

In brief in this issue:

Articles

Ecoporio: the first online shop for ecolabelled products

Consumer demand for ecologically friendly products is increasing and the hospitality sector hopes to meet these expectations.

The EU Ecolabel on TV during the French Sustainability Week

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Sustainable mail from Catalonia

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A new OECD study: ecolabels play an important role in informing consumers

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Statistics

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Agenda and other issues

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On **7-10 April**, the **Catalonian International Tourism Show (SITC)** will take place in Barcelona, Spain.

On **10-13 April**, **ECOPORIO** will attend the **Hotel & Guest Vienna** trade fair in Austria.

On **14 April**, a **national EU Ecolabel workshop** will take place in Warsaw, Poland.

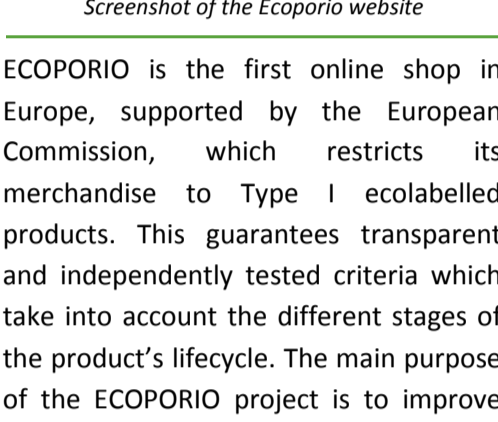
On **28 April**, a **national EU Ecolabel workshop** will take place in Tallinn, Estonia.

On **28 April**, the **European Eco-Innovation Info Day 2011** will take place in Brussels, Belgium.

News—Full article

Ecoporio: the first online shop for ecolabelled products

Consumer demand for ecologically friendly products is increasing and the hospitality sector hopes to meet these expectations. However, there is still a lack of awareness among consumers and companies about ecolabels, which could lead to 'greenwashing'. To deal with this issue, the European Commission has taken measures to increase the recognition and trust in ecolabelling, and give consumers the ability to distinguish transparent and independent labels from self-claimed labels with weak criteria.



Screenshot of the Ecoporio website

ECOPORIO is the first online shop in Europe, supported by the European Commission, which restricts its merchandise to Type I ecolabelled products. This guarantees transparent and independently tested criteria which take into account the different stages of the product's lifecycle. The main purpose of the ECOPORIO project is to improve sales and increase the visibility of ecolabelled products aimed mainly at the hospitality sector.

Since April 2010, the project has developed rapidly and continues to grow. Negotiations with producers and suppliers have led to the inclusion of over 700 products in the online store. ECOPORIO received the **EURO-Label** (Austrian E-Commerce Trust Mark) for

secure payment systems and it has begun cooperating with internet portals and governmental official websites such as www.bewusstkaufen.at (a website promoting responsible and ethical consumption run by the Austrian Ministry for the Environment). In addition to being proactive online, the team also visits international trade fairs specialised in tourism to meet with new suppliers and potential customers, like the Internorga in Hamburg and ITB in Berlin.

In the course of 2011, ECOPORIO will open its doors to consumers in Austria and Germany. The official launch in these countries will be promoted by environmental media and supported by the Austrian and German Competent Bodies. The ECOPORIO team is also working hard on expanding to other EU Member States. One of the aims is to open up to the Scandinavian market where consumers are highly aware of ecolabels and consider them to be an important factor in their purchasing decisions. In the coming months, more Scandinavian manufacturers will be listed on ECOPORIO thus opening new markets.

For more information, please visit www.ecoporio.eu or send your requests to office@ecoporio.eu.



ECOPORIO fair stand presenting its assortment of ecolabelled products

The EU Ecolabel on TV during the French Sustainability Week

For those who missed last year's TV spot featuring animated ecolabelled products presented during the French Sustainability Week, you may be luckier this year. The TV spot will be broadcasted again on French television from 1 to 7 April 2011.

Themed around "Changing our behaviour", the French Sustainability Week 2011 aims to educate people on more responsible consumption behaviours. The TV spot features a trolley of ecolabelled products, including EU Ecolabelled products, and is a great opportunity to promote easily recognisable and environmentally friendly products and their labelling.

For further information, please visit the [French Sustainability Week website](#) or consult the list of EU Ecolabelled products on the [EU Ecolabel website](#). You can also watch the TV spot online by clicking [here](#).



Excerpt from the French TV spot promoting ecolabelled products

Sustainable mail from Catalonia

If you have the opportunity to visit the region of Catalonia in Spain, you may come across a colourful postcard displaying the EU Ecolabel and EMAS logos. The Catalonian Competent Body designed this original marketing tool to promote sustainable tourism in the region. During 2011, the Catalonian CB is planning a series of activities focusing on the EU Ecolabel and sustainable tourism.

For more information about promotional events taking place in Catalonia and

Spain, visit the [EU Ecolabel website](#) and consult the Calendar of events [here](#).



Postcard "Sustainable tourism in Catalonia!"

A new OECD study: ecolabels play an important role in informing consumers

"Greening Household Behaviour: The Role of Public Policy", a study on the impact of public policy on household consumption patterns and behaviour was recently published by the OECD. It presents the results of a survey, conducted in ten countries, covering more than 10 000 households, which assesses the effectiveness of various strategies and tools (such as ecolabels) in encouraging sustainable consumption. The study stresses the importance of

providing information on products to consumers in order for them to make informed choices. Among other things, findings reveal that ecolabels are likely to be most effective when they are clear, can be easily identified and represent a trustworthy source of information.

You can find more information and download a free summary of the study in 12 different languages [here](#).

Statistics

In March 2011, 9 new licences were granted to companies, and 31 holders extended their range of products.

ALL PURPOSE CLEANERS AND SANITARY CLEANERS

	HAID-TEC GEPRUFTE OBERFLACHENTECHNIK GMBH	DE	New holder
	ECOLAB & CO	DE	Extension
	COMERCIAL NOBLE SL	ES	New holder
	SUMINISTROS CIENTIFICOS TECNICOS SAU	ES	Extension
	RCSI	FR	Extension
	VANDEPULTE	FR	Extension
	PROVEN INDUSTRIES	FR	Extension
	MCBRIDE	BE	Extension
	CHIMIOTECHNIC	FR	Extension
	COPAK SA	FR	Extension
	LOBIAL SAS	FR	Extension

DISHWASHING DETERGENTS

	EUROTAB OPERATIONS	FR	Extension
	CHRISTEYNS FRANCE	FR	Extension
	MC BRIDE	FR	New holder

HAND DISHWASHING DETERGENTS

	ECOLOGISTIQUE	FR	Extension
	CHRISTEYNS FRANCE	FR	Extension
	MC BRIDE	BE	Extension
	AUCHAN	FR	Extension

INDOOR AND OUTDOOR PAINTS AND VARNISHES

	JOHANNES KIEHL	DE	Extension
	HAMBERGER FLOORING GMBH	DE	Extension
	DURAZIV COLOR SRL	RO	New holder
	PEINTURES RECA	FR	Extension
	V33	FR	Extension
	BRUNEL CHIMIE DERIVE	FR	Extension
	PPG AC France	FR	Extension
	SOMEFOR	FR	Extension
	MADER COLOR	FR	Extension

LUBRICANTS

	NOVANCE	FR	Extension
	ENVIROSYS	DE	New holder

SOAPS AND SHAMPOOS

	CHRISTEYNS FRANCE	FR	Extension
	LABORATOIRE CELLANDE SA	FR	Extension
	LABORATOIRE PRODENE KLINT	FR	Extension

TISSUE PAPER

	DELIPAPIER	FR	Extension
	ARJOWIGGINS	FR	New holder
	LUCART France	FR	New holder

TELEVISION

	SHARP ESPANA SA	ES	Extension
	TOSHIBA INFORMATION SYSTEMS UK	DE	New holder
	TOSHIBA INFORMATION SYSTEMS UK	DE	Extension

TEXTILE

	TEXTILE MAES	BE	New holder
	TEXTILE MAES	BE	Extension

Agenda and other issues

On **1-7 April**, the **Sustainable Development Week** will take place in France. Each year, the French Ministry of Sustainable Development invites various actors (i.e. businesses, organisations, municipalities, etc...) to promote sustainable development. For more information and to see the list of events, click [here](#) (in French).

On **7-10 April**, the **Catalonian International Tourism Show (SITC)**, targeting both professionals and the general public, will take place in Barcelona, Spain. The Spanish Competent Body for the region of Catalonia will attend the event. More information is available [here](#).

On **10-13 April**, **ECOPORIO** will attend the trade fair **Hotel & Guest Vienna** in Austria. ECOPORIO and [EcoBusinessPlan](#), a programme created by the Vienna City Administration to promote sustainable development of enterprises, will invite visitors to meet with ecolabelled companies and consultants from the national Austrian Ecolabel.

On **14 April**, a **national EU Ecolabel workshop** focusing on Paints & Vanishes and Textiles will take place in Warsaw, Poland.

On **28 April**, a **national EU Ecolabel workshop** focusing on Cleaners and Textiles will take place in Tallinn, Estonia.

On **28 April**, the **European Eco-Innovation Info Day 2011** will take place in Brussels, Belgium. It will provide participants with essential information and useful advice on how to develop a good project proposal and how to apply for funding. Further information is available [here](#).

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