

# EU Ecolabel: Unlocking Green Procurement & Sustainable Growth

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The European Union's Ecolabel scheme has recently achieved record numbers, signifying a powerful shift towards sustainable practices within commercial sectors. While often perceived as a consumer-facing initiative, its burgeoning success holds profound implications for commercial real estate, asset managers, and facility owners. As businesses increasingly prioritise environmental, social, and governance (ESG) performance, understanding and leveraging such certifications becomes not just an ethical choice, but a strategic imperative. This blog post explores the EU Ecolabel's momentum and how commercial entities can harness its power for green procurement, enhanced ESG reporting, and competitive advantage.



## The Rising Tide of Eco-Certified Products in Europe

The EU Ecolabel, recognisable by its distinctive flower logo, has reached an unprecedented milestone: over 109,096 products are now certified across Europe under 3,384 licences. This represents the widest array of eco-friendly choices ever available, demonstrating a strong market demand for sustainable goods and services. The growth is substantial, with a 7% increase in certified products and a 4% rise in licences since March 2025. This expansion highlights a clear trend: sustainability is no longer a niche, but a mainstream driver of product development and consumer choice.



Small and medium-sized enterprises (SMEs) are at the forefront of this green transition, making up 57% of all licence holders. This demonstrates that innovative sustainable solutions are emerging from diverse businesses across the continent. Countries like Italy, Spain, France, and Germany are leading the charge, collectively accounting for over half of all certificated products. This geographical concentration also signals a mature and active market for eco-labelled goods, presenting significant opportunities and challenges for commercial procurement strategies.



# Implications for Commercial Real Estate and ESG Performance

For commercial real estate, asset managers, and facility owners, the growing prevalence of EU Ecolabel products carries several key implications:

- 1 Enhancing Green Procurement Strategies**
- 2 Bolstering ESG Reporting and Compliance**
- 3 Meeting Tenant Expectations and Future-Proofing Assets**



## Enhancing Green Procurement Strategies

With such a wide array of certified products available, procurement teams can more easily specify and purchase items with verified environmental credentials. From paints and varnishes to cleaning products and textiles, opting for EU Ecolabel certified goods simplifies the process of 'green purchasing'. This helps reduce the environmental footprint of building operations, contributes to circular economy principles, and demonstrates a commitment to sustainability to tenants and stakeholders. Choosing these products can eliminate the need for extensive in-house environmental audits and verification processes for individual items.



## Bolstering ESG Reporting and Compliance

Regulatory landscapes like the Corporate Sustainability Reporting Directive (CSRD) and frameworks such as GRI and GRESB increasingly demand verifiable data on environmental performance. By integrating EU Ecolabel certified products into their operations, commercial properties can directly contribute to their ESG metrics. The Ecolabel acts as a third-party verification, providing credible evidence of reduced environmental impact, which can be invaluable for reporting purposes. It demonstrates a proactive approach to environmental stewardship and can positively impact a building's sustainability ratings and investment appeal.



## Meeting Tenant Expectations and Future-Proofing Assets

Tenants, particularly multinational corporations, are increasingly seeking properties that align with their own sustainability goals. A building that actively employs green procurement practices, evidenced by the use of eco-certified products, becomes more attractive and resilient. This not only aids in tenant retention but also future-proofs assets against evolving regulatory demands and market preferences for sustainable spaces. Over time, properties that demonstrate strong environmental credentials will likely command higher valuations and lower operating costs.





# Leveraging Data and AI for Strategic Green Procurement

While the availability of eco-labelled products simplifies green purchasing, the actual implementation and tracking of these choices within a multi-site portfolio can still be complex. This is where modern PropTech solutions, powered by Artificial Intelligence, offer significant advantages. By utilising platforms for real-time waste data and ESG reporting, commercial building managers can gain granular insights into their consumption patterns and procurement impact.



AI-powered platforms can help analyse current procurement alongside available certified options, identify areas for improvement, and quantify the environmental benefits of switching to EU Ecolabel products. This type of data-driven approach moves organisations beyond aspiration to verifiable action. For example, by tracking the waste generated from various products, a building can see the tangible impact of choosing more resource-efficient, EU Ecolabel certified alternatives. Wastify AI's platform empowers commercial properties to gain these insights, transforming raw data into actionable intelligence for superior ESG performance and operational efficiency. Learn more about how [AI-powered ESG reporting](<https://wastify.co.uk/>) can revolutionise your sustainability strategy.



## Moving Beyond Estimates to Actionable Data for a Greener Future

The surging success of the EU Ecolabel is a clear indicator that the market for sustainable products is maturing and becoming increasingly accessible. For commercial real estate, this presents a golden opportunity to enhance green procurement, strengthen ESG reporting, and ultimately, build more sustainable and resilient portfolios. By embracing eco-certified products and leveraging data-driven insights, commercial property owners can significantly reduce their environmental footprint, meet regulatory demands, and attract environmentally conscious tenants. It's time to move beyond good intentions and utilise the tools available to make a tangible, positive impact on our planet.



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