

# The use of the Natura 2000 logo on goods and services

Upcoming survey



*Nature conservation unit*

# The use of the Natura 2000 logo to label goods and services

- A [Commission Decision](#) for the use of the Natura 2000 logo on goods and services was adopted in 2021.
- It is included in several EU strategies as a tool that contributes to local economies while conserving biodiversity – aligned with the Green Deal.
- It provides added value to services and products labelled with the Natura 2000 logo while promoting the Natura 2000 network and the products and services that it provides to society.
- It is available for free to Member States that have to sign a licence agreement with the Commission and ensure that the conditions to use the Natura 2000 logo are fulfilled.
- Several regional authorities, organisations and businesses have expressed their interest.

# State of play



- Spain has signed the licence agreement and has used the logo for labelling sustainable nature-based tourism services in Natura 2000 sites.
- France has also expressed interest in using the Natura 2000 logo on products.
- We want to launch a communication campaign to promote the use of the Natura 2000 logo.
- A survey with a few questions (5-8) to collect relevant information on the main challenges preventing MS from requesting the signature of the licence agreement will be sent to the NADEG members in June and will have 3-4 weeks to reply, until early July.

# Thank you!