



# Marketing-Guide for EU Ecolabel companies

How to make the EU Flower visible in your marketing



# This booklet

## Exploit the full potential of EU Ecolabel marketing to your benefit!

The EU Ecolabel (also referred to as the “Flower”) is an effective instrument for sustainable marketing by best-practice companies striving towards a sustainable economy in Europe. So far over 560 companies with some 2.000 products have already put their trust in the Flower. Together their turnover already totals about a billion euros (2007).

Point-of-sale checks have revealed that in many instances **licence holders are by no means taking advantage of the full marketing potential** of the Flower-designated products they distribute. Experience has shown that effective Ecolabel marketing **can drive a company's success**. It is for this reason that we are pleased to present this booklet containing examples of best practices to effectively make the Flower visible on products and in marketing communications. This is a key criterion to increasing sales: the better you communicate the Flower to your customers, the more you will benefit!

**Take advantage of the services we offer.** We hope you will draw inspiration from the examples and ideas given in this booklet. Please feel free to tell us about your own examples and experiences, thus contributing to the cross-marketing synergy of Ecolabel marketing. Whenever you need special expertise – whether it be for design or for a promotion strategy – please accept our offer of advice and support, and contact your Competent Body.

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# What

# are the consumers' needs?

New consumers seek orientation. Sustainable companies need signals which indicate that they are matching demand.

**New lifestyles.** In the face of globalisation and climate change, consumer markets are also changing rapidly as people demand healthier and more eco-sound products. A new "Lifestyle of Health and Sustainability" (LOHAS) is emerging, and already accounts for **a third** of society in the industrialised countries!<sup>1</sup>

The EU Ecolabel enables you to demonstrate clearly that your products are already in line with the new market trends!

In order to identify sustainable products and services, people need reliable information and indicators. In their search for orientation, they are often confused by the **overabundance** of independent, industry-specific, national and regional certificates, symbols and claims. This is where the **co-operation between national organisations and the EU Ecolabel** comes in, offering an increasingly harmonised system of universal criteria for a growing range of product groups coupled with independent certification. The scheme comprises on the one hand highly credible national Ecolabels with varying brand awareness on their domestic markets, and, on the other, the EU Flower, which is becoming steadily more well-known on both international European and worldwide markets.

Experience has shown that products bearing the Ecolabel presented in combination with an efficient Eco-promotion can lead to **increased sales**. For instance, a Danish Flower Week campaign focussing on children's products bearing the EU Ecolabel and the Nordic Swan boosted sales by up to 600% (see article on page 12).

Flower licence holders have also contributed **best-practice examples** of effective Eco-marketing and logo placement with the EU Ecolabel (see articles on pages 16 and 18).

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<sup>1</sup> According to a study performed by the "Institute for future researches, Germany", already are LOHAS followers.



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# Strategy

## Placing the logo and adding selected key facts and arguments.

The general sales message is that your Ecolabel product has been found to fulfil a set of compelling criteria relating to its impact on the **environment, health, and even quality of use**. For most product groups, these criteria cover not only the product itself, but also production, packaging, use and disposal after use. What is more, the fact that criteria are met is not merely stated by the producer or retailer, but verified and certified by independent certification bodies.

Thus the **key arguments for your Flower labelled products** are as follows:

- lower environmental impact
- better for your health
- strict criteria
- verified by independent consultants
- official certificate from the European Commission in accordance with EU member states, and
- contribution to a sustainable economy (effected by both producer and consumer).

These complex facts can be reduced to the quintessence – a handful of key elements – in your print and web materials. Add further details in media where there is more space available. This could be just an abstract of a brochure or article, or a full chapter from a report detailing the environmental impact of your production and products.

**No need to bluff.** However, avoid mixing marketing for Eco-labelled products and unlabelled products. Neither should you claim that Eco-labelled products are totally without environmental impact. Stay with the truth. Your Flower products have less impact on health and the environment than most other products. That will certainly give you sufficient competitive advantage to position your products better than those of your competitors.

# and arguments

## Special marketing strategies

In particular, the Eco-marketing strategy and argumentation depend on the specific distribution system and type of consumer group you wish to address. In the following pages we give just three specific strategies that proved to be of critical importance for successful Eco-marketing.

### 1. GPP? - Just show your logo

If you wish to sell your Eco-products to public institutions or companies emphasizing their sustainability and environmental management, you are optimally placed to respond to their involvement in Green Public Procurement (GPP). Your Ecolabel gives you a tremendous sales advantage. There is no need for time-consuming, costly work to prove that you fulfil the eco-requirements of the tender: just show your Ecolabel and you are already qualified!

### 2. Ensure Point of Sale promotion

If you do not distribute your products through your own outlets, ensure that there are Eco-promotion activities in your retailers' shops. Provide support in the form of materials such as displays, crowners, stoppers, and label hangers. Launch your Eco-promotion events in cooperation with other Eco-products and Eco-labels. Ensure that you place your product, the Ecolabel and a special Eco-claim in local advertising materials and newspapers. These measures are much easier to implement if your products are pro-moted in your own shops. In this case, you can place your Eco-products perfectly in these outlets along with appropriate advertising materials.

### 3. Fully integrate the Ecolabel

Make sure that your key staff take the Ecolabel on board completely, and don't stop until you have communicated it effectively to your customers, too.

If you work for a large company and have been successful in obtaining the Flower for one of your products, don't let it stop there. The day you receive the award is just the start of a process of internal argumentation and lobbying to integrate the logo into your company's distribution and promotion system. Set up an Ecolabel marketing team to carry out this integration work. Don't stop before the Ecolabel is visible to your customers: on your products, in your print and web information, on your packaging, in your advertising, and last, but not least, at your points of sale.

# Successful implementation of the

## Benefit by actively using the Flower logo!

**This is probably the most important measure you can take to obtain maximum benefit from this certificate: the Flower gives added value to your products! It therefore pays to communicate this to your customers: Ensure that the Flower is clearly visible on your products and communications!**

There are many ways to make the EU Ecolabel visible in your company. The following basic recommendations are easy to implement, but you can also develop further ideas. Give your marketing design a personal touch...



## Marketing measures to adopt

Being certified with the Flower is a great achievement – but now it is necessary to show it to your customers, too.

### PRODUCT & POINT OF SALE

#### Product packaging & the product itself

To begin with, use the Flower logo in combination with the wording “EU Ecolabel” or “European Ecolabel”, which should be visibly placed on your products!

In the description of a product certified with the Flower, it is always a good idea to describe what it stands for!

#### Point of Sale productions

People “get in touch” with your products at the point of sale (POS). There, it really makes sense to demonstrate that your product bears the Flower, so apply it to all your product racks, dispensers, shelve stoppers and crowners!

#### Inform your retailers!

This point is extremely important! Inform your buyers that your products carry the EU Ecolabel! Motivate them to include references to the EU



# EU Ecolabel in your marketing

Ecolabel in all the catalogues they print themselves. It is only as a result of such activities that the consumer will be able to identify this added value!

### PUBLIC RELATIONS AND ADVERTISING

The Flower allows you to paint a “sustainable” picture of your company and its products! This necessitates only that, wherever applicable, you integrate it into all your company’s communications. You can use the Flower virtually anywhere certified products are mentioned. The following are the most important examples of using the Flower symbol.

#### Product Brochures

Try to integrate the EU Ecolabel whenever you produce specific product brochures. Your customers will be happy to read that the products they wish to purchase are also environmentally safe!

#### Company brochures

It is also worth mentioning the Flower in your general company brochures.

#### Website

It does not take much effort to include the EU Ecolabel on the home page of your website. Take care to ensure that the logo is linked to the official website of the European Commission ([www.ec.europa.eu/Ecolabel](http://www.ec.europa.eu/Ecolabel)). This creates an official impression and convinces visitors about the efforts you have made to meet the criteria.

#### Press work

It is a good idea to report on the fact that you have taken a step towards improving the environment: journalists will be happy to hear that your company has done so! This may include sending out a **press release** once you have obtained the Flower, or you may consider mentioning it in your next **product PR articles** or at **PR events**.



Screenshot taken from a catalogue of „Leiner“, a large Austrian furniture house.



A successful example for implementing the Flower on the website

### Legal conditions on using the Flower:

- „2.1. The holder shall refer to the award of the Ecolabel only in relation to the product referred to in Article 1 and in the Annex of this contract.
- 2.2. The holder shall not advertise or make any statement or use any label or logo in a way which is false or misleading or which results in confusion or calls into question the integrity of the Ecolabel.
- 2.3. The holder shall be responsible under this contract for the manner in which the Ecolabel is used in relation to his product, especially in the context of advertising.“

(quote from license agreement)

## Advertisements referring to or displaying the Flower

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

## Sustainability report

An annual sustainability report is an excellent place to display the Flower.

## FAIRS & PROMOTION EVENTS

Fairs and promotion events are a perfect place to demonstrate your high environmental sustainability to your business partners and customers. Many companies like Lenzing (illustrated here) have incorporated the Flower at fairs with great success.



The Lenzing stand prominently displaying the Flower. See also report on page 12.

## EMPLOYEE COMMUNICATIONS

Your employees represent your greatest potential. Tap into this potential to spread positive messages, and motivate your employees by telling them that you have obtained Ecolabel certification.

## Informal discussion with sales staff

Your sales staff in particular need to know about the Flower, as it gives added value to your products!

## Company magazine

If your company issues a regular company magazine, why not write an article telling your readership about the Flower?

## OFFICE SUPPLIES

Use the Flower logo on your office supplies like envelopes, stationery, pencils, etc.

## EU and national materials

The European Commission, the national Competent Bodies and various marketing projects have produced an abundance of materials. The EC supports your marketing efforts by providing door plates, certificates and a set of brochures. Check out [http://ec.europa.eu/environment/ecolabel/marketing/brochures\\_en.htm](http://ec.europa.eu/environment/ecolabel/marketing/brochures_en.htm) to see if your specific product group is covered, or order materials via the Helpdesk on tel. +33 1 56 20 28 98 or by e-mail at [ecolabel@biois.com](mailto:ecolabel@biois.com).

**Display your door plate.** You should also use the glass door plate provided by the EU Commission. Mount it in such a way that the EU Ecolabel is effectively displayed at the entrance. This will motivate your employees, and business visitors will see that you are an environmentally responsible company!

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

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

## Marketing project materials

A large selection of promotional materials has been developed during marketing projects carried out on behalf of the EU Commission, DG Environment. These can be customised for specific applications:

- logos in all Member State languages
- national POS lists of products available in each country
- Green Card
- Info poster, EU Flower quiz game wheel
- Roll-up
- Poster



Door plate



Showing off the certificate



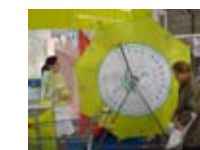
A selection of Ecolabel brochures



The Green Card



National POS list



The EU Flower quiz game wheel is used for various fairs and promotions



# Effective Green

*Increased sales, greater awareness of eco-products: the Danish Flower Week Campaign is a perfect example of successful marketing co-operation between the Ecolabelling agency and Danish retailers.*

**Mrs. Alsing, could you please give us a brief description of the "Flower Week Baby Campaign"?**

We called our Flower Week Campaign in Denmark "On our toes for you and your baby". The pink heart carrying the message that we were taking care of customers and their babies was the dominating element in all campaign materials. The campaign was implemented in close collaboration with major supermarket chains, pharmacies and drug stores in Denmark. We also worked together with the Co-operative Wholesale Society, the environment departments of municipalities, "green guides", voluntary environmental organisations. And last, but not least, we asked the consumer advisory council magazine "Tænk" to carry out laboratory tests on three product groups of importance to young families: detergents, baby body stockings and skin care products (lotions and creams).

The aim of the campaign as a whole was to communicate that the Eco-label:

- also takes care of your health = stringent requirements with respect to what the product contains,
- makes it easy to choose environmentally friendly products that take health into consideration (just look for the Ecolabel, and you won't have to study the list of ingredients), and
- helps to limit the use of harmful chemicals.

Our campaign involved the following activities:

- POS: production of shop displays, signs and posters
- Advertising: print (baby magazines and newspapers) and web.
- Product tests in the consumer advisory council magazine "Tænk" (we also delivered 10,000 copies of the magazine to our partners for distribution to young families)



*Interview with Susan Alsing, Ecolabelling Denmark*

» Retailers experienced sales increases of up to 600 % «

# Campaigning

## POS Elements



**Large heart signs** hung all over the markets



**A3 posters** Used for local events



**Brochures** gave mothers interesting information on the Ecolabel and the products



**A Shop display** gave an overview of EU Ecolabelled products at a glance, together with brochures

## Other campaign elements:

- Mobiles (three signs hanging together / shop decoration)
- Outdoor posters (shop facades)
- Mega heart signs (for mega markets)
- Mega mobiles (for mega markets)
- Heart-shaped balloons with Flower/Swan logo
- Baby bags containing product samples
- In-store video advertisement featuring Christina Roslyng (a professional hand ball player and her 7½ month old son)

**The success of this campaign was based on the various POS elements that were produced. These made it easy for customers to identify Ecolabelled products.**



- Local activities – 20 municipalities took part in the campaign
- Press activities (local focus)
- Campaign site including contest (Ecolabelled prizes)
- Use of “ambassadors” (in-store commercials, PR events and press releases)

Our commercial partners were supermarket chains, drugstores and pharmacies who shared our interest in promoting the Ecolabel because their own baby products and logos were incorporated in the signs and posters. They were able to use one side of each heart to display their Ecolabelled products.

This meant that these chains actually felt they had “ownership” of the campaign = an incentive to actually use the advertising material we had provided!

#### What were the results?

There is probably no other target group that is as receptive to our message as young mothers (and fathers). They worry a lot about their babies and about the future – both environment and health – and really want to make the “right” choices, when they choose products for their children.

*» Our “recipe” for a successful green campaign:  
partnership, partnership, partnership «*

We were invited to speak to large groups of young mothers on several occasions during the campaign week, and afterwards too. On each and every occasion, we were surprised how much they already knew about chemicals and allergies, etc. They were all very pro our products and messages, and wanted better information on how to find these products. They wanted them to be easy to spot in shops (signs etc.), and not only during campaign periods.

The chains taking part in the campaign all had special offers during week 41, and all of them reported increased sales of Ecolabelled baby products. The results of the 2006 Danish Flower Week campaign were as follows compared to another

campaign week (index = 100): Coop: index 400, Dit Apotek: index 468, Dansk Supermarked: index 109, Matas: index 600, Dermapharm: index 125.

#### Press work/print material



**Advertisements** E.g. in product brochures from the “Coop” supermarket chain all mentioned the Flower



**Online marketing** One element of the online marketing campaign

*All partners demonstrated their willingness to promote the Flower by integrating it in their print materials. The Flower marketing team also placed advertisements in relevant magazines and online.*

#### How did retailers benefit? How did ecolabelled producers benefit?

Retailers reported increased sales, and producers of ecolabelled products were happy that we “opened doors” directly to their target groups and introduced their products to them.

#### How did co-operation with the ecolabelled companies function?

These companies contributed product samples for the baby bags. They were more than happy to provide these products to us because they knew we could distribute them through other more credible channels than they would be able to themselves.



# Shrink-proof strategy

by **Lenzing**



*Christina Kreuzwieser, Global Communications Manager with Lenzing, explains why the EU Flower is exactly right for this global textile manufacturer.*



## Why did your company decide to apply for the Flower initially?

There are many Ecolabels, but only an official certificate like the EU Flower prevents the consumer from getting confused, whilst at the same time offering security.

## How has your company benefited from the Flower so far? Do any specific success stories come to mind?

We have a marketing advantage in the USA, where there are too many Ecolabels. The European Commission has a great reputation there. Particularly in the US, Americans regard the EU Eco-label as an official certificate, not just as one of many such certificates. The EU Ecolabel is a nice story to be able to tell!

## Is this benefit also measurable?

We have had good media resonance in countries where Lenzing has held press conferences, such as Shanghai, Peking, Seoul, New York, Los Angeles and Paris. Especially the trade press has

» *The EU Ecolabel is a nice story to be able tell* «

reported widely on Lenzing and the Flower. Now is the right time to market products with the EU Flower – one need only mention sustainability and the environment.

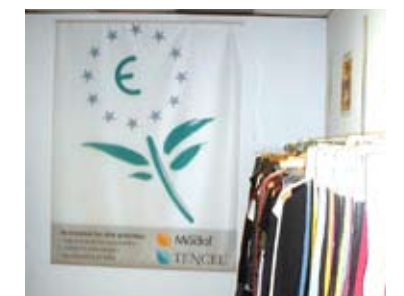
## What activities do you currently have with the Flower?

We are carrying out a Lenzing merchandising tour throughout Europe. We are providing handouts explaining to retailers like Woman's Secret, Mango and C&A what it means when a product is certified with the Flower. The response from marketing personnel has been tremendous, as the environment is currently a most important topic for them.

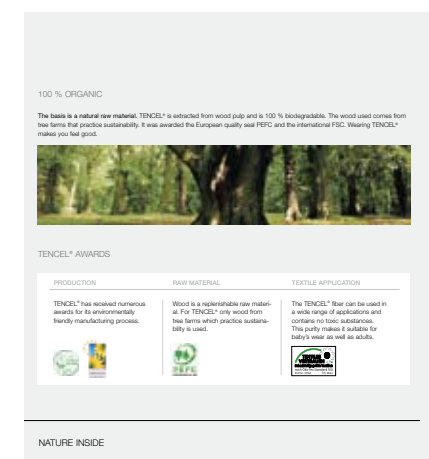


**Fair information** These excellent examples of implementing the Flower at fairs demonstrate environmental commitment to all stakeholders!

## The EU Ecolabel at the 2006 textile fair in Paris



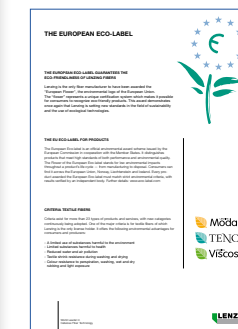
## Inside the Lenzing brochures



### Customer information

The Flower and other certificates are mentioned in most of Lenzing's customer information brochures.

## Handouts



**Stakeholder information** Specific handouts are used to inform wholesalers' marketing management

## Product labels



### Marketing in Japan

Lenzing also applied the Flower logo directly to its products – a move that met with great success even in Japan

## How do you use the EU Flower in your marketing?

The EU Flower is on our handouts (for marketing management), all our image brochures, our website, our POS materials. And, as I already mentioned, we also use it at press conferences and seminars.

## If you could turn back time, would you apply for the Flower again?

Yes, definitely! There is no better label for us on the market.

# A Sharp



Sharon Heymann, Environmental Marketing Manager with Sharp Electronics (Europe) GmbH

Sharp's TV business is green business! Thanks to the Flower, the company profits from greater publicity and recognition in the media.

## Why did your company choose to apply for the Flower initially?

Sharp's goal is to improve people's quality of life innovative and unique technologies. But, apart from the highest possible standard for our products, the protection and conservation of the environment is equally important to us if we wish to become an environmentally advanced company. In 2005 we therefore decided to apply for the Flower, thus demonstrating the high quality of our products to the outside world.

The flower helps responsible, environmentally-aware consumers to decide in favour of environmentally advanced quality products.

## How has your company benefited from the Flower to date?

Sharp takes advantage of various opportunities to promote its TVs using the Flower. At events with direct customer contact – like the IFA 2005 and 2006 consumer fairs in Berlin – we got a good response. In co-operation with a German mail order house, Sharp recently started marketing an Ecolabelled TV that is even climate neutral over a period of 10 years. Since receiving its first award, Sharp LCD TVs with the EU Flower have been advertised in various newspapers, magazines and websites.

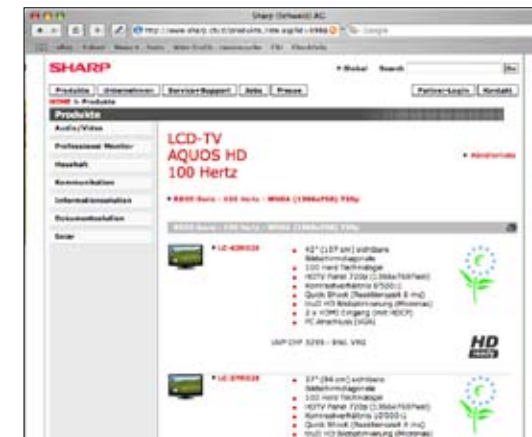
» Both the media and NGOs clearly recognise Sharp's superior, award-winning environmental efforts.«

## Why do you use the Flower regularly in your marketing activities?

On the one hand, the Flower is clearly a quality label, allowing an innovative international company like Sharp to demonstrate its environmental leadership. On the other, it also enables environmentally aware consumers to make qualified purchases based on evaluation by an independent and respected body.

# success story

## Ecolabel information on the website



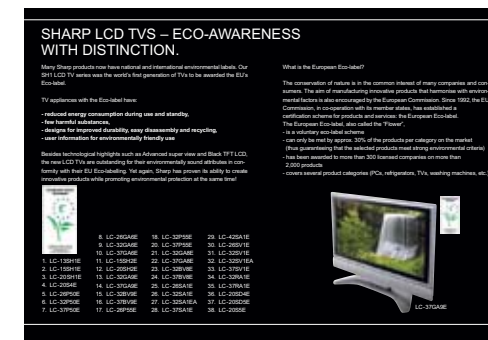
Excellent The Flower logo is displayed beside every certified product. By clicking on the link, customers can obtain further information about Sharp and the Flower.

## Co-operation with EU Ecolabel at the "IFA Berlin" fair

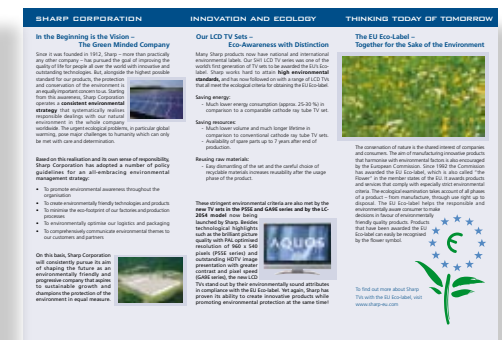


Ambitious Sharp carried out an ambitious cross-marketing campaign at the 2006 IFA Berlin.

## Brochures mentioning the Flower



Information The Flower on a product information leaflet



Visible The Flower was implemented in last year's product brochure.

## Where exactly do you use it?

We issued several press releases, and EU Ecolabelled television sets were advertised at fairs and aggressively promoted in Sharp catalogues and on corporate websites across Europe. Last, but not least, Sharp dealers were also encouraged to promote our Ecolabelled TVs.

## If you could turn back time, would you apply for the Flower again?

Yes, we would certainly apply again. Sharp has successfully applied for the Flower for 40 TV sets up till now, and will continue to do so.

# Where can I get further information?

**Whatever it is you are looking for, you will almost certainly find at one or other of the following sources:**

## **Your Competent Body (CB)**

Competent Bodies are national organisations responsible for the implementation of the EU Ecolabel across Europe. They provide information on the application procedures, distribute information and support companies with advice. You can find the list of Competent Bodies on the EU Commission's official website.

[http://ec.europa.eu/environment/ecolabel/tools/competentbodies\\_en.htm](http://ec.europa.eu/environment/ecolabel/tools/competentbodies_en.htm)

## **European Commission's Ecolabel Scheme**

<http://ec.europa.eu/environment/ecolabel>

**Product catalogue** – This site contains a useful e-catalogue containing all Eco-labelled products and services.

<http://www.eco-label.com>

**Ecolabel Helpdesk** – Your contact for detailed information on application procedures, brochures and contacts.

[eco-label@biois.com](mailto:eco-label@biois.com)

## **Green Public Procurement – the official European Commission website**

<http://ec.europa.eu/environment/gpp/>

**Ecolabel Marketing** – For any further marketing questions relating to Ecolabel marketing, logo placement, promotions etc.

[ecolabel@energon.eu](mailto:ecolabel@energon.eu) or [ecolabel@ec.europa.eu](mailto:ecolabel@ec.europa.eu)