

THE EUROPEAN ECO-LABEL



news

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In this issue

This edition of the Flower news gives an update on the different marketing activities that are planned to run during the Flower Week Campaign, (18 to 24 October).

From the industry perspective, Sophie Kolb from Leroy Merlin tells us all about her company's activities for the Flower.

Also in this issue: Dutch award ceremony for five eco-labelled hotels, "Buying Green!", the new EC's handbook on sustainable public procurement, and the launch of a promotional campaign among Euro Info Centres.

Focus

Leroy Merlin, a French DIY retailer promoting the Flower

Sophie Kolb, Paints product manager in Leroy Merlin trading group describes her company's promotional activities for the Flower:

What is the policy of Leroy Merlin in favour of the environment?

The improvement of our living space and our environment is Leroy Merlin's mission. Developing well performing and sustainable products is a crucial part of our strategy, especially for paints. That's why our position towards the European Eco-label has always been very proactive. For example, our environmental commitment for interior paints goes back to 2000 when we launched our first own eco-labelled brands (trim paints, base coats, ceiling paints, and paints for big surfaces). All these paints combine a high level of performance and a low solvent content for healthy air quality in our clients' households.

Our activities towards sustainable products, almost unique until now on the French paints market, will soon be followed by many other actors. We are very happy to have so strongly contributed to raising awareness.

What will happen during the Flower Week in Leroy Merlin stores?

Our participation in the Flower Week goes hand in hand with our policy in favour of the environment and the provision of sustainable products. Our 90 stores in France will participate in the Flower Campaign. We'll distribute the information

material provided by the French Competent Body. There will be a direct link from our web site to the "Semaine Eco-label" web site. And, the TV programme "Question Maison", which Leroy Merlin sponsors, is scheduled to present the Flower Week on its show of 16 October.



You can find more information on this web site: <http://www.semaine-ecolabel.com>



Report

The First European Flower Week: 18 – 24 October 2004

Lots of exciting events are scheduled in the nine participating countries (Austria, Belgium, Denmark, Finland, France, Italy, Norway, the Netherlands and Sweden). Here is an overview of the different activities.

From 18 to 24 October, the Flower is everywhere...

... in your stores

The national Campaign Managers have produced thousands of leaflets, flyers and signs representing the Flower to make your favourite stores turn green during the Flower Week. Big high street retailers like Coop Italia, Coop Denmark, Danish Supermarkets, Monoprix, Cora, and Leroy-Merlin in France, Colruyt and Brico in Belgium are participating. In Denmark more than 1000 stores are involved, which will distribute about 1.5 million leaflets! Some special activities are also taking place. For example, in Finland the Sokos department store in Helsinki is putting on a fashion show of eco-labelled clothes, including designs by Anne Linnonmaa, a Flower holder doing ecological fashion design (www.annelinnonmaa.fi).

... in the media

Press conferences are scheduled in the nine participating countries to draw the attention of the written press on the event. Several other media are also being used. For example in Belgium there is a big radio campaign with 30 second spots about the Flower, while Finland and France will have coverage in various TV programmes. Different Internet campaigns are scheduled, in Finland, France, Italy, the Netherlands, Belgium, Sweden and Denmark. Some specific web sites dedicated to the Flower Week have been created in Denmark, Sweden and France. You can find them at: www.flowerweek.dk, www.blomman.nu/flowerweek, www.semaine-ecolabel.com.

Product groups

The European eco-labelling Board will very soon start work on two new product groups: heat pumps and soaps and shampoos. Work on the revision of soil improvers and tissue paper will also soon be up and running.

Revisions

The revisions of 4 product groups have been scheduled for final discussion at the EUEB meeting end of September: all purpose cleaners, hand dishwashing detergents, personal and portable computers. If adopted, their publication is to be expected during the first quarter of 2005. During the same year, revision work will mainly focus on soil improvers and tissue paper with the Dutch

and the Swedish eco-labelling organisations as the lead Competent Bodies.

New product groups

Final discussion on criteria for a new service sector, camp site services, has been scheduled for the September EUEB meeting. It is planned that criteria and user manual will be available in the first quarter of 2005. The vote for the criteria for

lubricants is expected to take place in December 2004. The Swedish CB is currently working on criteria for printed matter; and a vote for these criteria documents is planned for 2005. A first Ad-Hoc Working Group with stakeholders and Competent Bodies for Soaps and Shampoos has been scheduled for November 2004 in Brussels.

Consumer's corner

New Dutch web site on the Flower

In August, the Dutch Competent Body launched its brand new web site on the European Eco-label. Surf to www.metdebloemkiesjevoorgroen.nl to check it out! The web site targets consumers as well as producers and provides the visitor with var-

ious information about the Flower: criteria, such as eco-labelled products, and the application process.

In addition, there are several interactive elements, including a quiz on the environment, a countdown for the Flower Week and

some 'did you know....' facts. Visitors will also find a calendar for the different events for the Flower Week in the Netherlands, so that they won't have to miss a thing!

... in schools

In Austria 5000 primary schools are invited to participate in an internet-based quiz competition to win a one-week stay in an Austrian National Park (www.umweltzeichen.at). A competition is also scheduled in Sweden, where pupils of 2500 schools are working on getting an eco-label for their school, and for which the first prize is a trip to a Flower-labelled hotel in Greece, donated by the Flower holder MyTravel (www.mytravel.com). Also, in Italy, primary schools are being invited to take part in a competition to select the best teaching projects on the European Eco-label. Belgium and Denmark are also putting together some school activities.

...and even in planes!

MyTravel, a global leisure travel services company, and Flower holder, will use its on-board flight entertainment systems to show a 2 minute video on the Flower for one year. The target group is an estimated 1.5 million travellers from the Scandinavian countries. MyTravel is also

donating prizes, such as a trip to one of their eco-labelled hotels for the winners of Flower quizzes in several countries.

Special activities

In Finland, Anne Linnomaa, a Flower holder, will run a stand promoting fashion with the Flower at Kauneus & Terveys, a Beauty and Health fair. Finland has also scheduled advertisements in metro trains in Helsinki. Norway has planned to offer families of new born babies a brochure about the EU Flower and a bag with Swan labelled body cream and EU Flower labelled paper and textile products.

In Denmark, environmental NGOs are organising several exhibitions of Flower-labelled products for the Copenhagen Culture night.

In France Autogrill, which operates 90 restaurants on motorways, and which uses flower-labelled detergents, will run a poster-based campaign to reach a target group estimated at 50 million people.

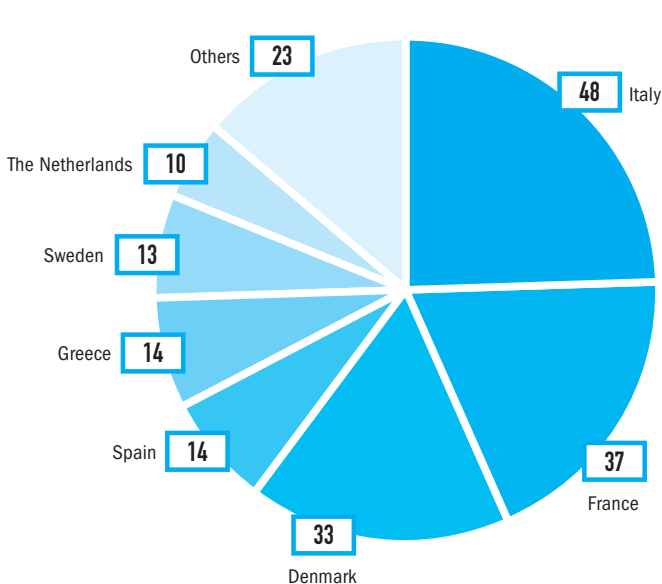


The Flower makes it easy to choose green. The Flower is the European eco-label. It is a symbol of products from leading producers that are produced in a responsible, independent environment. It is the product that is up to high environmental standards through the complete process, from production to disposal. The Flower lets you choose products that are among the best for the environment and for you. What will you choose?
www.eco-label.com

Facts & Figures

The EU Flower by Country *

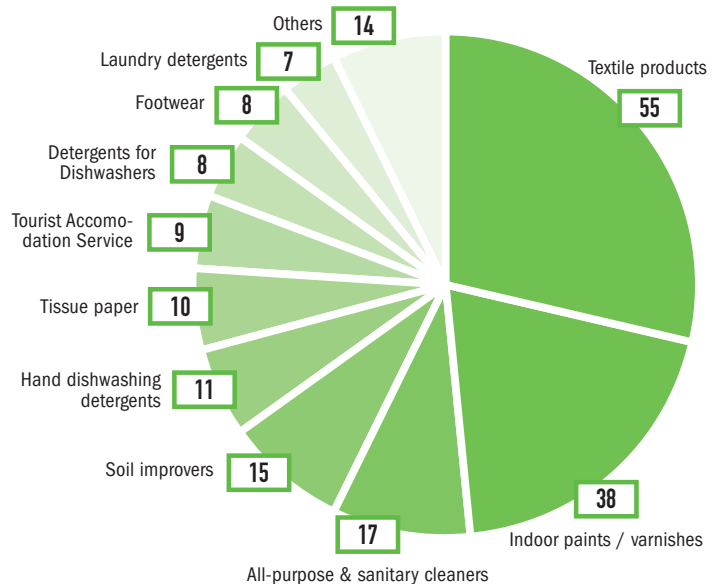
Country | Number of Awards > TOTAL 192



* Number of holders as of 15 September 2004

The EU Flower by Product Group *

Product Group | Number of Awards > TOTAL 192



New Eco-label licences

Second quarter 2004

All purpose cleaners and cleaners for sanitary facilities
Bollerup Jensen Saebefabrik A/S (DK)

Bed mattresses
K. Balling-Engelsen A/S

Footwear
Bionat (FR)

Indoor Paints and Varnishes
Baldini Vernici (IT) (extension)
Arch Coatings Spa (IT) (extension)

Textile Products

Joha A/S (DK)
Evergreen Fabric & Garments (DK) (extension)
Engel Produktionselskab A/S & Co (DK)
J. Morup Stof Aps (DK)
Selected Textiles Industry Association (EL)

Thessaloniki Spinning Mills SA (EL)
Anne Linnomaa Oy (FI)

Tourist Accomodation
Groepsaccommodatie Doeksen (NL)
Landal Twenhaarsveld (NL)
Tulip Inn Brinkhotel-Zuidlaren (NL)
NH Leeuwenhort Conference (NL)
Grand Hotel Opduin (NL)

News in Brief

Launch of a promotional campaign among EICs

The Euro Info Centre (EIC) network, which has a permanent presence in 42 States, is an important resource for the wider promotion of the Eco-label. The tasks of the EICs include the promotion of the campaign and dissemination of the information related to the Flower thanks to an active cooperation at local level with economic and institution-

al actors. In order to enhance the participation of the EICs in the campaign, the Working Group Environment (a group of 8 EICs specialised in environment) has now made a great deal of information, on the Eco-label - such as leaflets and

presentations - on its own intranet. The group has also proposed actions to be undertaken by EICs in this field.



For more information, please contact: mathieu.henceval@fcis.cec.eu.int

Buying Green! A handbook on environmental public procurement

The European Commission has now published a handbook on environmental public procurement. It is designed to help public authorities to implement green purchasing policies. It takes a practical approach to explain the possibilities offered by European Community law, and looks at simple and effective solutions that can be used in public procurement procedures. Considering the fact

that public authorities account for some 16% of the EU's entire Gross Domestic Product in their spending, the adoption of a Green Purchasing Policy should be a significant contribution to the protection of the environment in Europe. Green public purchasing is also about setting an example and providing the industry with incentives for developing green technology. A section on Eco-

labels outlines how compliance with established criteria can be required of suppliers of goods and services, giving Flower holders a competitive advantage.

More information on:

<http://europa.eu.int/comm/environment/gpp/>

Award ceremony in the Netherlands

In a first for the Netherlands, the European Eco-label has been awarded to five tourist accommodation sites (cf "new eco-label licenses" section for their names). The award ceremony took place on the island of Texel in the Grand Hotel Opuin, one of the five new licence holders. It was very well received by all participants from the press and the

tourism sector: "The European Eco-label proves that high quality and ecological management go very well together", says Grand Hotel Opuin.

The Dutch Eco-label team will continue to motivate tourist accommodations in the Netherlands to apply for the Flower. A large-scale information workshop on the EU eco-label for the tourism sec-

tor is on their agenda during their chairmanship of the EUEB. The workshop is due to be held on 19 October 2004.



For more information, please contact Maaïke Fleur, Stichting Milieukeur at: mflleur@milieukeur.nl

On the web

The Green Store available in 11 languages

The e-catalogue has been translated in Danish, Dutch, Finnish, French, German, Greek, Italian, Portuguese, Spanish and Swedish. Now many European consumers can get general information

about the European Eco-label in their own language. The translation in the remaining other EU languages is also foreseen for the future.

The e-catalogue has already received almost 60 000 visits since its creation in 2003.



The e-catalogue: www.eco-label.com

Agenda

Revision of product groups

	(scheduled adoption)	
Soil Improvers	end	2005
Tissue paper	end	2005

New product groups

Lubricants	end	2004
Printed paper	end	2005
Soaps and Shampoos		2005/2006
Furniture		2005/2006
Heat pumps		2005/2006



The Flower

This news is published by the eco-label sector of the European Commission both in printed form and on the Internet http://europa.eu.int/comm/environment/ecolabel/news/flowernews_en.htm

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