



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

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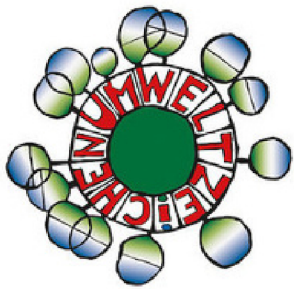
Newsletter nr.1



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.



»»» *AUSTRIAN Eco-label What does it stand for?*

The Austrian Eco-label is an internationally recognised environmental seal of quality and is awarded to particularly environmentally-friendly products. This ECO-LABEL stand for quality of life, high environmental compatibility, clear and transparent information, high significance, as well as environmental policy on the entrepreneurs own responsibilities are just a few Advantages. For more details click [here](#).

»»» *Journey to SLOVENIA with a green heart*

Slovenia has so much to give in terms of nature even and especially to the traveler who dreams of a sustainable vacation.

The Green Scheme of Slovenian Tourism (GSST) is a tool developed at the national level and a certification programme that carries out the following tasks under the SLOVENIA GREEN umbrella brand. For more details click [here](#).



»»» *Made GREEN in ITALY*

Made Green in Italy is the voluntary national scheme promoted and developed by the Ministry of the Environment for assessing and communicating the environmental footprint of products. For Made Green in Italy products, there is a logo and a product environmental footprint statement that provides both quantitative and qualitative information about the product's environmental performance. For more info click [here](#).





Public procurement for a better environment

Green Public Procurement (GPP) is defined in the Communication as "a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured."

While GPP is a voluntary instrument and Member States are able to determine the extent to which policies or criteria are applied, it plays a key role in the EU's efforts to boosting a resource-efficient economy. For more details click [here](#).



Sustainability concept: 3 important pillars

Known as the sustainability triangle: environmental, economic and social sustainability. Ecological sustainability is the moderate use of our natural resources so that they can continue to exist in the long term.

The second dimension of sustainability is social sustainability. This area of sustainability covers topics such as poverty reduction or demographic change and, overall, the question of a good life.

The third and final dimension of sustainability is economic sustainability. Economic sustainability calls for economic systems that can exist within ecological limits in the long term. For more info click [here](#).



The number of EU Ecolabel licences keeps growing!

Since September 2023, there has been a consistent upward trend in the awarding of licences and products, with most EU Ecolabel product groups experiencing growth. The number of current EU Ecolabel awarded licences and products is the highest ever registered so far. This increase reflects a sustained interest in eco-friendly products among businesses, consumers, and retailers.

Compared to the figures from September 2023 there has been a notable increase in:

- The total number of awarded products (+6 837 products = +8%)
- The total number of awarded licences* (+ 159 licences = +6%)

For more info click [here](#).



Deep in the BLUE FLAG

The Blue Flag is an award given annually by the Foundation for Environmental Education (FEE) to European coastal locations that meet a set of quality parameters related to bathing and services. The Blue Flag program aims to promote environmental awareness and sustainable development in marine and freshwater areas. Calabria reaches 20 Blue Flags 2024.

Among the locations in Calabria to which the Blue Flag was recognized again again we find SOVERATO, location with crystal-clear sea along the Ionian coast.

Soverato, with its long sandy beach, extends into the Regional Marine Park also known as Hippocampus Bay because of the presence of the characteristic "seahorse," an indication of the cleanliness of the seabed and a symbol of the city. City in which the Association JUMP, PARTNER of the Erasmus Ecolabel project, is headquartered, proud to belong to this territory that has obtained for the eighth consecutive year the Blue Flag. For more info click [here](#)



SUSTAINABILITY: A VALUE FOR YOUNG PEOPLE TO FOCUS ON



»»» WHO SAID THAT THE YOUNGER GENERATION PAYS LITTLE ATTENTION TO ENVIRONMENTAL AND SOCIAL ISSUES?

Young people show themselves to be increasingly sensitive to issues concerning sustainability, understood more as environmental respect and defense (41%), but also taken into consideration socially (23%) and nutritionally (33%).

Making the society in which we live more "sustainable" is considered an important goal by the majority of Generation Z (69%).

"Respect" (45%), "future" (41%) and "life" (35%) are the key concepts with which sustainability is associated.

The Credit Suisse Research Institute (CSRI) today released a comprehensive study on the value of sustainability to young consumers, the likelihood of their consumption will shift toward sustainable products and services, and the spending categories expected to feel the effects most. For more info click [here](#).



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