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Ecolabelling Exhibitions, seminars and guided tours featuring EU ecolabelled products, were launched in the Piedmont region with the promotional and technical support of Ispra, Arpa, Unioncamere in honour of the EU Ecolabel Month.

Agenda and other issues

From **4-6 November** the Annual International Exhibition on Rural Tourism will be held in Barcelona, Spain.

From **22-25 November**, the International Ecology Fair, POLEKO, will be held in Poznan, Poland.

From **29 November-2 December**, the Pollutec 25th International Exhibition of environmental equipment, technologies and services will be held in Paris, France.

News—Full article

Synergies between the EU Ecolabel and EMAS benefit tourists in Barcelona

Awarding the EU Ecolabel to a producer or service provider is the first step towards more environmentally responsible behaviour. It establishes a commitment to reducing the negative impacts the product or service inflicts on the environment throughout its life-cycle. Some licence holders decide to go even further and seek the EMAS certification (EU Eco-Management Audit Scheme), a management tool for companies and other organisations to evaluate, report on and continuously improve their environmental performance. Both the EU Ecolabel and EMAS are voluntary schemes established by the European Commission.

Recently the tourism booking website MyDestination decided to promote both EMAS registered and EU Ecolabel licensed tourism accommodations for one of its destinations: Barcelona. This is



MyDestination logo

good news for consumers who consider the environment and want to contribute to the preservation of the places they visit when booking their holidays. The increased attention of larger businesses to the goals of the EMAS and EU Ecolabel schemes, is also a promising indication of further strides towards decreasing negative environmental impacts.

For more information, please visit the EU Ecolabel and EMAS websites, and MyDestination.com.

Belgian EU Ecolabel Campaign reaches its goals

A massive social media-based EU Ecolabel awareness campaign was launched from 1 September through 6 October, organised by the Belgian Federal Public Service Health, Food Chain Safety and Environment. With nearly 15,000 participants, the campaign drew Belgian consumers' attention towards the EU Ecolabel while increasing EU Ecolabel product sales.

Just last September Belgium's Ecolabel website attracted only 1,954 internet users. However after this year's campaign www.ecolabel.be boomed with over 10,000 visitors. In just one year's time the website drew five times as many guests. These results are substantial since prior to the campaign, the EU Ecolabel was relatively unknown in Belgium.

The campaign revolved largely around an online contest. Participants answered questions about the EU Ecolabel and were awarded a virtual flower to track online. After the flower bloomed, its colour indicated the participant's prize. The prizes consisted of a massive giveaway of 10,000 EU ecolabelled products and services. The website www.ecolabel.be gave participants an insider's glimpse to the real flowers being grown simultaneously in a Greenhouse during the campaign.

Belgian retailers also provided support



Belgian EU Ecolabel Month television coverage

by offering free products and promoting the campaign through their own promotional materials and websites. Coverage of the campaign was also picked up by various Dutch and French language media.

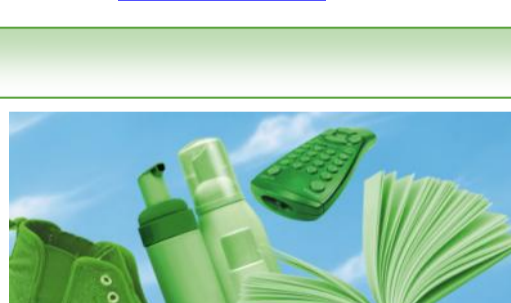
This was the first time in Belgium that a federal campaign made such an abundant use of social media. A Twitter page in the three national languages and a Facebook page were regularly followed by fans. Many posts were made online during the campaign, that indicated the kinds of prizes consumers could win and where EU Ecolabel products can be found. These pages also created a forum for contest winners to ask questions about receiving their prizes.

Finally, the wide range of EU Ecolabel prizes awarded during the contest, attested to the wide range of eco-friendly products available to Belgian consumers.

For further details, please see the website www.ecolabel.be.

EU Ecolabel Month in Piedmont

Exhibitions, seminars and guided tours featuring EU ecolabelled products, were launched in the Piedmont region with the promotional and technical support of Ispra, Arpa, Unioncamere in honour of EU Ecolabel Month. Political and private commercial bodies got involved with the campaign on all levels, from promotional materials to co-sponsored events throughout September and October. Piedmont's EU Ecolabel Month featured diverse activities that engaged public officials, teachers, entrepreneurs, students and consumers at large. An exhibition that instructed participants on how to choose environmentally-friendly products was followed by an exhibition of some of Piedmont's own EU Ecolabel certified products. Another event consisted of an educational tour at the "Museo A come Ambiente," that



A campaign image that Piedmont used for EU Ecolabel Month

provided background information on the EU Ecolabel as well as general information about sustainable consumption.

In collaboration with the Chamber of Commerce of Vercelli, a guided tour of an EU ecolabelled soap plant took place on 27 October and interested visitors were able to learn about the life-cycle of an EU Ecolabel certified soap.

Agenda and other issues

From **4-6 November** the Annual International Exhibition on Rural Tourism dedicated to hotels and restaurants. The event will be held in Barcelona, Spain. The Catalanian CB will be in attendance. Further information is available [here](#).

From **22-25 November**, the International Ecology Fair POLEKO will be held in Poznan, Poland. Further information is available [here](#).

From **29 November-2 December**, the Pollutec 25th International Exhibition of environmental equipment, technologies and services will be held in Paris, France. Further information is available [here](#).

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