

## **EC adopts the package "Building the Single Market for Green Products"**

The Single Market for Green Products Initiative has been called into action to address the plethora of regulations that companies currently face when marketing a green product across different European states. This array of classifications also results in confusion for the consumer, with 48% of Europeans reporting to be somewhat confused by the "stream of environmental information they receive."

The European Commission's initiative will establish two methods to measure environmental performance throughout a products lifecycle, which it will encourage between Member States during it's there year testing period. At the same time, the EC will work towards coordinating on uniform green standards in the international arena.

Discover how the initiative will be implemented here <http://bit.ly/15JCL1C>

(Source: European Commission, csreurope)

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