

THE EUROPEAN ECOLABEL



news

- Focus
- Report
- Product groups
- E-Cat Update
- Facts & Figures
- News in Brief
- On the web
- Calendar

In this issue

In this edition of the Flower News, Andreas Scherlofsky, Coordinator for the EU12 workshops project, discusses the EU12 Workshops projects that he organised. Also in this issue: a more in depth report on the EU12 workshops project, news on the EU Ecolabel promotional

campaigns in Belgium, Denmark and Italy, an update on the new E-Catalogue and its advanced features and an "On the web" section which explains how new synergies between the EU Ecolabel and EMAS benefit tourists in Barcelona through an innovative partnership.

Focus

Interview with Andreas Scherlofsky, CEO of Energon



Andreas Scherlofsky, CEO of Energon, Vienna, tells us about his work as Coordinator for the EU12 workshops. This project aimed at helping CBs to develop the EU Ecolabel in the 12 newest European Union Member States.

What were the major outcomes resulting from these EU12 Workshops?

We were glad that, after some hesitation, in the end all CBs joined the cooperation. They arranged 12 successful interactive national workshops. The message of the EU Ecolabel was explained and we covered topics such as, why Ecolabelling is necessary, how it works, trends & marketing, the role of GPP, how to apply, requirements and

benefits, etc. These workshops laid the foundation for future EU Ecolabel work with better equipped CBs.

What were the difficulties you had to face, and how did you overcome them?

The main challenge was that in several countries (I assume not only in EU12 countries) the CBs are facing a tough situation in terms of low level of EU Ecolabel awareness, and an apparent shortage of staff time and budget. To tackle this problem they developed different strategies, such as cooperation with trade associations, using own premises and equipment, etc. Our strategy was to provide support and tools that covered basic organisational needs, so the CBs were free to focus their energy on planning, customising and carrying out their workshops according to the specific demands.

What opportunities can the EU Ecolabel bring to new EU12 countries?

The EU Ecolabel is meant to be a signpost to show us the way to sustainability. The EU12 countries have the chance to implement this tool into their economies in an earlier stage of development and to avoid aberrations. The industry in these countries can also benefit from the EU Ecolabel both in terms of adjusting to more eco-requirements as well as increasing their export possibilities.

What is your perspective on the future development of the EU Ecolabel in EU12 countries (and further)?

If we want to make the EU Ecolabel a strong and effective instrument, then the national teams need more attention from their own politicians, administrative systems and business representatives. This attention can be measured by the number of qualified and motivated staff, the budget and the time they are provided to work with. The better the national CB teams can work, the faster the EU Ecolabel will flourish.

What are your motivations for working in the field of Ecolabelling?

My hope is that through Ecolabelling we can contribute to the vital switch to sustainability, in which we do not swallow each other and do not disturb the living conditions of our children, grand children and great grand children ... I know that my partners in this project Nick Paxevanos and Ernst Leitner, share this view and that is one of the reasons we worked so well together.

For further details, have a look at the project platform here.



EU12 workshop in Riga, 7 June.

Report

EU Ecolabel Workshops

Final conclusions can now be drawn from the smooth and successful completion of a series of 12 Ecolabel workshops that included 505 key participants and 64 expert presentations which took place from March through June this year in the EU-12 new Member States (see also interview of this issue). The purpose of the “EU Ecolabel workshops project” was to promote the EU Ecolabel scheme amongst key stakeholders and attract applicants from new Member States. The workshops focused on capacity building, improving cooperation, tools, experience, confidence, and the establishment of a support platform for the exchange of ideas, information and useful materials.

A preliminary two-day professional “Strategy & Training Workshop” took place in Vienna for all involved Competent Bodies in October 2010. The national “workshop tour” started in Bucharest mid-March 2011, with subsequent stops in Prague,

Nicosia, Warsaw, Tallinn, Kaunas, Skalaica, Sofia and Valletta. The final sessions, took place in June in Latvia (ICB veta Jegere), Hungary (CBs Zsofia Wagner and Barta Geza) and Slovenia (CB Ana Matoz-Ravnik), respectively.

Standards were set high early on for well-planned agendas, content, speakers, presenters and logistics, such as venue selection, translation facilities and availability of materials. In focus groups, some countries focused on specific product and target groups and others on a strategic mix of stakeholders and industries involving key players. All workshops were designed, prepared and executed by Competent Body staff, while the project team’s focused on assisting with:

- master templates (for invitation with agenda) and checklists
- promotional material (banner, rollups, folders)
- give-aways (USB-sticks, sample bags)
- 25 expert presentations

A key tool for cooperation and communication was the project platform where all the information, master material, agendas, presentations photographs and videos from each national workshop had been placed and accessed. Finally, the online-platform provided comprehensive and succinct documentation of the projects and workshops.

The results have been outstanding in terms of the experience gained for new CBs, as well as a heightened awareness amongst stakeholders and industry representatives. The workshops also played a key role in attracting licence applicants. The collective response of the CB participants has been largely one of satisfaction and determination to continue with work and activities promoting the EU Ecolabel.



EU12 workshop in Budapest, 10 June.

More details are available in the project report and on the project website: www.euocolabel.eu.

Product groups

Revisions

Some product categories will be revised during 2012: Soaps and shampoos, Indoor and Outdoor paints and varnishes, Textiles and Bed mattresses.

Following the votes from the Regulatory Committee, the planned dates for entry into force of the criteria are as follows:

Soaps and shampoos	Late 2012
Indoor and Outdoor paints and varnishes	Late 2012
Textile products	Late 2012
Bed mattresses	Late 2012

New product groups

Newsprint paper should be adopted early 2012.

The Printed paper products criteria are still under development and should be finalised in 2012.

Criteria development for refrigerators and washing machines has been discontinued for the moment, but may be reassessed in the coming years.

Update on the new E-Catalogue

The new E-Catalogue which is scheduled to replace the former Green Store, features a more user-friendly interface and new design that has been streamlined to better meet the needs of EU Ecolabel licence holders looking for a platform to display their products as well as to environmentally-conscious consumers on the hunt for greener products and services.

An improved search engine, provides the opportunity for site visitors to search the catalogue both by EU and non-EU countries and to search by one product group or several product groups at a time. Additionally, catalogue users can find retailers for products of interest so that they can easily locate where desired products can be purchased. Results can be sorted by a level of relevance determined by the user, including by product or manufacturer name, by country, product category or even by entering the name of a retailer. This version of the E-Catalogue will be progressively improved and updated to meet user needs.



Screenshot of the new E-Catalogue.

<http://ec.europa.eu/ecat>

Congratulations to the 2011 EU Ecolabel Communication Awards Winners!

For the past three years, the European Commission has organised the EU Ecolabel Communication Award in three categories: retailing or B2B, manufacturing and service providers.

The awards applaud the efforts of current certified companies that have launched initiatives at increasing public awareness and knowledge about the label through promotional campaigns.

This year's award welcomed 12 applicants from as far and wide as China across a wide range of product groups.

The jury, including representatives from the European Commission, three Competent Bodies, Businessgreen.com and Goellner & Leitner, convened in October to examine the entries. Applicants were scored according to the quality and creativity of their promotional activities to raise awareness about the EU Ecolabel.

Business 2 Business Category

PPG Architectural Coatings UK Ltd.
Country: UK & Ireland
Product category: Indoor and Outdoor paints and varnishes

PPG Architectural Coatings UK Ltd is one of the leading paint and varnish retailing and manufacturing companies worldwide. Its UK/Ireland branch launched a campaign to raise public awareness about Johnstone's paint, to show consumers how they can be environmentally friendly without having to sacrifice product quality or pay an additional premium. Targeting architects, contractors, as well as professional painters and decorators, this campaign allowed PPG access to a new and growing sector of the market that is demanding greener products.

PPG Architectural Coating UK Ltd., launched its 'Ecological Solutions' with the EU Ecolabel, at the National Painting & Decorating Show in November of last year. Under the slogan "Ecological, Econfident, Economical," PPG has won a number of large painting contracts with a high demand for environmentally-friendly paint products.

"Our customers will be proud to know that PPG's efforts in driving environmental sustainability in the trade paint market is recognised by the premier environmental accreditation in Europe. We will take pride in communicating the recognition of our efforts, with the promise that we will continue with our environmentally sustainable activities."
 - Jason Metcalf, Marketing Director

Their campaign focused on the reliability and esteem of the EU Ecolabel as a premium label of environmental excellence, through launch letters, informational leaflets, in-store advertisements, website, and customer mailings. The campaign also helped to diffuse any stigma surrounding eco-friendly paint products as pricier or of inferior quality. By changing perceptions about eco-friendly paint, PPG opens the door to sensitising consumers and a wider reception of ecolabelled products across sectors. Upon receiving the award, PPG expressed its excitement at such an environmental distinction with its clients.

The jury appreciated the professional quality of PPG's advertising efforts, as well as the high visibility designated to the EU Ecolabel logo. Jury members agreed that PPG's campaign achieved the desired effect, particularly with regard to its bold imagery that stands out and reels in consumers.



For more information please visit Johnstone's website at www.johnstonestrade.com/ecolabel.

Producer/Manufacturer Category

Proeco Químicas
Country: Catalonia, Spain
Product category: All-purpose cleaners and cleaners for sanitary facilities

Since its establishment, Proeco Químicas has committed itself to sustainable development and environmental protection goals. The company offers over 185 cleaning products, detergents and hygienic gels. It is among the first Spanish manufacturers to gain the EU Ecolabel for some of its cleaning products.

Proeco Químicas launched a multimedia campaign to draw consumer attention to restaurants, hotels, nursing homes, schools and nurseries that use EU Ecolabel detergents for cleaning. Stickers with the slogan, "Here we make green cleaning" (Aquí hacemos limpieza ecológica), were distributed at locations throughout Spain, Portugal, France, Belgium, Slovenia, Lithuania and Poland in six different languages. The stickers raise consciousness about the efforts taken up by professional organisations to maintain environmentally responsible practices, and strive to inform consumers about how the establishments they frequent contribute to sustaining the environment. Proeco Químicas' campaign also

included a video and campaign brochures. The company's efforts even gained attention in the press and on television stations in Spain. The sticker-driven initiative, encouraged participation of professionals to see the many benefits to be gained by making the switch from the traditional to ecological detergents.

Proeco Químicas has reported that they have already seen positive results from their campaign. In addition to climbing product sales, the company created a system to acknowledge the efforts of establishments that clean with the environment in mind and have simultaneously used their campaign to inform more consumers about the EU Ecolabel, especially in the professional sector. Proeco Químicas was applauded by jury members for its creative approach and wide coverage across several EU member states.



For more information please visit Proeco Químicas' website at www.proecoquimicas.com.

Service Providers Category

Best Western - Hôtel des Ducs de Bourgogne

Country: Paris, France

Product category: Tourist accommodation

Best Western's Hôtel des Ducs de Bourgogne, contributes to the EU Ecolabel's goals by helping visitors travel responsibly. This ecolabelled hotel, is a testament to how supreme quality need not be sacrificed to attain strict ecological standards and that the unique challenges of environmental sustainability faced by urban locations can be surmounted with attention and care.

Hôtel des Ducs de Bourgogne used press releases, online articles, internal newsletters, brochures and videos, social media and various other publications and outlets to address the EU Ecolabel's vision and manifest concrete results for environmental sustainability. The hotel's Director and Book Inn France's Communication Officer were interviewed for the web television station, "le Journal de l'Ecotourisme." The hotel also hosted a Week of Sustainable Development as well as games that involved EU Ecolabel product giveaways.

"The Ecolabel not only helps hoteliers to differentiate themselves on a competitive hotel market, but it also gives meaning to the hotel industry and the hotel staff's day-to-day tasks,"
- Nellie Jeannin, Web Communications Manager

Increased sensitivity on the part of hoteliers and clientele, as well as energy and water savings that contribute to the financial well-being of the hotel were among the benefits of this campaign. Ducs de Bourgogne's success has inspired the management of this chain, which includes 23 hotels in total, to ensure compliance with EU Ecolabel standards for all further hotel construction projects.

The jury was impressed by Hôtel des Ducs de Bourgogne's concrete campaign results. Since it was awarded the EU Ecolabel, two new hotels in the chain have begun the EU Ecolabel certification process, including, Comfort & Quality Hotel Centre del Mon in southern France. Hotel management for this chain, has pledged compliance with Ecolabel standards for its future construction projects.



For more information please visit Best Western's website at www.bestwestern.fr/hotel_ecologique_ecolabel.jsp.

History of the Award

In previous years, awards have been offered to a vast range of companies across different sectors. Last year's winners included companies across several product groups, including Copying and graphic paper and Soaps, shampoos and hair conditioners. These winners have been able to incorporate the prestige of the EU Ecolabel Communication Awards to increase their market shares by bolstering publicity with the awards' recognition.

In sum, this initiative has established a precedent of encouraging and inspiring licence holders to make an active effort to realise the full potential of the EU Ecolabel by taking advantage of its use through promotional activities.

A Special Mention also goes to...

Alvarella Ecoturismo S.L.

Country: Spain

Product Category: Touristic accommodations

Alvarella Ecoturismo S.L. is a rural tourist hostel, located in the Eume River region of Spain, that has emerged as a leader for environmental, economical, and social sustainable development for touristic accommodations.

Awarded the EU Ecolabel in March 2009, Alvarella has since promoted the label in promotional materials; including printed cards, teaching booklets, summer camp brochures, and its website. Alvarella's local involvement has also brought visibility to the EU Ecolabel across a range of Spanish media outlets including print, local and national radio broadcasts, regional television, and social media like Facebook and Twitter. "Our campaign was successful because of the constant use of the Ecolabel logo in all of our activities, both in and outside Alvarella," recounted Dolores Rodríguez, manager of the hotel.

The hostel offers environmental education activities to a wide range of visitors including eco-campers, municipalities, and professionals. To celebrate its 10th anniversary, Alvarella held a symposium

featuring the EU Ecolabel, in collaboration with the Galician regional office in the European Union, Fundación Galicia Europa.

After achieving recognition at the Communication Awards, the company made a goal toward advancing the spirit of the EU Ecolabel by involving and educating its local community. "We would like to spread our model of sustainability throughout other tourism centres as well as schools, city councils, shops and citizens," Ms. Rodríguez said. These educational activities include lectures, workshops, guided tours, factsheets, and booklets, some of which display the Ecolabel logo and cover topics of on the forest, soil, water, energy, green building, responsible consumption, waste, and natural and cultural heritage.

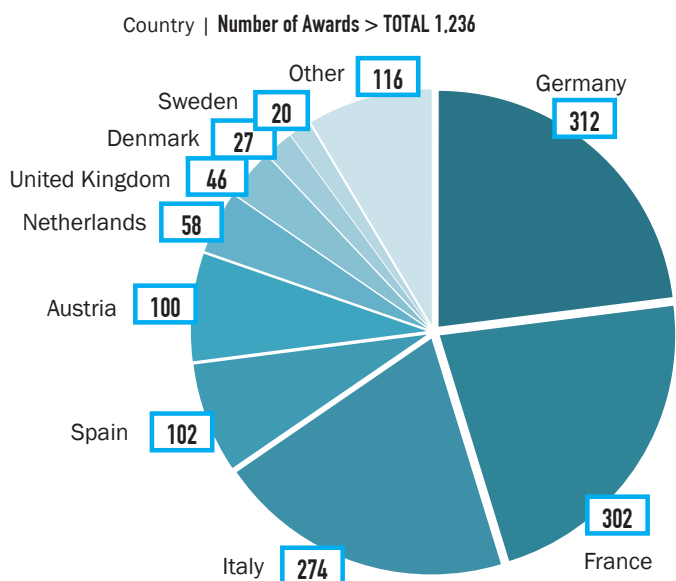
The EU Ecolabel Communication Award will bring many prospects for Alvarella to gain recognition and more visitors to their hostel, thereby further promoting the Ecolabel.



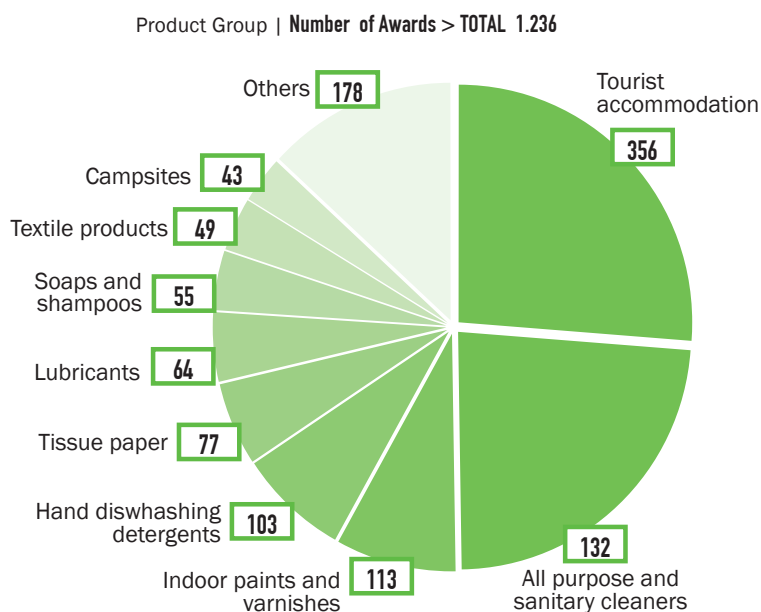
For more information please visit Alvarella's website at www.alvarella.com/castellano/indice.htm.

Facts & Figures

The EU Ecolabel by Country *



The EU Ecolabel by Product Group *



* Number of licences as the end of October

Please note that the data presented here reflects the licences registered in the new E-Catalogue which may not be completely up-to-date.

New Ecolabel licences and licence extensions

May 2011
until October 2011

All purpose cleaners and cleaners for sanitary facilities

Chrisal NV (BE) (new holder)
Soro Internacional S.A. (ES) (new holder)
Químicas del Vinalopó S.L. (ES) (new holder)
Disarpa, S.A. (ES) (new holder)
Micela Higiene Técnica (ES) (new holder)
Gabarron Quimica Tecnologica S.L. (ES) (new holder)
Spectro B.V. (NL) (new holder)
Ecover Belgium NV (BE) (new holder)
Adis Higiene S.L. (ES) (new holder)
SQ Futurquimica SLU (ES) (new holder)
Alcomordeman, S.A. (ES) (new holder)

Copying and graphic paper

UPM Kymmene Corporation (FI) (extension)

Detergents for dishwashers

Químicas del Vinalopó S.L. (ES) (new holder)

Footwear

Hijos de Antonio Galvez, S.L.U. (ES) (new holder)
Division Anatomicos S.L. (ES) (new holder and extension)
Urho Viljanmaa Oy Jalas (FI) (extension)

Hand dishwashing detergents

Adis Higiene (ES) (new holder)
SQ Futurquimica S.L.U. (ES) (new holder)
Filer S.L. Maquinaria y Productos Químicos (ES) (new holder)
Químicos (ES) (new holder)
Químicas del Vinalopó S.L. (ES) (new holder)
Gabarron Quimica Tecnologica S.L. (ES) (new holder)
Ecover Belgium NV (BE) (extension)
McBride SA (BE) (extension)

Indoor paints and varnishes

Pintures Tarracol, S.L. (ES) (new holder)
Akzo Novel Paints Belgium N.V. (BE) (new holder and extension)
Materis Paints Espana, S.L. (ES) (extension)

Laundry detergents

McBride S.A. (BE) (extension)
Light bulbs
Energy Mad Limited (NZ) (new holder)

Portable computers

ASUSTek Computer Inc. (TW) (extension)

Soaps and shampoos

Químicas del Vinalopó S.L. (ES) (new holder)
McBride S.A. Personal Care (BE) (extension)
Cederroth A.B. (SE) (extension)

Television

BenQ Corporation (TW) (new holder)
Philips (NL) (new holder)
Sharp Electrónica Espana, S.A. (ES) (extension)

Tissue Paper

Jabipack, S.L. (ES) (new holder)
Garcia De Pou, S.A. (ES) (new holder)

News in Brief

Update on the EU Ecolabel Month

The EU Ecolabel Month in Belgium

A massive social media-based EU Ecolabel awareness campaign, organised by the Belgian Federal Public Service Health, Food Chain Safety and Environment, was launched from 1 September. With nearly 15,000 participants, the campaign ran through 6 October, drawing attention toward the EU Ecolabel and increasing ecolabelled product sales. In an online contest, participants answered questions about the EU Ecolabel and winners were awarded a virtual flower to track online and real flowers were also grown in a greenhouse. Participants received prizes according to flower color in a massive giveaway of 10,000 ecolabelled products and services. Belgian retailers supported by donating products and promoting the campaign. Webpages that indicated the kinds of prizes consumers could win and where EU Ecolabel products can be found, also created a forum for discussion.



Belgian EU Ecolabel Month TV coverage

The EU Ecolabel Month in Denmark

Ecolabelling Denmark arranged three major events for EU Ecolabel month 2011, aimed at increasing knowledge about the EU Ecolabel and its Facebook fanbase. At designated eco-friendly areas in shopping centres in Denmark's three largest cities, celebrities from Danish children's TV programmes read stories depicting the EU Ecolabel Flower and Nordic Ecolabel Swan as Maggie and Svante, two friends who take good care of each other - and the environment! An audio version with two additional stories, were made available to Ecolabelling Denmark's Facebook fans. From the mattresses on the floor to ecolabelled ink pens, this event featured a number of child-friendly ecolabelled products to be used at home. All visitors also received a promotional book and balloon. An online application featuring a Maggie and Svante colouring book and the illustrated story were additional campaign efforts. Visit the Facebook page for further information.



Svante the Swan and Maggie the Flower

The 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 were involved with the campaign at all levels, from promotional materials to co-sponsored events. 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. 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.



Campaign image from Piedmont's EU Ecolabel Month

On the web

Synergies between the EU Ecolabel and EMAS benefit tourists (in Barcelona)

Although fundamentally different, the EU Ecolabel and EMAS, two voluntary schemes established by the European Commission, successfully complement one another. One is a product/service ecolabel, while the other is an environmental management scheme (EMS), focused on the production process.

Ecolabel accredited tourism accommodations jointly for one of its major destinations: Barcelona. Conscientious consumers can now more easily incorporate sustainable tourism into their holiday plans. This is also a promising indication that businesses of a larger scope are considering the EU Ecolabel and EMAS.

Recently the tourism booking website MyDestination.com decided to promote EMAS registered and EU

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



MyDestination logo

Calendar

Revision of product groups

Soaps and shampoos
Indoor and outdoor paints and varnishes
Textile products
Bed mattresses
Mid 2011

(scheduled adoption)

Late 2012
Late 2012
Late 2012
Late 2012

New product groups

(scheduled adoption)

Printed paper products should be adopted early 2012.
Laundry and dishwashing detergents for professional use - early 2012.



The Flower

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