

THE EUROPEAN ECO-LABEL



news

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In this issue

This edition of the Flower News details the promotion activities of the 8 participating Member States for the 2006 Flower Week campaign.

Mario Morena, from the Hilton Hotel in Malta, explains why they chose the Flower to improve the environmental performance of their hotel.

Also in this issue: the joint Green Public Procurement / EU Eco-label experts meeting; a report on the increased presence of the Flower at trade fairs in 2006 and the first results of a project to promote the Flower among Irish tourist accommodation services.

Focus

Malta Hilton awarded the Flower

Mario Morena, the engineer in charge of the EU Eco-label application at the Malta Hilton Hotel, explains how this project was led, and the benefits the Malta Hilton expects from the Flower.

EU Eco-label Helpdesk: When did you first hear about the EU Eco-label?

Mario Morena: We were introduced to the EU Eco-Label in mid-2005 through the Malta Standards Authority, which is the Competent Body representing the EU Eco-Label.

Helpdesk: Why did you choose to apply?

M. Morena: Following our environmental achievements in 2003 which led to local Eco-Certification, the Malta Hilton felt that as part of its Corporate Social Responsibility, its next step was to be also recognized and certified internationally, especially now that Malta is a full member of the European Union.

Helpdesk: Did you encounter some difficulties in the application process and how did you overcome them?

M. Morena: There were certainly a number of hurdles we needed to overcome to meet and conform to both mandatory and optional criteria.

- Financial investment was necessary to update some hotel equipment so as to meet the criteria.
- A change of culture, which was an even bigger challenge as it required changing the attitude and

behaviour of our Team Members from the way they did things to doing things the right way.

- Improved information and awareness - important tools that we now use with our Team Members, in addition to demonstrating that a difference is actually being made both financially and in their surrounding environment.

Helpdesk: What benefits do you expect from the Flower?

M. Morena: Being the first EU Eco-Label tourist accommodation certified in Malta is already a prestigious honour for our Hotel. Besides, it is a strong marketing tool for the sales department and Tour Operators react very favourably to this new certification.

Helpdesk: What advice could you give to other hotels starting an application process for the EU Eco-label?

M. Morena: Starting an application process requires a considerable amount of commitment. The short term investment is outweighed by the long term benefits.



From left to right: Mr. Clement Hassid Malta Hilton General Manager; Mr. Censu Galea, Minister for competitiveness and telecommunications; Mr. Francis e. Farrugia Chairman of the Malta Standards Authority.



holders, press conferences, an Internet campaign, and a poster campaign in Prague buses, its underground and trains.

More information on www.ekoznacka.cz

Finland

EU Eco-labelled textiles were promoted in the 150 retailer shops of Anne Linnonmaa Ecological Fashion textiles, and a fashion show took place in the SOKOS shopping centre. Stockmann stores and H&M stores also participated. In addition, 150 Tikkurila Paints retail outlets and 50 Rautakesko (K-Rauta) stores promoted EU Eco-labelled paints.

More information on www.ymparistomerkki.fi

Malta

The EU Eco-labelled Hilton Hotel carried out a beach cleaning activity with all participants wearing 'Flower' T-Shirts. Activities related to Green Public Procurement also took place. Retail outlets in the capital Valletta

displayed EU eco-labelled products and distributed information on the Flower.

More information on www.msa.org.mt/ecolabel/index.htm



Brochure on the EU Eco-label used for the Finnish Flower Week.

Murcia (Spain)

Murcia organised a one-day conference about the Flower for tourist accommodation services. A practical information day took place in a hotel almost ready to be awarded the Flower, where attendees were shown how to check compliance with the criteria.

More information on www.calidadambiental.info/murcia/default_Amb.htm

Latvia

A "Find the EU Flower!" competition was held. The main prize was a weekend for the whole family at an EU Eco-labelled guest house. Various communication activities also took place.

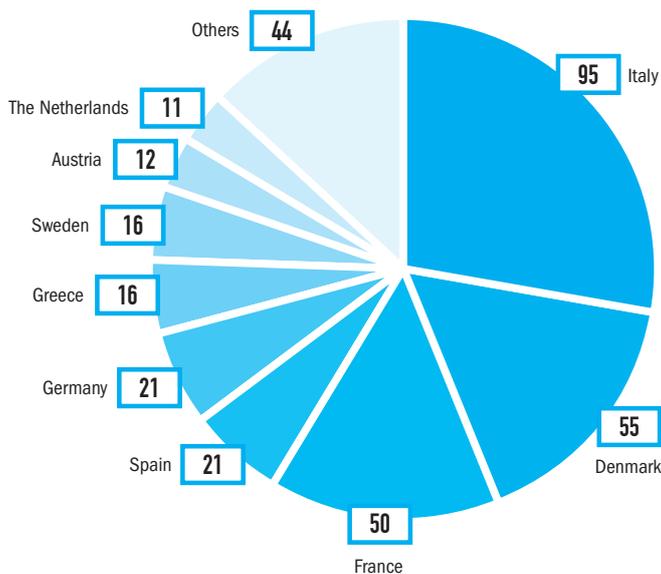
More information on www.meteo.lv/public

Although not officially participating in the Flower Week, Hungary, Ireland, Belgium, The Netherlands and France also organised promotional activities in Autumn 2006.

Facts & Figures

The EU Flower by Country *

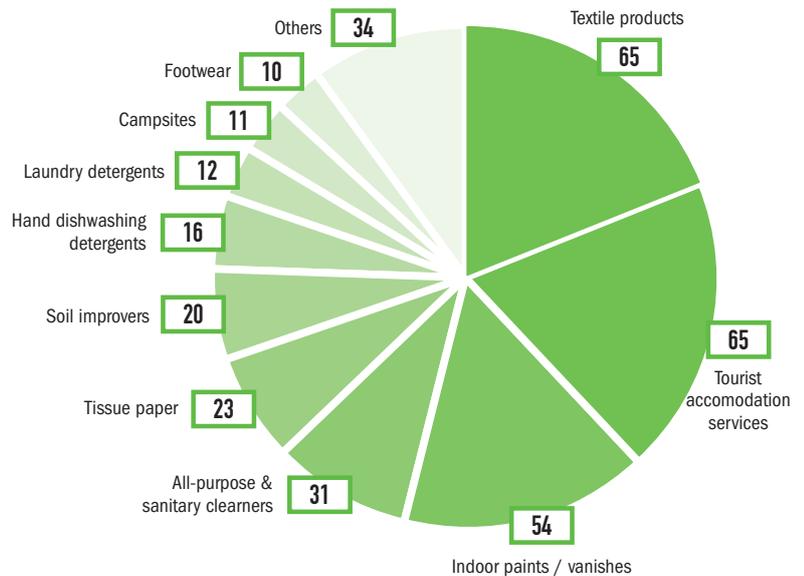
Country | Number of Awards > TOTAL 341



* Number of holders as of 15th September 2006

The EU Flower by Product Group *

Product Group | Number of Awards > TOTAL 341



New Eco-label licenses

Second and third quarter 2006

All purpose cleaners and cleaners for sanitary facilities

Oktima (PL) (extension)
KH Lloreda (ES) (extension)
Hagleitner Hygiene international GmbH (AT) (extension)
Novamex (FR) (extension)
TANA-CHEMIE GmbH (DE)
GRUBER Reinigungstechnik (AT) (renewal)
Werner & Mertz GmbH (DE) (extension)
DALLI (FR) (extension)
Chimiotechnic (FR) (extension)

Donau-Ilser-Werkstätten GmbH (DE)
Oktima (PL) (extension)
Brunel (FR) (extension)
Lobial (FR) (renewal)
Kemika (IT)
Ar-Co Chimica (IT) (extension)
Masava Kemi (DK)

Campsites
Klim Strand Camping (DK)

Copying and graphic paper
Carolaro (IT) (extension)
Cartiere Fedrigoni (IT) (extension)

Detergents for dishwashers
Novamex (FR) (extension)
Linossier (FR)

Footwear
Industrie Calzature (IT) (extension)

Hand dishwashing detergents
Chimiotechnic (FR) (extension)
Sara Lee International (DK) (extension)
Werner & Mertz (DE) (extension)
Ar-Co Chimica (IT) (extension)
Deco (IT) (renewal)

Hard Floor Coverings

Gruppo Concorde (IT) (extension)
Iris Ceramica (IT)

Indoor paints and varnishes

Derivery (FR)
ICI Paints (FR) (extension)
V33 (FR) (extension)
Initiatives Décoration (FR) (extension)
Blanchon (FR) (extension)
ONIP (FR) (extension)
Groupement Action Distribution (FR)
Cipir (IT) (extension)
Alcro-Beckers (SE) (extension)

Laundry detergents
Italsilva (IT) (extension)
Deco (IT) (extension)
Madel (IT) (extension)

Lubricants

Novance (FR)

Televisions

Sharp Electronica Espana (ES) (extension)
Sharp Electronics Ltd (UK)

Textile products

Leinfelder Textilwerke GmbH (DE)
Jyden Workwear A/S (DK)
Filatura Alpafil (IT)
Sanden Produktion AB (SE)

Tissue Paper

OMEGA PAPIER Wernshausen (DE) (extension)
LIDL - Stiftung & Co KG (DE)
Dalle Hygiène Kartogroup (FR) (update)
Cartiera Lucchese (IT) (extension)

Lucart France (FR) (extension)
Delicarta (IT) (extension)
C.D.M. Paper Group (IT)
Paloma d.d. (SI)

Tourist accommodation

Hotel Adalbert (CZ)
Hotel Les Orangeries (FR)
YHA (license for 2 youth hostels) (UK)
Malta Hilton (MT)
Ard Nahoo Health Farm (IE)
Ard Na Breatha (IE)
The Old Rectory (IE)
Prospect Bay Lakeside Accommodation (IE)
Creedy Cottages (IE)
Gyream (IE)
Hotel Cristina (IT)
Case Visano Borgo Rurale (IT)
Hotel Imperia (IT)

News in Brief

Joint Green Public Procurement / EU Eco-label experts meeting

On 19th September 2006, a joint Green Public Procurement (GPP) / EU Eco-label experts meeting was held in the European Commission premises in Brussels. About 70 experts, mainly from Member State governments, attended the meeting. The pur-

pose was to discuss and clarify how EU Eco-label criteria can be used in GPP approaches, and how these policy tools can reinforce each other. The EC highlighted that the EU Eco-label scheme will be revised with the goal – among others – of helping public purchasers with GPP. The Danish EPA and the Dutch

Ministry of the Environment gave presentations on the development of GPP in their countries, and the EU Eco-label Helpdesk gave practical examples on how to use eco-label criteria in tender documents.

All the presentations can be downloaded from http://ec.europa.eu/environment/ecolabel/marketing/managementgroups_en.htm

Increased visibility of the Flower in European fairs in 2006

The European Commission developed marketing efforts in 2006 in order to increase the number of holders, especially through participation at Trade Fairs. There were Flower stands at the **ITB Berlin** and **BIT Milan** tourism fairs, to promote the EU Eco-label for **tourist accommodation** and **camp sites**. An information stand was also held at the **PLMA**

fair in Amsterdam, targeting **detergents** and **tissue paper** manufacturers. Major TV manufacturer **SHARP** invited the Flower marketing team onto its stand at **IFA Berlin**, to communicate on its new EU Eco-labelled **televisions**. The Flower also had a stand at the **Ecobat fair**, Paris, exhibiting Flower-labelled **paints and varnishes** available on the French market. International **textile** fibre manufacturer **Lenzing**

AG also widely communicated on its EU Eco-labelled fibres on its stand at the **Texworld** and **Expofil** fairs in Paris, where members of the Flower marketing team were kindly invited.



Ireland promotes the Flower for tourist accommodation

The Greenbox is a project part-financed by the European Union that aims to promote eco-tourism in Ireland. It provides training and support to tourist accommodation wishing to obtain Flower certification. Thanks to this programme, many tourist accommodation services have applied for the Flower, and 10 of them have already been awarded the EU Eco-label!

house told us: "I grew up on a farm, so I have always been aware of environmental issues. Therefore, when the Greenbox offered us training on the Flower, I jumped at the chance to apply! I hope many other tourist accommodation services will do so, so that we can offer a greener Ireland to our guests!"

Mrs Theresa Morrows, from the newly awarded Ard Na Breatha guest

A launch event was organised on 10-11 October, with award ceremonies for the newly Flower-labelled accommodation, in the presence of the English and Irish Competent Bodies, and the European Commission.



More information can be found at www.greenbox.ie. See all the recently certified Irish tourist accommodation services on www.eco-label.com

On the web

Update on the Green Store and the EU Eco-label web sites

The Green Store - www.eco-label.com - is now available in the languages of the 10 new Member States: Czech, Estonian, Hungarian, Latvian, Lithuanian, Maltese, Slovakian, Slovenian and Polish. Statistics on the traffic on the different EU Eco-label web sites is now available (data until September

2006):
 - The Commission EU Eco-label web site <http://ec.europa.eu.int/ecolabel> is the 3rd most visited web site of DG Environment, with an average number of visits in 2006 of 24,500, an increase of 5% compared to 2005;

- The number of visits to the Green Store www.eco-label.com increased by 60% as compared to 2005! The average number of visits in 2006 is about 15,000 per month.
 - The Tourism web site www.eco-label-tourism.com enjoyed about 1,600 visits per month in 2006.

Calendar

Revision of product groups

	(scheduled adoption)
Tissue paper	December 2006
Textiles	2007
Bed mattresses	2007
Televisions	2007

New product groups

Soaps and Shampoos	December 2006
Heat pumps	December 2006
Wooden Furniture	2006/2007
Printed matter	2006/2007



The Flower

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For a free subscription, comments or further information, please contact the Eco-label Helpdesk ecolabel@biois.com
 fax: +33 1 58 46 09 95
 c/o BIO Intelligence Service, 1 rue Berthelot, 94200 Ivry/Seine, France



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