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From **15 – 21 October**, represent your business and the EU Ecolabel during the European SME Week. Registrations for events are now being accepted!

In **mid-May**, the Generation Awake campaign will be publishing new water efficiency and reduction- related material to its website in 23 languages.

News—Full article

Coming Soon! Feature Your Company in the Next News Alert

The EU Ecolabel News Alert is changing!

In the next News Alert, you can look forward to a section dedicated to featuring an EU Ecolabel licence holder willing to share their specific experience and benefits related to the EU Ecolabel. Would you like your company to be

featured? Write to the Ecolabel Helpdesk (ecolabel@biois.com), telling us about your company and experience with the Ecolabel. We will be accepting written responses on a rolling basis for May and the months to come. Looking forward to hearing from you!

The New Ecolabel Website!

The new EU Ecolabel website was launched this month and features a more user-friendly interface, to create easier navigation for people interested in finding out more about the Ecolabel and for potential applicants to more easily access the information they need.

The website’s new design better addresses the varied needs of site visitors, including a consumer-focused segment and an applicant-driven section.

The page, “More About the EU Ecolabel,” explains the process of criteria development and revision, and also maps out links between the Ecolabel and other environmental instruments, like Green Public Procurement (GPP).

As always, visitors can visit the Ecolabel news page, to stay up-to-date on happenings



Screenshot from the new EU Ecolabel website

across Europe and can access interesting facts, figures and statistics on EU Ecolabelled products.

While the Ecolabel website has changed, it is still available at the same link: www.ecolabel.eu. Take a look!

Belgium Awarded International Prizes for Ecolabel Campaign

The EU Ecolabel Month in Belgium was recently recognised for its effective promotion of the EU Ecolabel. Belgium’s Federal Public Service Health Food Chain Safety and Environment, was attributed two international prizes for best environmental and best governmental websites by *The Web Marketing Association’s Internet Advertising Competition (IAC)* organised annually to recognise exceptional internet-based publicity campaigning.

Over four weeks of campaigning last October to increase public recognition of the scheme, the EU Ecolabel was displayed across screens over 17 million times, through a vast media campaign that included an online game, integrated social media like Facebook, and involved national coverage across print and broadcast media. Belgium’s online game involved planting 10,000 actual flowers in a real greenhouse in tandem with requiring participants to answer a series of online questions in a contest format.



Screenshot from Belgium’s award-winning promotional website

Each flower was associated with an EU Ecolabelled prize according to its colour. Prizes ranged from EU Ecolabelled household supplies to vacations in EU Ecolabelled tourist accommodations. With over 40,000 ecologically-minded people visiting the site overall, and with 15,000 players, Belgium’s promotional campaign provided a creative platform for displaying and increasing awareness of the EU Ecolabel.

For more information please visit Ecolabel Belgium’s website at www.ecolabel.be and take a look at their [Facebook page](#).

Social and ethical criteria task force up and running

Social and ethical criteria are one of the horizontal issues identified in the current EU Ecolabel Work Programme. BEUC – The European Consumer Organisation and EEB – the European Environmental Bureau, respectively representing consumer and environmental NGOs, previously proposed the development of social and ethical criteria to the EUEB.

Various stakeholders had volunteered to take part in a dedicated task force that now took up its work. The task force consists of representatives from member states, NGOs and the European Commission.

The first meeting of the task force took place on Monday 5 March, and featured the

presentation and discussion of existing social criteria in Germany, Denmark and the Netherlands. The work of the task force will be conducted primarily through online communication and with task force meetings. A second meeting will probably be held in June.

The outcome of the work of the task force is scheduled for presentation during the EUEB meeting in November 2012.

If you are interested in contributing to this project or have questions, please contact Łukasz Woźniacki, BEUC and EEB EU Ecolabel Coordinator: lukasz.wozniacki@eeb.org or environment@beuc.eu.

Agenda and other issues

On **30 May** the workshop, “How to deal with applications in an effective and professional manner – share you knowledge and learn from your CB colleagues” will be held in Copenhagen, Denmark during the Danish Presidency Meeting.

From **15 – 21 October**, represent your business and the EU Ecolabel during the European SME Week. Registrations for events are now being accepted! This campaign, coordinated by the European Commission seeks to promote enterprise across Europe and allow professionals to share their experiences. The events and activities span 37 countries on national, regional and local levels. To organise or attend an event click [here](#). For more information about the European SME Week, click [here](#).

In **mid-May**, the Generation Awake campaign will be publishing new water efficiency and reduction- related material to its website in 23 languages. This campaign launched by the European Commission aims to help consumers chose more resource-efficient and water-efficient products, such as EU Ecolabelled products. For more information click [here](#).

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