



EU ECOLABEL NEWS ALERT

Special Edition

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In brief in this issue:

This edition of the News Alert is dedicated to the 2012 EU Ecolabel Communication Award and its winners. The company profiles of the 2012 winners are presented.

Paul Vaughan shares his experience as the President of the Communication Award Jury.

Congratulations to the 2012 Communication Award Winners!

For the past four years, the European Commission has organised the EU Ecolabel Communication Award covering three categories: manufacturers, retailers or B2B, and service providers. The award applauds the efforts of current certified companies that have launched initiatives to increase public awareness and knowledge about the EU Ecolabel through their promotional campaigns. The 2012 edition saw 12 applications across 9 countries.

Interview with Paul Vaughan, President of the 2012 EU Ecolabel Communication Award Jury

We are pleased to present an inside view on the process of selecting those who have put hard work into promoting and encouraging sustainable business with the help of the EU Ecolabel communication campaign. Paul Vaughan, the United Kingdom's EU Ecolabel Competent Body, kindly answered our questions on the 2012 Communication Award Jury and its selection.

Could you explain the objective of the EU Ecolabel Communication Award?

PV: The aim is to recognise those companies that are promoting the EU Ecolabel in an interesting, innovative and creative way while at the same time clearly explaining what the EU Ecolabel means. We particularly look for a well planned and integrated communications campaign that demonstrates the organisation's commitment to the EU Ecolabel as well as the particular ecolabelled product's attributes. We hope that the award will generate a degree of competition between licence holders and increase overall public awareness and knowledge of the EU Ecolabel.

How do licence holders benefit from winning the award?

PV: The Award offers the opportunity to raise the company profile across Europe. An award ceremony is usually organised at the national level and this together with photos, press releases, EU Ecolabel news alert publicity and referrals in linked news channels as well as on the EU Ecolabel website can generate significant media interest.



What are some of the major criteria considered by the jury?

PV: The jury looks at the quality of the promotional material submitted and its accuracy. We also consider its creativity and the use of innovative means to convey the meaning of the EU Ecolabel. Obviously we want to make sure that the EU Ecolabel logo is used prominently and correctly. We also want to see a quantitative analysis of the success or otherwise of the communication activities carried out – how many people saw it, what they did as a result etc.



Interview with Paul Vaughan—Continued

What is your role as president of the jury?

PV: The jury is always made up of a mix of people – from Commission, Member States, the press and environmental organisations. It is important therefore that we all spend as much time listening as well as talking to each other - that's part of my role, ensuring that all candidates get a fair hearing and that we remain objective and stay focused on the Award criteria. But it's an easy job because we are well supported by the Helpdesk and the jury members are enthusiastic and always work well together!

Was the selection hard this year? What were some challenges you faced when choosing the winners?

PV: To be honest it is always hard. We are faced with choosing between companies that have put an enormous effort into communicating the benefits of their product or range of products being Ecolabelled. All of the candidates demonstrated an excellent understanding of the EU Ecolabel and a determination to communicate the label's benefits to a wider audience. The winners were the best of the best.

What advice would you give to the future candidates?

PV: What is always impressive is when a company clearly demonstrates a commitment to reducing its environmental impact across all of its activities and their specific communications in respect of the EU Ecolabel are well integrated within this overall corporate commitment. We also want applicants to consider the environmental impact of their communication methods, so we are not so keen on the distribution of lots of 'freebies' that have no use other than advertising a brand name. I would also encourage smaller companies to apply; you do not always need to have a large budget to get a message across in a clear and effective way.

A final word on the EU Ecolabel?

PV: It remains the premier European Ecolabel, signifying a good environmental choice to consumers and customers. When a company invests significant resources in designing, developing and manufacturing a product that can bear the EU Ecolabel logo, it should want to publicise the fact as much as it can. The Communication Award is a great way to show that you can do it in very creative and effective ways.

The 2012 EU Ecolabel Communication Award Winner Profiles

Utjeha Apartments – Winner in the Service Provider Category



The Utjeha Apartments, located in a beautiful spot between the two cities of Bar and Ulcinj, is the first EU Ecolabel certified tourist accommodation in Montenegro. Although Montenegro is a member candidate of the EU, it is due to the great support of the Austrian Competent Body that the apartments were awarded with the EU Ecolabel in February 2012. The Utjeha Apartments continue to encourage the development of sustainable tourism in Montenegro, as it is the core of the country's "Wild Beauty" brand philosophy. The objective of the promotional campaign was to promote the first EU Ecolabelled tourist facility in Montenegro and increase awareness about environmental protection by setting an example through their staff and

facilities. The Utjeha Apartments management showed other tourist accommodations that it is possible to increase environmental protection and reduce operational costs without any loss of quality, comfort or service for the guests. The campaign also encompassed active involvement of guests and employees through a social engagement with the local NGO Humanitarna Familija. The Local Tourism Organisation of Bar and the National Tourism Organisation of Montenegro have made strong efforts in continuing to support the campaign towards implementing sustainable tourism throughout the country from the coast to the mountains. The Utjeha Apartments proudly display the EU Ecolabel on their website, in the hotel lobby, guest rooms, and pamphlets. According to an Utjeha Apartments survey more than 90% of the guests would consider an EU Ecolabelled establishment for their future holiday choice. More than 70% of the guests knew that the Utjeha Apartments have been awarded the

EU Ecolabel before their stay, and more than 10% of them solely chose the Utjeha Apartments as a result of the facilities' environmental standards! The Utjeha Apartments support the pursuit of sustainable and ecological development in Montenegro and the EU Ecolabel has helped them do so with its international recognition. The management team at Utjeha Apartments will take advantage of the opportunity to continue to advocate a wider EU Ecolabel consultant base and the implementation of concrete sustainable tourism measures in Montenegro in the upcoming METUBES 2013 Adriatic Fair in Budva.



Utjeha Apartments in Montenegro

Communication Awards Continued

UPM - Winner in the Manufacturers category



UPM - Kymmene Corporation is a global paper and forest products company. UPM prioritises sustainable solutions in their business, which is comprised of three groups; energy and pulp, paper and engineered materials. As the frontrunner of the new forest industry, UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future, creating value from renewable and recyclable materials. UPM Has the

200 papers awarded leading ecolabel



UPM has the EU Ecolabel for Copying and graphic paper, as well as newspaper

largest product range of copying and graphic paper awarded with the EU Ecolabel, and in 2012 it also became the first company to obtain the EU Ecolabel for newsprint paper products. The [UPM Responsibility HUB website](#) centralises all environmental responsibilities, information on the EU Ecolabel, as well as environmental projects and ventures the corporation is involved in. After receiving their EU Ecolabel for copy and graphic paper products, UPM launched their communications campaign to broaden the awareness of the EU Ecolabel and their wide range of EU Ecolabelled products to UPM customers. The campaign also evolved later on to encourage printing companies to apply for the EU Ecolabel for their printed paper products. UPM's Annual Report 2012 is one of the first printed products with the EU Ecolabel. Given the number of countries UPM is present



Petri Väisänen (Managing Dir., Motiva Services Oy) Päivi Rissanen (Env. Director, UPM Paper, UPM), Leena Nyqvist-Kuusola (Senior Consultant, Motiva

in, material regarding the label has been made available in English, German, French and Finnish. The communications campaign resulted in more than 160 UPM EU Ecolabelled brands, which has strengthened their position in providing sustainable paper products to their clients. Since 2010, UPM's sales of EU Ecolabelled products have grown by more than 20%. The EU Ecolabel communicates effectively UPM's environmental quality of its products and the sustainability over the product

Delphis Eco – Winner in the Business to Business category



Delphis Eco is the leading British manufacturer of ecological cleaning products used in commercial domains including housekeeping, catering, and sanitary facilities. It is the only UK company to exclusively produce environmentally friendly cleaning products and the first to be awarded the EU Ecolabel in the "All-purpose cleaners" product group. Delphis Eco created its "Green up your Cleaning" campaign in order to raise awareness and promote their accomplishment of attaining the EU Ecolabel. They also wanted to gain tangible benefits from the accreditation including increased

sales, improved marketing positioning and wider environmental benefits. The campaign was targeted towards regional and national distributors, schools and universities, environmental/sustainability policy makers, as well as partnership bodies who represent similar business ethics. As a result, Delphis Eco benefitted from a 50% growth in sales and increased website traffic to 1000 hits per month confirming the positive change they were striving for. Multiple clients of Delphis Eco, including Waitrose, Cubbitt Group, Wimpy, Sainsbury's, Iceland, and Greenzone converted to their green cleaning product line. Delphis Eco now has product information available in five different languages as a result of new international distribution relationships in France, South Africa, the Mid-

dle East, Hong Kong, and Eastern Europe. Delphis Eco representatives have been attending various events and conferences, which are great opportunities in promoting the EU Ecolabel and all of its benefits.



Delphis Eco's EU Ecolabel accredited product range

Winner Profiles Continued

Plaza Alta Hotel – Special Mention



The 4 star Plaza Alta Hotel located in the Czech Republic has made an admirable effort in becoming part of the sustainable tourism movement. The Hotel has gone beyond providing excellent and efficient accommodation services by encouraging the local community and hotel guests to join them in becoming more environmentally conscious.

Plaza Alta Hotel was awarded the EU Ecolabel in 2009, and has upheld its standards and philosophy over the years. The Hotel's exemplary changes included thorough insulation, regulated heating/tap water distribution, economic lighting, proper

recycling/waste disposal methods and more. These changes helped to prove that becoming environmentally responsible as a business does not result in sacrificing comfort or quality of service to the clients, nor does it affect the Hotel's profitability.

The Alta Plaza Hotel did not stop at its own establishment; instead, with the EU Ecolabel Communication campaign, it reached out to the local school and implemented a recycling program to educate teachers, students, and their families of its importance. The Hotel also organised Earth Day and Earth Hour events open to guests and the community. Earth Day took place over a period of two days and encouraged all employees and hotel guests to use bikes as means of transportation. Earth Hour included an occasion of dimmed lights, with candles to inspire a moment of reflection and promote educa-

tion concerning the EU Ecolabel. Thanks to local sustainable activities, Plaza Alta Hotel has increased awareness in the local community, reduced energy costs, and received positive feedback from guests as well as local diners in the hotel's restaurant. The campaign also gained media attention as a result of the growing consensus on the importance in transitioning the tourism industry into a sustainable one.



Plaza Alta Hotel Staff on Earth Day

Other Events

[Ecotech City](#)

Tradeshaw on innovative, efficient, intelligent and sustainable cities. The event is jointly organised with the Innovative Building Conference, and encompasses the restoration and maintenance of existing buildings while reducing the energy bill.

April 16th-18th 2013 in Paris, France, at Porte de Versailles – Pavillon 4

[EIPA Regional and Local Strategies to Promote Smart and Sustainable Growth-](#)

The event aims to provide local and regional authorities with guidelines, best practice examples, and concrete answers for developing policies to help their economies become smart and sustainable.

April 29th-30th 2013 at Hotel Catalonia Berna in Barcelona, Spain

[Geneva 2013 7th European conference on sustainable cities and towns](#)

The conference will focus on governance and finance for sustainable development. It will look at future scenarios regarding growth / de-growth for Europe and address the potential of an economy that bridges environmental, social and financial problems.

April 17th-19th 2013 at the Geneva International Conference Centre, Switzerland

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