



Press Release

“Approved by Tomorrow”: Euroconsumers’ new sustainability approach for the green transition

Brussels, 27th March - The COVID-19 outbreak has taken the world by storm. Once again, we are being reminded of the crucial role that society plays in shaping the future. Today, more than ever, we must ensure that all of our actions lead to a better tomorrow. In light of this, Euroconsumers is proud to introduce “Approved by Tomorrow”. This initiative will set a new standard that transcends the traditional dimensions of sustainable development (social, environmental, economic) to deliver a consumer-centered, consumer-driven and consumer-empowering sustainability approach. With “Approved by Tomorrow” Euroconsumers does not merely want to ensure a green transition that is consumer fit, rather, we want to empower consumers to become a driving force towards a more sustainable future. Join our Webinar today, where we will discuss concrete actions to be taken at the national and international scene to ensure a greener future.

“In the last few years, climate change has increasingly become a major concern for millions of people around the world. As a result, governments and lawmakers start to take action.” says **Ivo Mechels**, Executive Director at Euroconsumers. *“We are convinced that the success of a just green transition hinges on the support of consumers. Indeed, together, consumers have the power to lead markets to a more sustainable future. At Euroconsumers, we will take it upon ourselves to support, guide and above all empower European consumers in the green transition.”*

“Approved by Tomorrow” will become the guiding principle for all of Euroconsumers’ activities. We will encourage lawmakers to pursue initiatives that secure a fair distribution of costs and which promotes green, convenient and affordable products for consumers. We will inform consumers on how sustainable products and services really are, push for the development of greener alternatives and facilitate access to it. Euroconsumers will also embed its new sustainability approach in all future legal actions, making sure that consumers are protected from greenwashing.

Finally, Euroconsumers will promote and engage in collaboration that is “Approved by Tomorrow”. *“We will use our scale and experience as a consumer representative to partner up with fair and responsible stakeholders that are equally convinced that strong cooperation is essential to advance towards a more sustainable future”* - **Els Bruggeman** (Head of Policy and Enforcement at Euroconsumers).

Euroconsumers’ member organisations have already begun implementing the “Approved by Tomorrow” concept in their respective activities:

Belgium: Belgian consumer organisation Test Achats/Test Aankoop will present its platform, Te Rap Kapot/ Trop Vite Usé, to flag products that break too quickly. With over 9000 reports up till now, Belgian consumers gave a strong signal for better longer lasting products. In order to illustrate the importance of the platform, Test Achats will also give a quick overview of the Nintendo-campaign.

Brazil: *Proteste* will launch a social media campaign focusing on the webinar and integrate the principles of *Approved by Tomorrow* in its actions for the recovery of the Brazilian economy in the post-coronavirus scenario.

Italy: *Altroconsumo* will soon unveil its branded new green label, as well as a national sustainability Manifesto for consumers, companies and institutions inspired by “Approved by Tomorrow”.

Portugal: *Deco Proteste* will ask the government to establish a national sustainability day on the 25th of September. In parallel, our Portuguese member will develop training and information campaigns to promote the debate around sustainability.

Spain: *OCU* is set to launch a series of sustainability tips to be distributed on the Alexa platform. Our Spanish member will also soon announce the main initiatives that they will pursue this year, tackling critical issues such as: product obsolescence, plastics, and greenwashing

However, even more than a seal of approval our new sustainability standard, “Approved by Tomorrow” aims at creating a movement of consumers that do not want to choose between being a consumer and being sustainable, but on the contrary, will use the one to reinforce the other.

Join our Webinar today at 14:00 CET to get the chance to reflect on specific actions that can be taken at an international level to ensure a more sustainable future! Register [here](#).

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Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world's leading consumer cluster in terms of innovative information, personalized services and defense of consumer's rights. Our organisations work closely together and with BEUC, The European Consumer Organisation, and Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities.

