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Agenda and other issues

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On **14 June**, a **national EU Ecolabel workshop** will take place in Ljubljana, Slovenia.

News—Full article

Three successful EU12 Ecolabel Workshops in May

Below is a follow-up on the May EU12 workshop tour which gathered a total of 130 participants around the newer EU Member States.

The Slovak Workshop (11 May) was organised in close cooperation with the University of Central Europe (UCE) in Skalica. Opened by a representative from the Ministry of Environment and an introductory speech by Vojtech Kollar, Rector of the UCE, it provided general information on the EU Ecolabel to about 35 participants: companies, agencies, public administration as well as to lecturers and students of the postgraduate programmes offered in Skalica (e.g. environmental management). This workshop stands out for the good media coverage it received, with an interview given to the local TV channel and an article published in a Slovak lifestyle magazine.

Several journalists took part in the EU Ecolabel workshop in Sofia, Bulgaria (13 May). The Deputy Minister of Environment and Water as well as the Chairman from the Bulgarian National Association “Active Consumers” both pointed out the importance of trustworthy ecolabels for consumer information and environmental behaviour. In Sofia, instead of retailers, which were the main target of earlier EU12 workshops, a very diverse group of stakeholders attended (NGOs, companies, industry representatives, journalists, public officers) and took part in a lively discussion.



Ecolabel Workshop in Sofia

The Maltese Ecolabel workshop in Valletta focussed on tourist accommodation services. It could turn out to be one of the most effective workshops for the EU Ecolabel in the field of tourism. In his presentation to representatives of Maltese hotels, the President of MHRA (Malta Hotels &

Restaurants Association) suggested that the national Maltese eco-certification be updated to the EU Ecolabel. Some participants clearly indicated their interest to follow this recommendation. This successful workshop was completed by presentations on the EU Ecolabel criteria & their application. The first Maltese licence holder (Hotel Hilton Malta), encouraged others to apply for the EU Ecolabel and discussed ways in which to best market the EU Ecolabel.



The proposed EU Ecolabel transition from the Maltese certification.

All of the workshops are supported by the project team through coaching, funding, promotion material, templates, and presentations. The project is performed on behalf of the European Commission, DG Environment.

The next and final destinations of the EU12 Ecolabel workshop tour will be Riga (7 June), Budapest (10 June) and Ljubljana (14 June).

More details can be found on the workshops and projects at:

www.euecolabel.eu

A unique initiative to increase green consumption in French Tourist accommodation

Green consumption is expanding in Provence, one of the most tourism intensive regions in France. Mostly famous for its French Riviera, the south-eastern Mediterranean coastline, is now adopting a quality-oriented approach, with the support of the Eco3 scheme.



The Eco3 programme logo

This programme, targeting tourist accommodations in Provence, is initiated by the local Chamber of Commerce and supported by ADEME (the French Environment Agency) and the EU. It aims at helping tourism professionals to fulfill the requirements of renowned ecolabels such as the EU Ecolabel. Eco3 stands for Economical, Ecological, and Ecolabel, and aims at saving money by integrating sustainability in daily activities through the right ecolabel. 17 new tourist accommodations recently joined the 52 structures already involved in the Eco3 scheme.

When professionals engage in the process, they receive customised support from an environmental consultant. They also receive support to complete their

ecolabel application, and are able to take part in workshops. Finally, they are guaranteed to receive good press coverage about their action in the local and specialised media.

According to the Chamber of Commerce, committing to the Eco3 scheme allows professionals to save water and electricity. Another key aspect of the programme is to promote the use of ecological products, which are less harmful to the environment through a new purchasing policy. It is also an opportunity to abide by the environmental regulation and to obtain and display a renowned label such as the EU Ecolabel, which is an “undeniable asset, in particular with foreign customers” according to the Chamber of Commerce. Some tourist accommodations are already EU ecolabelled, and some received ecolabels which are specific to tourist accommodations, such as the Green Globe.

The scheme is open to a maximum of 105 participants from Provence, and lasts for 18 months. Until June, two symposiums and several information sessions to promote sustainable tourism will be held. On 2 June 2011, the 5th World Day for Sustainable Tourism will be organised in Paris, France, and will focus on ecolabels for Sustainable Tourism.

For further information, please click [here](#)

Green products at Construmat Fair in Barcelona

CONSTRUMAT, the biennial international construction show was held from 16 to 21 May 2011 in Barcelona, Spain. This fair usually targets professionals, but this year an open day for non-professional visitors was offered as well. The event was very successful, with more than 1,300 companies exhibiting their products and 128,000 professional visitors attending from 58 countries.

The Government of Catalonia had a booth where construction products bearing the Distintiu de garantia de qualitat ambiental (Catalonian regional ecolabel) and the EU Ecolabel were promoted. The region currently has nine producers of paints and varnishes with EU ecolabelled products, and one hard-floor covering company.

A large number of manufacturers and

distributors visited the booth to learn more about the ecolabel applications, and 260 constructors showed interest in the catalogue of certified products. The amount of interest from attending stakeholders indicates positive feedback on ecolabels. In the current economic context, the construction sector is focusing on rehabilitations and sustainable solutions. It could be a great opportunity for green products!



The Catalanian CB stand targeting professionals

Agenda and other issues

On **7 June**, a **national EU Ecolabel workshop** with a focus on textiles and cleaners will take place in Riga, Latvia. Further information is available [here](#).

On **10 June**, a **national EU Ecolabel workshop** on general product groups and with a focus on Tourist accommodation services will take place in Budapest, Hungary. Further information is available [here](#).

On **14 June**, a **national EU Ecolabel workshop** on general product groups will take place in Ljubljana, Slovenia. Further information is available [here](#).

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