




# Ecolabels: understanding badges to avoid being 'greenwashed'

Not all ' ecolabels ' are equal! Below are some of those that are independently verified and can provide evidence of specific sustainability standards for your product or service. If your supplier displays an ecolabel not listed here, you can check that it meets the definition of a 'credible ecolabel' on p12 of the Sustainable Procurement Guidance [HERE](#).

Ecolabel	Description	Applicable Products
<p><b>The Blue Angel</b></p> 	<p>Initiated by the German government and awarded by an independent Jury to products that are environmentally friendlier than others serving the same use.</p>	<p>A wide variety of products under the following categories: Home and living, Electric Devices, Construction, Office, Energy, Garden and leisure. Full product listings shown at <a href="https://www.blauer-engel.de/en/products">https://www.blauer-engel.de/en/products</a></p>
<p><b>Compostable - BS EN 13432 and BS EN 14995</b></p> 	<p>The 'compostable' mark shows that a packaging item compliant with the 'compostability' criteria set in BS EN 13432 is 'compostable'. A plastic item compliant with the 'compostability' criteria set in BS EN 14995 is 'compostable'.</p>	<p>All product packaging</p>
<p><b>Carbon Neutral Standard</b></p> 	<p>A global standard to certify that businesses have measured and reduced their CO2 emissions to net zero for their company, products, operations or services.</p> <p><a href="http://www.carbonneutral.com">www.carbonneutral.com</a></p>	<p>All products and services</p>

**Carbon Trust Product Footprint Certification**



Certification for product carbon footprints, accredited by UKAS and certified according to the PAS 2050 standard. Shows a commitment to measuring and reducing the resource footprints of products.

[www.carbontrust.com/client-services/footprinting/footprint-certification/carbon-reduction-label](http://www.carbontrust.com/client-services/footprinting/footprint-certification/carbon-reduction-label)

All products and services

**Carbon Trust Standard**



The Carbon Trust Standard is a certification mark of excellence, to recognise organisations that demonstrate carbon reduction. To qualify, organisations must measure, manage and genuinely reduce their carbon footprint and commit to reducing it year on year.

[www.carbontrust.com/client-services/footprinting/footprint-certification](http://www.carbontrust.com/client-services/footprinting/footprint-certification)

Businesses and organisations

**Compostable: Biodegradable Products Institute Label**



The BPI's Compostable Logo identifies products that meet ASTM D6400 (for plastics) or ASTM D6868 (for fibre based applications) and will compost satisfactorily in large scale composting facilities.

[www.bpiworld.org/BPI-Public/Program.html](http://www.bpiworld.org/BPI-Public/Program.html)

Product packaging

**Earthcheck**



Benchmarking, certification and advisory group for travel and tourism.

[earthcheck.org](http://earthcheck.org)

Travel and Tourism


**Ecologo**









ECOLOGO products, services and packaging are certified for reduced environmental impact. ECOLOGO's multi-attribute, lifecycle based environmental certifications indicate that a product has undergone rigorous scientific testing.

[industries.ul.com/environment/certificationvalidation-marks/ecologo-product-certification](http://industries.ul.com/environment/certificationvalidation-marks/ecologo-product-certification)

A wide variety of products and services in the following categories: building materials, flooring, chemicals and plastics, cleaning products and personal care, office products, electronics, energy supply and event. Full list at: [industries.ul.com/environment/certificationvalidation-marks/ecologo-product-certification](http://industries.ul.com/environment/certificationvalidation-marks/ecologo-product-certification)

<p><b>EU Ecolabel</b></p> 	<p>EU certification scheme for products that have a reduced environmental impact throughout their life cycle, from the extraction of raw material through to production, use and disposal.</p> <p><a href="http://ec.europa.eu/environment/ecolabel/index_en.htm">ec.europa.eu/environment/ecolabel/index_en.htm</a></p>	<p>A wide variety of products under the following categories: cleaning, clothing and textiles, floor coverings, household appliances and items, do-it-yourself, furniture, gardening, lubricants, paper products, personal care products. Full product catalogue shown at <a href="http://ec.europa.eu/ecat/">ec.europa.eu/ecat/</a></p>
<p><b>EU energy efficiency label</b></p> 	<p>EU energy label that provides an overview of how energy efficient a product is.</p> <p><a href="http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69295/pb13466-eu-energy-label.pdf">www.gov.uk/government/uploads/system/uploads/attachment_data/file/69295/pb13466-eu-energy-label.pdf</a></p>	<ul style="list-style-type: none"> <li>• Refrigerators, freezers and fridge-freezers</li> <li>• Washing machines</li> <li>• Electric tumble dryers</li> <li>• Combined washer-dryers</li> <li>• Dishwashers</li> <li>• Lamps (light bulbs)</li> <li>• Electric ovens</li> <li>• Air conditioners</li> <li>• Televisions</li> </ul>
<p><b>EU Energy Star</b></p> 	<p>Certification of energy efficient office equipment by the EU. The EU ENERGY STAR database shows the most energy efficient models, within the group of ENERGY STAR qualified office equipment under current specifications for the scheme.</p> <p><a href="http://www.eu-energystar.org">www.eu-energystar.org</a></p>	<p>Electrical office equipment</p>
<p><b>Fairtrade</b></p> 	<p>Certification Mark that shows that producers and traders have met Fairtrade Standards for social, environmental and economic performance. The Standards supports the sustainable development of small-scale producers and agricultural workers in the poorest countries in the world.</p> <p><a href="http://www.fairtrade.net">www.fairtrade.net</a></p>	<p>Full product range at <a href="http://www.fairtrade.net/products.html">www.fairtrade.net/products.html</a></p>
<p><b>Forest Stewardship Council</b></p> 	<p>Certification scheme that allows consumers to identify, purchase and use wood, paper and other forest products produced from well-managed forests and/or recycled materials.</p> <p><a href="http://www.fscs.org.uk">www.fscs.org.uk</a></p>	<p>Forestry products including:</p> <ul style="list-style-type: none"> <li>• Timber</li> <li>• Furniture</li> <li>• Paper and products made of paper such as books</li> <li>• Tissues and toilet roll</li> <li>• Charcoal</li> <li>• Packaging</li> </ul>
<p><b>Friend of the Sea</b></p> 	<p>Certification of sustainable seafood from fisheries and aquaculture.</p> <p><a href="http://www.friendofthesea.org">www.friendofthesea.org</a></p>	<p>Seafood</p>

<p><b>Global Organic Textile Standard</b></p> 	<p>Processing standard for textiles made from organic fibres. The standard defines high-level environmental criteria along the organic textiles supply chain and also requires compliance with social criteria.</p> <p><a href="http://www.global-standard.org">www.global-standard.org</a></p>	<p>Textiles</p>
<p><b>Green Globe Standard</b></p> 	<p>Standard that facilitates responsible and sustainable environmental and social activity; and improved environmental and social outcomes for travel and tourism operations.</p> <p><a href="http://greenglobe.com">greenglobe.com</a></p>	<p>Travel</p>
<p><b>Greenspec PASS</b></p> 	<p>GreenSpec PASS identifies and endorses green building materials, products and equipment. The PASS label indicates that a product has been selected and endorsed for its superior environmental qualities. PASS is organised and run by architects and specifiers.</p> <p><a href="http://www.greenspecpass.co.uk">www.greenspecpass.co.uk</a></p>	<p>Building materials</p>
<p><b>Green Tourism Business Scheme</b></p> 	<p>Sustainable tourism certification scheme for the UK &amp; Ireland. Bronze, Silver and Gold awards are provided based on performance against a range of criteria including energy and water efficiency, waste management, purchasing, travel and biodiversity.</p> <p><a href="http://www.green-tourism.com">www.green-tourism.com</a></p>	<p>Travel</p>
<p><b>LEAF Marque</b></p> 	<p>An environmental assurance system recognising sustainably farmed products. LEAF Marque farmers care for the environment in a number of ways including, habitat management, pesticide and fertiliser reduction, farm waste recycling and improving water efficiency and quality.</p> <p><a href="http://www.leafuk.org/leaf/home.eb">www.leafuk.org/leaf/home.eb</a></p>	<p>Catering</p>
<p><b>Marine Stewardship Council</b></p> 	<p>Certification scheme to assure consumers that fish and seafood with the blue MSC label has been responsibly caught by a certified sustainable fishery.</p> <p><a href="http://www.msc.org">www.msc.org</a></p>	<p>Fish and seafood</p>

<p><b>On-Pack Recycling Label</b></p> 	<p>UK standard consumer recycling label designed to show simple, consistent, evidence led information to make it easy for consumers to recycle more packaging.</p> <p><a href="http://www.oprl.org.uk">www.oprl.org.uk</a></p>	<p>All product packaging</p>
<p><b>Organic Farmers &amp; Growers Certification</b></p> 	<p>Organic Farmers &amp; Growers label indicates product meets UK Department for Environment, Food and Rural Affairs (Defra) regulations for organic production and processing in the UK.</p> <p><a href="http://ofgorganic.org">ofgorganic.org</a></p>	<p>Catering</p>
<p><b>Programme for the Endorsement of Forest Certification (PEFC)</b></p> 	<p>Certification Scheme for forest products with application throughout the supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are produced with respect for ecological, social and ethical standards.</p> <p><a href="http://www.pefc.co.uk">www.pefc.co.uk</a></p>	<p>Forestry products including:</p> <ul style="list-style-type: none"> <li>• Timber</li> <li>• Furniture</li> <li>• Paper and products made of paper such as books</li> <li>• Tissues and toilet roll</li> <li>• Charcoal</li> <li>• Packaging</li> </ul>
<p><b>Rainforest Alliance Certified</b></p> 	<p>Certification ensures that a product comes from a farm or forest operation that meets comprehensive standards that protect the environment and promote the rights and well-being of workers, their families and communities.</p> <p><a href="http://www.rainforest-alliance.org">www.rainforest-alliance.org</a></p>	<p>A wide range of products from some of the poorest countries. Products can be found at <a href="http://www.rainforest-alliance.org/shopthefrog">http://www.rainforest-alliance.org/shopthefrog</a></p>
<p><b>RSPO Certified Sustainable Palm Oil</b></p> 	<p>Roundtable on Sustainable Palm Oil (RSPO) Certification is a seal of approval that the palm oil used in the product is produced sustainably and volumes are traceable.</p> <p><a href="http://www.rspo.org">www.rspo.org</a></p>	<p>Catering</p>
<p><b>Smart Approved WaterMark</b></p> 	<p>Previously Waterwise Marque, the accreditation identifies and promotes water saving products and services.</p> <p><a href="http://www.waterwise.org.uk/pages/smart-approved-watermark-.html">www.waterwise.org.uk/pages/smart-approved-watermark-.html</a></p>	<p>Products and services that use water.</p>

**Soil Association Organic Standard**



The UK's leading organic certifier offering a huge range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry.

<https://www.soilassociation.org/certification/>

Catering, textiles, soaps, detergents, cleaning products.

**UK Fuel Economy Label**



The Low Carbon Vehicle Partnership's label shows how much of the greenhouse gas carbon dioxide a vehicle emits and relates that figure to the vehicle tax that must be paid.

[www.lowcvp.org.uk/initiatives/fuel-economy/index.htm](http://www.lowcvp.org.uk/initiatives/fuel-economy/index.htm)

Vehicles