



© Tryfonov - Fotolia.com

# The EU Ecolabel for printed paper products

## Best Practice Guide

**A useful tool for Competent Bodies**

**Project „Capacity Building in Member States  
for implementation of the EU Ecolabel  
for printed paper products“**

**November 2013**



# This booklet

## Take the advantages of an European pilot project and exploit the full potential of expert experiences!

The European Union comprises approximately 130,000 companies in the print sector. The main aim of the EU Ecolabel for printed paper products is to help companies to improve their environmental performance. Competent Bodies should give advice and support applicants on their way to achieve the EU Ecolabel. During the pilot project “Capacity Building in Member States for implementation of the EU Ecolabel for printed paper” on behalf of the EU Commission valuable experience was achieved. The main outcome – strategies, arguments, implementation tools, case studies – are presented in this booklet.

Interviews of EU Ecolabelled licence holders have revealed that they are not **exploiting the full potential of the EU Ecolabel marketing** to their benefits, e.g. by using the EU Ecolabel logo consequently on websites and in press activities. Examples on the following pages will give advice how effective marketing can drive a print company’s success. **Use the suggestions** for the implementation of the EU Ecolabel for printed paper products in your country. Draw inspiration from the examples and ideas given in this booklet.

### Content

Why best-practice? .....	3	Well informed people always	
Five points learned		use a FAQ .....	26
to target your clients? .....	4	Ecolabel schemes for Printers ...	30
Effective campaigning .....	6	Use and show the	
Work smarter and sharpen		EU Ecolabel logo .....	32
your tools for a successful		First feedback .....	33
implementation .....	12	How to effectively use	
Powerful Workshops are		the EU Ecolabel .....	34
no secrets .....	18	The EU Ecolabel logo rules .....	38
How to tell the media .....	20	Checklist Marketing & logo .....	39

#### Disclaimer:

The information contained in this report provides guidance on promoting the EU Ecolabel for printed paper products. Whilst every attempt has been made to ensure that the information contained in this guidance document is accurate, the European Commission is not responsible for any errors, omissions or for the results obtained from the use of any part of this information by third parties.

#### Imprint:

Owner, Editor: European Commission, DG Environment - G 2, B-1049 Bruxelles. Produced by G&L/Energon/ Cenergia/BIOs on behalf of the European Commission. Photo copyrights: G&L Werbe und Verlags GmbH, Tryfonov - Fotolia.com, Oli\_ok - Fotolia.com, nyul - Fotolia.com, Friedberg - Fotolia.com, Alterfalter - Fotolia.com, Moreno Soppelsa - Fotolia.com, vencav - Fotolia.com, Punkle - Fotolia.com, axepe - Fotolia.com, stokkete - Fotolia.com, naftizin - Fotolia.com, Jezper - Fotolia.com, pico - Fotolia.com, MEV-Verlag. Printed digitally environmentally friendly UZ-24 Austrian Ecolabel. UW 827



# Why best-practice?

## Save time and resources by using successfully tested hands-on-techniques

The best-practice guide is aimed at EU Ecolabel Competent Bodies and intends to save time and resources instead of “reinventing the wheel” again and again in each country.

Best practice refers to the experience achieved by the project team during the pilot project on behalf of the EU Commission and by CB's during the implementation of the EU Ecolabel for printed paper products in the seven targeted EU Member States.

In general, best practice can be understood as a technique, based on experience, to improve the envisaged results and to ensure success.

The following chapters will provide guidance on how Competent Bodies can implement and maintain EU Ecolabel for printed paper products successfully through the following measures:

- Find an appropriate strategy
- Plan key steps of implementation
- Start a campaign for acquisition
- Handling applications
- Consultancy & auditing
- Networking with relevant key institutions (e.g. print associations, paper industry)
- Learn from case studies from EU Ecolabel first movers
- Initiating or offering funding for companies (e.g. for consultancy or auditing services)

The conclusions and experience based on the implementation of this strategy in the targeted countries (Germany, Denmark, Finland, France, UK, Austria, Czech Republic and Poland) during the pilot project are available to all CB's. The outcome of the conclusions regarding strategy and steps of implementation are outlined in the following chapters of this guide.





# Five points learned

1.

## Co-operate with strategic partners

One of the first and most important steps to implement the EU Ecolabel for printend paper products is to find and involve key partners with the same target group: associations of printers & publishers, consultants for green printing, paper producers, business media etc. They can help to organize and support events and to reach the key audience quick and efficiently. Make out “green allies” who will open the door for co-operation and become “ambassadors” of the EU Ecolabel concept. It is a win-win-situation for both sides and helps to save energy and resources.

2.

## Identify first movers

Inform as much printers as you can with core information and try to get closer contact with a “short list” with higher interest: printers registered in EMAS, ISO 14001 certified, with Sustainability and Corporate Social Responsibility measures, printers using other eco-logos on their prints and with a high export share towards strong markets with functioning GPP and high eco-awareness. Identify the first movers which will act as „trend setters” and „opinion leaders”.



# to target your **clients?**

## **3.** Dissiminate your information

From the start, a central task is to build-up and maintain an information system consisting of a knowledge basement and a set of tools: materials, events and a hotline contact. The easiest and most effective way to pool basic information is to publish it on a national (EU Ecolabel) website. Print & publishing magazines, web platforms and association newsletters will be open to forward articles and visuals about the EU Ecolabel scheme, to publish announcements of workshops and to follow-up with reports, best practice examples and news. Adding information to existing target group events, such as fairs, congresses, annual meetings etc. will help to save time and to multiply your efforts.

## **4.** Use tools and get in contact by a workshop

A "starter kit" of tools comprises fact sheets, booklets, powerpoint presentations, roll-ups, basic press release, invitation forms, etc. It includes also the production of information material and acquisition tools in native languages. Information tools to help the communication process have been developed and tested during pilot workshops. All these tools are available at the EU Ecolabel project website [www.euecolabel.eu](http://www.euecolabel.eu).

Workshops turned out to be the ideal tool to get in direct contact more efficiently, allowing answering questions and receiving feedback and ideas. The success of the workshop depends very much on how well it is organized and prepared.

## **5.** Try to stimulate complementary forces

Even if it is complicated, try to contact top officials and relevant politician in order to induce them to implement a public funding (e.g. application consultancy, Green Public Procurement). It's worth trying. Look at the best practice examples mentioned in this manual. If your efforts don't bear fruit at the first time, don't mind, try again later. Little strokes fell great oaks.



# Effective

Based on the experience of pilot workshops in Vienna, Berlin, Paris, Shotton, Praha and Warsawa and the information workshop in Finland, following key steps proved to be important in the implementation of a campaign:

**Step 1: Set clear and measurable objectives**

**Step 2: Develop an appropriate strategy**

**Step 3: Set up an internal project team**

**Step 4: Develop information tools**

**Step 5: Find key partners & develop a support network**

**Step 6: Set up a support system of expert consultancy**

**Step 7: Organize information workshops**

**Step 8: Inform branch media**

**Step 9: Establish a follow-up programme**

# Campaigning

## Step 1: Set clear and measurable objectives

Starting a project without clear objectives is like driving on a road with no idea where you are going.

To initiate a good start of the EU Ecolabel for printed paper products, information should be disseminate to key stakeholders, in order to attract a high number of applicants. This includes the support of relevant synergy partners and the contribution of the most promising and effective activities possible within the limits of the own resources. Plan your activities carefully, set clear and appropriate measures with realistic milestones.

The success of these activities is the result of efforts by an internal project team (within the Competent Body) and synergy partners. It can be measured by the number of applications received, as well as by media coverage of the printers and the interest from the relevant stakeholders.

Beside national tasks, a project team member should also exchange best practices and experience with other Competent Bodies.

## Step 2: Develop an appropriate strategy

In many countries, it could be advisable to work closely together with **the national printing associations** and/or relevant stakeholders as the paper industry.

Before starting, an **initial research** should provide the data needed to plan and specify the envisaged marketing activities.

A specific communication strategy should include a core strategy and should comprise the following initiatives:

- Organization of an **information workshop or seminar** for the printing companies together with the printing associations. “Leader” companies (EMAS, CSR, etc.) should be invited to participate, as they are more likely to become first movers.
- **Follow up meetings and support** for interested companies in the application process.
- **Media work** through magazines and web platforms of the print & publishing business, newsletters of printer associations, etc.
- **Evaluation of results** and fine-tuning of the strategy. If the amount of applications is significant, marketing assistance or cooperation could be offered to EU Ecolabel licence holders.

### Step 3: Set up an internal project team

Set up an internal project team and schedule with a mix of means and measures (detailed task split). The activities of the internal project team will be effective and successful if they are adjusted, designed and customized to the very specific situation of each country, in close cooperation with relevant partners (e.g. consultants, branch representatives).

Key tasks:

- Elaborate an adequate strategy
- Identify key stakeholders (e.g. print associations, paper industry)
- Develop an approach and a communication line to attract companies (pros/benefits, argumentation line, etc.)
- Disseminate information to printing companies (campaigning)
- Provide basic information to branch media
- Don't forget to put information on your website, fact sheets, brochures, etc.



## Step 4: Develop information tools

For a successful implementation, appropriate and powerful information tools can help to reach objectives in a short time. This saves resources and energy. The main tools are:

- Targeted information at the national EU Ecolabel website
- Information set with fact sheets, brochures, etc.
- Adequate powerpoint presentation for key stakeholders
- Press-kit for effective media relations

## Step 5: Find key partners & develop a support network

Get in contact with the national associations of the printing and paper industry and try to get a commitment for supporting the ongoing EU Ecolabel activities. It is important because national associations represent most of the printing companies and provide resources to forward information through their own media, newsletters, magazines or events. They may also offer other forms of support such as consultancy.

Key tasks could be the following:

- Get in contact and clarify their position towards the EU Ecolabel
- Provide information (EU Ecolabel Regulation, Commission Decision 2012/481/EU, fact sheets, brochures) to be used on their website
- Try to get a commitment for a long-term partnership
- Set up an information campaign with workshops and presentations

*» All partners shall demonstrate their continuous willingness to promote the EU Ecolabel by integrating it in their mission statement. «*



## Step 6: Set up a support system of expert consultancy

Set-up a support system of expert consultancy for companies that want to apply for the EU Ecolabel. Find and support experts and, if requested, offer them training, in order to provide them a common understanding of the EU Ecolabel criteria. Each consultant participating in the training could get a specific certificate and could be listed in a national list of EU Ecolabel printed paper products consultants. Such expert capacity could be placed at the CB organization, in a printing association or on free market. Consultancy support can be financed by implementing a funding for EU Ecolabel consultancy or by initiating such funding by the national Ministry. Consultancy can also be provided by professional branch associations!

## Step 7: Organize information workshops

At the beginning of an information campaign, presentations towards the key stakeholders should be offered. Workshops may help to offer information to a wide audience and enable a fruitful discussion!

The following positive experiences were achieved from the workshops:

- Excellent way of communication (set up a consistent dialogue!!!)
- Reach the key audience (companies, stakeholders)
- Branch media were informed
- Synergies with print federations and paper industry were developed
- Practical experience regarding criteria implementation was obtained

## Step 8: Inform branch media

Inform branch media to announce ongoing activities and to promote the EU Ecolabel with the purpose to forward information to the companies, via articles.

Presence in the media is important to reach the targeted audience. In association to the workshops, press releases to branch media (print media or online media) showed an appropriate way to forward information to companies:

- Announce workshops: venue, date, etc.
- Provide results and best-practice case stories

In particular, the workshops have revealed considerable interest by media, especially the branch media. Key topics have been: criteria (expert statements), practical experiences during the applications process (e.g., environmental benefits, interviews with managers), success stories and award ceremonies.

## Step 9: Establish a follow-up programme

At the end of the campaign, the following activities should be carried out:

- Update your database and keep contacts
- Provide a personal hotline for relevant people (applicants, consultants,...)
- Strengths-Weaknesses Analysis / Evaluation of results
- Final conclusion

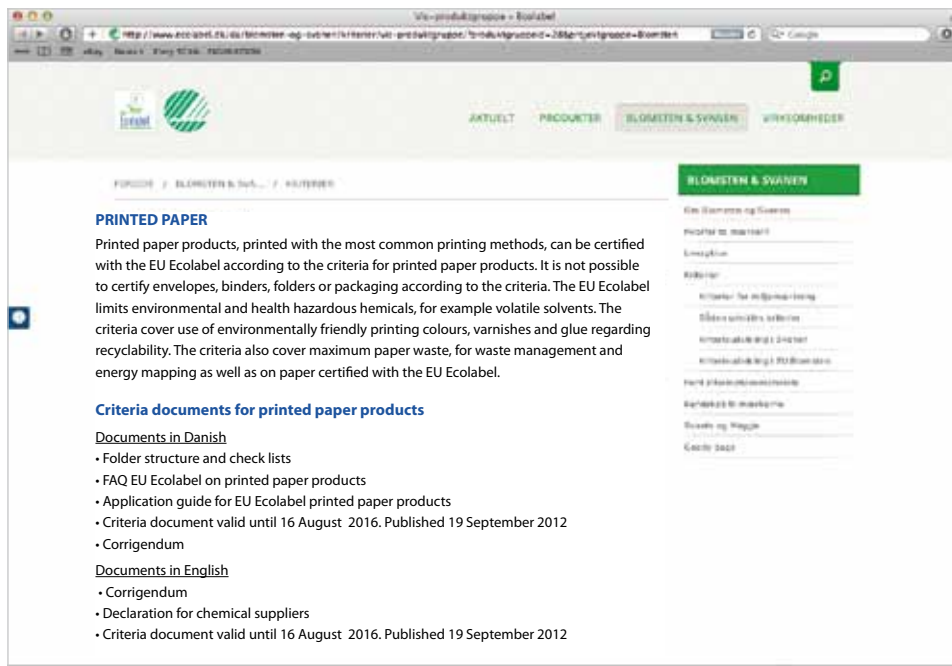


# Work smarter and **Sharpen**

## Provide basic information on your national website

The best way to inform your target groups about the EU Ecolabel for printed paper products is to put overview information online (e.g., fact sheets), together with tools for download (e.g., application forms) and links to more details (e.g., FAQ) at a national website. Also a link should be set to the EU Ecolabel website of the European Commission ([www.ec.europa.eu/ecolabel](http://www.ec.europa.eu/ecolabel)).

If no national EU Ecolabel website (which, indeed, is the most efficient solution) is available and cannot be developed, the information can be integrated into the EU Ecolabel section of the Competent Body website. The disadvantage is that for visitors, it can be very difficult to find it and that the address of such a sub-subpage is usually very hard to communicate.



The screenshot shows a web browser displaying the Danish EU Ecolabel website. The page is titled "PRINTED PAPER" and contains the following text:

**PRINTED PAPER**  
Printed paper products, printed with the most common printing methods, can be certified with the EU Ecolabel according to the criteria for printed paper products. It is not possible to certify envelopes, binders, folders or packaging according to the criteria. The EU Ecolabel limits environmental and health hazardous chemicals, for example volatile solvents. The criteria cover use of environmentally friendly printing colours, varnishes and glue regarding recyclability. The criteria also cover maximum paper waste, for waste management and energy mapping as well as on paper certified with the EU Ecolabel.

**Criteria documents for printed paper products**

Documents in Danish

- Folder structure and check lists
- FAQ EU Ecolabel on printed paper products
- Application guide for EU Ecolabel printed paper products
- Criteria document valid until 16 August 2016. Published 19 September 2012
- Corrigendum

Documents in English

- Corrigendum
- Declaration for chemical suppliers
- Criteria document valid until 16 August 2016. Published 19 September 2012

The right side of the page features a sidebar with a green header "BLØMSTEN & SVANEN" and a list of links including "Om Blomsten og Svanen", "Hvad er mærket?", "Erstatning", "Kontakt", "Kontakt for indkomnings", "Elevationsplaner og beregninger", "Arbejdsmarketing i Danmark", "Arbejdsmarketing i EU-landene", "Første prisbeholdningsplaner", "Elevationsplaner og beregninger", "Erstatning og hjælp", and "Gæstebog".

*[www.ecolabel.dk](http://www.ecolabel.dk) (in Danish)*



# your **tools** for a successful implementation

## Tools for applicants

The website should provide practical help for applicants based on the application manual with explanations and forms developed by the Commission, if ever possible in national language. It is up to the CB either to take the English EU version of the application manual (available at the EU website <http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>), to translate it or to develop adjusted national versions (keeping the essence).

Other helpful tools for applicants are a list of consultants and testing institutes, a FAQ and a contact where interested companies or applicants can get information and send the application.

## Basic information for companies & others

To inform companies or stakeholders interested in the scheme, the following papers have been developed and can be taken from the EU Ecolabel website:

- Commission Decision 2012/481/EU
- User manual
- Check-list
- Fact sheet for companies
- FAQ

The **Commission Decision** (available in all EU languages) is the legal document containing requirements and ways to prove compliance. The **fact sheet** provides a quick overview on the scheme, the criteria and the steps of application. EN, DE, PL, DK, CZ, IT and NL fact sheet versions are available at the project website ([www.euecolabel.eu](http://www.euecolabel.eu)), as well as EN, DE, IT, PL, CZ and FR versions of the 6-page **green booklet**, which covers many of the questions a manager needs to know before start an in-house discussion:



The User Manual



Fact sheet



Green booklet



requirements, steps of application, national contacts, sources for more information and a checklist for a first self-estimation on how difficult or easy it will be to prove being compliant with the EU Ecolabel criteria. To request the print-files, the EU Ecolabel CB can send an email to [office@euecolabel.eu](mailto:office@euecolabel.eu).

## Equipment for Competent Bodies

For the project and workshops in the pilot countries, a master template for an **invitation & schedule** was developed. It is available in word format and can be downloaded and adjusted for specific use from the project website [www.euecolabel.eu](http://www.euecolabel.eu).

Also **Roll-ups with a slogan for printers** are available in EN, DE, FR, CZ and PL (Sizes: 220 cm high, 80 cm wide).

Roll-ups are popular advertising banners with the advantage that they are very flexible to use, very easy to pack and transport. It can be set up quick and unrolling. It takes not more than one minute. Another advantage is that you will get your message across in a visible way. This is usable for photoshootings (e.g. at award ceremonies) and it enables you to make the EU Ecolabel in newspapers more visibly.

To request the print files for own production, the EU Ecolabel CB can send an email to [office@euecolabel.eu](mailto:office@euecolabel.eu).

Another helpful tool for workshops is the **standard PPT layout and the set of standard powerpoint slides**, available in English. Using a powerpoint presentation is a common tool to get things visible during a presentation with a large audience. As the elaboration of messages for a presentation takes a lot of time, a standard powerpoint presentation which is easily adaptable for your own purposes was produced.



Roll-up

The topics are:

- Relevant figures concerning the printing market
- Key stakeholders
- Country activities and achievements
- Best practice case studies (first movers)
- Market potential
- Integrated marketing for EU Ecolabel
- Marketing trends
- Correct use of the EU Ecolabel in marketing



*Screenshot from the standard powerpoint presentation*

## Tools for licence holders

Another helpful tool the CB can offer to EU Ecolabel licence holders is a **door sign**, which can be attached on the wall next to the entrance of the print shop. It could be produced by the CB and handed over at the awarding ceremony. Recommendable sizes are 21 x 21 cm or 30 x 30 cm, material acryl plexi glass including stainless steel spacer.

It should contain the EU Ecolabel licence number and an explanation of which EU Ecolabel printed paper products is the company able to offer. To request the master file, the EU Ecolabel CB can send an e-mail to [office@euecolabel.eu](mailto:office@euecolabel.eu) and the graphic file will be made available to be produced.



*Door sign (draft)*



*Showing off the EU Ecolabel sign*

## Advertisements referring to or displaying the EU Ecolabel logo

When you plan your next advertising campaign, you may consider using the EU Ecolabel logo as an official “stamp” of environmental excellence for your product(s). This may include displaying the logo in magazine advertisements as well as referring to it in your headlines and body text. The EU Ecolabel also works well with TV/radio spots and any other advertising measures you plan to implement.

### **Sustainability report**

An annual sustainability report is an excellent place to display information on the award of the EU Ecolabel.

### **Fairs & Promotion events**

Fairs and promotion events are a perfect place to demonstrate your high environmental sustainability to your business partners and customers.

### **Employee communications**

Your employees represent your greatest potential. Tap into this potential to spread positive messages, and motivate your employees by telling them that the company is producing EU Ecolabel printed paper products.

### **Informal discussion with sales staff**

Your sales staff need to know about the printed paper products awarded with the EU Ecolabel, as it gives added value to your products!

### **Company magazine**

If your company issues a regular company magazine, why not write an article telling your readership about the printed paper products awarded with the EU Ecolabel?



## EU and national materials

The European Commission, the national Competent Bodies and this marketing project have produced an abundance of materials. The EC supports your marketing efforts by providing certificates and a set of brochures. Check out [http://ec.europa.eu/environment/ecolabel/marketing/brochures\\_en.htm](http://ec.europa.eu/environment/ecolabel/marketing/brochures_en.htm) to see if your specific product group is covered, or order materials via the Helpdesk on tel. +33 1 40 88 70 88 or by e-mail at [ecolabel@bio.deloitte.fr](mailto:ecolabel@bio.deloitte.fr).

**Display your official certificates.** You have achieved an award and been presented with an official certificate (in some countries during a special ceremony). Frame this certificate and display it in a prominent position. Make copies of it and place them in strategic rooms and in your sales outlets.

**Display your door sign.** You should also use the glass door sign which is in some countries provided by the Competent Body (small fee is required). Mount it in such a way that the EU Ecolabel is effectively displayed at the entrance. This will motivate your employees and business visitors will see that you are a company concern with the environment!

**Distribute brochures.** The EU Commission produces consumer leaflets in many different languages. They are an invaluable tool providing information about the main aspects of the EU Ecolabel and the award which you have received from the EU Ecolabel National CB. The best place to present information on the EU Ecolabel is at the reception desk of your company, at the point of sales (POS), and at fairs.

### Marketing project materials

A selection of promotional materials has been developed in the context of this marketing project. These can be customized for specific applications:

- National point of sales lists of products available in each country
- Roll-up

# Powerful Workshops

## Arrange workshops to communicate your messages to companies and key stakeholders

Organizing workshops or seminars proved to be a powerful communication instrument to get in dialogue with the key target groups. It provides a platform for disseminating information, answering questions and to build-up trust.

### What issues should be covered?

- General background of the EU Ecolabel
- Criteria: environmental requirements, how they can be met and how compliance is proved
- Application procedure and fee scheme
- Marketing benefits and how to use the logo effectively

### Involve strategic partners

They can contribute in many ways: National federations of the printing industry and print & publishing media can inform and motivate their members to be aware of the EU Ecolabel scheme and apply. They have circular emails and events to address your key audience easily, quickly and cost-efficient. EU Ecolabel paper industry can provide support, licence holders can present their experience and consultants can show practical ways to meet the requirements.

### Create a database

A successful workshop depends on having an adequate address database. Get in touch with industrial federations and ask for support. If you decide to buy addresses from database providers be careful if this material is up-to-date. And be aware that it is forbidden by law to use email-addresses without an opting-in permission.

### Make the media announce and report

Six weeks before the event invite journalists of the print & publishing business to announce your workshop: venue, date, main topics and speakers in due time. Add information on the EU Ecolabel scheme and inform about the opportunities for printers. Immediately after the workshop, submit a summary with the results. Offer case studies, contact with experts or present companies' best practice experiences.

### Follow-up activities

Prepare minutes to keep results in mind. Update your online FAQ and provide a contact person. Ensure that open questions will be answered and keep in contact with companies and stakeholders interested. Offer support and contacts with experts and consultants.



*Informative slides*



*Interested audience*



*Small talk among experts*



*Prepare minutes immediately*

# are no secrets



Focus on the essential, Berlin



Captivate the audience, Shotton / UK



Distribute conference folders, Jyväskylä / FL



Let auditors and licence holders present their experience and advice



Invite impressive speakers, Vienna

## Info material



**Invitation**  
The programme, the venue, arrival with public transport



**Booklet** All you need to know



**Roll-up**  
Visualise the EU Ecolabel at fotoshootings

## 5 Rules of a dynamic workshop

- 1. Key audience**  
Learn about what your potential listeners are interested to hear
- 2. Appropriate message**  
Look at the content and the style of your speech, verbally and non-verbally
- 3. Right speakers**  
Let experts and licence holders speak about their experiences
- 4. Visualisation**  
Pictures tell more than a thousand words
- 5. Feedback**  
Enable people to express their opinion and provide answers



# How to tell

*Key multipliers in the business community, administration, associations and NGO's have to be informed on the EU Ecolabel. This ensures a successful announcement of events in special interest media and branch-agendas. The main task in media relations is to submit professional press releases targeting special interest media.*

## Announcing the workshop

In most countries, press agencies offer event-schedules and some are for free. Journalists use these databases to select the events of interest to their readers. If you enter the appointment and distribute an appointment press release too, you can be sure that your workshop will receive attention.



Entry in a press event schedule for journalists

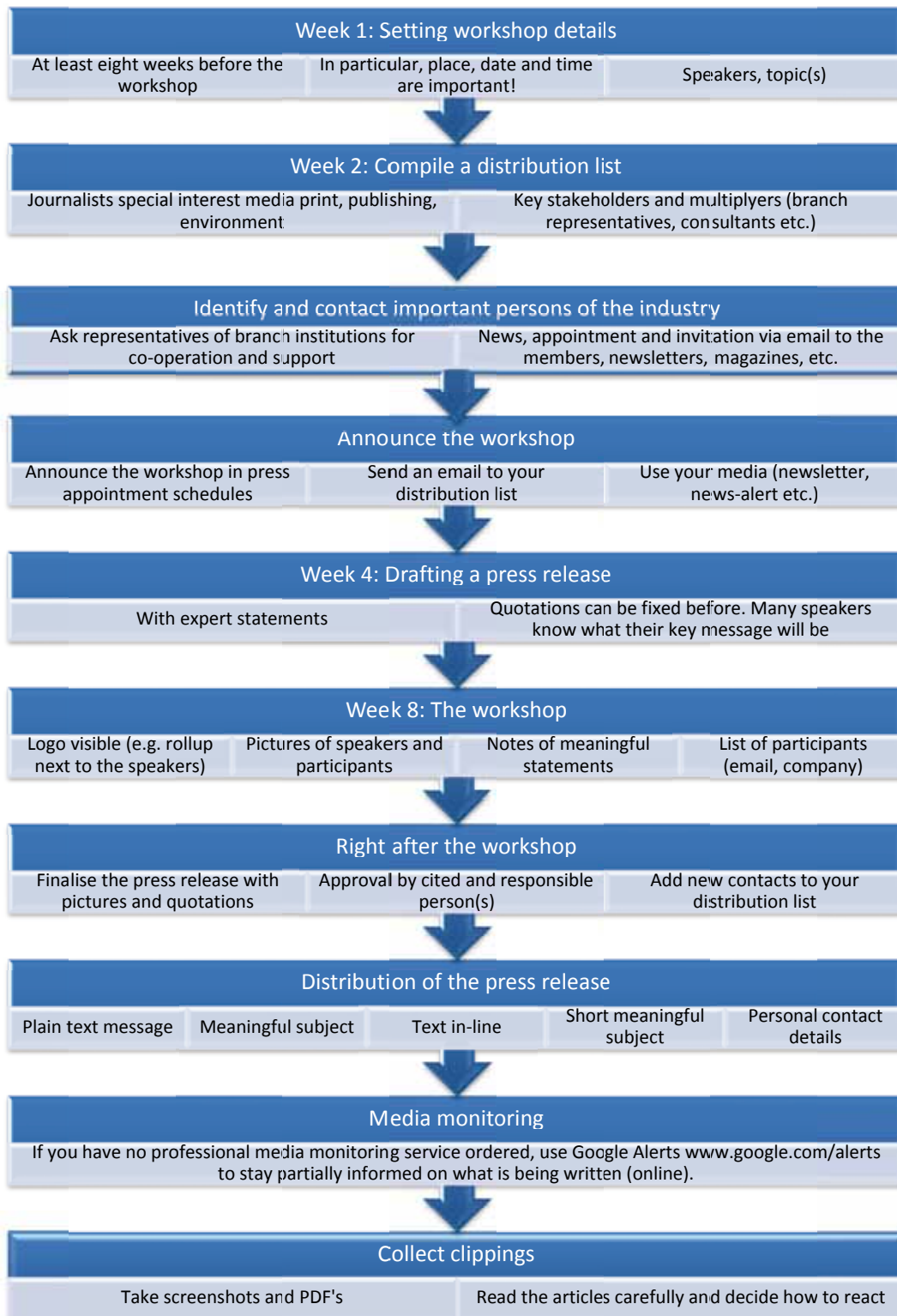
Journalists could attend the workshop to interview and take pictures, but most likely they will ask for more information by email, like a press release. Media targeting the print and publishing industry might publish the appointment, write about the topic "eco-friendly printed paper" and/or write an after-workshop-coverage with quotes and pictures of experts and participants of the workshop. It is important to set the workshop details, announce the workshop and invite participants at an early stage to have everything at hand when needed.

## The press release

A press release has to be well prepared and should be launched soon after the event. It will succeed, if you have a good distribution list and provide content of interest to media like meaningful statements, pictures and logos. Coverage monitoring can lead to a better information management. It can expose lack of information, barriers seen by the branch or other issues, ensuring that you can react in time. Media work enhances the possibility to actively take part in the discussion, provide a contact for journalist and initiate a dialogue.



# the media



*Media work for workshops*



## Press release content

The basic press release (see page 25) can be used in every country. But it is highly recommended to adopt it with national aspects to increase the particular interests of the country.

## Quotations

It is important that quotations are short and highlight the most important aspects of the EU Ecolabel for printed paper. For example, it can be mentioned its pan-European nature and also the aim of the criteria.

## Pictures

Be sure to take pictures of the audience and the speakers (ideally with the EU Ecolabel logo visible on a roll-up in the background or on the PowerPoint-presentation). Include small pictures in the press release with credits of the photographer and the note "Reprint free of charge, please forward a copy".

The link to the downloadable pictures can either be put on a ftp-server and the download-link can be included in the email (like in the example below), or the journalist has to contact the press contact to order pictures by email.



Auditorium/Dr. Andrea Rimkus,  
RAL gemeinnützige GmbH. © G&L  
[http://www.euecolabel.eu/userfiles/image/Germany%20Berlin/Auditorium\\_Dr\\_Rimkus\\_2\\_c1.jpg](http://www.euecolabel.eu/userfiles/image/Germany%20Berlin/Auditorium_Dr_Rimkus_2_c1.jpg)



Lecturers left-to-right.: Scherlofsky  
(ENERGON), Rimkus (RAL), Scholtz  
(RAL), Sexl (evaluator), Heutling (UBA).  
© G&L  
[http://www.euecolabel.eu/userfiles/image/Germany%20Berlin/Referententeam\\_c1.jpg](http://www.euecolabel.eu/userfiles/image/Germany%20Berlin/Referententeam_c1.jpg)

## Contact information

Provide contact details of one responsible person for public relations/media relations with name, phone number (including the extension) and email-address. The press contact should be easily reachable. Journalists could ask for an interview, order pictures or more details and information. Also provide a contact information for interested companies in the press release (also see basic press release page 25).





### **Basic Press Release**

This basic press release can be adopted and used for national CB's workshops promoting the EU Ecolabel for printed paper. It should be finalised with pictures and quotes from the workshop and sent to relevant journalists. You can also adopt the final press release for a workshop-review mailing to the participants

Headline: The EU Ecolabel for labelling eco-friendly printed paper products

The EU Ecolabel for printed paper has been presented today at [...]. The EU Ecolabel logo makes it easy for European consumers to identify eco-friendly magazines, books, newspapers, ...

[date] – The EU Ecolabel criteria for printed paper products was established to reward printed paper products which are produced in compliance with strong environmental requirements. It signals good environmental performance and gives an assurance of added quality for consumers choosing these products. Products bearing the EU Ecolabel Logo have officially been distinguished as being amongst the most environmentally friendly products in their range.

[Give some short meaningful quotations from the workshop by CB, auditor, representative of printing company or the industry.]

What is a printed paper product?

A printed paper product means the product resulting from the processing of a printing material. The processing consists of printing onto paper. In addition to printing, the processing may include finishing, for example folding, stamping and cutting or assembling, using glue, binding, yarn-binding. Printed paper products include newspapers, advertising materials and newsheets, journals, catalogues, books, leaflets, brochures, posters, business cards, and labels.

EU Ecolabel criteria cover the whole product-life-cycle

The EU Ecolabel criteria for printed paper address the environmental impacts of the product in the various production stages and stipulate restrictions regarding the substrate, excluded or limited use of substances, emissions to water and air, waste management and recyclability, energy use, quality requirements, information and personnel training.

Source: Commission Decision 2012/481/EU

(<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D0481:EN:NOT>)

The EU Ecolabel helps to reduce the environmental impact.

The EU Ecolabel was launched in 1992 when the European Community decided to develop a Europe-wide voluntary environmental scheme that consumers could trust. Since then, the number of products and services awarded the EU Ecolabel has increased every year. By the end of 2013, more than 2.000 licences had been awarded, and today, the EU Ecolabel can be found on more than 37.000 products. A licence gives a company the right to use the EU Ecolabel logo for a specific product group. [Please update the figures with the help of the EU Ecolabel helpdesk]

Source: <http://ec.europa.eu/environment/ecolabel/facts-and-figures.html>

Contact for interested companies

[Name

Organization, Company

Phone

Email]

Additional information and downloads

General information EU Ecolabel: [www.ecolabel.eu](http://www.ecolabel.eu)

Workshop project-website: [www.euecolabel.eu](http://www.euecolabel.eu)

EU Ecolabel printed paper factsheet (EN only)

EU Ecolabel printed paper criteria

Pictures and quotations

EU Ecolabel Logo: [http://alt.euecolabel.eu/userfiles/image/ecolabel\\_logo.jpg](http://alt.euecolabel.eu/userfiles/image/ecolabel_logo.jpg)

[Quotations and pictures of participants and experts]

[Pictures of audience and speakers]

Press contact

[Name

Organization, Company

Phone

Email]

# Well informed people

*The FAQ is designed to provide basic information on common questions asked by stakeholders (mainly potential applicants). In some cases more complex topics will be treated or more detailed information will be offered by links.*

## 1. Introduction

The FAQ is not intended to substitute the EU Ecolabel Regulation (or other documents as the fact sheet) or to provide legal advice! The FAQ should be helpful in raising the level of knowledge and give support for a quick application process. The terminology used in the FAQ is based on the terminology of the EU Ecolabel Regulation and general expressions of the printing industry (notably regarding printing processes).

## 2. To whom the FAQ addresses

The present FAQ is mainly addressed to the EU Ecolabel Competent Bodies. It is up to the CBs to use all or some of these questions. The FAQ should be enriched by CBs based on the frequently asked questions they receive from inquirers. Note: without the feedback of FAQ users (or stakeholders), questions are just assumptions of what people want to know. Therefore, the FAQ should be used in a dynamic way and updated regularly depending on the questions received by CBs. We would advise CBs to publish the FAQ in a visible place, providing numerous links on other pages to find it easily and to contact other CBs to share experience.

## 3. Purpose of the FAQ

### **Internal training**

The FAQ is used to improve the own argumentation line for face-to-face meetings, presentations, exchange of experience etc. The recipients include:

- ✗ CBs
- ✗ Consultants
- ✗ Auditors

# always use a **FAQ**

## **Answering inquiries**

Inquiries can come from:

- ✗ Printing companies
- ✗ Industrial federations, NGO's
- ✗ Media

## **Promoting the EU Ecolabel**

Promotion can be done through:

- ✗ Information on the website
- ✗ Direct Mailings

## General questions relating to EU Ecolabel for printed paper products

A general FAQ can be found on the official EU Ecolabel website of the EU Commission, DG Environment: <http://ec.europa.eu/environment/ecolabel/faq.html>

### **Topics which could be addressed:**

- Top ten questions
- General questions
- The EU Ecolabel Scheme
- EU Ecolabel Products and Criteria
- Applying for the EU Ecolabel
- Selling and promoting the EU Ecolabel

### **Examples:**

- Who can apply for the EU Ecolabel?
- How to apply for the EU Ecolabel?
- How much does it cost to apply for the EU Ecolabel and which reductions I am entitled to?



Questions	Responses
General questions	
<b>Information</b>	
<b>Where do I get information?</b>	Please ask any question related to the EU Ecolabel to your Competent Body in the 28 Member States and Iceland, Liechtenstein and Norway as follows <a href="http://ec.europa.eu/environment/ecolabel/competent-bodies.html">http://ec.europa.eu/environment/ecolabel/competent-bodies.html</a>
<b>Application</b>	
<b>For which products can applications be made?</b>	Only products resulting from the processing of a printing material are eligible to apply for the EU Ecolabel for Printed Paper. The processing consists of printing onto paper. In addition to printing, the processing may include finishing, for example folding, stamping and cutting or assembling, using glue, binding, yarn-binding.
<b>What does the product group 'printed paper' include?</b>	Printed paper products include newspapers, advertising materials and newsheets, journals, catalogues, books, leaflets, brochures, posters, business cards and labels.
<b>Which products are not eligible to apply?</b>	Printed tissue papers, printed paper products used for packaging and wrapping, folders, envelopes, ring binders and stationery paper products are not included in the printed paper product group.
<b>Who can apply for the EU Ecolabel?</b>	Manufacturers, importers, services providers, traders and retailers, may submit applications for the EU Ecolabel. Traders and retailers may submit applications in respect of products placed on the trade market under their own brand names.
<b>As a printer, do I have to apply for the EU Ecolabel for each single printed paper product, again and again?</b>	No. The national Competent Body allows applying for a range of EU Ecolabel printed paper products that will be valid for a certain period of time. For the application you just need to prove and declare that for each printed paper product covered by the same EU Ecolabel licence, you comply with the EU Ecolabel criteria. From then on, for the print jobs executed as EU Ecolabel printed paper products, you need to document the processes in case of an audit, and (depending on the national surveillance system) to send a sample item of the print job to your CB if requested.
<b>Which laboratories will be accepted for testing?</b>	Where possible, the testing should be performed by laboratories that meet the general requirements of EN ISO 17025 or equivalent.  A decision hierarchy for acceptance of a laboratory is described in the user manual (p.8).
<b>Is an on-site visit mandatory?</b>	After all documentation has been assessed and approved, the Competent Body may carry out an on-site visit to the applicant and/or his suppliers. The Competent Body will decide from case to case whom to visit.



<p><b>Do I have to apply for a re-assessment of my application when a new set of EU Ecolabel are adopted?</b></p>	<p>When new set of EU Ecolabel criteria is adopted following a revision process, the EU Ecolabel licence holders will have to apply for re-assessment of the printed paper product, according to the new set of revised EU Ecolabel criteria. A transition period for adjusting the products/processes and apply for re-assessment is usually established. This will be announced by the European Commission.</p>
<p><b>What is the purpose of the User's Manual?</b></p>	<p>It describes the requirements and gives additional guidance in respect of necessary data and documentation that the applicant has to compile in order to apply for the EU Ecolabel for printed paper. In addition, this manual describes the requirements for demonstrating continued compliance once the label has been granted.</p>
<p><b>Marketing</b></p>	
<p><b>What kind of marketing benefits are related to an EU Ecolabel licence?</b></p>	<p>As an EU licence holder, you have privileged access to the use of the official logo in your advertising brochures, online media and you are entitled to use it for the products awarded with the EU Ecolabel.</p> <p>The EU Ecolabel is an official European label with a high reputation based on strong and reliable criteria. It guarantees a high level of environmental performance (ISO Type I certification by a third independent party).</p>

# Ecolabel schemes



## Do you know competing ecolabels in the field of printing and prints?

There are several different ecolabels a printer can consider either to identify products he wants to purchase or for highlighting the production of his printed paper products.



On the input side (purchasing), a printer may orientate himself by ecologos regarding **specific criteria**, e.g. that the energy comes from renewable sources or paper from sustainable forestry (FSC, PEFC, etc.). Nevertheless, these ecologos provide only very limited information.



To minimise the environmental impact of the **print production**, a printer can implement an environmental management system according to ISO 14001 or go a step further and implement EMAS. EMAS registered organisations take a proactive approach to environmental challenges and continuously look for ways to further improve their environmental performance. EMAS is the premium environmental management tool to achieve this. EMAS leads to enhanced performance, credibility and transparency of registered organisations. The EMAS logo can be used by EMAS registered organisations for their communication but may not be used on product packaging. There is no official ISO 14001 logo.



A scheme focusing on the production and allowed to be shown on print products is the Nordic Ecolabel for printers. This ecolabel establishes several requirements and considers many aspects and steps along the production process.



To prove and show that a **printed paper product** meets high environmental standards, a printer may choose between around a dozen or so ecolabels of which the most commonly used can be divided into three groups:

# for Printers

- **ISO-Type-I Ecolabels**, such as the EU Ecolabel for printed paper products or the Austrian Ecolabel for prints. They require strong criteria with a wide scope, covering all relevant aspects and steps along the product's life cycle and having independent 3<sup>rd</sup> party control.
- **CO<sub>2</sub> or climate labels** focusing only on direct or indirect emissions relevant for the climate change, confirming that CO<sub>2</sub> emissions for the print are estimated and minimised and/or that projects are supported for compensation. Other impacts on health and environment (e.g. hazardous substances) are not considered.
- Ecolabels with the focus only on **selected aspects or steps** of the print or the pre-products, guaranteeing e.g. that the print colours used are made from plants, or that the paper used is from sustainable forestry (FSC and PEFC), etc.



## The EU Ecolabel for printed paper products

contains strict limits for the use of hazardous substances, for the human health and for the environment. Furthermore, the criteria cover requirements for printing inks, varnishes and adhesives regarding recyclability. There are limits for maximum waste paper and the obligation for waste management, energy monitoring & minimisation, as well as the use of paper awarded with the EU Ecolabel. It does not cover envelopes, ring binders, folders, stationery products or packaging.

Some few printers also use other ecolabels, e.g. cradle-to-cradle which is a very comprehensive and complex environmental standard but without independent 3<sup>rd</sup> party control, as well as printer-own ecolabels but, ditto, without 3<sup>rd</sup> party control.



# Use and show the Flower

## How to raise the visibility and to optimise the use of the logo with licence holders

This chapter is about the many ways EU Ecolabel licence holders can integrate the EU Ecolabel into the company marketing and Corporate Behavior. Forwarding this collection of know-how to a printer at an early stage can have a positive effect, in particular on two certain points:

- At the moment of **“first deeper interest”** (e.g. at informational workshops or on-site meetings): Showing to the potential licence holder how the EU Ecolabel is functioning in practice will answer essential questions beforehand and can raise his interest to apply.
- Immediately after being **“awarded a licence”**: Provide new licence holders best practice know-how to implement the EU Ecolabel in the marketing.

For both instances you can find helpful tools in this guide:

- The “Trends and Marketing” presentation
- The following explanations and the checklist

### **Other multiplying effects**

Many companies do not have or do not take the time to realise and to “reinvent” the huge variety of possibilities to integrate the logo and to overcome obstacles in implementation. This is why providing service and forwarding this essential information will be most helpful.

Some companies could, accidentally, use the EU Ecolabel logo in an inappropriate or misleading way. The best way to avoid this is to provide preventive information.

Another multiplying effect is to address the following recommendations and best practice examples to consultants accompanying printers in the application process and the use of the EU Ecolabel logo.



# First **feedback**

During talks and through a survey we collected feedback and suggestions from the first new licence holders.

**Here are some of the results:**

- Most of the licencees expect to use the EU Ecolabel as an instrument to show their (and their customer's) green concerns, to seize new markets and to be geared up for green tender calls (GPP).
- The first movers (applicants) have expressed that becoming an EU Ecolabel licence holder fulfilled their expectations, so far, as the number of customers accepting the offer to have EU Ecolabel print is raising.
- In countries where the eco-awareness is not yet high and GPP is not implemented for this category of products, just printers with high export share (50% or more) have applied or showed interest to apply for the EU Ecolabel.
- There are both printers using only the EU Ecolabel and printers using the EU Ecolabel beside other eco-logos.
- Public awarding ceremonies organized by CBs and ministries are very welcome by EU Ecolabel licence holders.
- EU Ecolabel licence holders communicate this offer in many ways: on the website, through brochures & leaflets, advertising, in their internal media and reports.
- Most printing companies present copies of the EU Ecolabel certificate in their head offices and like the idea to post EU Ecolabel signs outside the building next to the entrance.



# How to effectively

## Recommendations for EU Ecolabel licence holders

**Once awarded an EU Ecolabel licence, a holder can use the EU Ecolabel logo in a comprehensive, visible and effective way:**

1. to proudly show the high and green standard achieved
2. to improve the image of the company and of the awarded products
3. to seize new markets, such as NGOs, companies in the field of renewables, etc.
4. to prove that requirements of green calls for tender (GPP) can be met
5. to raise the awareness of customers and public in general

**The core message to send when a printing house obtains an EU Ecolabel licence for a specific product range should be to inform employees, customers and visitors that ...**

- we are able to produce prints in accordance with the high standards of the EU Ecolabel scheme, and
- a customer ordering such a print is allowed to show the EU Ecolabel logo on his print

**This message can be communicated to the customers and stakeholders, as well as internally towards the employees, in many different ways:**

- printed on promotional and advertising materials
- via internal media and inside the building
- Online, on the company website & internet marketing

### **1. Place the EU Ecolabel on your prints visibly**

The primary placement of the EU Ecolabel logo together with the licence number is on the print itself, at a prominent position and not too small so that the reader will recognize it.

An extended version with the text specified in criterion 10 of the Commission Decision 2012/481/EU<sup>1</sup> provides more information to the reader, in particular on bigger prints, as it is shown on the pictures left. Ideal place could be next to the content, the imprint on the inside back or front cover or on the outside back cover.

<sup>1</sup> downloadable at [www.euecolabel.eu/display/cid/\\_6.html](http://www.euecolabel.eu/display/cid/_6.html) or on the website of the European Commission <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D0481:EN:NOT>



# Use the EU Ecolabel

However, if the producer wishes, a more comprehensive explanation can be provided (e.g. “This print is produced in compliance with the EU Ecolabel Commission Decision 2012/481/EU for printed paper products, with minimized impact on human health and environment”, or to give more information (e.g. on the EU Ecolabel scheme, on specific environmental aspects taken under consideration or on the third party verification process). Such details are interesting for the reader, in particular if the print is a magazine, an environmental or sustainability report or a promotion brochure presenting the environmental performance of the publisher. Main questions are:

- Is the EU Ecolabel logo placed visibly on the print in compliance with the logo rules?
- Is additional explanation provided (if applicable)?

## 2. Make the EU Ecolabel part of your service offer and sales communication

If the policy is to raise the share of EU Ecolabel printed paper products, appropriate service offers have to be developed and communicated both in the marketing and in sales communication.

- Is the EU Ecolabel required for a specific service offer?
- Is the EU Ecolabel printed paper offer also part of **personal sales communication** such as customer pitches, briefings, events, etc.?

## 3. EU Ecolabel printed paper as part of promotion and public relations

EU Ecolabel printed paper offer could be publicized in ...

- Special brochures or leaflets on green performance & offer
- Advertisements
- Customer magazines
- Reports (in particular environmental or sustainability reports)
- General company image brochures
- Company stationery
- Media releases (e.g. on the awarding, your environmental balance and concrete improvements or projects)
- Give-aways (e.g., notebooks, notepads, etc.)

Always add the logo and the EU Ecolabel licence number and, when appropriate, additional visuals such as photographs, infographics, etc. and make sure that the way the EU Ecolabel logo is used does not lead to misinterpretation (e.g. to create the impression that all prints are EU Ecolabel compliant, if this is not the case).





www.stibographic.com



www.vestjysk-rotation.dk



www.rose-druck.de



www.helprint.fi



A good way to show that your EU Ecolabel printed paper offer is taken serious is to also

- produce your own company prints and internal media in accordance with the EU Ecolabel criteria, and to display the label,
- communicate the EU Ecolabel offer at promotion events, trade fairs, presentations, etc.

#### 4. Communicate your EU Ecolabel printed paper offer online

The opportunities provided on the internet are many:

- With the **EU Ecolabel logo on the front page**: either very prominent as a main image, as a part of an eco-logo group or beneath the main image next to a news teaser text.
- ... with a **link** leading from the EU Ecolabel logo on the front page to an **EU Ecolabel section** with essential details on the scheme, such as positive effects on health and environment, the 3rd party control, etc. The EU Ecolabel logo shall always be shown together with the EU Ecolabel licence number and the certificate can be also advertised.

- For visitors who want to know more about the scheme, a link to the national EU Ecolabel website or to the EU Ecolabel site of the European Commission is useful:

<http://ec.europa.eu/environment/ecolabel> should be placed.

- A good place to present recent information on the EU Ecolabel is the **news section**, accessible either by the main navigation link or from a teaser text with a picture on the front page. The news & facts (e.g. on the awarding, renewal or extension of the EU Ecolabel licence), together with photographs and infographics (to visualize the positive environmental effects or the environmental balance of the company), etc. can be stored. Alternatively, this section can be extended to a **media section** and filled with media releases and graphics for download.

Further possibilities on the internet are:

- **Video-clips** on the EU Ecolabel (or links to such clips) can be placed in many different sections: media, the EU Ecolabel section or in a special video section.
- Placement of your EU Ecolabel printed paper information on other relevant platforms, such as environmental NGOs, green purchasing, neighboring municipalities, print & publishing or eco media & news platforms
- Place the EU Ecolabel on the footer of your **email newsletter** (with a link to the company website for more details).



## 5. Explain the EU Ecolabel inside your building

A customer should recognize that the printing company is able to offer EU Ecolabel printed paper products from the very first moment arriving in front of the printing company. More information can be placed inside the building in visible areas:

- An **EU Ecolabel sign** (20 x 20 cm) next to the entrance showing the logo with a short text pointing out which EU Ecolabel printed paper products is the company able to produce. It is not allowed to create the impression that all printed paper products were awarded the EU Ecolabel, if this is not the case.
- A copy of the **EU Ecolabel certificate** inside the printing house or wherever visitors use to stay for a while (e.g. at the reception, a waiting room or in the room of the sales manager).
- Posters showing the EU Ecolabel logo and explaining the main benefits of EU Ecolabel printed paper products, such as its positive environmental impacts, which aspects were taken under consideration by the criteria along the product life cycle, independent 3rd party control. In general, such posters will be helpful and informative for visitors whilst waiting. These posters will also help to remind and inform the employees for what the EU Ecolabel stands for and to avoid that they react blank-faced when a visitor asks them for information.

## 6. The EU Ecolabel as a part of a Sustainable Corporate Identity and Culture

A green purchaser looking for a company with an environmentally sustainable corporate Identity will recognize this through the following:

- Is the share of EU Ecolabel printed paper products relevant (e.g. 50% of the company output) and raising?
- Does the company have a green Corporate Design that can be recognized in all print and online media?
- Does the company have implemented environmental management (EMAS or ISO 14001)?
- Can environmental aspects be found in the mission statement or policy, including the reference to the EU Ecolabel?
- Do the employees understand the meaning of the EU Ecolabel? Is this topic covered in in-house training, internal media and instructions?



# The EU Ecolabel logo rules

The requirements for the use of the EU Ecolabel logo are specified in the "Guideline for the use of the logo"<sup>2</sup> and in the annex of the Commission Decision 2012/481/EU<sup>3</sup>, when specific requirements were established for printed paper products.

- Use of the right color scales (blue and green or one-colour-print)
- On the product, use the logo with the bar as given in the example
- Big enough (minimum size is 10.6 x 10.6 mm)



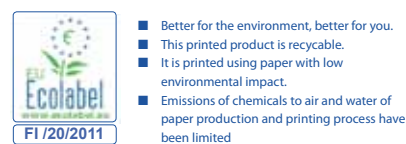
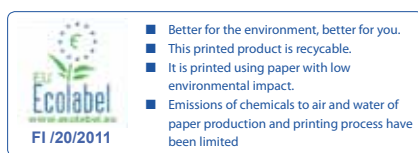
If you use 4 colour print, make sure to use the right colour scales of blue and green for the specific elements of the logo:

Pantone 347; RGB 0-158-96; #009E60) for the flower symbol, the letters EU and web-address  
Pantone 279; RGB 102-137-204; #6689CC) for the frames, the word Ecolabel and the box text

If you print in one colour you may choose black and white for the logo. Where the packaging is coloured and printed in monochrome, this may form the background of the logo:



If you decide to add the optional text specified in Commission Decision 2012/481/EU to the logo, you can do it in one of the following ways:



In the "Guideline for the use of the logo" you can find examples for multiple-language versions

## The don'ts are:

- Don't use the EU Ecolabel in a misleading way e.g. to pretend that all your products fulfil the EU Ecolabel criteria (unless they do) or on printed paper products that do not comply with the criteria



<sup>2</sup> downloadable at [http://ec.europa.eu/environment/ecolabel/documents/logo\\_guidelines.pdf](http://ec.europa.eu/environment/ecolabel/documents/logo_guidelines.pdf)

<sup>3</sup> downloadable at [www.euecolabel.eu](http://www.euecolabel.eu) or on the website of the European Commission <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D0481:EN:NOT>

# Checklist

## Marketing & logo

*Check how consequently you have implemented the EU Ecolabel into your product range, marketing communication and corporate culture. Tick the boxes where applicable and think about ways to improve the integration and use of the EU Ecolabel logo.*

### 1. The use of the EU Ecolabel on prints

- Is the EU Ecolabel logo placed visibly on prints in compliance with the logo rules?
- If applicable: Is additional explanation provided?

### 2. The EU Ecolabel as part of service offer and sales communication

- Is the EU Ecolabel made to a specific service offer?
- Is the offer of EU Ecolabel printed paper products also part of personal sales communication?

### 3. The EU Ecolabel is shown and explained in the company promotion and public relations

- Special brochures or leaflets on green performance & offer
- Advertisements
- Customer magazines
- Reports (in particular environmental or sustainability reports)
- General company image brochures
- Company stationery
- Media releases (e.g. on the awarding, your environmental balance and concrete improvements or projects)
- Give-aways, such as notebooks, notepads, etc.
- A relevant share (more than 50%) of printed paper products offered by the company were awarded with the EU Ecolabel.
- The company's EU Ecolabel offer is also communicated at promotion events, trade fairs, presentations, etc.

### 4. The EU Ecolabel offer is communicated online

- EU Ecolabel logo on the front page (main image, box, footer, teaser text, etc.)?
- A link leads to more details in an EU Ecolabel section?
- A link to the national or European EU Ecolabel website?
- News on the EU Ecolabel in the news/media section?
- Video-clips?
- Company-related EU Ecolabel information on other relevant platforms?
- EU Ecolabel in the footer of the email newsletter?
- Other: ...

### 5. Others

- EU Ecolabel sign (20 x 20 cm) next to the entrance?
- Copies of the EU Ecolabel certificate inside the building and outlets?
- Posters on the EU Ecolabel or eco-labels (where people pass or wait)
- Eco-aspects or references to eco-labels are part of the company philosophy, mission or policy?
- Do the employees understand the meaning of the EU Ecolabel?
- Is the EU Ecolabel covered by internal media and directives?



*» To make a book about the paradise is one thing.  
To print it in a sustainable way so that paradise  
is kept alive is another thing. «*

