



# EU ECOLABEL NEWS ALERT

**SPECIAL EDITION!**

Issue n° 87, June 2013

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### Ecological Criteria Established for Sanitary Tapware

The Commission Decision of 21 May 2013 establishes the ecological criteria for the award of the EU Ecolabel for sanitary tapware.

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### EU Ecolabel and businesses

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### Capacity Building in EU Member States for the implementation of the EU Ecolabel for printed paper products

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3rd International Exergy, Life Cycle Assessment and Sustainability Workshop & Symposium

Greenhouse Gas Emissions Reporting Legislation - A practical workshop

## New Product Group: Ecological Criteria Established for Sanitary Tapware

The EU Ecolabel may be awarded to products which have a reduced environmental impact during their entire life cycle.



As of 21 May this year, the European Commission has established the ecological criteria for a new product group: 'Sanitary tapware'.

The product group is comprised of "household taps, showerheads and showers which are mainly used to derive water for personal hygiene, cleaning, cooking and drinking, including when they are marketed for non-domestic use" (Article 1.1 of the Commission decision). Consumption of water and the energy required to heat this water are a huge part of the environmental impact that houses and non-domestic premises produce. In order to qualify for the EU Ecolabel there are several criteria to be fulfilled, the main criterion being water efficiency, which aims to reduce water

and energy consumption. There are also restraints on the materials that are allowed to be in contact with drinking water as well as the assurance of product quality and longevity.

Also, like other EU Ecolabelled products, information regarding the EU Ecolabel is required to be provided with the product in order to better inform consumers of what the logo truly represents. The inclusion of the sanitary tapware product group into the EU Ecolabel scheme aims to decrease energy and water waste in the domestic and non domestic domains.

For more details and the step by step analysis of the product group and criteria requirements you can consult the official [Commission Decision of 21 May 2013: establishing the ecological criteria for the award of the EU Ecolabel for sanitary tapware](#).



## News from Competent Bodies: Catalonia, Spain

In April and May, the Competent Body in Catalonia promoted the Ecolabel scheme and products at CONSTRUMAT 2013, one of the most important construction fairs in Europe and in the city of Barcelona where the 22th edition of the International Tourism Fair was hosted. The Catalan Competent Body also helped to inaugurate the new category of the regional ecolabel for Environmental quality (“The Emblem of Guarantee of Environmental Quality”) for Vehicle fleets at the RACC (Reial Automòbil Club de Catalunya) headquarters.

[CONSTRUMAT 2013](#) took place in Barcelona from 21-24 May 2013, where 50,000 professionals from 95 countries attended the event. This year, the Fair made sustainability a part of the event’s main pillars, creating a big opportunity for green products. The Government of Catalonia set up a stand promoting construction products with the EU Ecolabel and the Emblem of Guarantee of Environmental Quality (regional ecolabel). A large number of manufacturers and distributors visited the stand to learn about the application procedure for both labels and were interested in the already existing catalogue of certified products. Currently, 10 companies related to the construction sector are awarded with the EU Ecolabel in Spain, consisting of 9 manufacturers of paints and varnishes products, and one company producing hard floor coverings. In addition, 31 companies with construction products are certified with the Spanish Emblem of Guarantee of Environmental Quality.



operators, travel agencies, specialised journalists, tourist accommodations, leisure activity companies, etc.) visited the Fair.

This was a good occasion for the Catalan Competent body to endorse the EU Ecolabel and for the Directorate General for Environmental Quality to promote the regional label “Emblem of Guarantee of Environmental Quality”. The Club EMAS, composed of companies participating in the Eco-Management and Audit Scheme (EMAS), also took the opportunity to encourage sustainable practices at the organisational level.

All of these representatives had a chance to take part in creating a display stand for sustainable tourism where they distributed informative brochures and provided visitors with further practical knowledge of tourist establishments awarded with any of these environmental qualification tools. This event was an ideal platform to promote the [Official guide of tourist accommodations website](#), managed by the [Directorate General for Tourism](#). The site provides visitors with information on where to find tourist accommodation and establishments that are certified with the EU Ecolabel, EMAS or the Emblem of Guarantee of Environmental Quality (regional ecolabel).



Finally, the Catalan Competent Body participated in a workshop at the RACC (Reial Automòbil Club de Catalunya) Headquarters, which aimed at improving the environmental management of vehicle fleets. The endorsement of the “Emblem of Guarantee of Environmental Quality” for vehicle fleets was highlighted by 5 companies, of varied transportation groups, that have recently received this label. The main purpose of the vehicle fleet category is to help to reduce air pollution in urban areas and reduce the greenhouse gas emissions from transportation.

« The Emblem of Guarantee of Environmental Quality », the regional ecolabel of Catalonia



The 22nd edition of the [International Sustainable Tourism Show](#) also took place in Catalonia, from 19 to 21 of April where a

total of 1,068 direct and indirect exhibitors, representing 50 different countries and all Spanish regions, came together to promote their tourist attractions. More than 100,000 public visitors and 4,158 professional visitors (tour

## Businesses and the EU Ecolabel

The EU Ecolabel News Alert aims to provide more space to the EU Ecolabel licence holders to present themselves and their experience with the label. This new section has been incorporated into the monthly News Alert and dedicated to businesses as a platform to share their experience. This is a great opportunity to share the story behind the EU Ecolabelled products and the impact they have had on the company's identity, their market position and customers. These company profiles will be featured monthly and hopefully will inspire other businesses to achieve the EU Ecolabel accreditation and customers to choose the EU Ecolabelled products.

### Jotun AS 'Promoting environmentally friendly decorative paints products'

**Jotun AS** is a decorative paints producer in Norway and has been an EU Ecolabel licence holder since 2009. To the company, having the EU Ecolabel assures their products are environmentally friendly and maintain specific environmental goals. Their customers have made it clear that they rely on these products and prefer them over other



alternatives available due to the paint's environmental certification. One of several benefits of the EU Ecolabel includes easy marketing strategies as the label tends to speak for itself. To promote their paint products and provide ample information on them, Jotun AS has trained their personnel, provided information to their customers through brochures, and even provided advice to environmental advisors in the building industry. Jotun's advice for those who are interested in getting the EU Ecolabel is to: "study the criteria *carefully*, start the application procedure *early*, and last but not least, make good contact with your customers".

### Joha A/S 'Deliver children's wear in good quality'

**Joha A/S** is a children's clothing company located in Sunds (Herning), Denmark that has been EU Ecolabelled certified since 2001. The company's consciousness of the environment is communicated by the EU Ecolabel certification through the elimination of harmful substances in their products. This is positively noted by their customers who might not know a lot about the label itself. When Joha explains the whole concept of the Life Cycle Analyses approach that the EU Ecolabel certification has, the customers are happy to support such a model. It is especially useful when they receive questions regarding environmental issues, as they can inform the enquirer that they operate within the strict guidelines of the EU Ecolabel that are created to minimise the product's impact and contribution to environmental degradation. Joha continuously makes the effort to relay their environmental commitment by placing the logo in all pictures and catalogues, defining their



position in the market for all consumers and competitors. The EU Ecolabel has helped them prove their production is environmentally friendly and assure their clients there are no harmful substances used in their clothing. Their advice for those considering getting the EU Ecolabel is to: "have a clear concept of what you want to use it for, this way you will get the most out of the EU Ecolabel certification".

The main goal of the EC project "Capacity building in Member States for the implementation of the EU Ecolabel for printed paper products" is to elaborate tools, which will be made available to all EU and EEA countries to promote the EU Ecolabel for this new product group and identify best practices for Competent Bodies and businesses. The project is initiated by the European Commission and led by a team of EU Ecolabel experts in charge of identifying the right promotional activities for printed paper products for different market situations in order to attract a high number of applicants to the EU Ecolabel. During the pilot phase, the project team is cooperating closely with national Competent Bodies to individually support them with organising national workshops to promote the EU Ecolabel for printed paper products.



### EU Ecolabel criteria cover the whole product life cycle

The EU Ecolabel criteria for printed paper address the environmental impacts of the product in the various production stages and stipulate requirements regarding the substrate, use of hazardous substances, emissions to water and air, waste management and recyclability, energy use, quality, information to consumers and personnel training. More information on the other EU Ecolabel product groups and respective ecological criteria is available [here](#).

### Enhancing a dialogue with the paper industry is vital for the success of workshops

The current project works is on-going in 8 pilot Member States, where promotional activities are tested, including national workshops. These experiences will lead to the production of a best practice manual.

The first pilot workshops organised by the project team to promote the EU Ecolabel in the selected Member States enhanced the need to stimulate a dialogue between companies, national professional associations, consultants and auditors in order to effectively carry out the project. "We have been working closely with the industry to set up an



Audience at the workshop in Germany: (Rimkus/CB) © G&L

open dialogue and took suggestions and criticism very seriously", remarked Henning Scholtz, President of the EU Ecolabelling Board and representative of the German Competent Body at the national workshop in Germany and added that "inviting experts, like external consultants who have already handled applications, resulted in a fertile discussion closely related to current practices."

Forty-six participants visited the workshop in Germany on May 8<sup>th</sup>. It was the third pilot-workshop supported by the project team. The first pilot-workshop was attended by 30 participants and took place in Austria on March 6<sup>th</sup>. The second with 15 participants took place in Finland on April 18<sup>th</sup>. As a result, there are currently around 30 companies that are expected to obtain the EU Ecolabel for printed paper products by the end of this year in these three countries.

### Upcoming workshops

France:	September 13 <sup>th</sup> 2013
UK:	September 28 <sup>th</sup> 2013
Czech Republic:	September 2013
Poland:	September/October 2013

For more information on the project you can visit the [project website](#) or contact the project coordinator Ernst Leitner at [ernst.leitner@gul.at](mailto:ernst.leitner@gul.at).



## Updates on the EU Ecolabel Website & other News On the Web

Fact sheets for producers for the following new product groups were developed and added to the [EU Ecolabel website](#):

- \* [Newsprint paper](#)
- \* [Printed paper products](#)
- \* [Industrial and Institutional Laundry Detergents](#)
- \* [Industrial and Institutional Automatic Dishwasher Detergents](#)

These fact sheets summarise in a concise way the official criteria document and provide a checklist of requirements for a product to qualify for the EU Ecolabel.

This is a new checklist for EU Ecolabel criteria for printed paper products. Please see the Guidance Section (2024/01/20).

Checklist Item	Criteria	Assessment
1.1	Product description and classification	Product description and classification must be provided in the application form. The product must be classified according to the EN 12184 standard. The product must be classified as 'Printed paper products'.
1.2	Product description and classification	Product description and classification must be provided in the application form. The product must be classified according to the EN 12184 standard. The product must be classified as 'Printed paper products'.
1.3	Product description and classification	Product description and classification must be provided in the application form. The product must be classified according to the EN 12184 standard. The product must be classified as 'Printed paper products'.
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1.10	Product description and classification	Product description and classification must be provided in the application form. The product must be classified according to the EN 12184 standard. The product must be classified as 'Printed paper products'.

### GUIDELINES FOR THE USE OF THE EU ECOLABEL LOGO



The EU Ecolabel [Logo Guidelines](#) have recently been updated reflecting the new product group for printed paper products, including specific examples of the use of the logo.

A [video from Euro News](#) has been made available on the website homepage, dedicated to the success story of the French company Novamex L'Arbre Vert, an EU Ecolabel licence holder and leader of certified ecological cleaning products on the French market.



### On 9 April, the European Commission adopted the Communication Building the [Single Market for Green Products](#).

Today, a plethora of public and private initiatives exist, using different methods for measuring environmental performance. For companies present on several markets, the cost of providing environmental information climbs up quickly. The complex variety of environmental information and certifications confuses almost half of European consumers (according to the latest Eurobarometer on Green Products). The proposal presents two methods to measure the environmental performance of a product or organisation throughout its lifecycle using two methods, the Product Environmental Footprint (PEF) and the Organisation Environmental Footprint (OEF). These methods were prepared by the EC's Joint Research Centre, based on Life Cycle Assessment, allowing to a wide range of environmental impacts to be covered (and improvement opportunities) from extraction to disposal of the product.

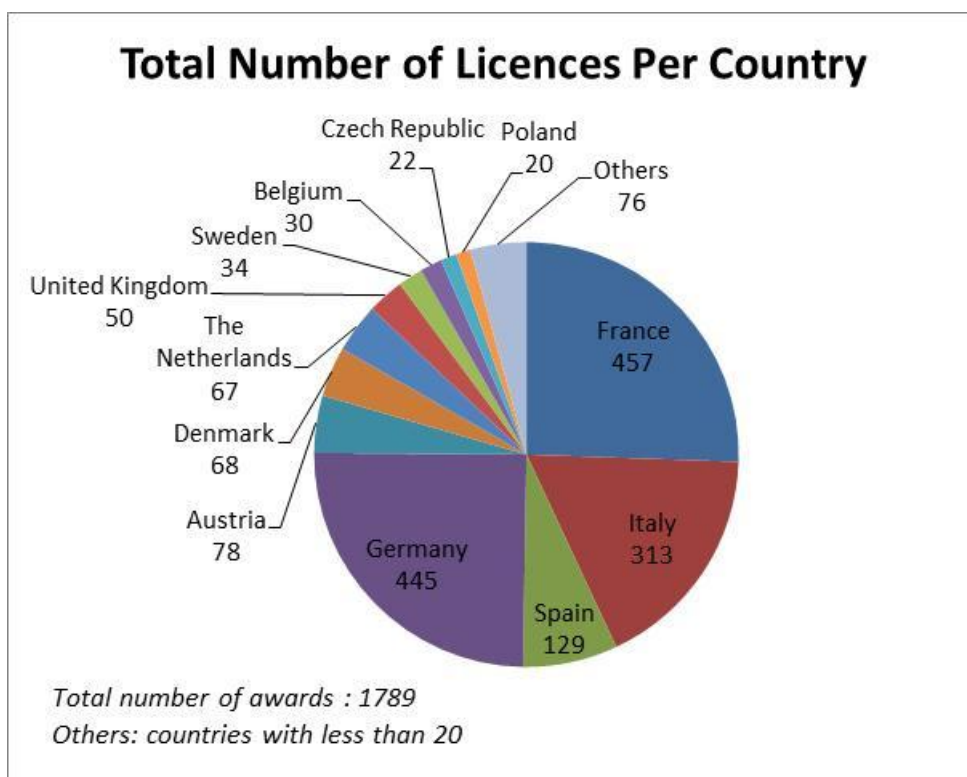
### Product Environmental Footprint News: Call for volunteers

The European Commission published a call for volunteers to test the Product Environmental Footprint assessment method. Individual companies, industrial association or any other private, non-governmental or public organisation inside or out of the European Union can volunteer to lead the process in developing specific Product Environmental Footprint Category Rules (PEFCRs). Product categories are welcomed to be introduced without also leading the process of developing the PEFCRs.

[Read more.](#)

## Facts and Figures

These statistics represent the current number of valid licences. Licences under application or renewal process are not taken into account. These figures are based off of the E-Catalogue and Competent Bodies' internal data.



## Product group calendar 2013

New product groups under development and planned revisions

<b>New Product Groups</b>	<b>Scheduled Adoption</b>
Imaging Equipment	2 <sup>nd</sup> Semester 2013
Toilets and Urinals	2 <sup>nd</sup> Semester 2013
Hydronic Heaters	1 <sup>st</sup> Semester 2014
Converted Paper Products	1 <sup>st</sup> Semester 2014
<b>Product Group Revision</b>	<b>Scheduled adoption</b>
Rinse off cosmetic products	1 <sup>st</sup> Semester 2014
Bed Mattresses	1 <sup>st</sup> Semester 2014
Textiles	1 <sup>st</sup> Semester 2014
Paints and Varnishes	1 <sup>st</sup> Semester 2014

### Recent News

On 20 June 2013, the Ecolabel Regulatory Committee meeting gave a positive vote for the *Commission Decision establishing the ecological criteria for the award of the EU Ecolabel for imaging equipment devices and for rinse-off cosmetics*.

These decisions should be adopted by the end of the year.

## Agenda of Events

### July 4<sup>th</sup>-5<sup>th</sup> 2013, Geneva, Switzerland

#### [Global Conference on Implementing Intergenerational Equity: Bringing Future Perspectives to the Status Quo](#)

This two day conference address the critical concept of intergenerational equity and consider how we can better safeguard the planet for future generations. Discussions will reflect upon what new mechanisms or tools, based upon existing best practice, could more effectively take into account future generations.

### July 7<sup>th</sup>- 9<sup>th</sup> 2013, Nisyros, Greece

#### [3<sup>rd</sup> International Exergy, Life Cycle Assessment and Sustainability workshop and symposium \(ELCAS-3\)](#)

The event will provide a multidisciplinary international forum for researchers, scientists, engineers and practitioners from all over the world to exchange information in the wide domain covered by the tools of Exergy Analysis, Life Cycle Assessment (LCA), and issues relating to the environment.

### July 12<sup>th</sup> 2013, London, United Kingdom

#### [Greenhouse Gas Emissions Reporting Legislation - A practical workshop](#)

This practical and interactive half day seminar, run by the London Stock Exchange in partnership with CDP (Carbon Disclosure Project, an international organisation providing the industry with a system to share environmental information) and expert practitioners, will provide UK Quoted Companies essential advice and guidance to achieve compliance with new regulations that will require UK Quoted Companies to include their greenhouse gas emissions in their annual reports for financial years ending on or after 30 September 2013.

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