

**WORLD  
ECOLABEL  
DAY**

**Welcome!**

**MEP Lena Schilling  
(Greens) Austria**

**MEP Delara Burkhardt  
(S&D) Germany**



# Program

How Ecolabels can help reach the EU's environmental goals and boost the internal market

12:30-12:50 Lunch & Networking

12:50-12:55 Welcome!

Moderator, **Ineke Vlot**, Milieukeur,  
Dutch Ecolabel

12:55-13:10 **Introduction**

MEP **Lena Schilling** (Greens)

Austria and MEP **Delara Burkhardt**  
(S&D) Germany

13:10-13:20 **Intervention  
representing all the ecolabels -**

**Anna Linusson** and **Riikka**

**Holopainen**, CEO Nordic Swan  
Ecolabel in Sweden and Finland

13:20-13:35 **New rules against  
greenwashing – Green Claims**

**Emmanuelle Maire**, Head of Unit,  
Circular Economy: Sustainable  
Production and Consumption,  
DG ENV

**5 min Questions and Answers**

13:40-13:55 **Evaluation of the  
Public Procurement directives  
with a view to their revision**

**Jean-Yves Muylle**, Head of Unit,  
Public Procurement, DG Grow

**5 min Questions and Answers**

13:55-14:05 **Ecolabels as a tool for  
boosting the market**

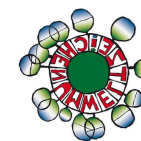
**Benjamin Göllner**, Hollu, Austrian  
company in the sanitary and  
hygiene business

14:05-14:15 **Ecolabels in green  
public procurement**

**Ulrika Palm**, Swedish Local  
authorities and Regions, SALAR

14:15-14:30 **Panel discussion:  
How can ecolabels contribute to a  
green public procurement? How  
can we close the green public  
procurement gap?**

14:30-15:00 Networking



# Introduction

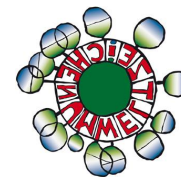
Lena Schilling, MEP, Greens,  
Austria

Delara Burkhardt, MEP, S&D,  
Germany



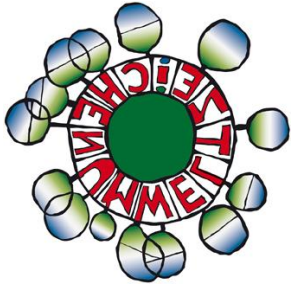
# Intervention, representing all ecolabels

Anna Linusson, CEO Sweden ,  
Riikka Holopainen, CEO Finland,  
Nordic Swan Ecolabel



# Why ecolabels?

WORLD  
ECOLABEL  
DAY



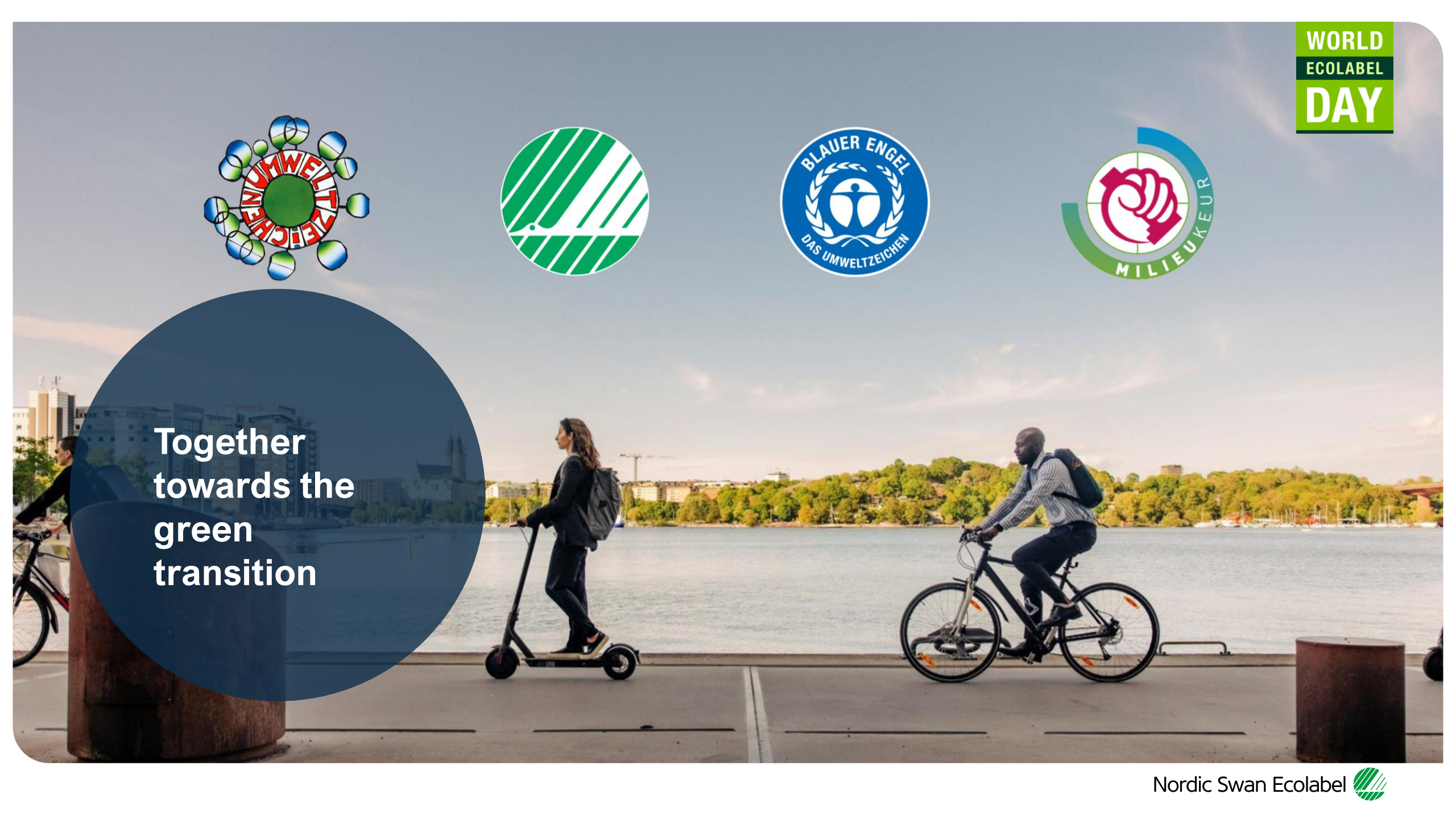


P  
mit Parkschein

Hochwasser



Together  
towards the  
green  
transition





## Type 1 ecolabels are trustworthy and independent

- A lifecycle perspective, product specific requirements.
- Independent, third-party certification.
- Control visits on-site, all around the world.



# The Guardian

## The troubling evolution of corporate greenwashing

The term “greenwashing” was coined in the 1980s to describe outrageous corporate environmental claims. Three decades later, the practice has grown vastly more sophisticated

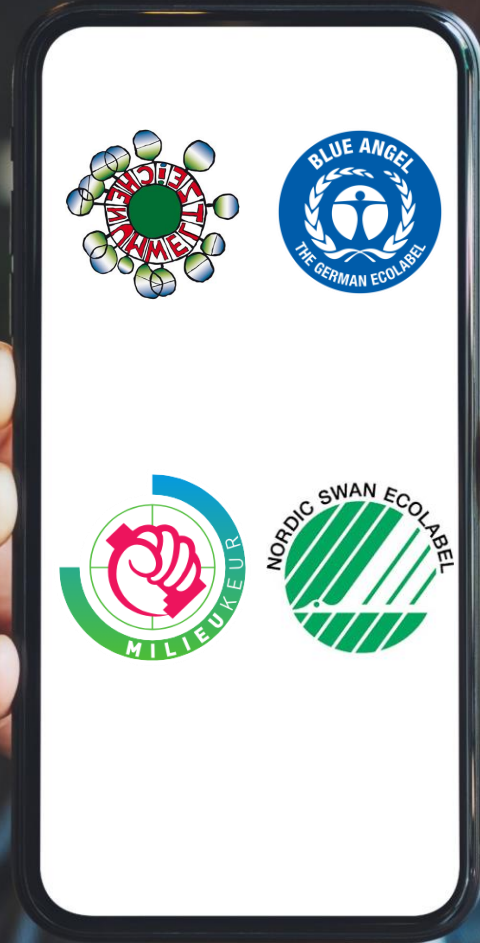


## Greenwashing a barrier for a more sustainable consumption

- Consumer trust in green claims is extremely low.
- 53% of green claims on products and services provide vague, misleading or unfounded information.
- 40% of claims have no supporting evidence.

# Our position on the Green Claims Directive

- Equal treatment of all officially recognised Type 1 ecolabels: they should be exempted from verification
- Align with the Empowering Consumers Directive.
- No added value for people or the planet with additional control of officially recognised Type 1 ecolabels.



# Ecolabels a resource efficient tool in Green Public Procurement

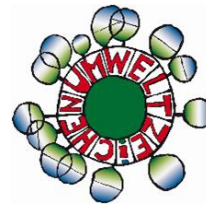
- Public money for public best
- €1.9 trillion, 14% of GDP.
- Type 1 ecolabels save time and money for procurers.
- Closing the green public procurement gap

# Our position on the Public Procurement Directive

- We support the Commission's ambition to revise the directive.
- Type I ecolabels should be explicitly included without further constraints.

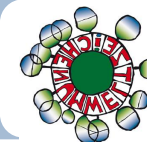


# Thank you!



# New rules against greenwashing: Green Claims

**Emmanuelle Maire**, Head of  
Unit, Circular Economy:  
Sustainable Production and  
Consumption, DG ENV



# New rules against greenwashing

**Green Claims Directive &  
Empowering consumers for the green transition**

***Emmanuelle Maire***  
***DG Environment***

*Head of Unit - ENV.B1 Circular Economy, sustainable production & consumption*





# *The Green Great Maze* – survey by BEUC

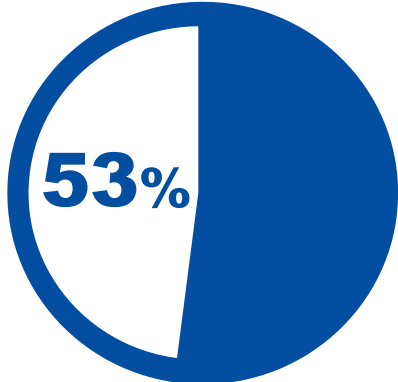


**48%** of consumers prefer buying a product with a green label than products without one

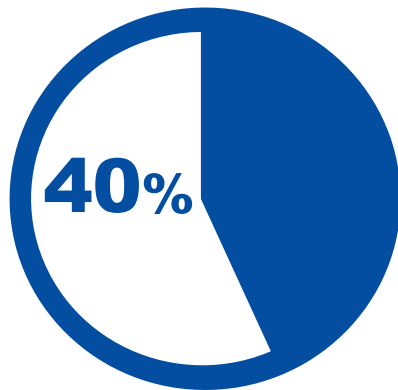


**40%** are even willing to pay more for a product or service with a verified green claim/ label

# Credibility of environmental claims today

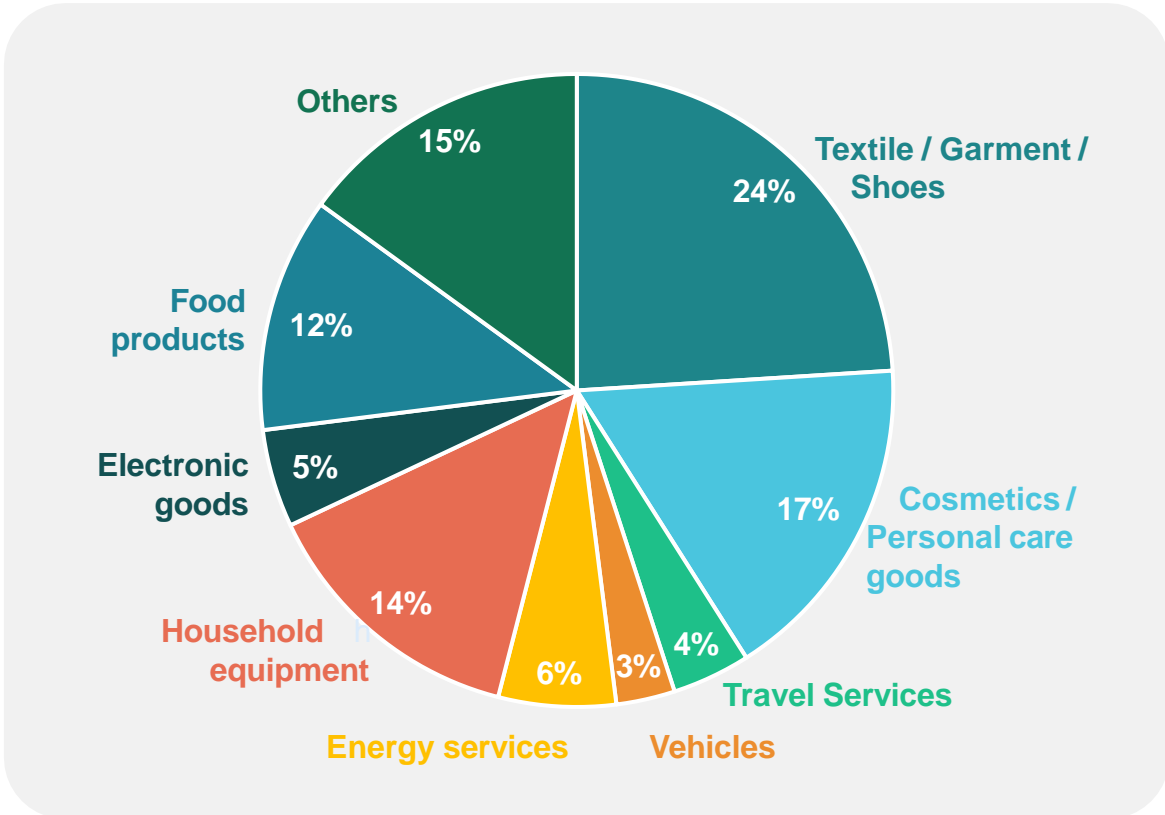


*claims provide **vague, misleading or unfounded** environmental information on the product*



*of claims are **unsubstantiated***

2020 inventory on sustainability claims



2020 sweep on misleading sustainability claims

# Why set requirements on environmental claims?

**Protect** consumers and companies from **greenwashing**

**Enable** consumers to make informed purchasing decisions

**Boost** the **competitiveness** of economic operators that make efforts to increase their **environmental sustainability**

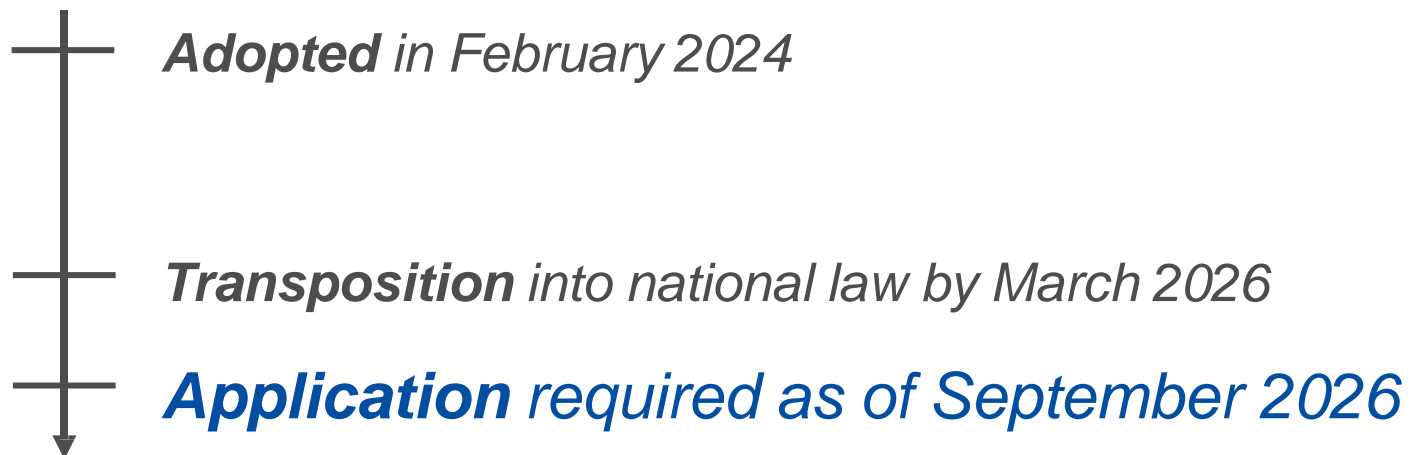
**Improve** legal certainty & level the playing field on the **Single Market**



Accelerate the green transition towards a circular, clean & climate neutral economy

# Directive Empowering consumers for the green transition

amends the Unfair Commercial Practices Directive



# Unfair Commercial Practices Directive

## ► New rules:



### **Generic sustainability claims not allowed**

*e.g. 'sustainable' 'ecological' 'climate neutral'*

**unless** recognised excellent environmental performance

→ EU Ecolabel

→ ISO type I scheme recognised in Member State



**All sustainability labels to be based on certification schemes**

→ No self certification

# Green Claims Directive

***Proposal in co-decision with European Parliament & Council***

▶ European Parliament position adopted in March 2024 & Council's in June 2024

***Adoption by the European Parliament & Council – expected 2025***

***Transposition in national law***

***Application***



# Objectives of the Directive

- For business-to-consumer *environmental* claims and labels:



▶ **Science-based substantiation** backing up the claims

▶ **Ex-ante verification** of substantiation before claim is communicated



▶ **Transparent communication**

▶ **Avoid proliferation of schemes & reinforce trust in existing ones**



# Rules for environmental labelling schemes

- ▶ **Avoid the proliferation of schemes & reinforce the trust in existing ones**
  - ▶ All labels to be based on certification schemes with **independent & transparent governance**
  - ▶ **New schemes** will have to demonstrate **added value**
  
- ▶ **Scheme owners responsible for ex-ante verification of their scheme:**
  - ▶ Traders may display awarded label from a verified labelling scheme without further verification
  - ▶ Claims based on verified labelling schemes shall be exempt from the ex-ante verification / shall benefit from a simplified procedure (TBD)



# Green Claims Directive

**Next step: trilogues!**

Some key points of the upcoming discussions:

- ▶ **Climate-neutrality claims**
- ▶ **Inclusion of micro-enterprises** in the scope of the Directive
- ▶ Establishing a **simplified procedure** for certain types of claims
- ▶ Substantiation rules for **climate related claims**
- ▶ Rules applying to **labelling schemes**

**...better for you, better for the environment**



# The EU Ecolabel

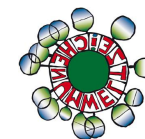
**Official EU voluntary label for environmental excellence since 1992**

- ✓ **Only EU-wide ISO 14024 Type 1 Ecolabel**
- ✓ Criteria address **10-20% best goods/services** in terms of environmental performance
- ✓ **It can be awarded to EU and non - EU products**, placed on the EU market
- ✓ Managed by the **EC** and the **Member States**
- ✓ **25 eligible product groups**



# Evaluation of the Public Procurement directives with a view to their revision

Jean-Yves Muylle,  
Head of Unit, Public Procurement,  
DG Grow





## EUROPE'S CHOICE

POLITICAL GUIDELINES  
FOR THE NEXT EUROPEAN COMMISSION  
2024–2029

**Ursula von der Leyen**  
Candidate for the European Commission President

**We must also make better use of public procurement** – which accounts for 14% of EU GDP.

A 1% efficiency gain in public procurement could save EUR 20 billion a year. And it is one of the main levers available to develop innovative goods and services and create lead markets in clean and strategic technologies.


I will propose a **revision of the Public Procurement Directive**. This will enable **preference to be given** to European products in public procurement for certain strategic sectors. It will help ensure **EU added value** for our citizens, along with **security of supply** for vital technologies, products and services. It will also **modernise and simplify** our public procurement rules, in particular with EU start-ups and innovators in mind.

## MISSION LETTER

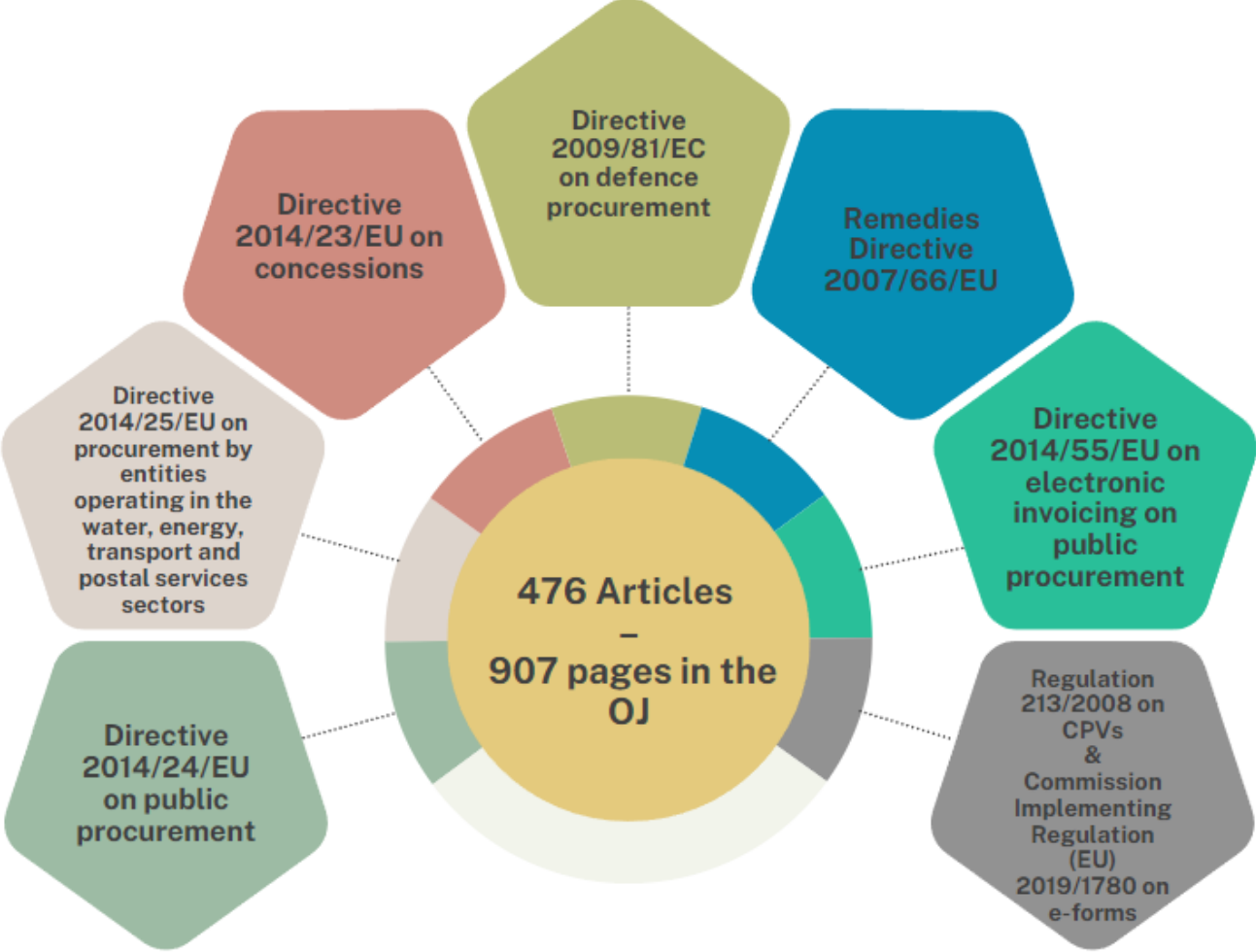
**Ursula von der Leyen**  
President of the European Commission

You will **revise the Public Procurement Directives** to help ensure security of supply for certain vital technologies, products and services, while simplifying the rules and reducing administrative burden. It should enable preference for European products in public procurement for certain strategic sectors and technologies.

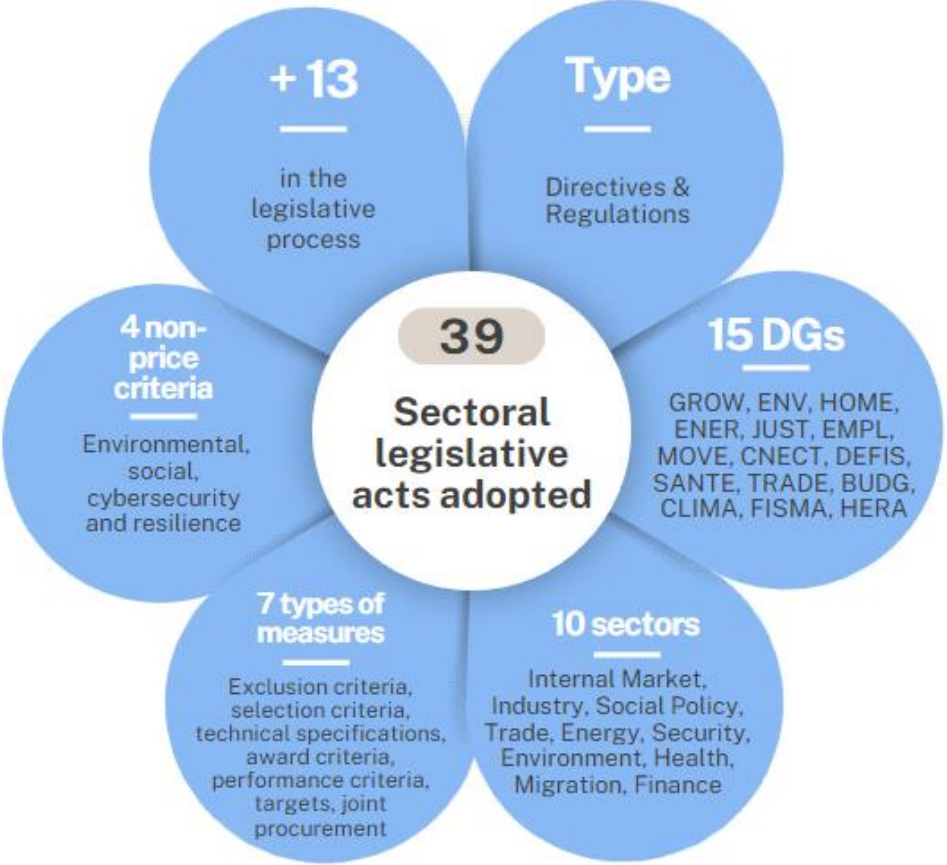
**Stéphane Séjourné**

Nordic Swan Ecolabel 

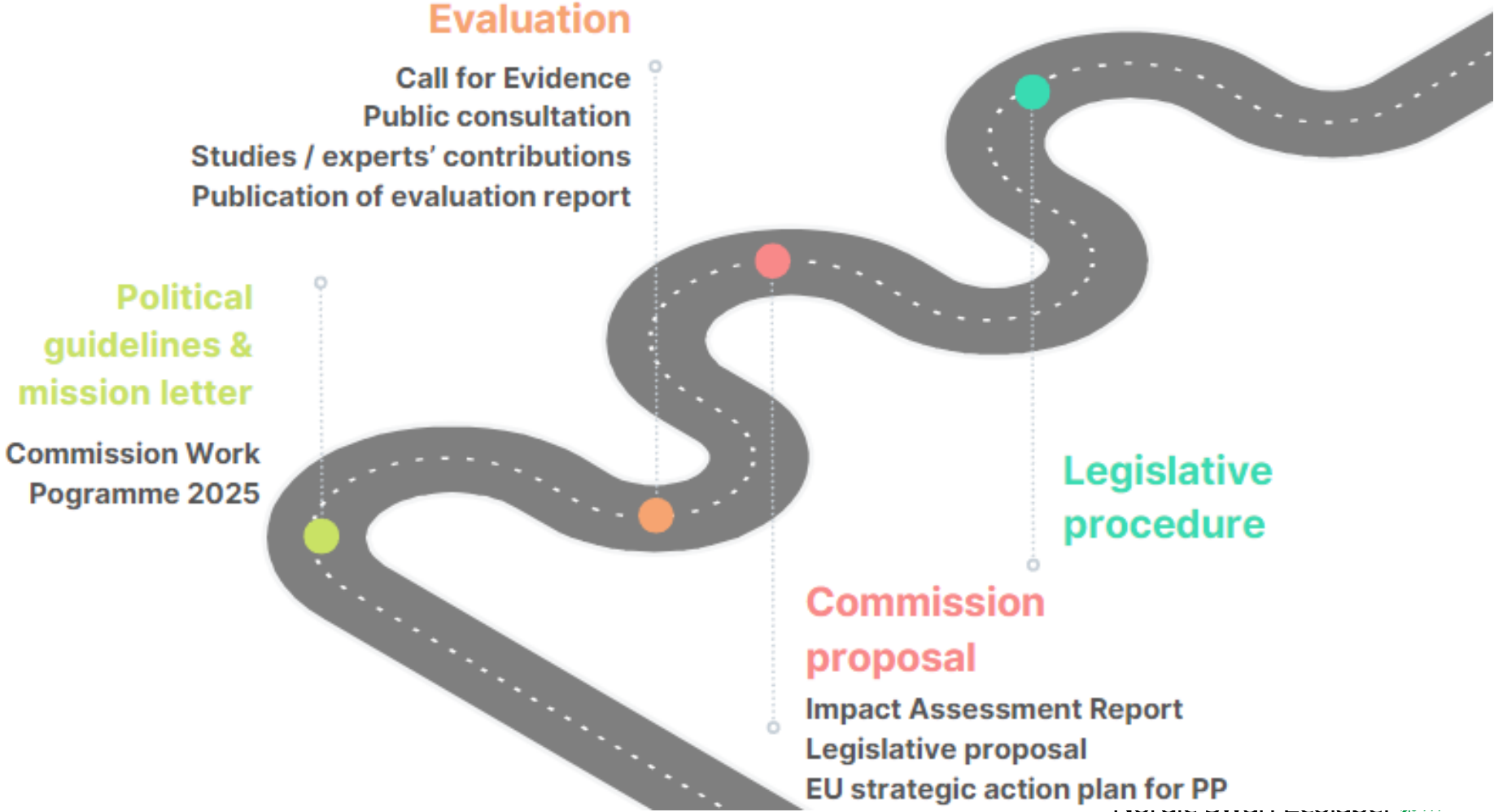
# Public procurement legal framework



+



# Our journey ahead



# Evaluation of the Public Procurement Directives: step by step

- Call to renew the **Stakeholder Expert Group** on Public Procurement ([ddl 25/09](#))
- Publication of **Call for evidence** + launch of **public consultation** (Q4 2024)
- **Evaluation:** scope/questions, structure and input
- Evaluation Report of the Commission



# Evaluation of the Public Procurement Directives

- Evaluation: scope / questions



Evaluation is an **evidence-based assessment** of the extent to which an intervention:

- is *effective* fulfilling expectations and meeting its objectives, including sustainability;
- is *efficient* in terms of cost-effectiveness and proportionality of actual costs to benefits;
- Is still *relevant* to current and emerging needs;
- is *coherent* (internally and externally with other EU interventions or international agreements);
- has *EU added value* — i.e. produces results beyond what would have been achieved by Member States acting alone.

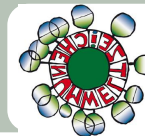
- ✓ *How far have the Public Procurement Directives achieved their objectives? What has been the impact of strategic procurement?*
- ✓ *Is there scope for a more cost-efficient application of any provisions of the Directives, including for simplification and burden reduction?*
- ✓ *How do the various elements of the EU Public procurement framework, including sectoral legislation, work together to form a consistent, logical, and efficient framework?*
- ✓ *How do the objectives, scope and definitions of the Directives still correspond to the needs of buyers, suppliers and users at large in the current technical, economic, environmental and social situation?*
- ✓ *Do the Directives contribute to harmonize the national procurement laws and practices across member states, reducing legal fragmentation and creating a more predictable environment for cross-border trade?*
- ✓ ...

# Evaluation of the Public Procurement Directives: **public consultation**

- Publication of call for evidence & launch of public consultation
- **Aim:** to grasp the perception of public procurement from relevant groups of stakeholders and to understand whether the EU Public Procurement Directives are fit for purpose
- **Key themes of the consultation:**
  - Procurement procedures – challenges and impact
  - Competitiveness aspects (reasons behind the use of price only / the best price quality ratio)
  - Strategic public procurement - attractiveness, challenges, implementation
  - The relevance of the EU Public Procurement Directives
  - Objectives of the EU Public Procurement Directives - their achievement
- **The challenge of the exercise is to** define a set of easy and understandable questions to obtain useful information from a wide variety of stakeholder types and make sure that this information is relevant for assessing the EU legal framework

# Ecolabels as a tool for boosting the market

Benjamin Göllner, Hollu,  
Austrian company in the sanitary and hygiene business



# hollu *eco*

now  
that's  
clean



## Ecolabels as a tool for boosting the market

Benjamin Göllner  
Head of Research & Development  
hollu Systemhygiene GmbH  
02.10.2024

A clean vision.

10 locations



450 employees

SPECIALIZED IN YOUR SECTOR OF INDUSTRY



Educational & Public Institutions



Healthcare & Social Services



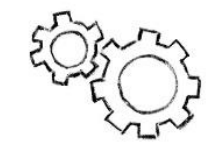
Hotel & Restaurant Industry



Industrial Cleaning & Facility Management



Food & Beverages Industry



Industry & Trade

11.500.000 kg production volume / year

84.000.000 € turnover



More than 115 years of experience.



1905

Our founding father Julius Holluschek starts a small soap boiling business in Innsbruck.



1948

The development of new products and positive business growth lead to the expansion of the factory premises at the founding location in Innsbruck.



1971

Due to further business expansions, production and logistics are relocated to our current company site in Zirl.



1984

We develop one of the first phosphate-free laundry powder. The start of the ecological orientation of our product range.



2020

After intensive development work, our software solution NOA is launched. It digitalises hygiene processes in companies and guarantees legal certainty.



2018

We live responsibility at all levels and firmly anchor the 17 Sustainable Development Goals (SDGs) in our corporate strategy.



2016

We achieve the European Union's EMAS certification - one of the most demanding seals for sustainable environmental management.



2012

With our hollueco product line that includes over 60 products, we are creating a wide range of cleaning products based on renewable raw materials.



2009

We receive the Austrian Ecolabel for our innovative system that significantly reduces the pH value in production while ensuring the same cleaning performance.

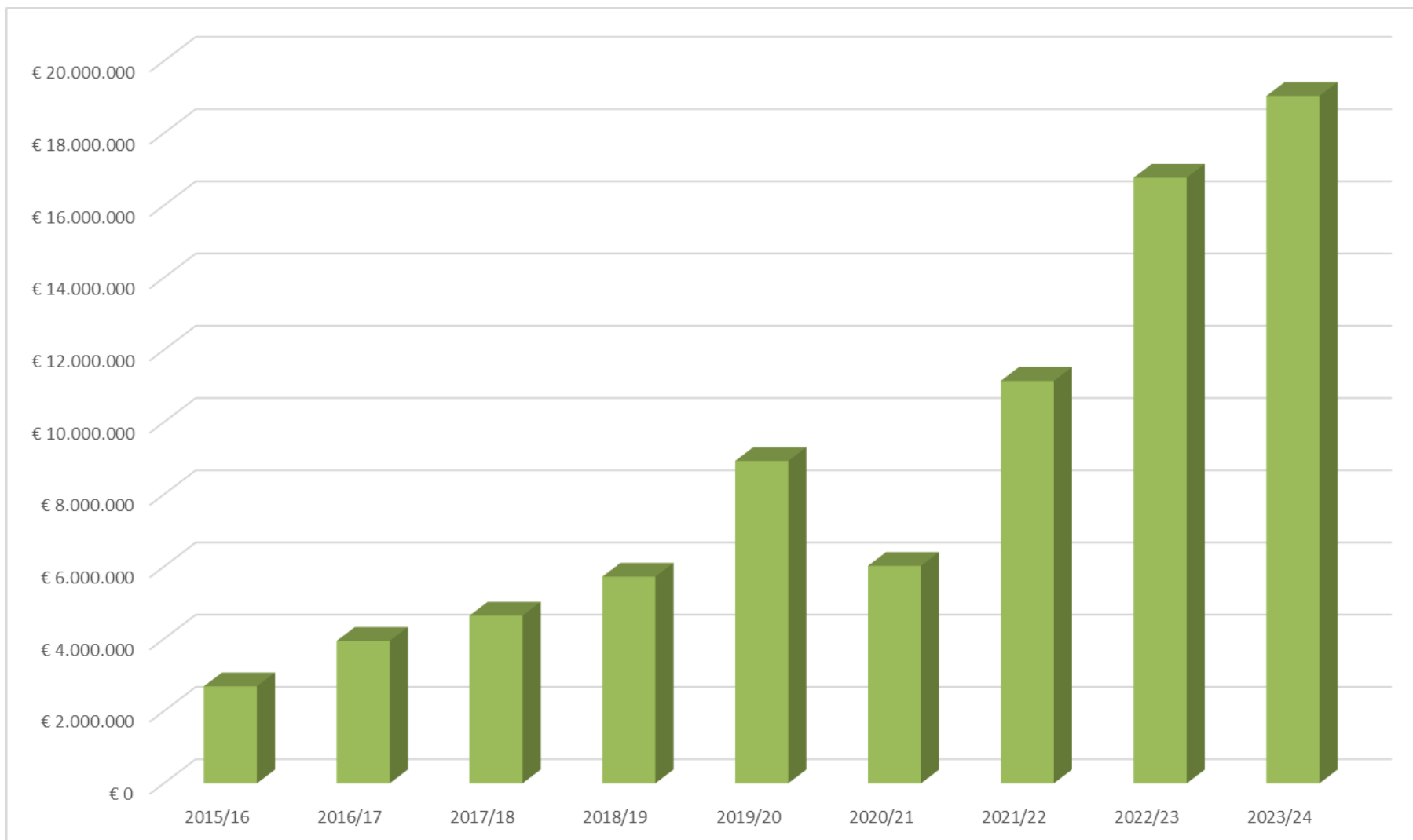


1999

We are officially awarded with the Austrian national coat of arms. A special honour for our locally rooted family business.



## Turnover development of our products certified with EU Ecolabel and / or the Austrian Ecolabel

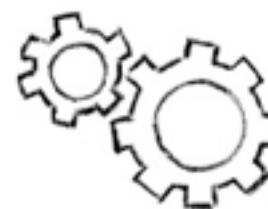


Why are national ecolabels such as the Austrian Ecolabel also important?





# SUSTAINABLE DEVELOPMENT GOALS



Industry &  
Trade

# The hollu sustainability strategy in R&D - derived from the EU-Ecolabel criteria

- **Block-List**
- **Watch-List**
- **Allow-List**

Microsoft Dynamics AX - hollu Systemhygiene GmbH [HOLAOSTEST01: Sitzungskennung - 17] - [1 - hol]

Werkzeuge: Verkaufen, Lagerbestand verwalten, Entwickeln, Plan, Projekte verwalten, Kosten verwalten, Allgemeines, Einstellungen

Freigegebene Produkte (Nicht gespeicherter Filter)

Artikelnummer	Produktname	Einstufung	Produkt...	Grundpre...	UN-Nummer	Artikelstatus	Rezeptur	Einheit	Produktionspool	Dispositionssteuerungsgruppe
10	holluron		PD	kg			A0010	Dose	Abf. Pul	Fertigware
100	holluQUID 1 UA		PD	kg	3082		A1621	Fass	Abf. flu	Fertigware
1000	Bonifikation							Stk.		
100000	Parfüm ESM 6096 ENV							kg		Rohstoff
100001	Parfüm Jardiniet 936470							kg		Rohstoff
100002	Pfandgebinde Kunststoff-Kanister 60 lt.							Stk.		Verpackung
100003	Pfandgebinde Kunststoff-Kanister 30 lt.							Stk.		Verpackung
100004	Parfümölf Fa. Mex (Lemon forte)							kg		Manuell
100005	PÖ Floral Fresh Fougere P0262454				3082			kg		Rohstoff
100006	Imbentim SG 48 C	White						kg		Rohstoff
100007	Parfümölf Latsche 28323							kg		Rohstoff
100008	Parfüm Tropical P0226175	White						kg		Rohstoff
100009	Parfüm Chantara P0240435							kg		Rohstoff
10001	Servicepauschale					SA		Stk.		
100010	Parfüm Blossom Activity P0226666	Grey				GESP_DISPO		kg		Rohstoff
100011	IBC Container 1000 Lt."TOPLINE"UN 225 DG							Stk.		Verpackung
100012	Pfandgebinde IBC Container							Stk.		Verpackung
100013	PÖ Pine Fresh 645570 (Kitzing)				1266	GESP_DISPO		kg		Rohstoff
100014	PÖ Murphy 645560 (Kitzing)				3082			kg		Rohstoff
100015	Parfüm NANOX ECO 325-112	Grey						kg		Rohstoff
100016	VR Farbstoff Iragon Red ARE 131					GESP		kg		Manuell
100017	Parfüm Farm Pine P0240140	Black						kg		Rohstoff
100018	PÖ Ruby P0262470				3082			kg		Rohstoff
100019	PÖ Cool Eau 645540				3082			kg		Rohstoff
100020	Puricolor Red FRE1							kg		Rohstoff

Implementation of sustainability criteria for raw materials in the ERP system

# The \*CDV of raw materials as criteria and its effect on product development and formulation changes



## Idea & concept:

Sustainability criterion	Art. No	Raw material name	Amount [%]	*CDV-share [kg]	
	150040	HF Leitungswasser/Holluschek	33,30	0,00	old formulation
watch	134101	Texapon NSO BZ / Aprilan SL2-28BEN / Procopur	50,00	60.515,88	
watch	132308	Glucopon 650 EC / APG650 / Aprigli 650 / Simulsol SL 826 E	5,00	857,39	
allow	132320	Halusurf MB 31 / Dehyton® K/I5 / Cocamidopropylbetain	10,00	11.171,11	
block	192814	Cocosfettsäurediethanolamid / DonAmid DEA / Empilan 2502	1,00	71.429,00	
block	121014	Acticide MBS / Proxel MB - "Art. 95"	0,10	729,17	
watch	100489	Extrapon Aloe Vera	0,10	50.000,00	
allow	181701	Salz fein unvergällt	0,50	50,00	
				194.752,55	
Sustainability criterion	Art. No	Raw material name	Amount [%]	*CDV-share [kg]	
	150030	Osrosewasser	33,00	0,00	revised formulation
watch	100434	Natriumbenzoat / Kalaguard SB Art. 95	1,00	27.777,78	
watch	100489	ActivAloe Aloe Vera QM 200X	0,001	5.000,00	
watch	134101	Texapon NSO BZ / Aprilan SL2-28BEN / Procopur	50,00	60.515,88	
watch	132308	Glucopon 650 EC / APG650 / Aprigli 650 / Simulsol SL 826 E	5,00	857,39	
allow	132320	Halusurf MB 31 / Dehyton® K/I5 / Cocamidopropylbetain	10,00	11.171,11	
allow	100104	PEG-75/50 Lanolin / Solulan L-575	0,50	687,56	
allow	181701	Salz fein unvergällt	0,50	50,00	
				106.059,72	

\*CDV = Critical Dilution Volume

# Conclusion



“A clear commitment to our region and Made in Austria quality.”



Werner Holluschek  
Owner & Chairman of the Supervisory Board

Simon Meinschad  
CEO

# Questions?

Benjamin Göllner  
Head of Research & Development  
Tel: +43 664 60528 452  
Email: [b.goellner@hollu.com](mailto:b.goellner@hollu.com)

# Ecolabels in green public procurement

Ulrika Palm, Swedish Local authorities and Regions, SALAR



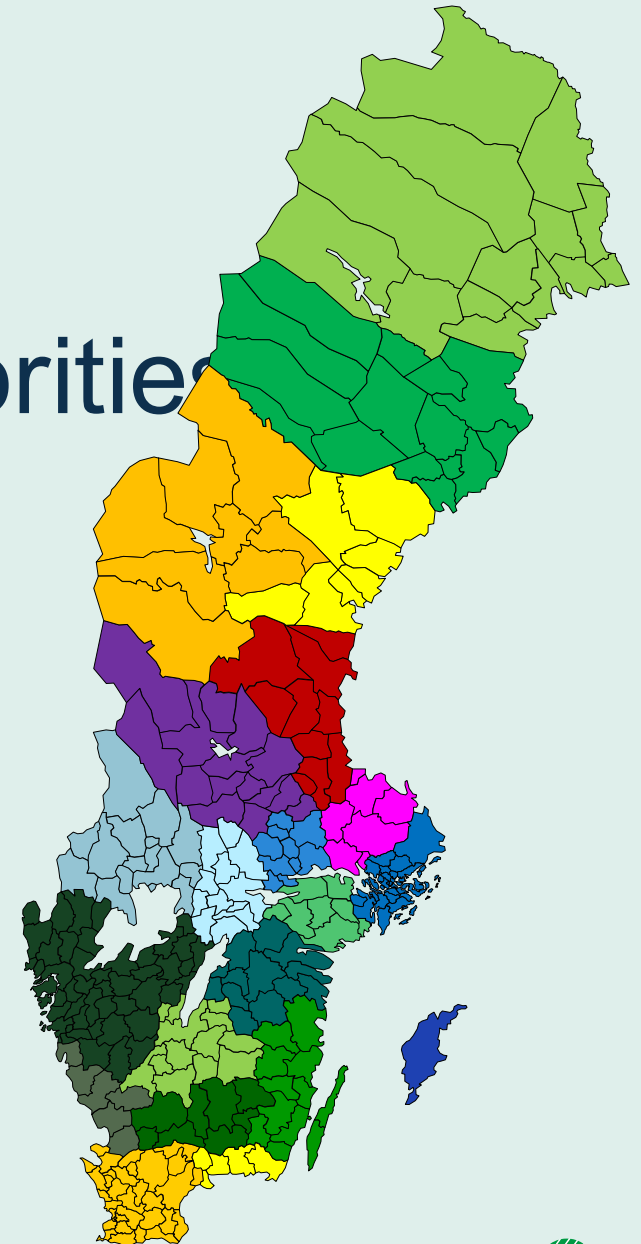


# Ecolabels and green public procurement in Sweden

*Ulrika Palm, Swedish Association of Local Authorities and Regions*

# Swedish Association of Local Authorities Regions

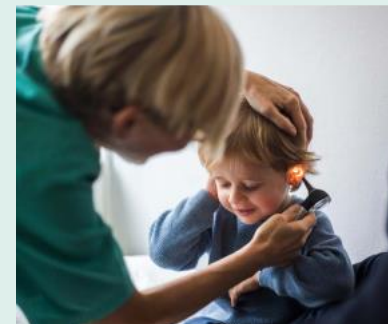
- A member organisation representing all 290 municipalities and 21 regions in Sweden
- Largest employer organisation in Sweden
- Advocates the interest of our members





# Swedish municipalities and regions

- Self-governing local and regional authorities
- Responsible for health care, basic education, elderly care, physical planning and land use, housing, public transports etc.
- Represents 25 % of all employees (1.2 million)
- Produce 20 % of GDP
- Procure around 60 billion euros a year



# Sustainable supply chains?



Created with mapchart.net ©

# How can we boost municipalities and regions in their procurement work?

- Better knowledge through education
- Collaboration through networks
- Easy and accessible tools



# Tools for green procurement

- Ecolabels – standardised demands ready to use
- National framework agreements – a service to public procurers
- Circular PSP – an EU-funded IT-platform in the making



Bra Miljöval

Swan Ecolabel 

# Project

**Leading Circular Cities are tackling a common challenge together**

# CIRCULAR



**Istanbul, Turkey**

**Guimarães, Portugal**

**CircularBerlin, Germany**

**City Network Sweden**

**Helsinki, Finland**

**City Network Slovenia**

**Sandyford, Ireland**

**ReLondon, UK<sup>1</sup>**

**Follower cities: Amsterdam, Bonn, more to follow**

**8 Procurers – 8 Countries**

45 million citizens

**Representing Europe's leading circular cities and regions**

**Common challenge: accelerate transition  
towards a Circular Economy (CE)**

**€5.64 million investment in R&D**

**Budget spent in a 3-phase competition**

<sup>1</sup> Associated Partner involved in all activities

# Panel discussion

**How can ecolabels contribute to a green public procurement?**

**How can we close the green public procurement gap?**





Thank you for  
attending!  
MEP Lena Schilling  
(Greens) Austria  
MEP Delara  
Burkhardt  
(S&D) Germany