



# »»» ECO-LABEL ERASMUS PLUS PROJECT «««

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## Newsletter nr.8



### COMMUNICATING SUSTAINABILITY



This newsletter aims to give monthly information regarding the ECO-LABEL Erasmus + project, focuses on raising awareness of eco-labels among young European consumers and engaging them in initiatives to adopt sustainable behaviour. This project targets young consumers in three countries (Slovenia, Austria and Italy), the partner countries.

#### »»» AUSTRIA: World Sustainable Energy Days 2025



Competitive, collective, climate-neutral! This is the motto of the next World Sustainable Energy Days (WSED) from 5 - 7 March 2025 in Wels/Austria – a leading international conference and tradeshow on the energy transition and climate neutrality with over 650 participants from more than 60 countries.

Staying on target for climate neutrality is a key challenge in changing political and economic frameworks. The aim is clear: no more fossil fuels!

For more info click [here](#).

#### »»» Maribor (SLOVENIA): The European Best Green Capital 2025



For eco-conscious travelers seeking a sustainable break, more than 400 European cities are actively engaged in green development. Of these cities, Maribor, Slovenia has been named the Best Green Capital for 2025, by travel organisation Europe's Best Destinations.

Maribor, awarded as the European Best Green Capital for 2025, is a shining example of sustainable urban living. This charming city combines slow tourism with an abundance of greenery right in its heart, showcasing a local gastronomy that emphasizes seasonal ingredients and the artistry of local artisans.

For more info click [here](#).

#### »»» ITALIAN ceramics: sustainability and responsibility at the heart of the new Ceramics of Italy 2025 campaign



During the Confindustria Ceramica press conference, the new Ceramics of Italy campaign was presented, which focuses on sustainability and people, with the aim of stimulating conscious choices among consumers and strengthening the identity of Made in Italy in the global panorama. The year 2025 has just begun and with it the new Ceramics of Italy campaign, which puts the spotlight on sustainability Environmental Sustainability and on people.

For more info click [here](#).

# THE EU WILL LEAD THE WAY ON SUSTAINABILITY REPORTING IN 2025



Among corporates, though, at least as much attention is on the European Union (EU), and, in particular, the EU's new mandatory sustainability reporting standard, the Corporate Sustainability Reporting Directive, or the CSRD as it is known.

Until now, sustainability reporting has been a Wild West of different approaches, allowing companies to cherry-pick what to report, how to report it, and what to quietly ignore.

From 2025, however, all larger EU-based firms need to report on Environmental, Social and Governance (ESG) standards the way the EU dictates, not the way the firm wants to. Within a couple of years, that will reach smaller companies too.

These reports are radically different from reporting to the main ESG indices in that they are based on 'double materiality'. That means covering not just the impact on the firm of sustainability issues through increased risk and so on (known as 'financial materiality'), but also the impact of the firm on society and the planet (the concept of 'impact materiality').

For more info click [here](#).



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# ➤➤➤ SUSTAINABILITY TRENDS BUSINESSES MUST WATCH IN 2025

From competition for green talent to a shift to scale sustainability initiatives and reframe them as tools to drive customer value, IMD experts outline the top trends they see shaping corporate priorities over the next 12 months.



As the global sustainability landscape evolves, 2025 is emerging as a pivotal year for businesses grappling with new challenges and opportunities. Events such as the UN Biodiversity Conference (COP16) in Cali and UN Climate Change Conference (COP29) in Baku have underscored the urgency of transformative action, while shifting political tides including the recent US election hint at potential changes in global climate leadership. Against this backdrop, organizations must adapt to changing expectations and anticipate emerging trends that will define the future of sustainable business.

Regulatory shifts are set to redefine corporate responsibility, with mandates for science-based transition plans and detailed mandatory accountability frameworks raising the bar. At the same time, the scaling of impactful sustainability initiatives – from circular business models to biodiversity-positive strategies – signals a shift from experimentation to execution, positioning leaders to capitalize on emerging opportunities. For more info click [here](#).



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