



EU ECOLABEL NEWS ALERT

Issue n° 85, April 2013

In brief in this issue:

Featured Articles

Novamex - L'Arbre Vert shares their success story with the EU Ecolabel

Greenwashing & 'Green' Logos: Differentiating the Trustworthy and Certified from the Misleading and Untrustworthy

Agenda

7-8 May 2013: [12th Annual Responsible Business Summit](#), United Kingdom

19-20 May 2013: [3rd ICEII 2013](#), Denmark

22-24 May 2013: [Global conference on sustainability and reporting](#), Netherlands

29-31 May 2013: [4th Save the PLANET](#), Bulgaria

Novamex – L'Arbre Vert share their success story with the EU Ecolabel

The Euronews programme, "Business Planet", released an article on a recent TV report highlighting the success story of the first French company to receive the EU Ecolabel for shampoos and shower gels.

The company [Novamex-L'Arbre Vert](#) is based in the city of Poitiers and saw its business boom after expanding its product portfolio to include dish-washing and washing-up liquids, which allowed them to access large retail outlets. They are now the leader on the French market for certified ecological cleaning products and have achieved an annual turnover of 26 million euros. As an EU Ecolabelled company they are frequently audited to ensure transparency of their business and finances. Michel Leuthy, CEO of Novamex-L'Arbre Vert, explains in the TV report that Novamex spends more than one million euros on research and development. Their R&D team includes seven researchers who are constantly working on new formulas.

According to Michel Leuthy, greenwashing has become well integrated in

BUSINESS business planet

Eco-labels: a smart strategy

23/03 11:17 CET



Michel Leuthy, CEO of Novamex - L'Arbre Vert, expresses the company's effort to respect the environment

product marketing, but what makes the EU Ecolabel stand out is that it is an internationally recognised certification that complies with strict guidelines set forth to ensure product efficiency and ecological quality throughout its life cycle.

Emilie Machefaux, from the French Agency for Environment and Energy Management (ADEME), interviewed in the TV report, clarifies that the EU Ecolabel can be awarded to various prod-

uct groups such as graphic paper, paint, textiles and mattresses, all of which have required criteria tailored to each group.

In addition to the existing EU Ecolabel product categories, new product groups are proposed by the European Union Ecolabelling Board (EUEB). This will help continue the EU Ecolabel's effort to reduce the environmental impact of products and facilities that are a part of everyday life.

Michel Leuthy concluded the report by assuring: "The EU Ecolabel was one of the keys to success because it backs up my environmental claims. But don't forget, it's your ability to innovate that will make you stand out". Watch the TV report [here](#).



Greenwashing has become more and more integrated into numerous advertising and marketing schemes creating misleading 'green' labels and brands. This is unfortunate because those who truly want to buy ecological products believe any 'green' label without checking if the product is truly sustainable. Two noteworthy websites have drawn attention to the growing concern about greenwashing and how consumers must now be cautious when attempting to purchase environmentally friendly products.

The first website, called [GreenwashingIndex](#): Help Keep Advertising Honest, allows buyers to post advertisements and rate their authenticity using the index tool provided, ranging one to five (one being authentic and five being bogus).



The Index created by [greenwashingindex.com](#)

The site provides information on identifying greenwashing, why it is a problem and their goal to educate consumers. The objective is for businesses to truly

become sustainable and be accountable for the claims that they make. GreenwashingIndex is also a good source for green labeling news and browsing their expansive list of already rated advertisements.

The other website, [sinsofgreenwashing](#), also aims to educate consumers about the greenwashing dilemma. The site was created by TerraChoice, part of the [Underwriters Laboratory Global Network](#), who has conducted several greenwashing research reports (in 2007, 2009, 2010) on numerous businesses and their products. These reports are available on their site and are rich in information and insight to 'green' labeling and the business around it. Their research project led them to create the "Seven Sins of Greenwashing", which allowed them to group seven common techniques in 'green' labeling that is misleading for consumers. The seven sins are comprised of the following: sin of the hidden trade off, sin of no proof, sin of vagueness, sin of worshipping false labels, sin of irrelevance, sin of lesser of two evils and the sin of fibbing. Sinsofgreenwashing.org also created an interactive game, 'Name That Sin', which tests the consumer's knowledge after



The [sinsofgreenwashing](#) website, which provides information to help the consumer to detect false environmental claims in advertisements

reading about the seven sins to see if they can spot out the phony claim or label. The site offers educational posters for schools, homes, and offices, wallet cards for personal use and a website badge that refers to the sinsofgreenwashing site.

These two resources provide valuable insight and education for consumers in the ever increasing variety of 'green' products. Sustainable product production is increasing, however, it does unfortunately provide unscrupulous businesses with an opportunity to profit falsely from this growing market by taking advantage of the consumers' efforts to buy 'green' or sustainable products.

Agenda of Events

May 7th-8th 2013, Novotel London West Hotel, London, United Kingdom
[12th Annual Responsible Business Summit](#) - Post Rio +20 / Greener sustainable recovery

May 19th – 20th 2013, First Hotel Copenhagen, Denmark
[3rd International Conference on Environment and Industrial Innovation – ICEII 2013](#)

May 22nd – 24th 2013, Congress Venue Amsterdam RAI, Netherlands
[Global conference on sustainability and reporting](#)

May 29th – 31st 2013, Inter Expo Center, Sofia, Bulgaria
[Save the PLANET: 4th Conference and Exhibition on Waste Management, Recycling & Environment for South-East Europe](#)

Contact and subscription

Click [HERE](#) to **subscribe** or **unsubscribe** to the EU Ecolabel News Alert.