

Q&A ECGT webinar | 6 oct 2026

ECGT legislation and reviewing your product content

Is bol removing sustainability information from the platform?

No. We are providing more information, not less. Customers will see more specific labels, improved explanations and additional information on warranty and repairability.

What should I do if I am unsure whether my sustainability claim is compliant?

As a supplier or partner, you are legally responsible for ensuring that your sustainability claims comply with ECGT legislation and with [bol's sustainability communication policy](#). If you are unsure whether a claim is compliant, consult the [ACM Guidelines on Sustainability Claims](#). These explain the requirements for compliant claims and provide practical examples. As a rule, sustainability claims should be clear, factual, specific, and supported by evidence.

Who is responsible for the accuracy of product information if multiple parties can edit it?

As a supplier or partner, you remain responsible for checking that the product information and sustainability claims shown with your offers are accurate, compliant and supported by appropriate evidence. Because product information may be updated by different parties, this requires an active approach. We expect you to regularly review your product content and to correct or report information immediately if you notice that it is inaccurate or incomplete. This can be done via the 'report' button on the top right of the product detail page.

Bol expects all suppliers and partners to be compliant with ECGT from 27 September 2026 onwards. If we identify product content that does not meet legal or platform requirements ourselves, we may take appropriate measures, including restricting the visibility of products on our platform.

(How) will bol be enforcing the ECGT directive?

The ECGT directive applies from 27 September 2026. As a supplier or partner, you are responsible for ensuring that all sustainability claims in your product

content comply with applicable legislation. Any claims must be clear, specific, factual, and supported by appropriate evidence. Misleading, vague, or insufficiently substantiated sustainability claims may result in action by regulators, such as the ACM, and can lead to fines or reputational damage.

Bol expects all suppliers and partners to be compliant with ECGT from 27 September 2026 onwards. If we identify product content that does not meet legal or platform requirements, we may take appropriate measures, including restricting the visibility of products on our platform.

To help you comply, we encourage you to review your product content (e.g. product titles, descriptions, images, certificates, claims, packaging statements) and ensure that all claims are properly substantiated. Guidance and practical examples can be found in the [ACM Guidelines on Sustainability Claims](#).

How will suppliers or partners be notified if the visibility of products on bol is restricted due to incompliance with ECGT?

We are currently defining the notification process. Partners will in any case be able to see visibility restrictions in their SDD. We will provide further guidance as soon as the approach is finalised.

ECGT legislation: warranty and repairability

What is the GARAN label, and when do I qualify for it as a supplier or partner?

The GARAN label highlights products that come with an additional commercial warranty offered voluntarily by the manufacturer or producer. This warranty is provided on top of the legal warranty.

As a supplier or partner, you do not apply for GARAN yourself. Eligibility depends on whether the manufacturer or producer offers this additional warranty and whether the product meets the applicable criteria.

For more information about the requirements and conditions, please visit the [GARAN information page](#) on the Partner Platform.

ECGT-proof labels to highlight sustainability features of products on bol

Why is the Goede Keuze label being replaced?

To comply with new EU legislation (ECGT; Empowering Consumers for the Green Transition). Instead of one overarching sustainability label, customers will now see more specific labels that clearly explain a sustainability-related product feature. This makes sustainability information more transparent and objective.

What does this mean for customers?

Instead of one overarching sustainability label, customers now see more than 20 specific labels that clearly explain a sustainability-related product feature. This makes sustainability information more transparent and objective.

How do the new labels support customers in decision making?

Customer testing showed that the labels help customers quickly understand a product feature that may be relevant to their purchase. The impact on purchasing decisions varies by customer and product category. We see that for most customers a sustainability-related label is not the main reason to choose a product. Factors such as price, product quality and reviews often play a larger role. However, the label can help customers compare products and can be the deciding factor when choosing between similar options.

What are the benefits of having my assortment labelled?

Labels can improve your product conversion. They help customers identify products with sustainability features more easily, improve findability through filters and assortment pages, increase visibility on the platform, and provide trusted information that supports a credible brand image. These benefits may support conversion, depending on the product and category.

How much conversion uplift can I expect from labelling my assortment?

There is no fixed conversion uplift that can be guaranteed. The impact depends on factors such as product category, price point, competition, and the relevance of the sustainability feature to customers. That said, our tests showed that labels can have a positive effect on customer behavior. Products with a label showed a higher share of items with a sustainability feature sold compared to similar products without a label. The uplifts observed were between 1.8% and 0.5% percent.

What proof do I need to support a label request?

To request a label, you must provide evidence that the product or brand meets the relevant sustainability feature. The preferred proof is a valid certificate for the certification or feature you are applying for. This information is submitted through the label request process on either the [Supplier Platform](#) or the [Partner Platform](#).

If your article does not have a certificate, depending on the product feature you can provide alternative evidence, such as:

- Documentation of the brand showing that the product has the relevant feature;
- Other documentation that clearly demonstrates the product qualifies for the requested label.

Please note that labels can only be requested for the certifications, materials, and features that are currently supported by bol. These can be found in the label request form and on the [Supplier](#) and [Partner Platform](#). If your certification is not listed, please contact Partner Service or your buyer for further guidance.

What happens if my evidence expires or changes?

Suppliers and partners are responsible for ensuring that their own sustainability claims comply with applicable legislation and are supported by appropriate evidence. Bol has processes in place to review sustainability-related content and continuously works to improve the quality of information on the platform.

If you have questions about the requirements for sustainability claims, please consult the guidance available on the [Supplier Platform](#) or the [Partner Platform](#), or contact Partner Service or your buyer.

I have assortment with a quality mark / sustainability feature / label that is not part of bol's current policy. (How) can I request bol to look at it?

If you have questions about the requirements for sustainability claims, please consult the guidance available on the [Supplier Platform](#) or the [Partner Platform](#), or contact Partner Service or your buyer.

Why or how is it decided when a label is removed?

Sustainability knowledge continues to evolve. Requirements for what can qualify as a more sustainable assortment are becoming increasingly strict, both from the industry and the European Union. As a result, some quality marks or features in our policy no longer meet the requirements. Milieu Centraal is the objective external research partner that advises us in this area. Their knowledge and insights on sustainability are constantly evolving. To remain aligned with the latest insights and laws and regulations around sustainability in collaboration with Milieu Centraal we decide to remove certain quality marks from our policy.

Are there any explicit written statements from ACM stating that the new labels are compliant with ECGT?

We developed the new labels in close collaboration with Thuiswinkel.org, Kenniscentrum Duurzaam Leven Milieu Centraal and the ACM, as can also be read in bol's [Newsroom article](#) and in our [shared press release](#). In addition, we developed a manual for other retailers to set up an ECGT-proof filter in which bol's labels have been used as an example. You can find the manual [here](#).

Besides labelling, what actions does bol encourage suppliers and partners to take?

We encourage all suppliers and partners to reduce their impact on the environment, for instance by increasing renewable energy use, reducing packaging and filling materials, and moving towards e-commerce-ready packaging. A good starting point is to calculate and report carbon emissions, and set (SBTi-aligned) decarbonization targets. On our Climate Hub on the [Supplier](#) and [Partner Platform](#) you can find extensive support on how to start tracking and reducing your carbon emissions.

Where can I get help if I have questions?

Please contact Partner Service or your buyer if you have other questions.