

# EU Ecolabel Work Plan for 2016 - 2018

Version 1.4 of March 2016

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## Key words and abbreviations

**Work Plan** – a document that lays down a strategy and concrete actions for EU Ecolabel management for next years.

**Work Programme** – product groups to be revised and developed in the next years.

**JRC - Joint Research Centre** – scientific body of the European Commission

**Product Bureau** – an office created within the scientific centre JRC of the European Commission in Seville, Spain.

**EC** – European Commission

**MS** – Member States

**GPP** – Green Public Procurement

**SCP** – Sustainable Consumption and Production

**AHWG** – Ad Hoc Working Group

**EUEB** – European Union Ecolabelling Board

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## **INTRODUCTION**

This 2016-2018 Work Plan will be updated yearly in preparation of the EUEB policy meeting with the purpose of setting operational and achievable objectives for the EU Ecolabel and serving as an operational tool for product group planning and management.

## 1. EU ECOLABEL IMPLEMENTATION STRATEGY

An evaluation of the EU Ecolabel regulation as required by the regulation is under way, combined with an assessment of the effectiveness, efficiency, coherence, relevance and EU added value of the EU Ecolabel under the Commissions Regulatory Fitness and Performance Programme (REFIT) (see chapter 2.1 below). The evaluation and REFIT reports are scheduled to be adopted by the Commission in the first semester of 2016.

Two dedicated discussion sessions on ways to improve the functioning and efficiency of the implementation of the EU Ecolabel under the current Regulation have been held in the EUEB in April and June 2015. The discussions were aiming at addressing weaknesses identified in the preliminary draft of the Evaluation Study underpinning the REFIT report. Opinions from the EUEB Members on how to better implement the EU Ecolabel in the framework of the current Regulation were collected and discussed on this occasion.

A number of possible actions have been identified and will be implemented to improve the EU Ecolabel's efficiency and effectiveness. They are the following:

- ***The EUEB:*** *The role of the EUEB should be more political than technical, and detailed technical discussions should take place at Ad Hoc Working Group meetings or at special sub-meetings on horizontal issues. Competent Bodies interested in making a technical contribution should increase their participation in technical meetings. Presentations of product groups' intermediate drafts of criteria revisions should focus on key points that require EUEB policy guidance. Contributions in writing from EUEB members are encouraged, and deadlines for the submission of such contributions should be respected. Agreement on the text of criteria should as much as possible be sought in advance to the EUEB meetings, in order to limit the need for last minute changes to drafts as much as possible. A strategic task force on EU Ecolabel uptake will be set up. This task force will initially focus on the assessment of the necessity of the revision/prolongation of existing criteria for product groups and/or the desirability of their expiration/withdrawal.*
- ***The Regulatory Committee:*** *The need to amend the draft criteria text to be voted at the meeting itself should be avoided, and agreement on the drafts should be sought in advance as much as possible. In September 2015, the Commission has put in place a new consultation procedure among its services to identify comments and contribution at the very beginning of the revision/development processes.*
- ***Competent Bodies (CBs) and the Competent Bodies Forum:*** *Harmonization of the way CBs are implementing/applying the regulation should be further promoted and improved. The results of all physical and virtual Competent Bodies Forum discussions should be systematically posted on CIRCA. User Manuals (including forms) should be possibly used by all CBs. They should be shortened, be made more user-friendly, and be published and revised preferably at the time of adoption of the criteria. The Commission will update the UMs in collaboration with the CBs that made the request and the Chair of the Competent Bodies Forum as adequate.*
- ***EU Ecolabel criteria:*** *The number of EU Ecolabel criteria per product/product group should be reduced where possible, focussing on the main environmental impacts, while maintaining the credibility of the scheme. The workability and cost of social and ethical criteria (as well as environmental ones) should be estimated ex-ante to the*

*extent of possible during the process of criteria revision/development by the JRC or by the entity leading the criteria development. Work on a possible pragmatic solution to the challenges posed by the requirements of articles 6.6 and 6.7 of the EU Ecolabel Regulation should continue. A specific task force will be set up for that.*

- **Criteria development/revision:** *A detailed planning for criteria development or revision should be shared with EUEB Members at the start of each revision. Project milestones should be better indicated on the JRC website. The use of the shortened procedure for non-substantial criteria revision should be encouraged, when possible.*
- **Communication, marketing and promotional support:** *The Commission and the EU Member States will undertake additional separate and joint efforts to improve communication, marketing and promotion of the EU Ecolabel. A communication strategy will be developed and implemented in collaboration with relevant CBs and stakeholders during 2016-2017. Dedicated sessions should be planned at the CB Forum or at the EUEB, where the CBs would share information / practice on EU Ecolabel promotional activities, trying to develop synergies as much as possible. The improvement of ECAT for Tourism Accommodation and Campsites should continue. Possibilities to improve ECAT for products should be explored too. Licence holders and stakeholders should be encouraged to communicate about the EU Ecolabel, and success stories will continue being included on a dedicated page of the EU Ecolabel website. A dedicated page for sharing EU Ecolabel videos has been created too. A Task Force to promote the EU Ecolabel Tourism Accommodation Services is foreseen.*

## **2. POLICY DEVELOPMENT AND COHERENCE**

### **2.1. EU Ecolabel Regulation**

#### *a) Evaluation/REFIT*

The evaluation and REFIT reports will be submitted to the European Parliament and the Council, thus complying with the reporting requirement of article 14 of the EU Ecolabel Regulation in the first semester of 2016.

Depending on the time of adoption by the Commission, a specific slot of the EUEB meeting will be dedicated to discuss about the evaluation and REFIT findings and its follow-up.

#### *b) Implementation of the Regulation 66/2010 on the EU Ecolabel*

The table below lists the provisions of the Regulation that are still to be completed.

<b>Objectives</b>	<b>Actions</b>	<b>Responsible</b>	<b>Deadline</b>
Verify implementation of Article 11.1 "Ecolabelling schemes in the	CBs to notify the Commission of nationally or regionally officially recognised EN ISO type I ecolabelling schemes.	CBs	30 Aug 2015 - As limited response was received by November 2015, a new and more precise request for

Member States"	Study of the Commission assessing compliance with article 11.1 of the EU Ecolabel Regulation.	EU Ecolabel Team (RB/SF)	information has been sent out in December 2015.  2016-2017
Implement Article 12  "Action plan to promote the use of the EU Ecolabel"	See point 6. Increased and effective communication.	EU Ecolabel Team (KD/SL)	2016-2017

*c) Harmonized and coherent implementation*

Coherent implementation of the EU Ecolabel Regulation across the Competent Bodies is of key importance for the credibility of the scheme.

Article 13 establishes the Competent Body Forum that ensures consistent implementation of the Regulation. A new Chair and vice-Chair of the CB Forum were elected in November 2015 and January 2016 respectively.

## **2.2. Circular Economy and Sustainable Consumption and Production**

A Circular Economy package has been adopted by the Commission on 2 December 2015. The EU action plan for the Circular Economy (COM(2015)614) makes reference to the EU Ecolabel.

The EU action plan for the Circular Economy gives orientation for future actions on Circular Economy. Actions cover the whole range from production to waste with the objective to close the loop. A range of these actions are connected to Sustainable Consumption and Production activities, including:

<i>Actions</i>	<i>Timetable</i>
Follow up to the REFIT of the EU Ecolabel to enhance its effectiveness	2016
Explore the possible uses of the Product Environmental Footprint to measure and communicate environmental information	2016 onwards
Action on Green Public Procurement: enhanced integration of circular economy requirements, support to higher uptake including through training schemes, reinforcing its use in Commission procurement and EU funds	2016 onwards
Analysis of the possibility to propose horizontal requirements on repair information provision in the context of Ecodesign	2018

Emphasis on circular economy aspects in future product requirements under the Ecodesign directive.	2016 onwards
Examine options and actions for a more coherent policy framework of the different strands of work of EU product policy in their contribution to the circular economy	2018
Analysis and policy options to address the interface between chemicals, products and waste legislation, including how to reduce the presence and improve the tracking of chemicals of concern in products	2017
Strategy on plastics in the circular economy	2017

In June 2016, a specific slot of the EUEB meeting will be dedicated to discuss how the EU Ecolabel can better contribute to the Circular Economy objectives.

*a) Green Public Procurement (GPP):*

Public procurement accounts for approximately 18% of total EU GDP. A better integration of EU Ecolabel into EU GPP criteria is an opportunity to increase the uptake of EU Ecolabel products. Better public purchasers' awareness and easy-to-use criteria will increase the demand for use of the EU Ecolabel in public purchasing contracts.

EU GPP criteria for products are mainly developed on the basis of the major European ISO Type I labels. They also refer to other certification schemes, legislation and standards when relevant. The Commission will continue to work to ensure that both instruments are better integrated. Criteria development is undertaken concurrently for the EU Ecolabel and GPP when the product group is relevant for both instruments.

The following GPP criteria of relevance for the EU Ecolabel will be revised in the period 2016-2018:

- Copy and graphic paper (simultaneously with the revision of the EU Ecolabel criteria for the same PG)
- Imaging Equipment

The EC will be publishing the 3<sup>rd</sup> edition of the Buying Green Guide in early 2016 which will reflect the changes introduced by the new reformed Public Procurement Directive (adopted in March 2014, giving Member States two years for implementation).

*b) Ecodesign Directive:*

The Ecodesign Directive aims at identifying and removing energy related products with the worse energy use profile from the market. Whenever possible, EU Ecolabel criteria and Ecodesign implementing measures for the same product groups should be implemented concurrently and in a harmonised way. This is happening e.g. for the revision of the EU Ecolabel criteria for television and monitors, the vote of which has been delayed because of



the need to wait for the revision of the related Ecodesign measure. The Commission is in the process of finalising the next Ecodesign Working Plan.

*c) Energy labelling:*

Energy labels help consumers choose energy efficient products. The labelling requirements for individual product groups are created under the EU's Energy Labelling Directive. Currently, several different energy label scales exist (from A to G, A+++ to D, etc.), but over the years since 1995 when the label was introduced, energy efficiency has improved so much that most of the products now on the market are in the top energy efficiency class. On 15 July 2015, the Commission proposed a return to a single A to G label scale. The single A to G label would help consumers distinguish the most efficient products of today more easily. The Commission also proposed the creation of a new energy efficient product digital database to boost transparency and improve compliance with the rules. Whenever possible and meaningful, EU Ecolabel criteria and Energy label requirements for the same product groups should be implemented concurrently and in a harmonised way.

*d) EMAS:*

Close co-operation and a clear understanding of how the two schemes can work together are essential to assure the success of both schemes. Synergies between the two schemes should therefore be reinforced.

A company that is EMAS registered (or ISO 14001 certified) is continuously improving its environmental performance over and above minimum legal requirements. A product bearing the EU Ecolabel is one of the best from an environmental point of view. A company registered EMAS would benefit from using the EU Ecolabel criteria in its environmental policy as a clear and positive environmental objective for its products. Clear environmental performance targets can be drawn from the implementation of the EU Ecolabel criteria. Vice versa, an organisation that has, or wants, the EU Ecolabel for its products would benefit from being EMAS registered in order to improve the overall environmental performance of the entire organisation, managing and maintaining its environmental compliance, while at the same time profiting from the expanded marketing opportunities. Reductions of the application fees apply for EMAS registered (30%) and ISO 14001 certified (15%) companies.

A concrete illustration of the ongoing reinforcement of the synergies between EMAS and the EU Ecolabel is in the tourism sector. The EMAS Reference Document on best environmental management practice, sector environmental performance indicators and benchmarks of excellence for the tourism sector (SRD) makes specific references to the EU Ecolabel for tourist accommodation and campsite services (currently under revision), and vice-versa.

*e) Misleading environmental claims:*

An important barrier preventing a better uptake of the EU Ecolabel is an increasingly widespread practice among producers of using misleading and not verified environmental claims. This practice is often called "greenwashing" and it is very harmful to the EU Ecolabel as consumers are misled and confused on the real environmental performance of products. They lose confidence on environmental claims, including verified and credible information such as the EU Ecolabel, and regard it as "just another claim".

The Unfair Commercial Practices (UCP) Directive lays down harmonised rules for the fight against unfair commercial practices. It provides national enforcers with adequate tools to

ensure that consumers are not misled or exposed to aggressive marketing and that any claim made by traders in the EU is clear, accurate and substantiated, enabling consumers to make informed and meaningful choices.

The key issue for this Directive is its enforcement. The Directive does not provide for specific rules in relation to environmental marketing and advertising; it is however accompanied by a Guidance, which includes a section on environmental claims.

The Guidance of the UCP Directive is currently under revision and a new, improved section on environmental claims will be published during 2016. It is worthwhile mentioning that sector specific EU legislation prevails over the UCP Directive. So, in case of misleading practices involving the use of the EU Ecolabel, the rules of the EU Ecolabel Regulation will apply. This means that a proper enforcement of the Regulation and market surveillance needs to be in place in each Member State to prevent unfair commercial practices related to the use/misuse of the EU Ecolabel. EU Ecolabel promotional campaigns towards EU consumers also contribute to fighting against "greenwashing".

#### *f) Environmental Technology Verification (ETV):*

A close co-operation with the EU ETV<sup>1</sup> scheme and a better understanding of how the pilot EU ETV scheme and the upcoming ISO 14034<sup>2</sup> standard can support the verification of environmental performance requirements as expressed in EU Ecolabel criteria will support synergies between the two schemes, and will lead to potential wider market uptake of eco-innovative products.

### **2.3. Cross-cutting issues in the EU Ecolabel**

In order to harmonise the criteria development and implementation, task forces are being established to tackle cross-cutting issues and develop common guidance applicable for all product groups.

After a consultation with the members of the EUEB and interested stakeholders, a number of cross cutting issues have been identified in June 2015 as of particular interest for the years 2016-2018. A call for interest has been issued to EUEB Members in June 2015 to participate to the corresponding task forces.

Based on the feedback received, the following ones - led by the JRC – have started their work:

- Chemicals Task Force (work started in March 2016, initial options and proposals for discussion planned for November 2016 and final proposals for April 2017)
- Strategic Task Force on EU Ecolabel uptake (work started in February 2016, first results planned for May 2016)

The work of the Energy Task Force is planned to start in 2017, in order to match the timing of the Task Force's results with the timing of possible revision of the EU Ecolabel criteria for relevant product groups.

In addition, a Task Force on the promotion of EU Ecolabel Tourism Accommodation Services will begin its work under the lead of AFNOR, France.

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<sup>1</sup> <http://ec.europa.eu/environment/etv/> and <http://iet.jrc.ec.europa.eu/etv/>

<sup>2</sup> [http://www.iso.org/iso/catalogue\\_detail.htm?csnumber=43256](http://www.iso.org/iso/catalogue_detail.htm?csnumber=43256)

### 3. PRODUCT GROUP CRITERIA DEVELOPMENT AND MAINTENANCE OF ESTABLISHED ONES

Table 1 in Annex I presents the product groups with EU Ecolabel criteria as of September 2015. Table 2 in Annex I is giving an overview of the licences issued by each CB for each product. Table 3 in Annex I is a matrix providing information on the EU Ecolabel licences per CB per product group.

As of March 2016, the number of EU Ecolabel product groups was of 32.

Given the resource constraints both in the EC and in the Member States, future efforts will focus on improving the uptake of existing criteria, rather than developing new ones (see also below).

Table 1 below includes the list of **established PGs** and work timeline for 2016-2018. Table 2 below includes the list of the **new PG** under development and the work timeline for 2016.

Revised criteria for the following PGs are scheduled to be voted in June 2016:

- Wooden floor coverings
- Tourism accommodation services

Revised criteria for the following PGs are scheduled to be voted in November 2016:

- All-purpose cleaners and sanitary cleaners
- Detergents for dishwashers
- Hand dishwashing detergents
- Laundry detergents
- I&I laundry detergents
- I&I automatic dishwasher detergents

The vote on Electronic displays is postponed to 2017, in order to align with work under the Ecodesign directive.

New criteria for the following PG are scheduled to be voted in November 2016:

- Cleaning services

In 2015, the work on the revision of Copy and graphic paper, Newsprint and Tissue paper has started (see Table 3 below for detailed 2016 work timeline).

The revision of Lubricants will start in 2016.

The amendment of the energy and chemical criterion of Imaging equipment will start in 2016 too.

The Strategic Task Force on EU Ecolabel uptake will evaluate the reasons of limited uptake of some product groups, investigating their potential in the future, and providing guidance on the need to prolong/review/withdraw them as necessary. The task force will work on the PGs listed in Table 4 in parallel, and will start with a new cluster once the first evaluation is done.

Results of the work of Strategic Task force on EU Ecolabel uptake will be discussed at the EUEB, and after that, a decision on future revisions/prolongation will be taken.

For the other PGs that are expiring in 2017-2018: Converted paper, Printed paper, Rinse-off cosmetic products, Absorbent hygiene products, Bed mattresses, Textile Products, Indoor paints and outdoor paints and varnishes, a decision on their prolongation/review/withdrawn will be taken based on the evaluation of the Strategic Task Force.

The possibility to include in the Work Plan the development of EU Ecolabel criteria for solar photovoltaic (PV) panels/systems was discussed in the EUEB meetings of June 2015 and January 2016. The EUEB is in favour of pursuing work towards PPV systems/panels in the context of the overall consideration of those products within EU product policies. The EUEB however makes a strong link to the work both on the Ecodesign Directive and the PEF/OEF pilot. In case photovoltaic panels/systems are included in the upcoming Ecodesign/Energy label Workplan, the feasibility/suitability of developing EU Ecolabel criteria for the product group will be evaluated in a comprehensive Preliminary Study for the three instruments (Ecodesign/Energy label/EU Ecolabel). Should photovoltaic panels/systems NOT be included in the upcoming Ecodesign/Energy label Workplan, the EUEB would like to reconsider the issue of the development of self-standing criteria under the EU Ecolabel regulation at the EUEB meeting session that follows the adoption of the Ecodesign/Energy label Workplan.

**Table 1 - List of established product groups and work timeline for 2016-2018**

Product group	Current criteria			Revision/Amendment				EC Staff responsible for the PG DG ENV/JRC	Comments
	Adoption	Expiry date	Prolongation	Revision start date	Work timeline *= Reg Comm vote				
					2016	2017	2018		
"Rinse-off cosmetic products"	Dec 2014	Dec 2018	-	-	-	-	-	KD	PG to be assessed to see if an amendment on fragrances is needed.
Absorbent hygiene products	Oct 2014	Oct 2018	-	-	-	-	-	KD	
<b>All-purpose cleaners and sanitary cleaners</b>	Jun 2011	Dec 2016	To be prolonged further	Jan 2014	* Nov 2016	-	-	KD/RK-GM-AB	
<b>Detergents for dishwashers</b>	Apr 2011	Dec 2016	To be prolonged further		* Nov 2016	-	-	KD/RK-GM-AB	
<b>Hand dishwashing detergents</b>	Jun 2011	Dec 2016	To be prolonged further		* Nov 2016	-	-	KD/RK-GM-AB	
<b>Laundry detergents</b>	Apr 2011	Dec 2016	To be prolonged further		* Nov 2016	-	-	KD/RK-GM-AB	
<b>I&amp;I laundry detergents</b>	Nov 2012	Dec 2016	To be prolonged further		* Nov 2016	-	-	KD/RK-GM-AB	
<b>I&amp;I automatic dishwasher detergents</b>	Nov 2012	Dec 2016	To be prolonged further		* Nov 2016	-	-	KD/RK-GM-AB	
Textile products	Jun 2014	Jun 2018	-	-	-	-	-	JK	An amendment is needed to correct some mistakes and clarify criteria text.

Product group	Current criteria			Revision/Amendment			EC Staff responsible for the PG DG ENV/JRC	Comments	
	Adoption	Expiry date	Prolongation	Revision start date	Work timeline *= Reg Comm vote				
					2016	2017			2018
<b>Footwear</b>	Jul 2009	Dec 2015	Dec 2016	Jul 2012	* Jan 2016	-	-	JK/MK	
Indoor paints and outdoor paints and varnishes	May 2014	May 2018	-	-	-	-	-	JK	An amendment is under adoption
Imaging equipment	Dec 2013	Dec 2017	-				-	FP and JK/RK - CV	Work starting in 2016 to re-assess the energy criterion and to amend the criterion on hazardous substances (and to further prolong the criteria).
<b>Personal computers</b>	Jun 2011	Dec 2015	Dec 2016.	Dec 2012	* Jan 2016	-	-	JK/ND	These PGs are revised at the same time. Laptops are merged with PCs.
<b>Notebook computers</b>	Jun 2011	Dec 2015	Dec 2016.	Dec 2012		-	-	JK/ND	
<b>Televisions and monitors</b>	Mar 2009	Dec 2015	Dec 2016. To be prolonged further	Dec 2012		tbd	-	FP/CV	The product name changed to Electronic displays. The vote is postponed to 2017 to align with the upcoming revision of Ecodesign directive
<b>Wooden floor coverings</b>	Nov 2009	Dec 2016	-	Dec 2013	*Jun 2016	-	-	SL/AB	
Textile floor coverings	Nov 2009	Dec 2015	-	-	-	-	-	SL	Product group discontinued.
Hard coverings	Jul 2009	Nov 2017						SL/SD	PG to be evaluated by the strategic TF in 2016.
<b>Wooden furniture</b>	Nov 2009	Dec 2015	Dec 2016	Dec 2012	* Jan 2016	-	-	CP/SD	The scope has been enlarged to Furniture.

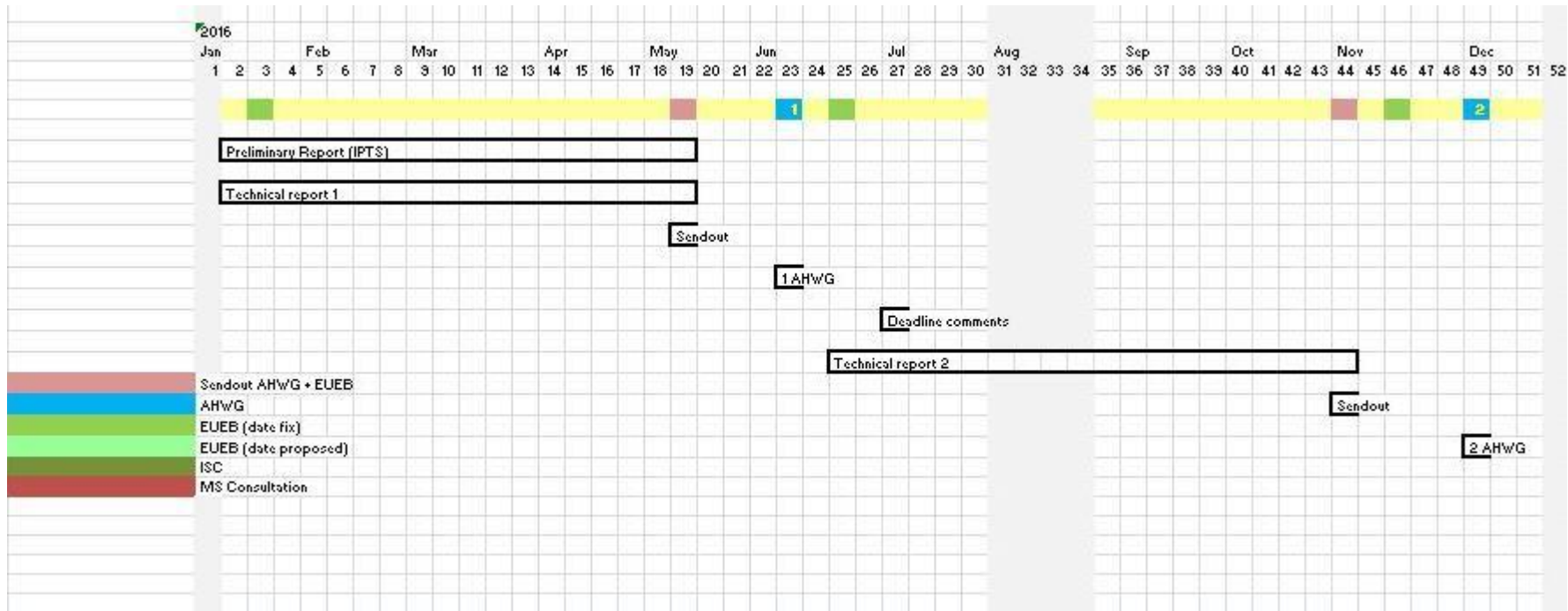
Product group	Current criteria			Revision/Amendment			EC Staff responsible for the PG DG ENV/JRC	Comments	
	Adoption	Expiry date	Prolongation	Revision start date	Work timeline *= Reg Comm vote				
					2016	2017			2018
Soil improvers growing media and mulch	Nov 2015	Nov 2019	-	-				CP/RR	
Light sources	Jun 2011	Dec 2015	-	-	-	-	-	CP	Product group discontinued
Sanitary tapware	May 2013	May 2017	-					FP	PG to be evaluated by the strategic TF in 2016-2017.
Flushing toilets and urinals	Nov 2013	Nov 2017	-					FP	PG to be evaluated by the strategic TF in 2016-2017.
Heat pumps	Nov 2007	Dec 2016						JL/RR	PG to be evaluated by the strategic TF in 2016.
Water-based heaters	Jun 2014	Jun 2018	-					JL/ RR	PG to be evaluated by the strategic TF in 2016-2017.
Lubricants	Jun 2011	Dec 2018		Jan 2016			*Jun 2018	JK/CV-RK	
Bed mattresses	Jun 2014	Jun 2018	-					JK	
Copying and graphic paper	Jun 2011	Dec 2018	-	Jun 2015		* Nov 2017		CP/ MK-SD	During the revision, it will be assessed if criteria for copying and graphic paper and newsprint will be merged.
Newsprint	Mar 2012	Dec 2018	-	Jun 2015		* Nov 2017		CP/ MK-SD	
Tissue paper	Jul 2009	Dec 2018	-	Jun 2015		* Nov 2017		CP/ MK-SD	
Printed paper	Mar 2012	Dec 2018	-	-				CP	Amendment removing stationery paper products from the scope was adopted in June 2014.
Converted paper	May 2014	May 2017	-	-				CP	
Campsite services	Jul 2009	Dec 2016	-	2013	* Jun 2016			KD/CV	Criteria for CS and TA will be merged under the name Tourism Accommodation Services
Tourist accommodation	Jul 2009	Dec 2016						KD/CV	

**Table 2 - List of new product groups and work timeline for 2016-2018**

Product group	Development lead	Development start date	Work timeline * = Reg Comm vote			EC staff DG ENV/JRC	Comments
			2016	2017	2018		
Cleaning services	JRC/PB	Dec 2013	* Nov 2016			RK/BN-GM	



**Table 3 - 2016 Work timeline for the revision of Copying and graphic paper, Newsprint, Tissue paper**



**Criteria vote: Nov 2017**

**Table 4 – First cluster of PGs to be evaluated by the strategic Task Force on EU Ecolabel Uptake**

Product group	Current criteria			
	Adoption	Expiry date	Decision to prolong them	Evaluation to be finalised by
Heat Pumps	Nov 2007	Dec2016	By Jun 2016	May 2016
Water-based heaters	Jun 2014	Jun 2018	By Dec 2017*	Oct 2017
Sanitary tapware	May 2013	May 2017	By end 2016	Oct 2016
Flushing toilets and urinals	Nov 2013	Nov 2017	By May 2017	Feb/Mar 2017
Hard coverings	Jul 2009	Nov 2017	By May 2017	Feb/Mar 2017

\* Water-based heaters may be evaluated together with Heat Pumps.

#### 4. MEETINGS PLANNING

The schedule of the 2016-2017 Competent Body Forum, EUEB and Reg Comm meetings as well as the schedule of the 2016-2017 AHWG meeting are indicated in Tables 5 and 6 below respectively.

**Table 5- Schedule of 2016-2017 Competent Body Forum, EUEB and Reg Comm meetings**

Meeting week	Dates of meetings	EUEB criteria presentation/vote
<b>20-24 Jun 2016</b>	20-21 June: CB Forum 21-22 June: EUEB  23 June: Reg Comm	Presentation of last draft of: Detergents and Cleaning services, Policy discussion  Vote of: TAS, WFC
<b>21-25 Nov 2016</b>	21-22 Nov: CB Forum 23-24 Nov: EUEB 25 Nov: Reg Comm	Vote of: Detergents and Cleaning services
<b>20-24 Mar 2017</b>	20-21 Mar: CB Forum 22-23 Mar: EUEB 23 Mar: Reg Comm (tbc)	Presentation of last draft of: Electronic displays*
<b>19-23 Jun 2017</b>	19-20 June: CB Forum 21-22 June: EUEB 23 June: Reg Comm (tbc)	Presentation of last draft of Copying and Graphic Paper, News print and Tissue Paper Vote of: Electronic displays*
<b>20-24 Nov 2017</b>	20-21 Nov: CB Forum 22-23 Nov: EUEB 24 Nov: Reg Comm (tbc)	Vote of Copying and Graphic Paper, News print and Tissue Paper

\* indicative

**Table 6 - Schedule of 2016-2017 Ad Hoc Working Groups meetings**

<b>Rev/ New</b>	<b>Product group</b>	<b>1<sup>st</sup> AHWG Date/Location</b>	<b>2<sup>nd</sup> AHWG Date/Location</b>
R	Copying and graphic paper and Newsprint	June 2016, Seville	Dec 2016, Brussels
R	Tissue paper		
R	Lubricants	Jan 2017, Seville	Oct 2017, Brussels

## **5. PRODUCTS FOR WHICH EU ECOLABEL CAN BE DEVELOPED IN THE FUTURE**

A non-exhaustive list of products for which EU Ecolabel could be developed in the future is included in Table 1 of Annex II, based on result of the prioritisation exercise carried by PB and discussed at the 2009 and 2010 EUEB meeting and the EUEB evaluations of proposals received by stakeholders (highlighted in yellow). It has to be noted that the list coming out from the prioritisation exercise carried by PB has not been drafted from a study tailored-made to the EU Ecolabel.

In January 2016, the EUEB expressed the interest to have in place a better strategy for the choice of new product groups for which criteria could be developed in the future. This topic will be discussed at the June 2016 meeting. The work of the strategic Task Force on EU Ecolabel uptake should also contribute to that discussion.

The list of product groups for which a request to develop EU Ecolabel criteria was submitted to the EC and which was discussed at EUEB meetings is presented in Table 2 of Annex II.

## **6. INCREASED AND EFFECTIVE COMMUNICATION**

### **6.1. EU Ecolabel communication campaign**

At end 2015, the Commission started a communication task that will directly prepare and inform a future communication campaign for the EU Ecolabel. The contractor will produce a communication plan for the EU Ecolabel that will allow for the most effective ways of promoting the scheme. An assessment of the plan effectiveness will be done through a testing of its implementation at a pilot scale (in 4 countries, namely France, Poland, Sweden and Slovenia). The plan should contain the following elements: assessment of the awareness and perception of the instrument, analysis of the communication activities undertaken so far and of their outcomes, definition of key messages, recommendations about how to address the target population (to be defined), using which channels. Enquiries should be carried out among CBs, stakeholders and potential target audiences (to be defined). Existing studies will also be used. The task will run between December 2015 and September 2016.

The results of the study/contract will be used in the framework of a broad multi-annual communication contract that DG ENV is currently preparing, which should replace the rather fragmented communication contracts that exist covering the different SCP tools the EC is implementing. When the broad contract begins operations in 2017, individual comprehensive communication actions/measures will be developed (when needed) and implemented for the different policy instruments. Consultation with Member States (Competent Bodies) and with key stakeholders will be important in that context.

In the course of 2016, the EUEB will also have a dedicated session on the complementary communication efforts of EU and the MS.

### **6.2. Overview of various ongoing and future communication activities**

#### **Website**

The following changes to the EU Ecolabel website have or will be implemented:

- A new page on "Success Stories" was created on the welcome page, in order to give them more visibility.
- A "Videos" library page has been created under "More about the EU Ecolabel".
- Communication documents such as leaflets will be better clustered in the "Documents" page.
- The "Facts and Figures" page was updated to include statistics as of September 2015 and furthermore will be updated every six months (coinciding with the publication of each News Alert Special Edition). The "FAQ" page (general section) will be reviewed.
- The application process will be restructured under the "How to Apply for EU Ecolabel" page.
- Further information and explanatory notes regarding searches will be included under the public ECAT page.

- Moreover, possibility to promote the EU Ecolabel in the EC website dedicated to tourism ([http://ec.europa.eu/growth/sectors/tourism/index\\_en.htm](http://ec.europa.eu/growth/sectors/tourism/index_en.htm)) is under investigation.

### **ECAT catalogue**

A more user-friendly user interface for ECAT is being developed for Tourism Accommodation Services. ECAT for products web design is being improved and mobile phone friendly versions for both catalogues are being developed. The Helpdesk will moreover periodically update the ECAT user manuals, where relevant. Efforts should continue to have all licence holders registered in ECAT.

### **Special session on communication and marketing activities at the CB Forum**

A special session on communication and marketing activities will be held yearly at the CB Forum (preferably in November), in order to share lessons learnt from the implementation of completed communication and marketing activities, and to share information on future activities carried out by the EC, CBs and other stakeholders. This will maximise synergies and improve coherence.

### **EU Ecolabel producers' and retailers leaflet**

A brochure informing producers and retailers on the advantages of applying for the EU Ecolabel and providing useful information and links will be produced.

### **EU Ecolabel animated film clip**

In May 2015, 3 short videos promoting the EU Ecolabel (targeted product groups: cleaners, tissues and paints) have been produced on the theme "*Fall in Love with EU Ecolabel*". The English and French versions of the videos have been successfully promoted on social networks and other specialised websites. Following such success, the EC was requested to translate the videos in at least 9 new languages. The translated videos are being promoted in cooperation with the Member States / Competent Bodies. A continuation of the production of other EU Ecolabel videos promoting other EU Ecolabel product groups may be envisaged, depending on availability of budget.

### **Helpdesk Hotline Operations**

Helpdesk Hotline operation will be continued.

### **News Alert**

The News Alerts will be published on a bi-annual basis. The two editions will be published following each statistical reporting period, that come to a close in March and in September. An e-mail was sent to CBs asking to encourage licence holders to subscribe the News Alert.

### **EU Ecolabel uptake data**

A new harmonised system has been put in place since September 2014 to count the number of EU Ecolabel licences and products, in order to have comparable data. This will allow the Helpdesk to update the information on EU Ecolabel uptake every six months on the "Fact and Figures" section of the EU Ecolabel website. CBs and the EC will therefore have reliable and updated information to make public. The most recent EU Ecolabel data are included in Annex I. Data on EU Ecolabel uptake will be published on bi-annual basis on the EU Ecolabel website.

## **EU Ecolabel on Facebook and Twitter**

The EU Ecolabel Helpdesk will broaden its stakeholder groups, and follow more pages, in particular retailers, consumer organisations/retailer association pages, GEN members, highly viewed licence holders and licence holders that have answered the Helpdesk's call to participate in EC-wide marketing activities.

An e-mail was sent to CBs asking to encourage licence holders to subscribe the Facebook and Twitter pages.

## **Product group fact sheets (brochures for producers)**

For every new or revised EU Ecolabel product group criteria adopted, new/updated product group fact sheet is produced by the Helpdesk and published on the website.

## **Media activities**

Journalists and other article authors habitually request the Helpdesk to send them the EU Ecolabel logo as a complementary visual for various publications on the EU Ecolabel. The Helpdesk usually requests the last version of the publication/article to verify that the logo is used correctly and keeps the publication in the Helpdesk's database.

## **Participation in Conferences/Trade Shows**

Depending on the available budget for specific marketing activities, participation in relevant conferences and trade shows will continue to be carried out. The EU Ecolabel is represented at the bi-annual EU Eco-Innovation Forum and at other EC events relating to Circular Economy, when relevant.

## **Promotion of Tourism Accommodation Services**

As follow up of the French interregional workshops held in Bordeaux in November 2014 and 2015 and the workshop held on 26 May 2015 in Brussels on the promotion of tourism accommodation services, a dedicated Task Force will be set-up (see section 2.3.).

The EU Ecolabel Helpdesk has started collaborating with existing tourism platforms, booking sites and print catalogues in light of promoting EU Ecolabel tourism accommodation and campsite service licences via ECAT extractions of licence holder data.

Some of the above communication activities that were so far conducted by the EU Ecolabel helpdesk (such as the updating of the EU Ecolabel website, the preparation of publication material - leaflets, News Alerts etc.) will be undertaken under the DG ENV broad multi-annual communication contract which will start in 2017.

A list of communication activities carried out by the CBs and NGOs is presented in Annex II.

## ANNEX I

### EU Ecolabel data – September 2015

**Table 1 – Total number of licences and products per Product Group**

Product Group	Total # of Licences	Total # of Products
Soaps, shampoos, and hair conditioners	76	1059
Rinse-off cosmetics	3	7
Absorbent hygiene products	1	3
All-purpose cleaners and cleaners for sanitary facilities	264	2772
Detergents for dishwashers	27	173
Industrial and institutional automatic dishwasher detergents	21	122
Hand dishwashing detergents	124	615
Laundry detergents	41	337
Industrial and Institutional laundry detergents	4	37
Textiles	34	2501
Footwear	11	256
Indoor paints and varnishes	161	6017
Outdoor paints and varnishes	37	664
Indoor and Outdoor paints and varnishes	26	1239
Imaging Equipment	0	0
Personal computers	0	0
Portable computers	0	0
Televisions	7	1781
Wooden floor coverings	1	1
Hard coverings	17	14441
Textile floor coverings	0	0
Wooden furniture	3	42
Soil improvers	13	67
Growing media	12	65
Light sources	0	0
Heat pumps	4	473
Water-based heaters	0	0
Lubricants	80	313
Bed mattresses	2	78
Sanitary Tapware	1	8
Flushing Toilets and urinals	0	0
Converted paper	1	586
Newsprint paper	5	32
Printed paper	87	331
Copy and Graphic paper	60	3921
Tissue Paper	135	5959
Campsite services	123	125
Tourist accommodation services	650	686
<b>Total</b>	<b>2031</b>	<b>44711</b>

Green= PGs the number of licences of which increased since last extraction. Yellow= PGs with no uptake; Grey= PGs that will be discontinued.

**Table 2**

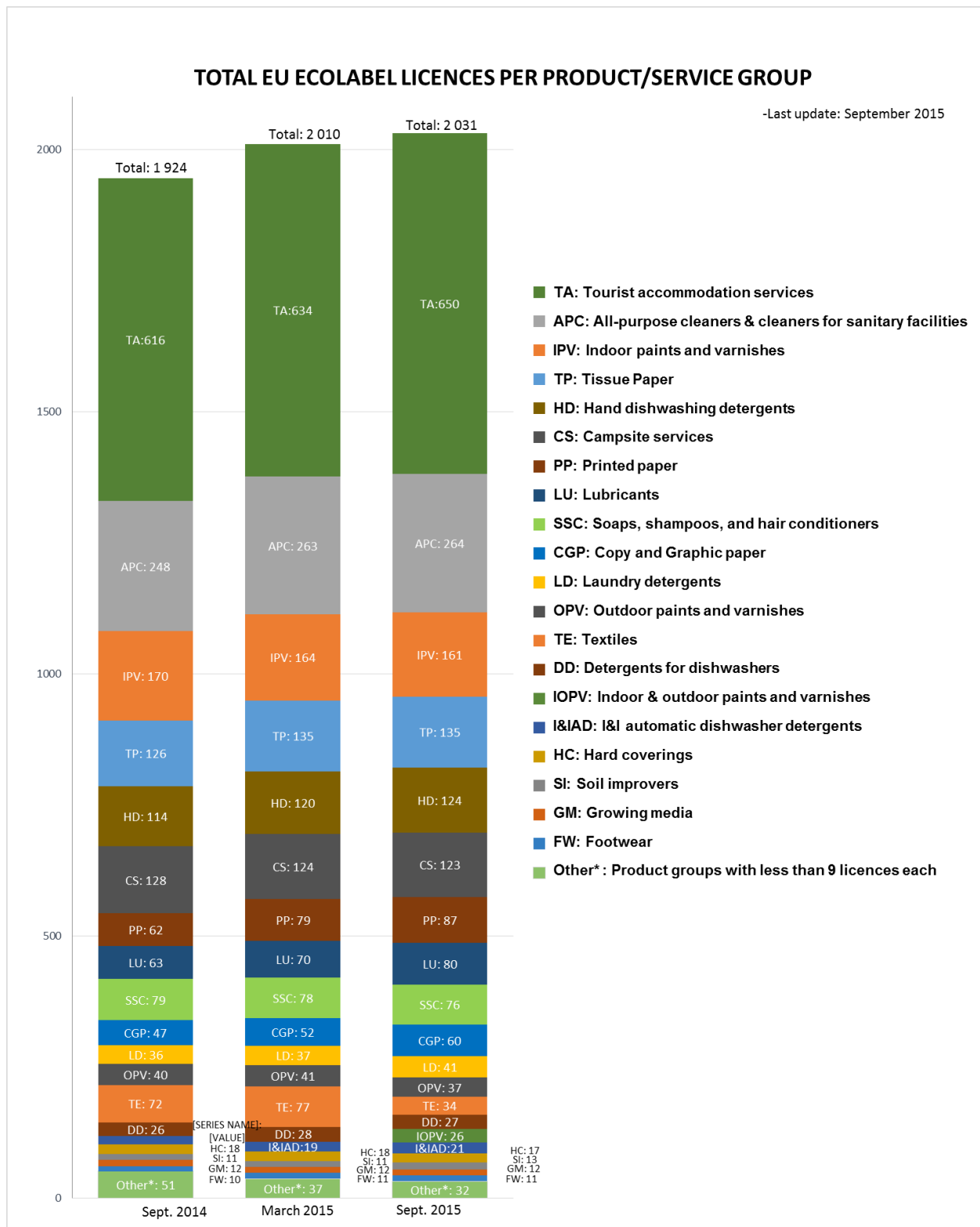




Table 3 - Total EU Ecolabel licences per CB per product group – September 2015

Total EU Ecolabel licences per CB per product group																															
	AT	BE	BG	HR	CY	CZ	DK	EE	FI	FR	DE	GR	HU	IS	IE	IT	LV	LT	LU	MT	NL	NO	PO	PT	RO	SK	SI	ES2	SE	UK	Total per PG
Soaps, shampoos, and hair conditioners	2	2			1		5			15	6	1				15	1				10						2	4	4	8	76
Rinse-off cosmetics																							2				1			3	
Absorbent hygiene products							1																							1	
All-purpose cleaners and cleaners for sanitary facilities	13	9		1	2		7		1	31	44	2	11			20	1	2			31	2	5	5		1	53	2	21	264	
Detergents for dishwashers	1	1					4			7	6					1			1		2						4			27	
Industrial and institutional automatic dishwasher detergents	3							1		3	8					1											3	1	1	21	
Hand dishwashing detergents	7	7			1		3			25	14	2				12	2	1			7		2			2	31		8	124	
Laundry detergents	1	3					3			10	7	1	1			4		1			2					1	4	1	2	41	
Industrial and Institutional laundry detergents	2										1																1			4	
Textiles	4	1				2	5				2					12					3	1			1		1		2	34	
Footwear									1		1					5											3	1		11	
Indoor paints and varnishes		6			1		6	1	1	38	15	21				12					3	2	2	7	15	1	18	12		161	
Outdoor paints and varnishes					1		2			19	5	9																1		37	
Indoor and Outdoor paints and varnishes										7											1		3				10		5	26	
Imaging Equipment																															
Personal computers																															
Portable computers																															
Televisions													1								1		3				2			7	
Wooden floor coverings																1														1	
Hard coverings																															
															1	14											1		1	17	

**Total EU Ecolabel licences per CB per product group**

	AT	BE	BG	HR	CY	CZ	DK	EE	FI	FR	DE	GR	HU	IS	IE	IT	LV	LT	LU	MT	NL	NO	PO	PT	RO	SK	SI	ES2	SE	UK	Total per PG	
Textile floor coverings																																
Wooden furniture																1							1						1			
Soil improvers		2					2			7			1		1																	
Growing media										5		1			2							3							1			
Light sources																																
Heat pumps		1																												3		
Water-based heaters																																
Lubricants	3	1				1			1	10	36										9		2					1	16			
Bed mattresses	1						1																									
Sanitary Tapware																								1								
Flushing Toilets and urinals																																
Converted paper										1																						
Newsprint paper	1								2	1																			1			
Printed paper	37					2	6	1	3		22	2			3						1		4		1	1				4		
Copy and Graphic paper	6								5	8	20				1						2	2	2	1			1	4	7	1		
Tissue Paper	1	1		2		2	1		1	13	40				36		1				3		2	2		2	1	14	6	7		
Campsite services	11						4			69	9				25												1	4				
Tourist accommodation services	88	1			1	4	3		2	286	3	12	1		1	193				1	5		2	4	3	2	5	30	1	2		
<b>Total per CB</b>	<b>181</b>	<b>35</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>53</b>	<b>3</b>	<b>17</b>	<b>555</b>	<b>239</b>	<b>49</b>	<b>17</b>	<b>2</b>	<b>359</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>83</b>	<b>7</b>	<b>31</b>	<b>19</b>	<b>20</b>	<b>5</b>	<b>15</b>	<b>192</b>	<b>36</b>	<b>81</b>	<b>2031</b>			

## ANNEX II

**Table 1 - Non-exhaustive list of product groups for which EU Ecolabel criteria can be developed in the future**

Please note that Product Groups for which criteria have or are being developed have been deleted from the table.

Ecocriteria products	Environmental priority order according to PB prioritization exercise	GPP coherence	Ecodesign coherence	Other eco-labels existing	Other factors	Comments
Cars	1	X				
Building components including insulation	3	X		X		
Telecommunication services	4					
Mechanical repair services	5					
Financial services	6			X		
Passenger transportation services	8			X		
Building services	9					
Household cooking equipment	10		X			The development of this product group is not considered a priority, as the added benefit compared to what Ecodesign requirements will bring are considered marginal.
Car renting	11					
Dry cleaning services	12	X		X		
Leather products including gloves	15			X		
Toys and games	16			X		
Telephones	17		X			
Sports equipment	18					
Delivery services	19					
Tableware	20					
Writing implements	21			X		
Vans						
Hand dryers/Hand drying solutions						
Solar photovoltaic panels						Please see comments on page 12

**Table 2 - Received proposals for the development of new EU Ecolabel product groups  
- as of January 2016**

<b>Date of the request</b>	<b>Product group proposed</b>	<b>Status</b>	<b>Date of reply</b>
23/04/2010	Digital Advertising	Evaluated	23/09/2010
07/10/2010	Camshelving Elements	Evaluated	
08/10/2010	Hand dryers	Evaluated	
19/10/2010	Waste water treatment	Evaluated	
15/12/2010	Second hand articles	Evaluated	28/10/2014
08/02/2011	Vans (N1)	Evaluated	
16/02/2011	Stationery	Evaluated	31/07/2011
18/02/2011	Local courier service	Evaluated	
07/04/2011	Interior Mirrors / Interior glass	Evaluated	
17/05/2011	Cleaner products for Industry and Domestic	Evaluated	24/07/2012
17/06/2011	(Recycled) Beverage Cans	Evaluated	24/07/2012
21/10/2011	Hand drying solution	Evaluated	20/09/2012
17/11/2011	Converted paper products	Evaluated	
17/11/2011	Light sources	Evaluated	
05/12/2011	Cleaning services for professional and home use	Evaluated	20/09/2012
09/12/2011	Security services	Evaluated	24/07/2012
16/12/2011	Waste reduction machines / local co2 reduction	Evaluated	24/07/2012
19/01/2012	Active-cable solutions	Evaluated	24/07/2012
10/02/2012	Recycled rubber products	Evaluated	24/07/2012
20/03/2012	Plastic pellet masterbatch	Evaluated	24/07/2012
26/04/2012	Manufacturing of systems for domestic kitchens	Evaluated	29/01/2013
19/11/2012	Hard Coverings (expansion)	Evaluated	13/03/2013
19/11/2012	Hard Coverings (expansion)	Evaluated	13/03/2013
09/10/2012	Office furniture	Evaluated	13/03/2013
22/02/2013	Car Care Products	Evaluated	13/03/2013
05/09/2013	Solar powered precision measuring instruments, Digital Solar Indicator and Digital Solar Caliper	Evaluated	2/12/2013
25/09/2013	Water Repellent Aftercare Products for Textiles and Leather	Evaluated	02/12/2013
08/10/2013	high pressure decorative laminates—sheets based on thermosetting resins	Evaluated	02/12/2013
21/11/2013	Heating fluid for any water closed heating system	Evaluated	26/02/2014
12/02/2014	Advanced Lead Acid Batteries	Evaluated	16/12/2014
28/05/2014	plastics garbage bags	Evaluated	23/04/2015
24/06/2014	(olive pips) Barbecue briquettes	Evaluated	23/04/2015
31/07/2014	Windows and windshields cleaner without dilution	Evaluated	23/04/2015
05/08/2014	Bags made of recycled rubber	Evaluated	23/04/2015
21/04/2015	Solar Photovoltaic Panels	Evaluated	27/01/2016

**ANNEX II– CBs and NGOs communication activities  
(as of September 2015)**

**Table CBs Communication activities**

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
Belgium	FOD Volksgezondheid, Veiligheid van de Voedselketen en Leefmilieu - DG Leefmilieu Afdeling Productbeleid	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>5 Facebook contests were launched, in which 5 licence holders provided their products/services for free to the contest winners. Participating licence holders were: (Stay Okay (Hostel), Arbre Vert (HDD and DD), Jules Clarysse (towels), BOSS Paints (Paint), Kavat (shoes). These contests will continue in 2015, however with less frequency due to time restrictions and the difficulties encountered with finding licence holders that provide their products as free prizes.</li> <li>Testimonials from consumers posted as a series on Facebook.</li> </ul> <p>Participation at events:</p> <ul style="list-style-type: none"> <li>(Batibouw-Milieufest-National Holiday). It is foreseen to participate at events in 2015, but it will prove to be difficult to make their stand attractive because they ran out of free samples to distribute to participants.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>Post testimonials from new license holders online for spotlights.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Developed a marketing manual complete with all Belgian and European marketing initiatives that could interest our license holders and we prepared product specific texts that licence holders may use on their</li> </ul>	<p>Social media:</p> <ul style="list-style-type: none"> <li>Facebook contests: The first trials were not successful, it was necessary to reformulate strategy.</li> <li>Facebook series: Product of the month that they would feature did not get many likes.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Post card: The EU Ecolabel post card was the first marketing flyer that was created with the current EU Ecolable logo and proper visual identify. This postcard was offered for free to licence holders as free material to use during their promotion actions but there was low interest. They also contacted retailers of EU Ecolabel products in Belgium, but they were equally uninterested. 20 000 postcards were printed in 2013 and only 6000 have been distributed. During events, older brochures with more product-specific information work better. A</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>websites. →To date, this CB has not received any feedback and they are not sure of the success of the manual.</p> <ul style="list-style-type: none"> <li>Spotlight licence holders by collecting and distributing their EU Ecolabel products at events and via social media contests.</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b>  Website &amp; social media: <ul style="list-style-type: none"> <li>At least two Facebook contests, one for Kavát -shoes– May 2015</li> <li>Regular posts on EU Ecolabel Belgian Facebook page.</li> </ul> Events: <ul style="list-style-type: none"> <li>Batibouw 2015 + 2 environmental events in Brussels + event on the Belgian National Day 21st of July</li> </ul> Marketing material: <ul style="list-style-type: none"> <li>Developed a poster in Dutch and French to display at events (with the EU Ecolabel baby, similar to the previously developed postcards)</li> </ul> Press and media: <ul style="list-style-type: none"> <li>Children TV program: OUFTV on CLP and EU Ecolabel</li> <li>Press release on new criteria on rinse-off cosmetics product group</li> </ul> </p>	<p>general postcard maybe not best channel to promote EU Ecolabel</p>
Czech Republic	Ministry of Environment	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b>  Press and media <ul style="list-style-type: none"> <li>Radio interview on ecolabelling</li> </ul> Events: <ul style="list-style-type: none"> <li>Public presentation on ecolabelling at Ecoworld, major green fair in Prague</li> <li>Public presentation on EU Ecolabel for printed paper at a fair for printing industry in Brno</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> </p>	<p>Events:</p> <ul style="list-style-type: none"> <li>Public presentations at mass gatherings are not very effective. More targeted involvement in events gets better results.</li> <li>Presentations at fairs are only effective if sufficient pre-promotion is made.</li> <li>A sustained and targeted</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• A list of good-practice examples is available on the CENIA webpage highlighting how licence holders use the EU Ecolabel logo</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• New ecolabelling website will be launched.</li> </ul> <p>Marketing campaigns:</p> <ul style="list-style-type: none"> <li>• An information campaign on ecolabels will be aimed at consumers</li> </ul>	marketing strategy needed, rather than occasional activities.
Italy	Comitato Ecolabel-Ecoaudit – Sezione Ecolabel Italia	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Website &amp; social media</p> <ul style="list-style-type: none"> <li>• Update of national website</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Update of national newsletter</li> <li>• Distribution of an EU Ecolabel brochure during the Ecomondo 2014 national fair</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>None reported.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• Memorandum of understanding with regional and national park organization</li> <li>• Agreement with tour operators</li> </ul> <p>Marketing campaigns:</p> <ul style="list-style-type: none"> <li>• Launching of an EU Ecolabel Communication Award</li> </ul>	<p>Press and media:</p> <ul style="list-style-type: none"> <li>• According to many EU Ecolabel companies TV, radio and magazine advertising would be the most effective.</li> <li>• Advertising should point out the reduction of environmental impacts as well as the reduction of consumption and the related savings for users. Economic incentives and a closer link to GPP would be helpful.</li> </ul>
Spain	Various regional bodies	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Biannual ecolabelling newsletter, complete with</li> </ul>	<p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• Important to work together with various sectors: business</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>information about statistics, new license-holders, new criteria, events, related news, etc. Registration free for anybody interested in the issue: 1700 registered people.</p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Participation in sectorial fairs such as SITC (International Tourism Fair of Catalonia) from 4th to 6th April: complete with a stand where environmental qualification tools were promoted: the EU Ecolabel, the Emblem of Guarantee of Environmental Quality (regional Catalan Ecolabel) and the environmental management system EMAS. It is the most important fair about tourism of Catalonia with 27000 participants.</li> </ul> <p>Website &amp; Social media:</p> <ul style="list-style-type: none"> <li>• Official website about Ecolabelling: <a href="http://www.gencat.cat/mediamb/ecoetiquetes/">www.gencat.cat/mediamb/ecoetiquetes/</a> with a database of EU Ecolabel products and services awarded by the Competent Body of Catalonia (Spain) and information about the application process and the environmental criteria per product group</li> <li>• Twitter for news and highlights related to EU Ecolabel <a href="https://twitter.com/territoricat">twitter.com/territoricat</a></li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Website &amp; Social media:</p> <ul style="list-style-type: none"> <li>• Information on Twitter about new EU Ecolabel awards with pictures and information provide from our license-holders.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Articles about companies with EU Ecolabel product and services in the Biannual Ecolabelling Newsletter</li> </ul> <p>Events:</p>	<p>associations, ONGs, professional associations, etc, and with territorial organizations.</p> <p>They play a key role to promote the events and to define the program attractive for companies and general public.</p>



<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<ul style="list-style-type: none"> <li>Facilitate participation of EU Ecolabel licence holders in conferences, fairs, training activities, etc.</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b> Events:</p> <ul style="list-style-type: none"> <li>For the 18th European Forum on Eco-innovation, the following will be carried out: <ul style="list-style-type: none"> <li>Highlight case-studies of Catalan companies awarded with EU Ecolabel.</li> <li>Publication of a monographic about Eco innovation in Catalonia in the framework of the Forum to be distributed in media and among attendees. It will include information about environmental qualification tools: EMAS, EU Ecolabel and Catalan Ecolabel, and GPP, and several case-studies of Catalan successful companies.</li> <li>Special edition of the Ecolabelling Newsletter on the occasion of the Forum.</li> </ul> </li> <li>B-Travel (International Tourism Fair of Catalonia). Stand to promote environmental qualification tools: EMAS, EU Ecolabel and Catalan Ecolabel, and companies certified. 17th-19th April 2015 / 15th-17th April 2016 CONSTRUMAT</li> <li>22nd May 2015. Technical conference: “Ecodesign in building sector: case studies”: presentation about ecolabelling systems and case studies about ecolabel products in building sector: paints, isolations, furniture, etc. <a href="http://www.construmat.com/en/home">http://www.construmat.com/en/home</a></li> <li>Promotion of ecolabelling systems via the Catalan Ecodesign Award 2015/2016. Having an ecolabel would be a valuable criterion of the Award.</li> </ul>	

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				Marketing material: <ul style="list-style-type: none"> <li>• Leaflet about the EU Ecolabel (Catalan language).</li> <li>• 2015 Biannual ecolabelling newsletter (2015-2016)</li> </ul> Website & social media: <ul style="list-style-type: none"> <li>• Information in the website of the Department of Territory and Sustainability</li> <li>• Optimise Twitter account and posts to promote new license-holders, events, fairs, news, etc.</li> </ul>	
Estonia	The Estonian Environment Information Centre	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• Environmental Investment Fund financial support to enterprises who would like to apply for EL Ecolabel.</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>• Estonian Business award for environment as a possibility to show others that they are environmentally friendly and consider environmental aspects. When they participate in this competitions, they will get wider promotion via radio, television and kappa boards.</li> </ul> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Update ministry webpage and Facebook.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Estonian business Award for Environment, where licence holders participate and winners have possibility to enter EBAE (European award).</li> </ul> <p>Marketing material</p> <ul style="list-style-type: none"> <li>• Press releases when there is news about EU Ecolabel or licence holders</li> </ul> <p>Website &amp; social media</p> <ul style="list-style-type: none"> <li>• Updated news on our webpage.</li> </ul>	<p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• Supermarkets are not keen on collaborating with us to promote the EU Ecolabel and increase consumer awareness.</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>• They have participated in different promotional seminars, but enterprises have expressed that they would like a more in-depth approach, more focused on criteria.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Host a workshop to share best practices and good examples.</li> <li>• Participation in the International sustainable development conference.</li> </ul> <p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• We continue supporting applying for EL Ecolabel form Environmental Investment Fund.</li> <li>• As Ministry of the Environment is EMAS registered, they support green activity.</li> </ul>	
The Netherlands	SMK	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• EU Ecolabel news and interviews with license holders in our magazine SMK News. Three editions every year, also in 2015</li> </ul> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• EU Ecolabel website: <a href="http://www.europeesecolabel.nl/28/home.html">http://www.europeesecolabel.nl/28/home.html</a></li> <li>• Twitter: <a href="https://twitter.com/EUEcolabel">https://twitter.com/EUEcolabel</a></li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Same as most successful mktg initiatives.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• EU Ecolabel news and interviews with license holders in our magazine SMK News, 3 editions per year (april, september, december) <a href="http://www.smk.nl/11/m/magazine/14/details.html">http://www.smk.nl/11/m/magazine/14/details.html</a></li> <li>• Annual report</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>• Organize information workshops targeted at</li> </ul>	<ul style="list-style-type: none"> <li>• All marketing activities are all proven to be successful and will be continued in 2016.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>companies and key stakeholders to stimulate the uptake of EU Ecolabel certification</p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>EU Ecolabel website - Twitter  <a href="http://www.europeesecolabel.nl/28/home.html">http://www.europeesecolabel.nl/28/home.html</a></li> </ul> <p>The 'magazine SMK News Interviews' are also published on the EU Ecolabel website as 'News' and as 'Case studies':  <a href="http://www.europeesecolabel.nl/194/m/nieuws/11/archive.html">http://www.europeesecolabel.nl/194/m/nieuws/11/archive.html</a>  <a href="http://www.europeesecolabel.nl/136/m/praktijkvoorbemeld/inde1.html">http://www.europeesecolabel.nl/136/m/praktijkvoorbemeld/inde1.html</a></p> <ul style="list-style-type: none"> <li>Via Twitter we lead our followers to our website for news and case studies:  <a href="https://twitter.com/EUEcolabel">https://twitter.com/EUEcolabel</a></li> </ul>	
Finland	Ecolabelling Finland	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Social media:</p> <ul style="list-style-type: none"> <li>Facebook campaign in the beginning of the year was successful.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b> None reported.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Social media &amp; website:</p> <ul style="list-style-type: none"> <li>Facebook campaign will be launched during the second half of 2015.</li> </ul> <p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>Cooperation with Nordic Ecolabel (network ("club") for purchasers, etc.)</li> </ul> <p>Press &amp; media</p> <ul style="list-style-type: none"> <li>Creation of a short film (2 min) with UPM (paper licence holder). Both parties benefit, as they can both</li> </ul>	<p>Social media:</p> <ul style="list-style-type: none"> <li>Low budget social media campaigns can be quite efficient.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>use the video for marketing purposes.</p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Creation of a customer satisfaction survey. Questions are sent to former, current, and potential license holders to obtain the most information possible.</li> </ul>	
Poland	Foreign Relations and European Integration Polish Centre for Testing and Certification	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Seminars on Ecolabel for target groups – new customers</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Articles in branch journals - a large audience of advertising</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Awarding ceremony connected with press conference success stories in journals</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Creation of Success Stories, which are posted on website</li> <li>• Publication of articles on Ecolabel in our own Journal ABC Quality News</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Production of informational and promotional material on Ecolabel, 100 Ecolabel flags, 1000 leaflets</li> </ul> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Ecolabel website update and improvements</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>• Participation in the VI International Scientific and Technical Conference LUBRICANTS 2015 Krynica-Zdroj and presentation on “Ecolabel for lubricants”,</li> </ul>	None reported.

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>distributing leaflets on Ecolabel; publication a paper on “Ecolabel for lubricants” in the conference proceedings;</p> <ul style="list-style-type: none"> <li>• Participation in fairs associated with products that can be Ecolabel such as: <ul style="list-style-type: none"> <li>• International Furniture Fair 2015 Ostróda - Furniture and Interior, 08-11.09.2015.</li> <li>• OIL &amp; GAS 2015 - International Fair of Oil and Gas, Warsaw, Palace of Culture and Science, 16.-17.09.2015.</li> <li>• ADVERTISING 360 - International Trade Fair of Advertising and Printing Promotion, 29.09.-1.10.2015.</li> <li>• POLEKO 2015 - International Trade Fair for Environmental Protection, Poznan, 27.-30.10.2015.</li> <li>• organising seminars on Ecolabel;</li> </ul> </li> <li>• EU Ecolabel meetings targeted at potential licence holders</li> </ul>	
Malta	Head of Standardisation Malta Competition and Consumer Affairs Authority	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Collaboration with third parties:</p> <ul style="list-style-type: none"> <li>• Collaboration with Maltese public authorities to promote the EU Ecolabel e.g. among the Maltese hotel industry, in public tenders.</li> </ul> <p>Personal interaction:</p> <ul style="list-style-type: none"> <li>• One to one meetings with operators to explain the benefits of the EU Ecolabel and how to register.</li> </ul> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Website update</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Personal interaction:</p>	<p>Collaboration:</p> <ul style="list-style-type: none"> <li>• It is important to establish direct contact with potential licence-holders and to keep following up the initiatives.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<ul style="list-style-type: none"> <li>Visiting work site of potential licence-holders and meeting with top management to discuss benefits of Ecolabel.</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Personal interaction:</p> <ul style="list-style-type: none"> <li>Meetings with public offers to develop EU funded schemes that promote the uptake of Ecolabel (Q3 2015).</li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>Website updates (Q1 2016): Website will continue to be updated with interesting promotional material.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Article(s) in newspapers on Ecolabel (Q4 2015)</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>Press conference when awarding Ecolabel to new licence-holder</li> <li>We will continue to hold meetings with interested operators and public entities to promote the Ecolabel.</li> </ul>	
Romania	Ministry of Environment: Directorate of Impact Assessment and Pollution Control	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>Organised 8 seminars in Romanian counties to promote the EU Ecolabel among consumers, manufacturers, wholesalers, providers, public authorities purchasing, traders, and retailers.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Developed promotional materials e.g. informative documents (brochures, booklets, posters, and leaflets), mugs, umbrellas shirts, briefcases, purses, pens and bags for distribution at seminars.</li> </ul> <p>Press and media:</p> <ul style="list-style-type: none"> <li>Short video film about ecolabel</li> </ul> <p>Website &amp; social media:</p>	The absence of human and financial resources proves to be a large challenge.

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<ul style="list-style-type: none"> <li>Website dedicated to the EU Ecolabel showing all activities that were carried out: <a href="http://ecoeticheta-europeana.ro/en/">http://ecoeticheta-europeana.ro/en/</a></li> </ul> <p><b>Direct marketing on behalf of licence holders:</b> Not reported.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b> The campaign outlined above will continue in 2015 and continues until the end of 2016.</p>	
Slovak Republic	Ministry of Environment	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>Conference participation – 4th International Conference „Environment-Problems and Possible Solutions“ – name of our contribution „Implementation of Voluntary Tools in Slovak Republic“, and also 18th International Conference „Paper and Pulp 2014“, where we presented and promoted environmental criteria for „Tissue papier“ set out in European and also national scheme.</li> <li>Organised 8 seminars named: „Green public procurement“, (several presentations about EU and national ecolabel scheme were held).</li> </ul> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>Revised web site <a href="http://www.sazp.sk">www.sazp.sk</a>, to provide new and current information related to the EU Ecolabel – new criteria, new holders, news, leaflets etc.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Prepared and published new leaflets (in printed form and they are also allowable on web site) to promote EU Ecolabel and national ecolabel scheme.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p>	Not reported



<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>Marketing material:</p> <ul style="list-style-type: none"> <li>Prepared 2 articles for inclusion within the magazine „Enviromagazín“. One was focussed on promoting new licence holders, the other focused on promoting environmental criteria of „Tourist Accommodation Services“ with an aim to gain more licence holders.</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Prepare new brochures, leaflets, advertisement to promote EU Ecolabel.</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>Organise meetings focussed on promote environmental criteria for select product groups – TAS, Tissue paper, Printed paper etc.</li> <li>Continue to organise seminars about GPP and other voluntary tools.</li> </ul> <p>In the past, they rarely highlighted EU Ecolabel licence holders during conferences, however it is foreseen to do so this year.</p>	
Cyprus	Department of Environment Ministry of Agriculture, Natural Recourses and Environment	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>First EU Ecolabel Week in Cyprus</li> </ul> <p>Personal interaction:</p> <ul style="list-style-type: none"> <li>Door to door promotion in specific categories (TAS)</li> </ul> <p>Press and media:</p> <ul style="list-style-type: none"> <li>TV clips &amp; radio (repeat)</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>Ceremony to give the certification and to sign the contract with the Minister</li> </ul> <p>Marketing material:</p>	The absence of human and financial resources proves to be a large challenge.

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<ul style="list-style-type: none"> <li>• Press release and photos in local press</li> <li>• Ecolabel product catalogue uploaded on national website</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b> Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Update information on website</li> <li>• Consider creating a Facebook account.</li> </ul>	
Germany	Federal Environmental Agency, Section III 1.3 Ecodesign, Environmental Labelling, Environmentally Friendly Procurement & RAL gGmbH	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b> Events:</p> <ul style="list-style-type: none"> <li>• Presentations during 2 workshops regarding paints and cleaning products.</li> <li>• Presentation about the Ecolabel during the TAIEX workshop in Croatia.</li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>• Updated the German website (www.eu-ecolabel.de) by adding and naming German companies who are entitled to use the ecolabel.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b> Not reported.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b> Not reported.</p>	Not reported.
France	AFNOR & ADEME	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p><b>AFNOR CERTIFICATION:</b> Events:</p> <ul style="list-style-type: none"> <li>• For the Interregional Symposium on EU Ecolabel for Tourist Accommodation services held in Bordeaux on 13 November which brought together over 70 participants, AFNOR's Communication Department created new communication tools destined to licence</li> </ul>	<p><b>AFNOR CERTIFICATION:</b></p> <ul style="list-style-type: none"> <li>• Not enough marketing initiatives due to lack of resources.</li> <li>• Not enough feedback on past and current marketing initiatives.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>holders</p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Flyer: small bilingual brochure (FR / EN) explaining the scheme;</li> <li>• Bookmark: handy bilingual (French / English)</li> <li>• Poster: available in A4 and A3 for display in tourist accommodations</li> <li>• Communication aid form, sent to each new licence holder (one dedicated to products and the other to TAS)</li> <li>• “Press book” for EU Ecolabel in 2014: <ul style="list-style-type: none"> <li>• 240 press articles (an important part of them is the follow-up of our press release on new criteria for paints &amp; varnishes);</li> <li>• 240 articles on the web;</li> <li>• 19 TV interviews</li> <li>• 12 radio interviews</li> </ul> </li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>• On a regular basis, update of the website : <a href="http://www.ecolabel.fr">www.ecolabel.fr</a> , with: 94 831 connections in 2014, (about 8000 visits / month) ); 130 questions submitted; 17 News / agendas published on the site in 2014</li> </ul> <p><b>ADEME:</b></p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Translation of the EU Ecolabel Suits You Leaflet in French: <a href="https://www.ademe.fr/sites/default/files/assets/documents/eu_ecolabel_leaflet-bd.pdf">https://www.ademe.fr/sites/default/files/assets/documents/eu_ecolabel_leaflet-bd.pdf</a></li> </ul> <p>Campaigns</p> <ul style="list-style-type: none"> <li>• Promotion of the EU Ecolabel across a national</li> </ul>	

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>campaign « Réduisons nos déchets » :  <a href="http://www.reduisonsnosdechets.fr/particuliers/je-passe-laction/je-privilegie-les-produits">http://www.reduisonsnosdechets.fr/particuliers/je-passe-laction/je-privilegie-les-produits</a></p> <ul style="list-style-type: none"> <li>• Campaigns on the ADEME website for households and business : <a href="http://www.ademe.fr/particuliers-eco-citoyens/achats/produits-dentretien">http://www.ademe.fr/particuliers-eco-citoyens/achats/produits-dentretien</a> ;  <a href="http://www.ademe.fr/e1pertises/consommer-autrement/passer-a-laction/reconnaitre-produit-plus-respectueu1-lenvironnement">http://www.ademe.fr/e1pertises/consommer-autrement/passer-a-laction/reconnaitre-produit-plus-respectueu1-lenvironnement</a></li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p><b>AFNOR CERTIFICATION:</b>  Events:</p> <ul style="list-style-type: none"> <li>• Delivery of the EU Ecolabel certificate to the palace “Le Negresco, followed by a press release on sustainable tourism.</li> <li>• Campaigns:  On behalf of the licence holder: Brèves de hublot" campaign from Henkel Group for their EU Ecolabel Le Chat laundry detergent</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p><b>AFNOR CERTIFICATION:</b>  Website:</p> <ul style="list-style-type: none"> <li>• Update of the website : <a href="http://www.ecolabel.fr">www.ecolabel.fr</a></li> <li>• Availability of a new website, a directory of quality products and services, among them, EU Ecolabel products &amp; services (<a href="http://www.procontact.afnor.org/">http://www.procontact.afnor.org/</a>)</li> </ul> <p>Events:</p> <ul style="list-style-type: none"> <li>• Participation at events organized by NGO or</li> </ul>	

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p>professional federations or public purchasers</p> <p><b>ADEME:</b> Marketing material:</p> <ul style="list-style-type: none"> <li>• Update the EU Ecolabel quiz on the ADEME website</li> <li>• Create a leaflet "<i>comment faire des courses hebdo plus respectueuses de l'environnement</i>" to help households to choose better products for environment.</li> </ul>	
Hungary	Környezetbarát Termék Nonprofit Kft.	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• 5th June 2014: World Environment Day was held for the first time in Hungary on one of their EU Ecolabel company's premises (Weishaupt Hőtechnikai Kft). All EU Ecolabel licence holders were invited to the event; company booths and products were presented on this grand fair. The CB gave detailed presentations and information about the awarding procedure for both the national and EU Ecolabel schemes.</li> <li>• The Hungarian Ecolabelling organisation "Hungarian national Environmentally Friendly Product trademark" celebrated its 20th anniversary in 2014. Following this event, the publication „On future's way with the Ecolabel), was developed and sent to all licence holders and to the national Ministry for Agriculture.</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Developed the guideline: „ Ecostrategy in practice (how to build in the Ecolabel in your company's marketing strategy)" for the companies that the Ecolabel have been awarded. Aim of the publication was to advise EU Ecolabel licence holders on how to give EU Ecolabel products more visibility. This guideline was disseminated to all licence holders.</li> </ul>	<ul style="list-style-type: none"> <li>• The most successful marketing method identified was direct marketing.</li> <li>• Target groups can be reached most effectively through large stream media</li> <li>• Lack financial resources to optimise communication campaigns.</li> </ul>

<i>Member State</i>	<i>Responsible body</i>	<i>Period</i>	<i>Budget</i>	<i>Activities</i>	<i>Results/follow up</i>
				<p><b>Direct marketing on behalf of licence holders:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Several ceremonies were organised to give EU Ecolabel certificates to new licence holders, mainly at international or large national fairs with the cooperation of state secretaries.</li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>• EU Ecolabel licence holder stories always appear on the Company's website and in the national newsletter.</li> </ul> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• CB is competing for the call of CSR Market 2015 the category social responsibility.</li> <li>• CB's general manager became a member of the consulting board „Purchasing greener”, which aims to help the project's goals with information and network. It is possible for every public institution, municipality, or municipality background institute to join this project.</li> <li>• CB will participate at the Ökoindustria 2015 international fair.</li> <li>• CB finished cooperation with the Ministry of Agriculture for the pilot project called „Environmentally Friendly Partnership Programme”, which aims to increase the commercial visibility of the national environmentally friendly scheme and of the EU Ecolabel, and to increase the demand and supply of such products. For 2015-2016, the aim is to leverage this cooperation in order to get the public acquainted with the benefits of those products, and to enhance the demand to make EU Ecolabel products available. The objective is to enhance the EU Ecolabel product</li> </ul>	

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				<p>portfolio and turnover.</p> <ul style="list-style-type: none"> <li>• Organisation of partner club quarterly (motivation, „caring”) with professional presenters (university teachers, known environmentalists, ministry professionals, public figures).</li> </ul> <p>Website and social media:</p> <ul style="list-style-type: none"> <li>• Online catalogue for the ecolabel users Continuous updates to ensure that all licence holder data is present.</li> </ul> <p>Collaborating with third parties:</p> <ul style="list-style-type: none"> <li>• Licenced producers, service providers</li> <li>• Getting in touch and cooperating with retailer chains that sell ecolabel products (DM, Lidl, Auchan) placement of information plates „Ecolabelled product”</li> </ul>	
United Kingdom	UK Ecolabel Delivery	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Twitter account – encourages and builds 1 to many, active interest in the EU Ecolabel from a wide and diverse interested group.</li> <li>• E-newsletters - excellent way to communicate with key stakeholders/interested parties, promotes our licence holders</li> </ul> <p>Personal interaction:</p> <ul style="list-style-type: none"> <li>• One-on-one meetings with new licence holders – valuable insight on the market drivers behind application, builds reciprocal relationships, generates good and interesting content for case studies</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Website &amp; social media:</p> <ul style="list-style-type: none"> <li>• Case studies used in e-newsletters to incentivise licence holders to apply.</li> </ul>	<p>Social media:</p> <ul style="list-style-type: none"> <li>• Limited success with Facebook and LinkedIn. Twitter proved better results.</li> <li>• Limited success in encouraging joint marketing activity with longer standing licence holders – better to concentrate on the newer ones to ‘capture’ when their enthusiasm for the EU Ecolabel is particularly high.</li> </ul>

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				<p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <ul style="list-style-type: none"> <li>Continuing e-newsletters and social media, with one-on-one meetings with licence holders dependent upon budgetary constraints.</li> </ul>	
Croatia	Service for sustainable development, Head Ministry of Environmental and Nature Protection	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>Workshop on EU Ecolabel scheme (December 2014). The sessions consisted of: the purpose of the program, its advantages, potential market, application procedure, criteria requirements, award procedure, and surveillance. Its audience consisted of: relevant ministries, governmental institutions, business associations, SMEs, verifiers, environmental inspectors, consumer and retailer organizations, NGOs</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>Promoted the European Commission's leaflet „Ecolabel suits you“ and 13 products Fact sheets; translation, processing and printing of the material; December 2014.</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b> Not reported.</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>Presenting the EU Ecolabel program and other ecolabelling programs o professional associations and communities of manufacturers under the Croatian Chamber of Economy (January-February 2015)</li> <li>Workshop on EU Ecolabel verification bodies and procedures (May 2015). Sessions will consist of: assessment and verification process, requirements and</li> </ul>	Not reported.



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				expertise for EU Ecolabel verifier, role of relevant bodies, technical methods. Audience will consist of: environmental verification bodies, consultants, accreditation body, standardisation body, operators, business sector	
Austria	Bundesministerium für Umwelt	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Austrian-Ecolabel-day: Austrian-wide marketing activities within the framework of World Environmental Day 5 June 2014 with paid-ads campaign (info screen in public transportation facilities)</li> <li>• Participation at fairs (most successful fairs: Ferienmesse Wien, Welser Energiesparmesse, Blühendes Österreich, Gartenbaumesse Tulln): at the Ferienmesse the Federal Minister awarded successful tourist accommodation services</li> </ul> <p>ESC- European Song Contest was carried out as a green event complying the criteria for the Austrian ecolabel for green events</p> <p>The Austrian Ecolabel day on 5th of June will be repeated annually in the coming years</p> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Edition of a set of info brochures, including a product brochure, product leaflets (textiles, paints &amp; varnishes, Garden, furniture, travel packages etc.)</li> </ul> <p><b>Direct marketing on behalf of licence holders:</b></p> <p>Events:</p> <ul style="list-style-type: none"> <li>• Public award ceremonies have been carried out regularly and have delivered fruitful clippings in the media (national-wide and regional media)</li> </ul>	<p>Marketing material:</p> <ul style="list-style-type: none"> <li>• A coupon book for selected products and hotel offers was distributed to consumers, but only few ones used the coupons with price advantages. Lesson learned: consumer activities will shifted to social media activities (e.g. Facebook) in future</li> </ul>

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				<p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b>  Events:</p> <ul style="list-style-type: none"> <li>• 2015 will mark the 25<sup>th</sup> year anniversary, which will be celebrated as “Austria-Ecolabel day”: B2B and B2C marketing activities with licence holders (more than 100 licence holder will participating. There will be approximately 15 fairs and events, Facebook activities (quiz games etc.), edition of several leaflets for product groups</li> <li>• 2016 will mark the 15<sup>th</sup> year anniversary for TA/CS criteria, for which an event will be planned.</li> </ul>	
Luxembourg	Ministère du Développement durable et des Infrastructures Administration de l'Environnement	2014-2016	Not disclosed	<p><b>Most successful mktg initiatives:</b>  Nothing yet to report (first licence holder was awarded in 2015).</p> <p><b>Direct marketing on behalf of licence holders:</b>  Nothing yet to report (first licence holder was awarded in 2015).</p> <p><b>Planned mktg &amp; comm initiatives: 2015-2016:</b>  Website:</p> <ul style="list-style-type: none"> <li>• Update of website</li> </ul> <p>Marketing material:</p> <ul style="list-style-type: none"> <li>• Sending information flyers</li> </ul>	Nothing yet to report (first licence holder was awarded in 2015).
Denmark	Ecolabelling Denmark			<p>Ecolabelling Denmark has 3 primary goals and all our activities are related to these. The goals are:</p> <ol style="list-style-type: none"> <li>1. Increase the supply of ecolabelled products</li> <li>2. Increase the demand for ecolabelled products</li> <li>3. Ensure efficiency in all processes</li> </ol>	

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				<p>A brief description of marketing and communication activities within each of these areas are given below. This is followed by responses to the questions send out by the Help Desk in May 2015.11.20</p> <p><i>Increase supply</i> This area are focussing on 3 types of activities:</p> <ul style="list-style-type: none"> <li>• Increasing the customer satisfaction and the perceived value of ecolabels among license holders. Specific activities in 2015 include development of tool boxes for individual criteria documents in order to facilitate marketing activities carried out by license holders</li> <li>• Strengthen our relationship with the most important license holders in order to increase customer satisfaction and extend the range of labelled products among these</li> <li>• Targeted sales effort in selected areas</li> </ul> <p><i>Increase demand</i> Our activities are divided in relation to the 3 primary target groups:</p> <ul style="list-style-type: none"> <li>• Consumers. Activities here are both a specific branding campaign <i>and</i> continuous presence in media, both external and our Facebook site (during use of a content plan for the year)</li> <li>• Purchasing in private companies. Especially targeted at the established network of companies that have committed themselves to increasing purchase of ecolabelled products and services. Activities include network meetings in order to increase the perceived value and increase purchasing of ecolabelled products,</li> </ul>	

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		2015		<p>strengthening of public awareness of the members of the network during PR activities, and increase the number of members.</p> <ul style="list-style-type: none"> <li>Public procurement where we in 2015 have focused on exploitation of the possibilities in the new purchasing directive, which opens up for specific demands for ecolabelled products in public tenders. As a preparation for this, a tool box for public purchasing has been developed.</li> </ul> <p><i>Increase efficiency</i> In relation to marketing and communication activities, the focus in 2015 has been on developing an "issue management tool" that helps us handle critical issues in media and the public fast and efficient in order to not deteriorate the credibility of ecolabels.</p> <p><i>Specific questions</i></p> <p><i>Most successful marketing initiatives</i></p> <ul style="list-style-type: none"> <li>Branding Campaign including: <ul style="list-style-type: none"> <li>Outdoor campaign country wide</li> <li>PR – aimed at radio, country wide and regional media (including on-line media)</li> <li>Facebook awareness campaign</li> <li>Online banners in leading news media</li> <li>Printed advertisements in newspapers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Branding Campaign This type of campaign will be carried out twice per year in the future and our aim is to have an increased participation from the retail sector. The campaign in week 40-41 2015 had a good coverage from grocery stores and in the next campaign we are working to include other types like stores with baby goods, DIY etc.</li> </ul>

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				<ul style="list-style-type: none"> <li>• Participation in an event in central Copenhagen "Cultural night". It takes place every year and almost all organisations, museums, public institutions etc. participates. Ecolabelling Denmark had a booth in a larger area established by the Nordic Council of Ministers. We had two types of competitions, where you could win ecolabelled products sponsored by license holders. Furthermore we handed out flyers, had dialogue with guests etc.</li> </ul> <p><i>What kind of successful direct marketing have you carried out on behalf of license holders</i></p> <ul style="list-style-type: none"> <li>• Inauguration of a new ecolabelled residential building (apartments) in central Copenhagen – with participation of the Danish Minister for the Environment. This complex was the first ecolabelled apartment building in Denmark. Ecolabelling Denmark participated in the opening with flyers and issued a press release and articles in relation to the opening.</li> <li>• Inauguration of the first ecolabelled discount retail store in Denmark with participation of the Minister of the Environment. The application (and several others) was a result of a campaign from the Danish EPA in</li> </ul>	<p>One of the aims of the campaign was to increase the number of "followers" on Facebook at the end of the year. Currently (Q3) there are 24.000 – an increase from 14.653 at the end of Q1.</p> <ul style="list-style-type: none"> <li>• Participation in an event in central Copenhagen "Cultural night". We plan to participate in similar activities in the future</li> </ul>

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		2016		<p>which applicants could get support for a consultant for the application process.</p> <ul style="list-style-type: none"> <li>• PR activities in relation to new licenses of importance</li> </ul> <p><i>Planned marketing and communication activities in 2016</i></p> <ul style="list-style-type: none"> <li>• Branding campaign in week 4-5 and week 40-41</li> <li>• PR activities – in relation to new licenses and cases that show the benefits of ecolabelling (environmentally and/or economically)</li> <li>• Support to the public sector in order to facilitate purchasing of ecolabelled products</li> <li>• Targeted sales effort in selected areas</li> <li>• Further development of tool boxes for marketing from license holders</li> <li>• Participation in selected events</li> </ul>	

### **BEUC and EEB communication activities**

BEUC will promote the EU Ecolabel by communicating the latest developments of the scheme to our members through existing tools such as press releases published on our website, internal newsletters, and social media such as Twitter. Through an effective external communication flow, BEUC encourages its members to promote Ecolabel and include relevant information about the EU Flower in their national consumer magazines. In addition, BEUC gives updates to and discuss the developments of the EU Ecolabel scheme with experts from members during the yearly sustainability experts meetings. BEUC also develops factsheets on EU Ecolabel which we disseminate as communication material to meetings, conferences or events in order to reach a larger audience.

The EEB uses the same communication tools mentioned above. The EEB communicates mostly with its members on an ad-hoc basis through an electronic working group and provides them with updates on Ecolabel activities, including news on the Green Public Procurement (GPP) programme. The EEB is also making use of social media such as Facebook, Twitter and LinkedIn to increase the visibility of the activities of the EEB including the developments of the Ecolabel scheme.