
EKO beauty

CAMPAIGN 2021-2022

**The renewable climate care
routine our planet needs!**



Our aim

...is to convince the beauty sector to be a change-maker and use renewable and sustainable energy.

How?

We want to encourage the beauty sector to take action and **switch to EKOenergy-labelled energy!**



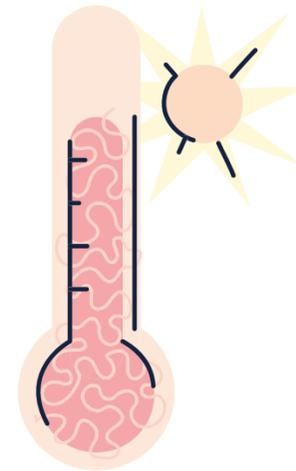
Did you know?



It's getting h[🌱]ot,
don't blush.



76 % of consumers
want **beauty products**
made with
renewable energy!!!!



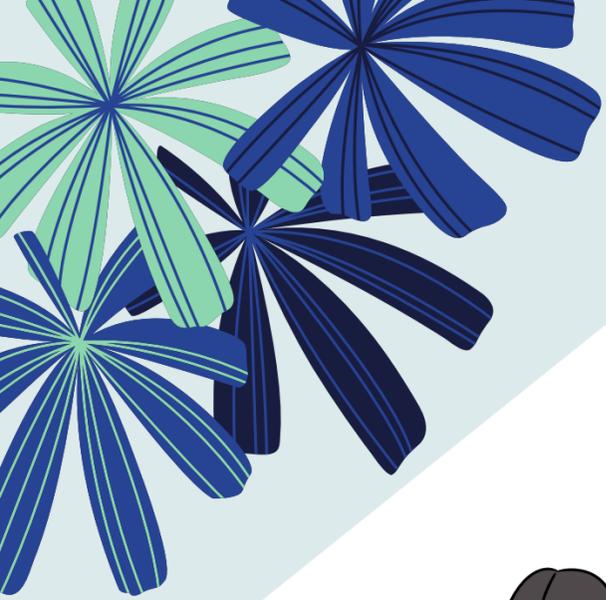
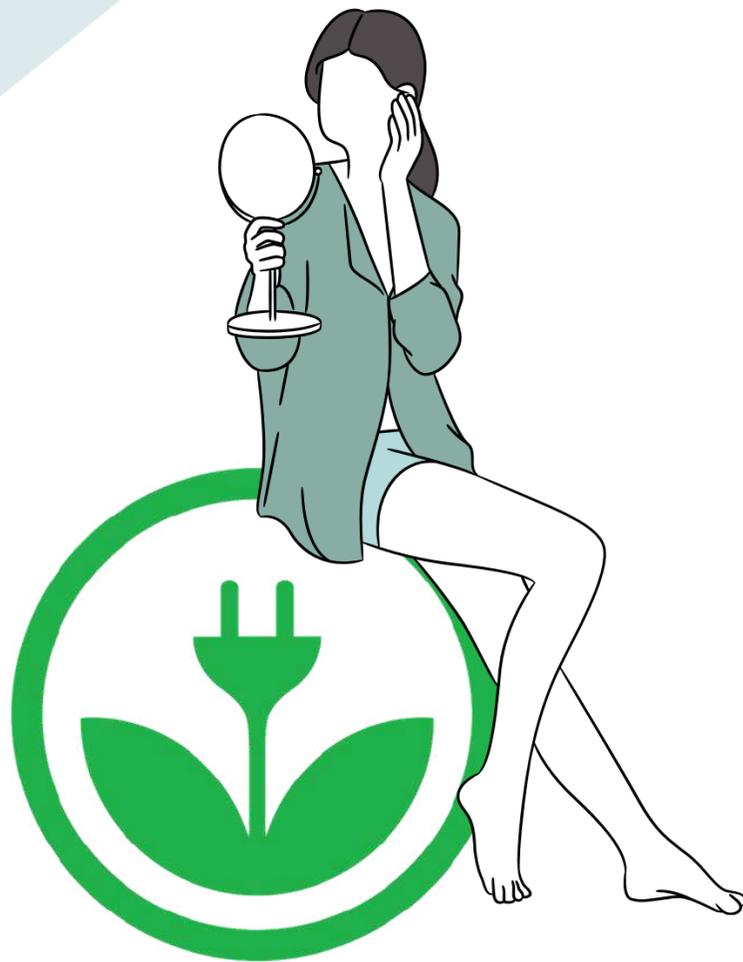
0,5% -1,5%
of the global GHG emissions
are estimated to come from to the
beauty sector

What is the EKOenergy ecolabel?

EKOenergy is an award-winning, non-profit ecolabel for renewable energy and is available worldwide.

It was launched in 2013, in collaboration with environmental NGOs from 30+ countries.

EKOenergy's mission is to use the ecolabel as a tool to promote the most sustainable forms of energy and to raise funds for **additional climate and biodiversity protection.**



EKOenergy's Climate Care Routine

1

Our **sustainability criteria** ensures that EKOenergy-labelled green energy doesn't affect animal habitats or environmentally-protected areas.

2

EKOenergy works with market based, **reliable tracking** systems in line with the Greenhouse Gas Protocol Scope 2 Guidance.

3

EKOenergy raises funds for new, **additional clean energy** projects in developing countries.

4

EKOenergy also raises funds for **river restoration** projects where ecolabelled hydropower is sold.

5

The ecolabel is a **communication tool for raising awareness** about our advocacy work for renewables.

We **don't** sell energy...
You can ask your energy supplier for EKOenergy-labelled renewables.



One Label, Six Goals

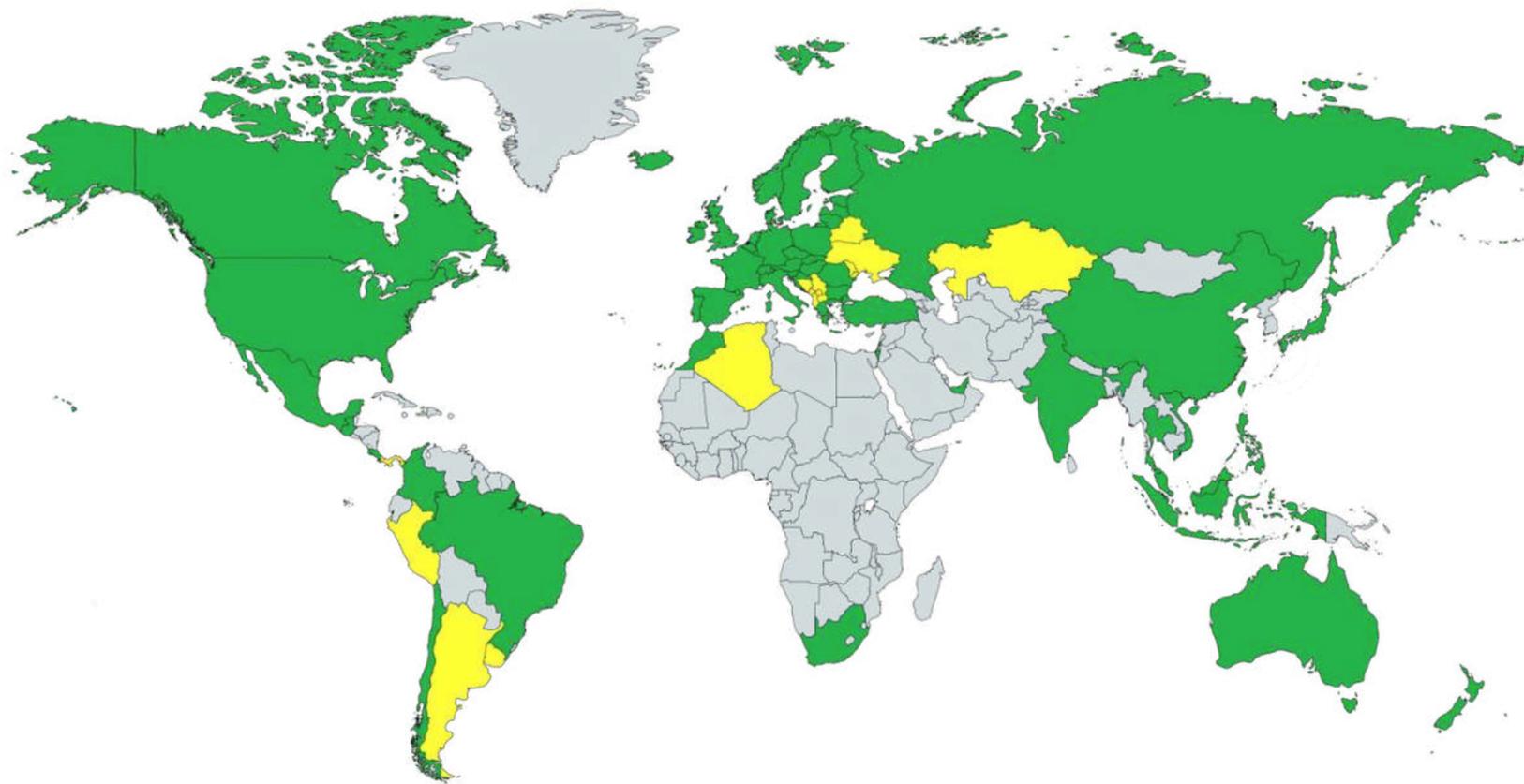
By choosing EKOenergy, you contribute to several SDGs.

- Through our **Climate Fund**, we finance projects to **fight energy poverty** in developing countries.
- Through our **Environmental Fund**, we aim to **mitigate damage** caused by hydropower plants.
- Through our **advocacy work**, we raise awareness and promote the use of renewables **worldwide**.



EKOenergy is available globally

There are **50+** licensed EKOenergy sellers in **40** different countries, and our logo is internationally-recognised and protected.



 EKOenergy labelled energy is available

 Available under specific conditions (contact us for more information)

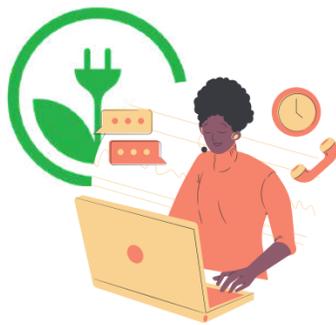
Several large cosmetic brands have chosen to use EKOenergy-labelled renewable electricity. We want to encourage & guide many more to switch to 100% renewables, also for their whole supply chain.



A Recipe for Climate Caring Cosmetics

Do It by Yourself and take action!

Ask your current energy supplier for EKOenergy



or find an EKOenergy supplier and contact



Make sure your deal is EKOenergy-labelled
(regardless of your sourcing method)



Contact an EKOenergy supplier



After agreeing to buy EKOenergy specifically, you can communicate!



Why choose EKOenergy?

Climate and nature

International criteria for biodiversity-friendly renewable energy

Supported by **nature conservation** NGOs

Additionality and leadership

Helps the world transition to 100% renewable energy

Financing for **new clean energy projects**

Communication

EKOenergy users can **use the logo** in their communications

Inspires others to show their commitment.

International recognition

Non-profit and independent

Our work and results are recognised by others





Using our logo



The ecolabel is a powerful communication tool to show your commitment to sustainable energy.

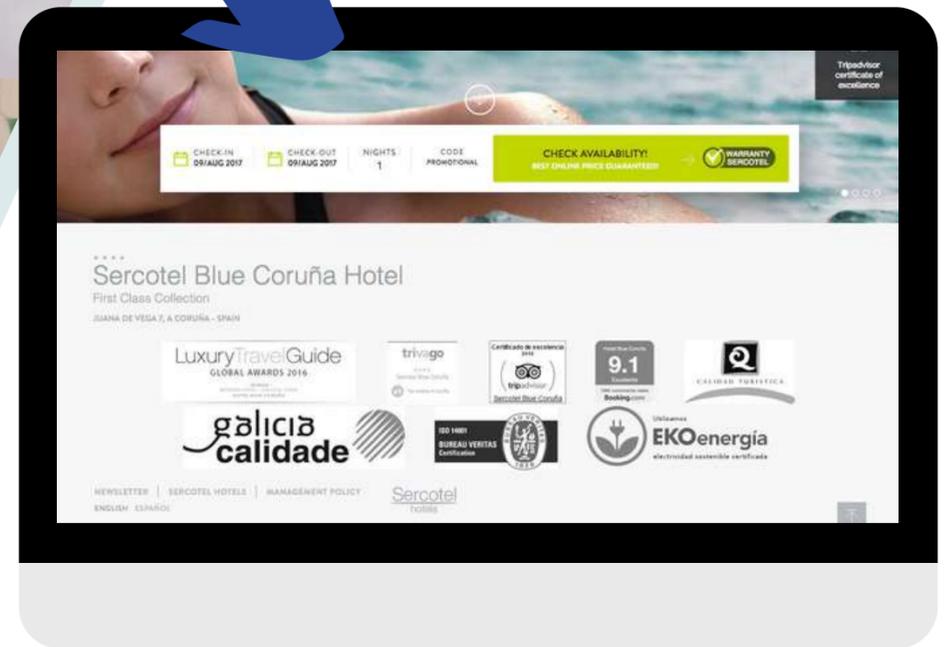
Consumers have the right to use our logo, recognised and protected across the globe.



- On sustainability reports
- On marketing materials
- On products
- On facilities
-

You can add our logo on *your website* too!

We can help you with texts and media.



What other companies say



"Because we produce natural products we want to make sure our production methods are sustainable too. Based on EKOenergy's commitment to sustainability, and the fact that they also give back to the Climate Fund, we felt that EKOenergy fits naturally in our whole ideology and value chain"

Ellie Unger, partner in Ole Hyvä

EKOenergy is highlighted by



Contact Us!



Our website is available in many languages: www.ekoenergy.org



Make sure that you receive [our newsletter](#)



Any questions or comments?
Let us know: info@ekoenergy.org



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