

# PROTECTING THE PLANET WITH STANDARDS

## HOW DO STANDARDS HELP SHAPE SUSTAINABLE CONSUMER CHOICES?

#WORLDSTANDARDSDAY2020



BY EMPOWERING CONSUMERS THROUGH CHOICE EDITING: ECODESIGN, ENERGY LABELLING & ECOLABEL HELP ELIMINATE THE MOST UNSUSTAINABLE PRODUCTS FROM THE MARKET.

THROUGH CHEMICAL SAFETY & AVOIDING THAT THE PUSH TOWARDS INCREASED RECYCLING & USE OF RECYCLED MATERIALS IN PRODUCTS OVERLOOKS THE RISK OF CREATING TOXIC CYCLES.



THROUGH SUPPORTING THE IMPLEMENTATION OF THE ECODESIGN & ENERGY LABELLING CRITERIA FOR CONSUMER PRODUCTS, MAKING THEM SUSTAINABLE BY DESIGN.

THROUGH ENVIRONMENTAL INFORMATION THAT IS: CLEAR, COMPARABLE AND NON-DECEPTIVE & OF DIRECT CONSUMER RELEVANCE.



THROUGH IMPROVING ECODESIGN AND MATERIAL EFFICIENCY OF ENERGY RELATED PRODUCTS.

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