



## **Flower power - or how promote the EU European eco-label**

The European Eco-label - the Flower - is the official EU mark of greener products. During the European Flower Week - 9 - 16 October - campaigns to promote the Flower will take place in 8 European countries, including the Czech Republic, Malta, Italy, Denmark, Portugal, Spain, Finland and Latvia. There will be variety of activities during the campaign week all of which are described at DG Environment's [Eco-label website](#). If you are working on communicating the European Eco-label, you can also find many other kinds of help and inspiration on this web-site.

### **Consumer guides**

The consumer guides include general information on the Flower as well as specific guides on different product groups and on the environmental and economic advantages of products having been awarded the Flower.

### **Producer guides**

The producer guides include fact sheets within the existing 24 product categories covered by the Flower. The fact sheets highlight the advantages to both the producer and the environment of products being awarded the eco-label and define the ecological and performance criteria which must be met to be awarded the Flower.

All consumer and producer guides are available in all 19 EU languages, so you can either use the guides directly in your country or as inspiration for your own national guides.

### **Flower news and marketing studies**

In addition to the consumer and producer guides, the EU Commission produces the newsletter Flower News, which is designed to bring you the latest trends and developments in eco-label affairs. Also subscription to a monthly news alert addressed to stakeholders is possible.

Finally, marketing studies and strategies are carried out. The latest being a marketing strategy for the European eco-label in tourist accommodation and campsite services for 2006.

You can find all the Flower promotion material at:

**[http://ec.europa.eu/environment/ecolabel/marketing/index\\_en.htm](http://ec.europa.eu/environment/ecolabel/marketing/index_en.htm)**

*This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.*

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**[http://ec.europa.eu/environment/networks/index\\_en.htm](http://ec.europa.eu/environment/networks/index_en.htm)** to learn more about the activities of the networks and read newsflashes previously released.

