



EU ECOLABEL NEWS ALERT

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7-8 April: [16th European Forum on Eco-innovation](#), Hannover, Germany

28-30 April: [SDM 2014 International Conference on Sustainable Design and Manufacturing](#), Cardiff, Wales

3-5 June: [Green Week Conference 2014](#), Brussels, Belgium

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We kindly ask you to answer a short questionnaire on the safe Survey Monkey platform so that we have the means to improve News Alert publications. Please follow the link to access the survey: <https://www.surveymonkey.com/s/GTX5F53>

Introduction of the EU Ecolabel's 33rd product group – Imaging Equipment



Printing and copying are daily tasks carried out in every business, company and organisation. The introduction of the Imaging Equipment product group [Commission Decision \(2013/806/EU\)](#)

established that products that produce printed images in the form of paper documents, photos, or digital images and which are marketed for office as well as domestic use can obtain the EU Ecolabel.

Imaging equipment awarded with the EU Ecolabel promotes resource efficiency, the use of a limited amount of hazardous material, and generally has a reduced environmental impact throughout the product's life cycle.

As paper usage in imaging equipment is the main environmental impact corresponding to this product group, paper with **improved environmental performance** as compared to conventional products is promoted. As stated in the criteria, to optimize the environmental performance of this category of products, imaging equipment awarded with the EU Ecolabel is capable to process **100% post-consumer paper**. A section on "paper management" was integrated into the criteria in order to ensure that the environmental performance of every form of imaging equipment awarded with the EU Ecolabel is optimized. Optimization is not only characterized by paper selection, but also by the imaging equipment's capabilities of efficiently making

use of paper (i.e. the product's ability to print and/or copy two or more pages of a document on one sheet of paper).

The criterion on energy efficiency, which stipulates that the energy consumption of the product shall fulfil the energy efficient requirements of Energy Star v 2.0 ⁽¹⁾, as well as the restriction on the product's various indoor air pollutants emissions, are additional characteristics of EU Ecolabel imaging equipment's environmental performance.

The EU Ecolabel criteria development for this product group was carried out by the Joint Research Centre's Institute for Prospective Technological Studies for the European Commission's Directorate General for the Environment. During the course of this study, two open working group meetings took place to allow active participation from all interested parties.

The expected positive environmental impact stemming from this product group will rely on consumer and retailer demand, and the initiative from companies to voluntarily apply for the EU Ecolabel award.

For more information on EU Ecolabel criteria for imaging equipment, which will be valid until 17 December 2017, please visit the EU Ecolabel website: [Product Group and Criteria](#) ⁽¹⁾ <https://energystar.gov/products/specs/node/148>



bookdifferent

The BookDifferent concept: *finding a way to make sustainable travel easy to plan for any globetrotter* was one of those late night café ideas thought up by a small group of Dutch entrepreneurs which eventually evolved into BookDifferent's launch in late 2011.

The idea to create an eco-tourism booking site stemmed from these entrepreneurs' desire to work on a project that would benefit the planet in the long run, instead of one that would solely target stakeholders of large companies.

Based in Amsterdam, The Netherlands, [BookDifferent](#) is the first online tourist accommodation booking platform that clearly and extensively lists eco-friendly tourist accommodations on one booking site. Although BookDifferent's tourist accommodation listings are not reserved uniquely for eco-friendly accommodations, the website's layout enables clear and quick identification of ecolabelled and non-eco-certified tourist accommodations. Furthermore, in light of their social responsibility efforts, BookDifferent donates 50% of the booking profit to the charity of the booker's choice, regardless of if they selected an ecolabelled or non-certified tourist accommodation.

The introduction of BookDifferent furthermore diminished the need for bookers to search through several specialized eco-tourism websites to find the perfect stay, thanks to BookDifferent's listings of more than 411 148 tourist accommodations in 182 countries around the world, from which 4 515 are ecolabelled. The current ten ecolabels and environmental certifications listed on BookDifferent are: EU Ecolabel, EMAS, Austrian Ecolabel, Biosphere, Fair Trade Tourism, Green Globe, Green Key, Green Key Global, Green Tourism and Viobono). The BookDifferent team strives to double the number of covered ecolabels in 2014 in order to broaden their listings to include other recognized certifications.

In order to keep the information pertaining to ecolabelled tourist accommodations current, BookDifferent teamed up with the ten currently listed ecolabels and environmental certifications to periodically receive updated extractions of tourist accommodations, which are used to update their system. As an example of this cooperation, the EU Ecolabel Helpdesk performs E-Catalogue extractions of all EU Ecolabel tourist accommodation and campsites, which are then sent to BookDifferent every three months.

BookDifferent's long-term ambition to become the main platform for sustainable tourism will surely grow and evolve as new ideas are put on the table. One of their future plans is to identify environmentally progressive companies and propose them access to green corporate travel packages to enable company-wide sustainable travel. Furthermore, BookDifferent has considered adding in eco-friendly destinations to their listings. The BookDifferent team believes that as time goes on, more booking sites will begin to realize that the demand for clear identification of ecolabels is rising, and will likely adjust their booking sites to reflect these pressures. While some companies may only make the change if it is profitable, BookDifferent hopes that their small effort in facilitating eco-booking will serve as a lasting example of how start-ups can accelerate the change towards sustainable tourism.

To learn more about BookDifferent, or to book a tourist accommodation for your next eco-friendly travels, visit their [website](#), [Facebook](#), [Twitter](#) and [blog](#).

Anonymous testimonial from BookDifferent user:

"I have discovered BookDifferent a few months ago. For me this is an excellent, transparent initiative. It has become my first choice for all business trips and leisure reservations. Well Done!"



Czech Republic's MOSAIC HOUSE eco-designed Tourist Accommodation prides itself on its high level of energy and water conservation



Equipped with 55 shared and 41 private rooms, this EU Ecolabelled tourist accommodation, which was awarded the EU Ecolabel in August 2011, had already started implementing

a wide array of eco-friendly initiatives since their opening in 2010.

MOSAIC HOUSE's most notable initiatives lay in their water and energy conservation. This hostel is the first building in the Czech Republic to use a recycling system for grey water waste (water drained from sinks and showers), and is the second building in the world to recover the heat generation from the process to reuse the energy for other purposes in the building.

Although the collected grey water meets EU standards for bathing, MOSAIC HOUSE has instead opted to recirculate it through their piping system for it to be used as toilet water. Any additional grey water is then used to clean the building's floors. The recovered energy from the flow of grey water waste is used to heat fresh shower and sink water up to 25°; additional needed energy is



drawn from their solar module installation.

The hostel's water and energy savings are tracked for their guests and the greater public to access; since June 2010, they

conserved 4229.5 m³ of water and 141604 kWh of heat.

Because Mosaic House runs on 100% renewable sources of energy through these initiatives, it meets the tourist accommodation criteria on energy and water saving, which indicate that at least

50% of the electricity used for all purposes shall come from renewable energy sources and that waste water shall be treated and properly disposed of.



This hostel additionally has implemented several passive energy initiatives, such as their installation of energy saving light bulbs and fixtures, automatic blinds that provide the building from the sun,

window and façade insulation, as well as their low-flush toilets and Raindance showers, which meet the criterion that stipulates that water flow from the tap and from the shower must be less than 9 litres per minute.

The EU Ecolabel certification was a natural next step for Mosaic House's owners, since there was a great deal of motivation to implement eco-initiatives throughout the hostel's structure. The investors strongly believe in the hostel's potential to create awareness of the importance of supporting eco-design and eco-tourism, and hope that their guests will help spread the word so that awareness can continue to grow for generations to come.



Needless to say, the EU Ecolabel will continue to provide MOSAIC HOUSE with EU and worldwide recognition in the coming years. For more information on MOSAIC HOUSE, you can visit their [website](#).

Agenda of Events

19-21 March: [Ecobat – Le rendez-vous du bâtiment et de la ville durables](#), Paris, France

The Forum examines the challenge of arranging renovation and green performance and provides information on essential technical information for architects, builders, developers, social landlords and territories.

7-8 April: [16th European Forum on Eco-innovation](#), Hannover, Germany

Through the lens of city authorities, citizens and businesses, this Forum will examine the enabling factors and challenges of transitioning to a circular economy model in an urban context. The event will also showcase eco-innovation ideas that can facilitate the shift to a circular economy and support cities in meeting the new targets.

28-30 April: [SDM 2014 International Conference on Sustainable Design and Manufacturing](#), Cardiff, Wales:

This conference will consist of keynote talks, presentations and workshops on: the applications and theory of sustainable products, sustainable manufacturing systems and enterprises, and decision support tools for sustainability.

3-5 June: [Green Week Conference 2014](#), Brussels, Belgium

The 2014 edition of Green Week, the biggest annual conference on European environment policy, will offer participants the opportunity to engage in debates and exchange experiences and best practices corresponding to this year themes: Circular Economy, Resource Efficiency & Waste.

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