

# Welcome to the WEBINAR

## New EU Ecolabel criteria for Absorbent Hygiene Products and for Reusable Menstrual Cups

*Mobilizing industry, and empowering consumers in the green transition*

11 October 2023

*THE MEETING WILL START at 10:00 h  
and it will be RECORDED*

### *Etiquette for Web-participants*

- ❖ *indicate name of your organization + your full name*
- ❖ *mute your mic and switch off you camera*
- ❖ *in the Q&A section use the chat to ask for the floor*

# Agenda

- 09:45 – 10:00 Opening of the WebEx room
- 10:00 – 10:10 The EU Ecolabel: a tool to engage in a clean and circular economy – Sylvie Ludain, European Commission, DG ENV
- 10:10 – 10:20 The Sustainable Consumption Pledge – Anne Seekings-Le Quément, European Commission, DG JUST
- 10:20 – 11:10 The EU Ecolabel criteria for absorbent hygiene products and for reusable menstrual cups – Giorgia Faraca, Nati Pérez Camacho, European Commission, JRC
- 11:10 – 11:20 How to apply for the EU Ecolabel - Giorgia Faraca, Nati Pérez Camacho, European Commission, JRC
- 11:20 – 11:30 Questions and Answers





# THE EU ECOLABEL: A TOOL TO ENGAGE IN A CLEAN AND CIRCULAR ECONOMY

Sylvie Ludain, Desk Officer  
EC – DG Environment - Unit B1  
11 October 2023



CLIMATE  
PACT AND CLIMATE  
LAW

PROMOTING  
CLEAN  
ENERGY

INVESTING IN MORE  
SUSTAINABLE,  
SMARTER MOBILITY

PROTECTING  
NATURE

MOBILISING INDUSTRY  
FOR A CLEAN AND  
CIRCULAR ECONOMY

# The European Green Deal

FROM FARM  
TO FORK

ELIMINATING  
POLLUTION

LEADING THE  
GREEN CHANGE  
GLOBALLY

ENSURING  
A JUST  
TRANSITION  
FOR ALL

MAKING  
HOMES ENERGY  
EFFICIENT

FINANCING  
GREEN  
PROJECTS

# The Circular Economy Action Plan for a cleaner and more competitive Europe (March 2020)



35 actions along the entire life cycle of products, to:

- ✓ Make sustainable products the norm in the EU
- ✓ Empower consumers and public buyers
- ✓ Focus also on key product value chains: electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients
- ✓ Ensure less waste
- ✓ Make circularity work for people, regions and cities
- ✓ Lead global efforts on circular economy

**The New Circular Economy Package (March 2022)**

# The EU Ecolabel

- ✓ **Official EU voluntary** label for **environmental excellence**, guiding consumers and procurers towards **sustainable goods and services**
- ✓ **Established in 1992** - Regulation (EC) 66/2010 -> **over 30 Years!**
- ✓ **Only EU-wide ISO 14024 Type 1 Ecolabel** (reliable; multi-criteria; life-cycle approach; open-transparent-multi-stakeholder and science-based criteria setting; third party verified)
- ✓ Criteria address **10-20% best goods/services** on the market in terms of environmental performance; they also guarantee **high quality** products. **Social aspects** addressed where appropriate.
- ✓ Managed by the **EC** and the **Member States**
- ✓ **It can be awarded to non-EU products**, placed on the EU market



# 25 Eligible Product Groups



## Cleaning

Clean privately or professionally with less substances.



## Clothing and textiles

Textiles and footwear with sustainable fibres.



## Coverings

Floor, roof, and all coverings reducing an impact on land.



## Do it yourself

Paint and varnishes which are safe for you, your family, and the environment.



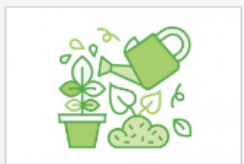
## Electronic equipment

Energy efficient screens and displays, built for the future.



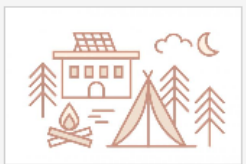
## Furniture and mattresses

Make the spaces we are in safer, reducing impacts on the forests.



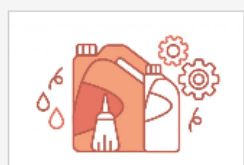
## Gardening

Provide the best conditions for your garden to thrive.



## Holiday accommodation

Find your next eco-friendly holiday accommodation.



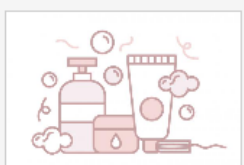
## Lubricants

Care for biodiversity and avoid hazardous substances.



## Paper

Lower your daily environmental impact with eco-friendly alternatives.



## Personal and animal care products

Find everything for your daily routine from cosmetics to hygiene products.

[www.ecolabel.eu](http://www.ecolabel.eu)

## Product groups and criteria: Absorbent hygiene products and Reusable menstrual cups

- Criteria/Validity date
- Supporting Technical Report
- User Manual/Fluff Pulp Database
- Factsheet

## EU Ecolabel branding

[EU Ecolabel e-catalogue \(ECAT\):  
Catalogue of awarded products](http://ec.europa.eu/ecat/)  
<http://ec.europa.eu/ecat/>

# What EU Ecolabel criteria guarantee

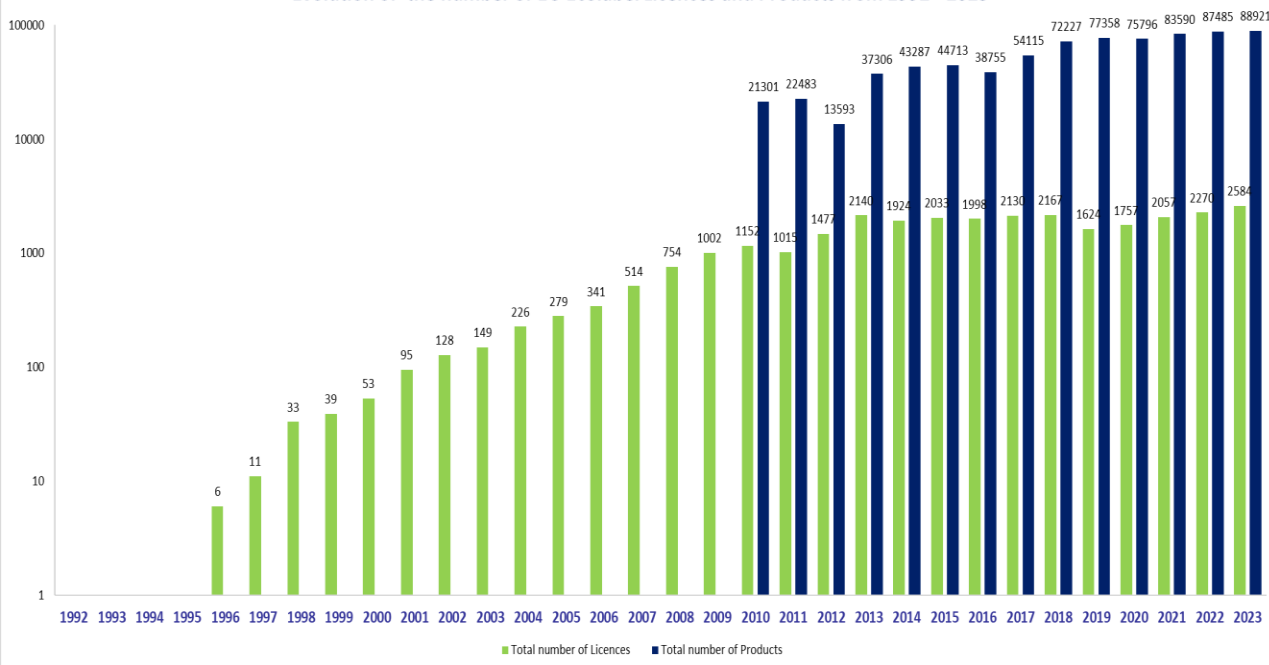
- ✓ **Durability, reusability, recyclability and recycled content** of products
- ✓ **CO<sub>2</sub>, water, air, soil emissions** are minimised
- ✓ **Hazardous substances** are restricted in production processes and products
- ✓ **Resources and energy** are saved
- ✓ **Raw materials** are sustainably sourced
- ✓ **Packaging** is limited
- ✓ **Waste is reduced**, recyclates are of high quality
- ✓ **Verified performance**
- ✓ **Informed choices** for consumers





# EU Ecolabel figures - September 2023

Evolution of the number of EU Ecolabel Licences and Products from 1992 - 2023



The EU Ecolabel keeps growing!  
Facts and Figures

88 921 products and 2 584 licenses

+9% licences; +1% products (in 6 months)

Most popular product categories: paints and varnishes, tissue paper and tissue products, hard surface cleaning products.

Leading countries (products): Spain, Italy and France

Absorbent hygiene products:

19 licences (DE, DK, SE, CZ, ES, FI, FR, IT)

+1 licence in 6 months

591 products (CZ, SE, DK, FR, IT, ES, DE, FI)

+ 53 products in 6 months

# Eurobarometer on the EU Ecolabel – September 2023

## Awareness of the EU Ecolabel



Asked about **what the EU Ecolabel stands for**, EU citizens think that...



The EU Ecolabel is **awarded to products with a lower environmental impact** than similar products on the market

60%



The EU Ecolabel is the **European Union label** for environmental excellence

56%



To get the EU Ecolabel, products have to **comply to strict environmental criteria**

69%

## Products most frequently bought with the EU Ecolabel

% of EU citizens buying EU Ecolabel products, out of those who bought the product category in the past 12 months



23%

Detergents/cleaning products



23%

Paper products



22%

Absorbent hygiene products



21%

Cosmetics/animal care products

Interviews with EU citizens  
(over 26.000 interviews across EU27)

58% of respondents would like to find more Absorbent Hygiene Products with the EU Ecolabel, when shopping.

[Eurobarometer on the EU Ecolabel - results](#)

# Why apply for the EU Ecolabel?

- It is a proven way **to communicate environmental excellence of your products**. It is **recognised across Europe**, making it easy for you to sell products across the continent.
- It helps businesses **optimise production and save costs** while enhancing their **green brand/image**.
- You can benefit from **marketing activities** carried out by the EC and the national EU Ecolabel Competent Bodies and have improved access to GPP (Green Public Procurement).
- As the EU is seeking to **tighten the rules on greenwashing and ecolabels**, by choosing the EU Ecolabel to prove the environmental credentials of their products, companies are sure to **comply with the upcoming European legislation** on green information to consumers.
- It helps producers play an **active part in the green transition** – contributing to EU ambitions and participating in EU initiatives such as the [Sustainable Consumption Pledge](#).





Thank you for your attention!

[www.ecolabel.eu](http://www.ecolabel.eu)

||||| c o l a b e l | | | | l i n k e d | | | |

[EU Ecolabel - Community and Helpdesk \(europa.eu\)](http://europa.eu)

[Sylvie.Ludain@ec.europa.eu](mailto:Sylvie.Ludain@ec.europa.eu)



# Sustainable consumption pledge

*11 October 2023*

# Legal framework

- Unfair Commercial Practices Directive
- Eco-design
- Empowering consumers in the green transition
- Green claims
- Sustainable consumption of goods (initiative) – Promoting Repair and Reuse



*The Commission is inviting companies to take a voluntary pledge to support sustainable consumption, beyond what is required by law.*

# Pilot – Green consumption pledge

- Focus on carbon footprint reduction, using EU methodologies
- 2021
- 11 EU companies joined:
  1. **Colruyt** (retail / BE, FR, LU)
  2. **Decathlon** (sports retail, manufacturer/Global)
  3. **L'Oréal** (cosmetics manufacturer/Global)
  4. **LEGO** (toys manufacturer/Global)
  5. **Renewd** (refurbishes electronics, services/ Central EU and BE, EE, LV, LT, NL)
  6. **Engie** (energy/Global)
  7. **Erste** (financial services/AT, Central and Eastern EU)
  8. **H&M** (apparel and footwear manufacturer/Global)
  9. **Philips** (electronics manufacturer/Global)
  10. **Ceconomy** (retailer/DE, EU)
  11. **Dancer bus** (manufacturing/ LT)



# Scope

- Either **based in the EU** or able to show **significant activity in the EU**;
- Companies of **all sizes** that manufacture **non-food products** or provide **services** (including retailers).
  - **Food companies** are welcome to join the [EU Code of Conduct](#)

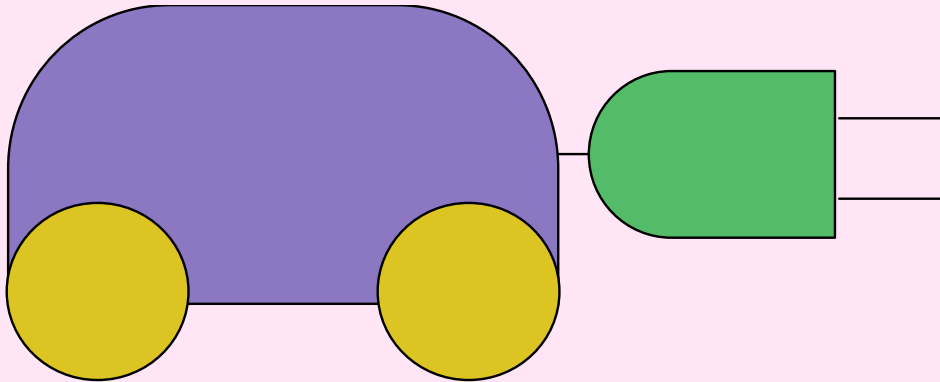
# Sustainable consumption pledge

- Keep focus on **GHG emissions reduction**
- Example of commitments:
  - **reduce the net Co2 intensity of its relevant Scope 3 emissions by 30% until end of year 2033 compared to baseline year 2019, measured by the OEF methodology\* [for instance, relevant scope 3 categories are: purchased goods & services (indirect spent, private label products) and transportation and distribution.**
  - **increase its annual sourcing of renewable electricity from 80% in year 2021 to 100% by end of year 2024.**
  - **achieve net zero carbon emissions for Scope 1 and 2 by end of year 2023, measured by the OEF methodology\*.**

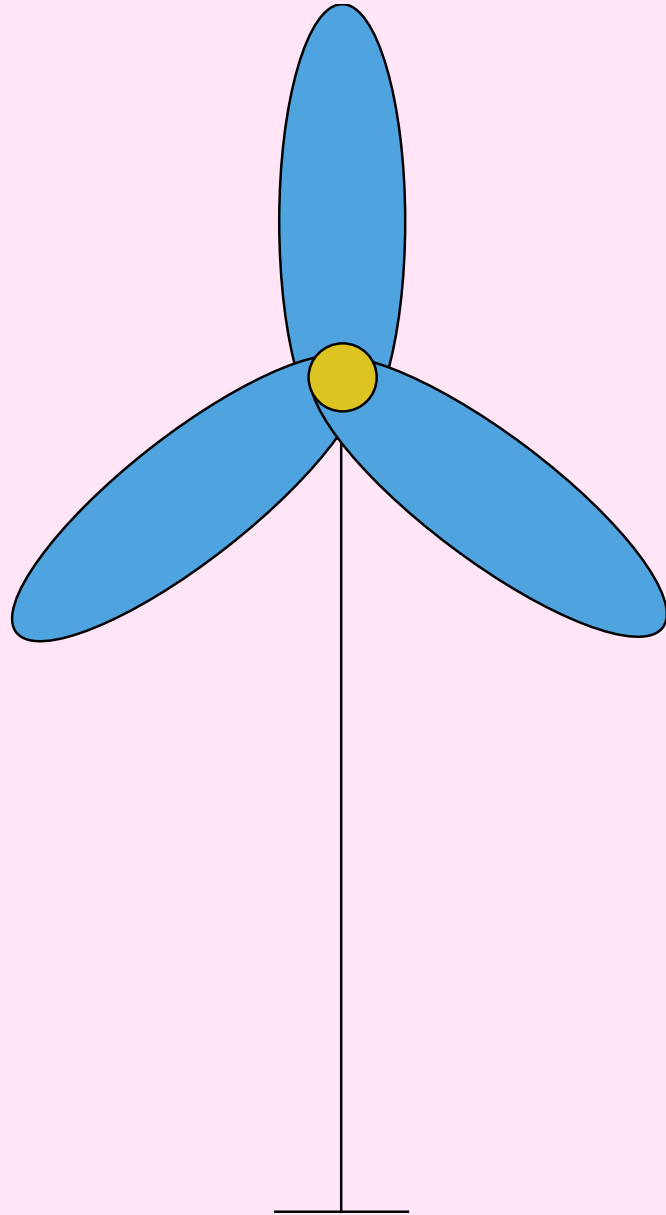
# Sustainable consumption pledge

- Keep **focus on carbon footprint reduction**
- **And at least one other aspect of sustainable consumption:**
  - **Identify and reduce environmental footprint**
  - **Increase circularity** in company activities
  - **Ensure respect of social sustainability** across the company's supply chain
- For a **substantial part of the company activity** (eg the whole company activity, or products or services should represent at least 5-10% of company's global turnover).
- Commit to **measurable, simple to understand and short to medium term targets** (baseline = year before the company's pledge is made)
- Report each year on progress made to reach targets

# Identify environmental footprint



- relates to other environmental indicators than GHG emissions, such as impacts related to water, air, resources, land use and toxicity.
- Based on EU methodologies Product or/and Organisation Environmental Footprint (PEF/OEF), or Environmental Management Audit Scheme (EMAS); other robust international methodologies accepted (such as SBTi)



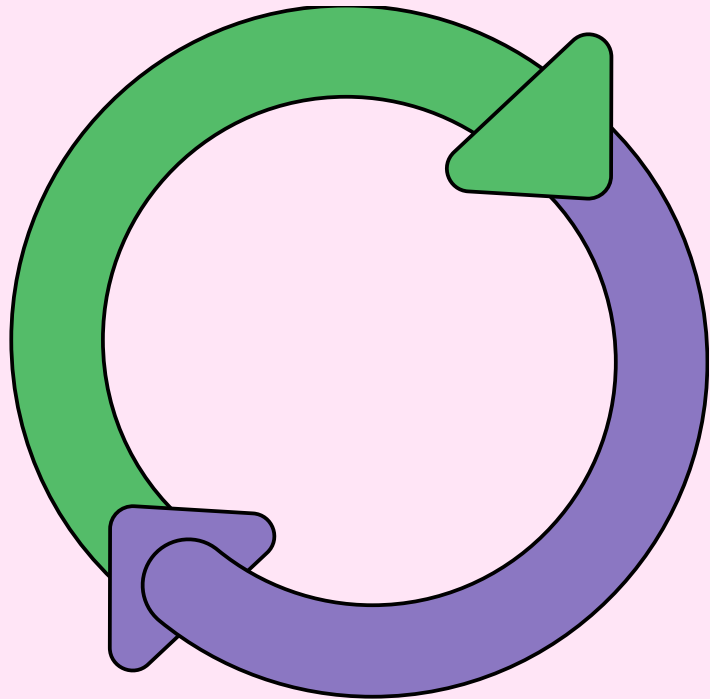
# Reduce environmental footprint

- Reduce impacts such as water, air quality, resources, land use and toxicity
- Awarding your products with the EU Ecolabel,
- Increasing the visibility of EU Ecolabel products.

# Sustainable consumption pledge

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# Increase 'circularity' in company activities

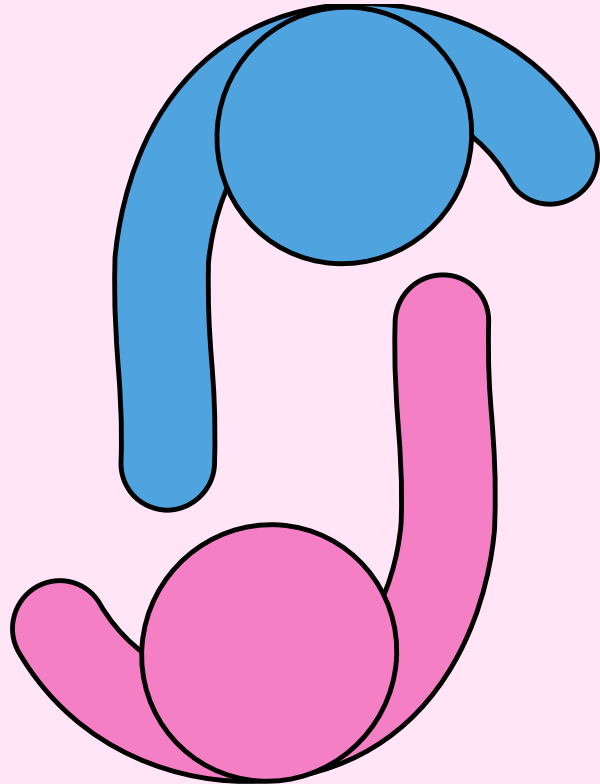


- Use more **recycled** or **sustainably-sourced** material,
- **Generate less waste**,
- Lower **energy consumption** in production processes,
- Facilitate **repair**, extend **product lifetime**.

# Sustainable consumption pledge

- Keep **focus on carbon footprint reduction**
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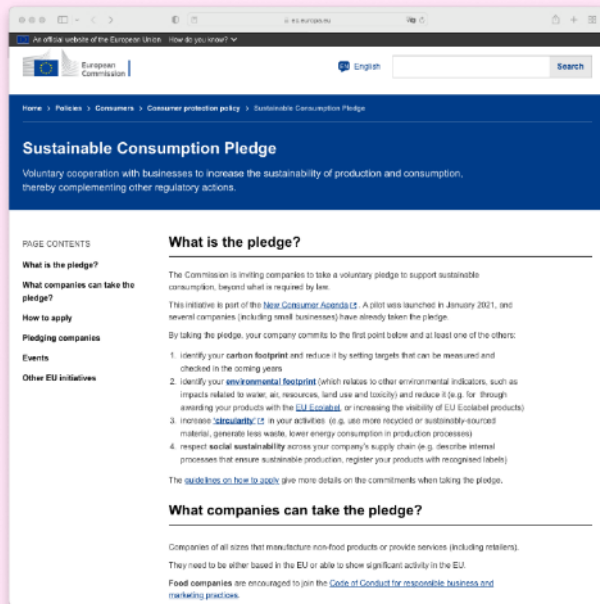


# Ensure respect of social sustainability

- Respect social sustainability across the company's supply chain
- For instance:
  - describe internal processes that ensure sustainable production,
  - register your products with recognised national or EU labels, etc...

# Sustainable consumption pledge

- Keep **focus on carbon footprint reduction**
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- Report each year on progress made to reach targets



- Publication on EC webpage <https://ec.europa.eu/info/sustainablepledge>
- Fully branded communication toolkit provided:
  - Social media visuals
  - Communication material
- Invitation to take part to high-level event alongside Commissioner Reynders



## PLEDGING PROCESS

### Prepare application

- Understand the Pledge
- Select the best fitting criteria for your business
- Draft and send the pledge

### Negotiation

- Conversation with EC to finalise the pledge
- Approval from EC

### Activation

- The EC to publish the Pledge, (on Consumer Summit day)
- Your CEO to present your pledge at the Consumer Summit
- Communication campaign: by EC and your Company

### Reporting

- Report each year on progress made to reach targets
- Possibility to adapt pledge by adding new targets

# Pledging companies

- 8 EU companies joined in March 2023
- 3 companies who participated in the pilot:
  1. **Renewd** (refurbishes electronics, services/ Central EU and BE, EE, LV, LT, NL)
  2. **Philips** (electronics manufacturer/Global)
  3. **Ceconomy** (retailer/DE, EU)
- 5 additional companies:
  1. **ALIANAz** (cosmetics/ UK based + EU)
  2. **LC Packaging** (flexible packaging/NL based + global)
  3. **Textile Santanderina** (Textile / ES based + global)
  4. **Cap Gemini** (Consulting/Global)
  5. **FNAC/Darty** (Retailer/ FR based + EU)

# Thank you for your attention

More information and to apply:

<https://commission.europa.eu/sustainable-pledge>

[JUST-SCP@ec.europa.eu](mailto:JUST-SCP@ec.europa.eu)

# New EU Ecolabel criteria for Absorbent Hygiene Products and for Reusable Menstrual Cups

*Commission Decision (EU) 2023/1809*

*Nati Pérez Camacho and Giorgia Faraca  
Joint Research Centre of the European Commission*

# Agenda

- Scope of the EU Ecolabel
- Revised EU Ecolabel criteria for absorbent hygiene products
- New EU Ecolabel criteria for reusable menstrual cups
- How to apply for the EU Ecolabel
- Questions and Answers



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# Commission Decision (EU) 2023/1809

Previously only absorbent hygiene products

12 months of transition period for current licenses

Valid until 31 December 2029



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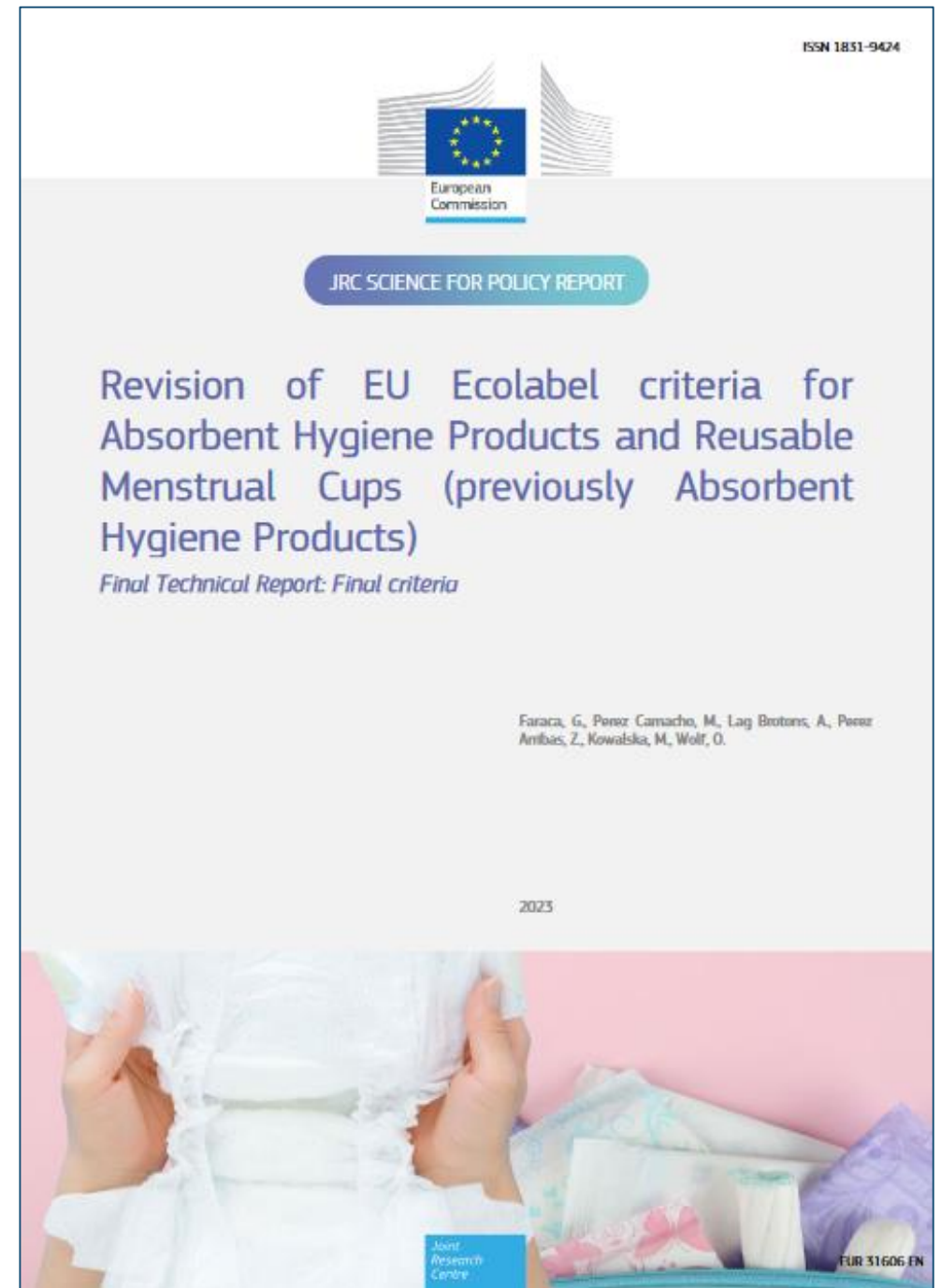
[Online User Manual](#)



# Final Technical Report

Contains the rationale and technical explanation of the new EU Ecolabel criteria

Available on the EU Ecolabel webpage  
[Link](#)



# Scope of the new EU Ecolabel criteria

Absorbent Hygiene Products

Annex I

Reusable Menstrual Cups

Annex II

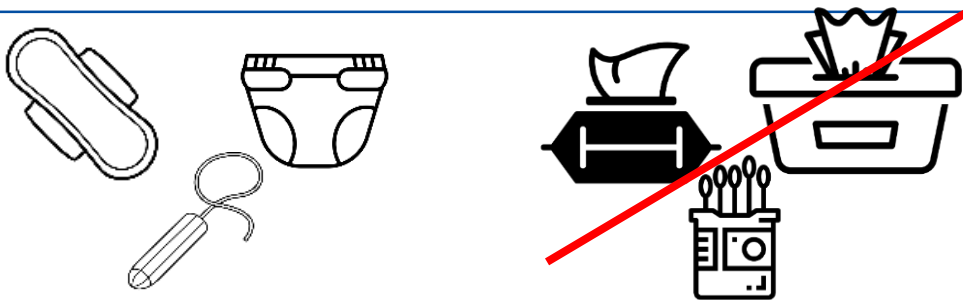
# Scope of the new EU Ecolabel criteria

## Absorbent Hygiene Products

*“Any article whose function is to absorb and retain human fluids such as urine, faeces, sweat, menstrual fluid or milk, excluding textile products”*

(both private and professional use)

Annex I



## Reusable Menstrual Cups

Annex II

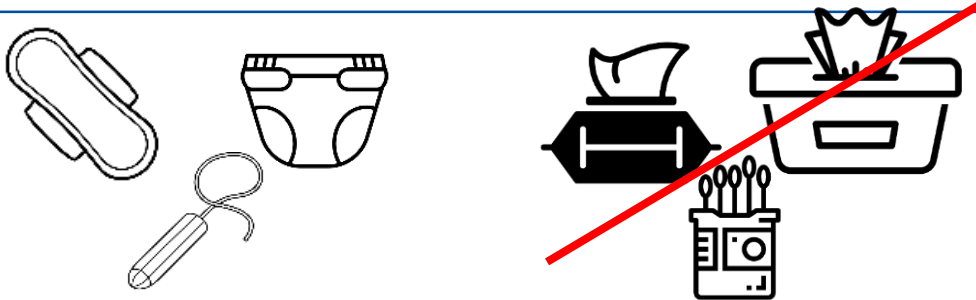
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## Absorbent Hygiene Products

*“Any article whose function is to absorb and retain human fluids such as urine, faeces, sweat, menstrual fluid or milk, excluding textile products”*

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### Annex I

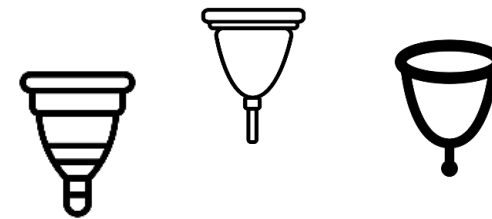


## Reusable Menstrual Cups

*“Reusable flexible cups or barriers worn inside the body whose function is to retain and collect menstrual fluid, and which are made of silicone or other elastomers”*

(no latex nor rubber)

### Annex II



# Scope of the new EU Ecolabel criteria

Products falling under the scope of the Medical Devices Regulation cannot be awarded the EU Ecolabel

# Scope of the new EU Ecolabel criteria

**MD**

**CE**

Products registered as medical devices and CE marked (obligation)



~~**MD**~~

~~**CE**~~

Products **not** registered as medical devices and **not** CE marked



Products falling under the scope of the Medical Devices Regulation cannot be awarded the EU Ecolabel



# Scope of the new EU Ecolabel criteria

**MD**

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Products registered as medical devices and CE marked (obligation)



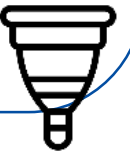
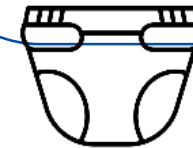
~~**MD**~~

~~**CE**~~

Products **not** registered as medical devices and **not** CE marked



Products falling under the scope of the Medical Devices Regulation cannot be awarded the EU Ecolabel



# Assessment and verification – key aspects

- Specific requirements indicated within each criterion
- Documentation, declarations, analyses, test reports → from the applicant and/or supplier(s)
- Competent bodies shall recognise attestations which are issued by accredited bodies
- Changes in suppliers and production sites → shall be notified to Competent Bodies

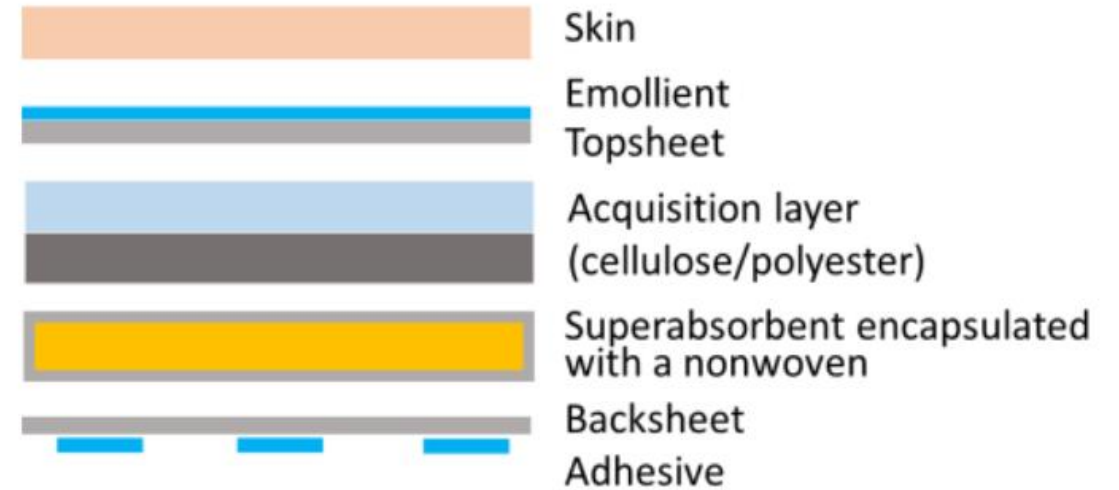
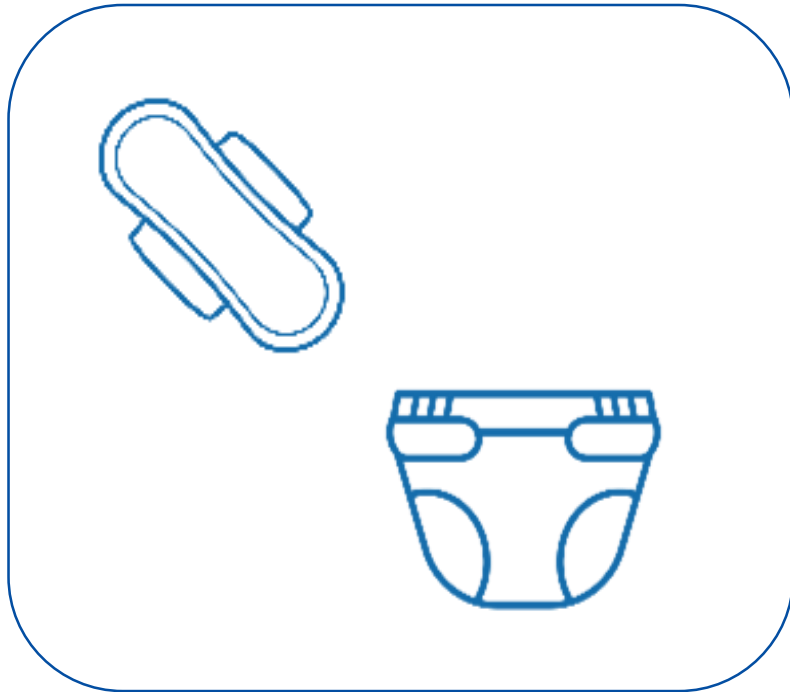


*As a prerequisite, the product shall meet all applicable legal requirements of the country or countries in which the product is placed on the market.*

# EU Ecolabel criteria for absorbent hygiene products



# Material composition



Source: Bae, J., Kwon, H. and Kim, J., 'Safety Evaluation of Absorbent Hygiene Pads: A Review on Assessment Framework and Test Methods', *Sustainability*, Vol. 10, No 11, MDPI, 2018, pp. 4146-4163.

# Environmental criteria

1	Fluff pulp
2	Man-made cellulose fibres
3	Cotton and other natural cellulosic seed fibres
4	Production of synthetic polymers and plastic materials
5	Biobased plastic materials <b>NEW</b>
6	Material efficiency in the manufacturing of the final product
7	Excluded and restricted substances
8	Packaging <b>NEW</b>
9	Guidance on the use and on the disposal of the product and of the packaging
10	Fitness for use and quality of the product
11	Corporate Social Responsibility with regard to labour aspects
12	Information appearing on the EU Ecolabel



# Environmental criteria

- 1 Fluff pulp
- 2 Man-made cellulose fibres
- 3 Cotton and other natural cellulosic seed fibres
- 4 Production of synthetic polymers and plastic materials
- 5 Biobased plastic materials **NEW**
- 6 Material efficiency in the manufacturing of the final product
- 7 Excluded and restricted substances
- 8 Packaging **NEW**
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INCREASED  
CIRCULARITY



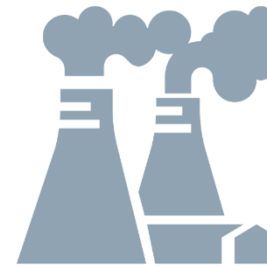
# Criteria 1 & 2: Fluff pulp and man-made cellulose fibres

## Sourcing



>70% from SFM  
<30% controlled wood

## Emissions to air



S compounds  
NOx (*fluff pulp*)

## Emissions to water



AOX (bleaching)  
COD  
Phosphorous (*pulp*)  
Zinc,  $\text{SO}_4^{2-}$  (*MMCF*)

## Climate change (*fluff pulp*)



CO<sub>2</sub>  
Energy use

# Criterion 3: Cotton and other natural cellulosic seed fibres



## Sourcing



All cotton shall be organic and traceable

Council Regulation (EC) No 834/2007  
Regulation (EU) 2018/848  
US National Organic Programme

## Bleaching



Only totally chlorine free technologies



# Criterion 4: Production of synthetic polymers and plastic materials


Application



$\geq 5$  % w/w of the final product and/or of the packaging

# Criterion 4: Production of synthetic polymers and plastic materials

Application



≥ 5 % w/w of the final product and/or of the packaging

Manufacturing facilities:  
systems for



water-savings



integrated waste management



energy efficiency and energy management

# Criterion 5: Biobased plastic materials

NEW

## Application



final product, separate components, and/or packaging where  $> 1\%$  w/w of biobased plastic material

## Requirements



Superior environmental profile (LCA)

Sourcing (CoC)

# Criterion 5: Biobased plastic materials

NEW

## Application



final product, separate components, and/or packaging where  $> 1\%$  w/w of biobased plastic material

## Requirements



Superior environmental profile (LCA)

Sourcing (CoC)

## Voluntary criterion

### Optional label



**'x % of plastic** contained in the product [separate components, and/or packaging] is **biobased'** (where  $x > 1$ , and  $x$  is the exact and measurable share of biobased plastic content in the product [separate components, and/or packaging])

~~'bioplastics'~~

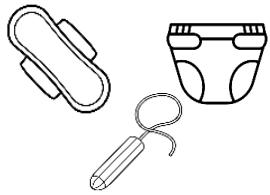
~~'plant based'~~

~~'biobased'~~

~~'natural-based'~~

# Criterion 6: Material efficiency in the manufacturing of the final product

## Application



Final product assembly site

## Waste generated



8% w/w tampons;

4% w/w other products



## Verification

- (a) weight product & packaging;
- (b) all waste streams;
- (c) treatment processing of recovered waste & disposed of to landfill or incineration

$$W_{\text{landfill}} = W_{\text{produced}} - W_{\text{recovered (reused, recycled, etc)}}$$

# Criterion 7: Excluded and restricted substances



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- Substances that are carcinogenic, mutagenic or toxic for reproduction
- Substances that may cause allergic skin reactions
- Substances of very high concern
- Antibacterial agents
- Formaldehyde
- Parabens
- Endocrine disruptors
- Phthalates
- .....

# Criterion 7: Excluded and restricted substances

No fragrances nor lotions

Limits on parts that can be printed on

Strict limits on adhesives, silicones and superabsorbent polymers

Tests for contaminants such as PCDD/F, PCB, PAH, phenols, pesticides and heavy metals



# Criterion 8: Packaging



**NEW**

Type of material	Type of packaging	Criterion 8. Packaging for AHPs		
		Recycled content (% by weight)		Recyclability (% by weight)
Targets		Publication until 31/12/2026	From 01/01/2027	From publication
Plastic	Sales (primary)	20	35	95% (5% compatible with recycling)
	Grouped (secondary)			
Paper and/or cardboard	Sales (primary)	40 and remaining covered by valid SFM certificates		
	Grouped (secondary)	80 and remaining covered by valid SFM certificates		



# Criterion 9: Guidance on the use and on the disposal of the product and of the packaging

## Instructions for use



On packaging or printed and/or digital leaflet.

## Guidance on disposal



Not flushed into toilet & how to correctly dispose

## Verification

- ✓ Instructions for use of the product
- ✓ Sales packaging (information regarding disposal)



# Criterion 10: Fitness for use and quality of the product

The effectiveness/quality of the final product shall be satisfactory and at least equivalent to that of products already on the market.

## In-use tests (user tests)



U1. Absorption and leakage protection

U2. Skin dryness

U3. Fit and comfort

U4. Overall performance

## Technical tests (laboratory tests)

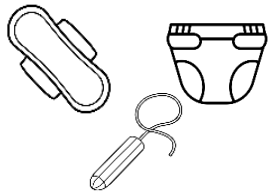


T1. Absorption and leakage protection

T2. Skin dryness

# Criterion 11: Corporate Social Responsibility with regard to labour aspects

## Application



Final AHP assembly site

## Verification



Codes of conduct

Third-party site audits

## Requirements



1. International Labour Organisation's (ILO)
2. UN Global Compact (Pillar 2)
3. UN Guiding Principles on Business and Human Rights
4. OECD Guidelines for Multinational Enterprises

# Criterion 12: Information appearing on the EU Ecolabel

- ‘Designed to reduce impact on the environment’,
- ‘Fulfil strict requirements on harmful substances’,
- ‘Verified performance’.

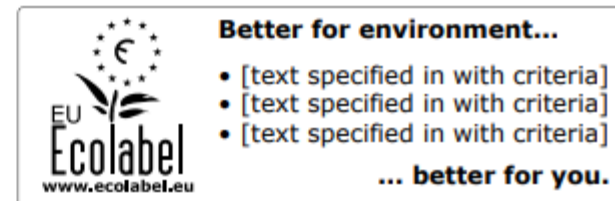


## Verification

- ✓ Declaration of compliance
- ✓ Photograph



Updated guidelines for using the EU Ecolabel logo available [here](#)



→ Font: Verdana

→ Font size: Minimum 7

→ Colours: See specifications for “colours”/“monochrome” on page 7 and 8.

# EU Ecolabel criteria for reusable menstrual cups



# Environmental criteria

1 Raw material emissions

2 Environmental management of production

3 Material efficiency in the manufacturing of the final product

4 Excluded and restricted substances

5 Packaging

6 Guidance on the disposal of the product and of the packaging

7 Information on the use of the product

8 Fitness for use and quality of the product

9 Corporate Social Responsibility with regard to labour aspects

10 Information appearing on the EU Ecolabel



# Environmental criteria

- 1 Raw material emissions
- 2 Environmental management of production
- 3 Material efficiency in the manufacturing of the final product
- 4 Excluded and restricted substances
- 5 Packaging
- 6 Guidance on the disposal of the product and of the packaging
- 7 Information on the use of the product
- 8 Fitness for use and quality of the product
- 9 Corporate Social Responsibility with regard to labour aspects
- 10 Information appearing on the EU Ecolabel

INCREASED  
CIRCULARITY



# Criterion 1: Raw material emissions

## Emissions to air



Dust

Chlorides (limits on PCDD/F formation)



CO2 emissions  
(*silicone RMC only*)

## Emissions to water (*silicone RMC only*)

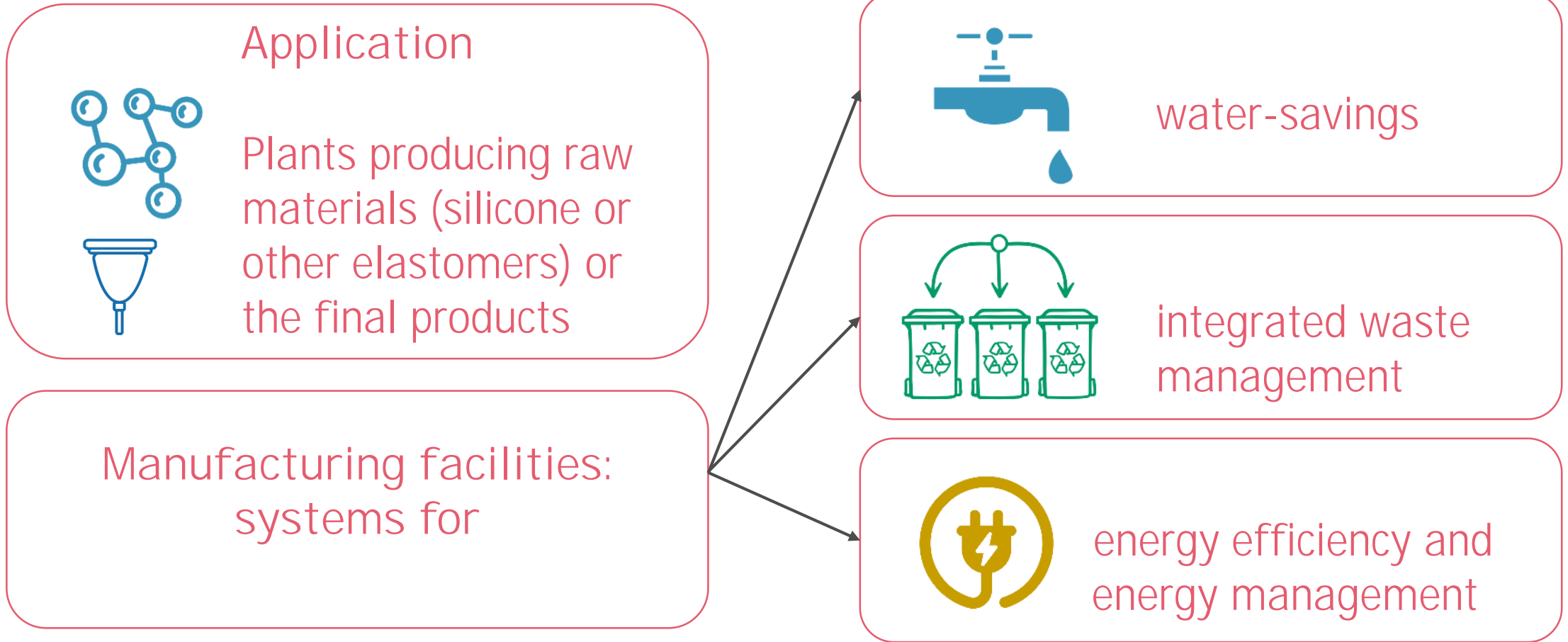


Copper

Zinc



# Criterion 2: Environmental management of production



# Criterion 3: Material efficiency in the manufacturing of the final product

Similar to AHP crit. 6

## Application



Final product manufacturing site

## Waste generated



4% w/w end products



## Verification

- (a) weight product & packaging;
- (b) all waste streams;
- (c) treatment processing of recovered waste & disposed of to landfill or incineration

$$W_{\text{landfill}} = W_{\text{produced}} - W_{\text{recovered (reused, recycled, etc)}}$$

# Criterion 4: Excluded and restricted substances



- Substances that are carcinogenic, mutagenic or toxic for reproduction
- Substances that may cause allergic skin reactions
- Substances of very high concern
- Antibacterial agents
- Formaldehyde
- Parabens
- Endocrine disruptors
- Phthalates
- Colorants
- Cyclosiloxanes

# Criterion 5: Packaging



Similar to AHP crit. 8

Type of material	Type of packaging	Criterion 5. Packaging for RMCs		
		Recycled content (% by weight)		Recyclability (% by weight)
Targets		Publication until 31/12/2026	From 01/01/2027	From publication
Plastic	Sales (primary)	20	35	95% (5% compatible with recycling)
	Grouped (secondary)			
Paper and/or cardboard	Sales (primary)	40 and remaining covered by valid SFM certificates		
	Grouped (secondary)	80 and remaining covered by valid SFM certificates		

# Criterion 6: Guidance on the disposal of the product and of the packaging

Similar to AHP crit. 9



Guidance on disposal  
Not flushed into toilet  
&  
how to correctly  
dispose



Verification

Sales packaging  
(information regarding  
disposal)

# Criterion 7: Information on the use of the product



How to choose the right size of cup

How to correctly wear the cup

Maximum wearing time

How to clean the cup during the menstrual cycle and in between cycles

The lifetime of the cup

Info on toxic shock syndrome

# Criterion 8: Fitness for use and quality of the product

Similar to AHP crit. 10

The effectiveness/quality of the final product shall be satisfactory and at least equivalent to that of products already on the market.

## In-use tests (user tests)



U1. Leakage protection

U2. Fit and comfort

U3. Overall performance

## Technical tests (laboratory tests)



T1. Biocompatibility

(ISO 10993 /USP Class VI standard)

# Criterion 9: Corporate Social Responsibility with regard to labour aspects

Similar to AHP crit. 11



Application

Final product manufacturing site



Verification

Codes of conduct

Third-party site audits



Requirements


1. International Labour Organisation's (ILO)
2. UN Global Compact (Pillar 2)
3. UN Guiding Principles on Business and Human Rights
4. OECD Guidelines for Multinational Enterprises



# Criterion 10: Information appearing on the EU Ecolabel

Similar to AHP crit. 12

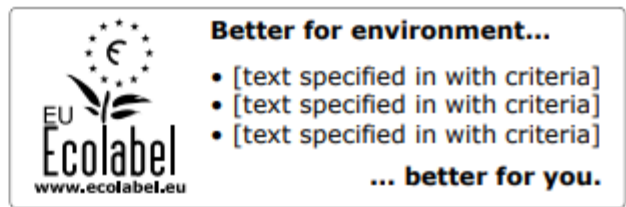
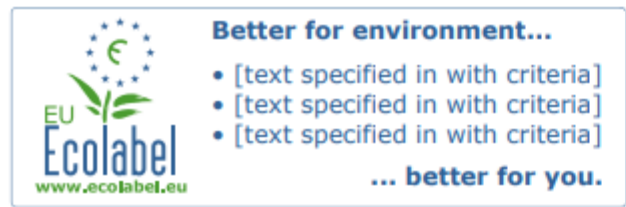
- ‘Designed to reduce impact on the environment’,
- ‘Fulfil strict requirements on harmful substances’,
- ‘Verified performance’.



## Verification

- ✓ Declaration of compliance
- ✓ Photograph

Updated guidelines for using the EU Ecolabel logo available [here](#)



- Font: Verdana
- Font size: Minimum 7
- Colours: See specifications for “colours”/“monochrome” on page 7 and 8.

# How to apply for the EU Ecolabel



# Relevant information



## EU Ecolabel

Guiding your sustainable choices



[Business](#)



[Consumers](#)



[Product groups and criteria](#)



[How to apply](#)

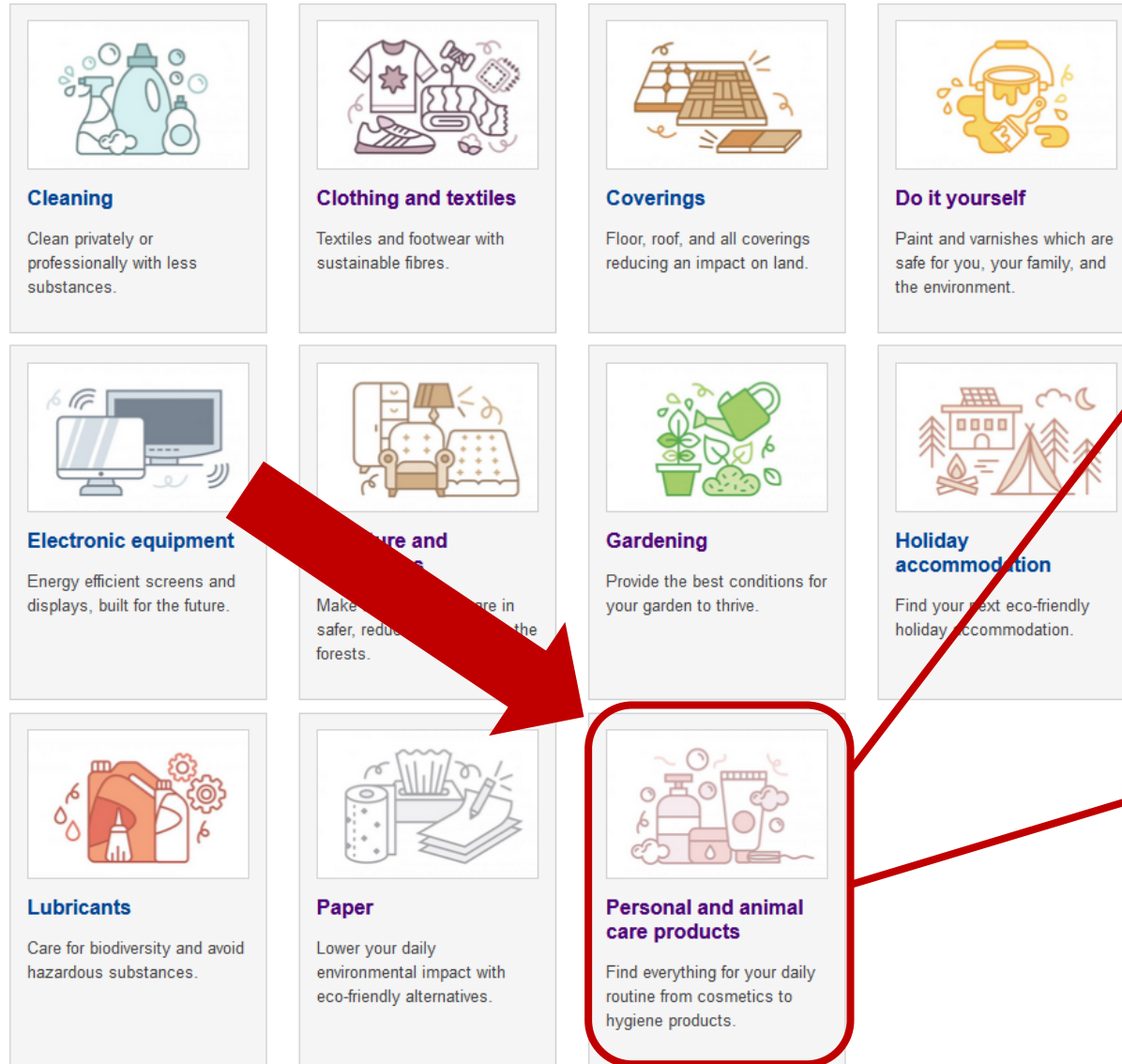


European Commission EU Ecolabel [website](http://www.ecolabel.eu)  
[www.ecolabel.eu](http://www.ecolabel.eu)

Helpdesk email: [helpdesk-eu-ecolabel@adelphi.de](mailto:helpdesk-eu-ecolabel@adelphi.de)












## The EU Ecolabel

## Current product groups and criteria



- + Absorbent hygiene products
- + Animal care products
- + Cosmetic products
- + Reusable Menstrual Cups

## Current product groups and criteria

 <p><b>Cleaning</b></p> <p>Clean privately or professionally with less substances.</p>	 <p><b>Clothing and textiles</b></p> <p>Textiles and footwear with sustainable fibres.</p>	 <p><b>Coverings</b></p> <p>Floor, roof, and all coverings reducing an impact on land.</p>	 <p><b>Do it yourself</b></p> <p>Paint and varnishes which are safe for you, your family, and the environment.</p>
 <p><b>Electronic equipment</b></p> <p>Energy efficient screens and displays, built for the future.</p>	 <p><b>Furniture and home appliances</b></p> <p>Make your furniture and home appliances safer, reducing the impact on the forests.</p>	 <p><b>Gardening</b></p> <p>Provide the best conditions for your garden to thrive.</p>	 <p><b>Holiday accommodation</b></p> <p>Find your next holiday accommodation.</p>
 <p><b>Lubricants</b></p> <p>Care for biodiversity and avoid hazardous substances.</p>	 <p><b>Paper</b></p> <p>Lower your daily environmental impact with eco-friendly alternatives.</p>	 <p><b>Personal and animal care products</b></p> <p>Find everything for your daily routine from cosmetics to hygiene products.</p>	

<b>Current criteria</b>	<a href="#">Commission Decision (EU) 2023/1809 of 14 September 2023</a>
<b>Validity</b>	31 December 2029
<b>Application pack / User manual</b>	<a href="#">User Manual - Absorbent Hygiene Products</a> <a href="#">Fluff Pulp Database</a> <a href="#">↗</a>
<b>Revision</b>	<a href="#">Finalised</a>
<b>Miscellaneous</b>	<a href="#">Final Technical Report (2023)</a>
<b>Criteria in a nutshell</b>	<a href="#">Factsheet</a>

# Relevant information



## EU Ecolabel

Guiding your sustainable choices

European Commission EU Ecolabel [website](http://www.ecolabel.eu)  
[www.ecolabel.eu](http://www.ecolabel.eu)

Helpdesk email: [helpdesk-eu-ecolabel@adelphi.de](mailto:helpdesk-eu-ecolabel@adelphi.de)



[Business](#)



[Consumers](#)



[Product groups and criteria](#)



[How to apply](#)

## The EU Ecolabel

# Application Process ([Link here](#))

[Link to 7-step application process](#)

+ Pre-application: Understanding the EU Ecolabel	
+ Step 1: Contact Your Competent Body	<a href="#">Link here</a>
+ Step 2: Register your goods or service in the online EU Ecolabel catalogue (ECAT) or the EU Ecolabel tourist accommodation catalogue	<a href="#">ECAT UM</a>
+ Step 3: Build your application dossier with your goods and service description and testing	<a href="#">Application</a>
+ Step 4: Submit your application and pay the fees	<a href="#">Link fees</a>
+ Step 5: Assessment	
+ Step 6: Application approval and licence award	
+ Step 7: Communicate about your EU Ecolabel goods and services	

# Supplementary materials

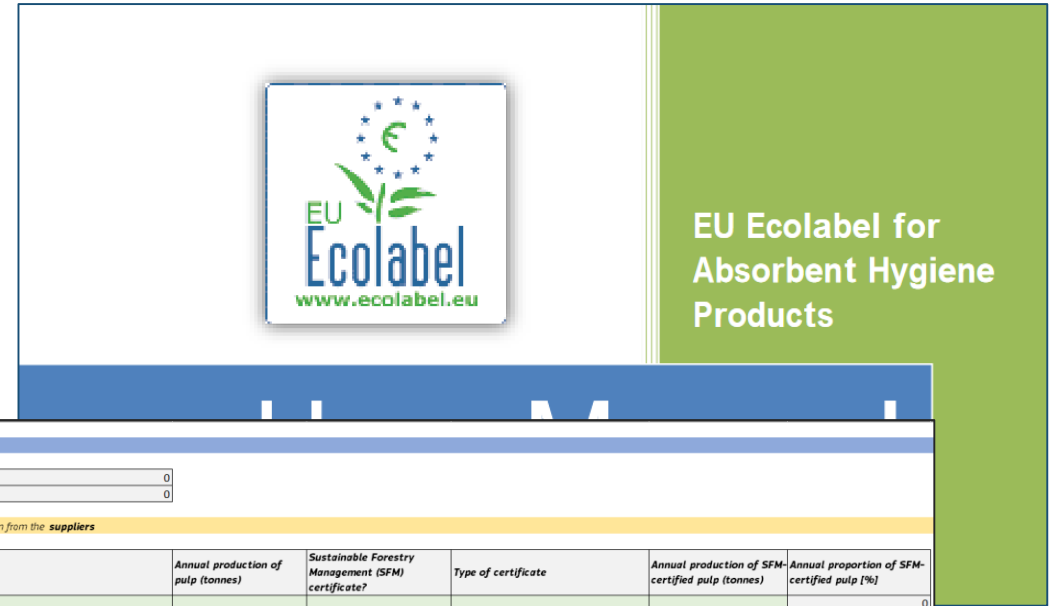
- User Manual: Parts A and B: General Information and description of requirements for the product.





# Supplementary materials

- User Manual: Parts A and B: General Information and description of requirements for the product.
- Application Form – Separated Excel file that should be completed by the applicant and submitted electronically.



Sub-criterion 1.1 - Sourcing of fluff pulp

Product name: 0  
Type of product: 0

The following part of the sheet is to be filled with information from the **suppliers**

Fluff pulp	Supplier	Annual production of pulp (tonnes)	Sustainable Forestry Management (SFM) certificate?	Type of certificate	Annual production of SFM-certified pulp (tonnes)	Annual proportion of SFM-certified pulp [%]
Pulp 1						0
Pulp 2						0
Pulp 3						0
Pulp 4						0
Pulp 5						0
Pulp 6						0

The following part of the sheet is to be filled with information from the **applicant**

Fluff pulp	Supplier	Annual purchased pulp for AHP production (tonnes)	Sustainable Forestry Management (SFM) certificate?	Type of certificate	Proportion of SFM-certified purchased pulp [%]	Annual purchased SFM-certified pulp for AHP production (tonnes)
Pulp 1		0	0	0	0	0
Pulp 2		0	0	0	0	0
Pulp 3		0	0	0	0	0
Pulp 4		0	0	0	0	0

Product 4 - info | Chemicals info | C1.1 | C1.2 | C1.3 | C1.4 | C1.5 | C2.1 | C2.2 | C2.3 | C6 | C7 ...

# Supplementary materials

- User Manual: Parts A and B: General Information and description of requirements for the product.
- Application Form – Separated Excel file that should be completed by the applicant and submitted electronically.
- Declarations from the producer/supplier of the chemicals, materials and packaging.



Sub-criterion 1.1 - Sourcing of fluff pulp

Product name: 0  
Type of product: 0

The following part of the sheet is to be completed by the applicant

Fluff pulp	of certificate	Annual production of SFM-certified pulp (tonnes)	Annual proportion of SFM-certified pulp [%]
Pulp 1		0	0
Pulp 2		0	0
Pulp 3		0	0
Pulp 4		0	0
Pulp 5		0	0
Pulp 6		0	0

The following part of the sheet is to be completed by the producer/supplier

Fluff pulp	of certificate	Proportion of SFM-certified purchased pulp [%]	Annual purchased SFM-certified pulp for AHP production (tonnes)
Pulp 1		0	0
Pulp 2		0	0
Pulp 3		0	0
Pulp 4		0	0

DECLARATION FORM FOR THE SUPPLIER OF FLUFF PULP  
Commission Decision (EU) establishing the EU Ecolabel criteria for absorbent hygiene products and for reusable menstrual cups

**Declaration from the supplier of the fluff pulp used for the absorbent hygiene product**

This declaration is to be filled in by the supplier of the fluff pulp or the supplier of the pulp(s) for the fluff pulp. The declaration shall be based on the best of the manufacturer's/supplier's knowledge at the time of declaring.

Manufacturer/supplier name: \_\_\_\_\_  
Manufacturer/supplier address: \_\_\_\_\_  
Manufacturer/supplier of: \_\_\_\_\_

Fluff pulp  
 Raw material pulp

I declare that I will keep the competent body informed in case of any changes to our products or processes which influence the validity of this declaration

**Sub-criterion 1.1: Sourcing of fluff pulp**

I declare that I hold valid chain of custody certificates issued by the following independent third party certification scheme(s):

FSC  
 PEFC  
 Other (please specify) \_\_\_\_\_

**It is mandatory to submit supporting information (copies of certificates or registration number)**

I attach supporting information.

**Sub-criterion 1.2: Bleaching of fluff pulp**

I declare that elemental chlorine (Cl<sub>2</sub>) gas is not used to bleach the pulp(s)

# Application Process ([Link here](#))

[Link to 7-step application process](#)

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+ Step 5: Assessment

+ Step 6: Application approval and licence award

+ Step 7: Communicate about your EU Ecolabel goods and services

[Logo  
guidelines](#)

## The EU Ecolabel for absorbent hygiene products



September 2023  
#EUGreenDeal #EUEcolabel

The EU Ecolabel is the official European Union voluntary label for environmental excellence, awarded to sustainably designed products. The EU Ecolabel encourages innovation and contributes to the EU goal of climate neutrality by 2050, a clean and circular economy, and the zero-pollution ambition for a toxic-free environment.

Consumers are increasingly looking for sustainable products. Through the EU Ecolabel, industry can offer reliable and truly eco-friendly alternatives to conventional absorbent hygiene products, empowering consumers to make informed choices and play an active role in the ecological transition.



### Which absorbent hygiene products can be awarded the EU Ecolabel?

- Baby nappies.
- Feminine sanitary protection (sanitary pads or towels, panty liners and tampons).
- Nursing pads (also known as breast pads).
- Absorbing sheets (for example, for changing baby nappies).
- Disposable absorbent components in some reusable products.
- Adult incontinence products (unless registered as medical devices).

### Which products are excluded?

- Wet wipes.
  - Cotton swabs.
  - Make-up remover wipes.
  - Absorbent hygiene products registered as medical devices.
- Ambitious criteria, which focus on the main environmental impact throughout the life cycle of a product, ensure that EU Ecolabel absorbent hygiene products are of good quality and among the best on the market in terms of environmental performance.

The EU Ecolabel criteria aim to reduce the environmental impact of absorbent hygiene products on air, water, soil and biodiversity, and to reduce the environmental damage or risks related to the use of certain chemicals (particularly relevant for products that come in direct contact with the skin). In addition, the criteria encourage circular economy practices, including waste reduction and the use of recycled material in packaging.

### Specifically, the EU Ecolabel guarantees:

- use and promotion of sustainably managed forests;
- low water and air emissions;
- low energy consumption and CO<sub>2</sub> emissions;
- use and promotion of organic cotton;
- less waste;
- restricted use of hazardous substances and strict control of contaminants;
- no fragrances or lotions;
- use and promotion of biobased and recycled materials;
- good performance;
- protection of human and labour rights.

## Ecolabel criteria for absorbent hygiene products

Hygiene products must comply with stringent criteria for environmental performance. For the full list of requirements, please refer to the [EU Ecolabel criteria for absorbent hygiene products](#).

### The Ecolabel requires the following:

- At least 70% of fibres used in absorbent hygiene products come from sustainable forests.
- No use of genetically modified plants.
- Limits on phosphorus and on chlorine, sulphur and nitrogen in the product.
- Limits on zinc and on chlorine and sulphur compounds from pigments used in the product.
- Products must be produced with limited energy consumption and reduced CO<sub>2</sub> emissions.
- Products must be produced with limited energy consumption.
- The product must be organic.
- The product must be traceable.
- Limits on the maximum quantity of waste generated during the production of plastic.
- Limits on the recycling of scraps in the production of plastic.
- No use of substances that are carcinogenic, mutagenic or toxic for reproduction, or of substances that may cause allergic skin reactions; Substances of very high concern.
- No use of antibacterial agents, formaldehyde, parabens, endocrine disruptors, or phthalates.
- No use of preservatives.
- Limits for contaminants such as dioxins, furans, polychlorinated biphenyls, aromatic hydrocarbons, phenols, pesticides and heavy metals in the product and its packaging.
- Limits on the inclusion of sustainable biobased plastic materials in the product.
- Limits on the use of paper and cardboard packaging, as an alternative to plastic.
- Limits on the use of recycled materials in the packaging.
- Mandatory control of recycled materials in the packaging.
- Compliance with requirements on absorption and leakage, skin dryness and fragrance.
- Compliance with requirements on emission of dusts, chlorides, copper and zinc during the production of silicone.
- Compliance with limits on the maximum quantity of waste generated during production.
- Compliance with limits on substances that are carcinogenic, mutagenic or toxic for reproduction, or of substances that may cause allergic skin reactions, substances of very high concern, endocrine disruptors, parabens, formaldehyde, parabens, endocrine disruptors and phthalates.
- Compliance with limits on the use of colourants.
- Compliance with limits on fragrances in the product and its packaging.
- Compliance with the minimum mandatory content of recycled materials in the packaging.
- Compliance with limits on the use of recycled materials in the packaging.
- Compliance with limits on substances to be informed on: how to choose the right cup size, how to wear it and for how long, how to clean it during and in between menstrual cycles, and the cup's minimum cycle length.
- Compliance with specific requirements on biocompatibility, leakage, fit and comfort, and overall performance (to be verified by accredited laboratories).
- Compliance with third-party verification on corporate social responsibility of the manufacturing site, beyond to labour aspects.

Environment

### Protection of human and labour rights

Third-party verification on corporate social responsibility of the manufacturing site, beyond to labour aspects.

For more information and detail visit [www.ecolabel.eu](http://www.ecolabel.eu)



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## The EU Ecolabel for reusable menstrual cups



September 2023  
#EUGreenDeal #EUEcolabel

The EU Ecolabel is the official European Union voluntary label for environmental excellence, awarded to sustainably designed products. The EU Ecolabel encourages innovation and contributes to the EU goal of climate neutrality by 2050, a clean and circular economy, and the zero-pollution ambition for a toxic-free environment.

Consumers are increasingly looking for sustainable products. Through the EU Ecolabel, industry can offer reliable and truly eco-friendly alternatives to conventional reusable menstrual cups, empowering consumers to make informed choices and play an active role in the ecological transition.



### Which reusable menstrual cups can be awarded the EU Ecolabel?

- Reusable menstrual cups made of silicone.
- Reusable menstrual cups made of elastomers other than silicone, for example, thermoplastic elastomers.

### Which products are excluded?

- Reusable menstrual cups made of materials other than those listed above, for example, rubber or latex.
- Reusable menstrual cups registered as medical devices.

Ambitious criteria, which focus on the main environmental impact throughout the life cycle of a product, ensure that EU Ecolabel reusable menstrual cups are of good quality and among the best on the market in terms of environmental performance.



The EU Ecolabel criteria aim to reduce the environmental impact of reusable menstrual cups on air, water and soil, and to reduce the environmental damage or risks related to the use of certain chemicals (particularly relevant for products that come in direct contact with the skin). In addition, the criteria encourage circular economy practices, including the promotion of reuse and recycling, waste reduction, and sustainable behaviour by consumers.

### Specifically, the EU Ecolabel guarantees:

- low water and air emissions and low CO<sub>2</sub> emissions;
- less waste;
- restricted use of hazardous substances and reduced colourants;
- no fragrances;
- use and promotion of recycled materials for the packaging;
- extensive usage guidelines;
- good performance;
- protection of human and labour rights.

Environment

## Ecolabel criteria for reusable menstrual cups

Reusable menstrual cups must comply with stringent criteria for environmental performance. For the full list of requirements, please refer to the [EU Ecolabel criteria for reusable menstrual cups](#).

### The Ecolabel requires the following:

- At least 70% of fibres used in absorbent hygiene products come from sustainable forests.
- No use of genetically modified plants.
- Limits on phosphorus and on chlorine, sulphur and nitrogen in the product.
- Limits on zinc and on chlorine and sulphur compounds from pigments used in the product.
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- Compliance with specific requirements on biocompatibility, leakage, fit and comfort, and overall performance (to be verified by accredited laboratories).
- Compliance with third-party verification on corporate social responsibility of the manufacturing site, beyond to labour aspects.



For more information and detail on how to apply, visit [www.ecolabel.eu](http://www.ecolabel.eu)



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# Additional info

- [Official Journal Publication](#)
- [Final Technical Report](#)
- Preliminary Background Report (pending final document link)
- [JRC Product Bureau website](#)
- [EU Ecolabel website](#)

## Questions?

Please contact your [Competent Body](#)

Or the **Helpdesk**: [helpdesk-eu-ecolabel@adelphi.de](mailto:helpdesk-eu-ecolabel@adelphi.de)

# Thank you



EU Science Hub <https://joint-research-centre.ec.europa.eu/>



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