

EU ECOLABEL NEWS ALERT

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From 15 - 21 October, represent your business and the EU Ecolabel during the

French CB Celebrates 20th Anniversary of the EU Ecolabel

News—Full article

Take a look at a new banner on the

AFNOR. The page displays a celebratory banner and documentation on the EU Ecolabel's history tracing back to it's humble origins in 1992. Check out the page dedicated to the EU Ecolabel's anniversary <u>here</u>. If you are a French licence holder, please contact Murielle Gauvain of the French

website of the French Competent Body,

to receive aspecial anniversary signature for your emails. **Learn about EU Ecolabel Criteria Using the Flash Labels** Application for iPhone



A new iPhone application, developed the Paris-based environmental consultancy, BIO Intelligence Service, in

consumers to firm, Inoxia, allows 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 Children's Painting Competition on Consumption and Waste

for World Environment Day in Prague

In an effort to encourage children to

choices a painting competition entitled "I really don't need this," took place at Prague's Ekofestival Fair on 5 June,

Elementary school participants created

sustainable

make environmentally

World Environment Day.



The Flash Labels application can downloaded, at no cost, from the iPhone

project, at berenice.harfouf@biois.com.

Harfouf-Ponthus,

Apps store. For more information please

visit www.flashlabels.fr or contact Bérénice

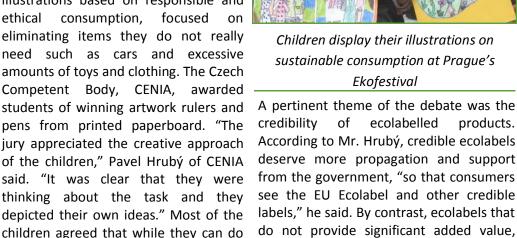
responsible

for

environmentally-conscious consumers.

illustrations based on responsible and ethical consumption, focused 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

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 pets. The children encouraged to minimise waste and consumption through games 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.



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 to educate intended debate was consumers on the topic of ethical to recognise consumption and how 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 <u>here</u>.

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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