



Extracts from the press conference by Janez Potonik on Building the Single Market for Green Products and Organisations

Type: [Press conference - summary](#) Référence: [I077314](#) Durée: [02:09](#) Lieu: [Brussels - EC/Berlaymont](#)

On 9 April 2013, Janez Potonik, Member of the EC in charge of Environment, announced that the European Commission adopted a proposal EU-wide methods to measure the environmental performance of products and organisations, and encouraging Member States and the private sector to take them up. This proposal, a Communication on Building the Single Market for Green Products and a Recommendation on the use of the methods, should bring comparable and reliable environmental information, building confidence for consumers, business partners, investors and other company stakeholders.



HEURE	DESCRIPTION	DUREE
00:00:00	Title	00:00:05
00:00:05	Exterior view of the Berlaymont building	00:00:05
00:00:10	Janez Potonik, Member of the EC in charge of Environment, at the press conference	00:00:02
00:00:12	Cutaway of the audience	00:00:04
00:00:16	Soundbite by Janez Potonik (in ENGLISH): That is why I am particularly happy to announce the launch of the "Single Market for Green Products". The package we propose today delivers the tools to better reward the most resource efficient products, and the most resource efficient organisations on the EU market. It consists of a communication and a recommendation supporting the voluntary application of the environmental footprinting methods.	00:00:32
00:00:49	Cutaway of the audience	00:00:05

00:00:54	<p>Soundbite by Janez Potonik (in ENGLISH): What we propose is a harmonised, robust and user-oriented instrument to measure the environmental performance of products and organisations. Such a reliable, robust method will build confidence for consumers, business partners and investors, and eventually help green markets expand further. A single reference method instead of the current many will also reduce costs for our industry. European citizens will have clearer and more reliable environmental information on products. Helping to overcome this scepticism and empower consumers to make informed choices. European companies, and also the companies of our trading partners, will be able to use – if they wish to do so - a single method to market their green products compared the current patchwork of national and private schemes.</p>	00:01:11
00:02:05	Cutaway of the audience	00:00:04