



EU ECOLABEL NEWS ALERT

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UPM–The Biofore Company receives first EU Ecolabel award for Newsprint Paper

On 27 September, Managing Director of Motiva Services Oy Mr. Petri Väisänen, and Leena Nyqvist-Kuusola representing the Finnish Competent Body, presented the first EU Ecolabel award for the new product group.

EU Ecolabel stands out in recent Business School Study

In a recent study, the EU Ecolabel was among the most recognized environmental labels in the world. This is a significant achievement in light of the proliferation of Ecolabels competing for consumer attention.

Agenda and other issues

The EU Ecolabel Communication Awards 2012 call for applications has been launched. You can find all the relevant information [here](#).

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?

The European SME Week 2012 will take place from 15 - 21 October.

News—Full article

UPM –The Biofore Company receive first EU Ecolabel award for Newsprint Paper

On 27 September, Managing Director of Motiva Services Oy Mr. Petri Väisänen, and Leena Nyqvist-Kuusola representing the Finnish Competent Body, presented the first EU Ecolabel award for the new product group included in the EU Ecolabel scheme, newsprint paper. The licence was awarded to UPM's Environmental Director Ms. Päivi Rissanen for UPM's paper brand's *News* and *EcoBasic* newsprint paper. UPM-The Biofore Company is an innovative frontrunner of the forest industry, focusing on energy and pulp, paper, and engineered materials. UPM worked closely with the Finnish Competent Body through a month long assessment of the ecological criteria for newsprint paper, since the European Commission adopted the new product group criteria in July 2012. "UPM aims to continuously reduce the environmental impact of its products over their whole lifecycle. The EU Ecolabel is an excellent tool to prove great environmental performance and it helps our customers to choose the products with the lowest environmental impacts in the market", says Päivi Rissanen, Environmental Director, UPM.

UPM's *News* and *EcoBasic* newsprint paper follows the EU Ecolabel strict criteria related to the emissions of water



Leena Nyqvist-Kuusola & Mr. Petri Väisänen award UPM the EU Ecolabel certificate.

and air, energy, chemical substances, fibres and sustainable forest management. Because the EU Ecolabel newsprint paper aims to promote resource efficiency by fostering the recycling of paper, UPM's *News* and *EcoBasic* products are composed of 100% recycled paper and 70% of the total amount of fibres used are recovered fibres. UPM's EU ecolabelled newsprint paper is produced in seven paper mills all over the European Economic Area: Kaipola (Finland), Ettringen, Schongau, Schwedt (Germany), Steyrmühl (Austria), Shotton (UK), and Chapelle (France). These mills will allow UPM to create newsprint paper while reducing energy, water, waste, and carbon.

For more information about UPM and UPM EU ecolabelled paper click [here!](#)

EU Ecolabel stands out in recent Business School Study

In a recent study, the EU Ecolabel was among the most recognized environmental labels in the world. This is a significant achievement in light of the proliferation of Ecolabels competing for consumer attention. The study was conducted by IMD Business School, a leading international business school based in Lausanne, Switzerland. Business leaders were surveyed on their spontaneous familiarity of ecolabels, taking a survey where they were asked to name ecolabels as they come to mind without having seen any immediately beforehand. In this context, the EU Ecolabel figured in the top ten along with other labels such as the Nordic Swan.

This finding highlights a success for the EU Ecolabel in promoting its name across borders, reaching a high level of

recognition among business leaders. According to the Ecolabel Index, there are currently 432 Ecolabels around the world, making the EU Ecolabel's performance all the more impressive. This is thanks to a sustained effort by the European Commission and partner organizations to ensure a quality service that identifies products and services that have a reduced environmental impact throughout their life cycle, from the extraction of raw material through to production, use and disposal. As a voluntary label, the EU Ecolabel cultivates its reputation from the results that it delivers to businesses and consumers. The results of this study can be thus seen as a sign that the EU Ecolabel continues to be a trusted and helpful resource for businesses in increasingly competitive markets for environmentally friendly products.



EU Ecolabel among most recognized in the world

Agenda and other issues

The EU Ecolabel Communication Awards 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. You can find all the relevant information [here](#).

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 Ecolabel Helpdesk for more information.

The European SME Week 2012 will take place from 15 - 21 October in 37 countries, nationally, regionally, and locally. To find more information about SME week 2012 click [here](#).

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