

NEWSLETTER #REUE

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The EU Ecolabel (known in Portugal by its acronym, REUE) Newsletter is a biannual online publication developed by the competent body in Portugal for granting EU Ecolabel licenses - the Directorate-General for Economic Activities (DGAE).

This publication, available in Portuguese and English, provides information on the main national and international developments regarding the EU Ecolabel activity. You can access this newsletter via the REUE page on the DGAE website.

In this edition you can find information on:

- [EU Ecolabel has a new page: Find out more about Green Procurement](#)
- [Changing Habits to Change the Future: The Role of Young People in Sustainable Consumption](#)
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EU Ecolabel has a new page: Find out more about Green Procurement

The transition to a sustainable economy increasingly involves integrating environmental criteria into public procurement policies. Green Public Procurement (GPP) is a strategic tool of the European Union to drive a more sustainable market, reducing environmental impact and promoting innovative solutions.

In this context, the European Commission recently launched a page dedicated to simplifying Green Public Procurement with the EU Ecolabel. This initiative aims to support public buyers in adopting environmental criteria in procurement procedures, ensuring that the products and services selected are environmentally responsible and economically advantageous. Aware of the importance of this issue and the need to provide information adapted to the national reality, the EU Ecolabel team in Portugal has developed a [new area on its website \(available in Portuguese\)](#) where you can consult useful resources, practical information and guidelines for using the EU Ecolabel in Green Procurement.

Why is Green Public Procurement so relevant?

Public bodies in the European Union play a crucial role in boosting the market for sustainable products. According to the [European Environmental Bureau](#), public procurement accounts for around 14% of the EU's GDP and, by adopting ecological criteria in procurement processes, they significantly influence the economy.





The **benefits of Green Public Procurement** include, among others:

- ✓ Selection of **products with a lower environmental impact** throughout their life cycle;
- ✓ **Saving resources** such as energy, water and raw materials;
- ✓ Encouraging the **development of environmentally responsible solutions**;
- ✓ **Reduced long-term costs** due to the greater efficiency and durability of products.

The Role of the EU Ecolabel

The EU Ecolabel is an essential tool for Green Purchasing, ensuring that products and services with EU Ecolabel meet strict environmental criteria and are assessed by independent bodies.

It can be used in two ways:

- Setting the EU Ecolabel as a mandatory requirement, i.e. requiring that the products and services purchased have the EU Ecolabel;
- Incorporating specific criteria into public tenders, i.e. applying EU Ecolabel criteria as technical requirements or award factors.

One of the main advantages of integrating the EU Ecolabel into public procurement is the reduction in the administrative burden, since certification already attests to the conformity of products and services with the required environmental requirements.

What can you find in the new area on Public Procurement?

- **Key concepts of Green Public Procurement:** What they are, what their benefits are and their impact on the market;
- **Ways to use the EU Ecolabel:** How the EU Ecolabel criteria can be applied in procurement processes;
- **European Commission Practical Guides:** Documents to help implement environmental criteria in public procurement;
- **Relevant legislation:** European and national guidelines applicable to Green Procurement.



Take the next step towards Sustainable Public Procurement!

Integrating the EU Ecolabel into public procurement will simplify processes, ensure environmental compliance and boost the circular economy.

Visit the new [Green Procurement area on the EU Ecolabel website](#) now!

Changing Habits, Changing the Future: The Role of Young People in Sustainable Consumption

Sustainability remains one of the greatest challenges of our time, and young people play a key role in building a more prosperous and environmentally responsible future. Having this in mind, the EU Ecolabel team invited Paulo Tomás Santos, Vice-President of the Portuguese Institute of Sport and Youth (IPDJ) for an interview on how the younger generations can be active agents of change.

In this interview, we address challenges and opportunities in raising awareness of sustainable consumption, explore the impact of social media in conveying these messages and discuss the role of the EU Ecolabel in guiding more responsible consumption choices.

Paulo Tomás dos Santos has been vice-president of IPDJ's Board of Directors since September 2024. His areas of competence at IPDJ include Youth.

With a degree in Civil Engineering from the *Instituto Superior de Engenharia do Porto*, Paulo Santos has a postgraduate degree in People Management from the Porto Business School of the University of Porto.

Before joining the IPDJ, he was pro-president of the Polytechnic Institute of Porto. His career also includes activities such as administrator of the Academic Federation of University Sport, vice-president of the Academic Federation of Porto and president of the student association of the Higher Engineering Institute of Porto.



How has the IPDJ promoted awareness among young people of more conscious and sustainable consumption?

We know that conscious and responsible consumption is a pillar of environmental education and that, within the scope of the 2nd National Youth Plan, one of the strategic objectives identified was to “Raise young people's awareness of the various aspects of sustainable development, in its social, economic and environmental aspects”. How has this objective been and is being worked on by IPDJ and its partners and what challenges do you highlight in pursuing it?

At IPDJ, we believe that young people are the protagonists of the transformation towards a more sustainable future. It's not enough to talk about conscious consumption, we need to create opportunities for young people to experience this change in their daily lives. That's why we integrate sustainability into all our initiatives, inspiring, empowering and involving young people in concrete actions that make a difference.

Through programs such as Youth Volunteering for Nature and Forests, hundreds of young people take part in environmental actions, from cleaning up forests and beaches to awareness campaigns on recycling, the circular economy and sustainable consumption. These experiences demonstrate in practice the positive impact of responsible habits and turn participants into real agents of change, bringing this ecological awareness to their communities.

In addition, IPDJ supports projects by youth associations focused on sustainability, encouraging young people's creativity in designing campaigns about reusing materials and energy efficiency. We know that awareness-raising needs to be dynamic and continuous, which is why we promote sustainable campaigns and events at key moments in the youth calendar, such as International Youth Day, Youth Associations Day and Volunteering Day.



But sustainability can't just be a topic for debate, it has to be lived out in the way we organize our own events. At IPDJ, we follow ecological principles whenever we promote initiatives, reducing disposable materials, optimizing energy resources and encouraging sustainable mobility practices.

IPDJ and its partners have worked actively to translate this commitment into concrete projects, promoting environmental education initiatives, green volunteering and campaigns on responsible consumption, sustainable mobility and the circular economy. But more than meeting targets, we have tried to involve young people as active agents in creating solutions to environmental challenges. We are currently in a new cycle of youth participation with the development of the National Youth Agenda, where one of the fundamental pillars is precisely listening to young people on a wide range of topics - including sustainability, the environment and territorial cohesion. In more than 80 listening sessions, both online and in person, as well as in the proposals submitted via the participa.gov.pt platform, we have seen that sustainability continues to be a central concern for young people. This reinforces the need to ensure that public policies for youth maintain sustainability as a priority.

Despite young people's growing interest in sustainable development, there are still significant challenges that we need to address. IPDJ recognizes these challenges and is committed to reducing barriers, empowering young people with reliable knowledge and creating real opportunities for participation. Raising awareness of sustainable development can't just be a matter of information - it has to ensure that young people have the tools, resources and opportunities to be protagonists of change. We believe that by investing in young people, we are investing in a fairer, more conscious and sustainable future for all.



Sustainability in the Right Language: Where and How to Reach Young People?

The way young people consume information has changed dramatically in recent years, with an increasing focus on social networks, influencers and interactive experiences. Which spaces (physical or digital) have the greatest potential to capture young people's attention and promote sustainability? How can IPDJ, in partnership with entities such as DGAE, take advantage of these platforms to increase the impact of messages about responsible consumption?

IPDJ recognizes that in order to capture young people's attention and promote sustainability, it is essential to use the channels and formats that are part of their daily lives. Platforms such as Instagram, TikTok and YouTube have enormous potential for disseminating messages about responsible consumption, through appealing visual content, viral challenges and partnerships with content creators who have credibility with young people. To boost this impact, the IPDJ, in partnership with entities such as the DGAE, which manages the EU Ecolabel system, can develop specific campaigns that show, in a practical and interactive way, the benefits of opting for products with environmental labels. Creating content that highlights everyday choices - from eco-friendly detergents to sustainable clothing - and explaining, in an accessible way, how the EU Ecolabel helps identify truly sustainable products can be an effective strategy.

In addition to social media, face-to-face events continue to be an excellent opportunity to promote responsible consumption. Youth fairs, music festivals and sporting events are ideal spaces to integrate practical experiences such as workshops, demonstrations of sustainable products and even educational games about conscious consumption. It is essential that the message is conveyed in a light, engaging and participatory way, ensuring that young people feel they are an active part of the change. In this way, by combining the power of digital with striking face-to-face experiences, IPDJ and DGAE can amplify the impact of raising awareness of sustainability, making responsible consumption a natural and desirable choice for new generations.



Young People and Greenwashing: How to Make it Easier to Distinguish Real Sustainability from Marketing Strategies?

In recent years, the phenomenon of false green claims (greenwashing) has become more sophisticated, making it difficult to distinguish between truly sustainable practices and purely commercial strategies. How can IPDJ contribute to empowering young people to recognize false green claims? What initiatives or programs can help develop critical thinking in the face of vague, misleading or unfounded environmental information available on the market?

As part of its mission to empower and inform young people, the IPDJ plays an essential role in the fight against this phenomenon, promoting environmental literacy and informed consumption.

To combat greenwashing, the IPDJ is committed to the critical education of young people. In addition, digital tools and interactive content should be developed, such as quizzes, explanatory videos and practical guides on social media, allowing young people to test their knowledge and understand how to distinguish companies that are truly committed to sustainability from misleading marketing strategies.

The IPDJ can be a partner by making its Ponto JA network available for information sessions and debates, where young people can discuss and share experiences on responsible consumption. These actions guarantee direct and practical contact, consolidating the knowledge acquired through digital platforms.

In this way, IPDJ reinforces its commitment to training a generation that is more informed, critical and prepared to make conscious choices, ensuring that sustainability is not just an abstract concept, but a real commitment with a positive impact on the future.

EU Ecolabel: How to make it “In”?

Despite its environmental benefits, many young people still don't recognize the EU Ecolabel as an essential criterion in their consumer choices. How can the IPDJ, together with the DGAE and other partners, boost the level of recognition of the EU Ecolabel among young people? What kind of initiatives or campaigns could make this label more appealing and recognized by this audience?

The challenge is to understand how the EU Ecolabel can become more relevant and visible to young people. To do this, it is essential to understand the consumption habits of this age group and what influences their decisions.

The recognition of the EU Ecolabel can benefit from an approach that is more aligned with young people's interests, exploring trends such as sustainable fashion, ecological technology and lifestyle products that have a reduced environmental impact. Creating content that demonstrates in a practical way how the EU Ecolabel can be part of young people's daily lives can help to raise awareness. At the same time, it is necessary to ensure that young people have access to clear and appealing information about the benefits of the EU Ecolabel, avoiding overly technical messages.

The creation of visual and interactive campaigns, as well as the involvement of influential figures, can contribute to greater adherence to the concept. Likewise, the discussion on how to make the EU Ecolabel more appealing should involve young people themselves, ensuring that the message reaches them in the most effective and impactful way possible.

Sustainable Tourism: An Attractive Alternative for Young People?

Sustainable tourism has been gaining prominence, and young people are possibly one of the market segments most receptive to ecological experiences. Considering IPDJ's role in promoting Youth Hostels, how can these spaces be leveraged to promote sustainable tourism? What strategies can be adopted to raise young travelers' awareness of greener choices?

Sustainable tourism has been gaining prominence, and young people are possibly one of the market segments most receptive to ecological experiences. In addition to a growing environmental concern, there is a demand for authentic, accessible experiences that have a positive impact on the places visited.

Youth hostels, as places aimed at young people, can play an essential role in promoting sustainable tourism. To do this, they can adopt practices that make the guest experience more environmentally friendly, such as using renewable energy, reducing waste, making ecological products available and encouraging sustainable means of transportation. In addition to infrastructure, raising awareness among young travelers can be done through immersive experiences, such as environmental volunteer programs associated with the stay, ecological trails, sustainability workshops and partnerships with local sustainable businesses. Providing discounts or incentives for those who travel by public transport or take part in environmental actions can be a way of reinforcing ecological commitment.

By turning Youth Hostels into benchmarks for sustainable tourism and promoting initiatives that appeal to young travelers, it is possible to encourage more responsible tourism that is accessible and aligned with the environmental concerns of this generation.

From Awareness to Action: How to Move from Talk to Real Change?

Many sustainability awareness campaigns succeed in capturing the attention of young people, but they don't always translate into an actual change in behavior. In your opinion, what is missing for environmental initiatives to have a real and lasting impact on young people's choices? What examples of good practice can be followed to ensure that raising awareness leads to concrete action?

The challenge is to understand which factors can turn awareness into concrete and lasting action. For environmental initiatives to have a real impact, it is essential that young people feel that their choices make a difference. The link between discourse and action can be strengthened through practical experiences, such as environmental volunteering programs, ecological challenges and incentives for those who adopt sustainable behaviors. Strengthening a community of change, where young people can share their experiences and motivate each other, also plays an essential role.

Integrating sustainability into young people's daily lives, whether through institutional policies, school curricula or support for youth-led projects, can help ensure that a commitment to the environment becomes part of the identity of the new generations. In addition, involving young people in co-creating environmental policies and campaigns allows them to feel greater responsibility and motivation to act.

Examples of good practice include gamification systems, where young people can earn rewards for sustainable actions, and campaigns that make sustainability aspirational and accessible, through partnerships with influential figures and brands aligned with ecological values.

The key to real change lies in the combination of accessible information, active involvement and a sense of community, allowing young people to move from discourse to action in a natural and sustainable way over time.

Do you know what's new in the EU Ecolabel Catalogue?

The EU Ecolabel Catalogue of Products and Services continues to grow, reflecting the commitment of Portuguese companies to sustainability and responsible production.

In March 2025, three new entities and their respective products and services were added to this list of environmental excellence:

[Pampilar - Papéis de Portugal, S.A. \(Porto\)](#)



Produces certified tissue paper, such as napkins, toilet paper and kitchen rolls, ensuring a lower environmental impact.

[Bi-silque - Produtos de Comunicação Visual, S.A. \(Ovar\)](#)



Launches sustainable whiteboards and bulletin boards, ideal for offices and schools, with environmentally friendly and highly durable materials.

[Biosog, S.A. \(Vila Nova de Famalicão\)](#)



Presents water-soluble capsule detergents for surfaces and floors, with different aromas, promoting effective and environmentally-friendly cleaning.

[São Brás do Regedouro - Village Tourism \(Nossa Senhora da Tourega\)](#)



Offers an authentic and sustainable rural tourism experience, promoting tradition and contact with nature.

EU Ecolabel Data in Portugal

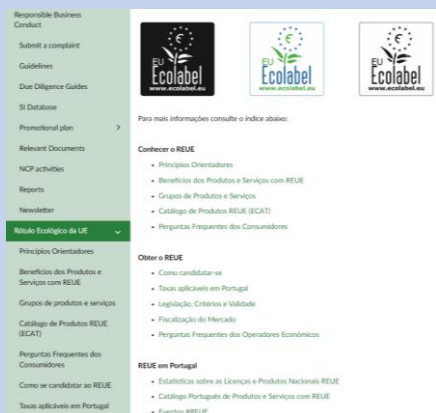
Below are the figures as of March 25th 2025 for the number of EU Ecolabel licences awarded by DGAE and the number of products and services within those EU Ecolabel licences associated.

Product Group	No. of Licences	No. of Products and Services
Tourist accommodation	7	7
Furniture and mattresses	1	12
Paper	11	3059
Personal and animal care products	1	80
Cleaning	12	101
Clothing and Textiles	1	3854
Do It Yourself	5	62
Total	38	7175

On the DGAE page "[Statistics on EU Ecolabel Licences and Products](#)", you can check all the statistical data made available since 2017, as well as the progression graphs relating to the number of EU Ecolabel Licences awarded by DGAE and the associated number of Products and Services within those EU Ecolabel Licences.

Check global statistics on the European Commission's website "[Ecolabel facts and figures - European Commission](#)".

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* Indica uma pergunta obrigatória

Nome / Name *

A sua resposta