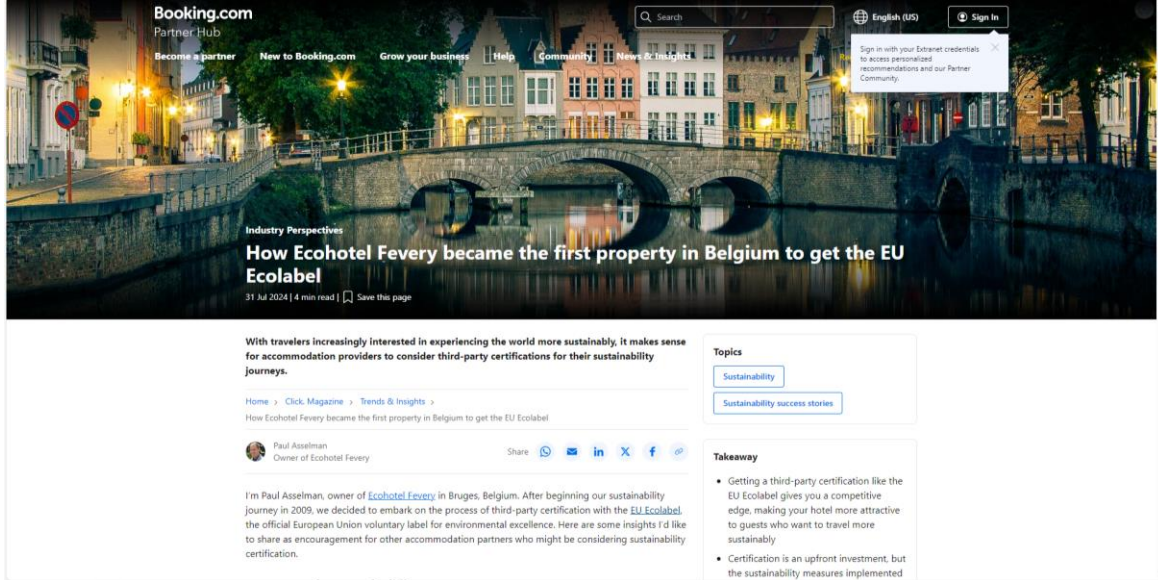
Join us for the 'Bring tourist accommodation into the green spotlight with the EU Ecolabel' webinar 11 June 2024, 14:30-16:00.



The European Commission is organising the webinar 'Bring tourist accommodation into the green spotlight with the EU Ecolabel' on 11 June 2024.

You will learn all you need to know about the EU Ecolabel, how it works and its future perspectives. Moreover, you will discover the opportunities it offers to tourist accommodations interested in showcasing their environmental credentials and will learn why sustainability matters from leading global and European tourism actors.

You will also be able to hear more about the experiences of successful EU Ecolabel-awarded hotels,



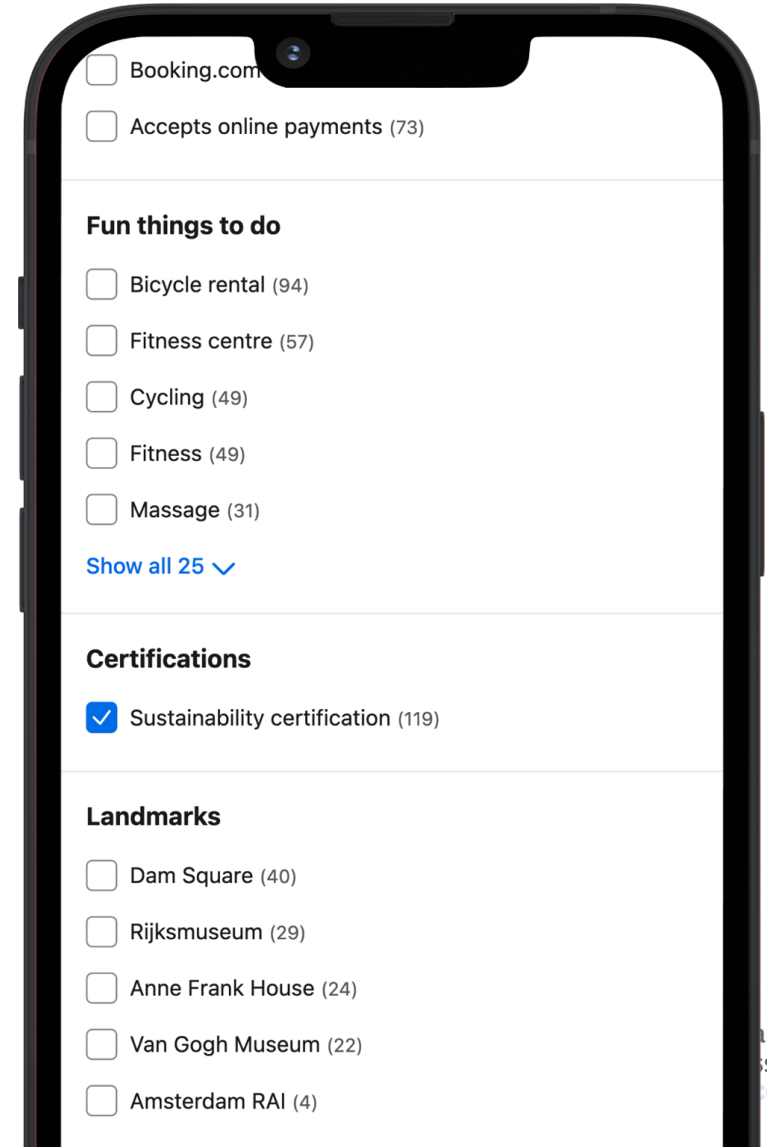
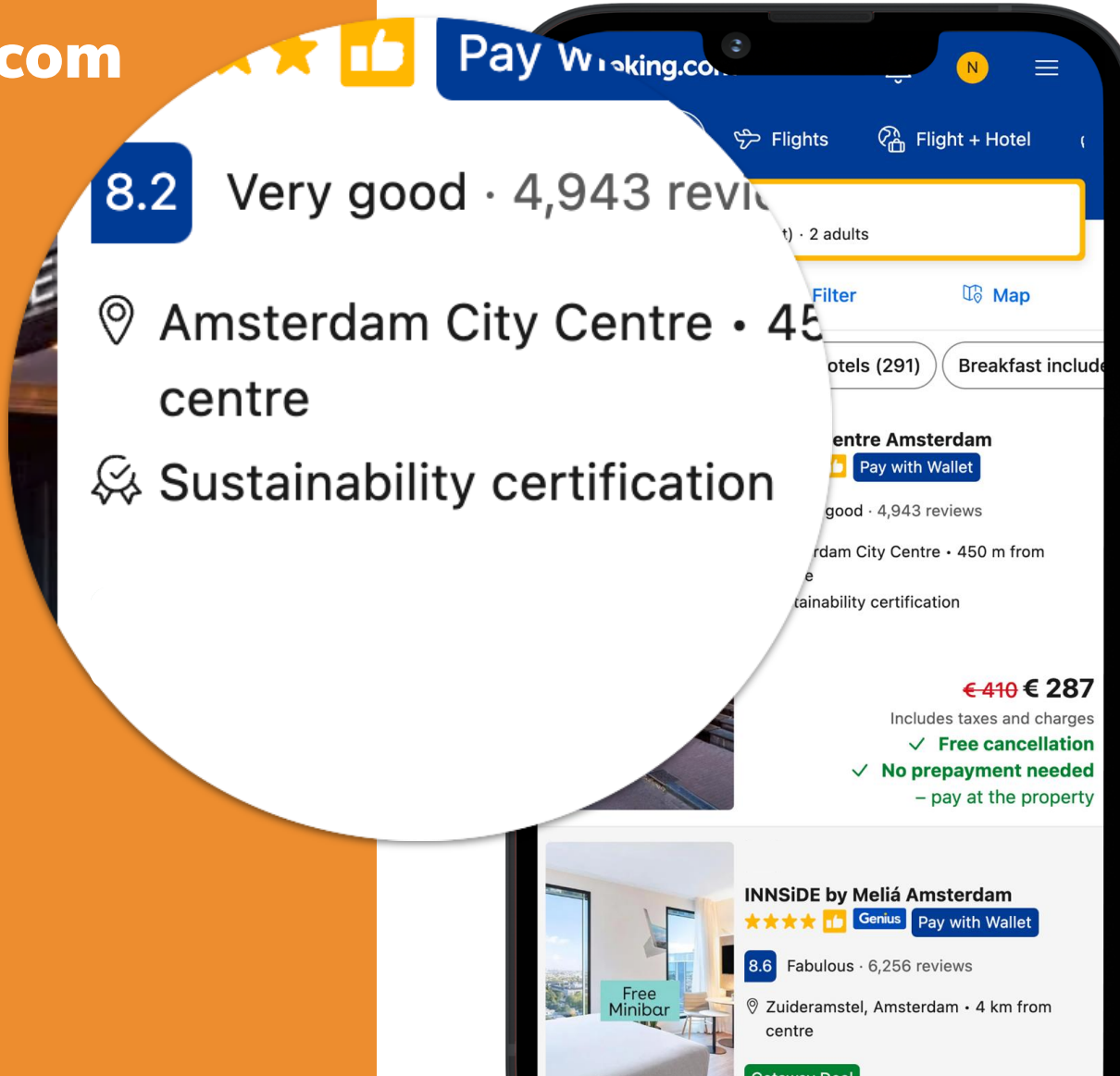
Collaboration with Booking.com

Booking.com Partner Sustainability experience - offering contextualized guidance to take the next step in hotels sustainability journey

The screenshot shows the Booking.com Partner Sustainability experience interface. At the top, there is a dark blue navigation bar with the Booking.com logo on the left, a search bar in the center, and flags for the United Kingdom, a help icon, and a chat icon on the right. Below the navigation bar is a horizontal menu with icons and labels for various sections: Home, Rates & Availability, Promotions, Reservations, Property (with a red '6' notification), Boost Performance, Inbox (with a red '47' notification), Guest Reviews (with a red '2' notification), Finance (with a red '2' notification), and Analytics. The main content area has a light blue background. On the left, there is a heading "Tailored guidance for your sustainability journey" followed by a paragraph: "Answer questions about sustainability at your property and we'll use these answers, as well your property type and location, to offer you tailored ideas for the next steps of your sustainability journey." Below this is a blue "Get started" button. To the right of the text is a large circular image of a woman in a dark blue uniform holding a tray of water bottles, with a smaller circular image of a person sitting on a beach in the background. At the bottom of the main content area, there are three tabs: "About sustainability" (which is active), "Sustainability certifications", and "Sustainability education".

Display of certified supply on Booking.com

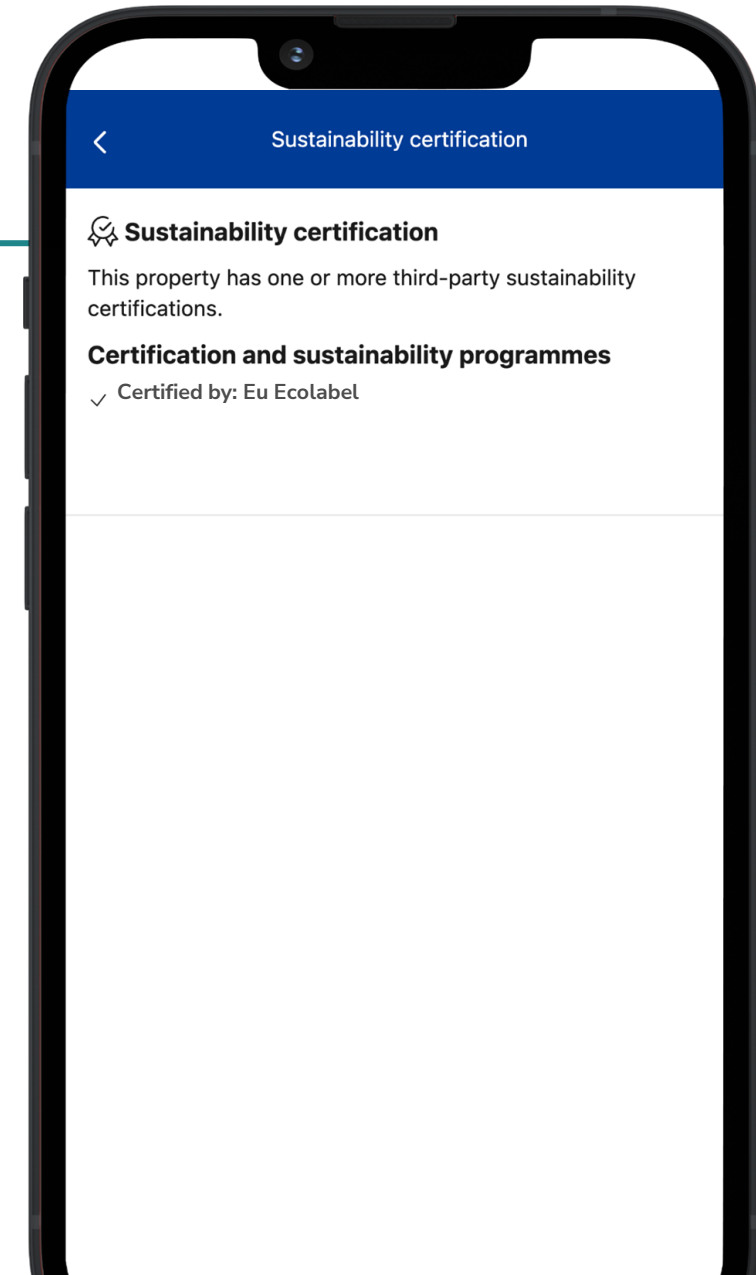
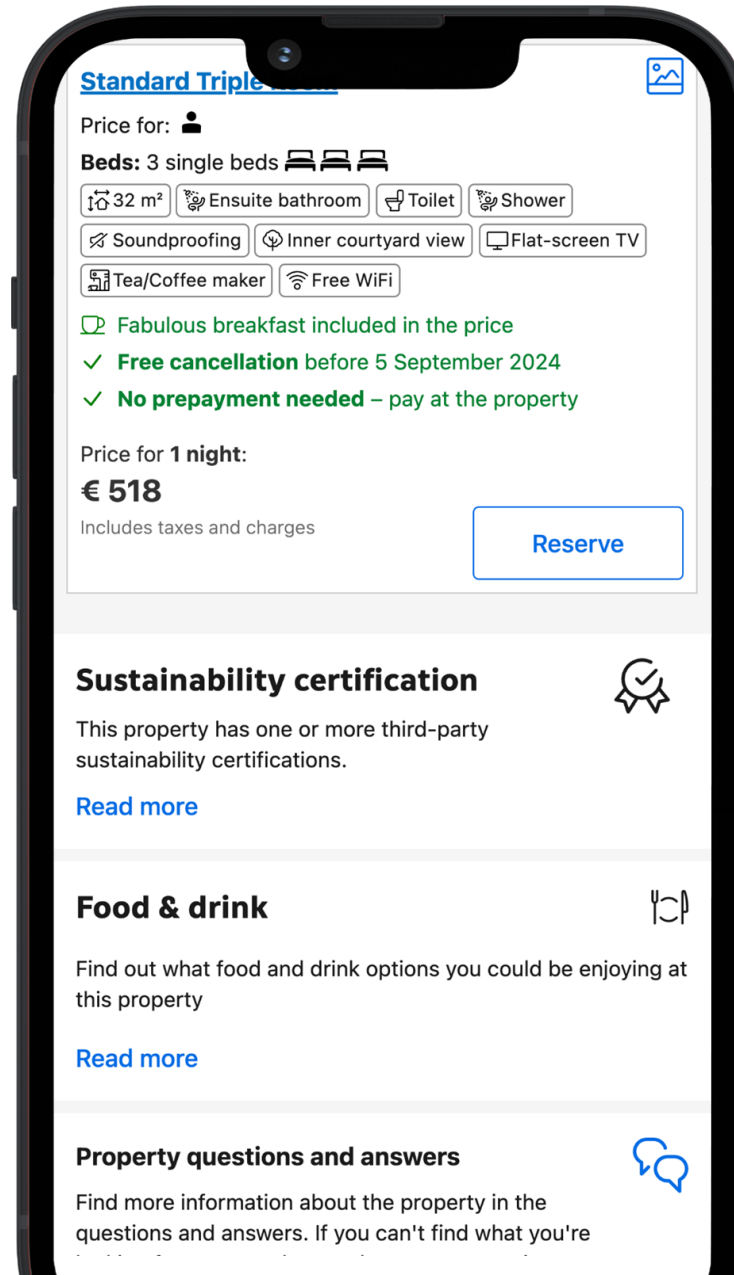
Booking.com travellers can easily access details of sustainability certification(s)



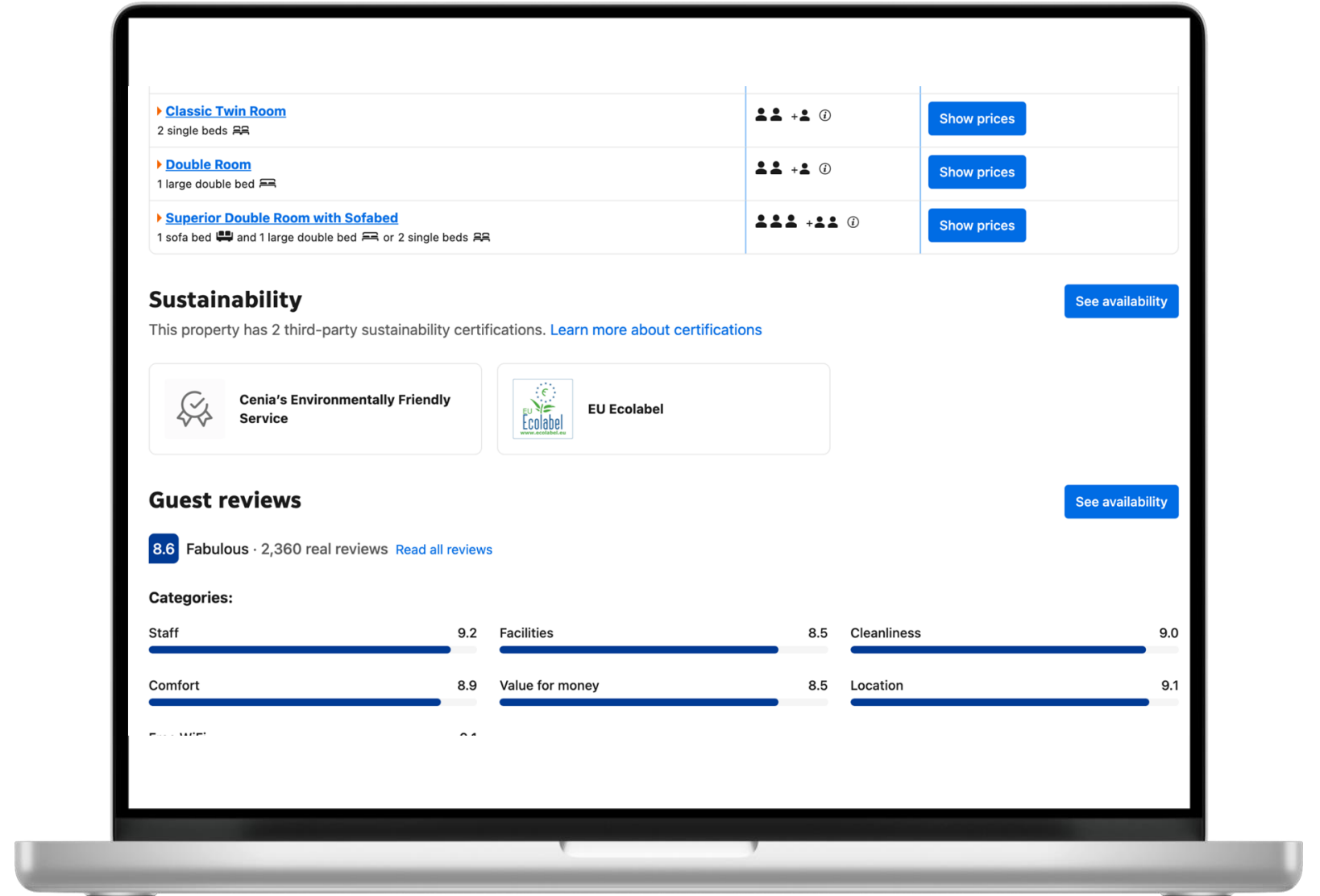
Customers can easily access details

If the accommodation has a sustainability certification, then there is a section allowing customers to learn which specific certification(s) the accommodations has.

They can view details by clicking the section.



Logos displayed on Desktop Booking.com



Applying for the EU Ecolabel for Tourist Accommodation

- ✓ [EU Ecolabel criteria](#) valid until 31/12/2027
- ✓ [Revision process](#) to start soon
- ✓ Possibility to apply for hotels, hostels, resorts, serviced apartments, campistes, bed&breakfasts, cottages **located worldwide** and **marketing their services on the EEA market** (EU + Lichtenstein, Norway and Iceland).
- ✓ Application through one of the [EU Ecolabel Competent Bodies](#)
- ✓ **Compliance** with **legal pre-requisite** (the services shall meet all respective legal requirements of the country(ies) in which the TA is located, including the obligation for staff to be legally employed and insured) + **22 Mandatory + 45 Optional criteria** (point system) on **general management, energy, water, waste and wastewater, other.**
- ✓ [Application and annual fees](#) depending on company size and country

Thank you !



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Linkedin: EU Ecolabel



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Useful links

[Factsheet with criteria in a nutshell](#)

[Full criteria text, User Manual and documentation including June webinar](#)

[The application process](#)

[EU Ecolabel tourist accommodation page](#)

[Tourism professionals' corner](#)

[The EU Ecolabel Tourist Accommodation Catalogue](#)

[EU Ecolabel database](#)

