

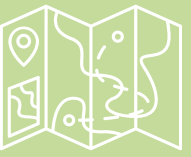
EU Ecolabel for Tourist Accommodation

Małgorzata GOŁĘBIEWSKA

Team Leader EU Ecolabel, DG ENV, European Commission

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EU Ecolabel - the official European label



- Official EU voluntary label for environmental excellence since 1992
- Awarded to high-quality and best in class products (goods and services) - 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)
- Managed by the European Commission and the Member States

27 Eligible Product Groups



Cleaning



Paper products



Personal and animal care products



Clothing and textiles



Coverings



Paints & varnishes



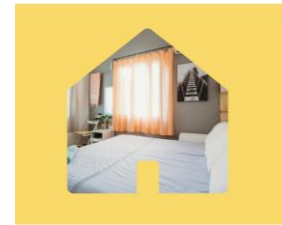
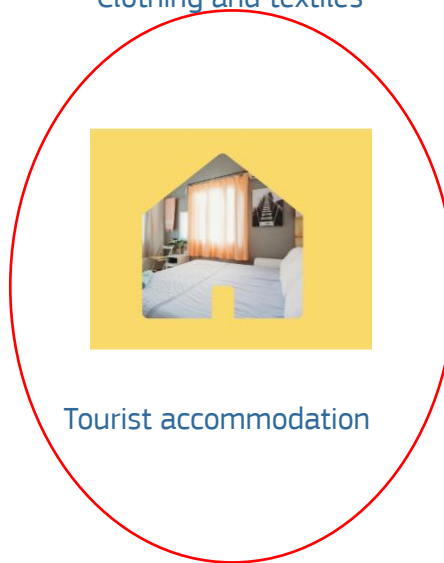
Electronic equipment



Furniture & mattresses



Lubricant



Tourist accommodation



Absorbent & hygiene products



Gardening

EU Ecolabel Product Groups and Criteria

The EU Ecolabel keeps growing!

Evolution of the number of EU Ecolabel Products and Services from 2010 - 2026



- **116 692 products (+7% in 6 mo.) – 3 541 licences (+5% in 6 mo.)**
- **Most popular product categories** (number of products): paints and varnishes, paper products, cleaning, clothing and textile
- **Tourist accommodation** – amongst the fastest growing
- **61%** of the EU Ecolabel licence holders are **SMEs**
- **38%** of EU citizens **recognise** the **EU Ecolabel** ([Eurobarometer 2023](#))
- **75% consumers trust** products awarded have lower environmental impact ([Eurobarometer 2023](#))

Why the EU Ecolabel for tourist accommodation?



- ✓ Conscious travellers increasingly looking for accommodations with reduced environmental impact
- ✓ Tourist accommodation providers willing to take an active role in the green transition, becoming more competitive and resilient
- ✓ The EU Ecolabel offers opportunities to improve your business (e.g. cost savings, public procurement opportunities etc.)
- ✓ Bigger visibility - EU Ecolabel catalogue; on platforms of e-retailers (collaborations by EC)

EU Ecolabel empowers sustainability



A guarantee of overall excellent environmental performance through:

- optimised **environmental management** of the accommodation
- reduced energy and water consumption, waste generation including food waste (= **lower bills**)
- **reduced CO₂ emissions**, use of chemicals & pesticides, emissions from transport
- environmental engagement creates **customers loyalty** and **motivates staff**
- taking an **active part in the transition** towards a circular, clean and carbon neutral economy

The EU Ecolabel will **attract travellers** who recognise the logo





- ✓ EU Ecolabel criteria valid until 31/12/2027
- ✓ Applicable to hotels, hostels, resorts, serviced apartments, campsites, bed & breakfasts, cottages **located worldwide** and **marketing their services on the EEA market***
- ✓ Requirements: **compliance** with **law**** + **22 Mandatory** + **45 Optional criteria** on **general management, energy, water, waste and wastewater**, other.
- ✓ Application and annual fees depending on company size and country

*EU + Lichtenstein, Norway and Iceland

** all respective legal requirements of the country(ies) where TA is located, including staff to be legally employed and insured



EU Ecolabel complies with new legislation *‘Empowering Consumers in the Green Transition’:*

- reliable **third-party certification**
- one of the few means to demonstrate **generic claims on overall environmental excellence** (otherwise banned)
- EU Ecolabel allows your hotel to be called ‘green’, ‘environmentally friendly’, ‘ecological’

EU Ecolabel rewards your efforts!



Communication / promotion activities at EU and national level



And also:

- Publication of articles, success stories, videos, organisation of events/webinars etc.
- Access to EU Ecolabel certified products data base through ECAT, [EU Open Data Portal](#) or [API](#)
- EU Ecolabel website, thematic webinars, social media (LinkedIn)
- Strategic collaborations with booking platforms (Booking.com, lastminute.com, Tripadvisor, etc.)

How to apply?

- Check the EU Ecolabel criteria for Tourist Accommodation Services (online)
- Contact your national **EU Ecolabel Competent Body** (country where the products are produced - if inside the EEA, or will be marketed - if outside the EEA)
- **Pre-register your accommodation in the EU Ecolabel Tourism Accommodation Catalogue (within ECAT)***
- Use the "User Manual for applicants" to prepare your application file
- Application submission and approval by the Competent Body
- Payment of the application fee**
- Display the EU Ecolabel logo on your goods/services and communicate about it!

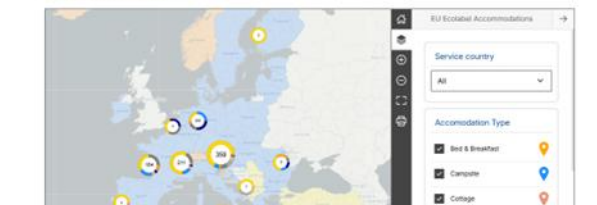
* *necessary in order to be displayed on e-retailers' platforms with whom EC collaborates*

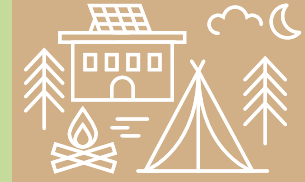
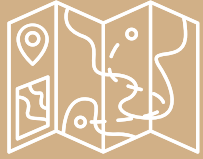
** *reductions apply to SMEs, micro enterprises, operators from developing countries etc.*



The EU Ecolabel offers a range of tourist accommodations, from campsites to hotels, which are guaranteed to be sustainable. [Find out more about the criteria for tourist accommodations here!](#)

Discover all available EU Ecolabel accommodations by navigating through the map, using the filtering system or by drawing the list below.





Thank you!



More information:

- Website: [EU Ecolabel](https://www.ecolabel.eu)
- Facebook: [@EUEnvironment](https://www.facebook.com/EUEnvironment)
- Instagram: [ourplanet_eu](https://www.instagram.com/ourplanet_eu)
- LinkedIn: [EU Ecolabel](https://www.linkedin.com/company/eu-ecolabel)

- [Factsheet with criteria in a nutshell](#)
- [Full criteria text, User Manual and documentation](#)
- [The application process](#)
- [Tourism professionals' corner](#)
- [The EU Ecolabel Tourist Accommodation Catalogue](#)