



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENVIRONMENT
Circular Economy
Circular Economy, Sustainable Production & Consumption

Brussels
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Dear Sir / Dear Madam,

We are glad to inform you that, on 13 July 2022, the European Commission adopted [new EU Ecolabel criteria for Growing Media and Soil Improvers](#).

These criteria, together with the procedure to apply for the EU Ecolabel, will be presented on **07 October 2022** in the **technical webinar**: “*New EU Ecolabel criteria for growing media and soil improvers - mobilizing industry and empowering consumers in the green transition*”, hosted by the European Commission (draft agenda attached). For registering to the webinar, please fill in [this form](#).

The [EU Ecolabel](#) is the official European Union label for environmental excellence. It is currently awarded to nearly [90 000 sustainably designed products available on the EU market](#), encouraging innovation, and contributing to the EU goal of **climate neutrality by 2050** and to the **clean and circular economy** with a **zero pollution** ambition for a **toxic-free environment**.

The EU Ecolabel is connecting citizens and producers to the overall political priorities of the **EU Green Deal**, the **Circular Economy Action Plan** and **New Consumer Agenda**.

Through the EU Ecolabel, industry can offer consumers an eco-friendly alternative to conventional products for **gardening** and **horticulture**, participating with their customers in the green transition.

Stringent criteria, focusing on the **main environmental impacts throughout the lifecycle of the products**, ensure that EU Ecolabel growing media and soil improvers are among the best on the market in terms of environmental performance. They **guarantee the use and promotion of organic and recycled/recovered materials, the protection of pollinators, biodiversity and soil, restricted use of hazardous substances and contaminants, minimised energy consumption and CO2 emissions, and good performances**.

The full text of the criteria, published in the [O.J. L 190 on 19 July 2022](#), will soon be available also on the [EU Ecolabel website](#), together with a specific User Manual for this product group, currently being finalized, that will ease the application process.

Additional information on the new criteria can be found in the attached **fact-sheet**.

The Commission is inviting stakeholders to promote uptake of the EU Ecolabel. Please reach us (EU-ECOLABEL@ec.europa.eu) to share and discuss planned

activities on the matter. We believe that by working together we will be able to achieve the best results.

Moreover, we encourage everybody to make [pledges related to zero pollution through the EU Climate Pact and the Sustainable Consumption Pledge](#). Specifically, we want to promote pledges on best available, 'near-zero waste' options. This means products and services that are proven to be less polluting over their whole life cycle, such as those awarded with the [EU Ecolabel](#).

Do not hesitate to circulate this information to your network.

Yours faithfully,

Emmanuelle Maire
Head of Unit