Policy recommendations for biobased labels

3-CO final event

Session 3: Policy

Margaux Le Gallou, ECOS, October 21, 2025

Why this matters

🛢️ Fossil economy → **climate change, resource depletion, biodiversity loss**

🧍 Biobased products: part of the solution, but **not all sustainable**

Consumers face **confusion & mistrust** from too many weak labels

Key question:

How can the EU build a coherent framework to guide sustainable choices?

Our work in 3-CO

○ Reviewed ~**20 EU policies** to map the landscape & spot gaps

○ Covered:
  ○ Regulations on **biobased feedstocks**
  ○ Regulations on **products**
  ○ Regulations on **claims & environmental transparency**

○ Basis for today's DRAFT **recommendations**

The EU policy landscape

A lot has been done, but keep the pace

What the EU Has Done

- **The EU Green Deal delivered:** 13 revisions, 7 new laws in our panel

- **A diversity of legislations:** product level, biobased feedstocks, reporting and due diligence

Where We Stand

○ Progress: stronger sustainability baselines

○ Remaining gaps:

- **Fragmented frameworks** across sectors
- **Weak rules for labelling and certification schemes**
- **Deregulation risks:**
  - Corporate sustainability Reporting Directive
  - Regulation on Deforestation Free-products
  - Green Claims Directive
- **No sufficiency focus**

Upcoming Opportunities

○ 2025 Bioeconomy Strategy revision

○ Textile labelling revision (traceability & sustainability)

○ Public Procurement Directives revision (2026)

○ Delegated acts under ESPR (Ecodesign for Sustainable Products Regulation)

Our recommendations

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Three Headlines

1. Make sustainable products the norm

2. Information must be available and harmonised

3. Ensure consumer protection and empowerment

1. Sustainable Products as the Norm

- Strategies tackling **overproduction to support sufficiency**

- **Circularity & ecodesign** integrated in all products

- **Green Public Procurement** with EU-level criteria

2. Harmonised & Accessible Information

○ **Aligned methods & definitions** across legislations

○ Full use of **digitalisation** + **interoperable databases**

○ Chain of custody models must **not reduce data availability**

3. Consumer Protection

○ **Mandatory labelling** to phase out polluting products

○ **Basic rules for LCS** – no exemptions

○ Harmonised **communication rules** for biobased products

○ Ban advertising of **most polluting products**

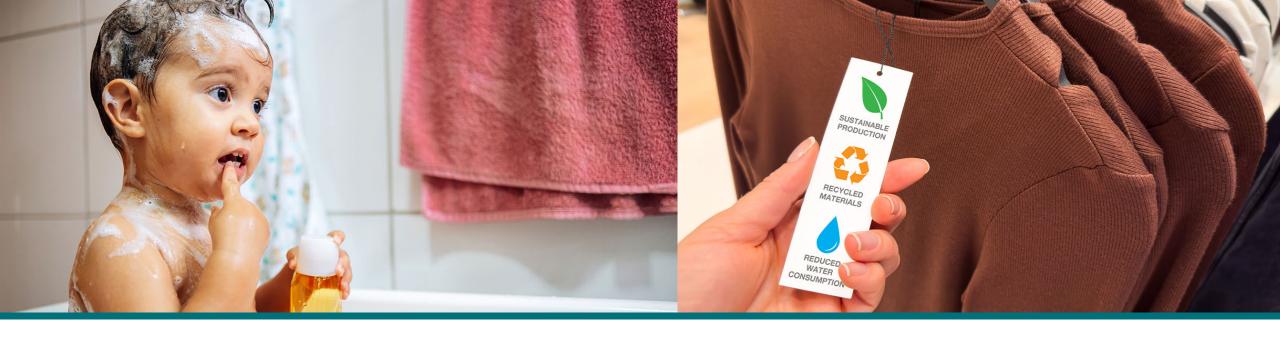○ **Well-funded enforcement** for consumer authorities

Our Call to Policymakers

○ Make sustainability the **default baseline**

○ Strengthen **harmonisation + digitalisation**

○ Ensure **LCS add value, not confusion**

○ Protect consumers with **robust rules + enforcement**

○ Push for **sufficiency**, not endless growth

To conclude

o **A coherent, ambitious EU framework can:**

    ○ Build **consumer trust**

    ○ Drive **sustainable business models**

    ○ Support the **bioeconomy as a real climate solution**

Thank you for your attention!
For more information, go to:

https://3co-project.eu/

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