



EU Ecolabel

Key figures DK - updated on May 1, 2021

74% of all Danes are interested in what they can do to take care of the environment²



59,472
followers on social media

42% of all Danes know the EU Ecolabel¹



156,472
unique visitors to ecolabel.dk⁶

22% of all Danes look for the EU Ecolabel when choosing products^{2(b)}

23

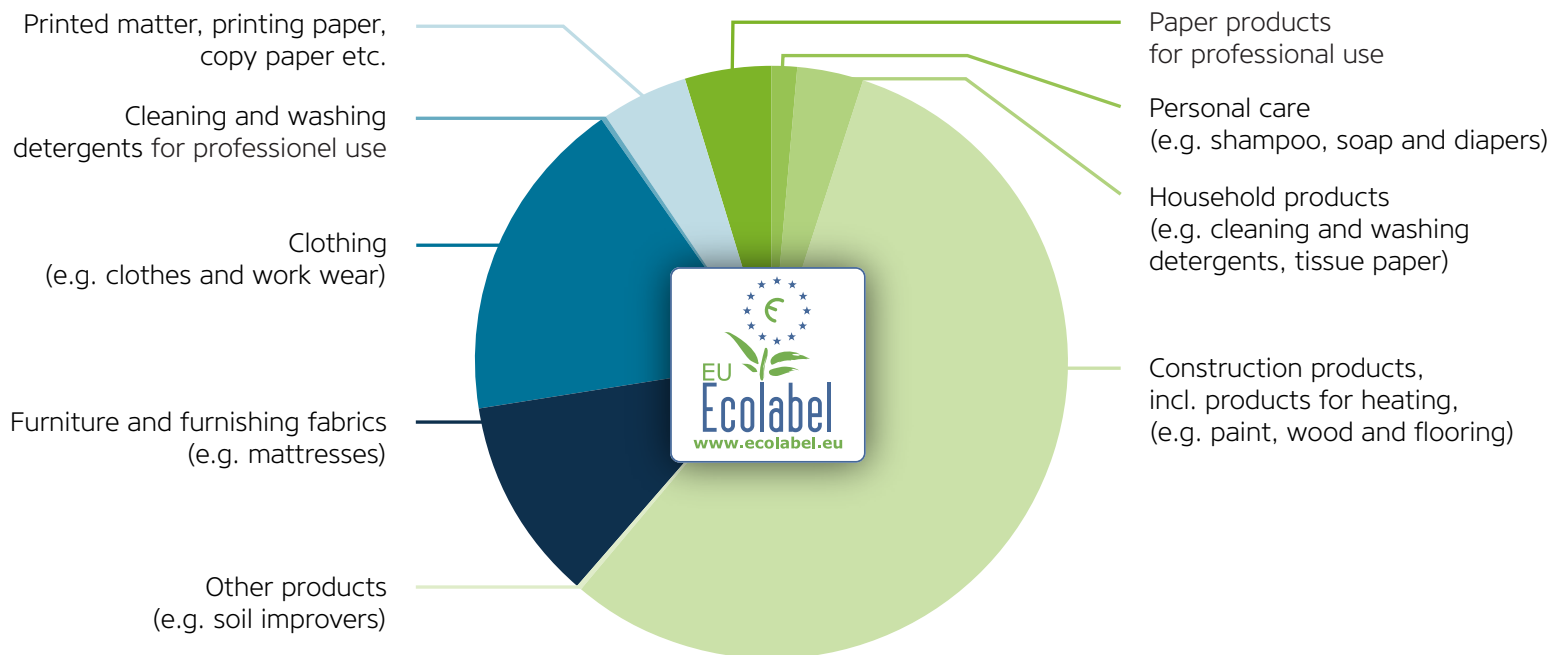
different product groups where companies can obtain certification⁴

98%

of Danish licence holders are satisfied with the EU Ecolabel³

More than 5,000 products and services

Divided into categories in relation to trade names⁵



¹ YouGov awareness survey, Jan. 2021 ² YouGov labelling schemes, Jan. 2021 ^{2(b)} sometimes, often or always look for the EU Ecolabel when selecting products ³ Customer satisfaction survey Dec 2020 (satisfied or very satisfied with the EU Ecolabel) ⁴ Ecolabelling Denmark, actual set of criteria as of May 1, 2021 ⁵ Ecolabelling Denmark, number of licences and products registered in the Nordic. Rolling average as of May 1, 2021 ⁶ Google Analytics, unique annual visits, as of May 1, 2021