

DECODING FRANCE’S ECO-SCORE: WHAT EVERY BRAND NEEDS TO KNOW

The labelling scheme came into effect on October 1, 2025. Publishing an eco-score in France is, so far, voluntary, but the methodology is mandatory.

IF YOU PUBLISH AN ECO-SCORE FOR AN APPAREL OR TEXTILE ITEM:

The data must go into the government’s declaration portal, [Ecobalyse](#) along with the compulsory calculations. Once you choose to publish an Eco-Score or any "green" claim, you must follow the methodology.

EVEN IF YOU’RE NOT BASED IN FRANCE:

You are still obligated to substantiate claims placed on products that are sold in France. The rule applies to any brand, importer, or distributor placing textile goods with eco-claims on the French market.

[Get the full details on the labeling scheme here.](#)

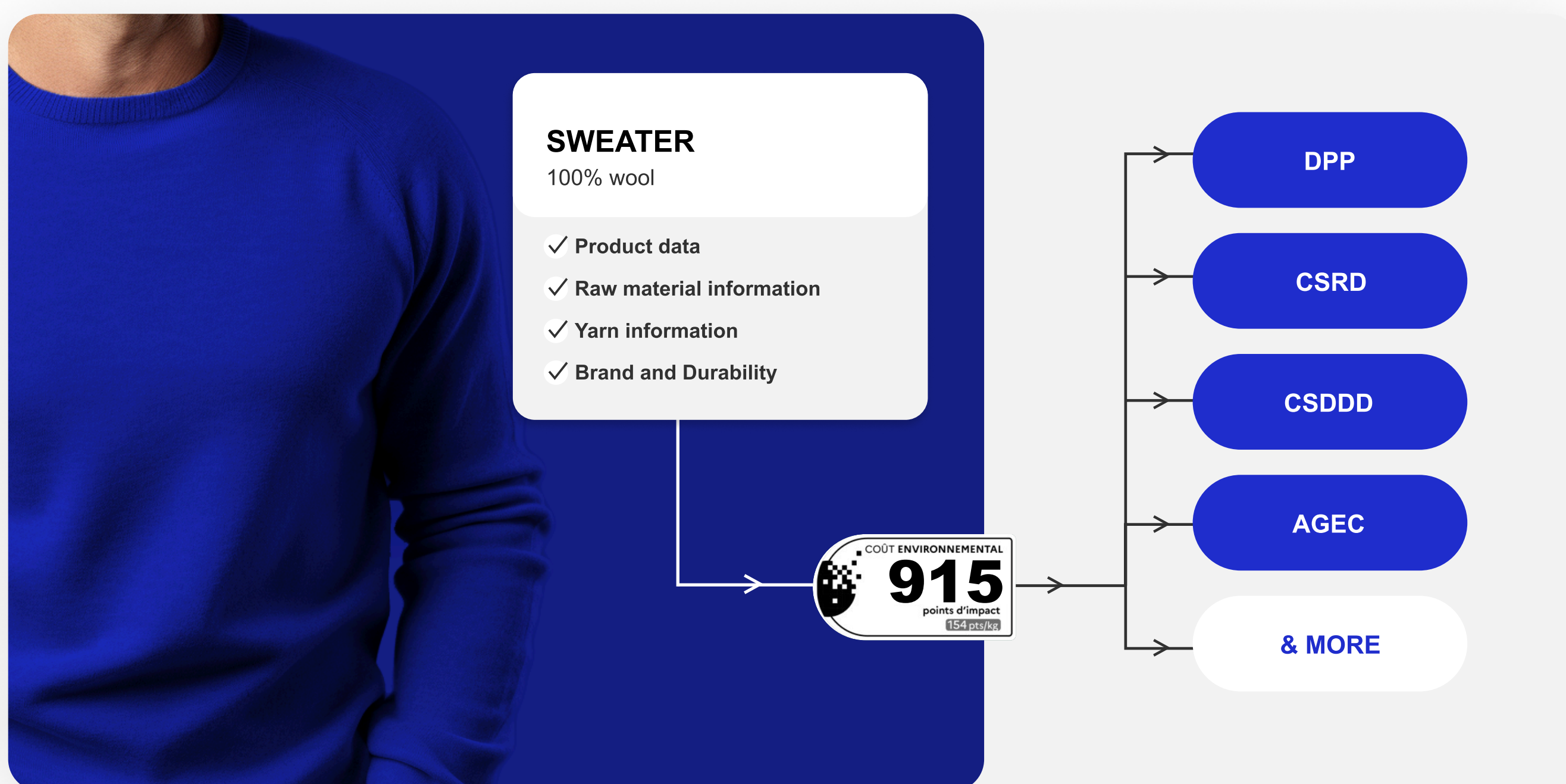
CURRENT DATA REQUIREMENTS OF THE FRENCH ECO-SCORE (COÛT ENVIRONNEMENTAL)

	COÛT ENVIRONNEMENTAL	PEFCR
Product type	Mandatory	Mandatory
Weight	Mandatory	Mandatory
Composition	Mandatory	Mandatory
Weaving origin	Mandatory	If available
Finishing origin	Mandatory	If available
Manufacturing origin	Mandatory	If available
Air freight (company level)	Optional	Mandatory
Deadstock	Fixed	Mandatory
Physical durability tests	N/A	Recommended



THREE WEBINAR TAKEAWAYS

1. **Start with Primary Data:** This approach drives eco-design for better scoring and strengthens product circularity. It establishes the data infrastructure needed to reduce risk, secure your value chain, and ensure legal compliance. Begin with a small number of products.
2. **Automate for Scalability:** Build efficiency into your system from the start. Automation and digital integrations make data capture and verification seamless across your supplier network, ensuring scalability, accuracy, and audit-readiness.
3. **Build a Unified Data Strategy:** Your Eco-Score data can be collected once, and used many times to respond to:
 - Digital Product Passports (DPP) under the ESPR
 - CSRD and CSDDD reporting requirements
 - Risk management, due diligence, and eco-design performance across your value chain
 - Download the [TrusTrace Compliance Canvas™](#) for a detailed map of regulatory data points.



Above all, collecting primary data and proactive implementation of Eco-score will enable delivering credible environmental impact and nurturing a responsible, trusted relationship with your consumers – as your brand reputation rises.

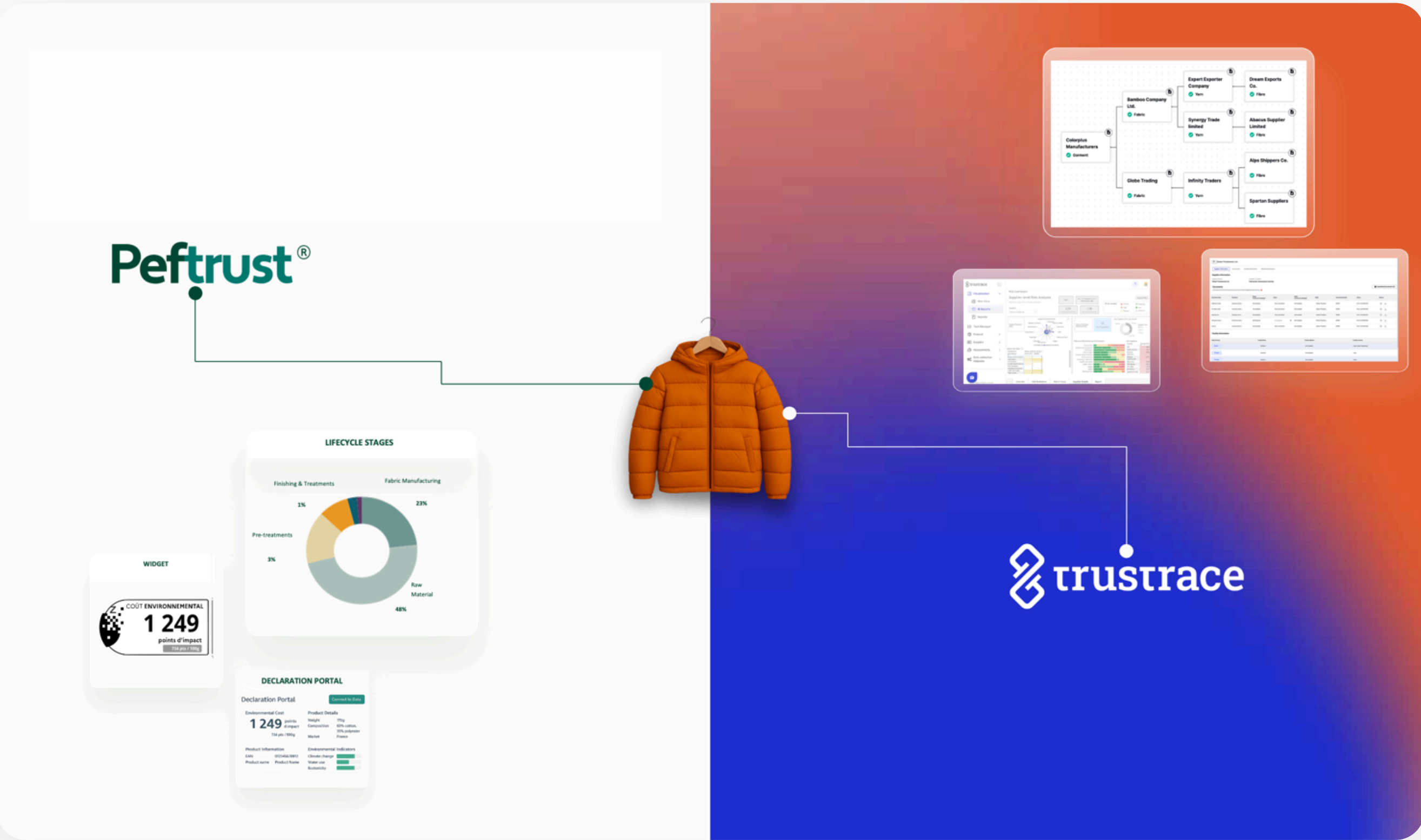
STRENGTHEN YOUR BRAND WITH EARLY ECO-SCORE READINESS

Eco-Score readiness is a strategic investment that drives stronger data, faster compliance, and long-term brand credibility. Start early to lead with impact and confidence.

If you're already collecting traceability data from your suppliers, you are well on your way to Eco-Score readiness. The key now is to use the right traceability platform to gather, structure, and submit the specific information required by the French scheme.

THE REAL REASONS TO ACT GO FAR BEYOND COMPLIANCE:

- Build high-quality primary data that serves multiple purposes and drives performance
- Enable risk analysis, control your value chain impact, and ensure compliance with established laws (AGEC, due diligence, forced labor prevention)
- Drive eco-design and strengthen the strategic circularity of every product
- Achieve a qualified, robust and credible environmental score that reflects your real impact
- It's about respecting your consumers – creating a transparent, responsible, and trusted relationship



WHY TRUSTRACE

By using TrusTrace to trace products from raw material to finished goods, and leveraging Peftrust® for score generation, brands create a reliable foundation for eco-designing products: one that is fast, verifiable, scalable by design, and aligned with evolving regulatory standards.

France’s Eco-Score is just the beginning. The EU is moving toward similar labeling systems as customers are demanding more transparency.

Don't leave your score – or your reputation – to chance.

TrusTrace empowers brands to move beyond compliance — building credible Eco-scores through traceability and data integrity. Contact sales today.

CONTACT SALES

			
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