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Agenda and other issues

The EU Ecolabel Team would like to take this moment to thank our readers for their support throughout the year. *Happy Holidays!*

News—Full article

A New Dimension for the EU Ecolabel in Turkey

While Turkey has been a major manufacturing hub for Europe, there is currently no national scheme for certifying “green” products. Metsims Sustainability Consulting, taking note of this, recently launched a website that provides information on the EU Ecolabel for Turkish companies and consumers. The website is dedicated to helping organisations through the application process and provides a promotion platform for the label in Turkey.

The website was compiled using information from the official EU Ecolabel website that was translated into Turkish to cover topics relevant to Turkey. It provides information about the EU Ecolabel, its evolution, and on existing, new, and developing product groups.

Metsims is a consulting firm specialising in carbon management, energy, and sustainability in Turkey, providing expertise in both strategic and technical solutions. Established in the United Kingdom in 2005, Metsims opened a local office in Turkey in 2010. Turkey is not a member state to the European Union, thus there is neither a Competent Body nor are there additional resources to provide practical information to companies about ecolabels. However, an experienced EU Ecolabel adviser has joined Metsims’ team to help Turkish companies through the application process.

Metsims’ vision for their website is to provide the latest information on the EU Ecolabel and to promote the certification of eco-friendly products and services.

Besides developing a website, Metsims has organised seminars that include raising awareness about the EU Ecolabel and targeting professionals in the industrial sector to mobilise for more ecological practices in their businesses.



EU Ecolabel seminar held by Metsims

EU Ecolabel Metsims also offered lectures at conferences and training for the textile and ceramics sectors in Turkey, in addition to contacting trade bodies and associations relevant to the product groups. They continue to promote the EU Ecolabel in service industries, hotels and holiday resorts.

Metsims won project funding from a local development agency of the Uludag Textiles Exporters Associations in Bursa to promote the EU Ecolabel in the textile industry. Cleaning products, paints, the ceramics industry and touristic accommodations are also priority launching points for promotion of the EU Ecolabel in Turkey.

Visit the Turkish EU Ecolabel website at: www.eko-etiket.org.

For more information on METSIMS (in English and Turkish), please visit: www.metsims.com.

Italian CBs present EU Ecolabel at Ecomondo Fair

The EU Ecolabel made its mark at this year’s *Ecomondo Fair* which heralded over 700 speakers and nearly 76,000 guests. Events of this kind have caught public interest, and an increase by nearly half of visitors from abroad, signals the chances for ever widening visibility for the EU Ecolabel in the years to come.

Held annually in Rimini, Italy, this international trade fair is an exhibition on green technologies and new lifestyles that brings professionals and government stakeholders together to exchange new practices and innovative ideas regarding sustainable development.

This year’s fair was held from 9 – 12 November, and the Italian Competent Body, the Institute for Environmental Protection and Research (ISPRA) participated, providing information related to the EU Ecolabel at a stand during the event. Their goal was to increase knowledge of the EU Ecolabel scheme by raising awareness among both consumers and producers. Italian EU ecolabelled products from different sectors and CDs entitled “EU Ecolabel information,” were distributed. ISPRA reported that numerous consumers and industrial sectors expressed interest in the EU Ecolabel. Among them were professionals from sectors that are not



EU Ecolabel display at the Ecomondo Fair

yet covered by existing product groups, including soft floor coverings, and other building materials for homes. This is promising for the EU Ecolabel product group development, and the general expansion of the scheme.

ISPRA Ecolabel considers the *Ecomondo Fair* to be an important environmental event for the promotion of the EU Ecolabel scheme given its wide attendance by high profile visitors and its extensive visibility. International events like this one, which bring together consumers, industry professionals and public authorities, heighten EU Ecolabel exposure across wider networks and audiences.

For more information about the *Ecomondo Fair*, visit the official event website at: <http://en.ecomondo.com/index.asp>.

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The jury, consisting of representatives from the European Commission, three Competent Bodies, Goellner & Leitner and BusinessGreen, convened in October to deliberate on the applications for three categories:

service providers, producers and retailers/ business to business. Hôtel des Ducs de Bourgogne, Proeco Químicas, and PPG Architectural Coating Ltd., respectively, were each honoured for their creative and effective campaigns that demonstrated tangible results. The jury also appreciated Alvarella Ecoturismo’s unique approach and recognized them accordingly with a special award.

Stay tuned for more detailed information on the winning campaigns in the upcoming Flower Newsletter to be published later this month!

Agenda and other issues

Happy Holidays and Best Wishes for the New Year 2012 from the EU Ecolabel Team!

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