Step into the future – sustainability is the norm for our everyday products!

How did it happen? Years ago, the EU launched an ambitious Sustainable Products Initiative - SPI.
The SPI is a set of legislative acts aiming to give a boost to circularity. Among other things, it determines the requirements products must meet in order to be allowed on the EU market.

Unsustainable products are banned
All products in the EU comply with minimum sustainability requirements, which makes them last longer, while using less energy and resources, and phasing out toxic chemicals. The bar is raised every few years.

Products are made to last and easy to repair
Products are designed for long lifetimes and easy repair, while single-use items are completely phased out.

People have reliable information
Labels provide clear and comparable environmental information, making it easy to find the most environmentally sustainable products.

Businesses help circularity
Like the idea? It’s not a given yet. The EU must first agree on an ambitious Sustainable Products Initiative.