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The Hungarian Competent Body strikes again with a national ecolabel marketing campaign

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Statistics

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Agenda and other issues

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From Mid-September to mid-October, the **EU Ecolabel Month** is held all over Europe.

News—Full articles

“Do like do-it-yourself Kuno”*: the Danish approach to the EU Ecolabel Month

Celebrities advertising products or services is nothing new, but this is a first in the history of the promotion of the EU Ecolabel. This is the innovative idea of the Danish competent body (CB) for their national campaign during the “EU Ecolabel Month” (formerly known as Flower Month). Held from mid-September to mid-October, the general objective of the EU Ecolabel Month is to increase the knowledge of the EU Ecolabel and what it stands for among consumers, as well as to encourage its uptake in the manufacturing and tourism sectors.

Quotes and interesting facts are also included as well as a wide range of marketing tools, like texts, logos, usage guidelines, etc...

“We do not know yet how many shops will use this material, but we are doing our best to encourage all of them to support the campaign”- says Susan Alsing, senior marketing consultant at the Ecolabelling Department of the Danish Standard Foundation. Nevertheless, the “Do like do-it-yourself Kuno” campaign is doubtless innovative. Indeed, all the marketing material is easily accessible online for licence holders. Furthermore, because of their close contact with consumers, retailers can easily promote more sensible choices like buying ecolabelled products or services.

For further information, consult the [Danish ecolabelling website](#) and to find EU Ecolabel certified products and services in Denmark, visit the [www.ecolabel.eu](#).

*literary translation of the Danish slogan



Huskede du at gå efter Svanerne og Blomsterne her i butikken?

GØR SOM "GØR-DET-SELV KUNO"
Gå efter Danmarks officielle miljømærker
- det nordiske Svanemærke og
EU Blomsten - når du køber ind.
Din garanti for et godt miljøvalg.

Miljømærkning
www.ecolabel.dk

Example of marketing material from the electronic tool-kit featuring Kuno

In order to achieve this objective, the Danish CB developed a tailor-made campaign, providing its licence holders, major Danish supermarket chains, convenience stores and DIY centres with an electronic tool-kit containing informative and amusing material they can use in their marketing activities.

The protagonist of the campaign is Kuno, a TV personality known from several “do-it-yourself” programmes in Denmark. His celebrity and environmental consciousness made him the ideal candidate as an ambassador of the campaign. The tool-kit contains pictures of him in different positions so that he can be placed around ecolabelled products in advertising material.



Gør noget godt for dig selv, din familie og miljøet.

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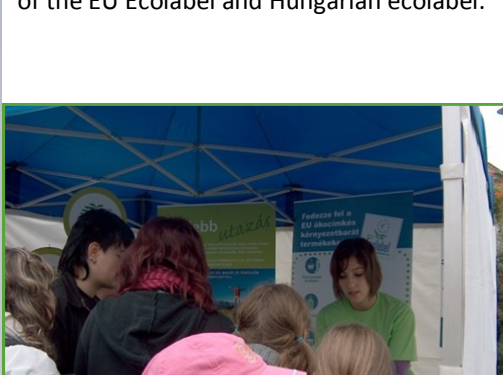
The Hungarian Competent Body strikes again with a national ecolabel marketing campaign

The EU Ecolabel Month in Hungary was first launched in 2009, but this year the Hungarian competent body is going further by adding a second stage to its multi-faceted media campaign.

In order to evaluate the level of awareness of Hungarian citizens of the EU Ecolabel and the national ecolabel, a survey was conducted in April 2010. This survey showed an eight percent increase in public awareness of both ecolabels compared to before the beginning of the campaign in 2009.

Intended for both Hungarian and European citizens, this campaign, jointly financed by the Environment and Energy Operational Programme of the New Hungarian Development Plan (NHDP) and by EU funding, aims to increase public awareness of the EU Ecolabel and Hungarian ecolabel.

During the second stage of the campaign, the EU Ecolabel and Hungarian ecolabel will be promoted at numerous national fairs, shows and public events, nine of which are taking place during the EU Ecolabel Month 2010. In a stand entirely dedicated to the EU Ecolabel, visitors can get information, leaflets, brochures, and ask questions to presenters. Furthermore, the [Hungarian Ecolabelling homepage](#) has been improved providing Hungarians with comprehensive information on the EU Ecolabel scheme. All European citizens can visit the website since it is now available both in English and Hungarian.



Information booth during the EU Ecolabel Month in 2009

This awareness campaign is reaching the public through various communication channels, including articles and advertisements in local and regional newspapers, as well as via television and radio.

The Hungarian Competent Body hopes that the second stage of the campaign will have as much success as the first one. In order to succeed, the Hungarian competent body counts on companies’ interest in ecolabelling to communicate about their efforts to reduce their impact on the environment.

For more information, visit the [Hungarian Ecolabelling homepage](#) and to find EU Ecolabel certified products and services in Hungary, visit the [www.ecolabel.eu](#).

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All purpose cleaners and sanitary cleaners

AB7 INDUSTRIES	FR	New holder
CHRISTEYNS France SA	FR	Extension
CINE	FR	New holder
CLARO PRODUCTS GmbH	AT	Extension
DERMO, SA	ES	Extension
ECO EMERGENCE	IE	New holder
LABORATOIRES ROCHEX	FR	New holder
SORO INTERNATIONAL. SA	ES	Extension

Hand dishwashing detergents

DERMO, SA	ES	Extension
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Indoor and outdoor paints and varnishes

BLANCHON	FR	Extension
KOUBAI	UK	Extension
LAGAE PEINTURES	FR	Extension
MATERIS PEINTURES	FR	Extension
PEINTURES RECA SAS	FR	Extension
SOFICOR MADER	FR	Extension

Lubricants

NOVANCE	FR	Extension
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Portable computers

ASUSTek Computer Inc.	CZ	Extension
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Televisions

TOSHIBA INFORMATION SYSTEMS (UK) Ltd PL		New holder
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Tissue paper

DELIPAPIER	FR	New holder
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Tourist accommodation services

BEST WESTERN HOTEL LE PONT D'OR	FR	New holder
CAMPING LE RAYONNEMENT	FR	New holder
HOTEL LA RIVIERE	FR	New holder
HOTEL POBLE NOU RESORT, SL	ES	New holder

Agenda and other issues

On October 11-12, SMEs should not miss the **2nd ECAP Study Tour**, a workshop where best practices are discussed. This event is organised in support to the ECAP programme and is hosted by the ACFCI in Paris, France. Click [here](#) for more information.

On October 18, the second edition of the **EU Ecolabel Communication Award** will be held in Brussels. You can find more information [here](#).

From Mid-September to mid-October, the **EU Ecolabel Month** is held all over Europe. Check out for activities organised by each Member State on our [website](#), under *National ecolabel websites*.

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