

News

**Articles** 

## **EU ECOLABEL NEWS ALERT**

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In brief in this issue:

### Three successful EU12 Ecolabel Workshops in May Below is a follow-up on the May EU12 workshop tour which gathered a total of 130

Stats

participants around the newer EU Member States. unique initiative to increase green consumption in French

Agenda

accommodation Green consumption is expanding in Provence, one of the most tourism intensive

regions in France. **Green products at Construmat Fair in Barcelona** 

CONSTRUMAT, the biennial international construction show was held from 16 to 21

May 2011 in Barcelona, Spain.

Agenda and other issues

## On **10 June**, a **national EU Ecolabel workshop** will take place in Budapest, Hungary.

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

On **7 June**, a **national EU Ecolabel workshop** will take place in Riga, Latvia.

Three successful EU12 Ecolabel Workshops in May

The

Valletta

of tourism.

Maltese

#### Below is a follow-up on the May EU12 workshop tour which gathered a total of

News—Full article

#### 130 participants around the newer EU accommodation services. It could turn Member States. out to be one of the most effective

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 Minister Deputy May). The

Environment and Water as well as the

Chairman from the Bulgarian National

Association "Active Consumers" both

the

out

importance

The Slovak Workshop (11 May) was

organised in close cooperation with the

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



Green consumption is expanding in

Provence, one of the most tourism

famous for its French Riviera, the south-

eastern Mediterranean coastline, is now

adopting a quality-oriented approach,

with the support of the Eco3 scheme.

intensive regions in France.

accommodation

The Eco3 programme logo

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 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

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 floor covering company. A large number of manufacturers and

representatives of Maltese hotels, the President of MHRA (Malta Hotels & PROPOSED EU ECO-LABEL TRANSITION FOR THE ACCOMMODATION SECTOR The local national Eco-label was an excellent initiative to introduce local hotels to Eco-certification, but it should gradually be phased out

Ecolabel

workshops for the EU Ecolabel in the field

focussed

In his

workshop

presentation

on

in

tourist



Malta), encouraged others to apply for the EU Ecolabel and discussed ways in All of the workshops are supported by the project team through coaching, funding, promotion material, templates, presentations. The project performed on behalf of the European Commission, DG Environment. The next and final destinations of the EU12 Ecolabel workshop tour will be Riga

A unique initiative to increase green consumption in French Tourist ecolabel application, and are able to take part in workshops. Finally, they are

receive

good

press

guaranteed to

opportunity

Commerce.

accommodations

are

which

Mostly

and specialised media. According to the Chamber of Commerce, committing to the Eco3 scheme allows professionals to save water 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

environmental regulation and to obtain and display a renowned label such as the

EU Ecolabel, which is an "undeniable

customers" according to the Chamber of

ecolabelled, and some received ecolabels

specific

Some

are

particular

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tourist

tourist

and

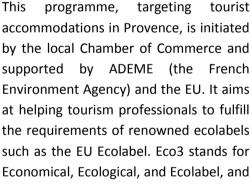
to

coverage about their action in the local

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 distributors visited the booth to learn more about the ecolabel applications, and 260 constructors showed interest in the catalogue of certified products. attending stakeholders indicates positive feedback



June), Budapest (10 June) Ljubljana (14 June). More details can be found on the workshops and projects at: www.euecolabel.eu



Green products at Construmat Fair in Barcelona

Agenda and other issues On 7 June, a national EU Ecolabel workshop with a focus on textiles and cleaners will

amount of interest from on ecolabels. In the current economic the construction focusing on rehabilitations sustainable solutions. It could be a great opportunity for green products!

professionals

# take place in Riga, Latvia. Further information is available here.

producers of paints and varnishes with EU ecolabelled products, and one hard-The Catalonian CB stand targeting

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 <u>here</u>.

On 14 June, a national EU Ecolabel workshop on general product groups will take

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place in Ljubljana, Slovenia. Further information is available <u>here</u>.



