



## 100 environmental LABELS recommended by ADEME

Methodology of the study  
(updated in 2019)

### NEW

Cut flowers  
Trees and plants  
Glue for paper  
Candles  
Nail polish  
Cotton make-up  
remover  
Sanitary napkins, etc.



In the current context of the "jungle of environmental labels", it is becoming very difficult for consumers to navigate: which label to choose? what does it guarantee? is it reliable?

In order to help consumers better understand, identify and buy everyday consumer products that are more environmentally friendly, a study<sup>0</sup> was carried out and updated by ADEME<sup>1</sup> at the end of 2019. 100 environmental labels recommended by ADEME have thus been identified and can be viewed on a web page:

<https://agirpoulatransition.ademe.fr/particuliers/labels-environnementaux>

Online showcase of the study, this page allows you to discover all of the labels recommended in each product category. On the menu: the objectives and guarantees of each label, its strengths but also its areas for improvement.

### **How were the labels selected?**

Initially, ADEME selected environmental labels based **on a benchmark<sup>2</sup>** and certified by **a third party independent<sup>3</sup>** from the manufacturer, as well as the labels affixed to everyday consumer products and the most well-known to consumers which were analyzed.

### **What analysis of the labels has been carried out?**

Secondly, and in order to assess the reliability of these labels, ADEME carried out a two-step analysis:

- Analysis of **the structural reliability of the label**

This is to ensure that the label complies with 7 main requirements of the ISO 14024<sup>4</sup> standard, namely: existence of certification by an independent third party, consideration of the product life cycle, taking into account suitability for use of the product, frequency of revision of the reference system, formal participation process between the parties concerned<sup>5</sup>, existence of several environmental criteria and development of these criteria on proven scientific bases.

The very structure of the label must be rigorous and framed.

- Analysis of **the environmental reliability of the label**

The impacts of a tomato, jeans and wooden furniture are not the same.

For each product, it is fundamental that the environmental impacts throughout the product's life cycle are limited so that the product is effectively more environmentally friendly. In addition, this so-called "life cycle and multi-impact" approach is fundamental because it makes it possible to avoid the transfer of impacts<sup>6</sup>.

It is therefore a matter of verifying that the label does indeed cover the most significant environmental impacts of the product at each stage of its life cycle.

### **What the study does not allow**

- This study does not cover all the environmental labels that the consumer can see put on the products of his daily life. A choice has been made. 13 categories of products were selected during this analysis.
- The methodological choices of the ADEME (the selection of the labels) must not induce a "shortcut intellectual" which would be to declare labels not recommended by ADEME as bad labels.
- The methodology of this study is based on a literature review. It is not therefore about a field verification of the declared elements, or product testing to verify that environmental criteria are actually applied.

## What are the results of this study?

Today, this analysis allows ADEME to recommend 100 environmental labels<sup>7</sup> affixed to **13 categories of everyday products**: food, maintenance and cleaning, hygiene and beauty, clothing and shoes, furniture, bedding, home textiles, DIY and decoration, stationery and supplies, multimedia, games and toys and accommodation.



For each category of products, ADEME recommends between 1 and 6 labels that it has identified, according to the criteria analysis above. It is a question of putting forward the "good" labels which are qualified as "Excellent choice" and "very good choice".

Consumers can consult these "100 labels recommended by ADEME" for free!

<https://agirpouurlatransition.ademe.fr/particuliers/labels-environnementaux>

<sup>0</sup> ADEME, 100 labels environnementaux recommandés par l'ADEME

<sup>1</sup> ADEME : The French Agency for Ecological Transition

<sup>2</sup> Référentiel : cahier des charges qui décrit des critères environnementaux. Le respect de ces critères par un produit permet d'obtenir un label environnemental et de l'apposer sur le produit (par exemple : Ecolabel européen, AB, Nature et Progrès...).

<sup>3</sup> Identification « a priori » de cette certification qui a été vérifiée lors de l'analyse

<sup>4</sup> Norme sur le marquage et déclarations environnementaux – étiquetage environnemental de type 1

<sup>5</sup> Notamment sur le choix des critères environnementaux

<sup>6</sup> Un gain à une étape de cycle de vie peut avoir des conséquences dégradantes sur une autre étape

<sup>7</sup> Liste des labels analysés non exhaustive