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The EU Ecolabel has been featured in an innovative search tool, the Standards Map. The Map is a specialized online search engine available for anyone seeking information on the various existing ecolabels.

EU Ecolabel promotional activities in Piedmont, Italy

A number of activities took place last month in Piedmont, Italy, reaching out to raise awareness of the EU Ecolabel.

Agenda and other issues

The EU Ecolabel Communication Awards 2012 call for applications has been launched. The deadline to receive your applications is **30 November 2012**. You can find all the relevant information [here](#).

On **13 November** the French CB will represent EU Ecolabel at a SHMILE2 conference.

On **20-23 November** the annual POLECO International Fair of Environmental Protection will take place in Poznan, Poland

On **27-30 November** the Pollutec 26th International Exhibition of environmental equipment, technologies and services will be held in Lyon, France.

On **29 November** a Sustainable Tourism conference will be held in Paris.

News—Full article

Ecolabel featured in the ITC's Standards Map

The International Trade Centre, a joint organization of the United Nations and the World Trade Organisation based in Geneva, Switzerland, has featured the EU Ecolabel in their innovative search tool, the Standards Map. The Map is a specialized online search engine available for anyone seeking information on the various existing ecolabels.

Within the larger goal of helping businesses attain greater efficiency, the Standards Map is specifically designed to strengthen the capacity of producers, exporters and buyers to participate in more sustainable production and trade. This is done by assembling information from over 70 voluntary standards in 80 different industrial sectors, spanning over 200 countries. Users can search through these archives by picking specific themes or criteria to compare. At the same time, they may choose to look at summarized factsheets or more in-depth, academic studies if they so desire. This makes the Standards Map an ideal search tool for both its flexibility and comprehensive data on the wider picture of existing voluntary standards.

As one of the featured voluntary



The website's home screen showing various featured labels.

standards highlighted in the ITC Standards Map, the EU Ecolabel benefits greatly from an increase in exposure to businesses worldwide. By continuing to expand its visibility in an important online forum such as this, the EU Ecolabel has the potential to diversify its public, opening potential new markets.

You can access the ITC Standards Map [here](#)

EU Ecolabel promotional activities in Piedmont, Italy



Promotional posters of the Piedmont campaign

A number of activities took place last month in Piedmont, Italy, to raise awareness of the EU Ecolabel. The events targeted a wide audience and aimed to educate consumers, students, and families on environmentally conscious consumption by promoting the EU Ecolabel all over the region.

This is an annual event in Piedmont, organised by ARPA (Environmental Protection Agency), Unioncamere, and the Italian Competent Body ISPRAmbiente, representing a long term strategy to raise sustained awareness of EU Ecolabel practices.

Events took place in schools, supermarkets, enterprises, and public spaces, including 2 seminars (attended by 60 enterprises and public authorities), 4 exhibitions and a guided tour in a firm with an EU Ecolabel licence. Over 1 000 brochures were distributed in supermarkets informing consumers of the importance of making smart shopping decisions that took the environment into account.

Agenda and other issues

The EU Ecolabel Communication Award 2012 call for applications has been launched. The award aims at recognising holders with outstanding achievement in increasing public awareness and knowledge of the EU Ecolabel through their promotional campaigns. The deadline to receive your applications is **30 November 2012**. You can find all the relevant information [here](#).

On **13 November** the French CB will represent EU Ecolabel at a SHMILE2 conference. This programme helps possible tourist accommodation applicants in the Mediterranean area to attain EU Ecolabel certification. More information is available [here](#).

On **20-23 November** the annual POLECO International Fair of Environmental Protection will take place in Poznan, Poland. More information is available [here](#).

On **27-30 November** the POLLUTEC 26th International Exhibition of environmental equipment, technologies and services will be held in Lyon, France. An Afnor stand will also promote the EU Ecolabel, with a focus on Detergents and Paints and Varnishes. Further information is available [here](#).

On **29 November** a Sustainable Tourism conference will take place in Paris. The objective is to give information to all kinds of tourist accommodations about Quality and Ecolabels. Afnor will promote the EU Ecolabel and an award ceremony will also take place on this occasion, where all Tourist Accommodation who received the EU Ecolabel in 2012 will be awarded a diploma. A roundtable will be organised with representatives of different kinds of tourist accommodation, presenting testimonies on the advantages and opportunities of having the EU Ecolabel.

Are you an EU Ecolabel licence holder? Would you like to share your specific experience and benefits related to the EU Ecolabel and to have your company featured in upcoming News Alerts? [Write to the EU Ecolabel helpdesk](#) for more information.

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