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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!

News—Full article

French CB Celebrates 20th Anniversary of the EU Ecolabel

Take a look at a new banner on the website of the French Competent Body, AFNOR. The page displays a celebratory banner and documentation on the EU Ecolabel's history tracing back to its humble origins in 1992. Check out the page dedicated to the EU Ecolabel's anniversary [here](#).

If you are a French licence holder, please contact Murielle Gauvain of the French Competent Body, at info-ecolabels@afnor.org to receive a special anniversary signature for your emails.



Celebratory banner from the French Competent Body's website

Learn about EU Ecolabel Criteria Using the Flash Labels Application for iPhone

A new iPhone application, developed by the Paris-based environmental consultancy, BIO Intelligence Service, in collaboration with the communications firm, Inoxia, allows consumers to navigate and understand the vast number of ecolabels that are featured across thousands of products on the market. Simply by entering a keyword or taking a photo of the ecolabel featured on the packaging of a product with their iPhone camera, users of this application can easily access background information on a given ecolabel and the accorded selection criteria.

Information on EU Ecolabel criteria is also available using the application. Approaching nearly 1,000 downloads



Advertisement for the Flash Labels application for iPhone

this month; the Flash Labels application has already drawn the attention of environmentally-conscious consumers.

The Flash Labels application can be downloaded, at no cost, from the iPhone Apps store. For more information please visit www.flashlabels.fr or contact Bérénice Harfouf-Ponthus, responsible for the project, at berenice.harfouf@biois.com.

Children's Painting Competition on Consumption and Waste for World Environment Day in Prague

In an effort to encourage children to make environmentally sustainable choices a painting competition entitled "I really don't need this," took place at Prague's Ekofestival Fair on 5 June, World Environment Day.

Elementary school participants created illustrations based on responsible and ethical consumption, focused on eliminating items they do not really need such as cars and excessive amounts of toys and clothing. The Czech Competent Body, CENIA, awarded students of winning artwork rulers and pens from printed paperboard. "The jury appreciated the creative approach of the children," Pavel Hrubý of CENIA said. "It was clear that they were thinking about the task and they depicted their own ideas." Most of the children agreed that while they can do without excessive consumption, they cannot go without friends, family, and their pets. The children were encouraged to minimise waste and consumption through games and workshops organised by Zeleny Kruh/ Green Circle – an association of environmental NGOs.

The Ekofestival also included a series of public debates. A debate on the differences between ecolabelling programmes was moderated by Mr. Hrubý.



Children display their illustrations on sustainable consumption at Prague's Ekofestival

A pertinent theme of the debate was the credibility of ecolabelled products. According to Mr. Hrubý, credible ecolabels deserve more propagation and support from the government, "so that consumers see the EU Ecolabel and other credible labels," he said. By contrast, ecolabels that do not provide significant added value, should not have governmental support.

The public debate informed environmentally-conscious consumers about the importance of choosing credible ecolabelled products or service that adhere to a strict set of criteria, such as the EU Ecolabel. The debate was intended to educate consumers on the topic of ethical consumption and how to recognise legitimate sustainable products. For more information about Prague's Ekofestival and the "I really don't need this" painting competition click [here](#).

Agenda and other issues

15 – 19 September the call for applications for the EU Ecolabel Communication Award will be launched. All EU Ecolabel licence holders are encouraged to apply. For more information on past Awards, please click [here](#).

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](#).

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