

EU Ecolabel Marketing for Products 2007

Work on the implementation of the EU Eco-Label Scheme
in the areas of marketing, product group development and
stakeholder representation.

LOT 7 – Marketing of Products

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Final report

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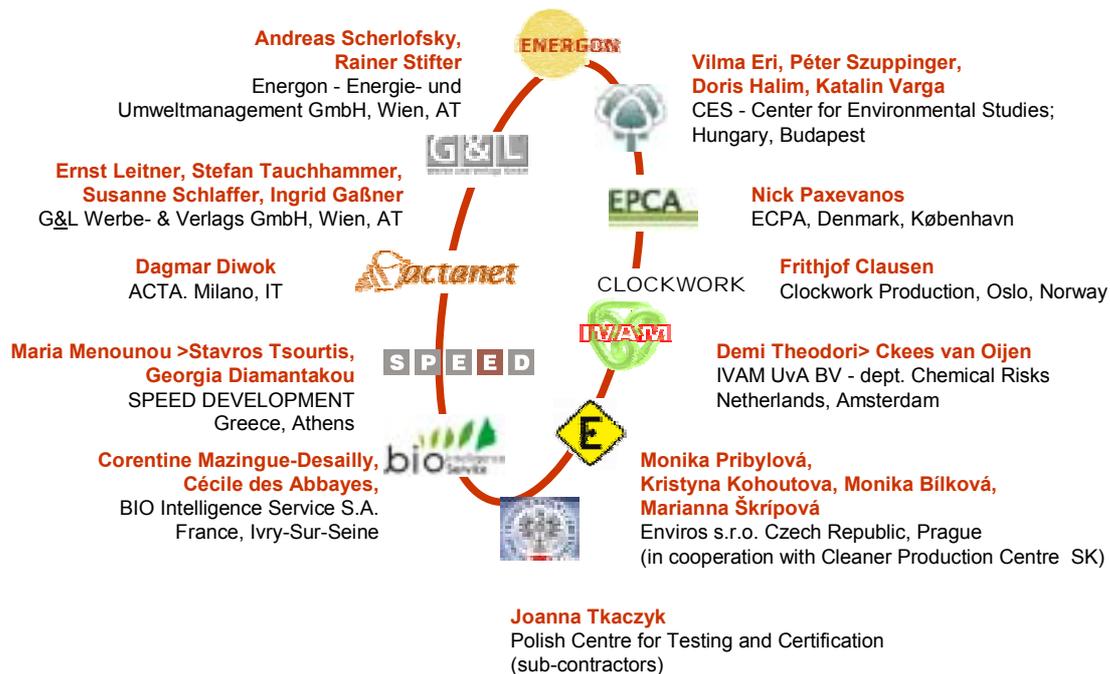
This report presents the strategy and work of the EU Ecolabel Marketing for Products team performed during the year 2007. More details on budget and company data can be found in the confidential annexes.



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1. Executive summary

2007 was a year of improvement of both: basic tools, acquisition and promotion. A number of best practice examples have been developed. The synergy and exchange of partners raised as well as the synergy with Competent Bodies. After a slow start in the first half of the year it was a hot autumn and winter project time. The first applications are going to move.

Work and results have to be seen in relation to the fact that the workdays of all partners in total (274) are about the same size as those of 1 person in one institution in 1 year. One partner has just about 20-30 workdays which he has to arrange carefully in „blocks and pins“. The experience shows that in the most cases more contacts are necessary to convince new applicants that the EU Ecolabel will be of benefit for them. One who negates decidedly at the first contacting can open his ears half a year after and apply 1 year later. It's a continuous step by step process.

In 2007 the **focus** was laid on 8 product groups of which the most covered were soaps and shampoos (7), Textiles (3), Print and copy paper (2), Bed mattresses (2) and Lubricants (EU-wide). Again some of the partners decided to focus on retailer cooperation to increase the pull effect.



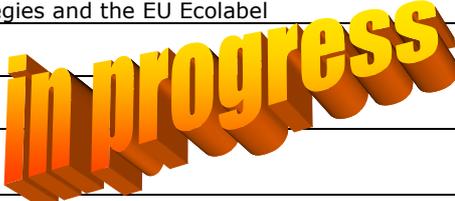
Focus Synergy Potential

- Soaps and shampoos (7)
- Textiles (3)
- Print and copy paper (2)
- Bed mattresses (2)
- Lubricants (EU)

Product groups 2007

Covered country	Partner	Textiles	Bed mattresses	Hard floor covers	Soaps and shampoos	All purpose cleaners	Tissue Paper	Lubricants	Print and copying Paper	RETAILER & Consumer WORK	GPP
EU	IVAM										
AT	Energon/G&L						■				
CY	SPEED										
CZ	ENVIROS									promotion	
DE	Energon/G&L						■				
DK	EPCA										
FR	BIO IS					+det.					
GR	SPEED										
HU	CES										
IT	ACTA										
NOR	CLOCKWORK										
PL	?										
RO	ACTA										
SK	ENVIROS										
ES	BIO IS					+det.					
		4	2	1	7	1	2	EU	3	4	1

The table gives an overview of already finished steps (done), next steps and result expectations until the end of the year:

Country	Activities 2007	Results end of 2007
AT/DE (Energon and G&L)	<u>Acquisition</u> : Contacting of supermarket and chemistry chains in Austria and Germany for soaps & shampoos and similar products. 3 key-meetings <u>Events</u> : Ecolabel event at Rieder Messe <u>Press work</u> : Press contacts Austria (Soap & shampoos)	1 big supermarket chain interested to apply a series of body products
EU	<u>Big and international events</u> : 27-29/3/2007, EUROPROPPE Paris 22/3/2007TAIEX workshop in Ankara, Marketing presentation 15-17/10/2007, Stara Lesna Marketing presentation 2/2/2007, TEXWORLD Paris, presentation at Lenzing congress 27-29/9/2007, TEXTGATE Istanbul, contact textile representatives 30/9-8/10/2007, Big Ecolabel event at the Grazer Herbstmesse <u>Press work</u> : Soap and shampoos article in SÖFW 5-2007 New and updated basic materials: 7 Logo versions, 4 Roll-up versions, 7 poster versions, 3 project flyer versions, big quiz game wheel cover, quiz game questions, quiz game tip-on cards, quiz-game prizes, greenCard, give-aways, info posters, standard presentations and exchange, press cover, email and letter background header, adhesive labels, P.O.S. list AT,	Lobbying impact at events, cooperation with licence holders (motivation), New and updated promotion, information and presentation tools
EU lubricants (IVAM)		
CY (SPEED)		
CZ (ENVIROS)		
DK + Asia (EPCA)		27-29/9/2007, TEXTGATE Istanbul, contact textile representatives
IT (ACTA)	workshop in Lombardia; GPP research for available Ecolabel products started in Lombardia and Trentino Continued assistance to regional CBs regarding their marketing activities Support to regional public administration (Piemont, Tuscany) regarding GPP strategies and the EU Ecolabel	Increase of awareness
ES (BIO IS)		
FR (BIO IS)		
GR (SPEED)		
HU (CES)		
PI (PCBC)	<u>Acquisition</u> : Consultancy for two companies <u>Media work</u> : (1) Article "EU Ecolabel for Chemical Products and Cosmetics" in professional journal "Rynki chemiczne" (Chemical markets); (2) ½ page Ecolabel info advertisement in professional journal "Biznes i Ekologia" ("Business and Ecology"); (3) Publication of Presentation on EU Environmental criteria for Ecolabel – in the context of Green Public Procurement on the website of the Office of Public Procurement <u>Info materials</u> : printing of 2000 Ecolabel leaflets <u>Events</u> : 16/11/2007, Conference „Green Public Procurement – Environmental Aspects in call for tenders procedures“; Presentation on EU Environmental criteria for Ecolabel – in the context of Green Public Procurement“ (Office of Public Procurement, Ministry of Economy,; about 90 participants) 10-13/12/2007, Presentation of EU Ecolabel criteria for selected	2 new licences will be awarded this year: 1 for Soaps & shampoos and 1 for vacuum cleaners;

Country	Activities 2007	Results end of 2007
	product groups" in the training course "Environmental Technics" (Polish Centre for Testing and Certification, Warsaw) 20-23/11/2007, Ecological fair POLECO in Poznań (4 people promoted Ecolabel)	
RO (ACTA)	Series of workshops all over the country for public administrations and stakeholders Meetings with Chamber of Commerce and other stakeholders Presence at the ECO-ZONNE fair in Cluj Coordination of press activities	Increase of awareness Information of potential stakeholders Assistance to CB
SK (ENVIROS)	15-17 October 2007, Stara Lesna Eco-politics congress	
Lubricants EU-wide (IVAM)		

The development of total turnover of Eco-labelled products can be estimated as follows:



A cluster analysis of the EU Ecolabels shows a focus mainly to four product group clusters:



- tourism with 148 licences (tourist accommodation services + camping sites)
- cleaning (P.O.S. supermarkets and chemists) with several hundred awarded products from 132 companies (detergents and tissue papers)
- clothing with products from 80 companies (textiles and shoes)
- paints & varnishes (58)

Most promising momentums for expansion could be set by

- soaps, shampoos and hair conditioners, a new criteria which has already passed the Commission and public launch of which is expected for maybe after the summer.
- Textiles, of which the criteria are under revision

In this sectors the product density of labelled products could be most effective Point-of-Sales promotion activities. A best practise example was the Danish Flower Campaign in 2006 (for details see the presentation of the Danish CB available on the EU Ecolabel website, Marketing board meetings).

3. Coverage and strategy

The chart gives the overview of partners, their locations and covered regions:



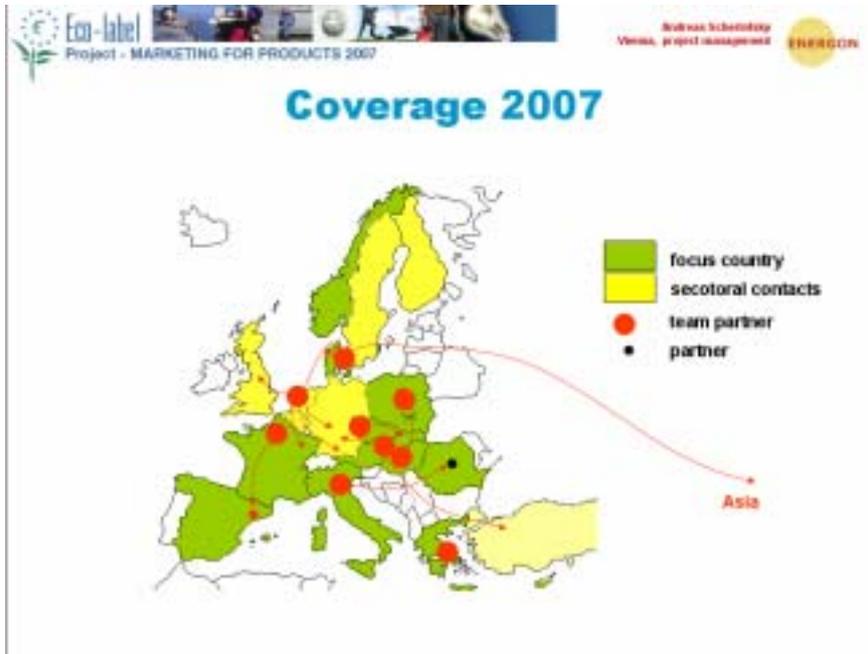
The main changes in 2007 regarding the coverage of Member States are:

- The Danish partner covering Norway, Sweden and Denmark in 2006 was replaced by one partners covering one country - Denmark. That is expected to be more effective. Unfortunately, the planned activities for Norway were not possible to getting started because of the loss of a partner.
- The Danish partner is focussing to Far East textile companies producing for Danish end-producers or retailers which was a special demand and proposed by the Danish Competent Body
- The Czech partner in Czech Republic will focus more on promotion and create promotion synergy with the Czech Ecolabel.

Two other changes were decided during the first half of the year:

- The Hungarian partner who covered Hungary and Poland in 2006 will focus to Hungary and half of the budget was set free for a new Polish partner. In October a cooperation with PCBC the Polish Competent Body was contracted. They started there work late but effective.
- The Italian partner’s initiative in Romania happened to be a great success. So the acquisition in Italy which is perfectly done by the Italian Competent Body was reduced and the Romanian activities expanded.

The map gives an overview of the activities and coverage in 2007. Green marked countries are target of regional activities, yellow countries are covered only in some selected product groups (lubricants) steered from partners with a sectoral approach: IVAM who from Amsterdam does acquisition work all over Europe.



In the second year of our work the fruits of success seem to come much nearer.

Regarding the project management and documentation there were two main strategy targets:

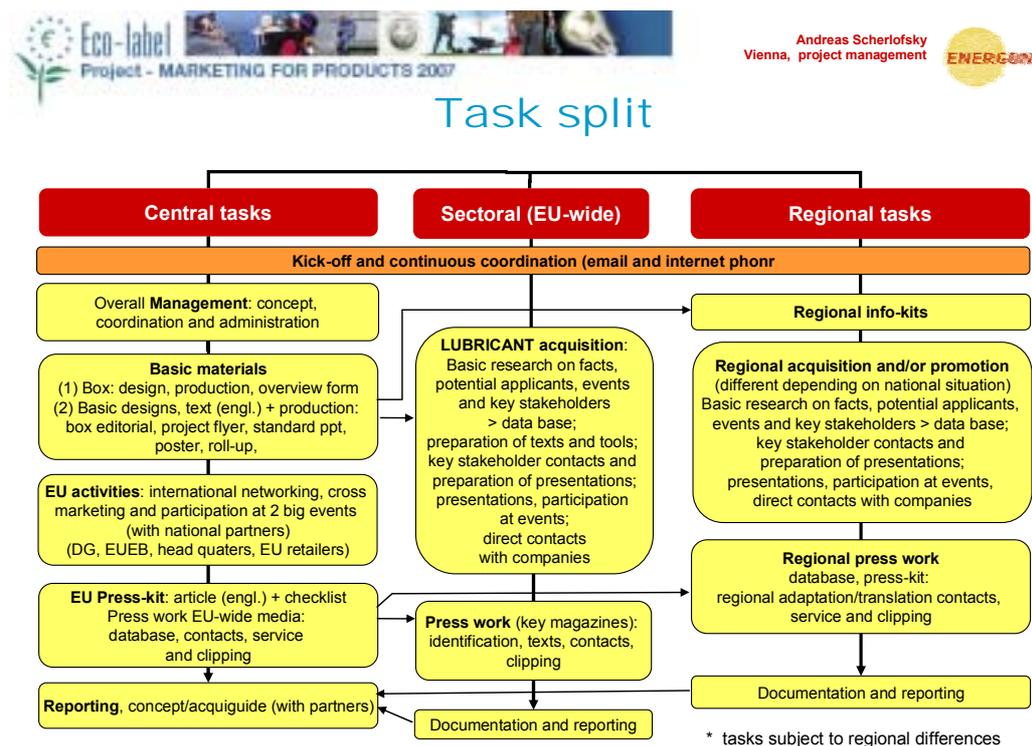
- More and more regularly communication and exchange
- Reduction of reporting effort to the very essential core

During the first half of the year the reporting was actually reduced.

4. Central tasks

The tasks are split into regional, sectoral and central tasks:

- **Regional tasks** are the regional research, acquisition and promotion activities, led by the PARTNERS (also the big trade fairs are taken over by regional partners)
- **Sectoral tasks** are the acquisition activities towards lubricants, led by IVAM. This approach was meant to be expanded as we had good experience also in the TV sector where national contacts are less effective than EU-wide acquisition. This will also be a promising strategy for Electrical Appliances whose producers work and decide more international.
- **Central tasks** are the project management, documentation, coordination as well as the development of materials and tools for regional adoption (project flyer, starter-kit, press-kit etc.), they are widely performed by ENERGM and G&L



The central tasks split into:

- Project management and documentation
- Central production
- Press work
- Participation in big European trade fairs

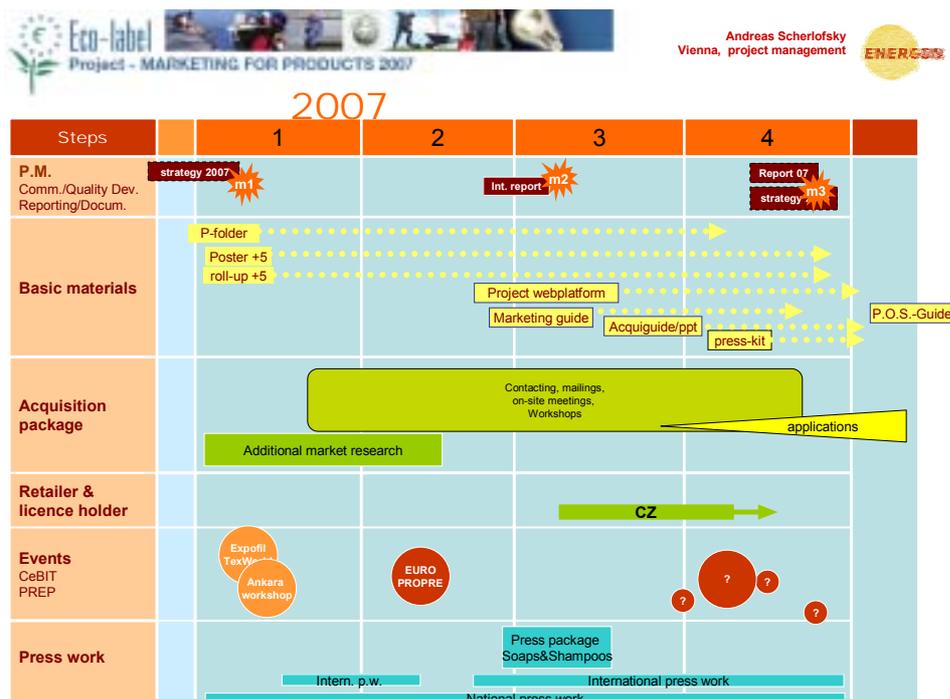
4.1. Project management and documentation

Activities referring to this central task, mainly performed by the project coordinator are:

- Preparing the strategy and caring for the adjustment with DG and CB focusses by all partners
- Adjustment of contracts and tasks in cooperation with all partners
- preparations of project presentation in particular for meetings in Brussels:
 - 16.1.07 kick off in Brussels (with project team)
 - 2.8.07 interim report meeting in Brussels (Scherlofsky, Leitner)
 - 11.12.07 final report presentation Marketing Management Board (Scherlofsky)
- budgeting, book-keeping, transferrals of honoraria and reimbursements
- conception, planning and briefing of central tasks
- co-ordination of tasks
- support of partners

But mainly it's a communication job which you can derive from the simple fact that the number of emails handled, received and sent has reached the figure of about 600 so far this year. 2006 it was about 1550. The quality improves so that the number will decrease but more focus towards efficiency and results and the in special cases much more effective personal phone contacts will grow.

Main job of the project management is to keep the overview and to care for an overall strategy which is the basement for individual but synergetic national and sectoral activities. The actualised timetable gives a raw overview:



4.2. Central production

Central task besides project management and documentation is the development of materials and tools which will be used, adopted and complemented by the partners:

- project-flyer, roll-up and poster
- starter-kit boxes for interested companies or key stakeholders
- acquisition guide and standard presentation
- press materials etc.

developed first (by ENERCON/G&L) and then adopted

4.2.1. Corporate design and logo service

All designs are held in the current design style with the special green, the EU Eco-label logo and product group pictograms (of which three had to be added in the same green style. The design style was fixed in 2006 and step by step developed for all our print and web project, acquisition and promotion productions: email background header, info material sheet, project flyer, roll-up, poster, promotional materials, cards, T-shirts etc.

In 2007 all graphics in use were actualised, mainly for the **new logo**: Posters, roll-ups, project flyer and email-background.

Further productions have to be kept in the same style.

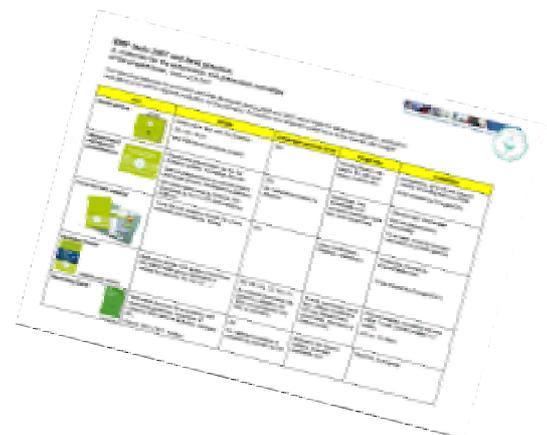
4.2.2. New logo service

For our project as well as for some companies we adopted the new Logos in their language. So far we have language versions in EN, DE, FR, ES, IT, RO, SK, TR.



4.2.3. 19 EMP tools and best practice overview

To synergetically use the so far developed materials for acquisition and promotion in the middle of 2007 we produced a overview catalogue with pictures and short discriptions. The catalogue was sent out and several partners ordered materials or master files for adoption or production. The catalogue so far contains 19 products. (See the annex of this chapter)



4.2.4. Project-flyer

The project-flyer was actualised (logo, partner contacts, number of EU Ecolabel licences) and is ready for printing it or to produce translated versions. Also the German version was actualised. The project-flyer is well in use for acquisition and press work. (See the annex of this chapter)



4.2.5. Roll-up

In the existing versions of the files the logo has been changed and 5 new roll-ups have been produced and sent by courier service to: Prague (ENVIROS), Barcelona (BIO IS), Italy (ACTA), Greek (SPEED) and Poland (PCBC). Some of them translated to their national language others preferred the English version. (See the annex of this chapter)



4.2.6. Posters

The first template was developed in 2006 by Energon (concept) and G&L. (design). So far 7 language versions have been produced, translated by the partners and adopted by G&L. together with the first translations. 2007 the EU Ecolabel logo updated and additional language versions (7 so far) produced.

Some partners ordered 10-20 items of their language posters in A1 and A2 format. They were produced in Vienna and sent to the partner. Some

The partners will be informed about the actual versions and invited to order items which we produce it in Vienna and send it to them. Its also possible to send the printer-pdf files to the partners for their own production. (See the annex of this chapter)



4.2.7. Starter-kit boxes

From 300 pieces produced in 2006 there are 56 still in reserve. Also some of the partners have items not yet handed over to key representatives, journalists or companies interested in the EU Ecolabel at on-site meetings.



Next steps. An inventory to get the actual stocks is running at the moment. In the closer future no new production seems to be necessary. First we'll use the existing rest.

4.2.8. Cover for press and info material

For keeping info materials for interested companies, key representatives and journalists together in a pretty way a cover will be designed by Energon/G&L, produced and sent to the partners.

Next steps. The draft will be designed in August and adjusted with the DG. First use could be the press work for the soap and shampoo criteria.



4.2.9. Infoposter for promotion stands

For the trade fair Graz two posters were developed to visualise the companies and the EU Ecolabel relevance:

Poster with logos of selected companies (those available in AT) with EU Ecolabelled products

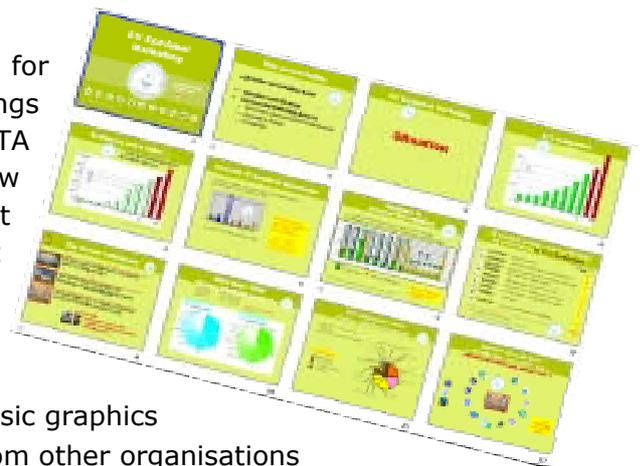
Poster with key message "more than 2000 products EU-wide" with two cake diagrams on the status of awards by country and by product group



4.2.10. Power point layouts and standard presentation

Several partners developed presentations for congresses, key stakeholders and company meetings (IVAM, Energon, CES, PCBC, EPCA, SPEED, ACTA etc.). They are collected by Energon. The review existing presentation confirmed the estimation that quality standard could be raised and project resources saved by

- developing of a standard layout
- preparing of a standard presentation with basic graphics
- researching for EU Ecolabel presentations from other organisations
- organising the exchange between partners, however



In 2007 the standard powerpoint drafted for a presentation in Paris was improved, tested on international events, offered and sent to those partners who ordered it.

A set of Ecolabel presentation was identified and communicated at a TAIEX EU Ecolabel workshop in Ankara where Energon was invited to have two presentations.

4.2.11. Marketing Guide

The new EU Ecolabel Marketing Guide is a tool for both acquisition of new and for motivation of already awarded companies. It will make clear to new and old applicants that the success of the EU Ecolabel lies in communicating it. The 16-page brochure covers main aspects on the Flower, sales arguments and best practice examples on how to use the EU Ecolabel in the marketing, including a check list.



This Marketing guide is aiming at the marketing employees to motivate them to use the EU Ecolabel in their marketing at a higher extent. It is dedicated for two key target groups:

- a) key managers and marketing managers from companies interested in the EU Ecolabel
- b) key managers and marketing managers from already awarded companies/products

Next steps. The first draft presented at the interim meeting was sent to partners and DG ENVIRONMENT and then revised. The final version (December 2007) can be offered now to national Competent Bodies (also others than covered by our project). The translation, adoption and production of this Guide in several national versions could be supported during the EMP project 2008. The task is performed by Energon in cooperation with GUL in Vienna. (See the annex of this chapter for more details)

4.2.12. AcquGuide

The AcquGuide is a practical tool coming out of the project experience and developed for Competent Bodies, consultants and all organisations dealing with the acquisition of new EU Ecolabel applicants. With its instructions, best practice examples and checklists it will be a help for optimising the acquisition activities. The first version will be finished at the beginning of 2008 and offered to all EU Competent Bodies.



4.2.13. Acquisition platform

The acquisition website will be a practical platform not only for project partners but also for CBs and others dealing with acquisition of new Flower applicants. Its built for up- and download of basic materials, posters, standard presentations and information materials in all language versions. At the interim report a draft of the structure was presented. Because of overflowing other tasks this task is in delay. The exchange of materials was organised by the material overview and direct communication with all partners (see 4.2.3.)



Next steps. The internet platform will be installed till summer 2008.

4.2.14. Annex CENTRAL PRODUCTION and EXCHANGE

Information on EU Ecolabel materials available in Czech and in Slovak language

Produced by Energon in cooperation with ENVIROS

EU Ecolabel info materials available in Czech and Slovak Language or at least English (15.10.07)

For consumers

The Consumer Guide [12] will show you how individuals and their purchasing choices can make a real difference to the environment. It explains why it is better to choose products which have been awarded the EU Eco-label, not only for environmental reasons, but also to get tested, high quality products which are gentle on your pocket.

More detailed information about product groups can be found in the brochures below (all pdf):

- Appliances [13]
- Cleaning up [14]
- Clothing and Footwear [15]
- Computers and TVs [16]
- Do-It-Yourself [17]
- Household Furnishings [18]
- Gardening [19]
- Paper Products [20]

Here is how you can create a more healthful home, office and environment by using the Flower:

- In the House [21]
- In the Kitchen [22]
- In the Office [23]

You can take a trip and protect the environment by choosing an accommodation or a campsite that are awarded with the Flower:

- Holiday Accommodation [24]

Trust the Flower to protect the environment and your health [25]

Consumer Guide (INFO-KIT, pdf version)

The Consumer Guide [26] will show you how individuals and their purchasing choices can make a real difference to the environment. It explains why it is better to choose products which have been awarded the eco-label flower, not only for environmental reasons, but also to get a tested, high quality product which is gentle on your pocket. More detailed information about product groups can be found from the fact sheets below (all documents pdf=133-626K)

- Drinking and Malt drinks [27]
- Clothing and Footwear [28]
- Gardening [29]
- Mobile Lighting [30]
- Household Appliances [31]
- Household Detergents [32]
- Household Toilet Paper [33]

Green Procurement is easy with the Flower

Fact sheet explaining how the EU Ecolabel can be used in Green Public Procurement. [34] pdf = 279K

The European Eco-label - Your guide to greener products

An easy to read general leaflet giving a broad overview of the scheme from the viewpoint of the consumer, producer and retailer - produced in 2006. [35] pdf = 1,46K

10 years EU eco-label

A brochure designed to celebrate 10 years of the EU eco-label giving information on the scheme and the flower holders - produced November 2011. [36] pdf = 59K

The European Eco-label at a Glance (Infographic)

Everything you need to know about the European Eco-label is available in this six page brochure, from the adoption of criteria to how the label is awarded to products, everything is explained clearly and simply - produced in 2011. Chinese (simplified) language from amongst the 11 official Community languages and available in using Acrobat reader. [37] pdf = 630K except the Greek version which is 870K

• **Paints and varnishes [11]** produced in 2004 (pdf = 2147K)

Business Fact Sheet (INFO-KIT, pdf version)

The Business Fact Sheet [12] (pdf = 233K) gives a broad overview explaining why you should choose to put the eco-label flower on your products. The 15 Product Fact Sheets take each of the existing product groups in turn, firstly highlighting the advantages to both the producer and the environment of products having the eco-label award and secondly, the ecological and performance criteria which must be met:

- All purpose cleaners [13] (pdf = 238K)
- Cleaning agents [14] (pdf = 135K)
- Dishwashers [15] (pdf = 138K)
- Dishwashing detergents [16] (pdf = 130K)
- Freezers [17] (pdf = 130K)
- Hand disinfecting detergents [18] (pdf = 130K)
- Hand tear coverage [19] (pdf = 130K)
- Laundry detergents [20] (pdf = 135K)
- Light bulbs [21] (pdf = 130K)
- Mattresses [22] (pdf = 130K)
- Paints and varnishes [23] (pdf = 136K)
- Personal computers [24] (pdf = 130K)
- Portable computers [25] (pdf = 130K)
- Refrigerators [26] (pdf = 130K)
- Sewing machines [27] (pdf = 130K)
- Televisions [28] (pdf = 130K)
- Textile products [29] (pdf = 130K)
- Thermal accommodation services [30] (pdf = 130K)
- Vacuum cleaners [31] (pdf = 130K)
- Washing machines [32] (pdf = 130K)

The Application Guide (INFO-KIT)

How to use through the 5 steps needed to obtain the award and promote your achievement (pdf = 126K)

EU Ecolabel info materials available in Czech and Slovak Language or at least English (15.10.07)

For companies

Green Equipment and Supplies [38]

Business Fact Sheet (INFO-KIT) New version

The European Eco-label - The official EU mark for greener products

This business fact sheet aimed at producers and retailers giving general information on the European Eco-label [39] - produced in 2004. The 6 Product Fact Sheets take each of the existing product groups in turn, firstly highlighting the advantages to both the producer and the environment of products having the eco-label award and secondly, the ecological and performance criteria which must be met:

- Bed mattresses [40] produced in 2006 (pdf = 100K)
- Cleaning paper [41] produced in 2006 (pdf = 100K)
- Dishwashers [42] produced in 2006 (pdf = 119K)
- Light bulbs [43] produced in 2006 (pdf = 100K)
- Lubricants [44] produced in 2006 (pdf = 100K)
- Bed mattresses [45] produced in 2006 (pdf = 100K)
- Televisions [46] produced in 2006 (pdf = 100K)
- Vacuum [47] produced in 2006 (pdf = 115K)
- Washing machines [48] produced in 2006 (pdf = 115K)
- Tissue papers [49] produced in 2005 (pdf = 168K)
- Fridges [50] produced in 2005 (pdf = 178K)
- Personal Computers [51] produced in 2005 (pdf = 120K)
- Portable Computers [52] produced in 2005 (pdf = 122K)
- Camp sites [53] produced in 2005 (pdf = 115K)
- Heels [54] produced in 2005 (pdf = 204K)
- Hand disinfecting detergents [55] produced in 2005 (pdf = 179K)
- Detergents for dishwashers [56] produced in 2005 (pdf = 175K)
- All purpose cleaners and cleaners for sanitary facilities [57] produced in 2005 (pdf = 164K)
- Textile products [58] produced in 2004 (pdf = 270K)
- Footwear [59] produced in 2004 (pdf = 175K)
- Laundry detergents [60] produced in 2004 (pdf = 276K)

Update and translations of roll-ups

Language versions so far: EN, ES, FR, DE, PL



L'Europe passe au vert

Les produits écologiques utilisent
l'écotiquet européen



Good Business is Green Business!



www.eco-label.com

www.eco-label.com/etiquette



Europa se vuelve ecológica

Los productos respetuosos con el medio ambiente
usan la etiqueta ecológica Europea.



Los buenos negocios son los
negocios ecológicos!



www.eco-label.com

www.eco-label.com/etiqueta



Europe goes green

Environmentally friendly products
use the European Eco-label



Good business is green business!

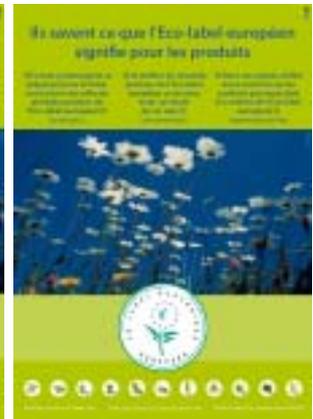
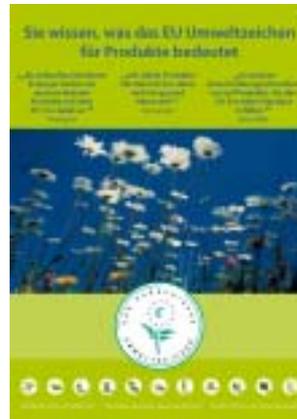


www.eco-label.com

www.eco-label.com/etiquette

Poster "three voices", translated into 7 versions

So far available in EN, DE, FR, PL, CZ, RO, TR



Project flyer revised –English version + translations in HU, DE

Was ist das Europäische Umweltzeichen?

Das EU Umweltzeichen (auch „Flower“) ...

- 1 ... ist das offizielle Umweltzeichen für Produkte und Dienstleistungen, entwickelt von der Europäischen Kommission in Zusammenarbeit mit den Mitgliedstaaten
- 2 ... findet sich schon jetzt auf mehr als 2000 Produkten (300 Hersteller) mit hohem Umweltstandard; ein eindeutiges Zeichen für die zunehmende Bedeutung des EU Umweltzeichens am europäischen Markt (2007).
- 3 ... ist ein Verkaufsargument für Öko-Produkte und wird als „zusätzliche Qualitätsmerkmale“ angesehen. Das EU Umweltzeichen signalisiert den Konsumenten und Beschaffern eine hohe Umweltqualität und Nachhaltigkeitsorientierung. Es garantiert, dass die damit ausgezeichneten Produkte genau definierte, strenge Umwelt- und Gesundheitskriterien erfüllen, deren Einhaltung unter Aufsicht der nationalen Zulassungsbehörden überprüft wurde.
- 4 ... ist erhältlich für 27 Produktgruppen (hier weitere in Ausarbeitung; Stand 2007). Die Anforderungskriterien wurden von internationalen Produkt- und Umweltspezialisten in Zusammenarbeit mit Produzenten und Konsumentenorganisationen entwickelt und werden laufend aktualisiert.
 - Beispielsweise:** Waschmittel, Abwedgegeräte, Herd- und Mischherdgeschirrspülmittel, Seifen und Shampoos
 - Elektrogeräte:** Geschirrspülmaschinen, Glühbirnen, Leuchtstofflampen, PCs und Laptops, Kühlgeräte, Fernseher, Staubsauger, Waschmaschinen, Wärmepumpen
 - Papiere:** Papier- und grafische Papiere, Hygieneartikel, Druckpapiere
 - Haar- und Körper:** Masken, feste Bodentpflege, Farben und Lacke, Babyhygiene und Hygieneartikel, Kleidung, Schuhe, Möbel, Bodenverbesserer
 - Tourismus:** Campingplätze, Tourismusunternehmen
 - Sonstige:** Schwimmreifen

1 ... finden Sie in Ausarbeitung

Kontakte

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Das Europäische Umweltzeichen für Produkte

Marketing-Projekt 2007



Europäische Kommission

Das Projekt

Das Projekt „Marketing für EU Ecolabel Produkte 2007“ der EU Kommission wird in enger Kooperation von 8 Projektpartnern in 13 europäischen Staaten durchgeführt.

Projektziel ist ...

- ... die Unterstützung und Durchführung nationaler Aktivitäten zur Gewinnung neuer Zeichenträger für das EU Ecolabel
- ... die Stärkung der Marktpräsenz des EU Ecolabels.

Projektphasen

In ersten Schritt erfolgte die Abstimmung mit den nationalen Zulassungsstellen, die für Marketing und Zeichenergebnisse zuständig sind (in Österreich das Lebensmittelministerium bzw. in dessen Auftrag der Verein für Konsumenteninformation). Dabei ging es um die Koordination der Marketingaktivitäten und die Produktgruppenschwerpunkte.

Im zweiten Schritt wurden die Märkte (regionale Umweltbewusstseinsstudien, potenzielle Produkte und Betriebe, Vertrieb und relevante Akteure, Medien und Events) erhoben und umfassende Vorbereitungen getroffen: Präsentationen, Starter-kit, Passivrolle etc. In der dritten Phase werden gezielt Hersteller und Importeure von Produkten mit hohem Auszeichnungspotenzial kontaktiert und bei der Antragstellung unterstützt.

Abschließend werden die Strategien, Aktivitäten und Erfahrungen in den unterschiedlichen Ländern dokumentiert, analysiert und in einem „toolguide“ als Basis für künftige Marketingaktivitäten auf dem Punkt gestellt. Besondere Synergieeffekte ergeben sich auch aus der Arbeitsteilung des Projektes (zentrale und regionale Arbeitspakete) und der laufenden Kommunikation zwischen den Projektpartnern.



Vorteile der „EU Flower“

Die Auszeichnung mit dem EU Ecolabel hat gleich mehrere Vorteile:

- 1 ... offizielles, unabhängiges und einheitliches Umweltzeichen für ganz Europa (Vorteile im Export etc.)
- 2 ... hohes Bekanntheits- und Nachhaltigkeits-, Umwelt- und Gesundheitsniveau
- 3 ... glaubwürdiges Signal an Konsumenten und Beschaffern, dass die ausgezeichneten Produkte hohe Umweltstandards erfüllen (bei Herstellung, Gebrauch und Entsorgung)
- 4 ... bei der Kaufentscheidung kann das „Zusatzzeichen“ des Zeichens an der Waage von (neben Preis, Marke und Qualitätsvorteil)

Weitere Informationen

... finden Sie im Internet:

- „Business Kit sheet“ (je Produktgruppe) mit Kostenvorteil über Anforderungen und Vorteile
- Detaillierte Beschreibung der Anforderungen in den „Commission Decisions“ (je Produktgruppe)
- Infos und Formulare zur Antragstellung
- Bestellinformationen über das EU Ecolabel und den schnellsten Weg zum Zeichen, mit Download für Konsumenten und Beschaffung.

<http://ec.europa.eu/ecolabel>
www.eco-label.com

The green store. Weitere Info über die ausgezeichneten Produkte bietet der online-Produktkatalog mit Suchmöglichkeiten nach Produkten, Produktgruppen, Herstellern, Ländern und Vertriebsstellen:

www.eco-label.com

Unser Netzwerk für ein starkes EU Ecolabel

Der Erfolg des EU Ecolabels hängt wesentlich vom Engagement und von der Zusammenarbeit aller relevanten Organisationen in den Bereichen Umweltschutz, Wirtschaft und Verwaltung ab.

Das Beste was Sie zu einem starken und erfolgreichen EU Umweltzeichen beitragen können ist die Unterstützung der EU Ecolabel-Initiative, z.B. durch die Information und Präzisierung des EU Ecolabel-Systems für die Hersteller und Importeure von nachhaltiger Produkten für den europäischen Markt.

Willkommen ist alles, was diesen Prozess vorantreibt: Artikel, Infomails und -mails, Workshops etc.

Ihr regionaler Beratungskontakt steht jederzeit und gerne für weitere Informationen und persönliche Betreuung für Sie bereit!

Projektkoordination auf EU-Ebene und in Österreich:

ÖVERGÖH GmbH, W. Andreas Scherfölk
Tel 0043 0676 / 54 123 90
andreas.scherf@overgoeh.com

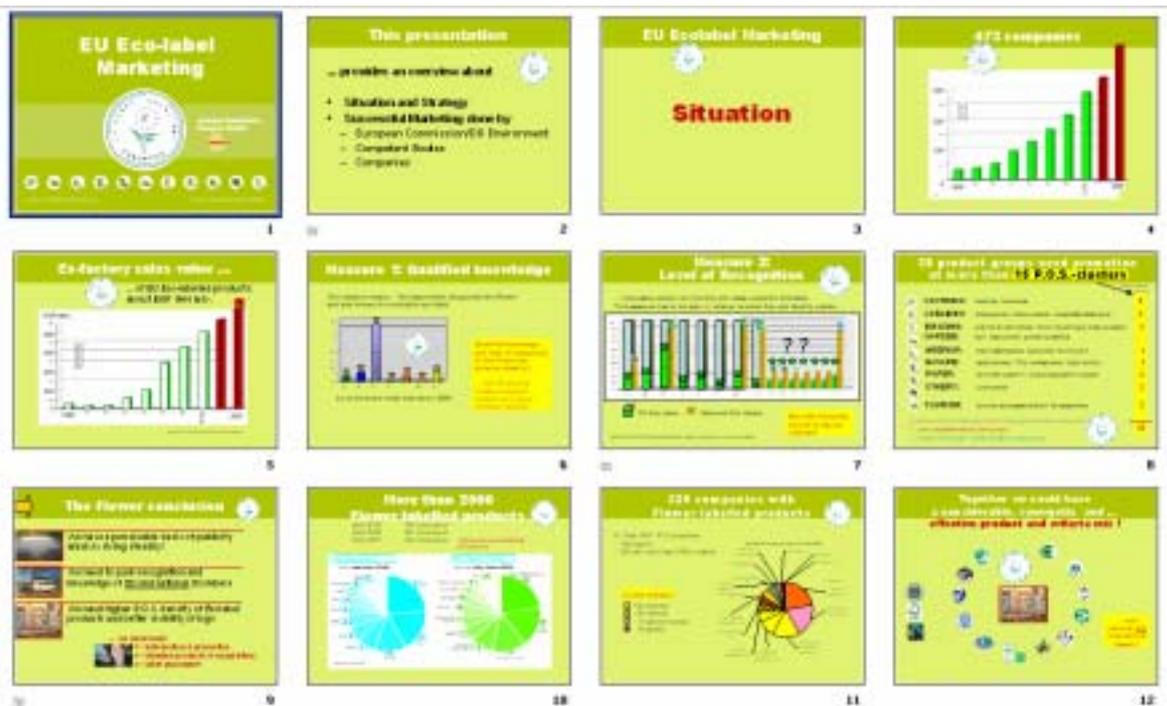


Project info sheet, the project 'toolkit' on the implementation of the EU Ecolabel, product group descriptions and other information are available in English, German, French, Italian, Spanish, Portuguese, Greek, Polish, Czech, Slovak, Hungarian, Slovenian, Estonian, Latvian, Lithuanian, and Romanian. All documents are available in English, French, German, Italian, Spanish, Portuguese, Greek, Polish, Czech, Slovak, Hungarian, Slovenian, Estonian, Latvian, Lithuanian, and Romanian.





EU Ecolabel Marketing presentation at Stara Lesna, High Tatras congresson Eco-politics, 15-17 October 2007



Marketing Guide for licencees and interested companies

The last status of this brochure will be handed over at the Marketing Management Board on 11 December 2007 in Brussels. The pics of the final pages will be added here...



4.3. Press work and basic press-kit

4.3.1. Article on soaps & shampoos

Austrian and German media were researched, selected and contacted in order to identify EU-wide relevant special interest media of the soap and shampoo market.

An article (see annex) on the EU Ecolabel and the new criteria for Soaps, champoos and in SÖFW (No. 5-2007) one of the worldwide leading journals of the developers and marketers of detergents with versions in English, Russian and Chinese. Target groups of this journal are: Formulators, chemists, research and development, laboratory staff, marketing, management and students.

The text will be the basis for other international mailings adjusted with the DG ENV and the project partners towards the soaps and shampoo industry which will be also prepared for use by project partners in other countries in the basis press-kit.

This task is performed by Energon & GUL in cooperation.



Next steps. The adjustment of press work with the DG Environment will start with the interim report presentation and then involve the partners. Start of the press event will be soon after the publishing of the new criteria on soaps, shampoos and hair conditioners.

After that the press-kit will start with a collection of all existing press activities done by the partners, exchange and preparation of a press-kit.

4.3.2. Standard press release from DG ENVIRONMENT

The standard article on the new product group Soaps & shampoos was handed out to Energon in August 2007 who forwarded it to the partners to use it through their press and contacting work as a basis.

4.3.3. Annex INTERNATIONAL PRESS WORK

Article published in "SÖFW" (English, German, Russian)

4.4. International trade fair participation

Planned is to join two big European trade fairs. In the first half of the year we decided to perform the BIO IS proposal of the EUROPROPRE a big European fair for cleaning. Possibilities and decision on another trade fair in autumn of 2007 is point of the interim meeting agenda.

For the second half of project period 2007 it was agreed with the DG to participate at two more big and/or international trade fairs: Ried EUROHAUS (5.-9.9.2007) and TEXTGATE Istanbul (27.-29.9.2007). Ried and Graz was performed by Energon and G&L, TEXTGATE in cooperation by Energon with the Danish partner EPCA.

Because of limited possibilities at Ried the participation there was kept small and, instead, another big participation at the GRAZER HERBSTMESSE (29.9.-7.10.) was arranged. Target at the trade fairs in Ried and Graz (both primarily for consumers) was the raising of visibility and publicity of the EU Ecolabel. Whereas at the international trade fair for textile branch TEXTGATE we tried to get in contact with textile experts, companies and industry representatives from all over the textile world.

The Ried trade fair with the small participation will be described in the chapter for activities in Austria.

4.4.1. Participation at EUROPROPRE 2007 in Paris

In the framework of Lot 7 Marketing activities for products, Bio Intelligence Service (BIO IS) had a stand at the Europropre Fair in Paris on 27-29 March 2007 and was present during the three days of the Fair.



Objective was

- to support companies selling ecolabelled products wishing for more information on the Flower
- to assess the level of awareness of the Flower amongst detergent companies and raise their knowledge on the Flower and
- to promote the EU Eco-label towards companies present at the fairs who could be potential applicants.



Europropre is totally dedicated to exchanges about hygiene and cleaning solutions. Europropre brings together all those involved in the industry, including manufacturers and distributors of machines, equipment and products, cleaning companies and end users from industry, the service sector and local authorities. Multiservices Expo, a unique platform for information, exchanges and contacts between national operations, service providers and associations, was held in conjunction with Europropre.

This year, 451 companies, of which 191 were international companies, exhibited their offer of products on more than 25 000 m². 13 420 people visited the fair this year, consisting in 10.23% of internationals coming from 49 states (mainly Belgium, Spain, the Netherlands, Italy, Switzerland, Germany, Morocco, Portugal, Hungary, the United Kingdom).



Visitors are final users (45%), cleaning companies (26%), retailers/distributors (20%) and producers (9%). Their position is mainly Management (46%), technical/hygiene manager (20%), marketing managers (19%) and buyers/purchase managers (13%) of all sizes of company employment.

Marketing materials. *BIO IS prepared and brought the following marketing material:*

- A roll-up with the slogan "L'Europe passe au vert (Europe goes green) / Green business is good business"
- 2 posters from the Toolbox;
- Product Group Fact Sheets in French: all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents and laundry detergents were printed and distributed on the stand,
- General Info-kit Consumers brochures in French were printed and distributed at the stand.

EU Ecolabelled holders had also been given the opportunity before the fair to send samples of their EU Ecolabelled products which were exhibited in the showcase. It was an opportunity for holders to promote their products. Also the presence of products on the stand attracts people's attention and therefore the EU Ecolabel does not remain an "abstract" concept. ceremonies to present the Flower to Alcal and Chrysteins.

Presence and fair activities. Corentine Mazingue-Desailly from Bio Intelligence Service was present at the stand during the whole duration of the show. Mrs Patricia Proia, from the French Competent Body, also came on the stand on March 28 in the afternoon, and March 29 in the morning. Her colleague, Mr Joel Duchatelle, also came on March 28. They were present on the Fair for two award ceremonies (see the photographs) and took the opportunity to come on the EU Ecolabel stand.

Activities at the fair were

- providing information on the Flower to visitors;
- distributing brochures and information material to visitors;
- meeting EU Ecolabel holders who also had a stand at the fair;



These activities are important because they show the labelholders that the EC is active in the promotion of the Flower. It is also very instructive to see how they communicate on the Flower. Indeed, some have big posters on the Flower whereas others do not do as much publicity on the subject. Also it comes out of these meetings that some companies have done big efforts to communicate internally on the Flower.

Thus, all their employees, especially sales managers, can explain what the Flower stands for. However, in other companies, they are just informed that this is an environmental label and they use this as a sales argument but are not able to answer more specific questions from buyers, who are more and more aware of the environmental problems and are very much interested in the approach behind the label, the criteria, the difference with other labels etc. It is therefore important to prompt companies to take the time for internal training on the label. In return they will have better sales arguments.

The French Competent Body took the opportunity of the Fair to conduct **two award ceremonies** for new holders: ALCATEL (first picture) and CHRYSTEINS (second picture, with Patricia Proia, from the French Competent Body).



Alcal received the EU Ecolabel for 13 products in the all purpose cleaners and hand dishwashing detergents product groups and Chrysteins received the EU Ecolabel for 6 products in the laundry detergents, all purpose cleaners and hand dishwashing detergents criteria. Chrysteins is waiting for certification for 3 other products.

Contacts and results. More than 80 people per day came to the stand, all interested in the Flower. The visitors met had the following profiles:

■ **PRODUCERS**

They raised different type of questions such as:

- Differences/advantages of the EU Ecolabel in comparison other labels such as Ecocert, Label européen de développement durable (developped by AISE – the international Association for Soaps, Detergents and Maintenance Products which is the official representative body of this industry in Europe; www.sustainable-cleaning.com/). These questions were mostly raised by companies wishing to develop a range of environmentally friendly products.
- Several producers think that the criteria are not strict enough. They argue that more and more detergents producers have the label in France (from 12 in March 2006, there are 31 today in March 2007!). The sector is becoming much more competitive.
- The number of EU Ecolabel holders for detergents criteria has more than doubled in one year. This is mostly due to the expansion of green public procurement which encourages the use of EU Ecolabel criteria in call for tenders.
- Many producers enquired about disinfectants not to be included in the scope of the all-purpose cleaners' criteria. However it wasn't always clear for them.
- Some producers also raised concerns about the reactions of consumers who would not necessarily understand why only part of their range of detergents are ecolabelled, and not all of them. It does not seem easy to explain that this is due to the fact that they do not enter the scope of the product groups defined by the EU Ecolabel.
- Finally, one or two producers wanted advice on how to market their products with the Flower: should they promote them towards retailers, private companies, public purchasers?

■ **CLEANING SERVICE PROVIDERS**

The EU Ecolabel is something quite new for them. Since environmental issues are starting to be a big issue, some of these companies are thinking of launching a "green" offer.

■ **RETAILERS/CATALOGUISTS**

... came to the stand to look for information. Indeed their clients want more information on the products and they needed advice on how to present the Ecolabel and what it stands for.

■ **PUBLIC PURCHASERS**

Some public purchasers are interested in the EU Eco-label criteria for their calls for tenders visited the stand.

■ PRODUCERS OF “RAW MATERIAL”

- Perfume producers wanted to have the full criteria in order to develop perfumes that could enter the formulation of EU Ecolabelled detergents.
- Packaging producers were also interested in the criteria concerning the packaging of detergents.
- Other companies producing ingredients that can enter the formulation of detergents visited the stand.

■ CONSULTANTS

Also a few private companies **ADVISING** local authorities on Environment / Quality / Security issues came to take documentation about GPP and the Ecolabel.

Generally speaking, all the visitors were interested in the environment and sustainable development. A table presenting the contact details of the persons who agreed to give us their business card can be found in the company details annex of this report. This table does not present the total number of people which came to the stand. Indeed, some people just came to take a brochure without asking further questions.

Awareness of the Flower. The market is moving very fast. Indeed, still last year, most visitors met on fairs did not know the EU Ecolabel, but today most people have heard of environmental labels, including the EU Ecolabel, even though they usually do not know what it stands for. There is a great need, and demand, for information.

Conclusions. This fair participation enabled to directly inform about 250 stakeholders from retailers, producers, cleaning service companies, local authorities about the Flower. There was a great demand for information on the Flower. Thus it was very good to have a stand at this event.

Environmentally friendly products turned out to be THE topic of the fair. Indeed the different conferences included either a part on environmental management, sustainable development, or ecolabelled products. Also, all the companies awarded the EU Ecolabel which had a stand at the Fair mentioned that their stands were always full with visitors and they made numerous contacts for future sales. They were very pleased. They also thought that the EU Ecolabel stand was important because we gave more information and precisions on the Flower to visitors which helped promote their EU Ecolabelled products.

It is very good news that having an Ecolabel is becoming a great sales advantage. However, this can lead to some abuses in a very competitive sector. Indeed, so as not to miss the opportunity provided by the fair, some companies still in the application process and not yet awarded did not hesitate to expose products with the label. Some did it with the authorization of the Competent Body and writing very explicitly that the products were still in the process for authorization. However, other companies (one big company on the market) did not mention anything. Even after discussing with one of their sales manager, it turned out that they did not do a difference, only saying that the products would be available in July.

The presence of samples of EU Ecolabelled products on the stand proved to be eye-catching. And awarded companies were pleased to see their products exposed. This

should be renewed at future fairs.

Producers raised different **points concerning the criteria** and the product groups which should be discussed during the revision as these comments come up regularly:

The criteria are not strict enough. The sector is becoming much more competitive and front-runners want to keep their advantage.

The scope of the product groups is not large enough. Indeed not all types of detergents fit in the scope of the product groups and this is very frustrating for producers and consumers as it is not easy to explain.

Product sample shelf for promotion at EUROPROPPE trade fair in Paris



4.4.2. **TEXGATE 2007 /II - International Textile and Accessories Fair 27-29/9/2007, Istanbul**



As so far no result figures have been published by the organiser CNR Expo Center the attendance by visitors can only be estimated. Following our experience and the feedback from some exhibitors it must less than 10,000. Most of them were experts in production and trade of all kinds of textile products: from fibres to woven fabrics, from zippers to yarn. The exhibitors

The decision to participate at Texgate Istanbul was built on the fact that Turkey is a big player in Textile market and big international textile representatives were expected to be there, especially from Eastern and Far Eastern Countries (China, India, Hong Kong, Thailand etc.) as well as American and European big brands as Espirt, Tesco etc.



Target of our participation (Nick Paxevanos from EPCA, Denmark and Andreas Scherlofsky, Energon from Austria) was to get in contact with producers and international producer associations.

Basement was at the stand of **Lenzing AG**, a big Flower labelled fibre producer where we were invited to place Ecolabel posters and brochures and to offer EU Ecolabel advice to textile producing customers.

Our first step was to get in contact with the trade fair **organiser** and the **press staff** and to convince them of our Ecolabel mission. We handed over basic information materials and achieved to post brochures and a Turkish version of our **poster** at the press and information center. Next step was to search the list of exhibitors to find out key contacts, to visit the stands and find out key players.

The most interesting and intensive contacts were with the **representatives** from

- **TEXPROCIL**, the Indian Cotton Textile Industry
- **FIEO**, the Federation of Indian Export organisation
- **Brand Textiles Int'l Co. Ltd**, a quality and certification institute from Shanghai

A **set of EU Ecolabel information materials** was produced and spread during the fair: poster, consumer flyers, Business fact sheets for companies, criteria etc.



4.4.3. Trade fair Graz: Having fun with the Flower. October event with green cards and artists.



From 30 September to 8 October 2007 an impressive event took place in the south-east of Austria. With about 130,000 visitors from Austria, Italy, Hungary, Slovenia, Germany and other countries the GRAZER HERBSTMESSE (Autumn trade fair Graz) is one of the most popular consumer events. This year about 450 exhibitors from 9 nations presented their products especially in the field of building & living, wellness, textiles, furniture and food.



Basement of the EU Ecolabel was a green stand in the heart of the trade fair area. Decoration and staff dress followed a sympathetic Flower Corporate Design style. Responsible for the design and project management were Energon and G&L, the Austrian partners of the EU Ecolabel Marketing for Products project.



Strategy was to attract the visitor's attention, to make them interested and communicate the key message: "The EU Ecolabel is an important international and reliable label for eco-sound products". Target was to raise the recognition, the knowledge and image of the Flower in the visitor's minds and to establish an emotional and habitual link between their life and the awarded products.



Key instruments to reach this target were tailor made:



1. 3000 "green apples" from Styria and 1000 "Müsliweckerl" (cereal cookies) with a "green card" attached. It showed a key message "more than 2000 awarded products", the internet link and an overview of selected top-level labels - besides the Flower also the national Ecolabel, TransFair, FSC and Bio. It was designed like an eCard and meant for keeping it in the pocket.
2. A team of artists attracted lots of visitors, communicated with them, explained the Ecolabel in a short and simple way and to take our information materials.
3. At our big turning Ecolabel quiz game wheel the visitors could win small Ecolabel awarded product samples. They were also invited to fill tip-on-cards to win big Ecolabel product prizes in the October quiz game, such as the AQUOS TV by Sharp, a weekend at the Schlank-Schlemmer Hotel Kürschner (Carinthia), "name it" baby dresses by Bestseller, bed tissues made of tencel® fiber, 2 big boxes copy paper by UPM Kymmene, 1-year household cleaners „ecO Forte" by KANOL and "nativ" by Gruber.

Another important element of communication was a tailor-made leaflet with the Flower labelled products available in Austria with a list of points-of-sales where to buy it.

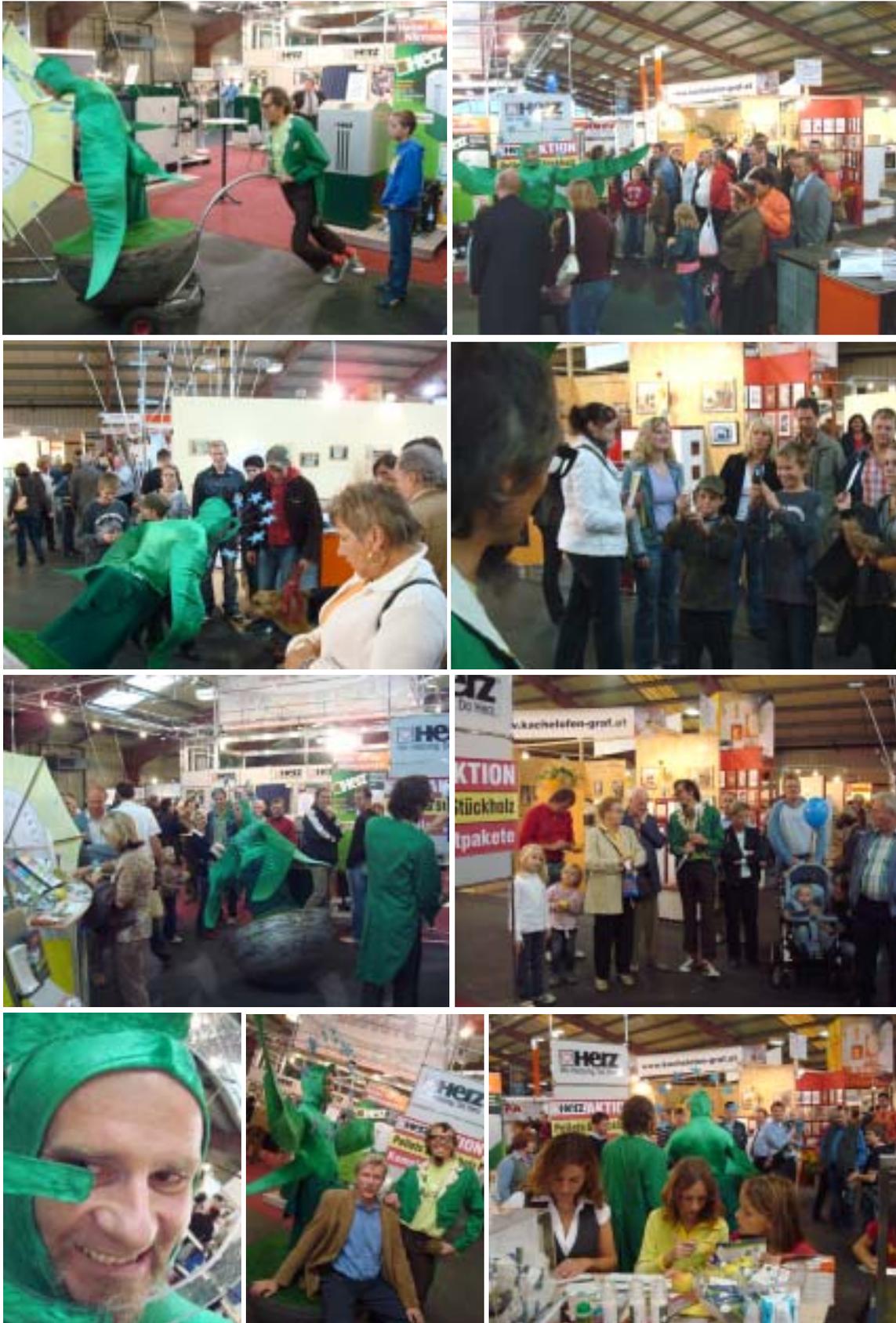
During the 9 day's event we could hand over thousands of green cards and info materials. We had hundreds of interesting talks and discussions on "Green Buying" and used our chance to introduce and make "feel" the Flower to a wider public in a very enthusiastic way. And last not least – we had a lot of fun with the Flower.



Promotion tools for the Flower event at Graz

Professional Flower artists attracting lots of visitors, making feel the Flower, communicating with adults, kids and dogs, having fun, making visitors taking photographs, ...





Promotion tools for the Flower event at Graz

Green Card with Ecolabels

A special development for making deep and sustainable impression to consumers. Cards in the size of a pocket card as a “Guide for sustainable shopping” with an add of the EU Ecolabel on the front and 5 relevant Ecolabels on the other side.



Brochures for consumers

Handing over to consumers 3000 apples and cereal cookies with Ecolabel “green cards” and Flower product samples



stand posters



Brochures for consumers

Tailor made info set for consumers: Consumer flyers from the European Commission (DG Environment), a guide book on quality levels (“7 seals”) and a leaflet with products and point-

of-sales available in the target region (now available at the website of the Austrian Ecolabel).



Quiz game poster and P.O.S. info sheet

Quiz game poster with set of prizes and P.O.S. info sheet with Ecolabelled products and shop contacts in Austria, used at the Graz event:



30,000 tip-on cards for the EU Ecolabel quiz game



5. National activities

This chapter describes activities the regional acquisition and promotion activities each following this structure:

- Project result 2006 and situation 2007
- Strategy and focus adjustment 2007
- Completed activities 2007 until interim report
- Next steps / in progress
- Result expectation for 2007
- Eventually Annex

Company contacts will be listed in another annex handled internally as confidential.

5.1. Final report AUSTRIA

The Austrian acquisition and press activities are performed in cooperation by ENERGON (Scherlofsky, Stifter) and G&L (Leitner, Tauchhammer, Schlaffer, Gassner). Coordinator was Stefan Tauchhammer.

5.1.1. Project result and situation end of 2006

In Austria there are 14 tourist companies (7 accommodation services and 7 camp sites) and 16 products from 5 companies awarded: 13 products are the product group „All purpose & Sanitary cleaners“ produced by 4 companies:

- GRUBER REINIGUNGSTECHNIK (3 x Gruber nativ)
- Hagleitner Hygiene Int (5 x UNA)
- Planet Pure (2 x Pure)
- KANOL GmbH & Co KG (3 x Ecoforte)

The 5th producer LENZING AG, one of the worlds biggest fibre producer, has one award for all his 3 textile fibres made from plants: Viscose, Modal and Lyocell.

The KANOL awards are from 2007, the others from 2006 or elder.

The focus of 2006 lay at trying to find new license holders in the product groups „Cleaners, tissue papers, household appliances and computers“. A mailing was sent out and companies were contacted. The interest was generally quite low. Only three companies signalled some interest: A producer of hygienic paper, a producer of electrical appliances and a producer of paints and varnishes.

We achieved to place some articles in a focus issue on co-brands of a special magazine for marketing managers.

5.1.2. Strategy and focus adjustment 2007

The main focus 2007 was on finding applicants for the new criteria “soaps and shampoos“. The strategy aimed at persuading large **supermarket/drug store chains** to certify a set of their own products (i.e. including shower gel, shampoos etc.). Therefore, acquisition activities were carried out in Austria and Germany at the **headquarters** of these companies.

5.1.3. Completed activities 2007

☑ Acquisition strategy

The acquisition followed a 4-steps strategy:

1. direct calls to find out key persons and contacts
2. mailings (see example letter in the annex of this chapter)
3. again calls
4. selected prepared special on-site meetings with key-managers of interested companies, together with the technical experts of the Austrian Competent Body (Verein für Konsumenteninformation on behalf of the Austrian Ministry for Environment)

☑ Company and chain contacts

The acquisition activities in Austria and Germany started in spring and target selected companies (companies example letter in the annex), both producers and retailers of soaps and shampoos. Soon we focused on the 12 most important retail chains in Austria and Germany to persuade them to bet on the EU Flower. Among these were the key players REWE, SPAR, Müller and Aldi. We first sent out a letter introducing the Flower and notifying them about the possibility for getting certified with the new criteria Soaps and Shampoos. Then, we made follow-up calls to ask for their attitude towards the Flower.

In general, the attitude was quite positive. However, most were satisfied with the printed information we gave them and told us to get in touch in soon it gets interesting for them.

Two large retail chains invited us to their head office to present the benefits of the Flower for them. Both contactings were coordinated with the Austrian VKI who contacted these companies too. On the on-site meeting a representative from the VKI took part to provide special Austrian information for applicants.

The appointment with the first one, one of Austria's largest perfumery chain took place on Friday 13, 2007. They considered the Flower for their own brands but finally refused it as according to brand managers it wouldn't match their image.

The second appointment was with one of Austria's largest supermarket chains. They were mainly interested in applying for the Flower for tissue papers. The quality manager was highly interested in details on the application for both the European and the Austrian Ecolabel. We also had follow-up calls with the procurement manager to offer him service and information for the EU Ecolabel application. Some weeks later. After that the producer of body products for this chain contacted the Austrian Competent Body to get more details on the terms of applying.

Another appointment was carried out with one large Austrian producer of chemical products like soaps & shampoos, detergents etc. They're already certified with the Flower for purpose cleaners. As incentive, we promised to introduce them to all the retail chains we would visit. They're highly interested in certifying but still lack a purchaser.

Besides that the 3 interested companies from 2006 mentioned in 5.1.1 were contacted with follow-up calls but at last turned out not being interested in application, at least at the moment.

Stakeholder networking

The most important organizations representing the soaps and shampoos industry were informed on the existence of this new criteria and were asked to inform their members. The following were contacted:

Colipa (The European Cosmetic Toiletry and Perfumery Association): Mr. Sebastian Marx, feedback was positive, promised to inform his members.

IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association): Mrs. Huber was informed, said that criteria were not strong, however, more information sent.

FCIO (Austrian Association representing the Cosmetic, Toiletry and Perfumery industry): Mr. Gründling was informed, promised to support the EU Flower, press text on the Flower was sent. However, he said that there are no larger producers in Austria, they become too unflexible with their recipe when acquiring the Flower, environmental friendliness is not secured. Mr. Muth, a suborganization of the FCIO responsible for smaller producers also promised to inform his members, press text was sent.

Participation at an expert committee with the Austrian Consumer Association (VKI)

On May 31 2007 the Austrian Consumer Association held an expert committee on extending the EU Ecolabel criteria "Soaps & Shampoos" with health aspects. The participants were from the chemical industry. After the event, contacts were established with two companies and one NGO:

One promising contact developer of sanitary and cosmetic products is placing own brands as well as brands on behalf of retailers. They recently certified a range of cleaning products with the Flower and the Austrian Eco-label. They are interested in the Flower for Soaps and Shampoos, however are waiting for demand from retailers. As next steps we informed them on our talks with retail chains.

The second contact is a major producer of cosmetic products like soaps and shampoos for large Austrian retailers like "Hofer" and "Norma". Principally like the Flower but see problems in the implementation as the products change every six months. However, if there's demand from retailers like "Norma", they'd surely certify.

The third contact was ÖGUT (Austrian Association for Environment and Technics). They work close together with the Austrian Environmental Ministry to support the "Sustainable Weeks" which take place every year in autumn. During these weeks, eco-products are specially presented in the major retail chains in Austria (which are also part of the acquisition strategy). She promised to support us with contacts of stakeholders of the companies "DM", a large retail chain and "Weleda", a producer of natural cosmetics. They are in favour of the European Ecolabel as they are benefited by a larger number of eco-products during these weeks.

☑ **Event support for interested company**

In June we supported the Austrian producer of 3 new awarded products interested in other EU Ecolabel awards for "soaps and shampoos"

- at the awarding ceremony held by the Austrian Minister his the Ministry with info material and promotion tools
- with photographs and EU Ecolabel roll-ups at their company annual event

☑ **EU Ecolabel promotion day at Ried, AT 1-9/9/2007**



During the first week of September () the EU Ecolabel team took the chance to arrange a stand with Ecolabel information material and roll-ups at the RIEDER MESSE. The event with 800 exhibitors and about 300000 visitors (20% from other countries) is one of the biggest international trade fairs in Upper Austria and keeps the focus on agriculture, consumer products and building.



The stand was arranged in cooperation with the Austrian Ecolabel team in the huge "future land" hall of the Austrian Ministry for Agriculture and Environment.

Quiz games on stage. On Saturday, 9 October, the day with the most visitors, the big quizgame wheel with the new green Ecolabel design and samples of awarded products were presented, not only at the stand but also on stage in the tent of the Austrian **Broadcasting** Company. After an introductory **interview** of the EU Ecolabel team Austria the quiz game candidates had to answer questions on the Ecolabel system and awarded products available in Austria. The lucky winners received **Flower awarded textile products** made with Ecolabel awarded LENZING fibre.



On the long and winding road between stage and stand the quiz game wheel attracted the trade fair visitor's eyes and made them want to touch and turn it and to ask questions on its meaning.

By the way at the stand of an exhibitor with EU ecolabelled products (Lenzing, see the photograph) the new EU Ecolabel "3-voices" poster was placed. Thus to improve the visibility of the label.



5.1.4. Result by the end of 2007

We focused on large **retail chains** and tried to persuade them to add products with the Flower – mainly Soaps & Shampoos and Cleaners – to their portfolio.

Besides the successful **press work** in the branch journal "SÖFW" and the organization networking, the strategy of retail chains proved to be the right way. We had personal contacts with 2 large Austrian retail chains, REWE (with its perfumery subsidiary BIPA) and the supermarket chain SPAR. Also we had contact with KANOL, a large producer of the chemical industry.

During our project, we succeeded in raising awareness to the Ecolabel in the whole retail chain area. Especially the SPAR appointment proved successful: follow-up calls followed from producers on inquiry of SPAR to the Austrian Competent Body. We'll stay in touch with them in the following year.

5.1.5. Annex AUSTRIA

Example letter to companies

Stand of awarded company with Flower poster at Ried

Flower News on Ried Trade fair

Example letter to companies



Stand of awarded company with Flower poster at Ried



Flower News on Ried Trade fair



Ecolabel promotion show in Ried, Austria

During the first week of September 2007, the EU Ecolabel had a stand with at the RIEDER MESSE. The event, with 800 exhibitors and about 300,000 visitors (20% of whom were international), is one of the biggest trade fairs in Upper Austria and focuses on agriculture, consumer products, and buildings.

The stand was arranged in cooperation with the Austrian Ecolabel team in the large "future country" hall of the Austrian Ministry for Agriculture and Environment.

Quiz games on stage. On Saturday 8th September, the day with the most visitors, the new green Ecolabel design and samples of awarded products were presented. The big quiz-game wheel was in action, not only on the stand but also on stage in the tent of the Austrian Broadcasting Company. After an introductory interview with the Austrian EU Ecolabel team, the quiz game candidates were asked to answer questions on the Ecolabel system and awarded products available in Austria. The winners received textile products produced with Ecolabel awarded LENZING fibre.

Located between the stage and the Ecolabel stand, the quiz-game wheel attracted the attention of numerous trade fair visitors. It encouraged them to get involved and to ask questions on its meaning.

On the stand of an exhibitor of EU eco-labelled products, the new EU Ecolabel project poster also improved the visibility of the label.

The presence of the European Ecolabel team at this fair was part of the "EU Ecolabel Marketing for Products" Project, a co-operation of 9 expert partners covering more than 13 European countries.



Ecolabel info poster at the Lenzing stand



Participants listening to the representative of the EU Ecolabel Marketing for Products team



The big QuizGame Wheel

5.2. Final report CZECH REPUBLIC



The Czech project activities are performed by ENVIROS (Monika Příbylová, Kristyna Kohoutova, Monika Bilkova and Jan Pavlik). Project coordinator was Monika Příbylová and since middle of the year Jan Pavlik.

5.2.1. Project result 2006 and situation 2007

For the 2006 activities the Czech CB recommended to specialize at 2 products groups - the textile, the paints and varnishes, as within the textile industry the 1st EU Ecolabel was awarded in 2005 and the paints and varnishes have been the most successful group with the national Ecolabel. During the 2006 project activities there were contacted 24 producers from the textile, the paints and varnishes product groups. Also personal meetings were hold with representatives of the relevant industry associations.

Regardless very good cooperation from the CB, the response from the producers was mostly negative. In few cases they requested further information but except two or three they were not willing to pursue any further activities which could indicate their interest in the EU Eco-label. The only company which asked for detailed information on the application process is SPOLTEX Kravaře from the textile group.

Independently from our activities Nova Mosilana - textile producer applied for the Flower and obtained it by the end of 2006.

Based on the negative responses from 2006 and producers' requests for promotion of EU Ecolabel between consumers the CB together with Enviros team suggested to focus 2007 marketing activities on consumers, shops and retail chains.

Since the beginning of 2007 no EU or national Ecolabel for any product group was awarded. Nevertheless Czech producers are more and more applying for the EMS within the ISO 14001.

Generally the EU Ecolabel is unknown to Czech consumers and traders. Apart from this project and CB promotion activities there is very little information available on the EU Ecolabel in electronic and printed media. One of the effective CB promotion activities are education sessions for teachers of elementary and secondary schools.

To support the promotion of Ecolabel application in the CR, the CB organized one day seminar for producers and other stakeholders interested in Ecolabel at the Ministry of Environment in Prague on the 22nd March 2007. The participants made group of about 50 people, from which about half were Czech producers.

In general it is possible to assess that the interest of the Czech consumers in environmentally friendly and healthy life style is increasing. Major retail chains like Tesco and Plus diskont have introduced healthy lines of food products. Tesco is also promoting energy savings (carbon footprint) and sustainable behavior for home care and consumption (e.g. recycling promotion).

Similarly several shopping malls in Praha have been promoting environmentally friendly products such as cosmetics.

5.2.2. Strategy and focus adjustment 2007

In early February 2007 at the meeting with the CB we confirmed to shift the focus of 2007 marketing activities **more on customers and shops/traders**. We agreed to aim the project activities along the CB development directions.

The project activities focus on increasing of awareness about the Ecolabel between the consumers which shall be done through:

- a) participation in specialised fair with target groups of children, mothers, families and seniors, and
- b) cooperation with selected retail chain – organizing promotion activities within the retail's premises.

Further promotion will be ensured through articles on internet websites oriented on customers care and/or participation on seminars/workshops related to sustainable consumption and related topics.

5.2.3. Completed activities 2007 until interim report

In line with the list of tasks and deliverables the following activities have been carried out during the first half of the year:

- Identification and selection of retailers groups/chains for promotion activities
- Identification of key trade fairs for promotion of Ecolabel
- Carry out the first promotion activity oriented towards end customers and producers (participation in a trade fair)
- Carry out the second promotion activity oriented towards end customers and producers (Ecolabel promotion in three TESCO stores in Prague and Ostrava)
- Press work

Description of the above listed activities:

Identification and selection of retailers groups/chains for promotion activities

Together with the CB we set the goal to choose a retailer group or chain which is selling the ecolabeled products at present. The CB recommended relatively small Czech drugstores chain Teta which is selling ecolabeled detergents, cleaning products and stationary goods. During detailed review we found that this chain offers only products with the national Ecolabel, but non with the EU Ecolabel. We cooperate with CB on promotion activities (shop window posters etc.) in some of their stores (see photo in the Annex).

Based on this experience we made search of EU Ecolabeled products in the CR based on the Green store list of EU Ecolabeled products available in the CR. Although the list was relatively long, we had hard time to find out where/how in reality it possible to buy the

listed products. The two Czech textile producers which obtained the EU Ecolabel don't use the EU Ecolabel on the Czech market (they are using the national Ecolabel instead). From the foreign companies we traced several products which are in reality available on the Czech market, but most of them are available in the wholesale and the representatives of the wholesale don't have any information about the EU Ecolabel.

The only products which are available in the Czech market and where the producers claim the EU Ecolabel are the hard floor coverings from several Italian producers. One of them has specialized shop in the Czech Republic and the others have network of distributors. On the webpages of these producers were information about the EU Ecolabel only in Italian or English versions. The Czech web pages of the distributors didn't mentioned any information about the Ecolabel.

Considering this situation we decided to search a retail chain which is interested in the environment and already doing some activities in this area.

As the most promising retail chain was selected Tesco stores. On April 19th there was a meeting with representatives of Tesco (Corporate and Legal Affairs Director and Corporate Affairs Manager), representative of the CB (Mrs. Petrova) and representatives of our team including the Enviros director Mr. Vich. During this meeting the Tesco representatives asked to explain the Ecolabel meaning, application and experience. We discussed the possible promotion activities of the Ecolabeled products offered in Tesco stores. The Tesco Corporate Affairs Manager was interested in information on possible application of Ecolabel on some of their products, e.g. saving bulbs. As a result from the meeting, we agreed to prepare a list of Ecolabeled products available in Czech Tesco stores. Based on this information the Tesco representatives shall discuss the possible promotion activities with other colleagues within Tesco management team.

We have identified seven companies which supply over 200 types of Ecolabeled products to Tesco network. All the products have only the national Ecolabel except the Hybler textile producer which holds both national and EU Ecolabel.

Identification of trade fairs for promotion of Ecolabel

From several trade fairs which are focused on wider group of consumers, there were 3 potential fairs for Ecolabel promotion: Biostyl (16-18. 3. 2007), 4Habitat (24-27.5.2007) and Ecocity (13-15.11.2007).

Carry out one of the two promotion activities oriented towards end customers and producers – 4Habitat fair

Taking into consideration, timing, scope of the fair and prices we decided to participate in the 4Habitat trade fair, which focused on children, seniors, gardeners, and families in general. There were over 150 producers which took part in the fair covering products such as furniture, gardening tools and equipment, heating equipment, children toys and clothes, exercise equipment and spa resorts services.

The fair took 4 days during which more then 17.000 visitors attended the fair. The Ecolabel promoting stand was placed in the hall with furniture and home care products. During the fair we had possibility to promote the Ecolabel to visitors through the brochures supplied by the CB and downloaded from the EU website (e.g. green household, green shopping, Ecolabel,...).

Most of the visitors who were interested in information about the Ecolabel were young

mothers with children. Majority of the people with whom we spoke had some little knowledge about the Ecolabel, but most of them didn't know the Flower logo, nor the national logo. Some people mentioned that if they see products with the Ecolabel in the shop, they would probably try how it works compared to what they are usually buying.

During the fair we approached also the producers which were participating in the fair. Producer of home cleaning products Dedra Inovations, which had stand just next to ours, was interested in detailed information about possibility to get the Ecolabel. As he has many different types (lines) of products they are afraid of high price for all the Ecolabels. It was discussed with the CB that there are possibility to select some of the products or to make a special line of product with the same qualities. It was agreed that the company will considers the requirements of the Ecolabel and related cost and came back to us/CB.

Overall we handed over more then 400 brochures/leaflets on the Ecolabel and spoke with many customers and producers. As most of producers were not represented by people from the management, follow-ups are to be carried out during next month or two.

☑ Carry out the second promotion activity oriented towards end customers and producers - Ecolabel promotion in three TESCO stores in Prague and Ostrava

During September the promotion events of Ecolabel products were carried out in cooperation with Czech competent body CENIA in three TESCO stores in the Czech Republic. Each event took all the week (7 days). It enabled us to cover whole portfolio of TESCO clients. Involved stores was TESCO store Novy Smichov located in the wide centre of Prague, TESCO store Eden, located opposite to the Czech Ministry of Environment in Prague – Vrsovice and TESCO store in Ostrava – the biggest city in the north Moravia region.

The promotion was advertised in newspapers "24 hodin" and "Metro" during all week and on web pages. We organized promotion tents with EU Ecolabel materials (Green household, Ecolabeling in Czech republic), gift materials (pens, stickers, notebooks) supplied by CB etc. At the each place was present competent person either from Enviros or from the CB, who was able to explain to the TESCO customers reason of Ecolabeling, advantage of Ecolabel products and highlighted samples of awarded products available in TESCO. If the customer was interested to buy some Ecolabeled products, the persons present in the Ecolabel tent showed him the relevant shelves with the labeled products.

During this promotion action customers were asked to fill in a short questionnaire about their knowledge about Ecolabel products and their opinion in this matter. The three main questions were:

- a. Do you know the Ecolabel (national and European)?
- b. Do you buy Ecolabel products?
- c. Obtained information moves me to buy Ecolabel products.

The questionnaire was completed with basic statistical questions about age, gender and education, which could help us with aiming our next activities to the specific target groups.

Summary of questionnaire's results

About 44 % of contacted people know the Ecolabel, but mostly the national one. Approximately 40 % buy occasionally the Ecolabel products, but many people mistake it for bio food products' labeling. There was positive feedback from TESCO clients, 67 % told, that information obtained from our team move them to decide to buy Ecolabel products. The most common positive comments were that environmental problematic is important to them and if they sort the waste etc., there is no problem to buy Ecolabel products. The most common negative answer was that only the price is important during product choice, and their opinion that this type of promotion and certification is not trustworthy.

During the promotion in TESCO Smichov and Ostrava there was carried out independent promotion action of TESCO stores "Back to school" where the main sales goods were school workbooks labeled with Czech national Ecolabel. The CB had provided samples of these workbooks, so we were able to hand out these goods free too.

Based on our newspaper advertising some producers representative of awarded products visited our tents. By this occasion we have detected one logistic problem – the supply of Ecolabel awarded goods was organized well in advance to Tesco warehouse, but the products weren't not always delivered to the store for sale. So there is an idea for further work to improve the cooperation between producers and distributors in matter of awarded products.

It follows from the statistic data obtained with questionnaires that there is a difference in customer's structure due to the store's location. The rate between contacted men and women was 84% of women and only 16% of men. In Prague there were mainly women between 20 and 60 years age, in Ostrava between 15 and 40 years. Education level was different too, in Prague were bigger amount of people with university education. Generally the most involved group of clients was mothers with children in all three locations.

Workshop and seminar

During the first five months we took part in 2 workshops and seminars where we promote the Ecolabel (Environmental alert for Roberts publishing media group - 26.4., Conference on Energy and Construction development - 14.2.).

We participated with CB on Ecofestival (5.6.) in Prague, Namesti miru square, where were all day handed out Eco-label materials.

Press work

Our Ecolabel promotion event in TESCO (18.8.-2.9.) was advertised in two Prague's newspapers and on the Enviros websites.

5.2.4. Results at the end of 2007

During 2007 continued very good cooperation with CB CENIA. As we have indicated already last year, the response from the producers was very poor and no new applicants were acquired. Just before end of September company FEZKO Strakonice has asked information and materials about Ecolabel application via CB and they are considering their further activities in this matter now. So unfortunately no other companies contacted during year 2007 (4Habitat, personal meetings) so far indicated further development in acquiring the EU Ecolabel.

The visibility and awareness about EU Ecolabel between the end customer and retailers were increased due to the TESCO presentation event. The number of visitors CB webpages about Ecolabel in the Czech republic has been increased since our event. Based on the information acquired directly from TESCO customers during presentation and from questionnaires we have interesting ideas for further work.

5.2.5. Conclusion for 2008

Based on experience gained so far within the project, we suggest to continue with activities focused on customers and shops. During our research we have detected the target groups of retail stores customers, which were mainly interested in Ecolabel events (young mothers with children, women in middle age) so we suggest to continue with presentation in cooperation with retail stores and aimed presswork and advertising to the media (newspapers etc.) which are aimed on this target group (newspapers for mothers, women's magazines etc.). Further the problem with cooperation and communication between producers and distributors about Ecolabel products distribution was found, so we want to focus on this level and act on retail stores for better treatment with Ecolabel products. Finally we have found out that many people mistake Ecolabel mark with bio – food labeling. So we plan to cooperate with organizations producing and advertising Bio – food and participate on their promotion activities (personally or via our advertising materials) for explaining of differences and getting information about Ecolabel to this environmentally focused group of people.

5.2.6. Annex CZECH REPUBLIC

Pictures of the stand from 4Habitat trade fair

Presentation and abstract

Pictures of the stand from TESCO event

Newspaper advertisement for TESCO event in Prague

Presentation of Flower and national Ecolabel in shop window of TETA drugstore in Chrudim

Statistical evaluation of TESCO event

Flower News on TESCO event

Pictures of the stand from 4Habitat trade fair



Presentation and abstract.

Selected slides from presentation for developers, lawyers and real estate agents, 26.4

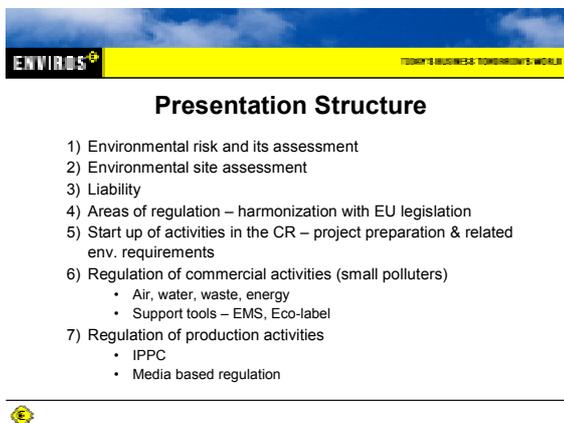


ENVVIROS

Environmental Awareness - 26. 4. 2007

Monika Příbylová

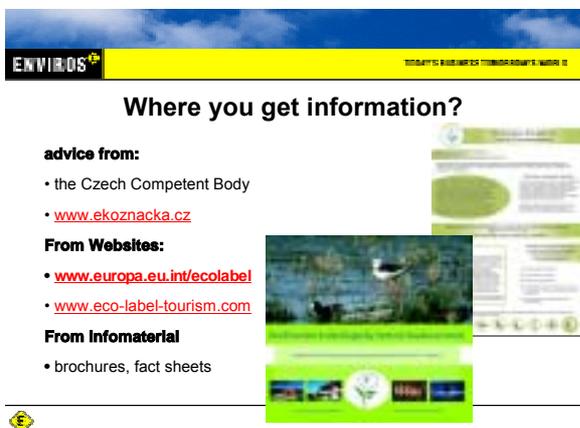
Monika.pribylova@enviros.cz, www.enviros.cz



ENVVIROS

Presentation Structure

- 1) Environmental risk and its assessment
- 2) Environmental site assessment
- 3) Liability
- 4) Areas of regulation – harmonization with EU legislation
- 5) Start up of activities in the CR – project preparation & related env. requirements
- 6) Regulation of commercial activities (small polluters)
 - Air, water, waste, energy
 - Support tools – EMS, Eco-label
- 7) Regulation of production activities
 - IPPC
 - Media based regulation



ENVVIROS

Where you get information?

advice from:

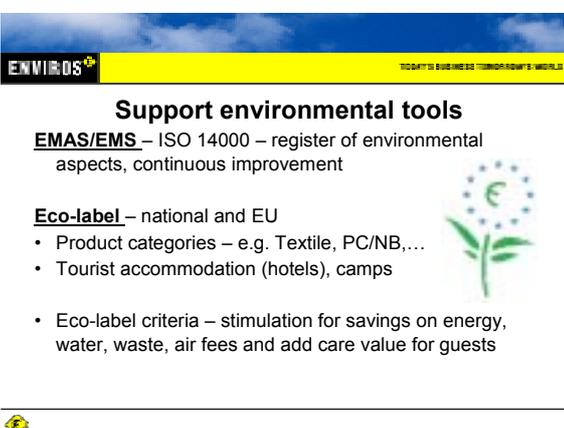
- the Czech Competent Body
- www.ekoznacka.cz

From Websites:

- www.europa.eu.int/ecolabel
- www.eco-label-tourism.com

From Infomaterial

- brochures, fact sheets



ENVVIROS

Support environmental tools

EMAS/EMS – ISO 14000 – register of environmental aspects, continuous improvement

Eco-label – national and EU

- Product categories – e.g. Textile, PC/NB,...
- Tourist accommodation (hotels), camps

- Eco-label criteria – stimulation for savings on energy, water, waste, air fees and add care value for guests

Abstract

of the topic presented on Energy and Construction development
“Ecolabel as motivation for improving energy efficiency”

Ekoznačka jako motivace pro zvyšování energetickou efektivnosti

V zemích Evropské unie vzrůstá v posledních 10 – 15 letech zájem o certifikaci výrobků a služeb z hlediska šetrnosti k životnímu prostředí. Speciálním certifikátem, který může získat jen firma splňující přísná environmentální kritéria je Ekoznačka. Ekoznačky existují národní a evropská tzv. Flower (květina). V České republice existuje již mnoho let národní ekoznačka na mnoho výrobků od barev a laků, přes čisticí prostředky, nábytek, podlahové krytiny až po kotle. Evropská ekoznačka je českým výrobcům a poskytovatelům služeb k dispozici od roku 2004.

Každá výroková kategorie nebo oblast služeb, pro kterou lze získat ekoznačku, má seznam hlavních a doplňkových kritérií, jejichž cílem je především stimulace k úsporám energie, vody, nebezpečných látek, dále minimalizaci tvorby odpadu a emisí a používání méně nebezpečných látek.

V oblasti služeb lze získat Ekoznačku pro provozování ubytovacích zařízení jako jsou hotely, pensiony, ubytovny, ale i kempy. Mezi kritéria Ekoznačky pro ubytovací zařízení jsou zařazena např. též používání obnovitelných zdrojů energií, nahrazení nadměrného používání klimatizace přirozeným větráním a další.

Přednáška přinese v první části přehled kritérií pro získání Ekoznačky z různých kategorií výrobků a služeb s důrazem na kritéria související s energetickou efektivností a úsporami. Dále budou prezentovány zkušenosti s vývojem poptávky po výrobcích s Ekoznačkou, například pomocí tzv. zeleného nakupování.

Podrobné informace o certifikaci a kritériích pro získání Ekoznačky jsou uvedeny na internetové stránce České agentury pro ekoznačení, fungující v rámci CENIA (www.ekoznacka.cz). Informace o evropské ekoznačce včetně seznamu certifikovaných výrobků a služeb je uveden na: www.europa.eu.int/ecolabel a www.eco-label-tourism.com.

Pictures of the stand from TESCO event



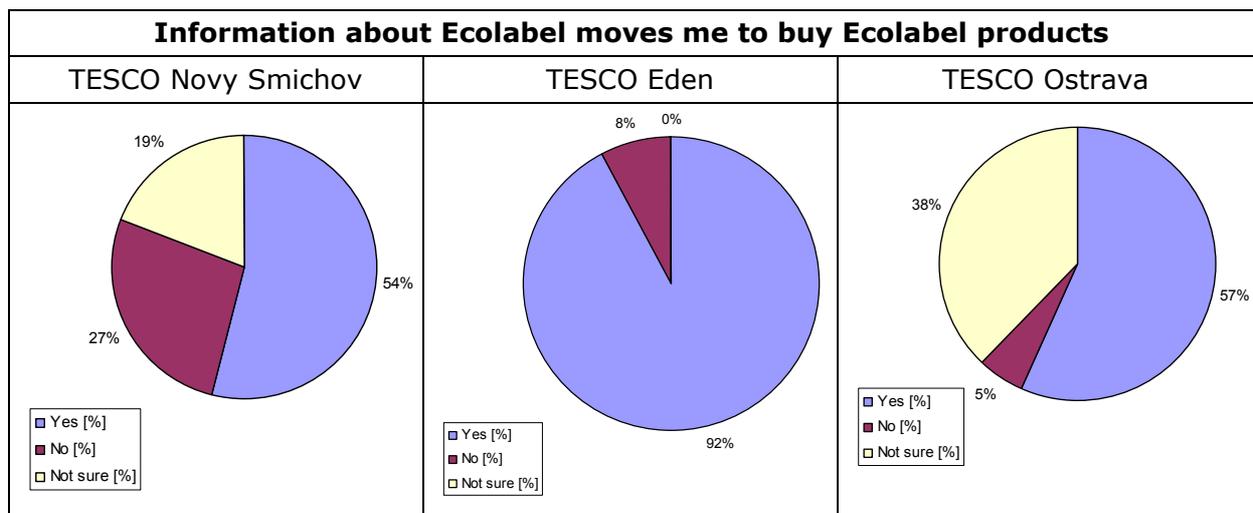
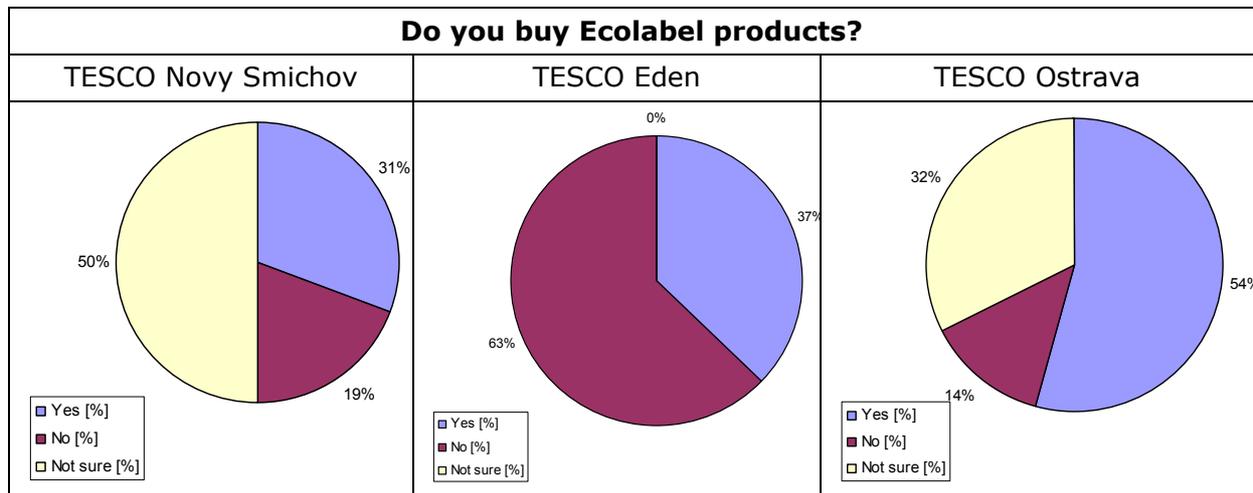
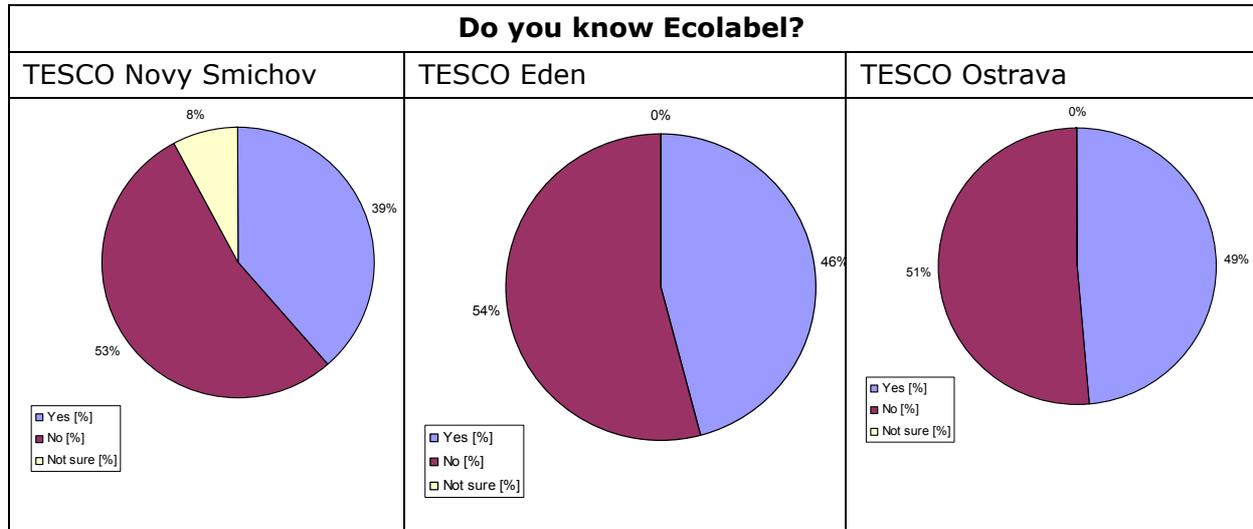
Newspaper advertisement for TESCO event in Prague



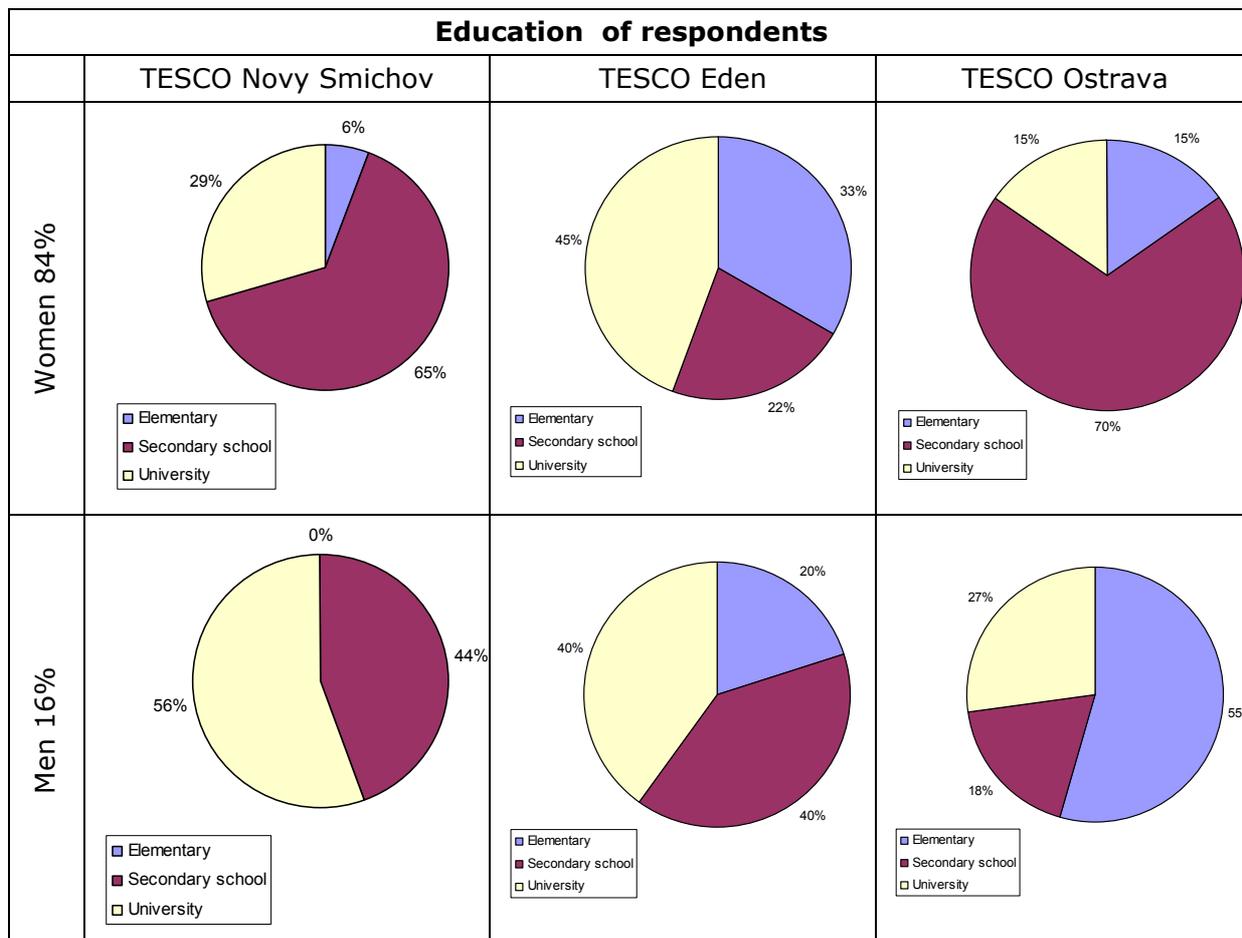
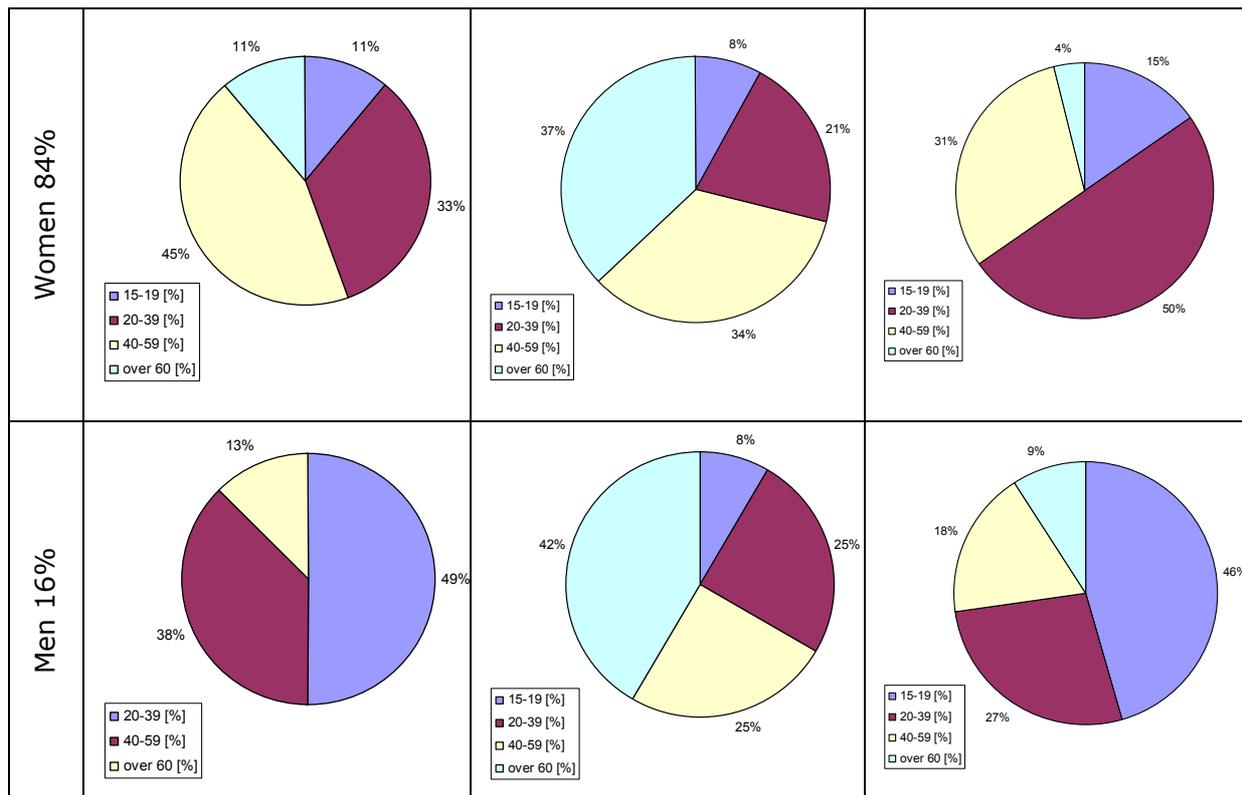
**Presentation of Flower and national Ecolabel
in shop window of TETA drugstore in Chrudim
(a middle large city north-eastern from Prague)**



Statistical evaluation of TESCO event



Age of respondents		
TESCO Novy Smichov	TESCO Eden	TESCO Ostrava



Flower News on TESCO event



Promotion of the European Ecolabel in Tesco Stores in the Czech Republic

In September, Ecolabel promotion events were carried out in three Tesco stores in the Czech Republic. They were organized by ENVIROS, a consulting firm, in co-operation with the CENEA, the Czech competent body.

The promotion lasted an entire week in each store: Nový Smíchov (in the city centre of Prague), the Eden Tesco store (located opposite the Czech Ministry of the Environment in Prague-Vršovice) and the Tesco store in Ostrava (the biggest city in the north Moravia region).

The goal of the roadshow was to increase the visibility and publicity of the European and Czech Ecolabel and their products through the presence of team members in the stores as well as announcements in newspapers and on the Internet.

On a stand with posters and displays, European Ecolabel experts offered technical advice and disseminated information material and give-aways such as pens, stickers, notebooks etc. to customers. They explained the idea behind eco-labelling and the advantages of eco-labelled products and highlighted samples of awarded products available at TESCO.

Customers were asked to fill in a short questionnaire regarding their knowledge of eco-labelled products and their opinion on the subject. The questionnaire was completed with basic statistical information such as age, gender and education details, which could help in targeting specific groups with up-coming activities. The results of this questionnaire will be summarized in the annual final report of the "EU Ecolabel Marketing for Products" project, which sees the cooperation of 9 expert partners covering more than 12 European countries.

For further information please contact Jan Pavlík at Enviro, the project partner for the Czech and Slovak Republic: jan.pavlik@enviros.cz.



5.3. Final report CYPRUS



The Cypriot project activities are performed by SPEED SA. The members of SPEED involved in the project are Mrs Maria Menounou, Project Manager and Mrs Georgia Diamantakou Project Assistant. The secretarial assistance is provided by Mrs Eleni Karatoliou.

On 11 June 2007 Maria Menounou changed to another company and was followed by Stavros Tsourtis with eco technical experience and expertise. For the first time Maria will be in touch with SPEED and help the placeholder in order to continue the smooth cooperation we had.

5.3.1. Project result 2006 and situation 2007

During the previous contracting period, the product groups that the activities were focused were:

- Paints and varnishes
- Bed mattresses

The main activities included the organization of two technical workshops:

- a technical workshop addressed to executives, managers, technicians etc. of the Cypriot Industries of the sector of Bed Mattresses, and
- a technical workshop addressed to executives, managers, technicians etc. of the Cypriot Industries of the sector of Paints and Varnishes.

The ratio of the interested stakeholders, industry representatives, was quite high comparing to the size of both sectors in Cyprus. Regarding the "Paints and varnishes" sector, eight out of eighteen companies activated were represented in the workshop and as far as it concerns the "Bed mattresses" industry, five out of six manufacturing companies were represented.

The workshops arose the interest of the participants, who not only came up with questions, but also contacted SPEED and the Cypriot CB to acquire further information. In more detail two companies from the bed mattresses and one from the indoor paints and varnishes product group have contacted Mrs. Stylianopoulou for more information about the Ecolabel, but they are not yet sure if they will apply or not.

The total EU Ecolabel licenses holders in Cyprus at the end of 2007 are only two: 1 paint from VIOCHROM and one company at the tourist accommodation service (SUNWING HOTELS (CYPRUS) LTD-awarded at 2/2/2006).

5.3.2. Strategy and focus adjustment 2007

During the proposal preparation, SPEED was in close cooperation with Mrs Stylianopoulou (Cypriot CB) and they first decided in common that the promotion activities should focus, for 2007, on ecolabel on Textiles and Copying & Graphic paper.

Following, Mrs Stylianopoulou proposed that we should change directions and target to "All purpose cleaners" and "Soaps and shampoos" as there was an increased interest by the manufacturers of the sectors. In fact, she had received many calls from those companies' representatives, who were interested for the details of the application procedure. During the kick-off meeting, SPEED presented the aforementioned to the Commission and finally it was agreed that the focus would be on

- "All purpose cleaners" and
- "Soaps and shampoos".

The activities for 2007 include the following:

- Status Quo research, Basic research
- Identification (>data base) and contacting of key stakeholders
- Organisation of one workshop in Cyprus
- Adaption of info-material
- Press work
- Follow-up

5.3.3. Completed activities 2007 until interim report

Follow-up contacts

Companies from the Paints and varnishes sector contacted the CB in Cyprus for questions regarding funding the application of the Ecolabel and consulting companies whose clients are Bed mattresses manufacturers also contacted with the CB with questions on preparing the application of their customers.

Status quo research and data base

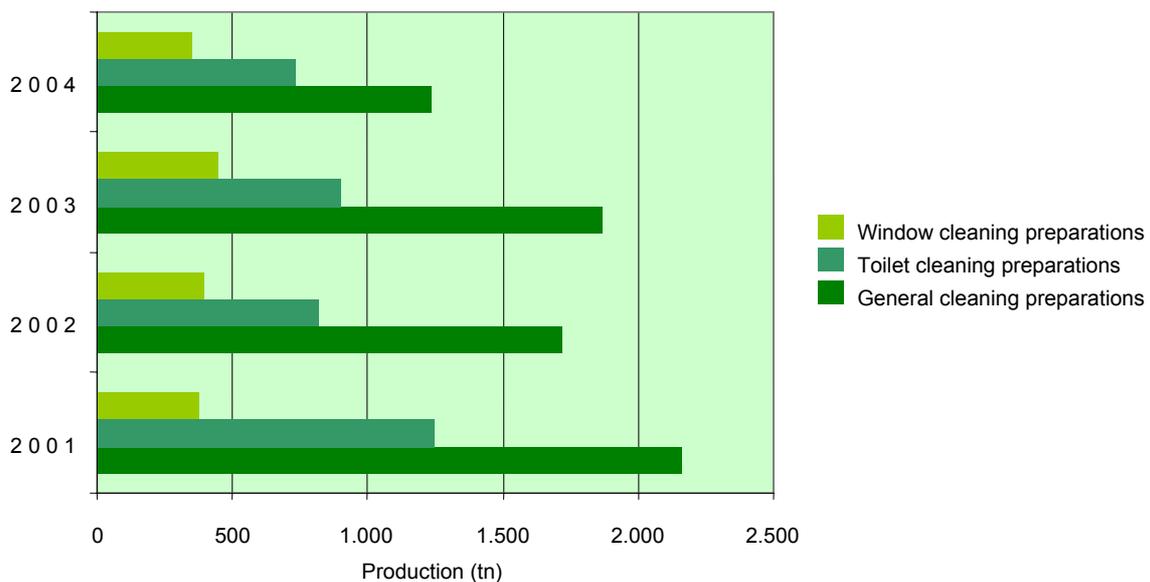
The project team started with collecting information about the two sectors and their activity in Cyprus. The Cypriot companies activated in the target product groups, according to the data of the Cyprus Chamber of Commerce and Industry are:

- All purpose cleaners: 5
- Soaps and Shampoos: 16
- All purpose cleaners and Soaps and Shampoos: 8

A **database** including the contact information was prepared by SPEED's project team, which is included in the Company Data Annex.

The data available from the Statistical Service of the Republic of Cyprus, regard the production of all purpose cleaners, cover the period 2001-2004. According to the statistics presented graphically in the following chart the production of all purpose cleaners is declining for most of the products, except the window cleaners, which are almost at the same levels since 2001.

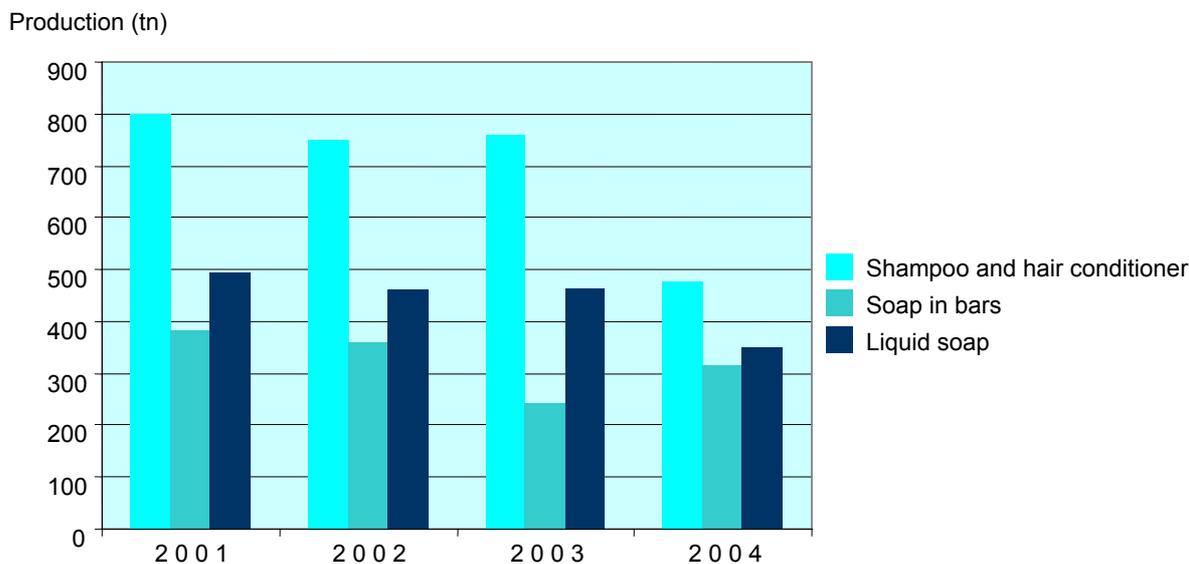
All purpose cleaners production



As for the Soaps and sampoons, for the same time period, according to the statistical data, the production of the shampoos has declined, contrary to the soaps that fluctuate. The production of shampoos (including the hair conditioners) in 2004 has fallen at 60% comparing to 2001 production. Soap bars' and liquid soap production show a downward tendency, in general, with a maximum drop of (reference year 2001):

- Soaps in bars: 36,91% (at 2003)
- Liquid soap: 29,15% (at 2004)

Soaps and shampoos production



2 workshop in Cyprus

In cooperation with Mrs. Stylianopoulou from the Cyprus CB, SPEED's project team arranged to have two workshops in Cyprus on the 11th of September.

■ Technical Workshop in the sector of all purpose cleaners and cleaners for sanitary facilities

The workshop took place at Hotel Cleopatra, Nicosia at 11th of September 2007, 9:00 am – 12:30 pm.

The philosophy of the program formulation was based on the idea that this workshop should supply the participants with all the necessary knowledge, so that they would be able to evaluate the effectiveness of the European Eco- Label application to one or more of their products.

Therefore the **program** has been developed in 3 axes:

- Presentation of the Structure of the Cypriot Competent Body, responsibilities, fees, contacts points etc.
- General presentation of the European Eco - Label, scheme, Benefits of the European Eco Label adaptation, and presentation of the European Eco label for all purpose cleaners and cleaners for sanitary facilities product group: legislative issues, basic elements of Life Cycle Analysis, statistical data in European level, steps towards the award.
- Detailed presentation of the technical eco label criteria and thorough full analysis of their specific requirements.

Based on this philosophy, Mrs. Stylianopoulou presented the Structure of the Cypriot Competent Body (with out the use of slides), Mr. Tsourtis as member of the marketing team presented a general context of the European Eco Label and the particularities of the Eco Label in the product group of all purpose cleaners and cleaners for sanitary facilities and Mr. Skarlatos as a technical expert offered the detailed presentation and analysis of the technical criteria applied to products of the product group "All purpose cleaners and cleaners for sanitary facilities".

SPEED prepared **starter kits with informative material** which has been distributed to all the participants. The material contained:

A. Hardcopy

- Starter-kit Editorial (in English language)
- Decision of the EC for the Ecolabel award in the product group all purpose cleaners and cleaners for sanitary facilities (in Greek language).
- Business Fact Sheet-New version (in Greek language)
- Application Guide (in Greek language)
- The European Ecolabel at a Glance brochure (in Greek language)

B. CD

- Decision of the EC for the Ecolabel award in the product group all purpose cleaners and cleaners for sanitary facilities (in Greek language).
- Application pack (in English language)
- DID list (part A, part B and final report) (in English and Greek language)
- Business Fact Sheet-New version (in Greek language)
- Application Guide (in Greek language)
- The European Ecolabel at a Glance brochure (in Greek language)
- European Ecolabel –Your guide to greener products (in Greek language)
- Green Procurement is easy with the Flower

Speed had also printed **Eco-posters** (Size A1) for the conference room. The presentations of the introducers are given in the Annex 6-part 1 of the report.

During the **presentations** all the participants could interrupt and ask specific **questions**. This procedure made more interesting and effective the workshop. After the presentations a general fruitful discussion followed, in which all the participants contributed with very interesting and remarkable points.

The **main issues** raised in this discussion are summarized as follows:

- Existence of certified laboratories for this product group in Cyprus or Greece and location and contact info of certified laboratories in other countries.
- Discouraged issues are the cost of modifying the formulation of products in order to meet the criteria, marketing cost and the cost of services of the certifying laboratories, hence such laboratories do not exist at Cyprus or Greece.

- Some participants were wondering about the status of knowledge about the EU Ecolabel of the consumers in Cyprus and the benefits from the use of the EU Ecolabel at this specific period. Their estimation was that the consumers in Cyprus are unaware of the EU Ecolabel and the EU - CB has to make more efforts to advertise the EU Ecolabel to consumers.
- The participants expressed their willing that the Competent Body could promote the Eco Label to the consumers in parallel with their application for the Eco Label.

The ratio of the interested stakeholders, industry representatives, was medium comparing to the size of the sector in Cyprus. Three out of thirteen companies (5 companies-All purpose cleaners, 8 companies-all purpose cleaners and soaps and shampoos) activated were represented in the workshop. The list of the participants is part of the company data annex.

Follow up of the seminar. Mr. Tsourtis from SPEED and Mrs. Stylianopoulou engaged to send all presentations of the workshop in all purpose cleaners and cleaners for sanitary facilities to all the participants of the seminar by email.

<p>■ Technical Workshop in the sector of soaps and shampoos</p>
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The workshop took place at Hotel Cleopatra, Nicosia at 11th of September 2007, 3:00 – 6:00 pm. The philosophy of the program formulation was based on the idea that this workshop should supply the participants with all the necessary knowledge, so that they would be able to evaluate the effectiveness of the European Eco- Label application to one or more of their products.

Therefore the **program** has been developed in 3 axes:

- Presentation of the Structure of the Cypriot Competent Body, responsibilities, fees, contacts points etc.
- General presentation of the European Eco – Label, scheme, Benefits of the European Eco Label adaptation and presentation of the European Eco label for soaps and shampoos product group: legislative Issues, basic elements of Life Cycle Analysis, steps towards the award.
- Detailed presentation of the technical eco label criteria and thorough full analysis of their specific requirements.

Based on this philosophy, Mrs. Stylianopoulou presented the Structure of the Cypriot Competent Body (no slides used), Mr. Tsourtis as member of the marketing team presented a general context of the European Eco Label and the particularities of the Eco Label in the product group of soaps and shampoos and Mr. Skarlatos as a technical expert offered the detailed presentation and analysis of the technical criteria applied to products of the product group “Soaps and shampoos”.

SPEED prepared **starter kits with informative material** which has been distributed to all the participants. The material contained:

A. Hardcopy

- Starter-kit Editorial (in English language)
- Decision of the EC for the Ecolabel award in the product group soaps and shampoos (in Greek language).
- Dg's press realize for soaps and shampoos (in English language)
- Application Guide (in Greek language)
- The European Ecolabel at a Glance brochure (in Greek language)

B. CD

- Decision of the EC for the Ecolabel award in the product group soap and shampoos (in Greek language).
- Application pack (in English language)
- DID list (part A, part B and final report) (in English and Greek language)
- Dg's press realize for soaps and shampoos (in English language)
- The European Ecolabel at a Glance brochure (in Greek language)
- European Ecolabel –Your guide to greener products (in Greek language)
- Green Procurement is easy with the Flower

Speed had also printed **Eco-posters** (Size A1) for the conference room. The presentations of the introducers are given in the Annex 6-Part 2 of the report.

During the presentations all the participants could interrupt and ask specific questions. This procedure made more interesting and effective the workshop. After the presentations a general fruitful discussion followed, in which all the participants contributed with very interesting and remarkable points.

The **main issues** raised in this discussion are summarized as follows:

- Existence of certified laboratories for this product group in Greece, hence such laboratories do not exist at Cyprus, and location and contact info of certified laboratories in other countries.
- Discouraged issues are the cost of modifying the formulation of products in order to meet the criteria, marketing cost and the existence of the certifying laboratories and the cost of their services, hence such laboratories do not exist at Cyprus.
- Some participants were wondering about the status of knowledge about the EU Ecolabel of the consumers in Cyprus and the benefits from the use of the EU Ecolabel at this specific period. Their estimation was that the consumers in Cyprus are unaware of the EU Ecolabel and the EU - CB has to make more efforts to advertise the EU Ecolabel to consumers.
- The participants expressed their willing that the Competent Body could promote the Eco Label to the consumers in parallel with their application for the Eco Label.

The ratio of the interested stakeholders, industry representatives, was medium comparing to the size of the sector in Cyprus. Six out of twenty four manufacturing companies were represented (16 companies-soaps and shampoos cleaners + 8 companies all purpose cleaners and soaps and shampoos). The list of the participants is part of the company data annex.

Follow up of the seminar. Mr. Tsourtis from SPEED and Mrs. Stylianopoulou engaged to send all presentations of the workshop in soaps and shampoos to all the participants of the seminar by email.

D. Adaption of press release

The SPEED staff has translated the press release forwarded from the DG ENV to the project team for the soaps and shampoos product group into Greek. This version was sent to the Cypriot and Greek CB (see the annex at the end of this chapter).

5.3.4. Result expectation for 2007

The expected results of the promotion activities in Cyprus regard the:

- Networking with stakeholders of the Cypriot market. This will be a first substantial step towards the promotion of the Ecolabel in the specific target sectors. Gaining the support of the stakeholders will open the way to convince the manufacturers to apply.
- Recognition of the Ecolabel and its benefits by the manufacturers and stakeholders. The recognition of Eco-labels worldwide and particularly of the Flower will be highlighted. The benefits regarding the cost reduction, waste minimization and the environmental protection (enhancing Corporate social responsibility).
- Acquisition of companies. The target is to acquire up to five (5) companies both in Cyprus and Greece, as convincing them to apply for the Ecolabel during the contracting period is a very difficult target. A lot of work is needed to persuade the decision makers of the companies that the Flower is an advantage for the promotion of their products. The major target is to clarify that the requirements and the application process are not so demanding to deter them to apply.

5.3.5. Conclusion for 2008

According with the Ecolabel situation in Cyprus and the interest of some companies in the relevant sectors were acquisition activities took place in 2006 and 2007, in 2008 we are expecting mainly declaration of interest from all the product groups for which acquisition activities took place and there are possibilities for applications for the bed mattresses, indoor paint and varnishes.

5.3.6. Annex CYPRUS

Workshop Soaps & Shampoos 11 September 2007, 3:00-6:00

Invitation



ΥΠΗΡΕΣΙΑ ΠΕΡΙΒΑΛΛΟΝΤΟΣ
ΥΠΟΥΡΓΕΙΟ ΓΕΩΡΓΙΑΣ, ΦΙΛΙΧΘΙΝΩΝ ΠΟΡΩΝ
ΚΑΙ ΠΕΡΙΒΑΛΛΟΝΤΟΣ

**ΕΥΡΩΠΑΪΚΟ ΣΥΣΤΗΜΑ
ΑΞΙΟΝΟΜΗΣ ΟΙΚΟΛΟΓΙΚΟΥ ΣΗΜΑΤΟΣ
ECOLABEL ΕΠΙΧΕΙΡΗΣΙΑ "ΣΑΠΟΥΝΙΑ ΚΑΙ ΣΑΜΠΟΥΑΝ"**

Η Υπηρεσία Περιβάλλοντος, ως Αρχή Αξιολόγησης για το ECOLABEL, προανηγγίζει ενημερωτική παρουσίαση για την κατηγορία "Σαπουνιά και Σαμπούνα" στη Τράπεζα, 11 Σεπτεμβρίου, 2007, και ώρα 3:00 -6:30 μ.μ. στο Γραφείο "Κλιματική", στη Λεωφόρο.

Το Κοινωνικό Σύστημα Αξιολόγησης Οικολογικού Σηματος, γνωστό και ως Κοινωνικός ECOLABEL, προσφέρει τη δυνατότητα στους Ευρωπαίους καταναλωτές, συμπεριλαμβανομένων των αγροτών του δημόσιου και ιδιωτικού τομέα, να προσδιορίσουν με ακρίβεια τα προϊόντα που έχουν εμπορεύματα ανηγμευμένα ως "πράσινα" στην Ευρωπαϊκή Ένωση, τη Νορβηγία, την Ισπανία και το Λιχτενστάιν. Η διακρίση που γίνεται από τα κράτη μέλη της Ευρωπαϊκής Ένωσης.

Η Ημερίδα αφορά την παρουσίαση του συστήματος, των κριτηρίων για την κατηγορία "Σαπουνιά και Σαμπούνα".

Οφέλη της Ημερίδας θα είναι ο κ. Σ. Τσορτίς από την εταιρεία SPEED στη Ελλάδα, υπεύθυνος για την προώθηση του ECOLABEL για την πιο πάνω κατηγορία στην Ελλάδα και στην Κύπρο και ο κ. Π. Διακρίτης, ιδιόχειρος σε θέματα σχετικά με την κατηγορία.

Παρακαλείσθε όπως απαντήσετε τη δήλωση συμμετοχής μέχρι τις 4 Σεπτεμβρίου, 2007. Για οποιαδήποτε πληροφορία παρακαλείσθε επικοινωνήστε με την Ελένη Ευλακιοπούλου, στα τηλ. 22303865 ή ηλεκτρονικά στην ελ. διεύθυνση elylako@environment.moa.gov.cy

ΥΠΗΡΕΣΙΑ ΠΕΡΙΒΑΛΛΟΝΤΟΣ Τηλ.: 22303865 Τηλεfax: 22774848 e-mail: elylako@environment.moa.gov.cy	
ΔΗΡΩΝ ΣΥΜΜΕΤΟΧΗΣ ΕΥΡΩΠΑΪΚΟ ΣΥΣΤΗΜΑ ΑΞΙΟΝΟΜΗΣ ΤΟΥ ΟΙΚΟΛΟΓΙΚΟΥ ΣΗΜΑΤΟΣ ΕΠΙΧΕΙΡΗΣΙΑ "ΣΑΠΟΥΝΙΑ ΚΑΙ ΣΑΜΠΟΥΑΝ" Γραφείο "Κλιματική" Λεωφόρος, 9 Σεπτεμβρίου, 2007	
ΟΝΟΜΑ	
ΕΠΙΘΕΤΟ	
ΦΟΡΕΑΣ / ΤΜΗΜΑ	
ΘΕΣΗ / ΙΔΙΟΤΗΤΑ	
ΗΛΕΚΤΡΟΝΙΚΟ ΤΑΧΥΔΡΩΜΟ (e-mail)	
ΤΗΛΕΦΩΝΟ ΕΡΓΑΣΙΑΣ	
ΤΗΛΕΦΩΝΙΚΟ ΤΥΠΟ	
ΠΛΗΡΗΣ ΤΑΧΥΔΡΩΜΗ ΔΙΕΥΘΥΝΣΗ ΕΡΓΑΣΙΑΣ	
Σημεία διανομής: Πόλη: 11 Σεπτεμβρίου, 2007, 3:00-6:00 μ.μ. (Ελλάδα) Λεωφόρος, 9 Σεπτεμβρίου, 2007, 3:00-6:00 μ.μ. (Κύπρος) τηλ. 22 32 86 5	

Presentation Mr. Tsourtis



29



30



31

Presentation Mr. Skarlatos 1



1



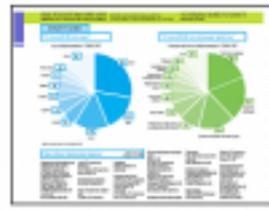
2



3



4



5



6

Presentation Mr. Skarlatos 2



1



2



3



4



5



6



7



8



9



10



11



12



Photographs



**Workshop Cleaners, Cyprus
11 September 2007, 9:00-12:30**

Invitation

<p>ΥΠΗΡΕΣΙΑ ΠΕΡΙΒΑΛΛΟΝΤΟΣ</p> <p>Τηλ.: 22303865 Τηλεομιλία: 22774948 e-mail: epyl@eproc.gov.cy</p>	
<p>ΔΙΑΔΙΧΗ ΣΥΜΜΕΤΟΧΗΣ ΣΥΣΤΗΜΑΤΟΣ ΑΥΤΟΝΟΜΗΣ ΔΙΟΧΕΥΣΗΣ ΣΗΜΑΤΟΣ "ΑΠΟΡΡΙΨΙΜΑΤΑ"</p> <p>Συνεδριάζει "Κλειστάρι"</p> <p>Λευκωσία, 11 Σεπτεμβρίου, 2007</p>	
ΌΝΟΜΑ	
ΕΠΙΘΕΤΟ	
ΦΟΡΕΑΣ / ΤΜΗΜΑ	
ΘΕΣΗ / ΙΔΙΟΤΗΤΑ	
ΗΛΕΚΤΡΟΝΙΚΟ ΣΑΚΥΔΡΩΜΕΘ (e-mail)	
ΤΗΛΕΦΩΝΟ ΕΡΓΑΣΙΑΣ	
ΤΗΛΕΦΩΝΟ ΤΥΠΟΥ	
ΕΠΙΧΕΙΡΗΣΙΑΚΗ ΔΙΕΥΘΥΝΣΗ ΕΡΓΑΣΙΑΣ	
<p><small>Σημεία τα οποία λαμβάνονται μέλη της συμμετοχής μέχρι 4 Σεπτεμβρίου, 2007, ως ηλεκτρονική αποκρίση για να λάβουν μέρος στο συνέδριο που θα γίνει στην αίθουσα συνεδριάσεων στην αдрес: 11 11945</small></p>	



ΥΠΗΡΕΣΙΑ ΠΕΡΙΒΑΛΛΟΝΤΟΣ
ΥΠΟΥΡΓΕΙΟ ΓΕΩΡΓΙΑΣ, ΦΥΣΙΚΩΝ ΠΟΡΩΝ
ΚΑΙ ΠΕΡΙΒΑΛΛΟΝΤΟΣ

ΣΥΣΤΗΜΑ

ΑΥΤΟΝΟΜΗΣ ΔΙΟΧΕΥΣΗΣ ΣΗΜΑΤΟΣ

ECOLABEL ΣΤΗΝ ΚΑΤΗΓΟΡΙΑ "ΑΠΟΡΡΙΨΙΜΑΤΑ"

Η Υπηρεσία Περιβάλλοντος, ως Αρχή Αρχή για το ECOLABEL, προσέχει ενημερωτική παρουσίαση για την κατηγορία "Απορριψίματα" την Τρίτη, 11 Σεπτεμβρίου, 2007 και ώρα 9:30 -12:00 π.μ. στο Συνεδριάζει "Κλειστάρι", στη Λευκωσία.

Το Κανονικό Σύστημα Αποχής Οικολογικού Σήματος γνωστό και ως Κανονικός ECOLABEL, προσφέρει τη δυνατότητα στους Ευρωπαίους καταναλωτές υπερπαραβιθνημένων των αγαθών του θάλασσας και φυσικού ταξιδιού να προσδιορίσουν με ευκολία τα προϊόντα που έχουν επίσημα αναγνωριστεί ως "πράσινα" στην Ευρωπαϊκή Ένωση, τη Νορβηγία, την Ισπανία και το Λιχτενστάιν. Η διαδρομή που γίνεται από τα προϊόντα της Ευρωπαϊκής Ένωσης.

Η Ημερίδα αφορά την παρουσίαση του συστήματος των κριτηρίων για την κατηγορία "Απορριψίματα".

Ομιλήτες στην Ημερίδα θα είναι ο κ. Σ. Τσακίρης από την εταιρεία SPEED στην Ελλάδα, υπεύθυνος για την προώθηση του ECOLABEL για την πιο πάνω κατηγορία στην Ελλάδα και στην Κύπρο και ο κ. Π. Σκαρίτσος υδώς σε θέματα βιολογίας.

Παρακαλείται όπως αποστείλετε τη βήλικη συμμετοχή μέχρι τις 4 Σεπτεμβρίου, 2007. Για οποιαδήποτε πληροφορίες παρακαλείται επικοινωνήστε με την ΕΛΠΗ Σολομοπούλου, στο τηλ. 22303865 ή ηλεκτρονικά στην ηλ. διεύθυνση epyl@eproc.gov.cy

Presentation Mr. Skarlatos 1

ΜΕΛΕΤΗ ΤΗΣ ΕΡΓΑΣΙΑΣ

ΚΑΘΟΡΙΣΜΟΣ ΤΩΝ ΟΜΟΙΟΤΗΤΩΝ ΚΑΙ ΔΙΑΦΟΡΩΝ ΤΩΝ ΒΙΩΜΑΤΩΝ

[ΔΙΑΦΑΝΟΓΡΑΦΗ ΒΑΡΕΥΣΗΣ]

ΜΕΛΕΤΗ ΤΗΣ ΕΡΓΑΣΙΑΣ

- ΣΥΝΘΕΣΗ ΚΑΙ ΑΝΑΛΥΣΗ ΤΩΝ ΒΙΩΜΑΤΩΝ
- ΑΝΑΛΥΣΗ ΤΩΝ ΒΙΩΜΑΤΩΝ
- ΑΝΑΛΥΣΗ ΤΩΝ ΒΙΩΜΑΤΩΝ

ΜΕΛΕΤΗ ΤΗΣ ΕΡΓΑΣΙΑΣ

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ΜΕΛΕΤΗ ΤΗΣ ΕΡΓΑΣΙΑΣ

Presentation Mr. Tsourtis

Υπόβαθρο πολιτικής

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

Υπόβαθρο πολιτικής

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

Υπόβαθρο πολιτικής

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

Υπόβαθρο πολιτικής

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

Αντικείμενο

• Περιγραφή του αντικείμενου της μελέτης

Γιατί είναι σημαντικό

• Περιγραφή της σημασίας της μελέτης

Τι είναι η Σύμβαση Αρμόδιας Διακρίσεως

• Περιγραφή της Σύμβασης Αρμόδιας Διακρίσεως

Υπόβαθρο πολιτικής

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

Πώς Αρμόδιας Διακρίσεως

• Περιγραφή του πώς Αρμόδιας Διακρίσεως

Πώς Αρμόδιας Διακρίσεως

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• Περιγραφή της Σύμβασης Αρμόδιας Διακρίσεως

Τι είναι η Σύμβαση Αρμόδιας Διακρίσεως

• Περιγραφή της Σύμβασης Αρμόδιας Διακρίσεως

Ορισμός της ΣΕΚ

• Ορισμός της ΣΕΚ και της Εργασιακής Σύμβασης

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Μεθοδολογία

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Κατά την επεξεργασία των δεδομένων

• Περιγραφή της επεξεργασίας των δεδομένων

Κατά την επεξεργασία των δεδομένων

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Κατά την επεξεργασία των δεδομένων

• Περιγραφή της επεξεργασίας των δεδομένων

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Presentation Mr. Skarlatos 2

5.4. Final report DENMARK/Asia

The Danish project activities are performed by EPCA (Nicholas Paxevanos).

5.4.1. Project result 2006 and situation 2007

A main barrier for many European textile companies in applying for the Ecolabel has been the difficulty of finding Asian suppliers that can fulfil the Ecolabel criteria. EPCA was therefore chosen to continue work started by Valor & Tinge on the project outlined above because of our extensive work with Ecolabel certifications which includes both European and Asian textile companies.

During the last six months EPCA has focused its efforts in finding Asian textile suppliers that may be interested in applying for an Ecolabel licence (providing they meet the application requirements) or can provide the required documentation needed for their European customers.

Danish textile companies have been very interested in participating in this project because of the possibility of certifying their Asian sourced products and are willing to appropriate the necessary resources both financial and man hours.

Asian companies are always very accommodating and very willing to participate and fill out any criteria declarations or forms that are sent to them. Unfortunately they seem to be so cooperative when they are asked for test results to confirm the declarations they signed.

There are two main problems facing Asian suppliers:

1. Lack of or minimised waste water treatment
2. Lack of understanding the Ecolabel scheme (criteria, benefits, confidentiality..)

5.4.2. Focus adjustment 2007

The Danish CB (Mr. Mogens Stigbølt) is in complete agreement of the need to find Asian suppliers that can fulfil the textile criteria and possibly apply for an ecolabel licence. This view is expressed in the following excerpt from a letter sent by the Danish CB:

We think that instead of trying to find new Danish companies it would be better to try to find suppliers in Asia who could supply European companies with ecolabelled textiles

Mogens Stibølt, Ecolabelling Denmark

5.4.3. Strategy and steps 2007

EPCA has in 2007 followed up and researched Anette Petersens (Valor & Tinge) proposed strategy of:

- Using a high profile company (Best seller) to set a new trend for for the Ecolabel so that other smaller companies would follow.
- Finding suppliers in Asia that can fulfill the Ecolabel criteria so that European companies will find it easier to certify their products.

EPCA's research and evaluation of this strategy is that we are in agreement with both the need for a trend setter and the need for Asian companies that supply European companies to participate in the Ecolabel scheme.

For more details of the strategy see the Annex of this chapter.

Activities up to date have included the following:

A. Research and contact

In order to minimise the time spent on research, EPCA used Asian embassy trade departments and Danish companies to provide information on possible suppliers. The following steps were taken:

1. Make a list of the Asian textile suppliers
2. Contact them either direct or through their Danish customers
3. Send them the relevant waste water documentation
4. Verify the waste water documentation
5. Select the most likely candidates
6. Contact to the Danish competent body

Previous textile contacts were contacted both Denmark and Asia and proved to be the best means in finding the most likely candidates for fulfilling the criteria.

B. Guide/support

EPCA has been and is continuously guiding the selected companies in preparing an application.

Companies are given a step by step guide in how to prepare an application:

- What they should start with
- How they should interpret and document the criteria
- Things they should pay attention to

The guide used is a guide developed by EPCA in a previous project. (see Annex)

Support is further given to companies once the application preparation is started in the form of:

- Checking the documentation
- Advising on the best way to proceed
- Solving problems that may arise

The above activities have led to the following results up to date:

- ☑ Bestseller was one of the companies Valor & Tinge worked with and they have applied and received a licence for a range of children's products. They have not however shown interest in participating in this project other than they are in dialogue with their Asian suppliers regarding the Ecolabel.
- ☑ A lot of time was used on trying to find a textile manufacturer in Bangladesh because of the huge amount of knitted products (T-shirts, polos etc.) imported in the EU. The Bangladeshi Embassy sent a list of about 15 textile companies that claimed that the waste water was treated. Of these 15, three companies provided the correct documentation for waste water. The next step was to try and get verification for the waste water documentation and this was done through a contact from a Danish company that traveled to Bangladesh. Unfortunately all three companies had provided false documentation and we could not continue with them. There is however one possibility left in Bangladesh and that is through a Danish company (kemotextil A/S) which has built their own waste water treatment plant. Kemotextil will try to educate their Bangladesh partners in how to run the plant so that it runs when Kemotextil is not present. A little complicated but kemotextil are very eager to get the Ecolabel licence so it is worth pursuing this possibility.
- ☑ Penfabric from Malaysia (one of Asia's biggest cotton/polyester producers) have lodged an application and are waiting for the licence.
- ☑ Tyfountex from Indonesia (one of Indonesia's biggest jean woven products manufacturers) has provided the relevant documentation earlier and dialogue is taking place presently to try and convince them to lodge an application.

The following two Danish companies are supported by EPCA in preparing an application:

- ☑ Wernefeldt: Cotton/polyester products – supplier is based in Vietnam and has provided waste water documentation including tests which we are presently verifying. They are however reluctant to provide documentation which they consider private (such as who their suppliers are etc.). To solve this problem we

have suggested that they can send the required documentation direct to the Danish competent body.

- Lanowool: wool products – supplier is based in New Zealand and is very eager in applying for the Ecolabel themselves.

5.4.4. Results at the end of 2007

It is expected that:

One Asian textile company (Penfabric – Malaysia) will have received an Ecolabel licence as indicated by the Danish Competent Body where the application was lodged. This company is one of the biggest suppliers in the world of cotton/polyester textiles and as such a very important company to join the Ecolabel scheme.

One Danish textile company (Wernerfeldt) is in the process of preparing an application. Their supplier is a company from Vietnam and they have been both willing and unwilling to provide the required documentation. They have provided waste water documentation but they have been unwilling to provide documentation relating to their suppliers, chemical/substance lists because they feel that they will be giving out classified information. This problem will be hopefully solved very soon so we can proceed with the application.

Other than Penfabric, One Asian company (Tyfountex - Indonesia) is presently able to provide either the necessary documentation needed for the Ecolabel in. This company is also a world player in denim textiles and products and is seriously considering lodging an application. They have received requested information on costs and will be receiving information on future marketing campaigns,

Allot of effort in trying to find a company in Bangladesh that could fulfil the Ecolabel criteria has shown to be fruitless because of lack of waste water treatment. The only possibility presently is through a Danish company (kemotextil). Work is ongoing to try and get the waste water treatment running throughout the year and not just when the Kemotextil representatives are there. When this situation is accomplished, an application for the Ecolabel will be lodged by the company which is comprised of both Danish and Bangladeshi partners.

A Danish/Indian cooperation resulting in an Indian company preparing an application is on the way where guide ans support is ongoing through the Danish partner (Jyden Workwear).

5.4.5. Conclusion for 2008

It was decided half way through 2007 that future project work would be concentrated on "guide and support" rather than trying to find new Asian companies which takes allot of research and resources. This decision was based on results from the Bangladesh activities that proved to be rather fruitless considering the amount of work.

It is however decided that for 2008, a letter of information will be sent to the EU delegations in China and India to be passed on to the textile associations of those countries. The letter will contain information about the Ecolabel and an offer of help for any companies interested. The idea is to find some interested companies that could be helped in what is needed and how to prepare an application.

The aim for 2008 will be to find an approved supplier in at least 4 countries. The activities will include:

- Finalising the goals from 2007 regarding both penfabric and Tyfountex as they are important players in their fields.
- Continuing to guide Wernefeldt in finalising their application so that their Vietnam supplier is approved and can apply themselves.
- Continuing with Jyden Workwear so that an Indian supplier is also approved.
- Trying to find a possible key candidate from China through "Bestseller" and the various Chinese textile associations. The Danish Competent Body has again suggested that they contact Bestseller regarding their denim and other ranges.
- Informing EU companies of the Asian suppliers that can provide the necessary documentation needed for the Ecolabel.
- Informing the relevant Asian companies of the possibilities that exist in marketing themselves as companies that can fulfil the Ecolabel criteria.

One other activity for 2008 will be to help other partners in the project that are interested in textile acquisition work with knowledge/experience through seminars arranged in their respective country as well as practical support in solving problems that may arise.

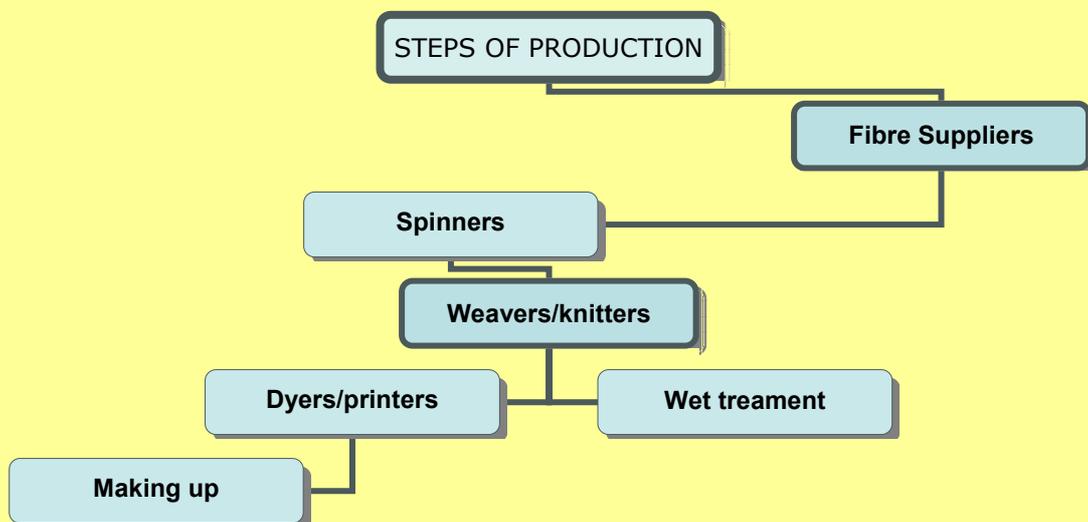
5.4.6. Annex Denmark/Asia

Contact strategy

The guidance for textile companies wishing to apply for the Eco-label follows the following strategy. It is very important to start with making a **flow chart** of the products life cycle.

step 1 Steps of Production

A flow chart tells us who does what.



step 2 Research of the suppliers

Next step follows a decision schedule, starting with the first key question:
Does the textile supplier have a flower licence?

If YES: Ask the textile supplier to send their licence number and a letter stating that qualities in question are covered by the licence. Fill in application forms (pages 7.8 and 9 of the users manual) and send the application to the competent body.

If NO leads to the next question:

Has the textile supplier previously provided flower documentation for another customer?

If **YES**, then ask them to send the same documentation relevant to your quality. Check to see that the documentation is up to date, fill in the application forms and send them to the competent body.

If **NO**, proceed to step 3.

Next key question is: Are the suppliers in the flow chart European, Asian or other?

If "European": proceed to step 3.

If "Asian or other": Find out if they treat the waste water.

If **YES** (they treat their waste water): send pages 88, 89 and 90 to be read and filled in (this is to make sure that they conform to the waste water criteria). Proceed to step 3.

If **NO**: Stop work – cannot certify products.

Step 3. Assistance towards application

Sort out what pages (users manual) apply to the fibre supplier, the spinner, the knitter and dyer.

Find out whether to contact them directly or whether an agent or any other supplier will do it.

Find out if there is any wet process other than the dyer and which it is.

Send the relevant criteria and accompanying pages to whom they apply. (This way they only get some pages rather than the whole users manual.)

Make a **folder with an index**. Place documentation received in the appropriate place in the folder and check it in the index.

When all the documentation is received, send your product for the fitness to use tests (pages 104-109 users manual), fill in the application forms and send it to the competent body.

If a supplier is not responding, find out the reason. It could be because:

- they don't understand what is required of them
- they don't want to pay for a test
- They are just not interested in the flower

It is easier to get a supplier to cooperate if the reason why they are not responding is known.

Remember to always check if the declaration sheets are **filled in correctly (date, ticked boxes, stamped and signed)**. **Check** that the tests, safety data sheets and documentation asked for **are attached to the declaration**.

5.5. Final report FRANCE

The French project activities were performed by BIO IS in collaboration with the French Competent Body (Mrs Patricia Proia from AFAQ AFNOR Certification).

5.5.1. Results and conclusions for 2006

The results of the mailings sent in 2006 are the following:

- Textiles: return rate of 6.4%, which is an excellent result (the average return rate for this kind of mailing usually being of about 3%).
- Copying Paper: no answer was received after the mailing. This is a very disappointing result, because this product group was considered as very promising by the French CB and Bio IS.
- Lubricants: response rate of 5%, which is good. The French CB wanted their engineer specialist Mr. Pierre Lebon to contact the producers directly.

We obtained positive results of our acquisition work with quite a few companies potentially interested in the Flower: 13 French textile companies, 2 French lubricant companies.

In any case, companies need time before applying, they need to study the criteria, see what competitors do, study the demand, etc... In general, it takes them about 2 years before deciding to apply, according to the French CB.

The methodology used (mailing + phone call or workshop for the interested companies) is time-effective, because it allows informing many companies about the Flower thanks to the mailing, and then to spend time efficiently with only interested companies on the phone.

5.5.2. Preliminary results and conclusions for 2007

There are currently¹ 88 producers and services awarded with the Flower in France. The distribution of product groups is as follows:

- Indoor paints and varnishes: 18 licensees
- All purpose cleaners : 16 licensees
- Hand dishwashing detergents: 14 licensees
- Soil improvers: 11 licensees
- Laundry detergents: 7 licensees

¹ As of November 2007

In collaboration with the French CB it was chosen to focus marketing activities on the following product groups:

- Soaps, shampoos and hair conditioners
- Other product groups through green public procurement (GPP)

5.5.2.1. Soaps, shampoos and hair conditioners

Context

The criteria for the soaps, shampoos and hair conditioners product group were voted in December 2006 and have officially been published in June 2007 by the EC.

The number of holders in the detergent product group has more than doubled in one year. Today the great majority of retailers and supermarkets offer these EU ecolabelled detergents and want to extend this range of products. It can therefore be assumed that the new soaps, shampoos and hair conditioners product group will develop successfully, due to this demand from retailers. This reasoning is strengthened by the fact that consumers do not always understand why there exist ecolabelled detergents but no ecolabelled soaps.

The idea is to profit of the launch of the new product group criteria to send to producers a mailing inviting them to consider applying for the Flower. Following a suggestion from the French CB, the mailing will also be sent to their mailing list of detergent producers as some of them also produce soaps and shampoos, or are in contact with laboratories which might be interested in the Flower.

Soaps, shampoos and hair conditioners workshop

- ☑ A **database** of French soaps, shampoos and hair conditioner producers has been built (the list of 137 contacts is enclosed in the company data annex). This list includes contacts provided by the Ministry of the Industry, producers of Ecocert – Cosmebio and Nature & Progrès labelled products, and producers found through a web research.
- ☑ At the end of June, BIO wrote the **mailing** text to promote the Flower and invite soaps and shampoos producers to a workshop held in September (see the annex at the end of this chapter). This text was sent to the French CB who was in charge of sending it out to the database contacts.
- ☑ In September 2007 the French CB had to postpone the **workshop** to October because the mailing was not yet sent. The workshop took place on 3 October.
 - BIO, being in charge of the follow-up, has received 9 registrations (see company data annex see company data annex which is quite satisfactory and corresponds to a return rate of 7%. BIO tried to call some companies back in order to increase the number of participants, but several were not available at this date, or not interested.
 - A satisfaction questionnaire was developed in order to receive participant feedback (see annex at the end of this chapter) about the workshop and the

Flower. Unfortunately this questionnaire was not given out to participants by the French CB on the day of the workshop but was sent afterwards per mail. Only one participant replied to the questionnaire which is why the Helpdesk has sent a reminding email to the rest. However, the answer received is interesting: The company who did not know the Ecolabel scheme very well before the workshop found the soaps and shampoos criteria regarding thickening components too strict, as components that comply with these criteria are difficult to find. It is therefore not sure to be able to obtain the European Ecolabel. However, the company thinks that the Flower is a real marketing advantage. Following the workshop the company stated to have clearer ideas about the scheme and to want to apply for the Flower.

5.5.2.2. Green Public Procurement

Context

GPP is currently being strongly promoted in France by the government, and the use of EU Ecolabel criteria in calls for tenders is an easy way to ensure green purchasing. Indeed the European Ecolabel is presented as the best tool for GPP in all documents, trainings, conferences, etc. related to GPP in France. Because of the importance of the demand from public purchasers in triggering applications for the Flower, a database of public purchasers has been developed which is to be used by the French CB.

GPP activities

- A database of French public purchasers has been built (see company data annex). To begin with, BIO called several contacts (12) from different networks: local offices of the French Environment Agency (ADEME), the French association of "Eco Mayors" (Eco Maires) and the French Association of Cities (Citées Unies Françaises). Because the contact details of their members were confidential, BIO could not be granted access to their databases. However, ADEME local representatives agreed to collaborate and to publish the information themselves (in their Newsletter, on their website, or by e-mail).

In addition, BIO has spent considerable time to create a database of competent persons working in public administrations (urban communities, conurbation communities or city town halls). As a result, more than 100 contact details have been found during the time dedicated to this task (1.5 days).

- An informative letter has been written to inform public authorities of the exemplary role they should play in sustainable development and the possibility to include green criteria into their calls for tender. Furthermore the mailing provided information about stands of the Flower at the French fair 'Salon des Maires', which is dedicated to mayors and local authorities, as well as the 'Buy&Care' fair², held in Paris, at the end of November 2007 (see annex at the end of this chapter).

² At this fair it is the French CB that will represent the Flower, not BIO IS.

This text has been approved by the French CB and has been sent by e-mail through the ADEME network. BIO ensured that every network leader has forwarded the letter by calling them back and/or sending them an e-mail. Unfortunately, our contact at the French association of eco mayors refused to spread it out arguing that they themselves were a stakeholder at these fairs, so they would not do the promotion for somebody's activities.

- ⇒ At this stage of the operation, we forecast that 270 persons have received the letter through the ADEME network (elected representatives, technicians and different partners of the networks).
 - ⇒ BIO asked the association of the "Eco Mayors" and the "French Association of Cities" to send the letter to their members. For the first association, BIO received a negative answer since the "Eco Mayors" is a stakeholder of the 'Salon des Maires', so they do not promote the participation of somebody else. Regarding the second one, the "French association of Cities" does not spread out their members' details but proposed the Helpdesk to incorporate the information on their website on the following address: http://www.cites-unies-france.org/html/-thematiques/achats_publics/index.html#news5. The association count up about 500 members and its website is visited by about 10 000 people per month.
 - ⇒ Finally, 29 emails have been sent to public authorities included in the database.
- ☑ Finally, the French CB as well as the EU Ecolabel³, had a **stand** at the next edition of the Salon des Maires et des Collectivités Locales (Mayor and Local Authorities fair) in Paris at the end of November 2007. The Salon des Maires is the yearly meeting place of local authorities (visitors) and their suppliers (exhibitors). In 2006, 48 000 people visited the fair, consisting in 43% of elected representatives and 57% of local authority representatives as well as their service providers. The idea is to seize this opportunity to meet public purchasers and to promote the Flower. It will only be possible to reach a conclusion about this activity once the fairs have taken place.

5.5.3. Result expectation until end of 2007

- ☐ At the fair 'Salon des Maires' we expect a productive exchange with public purchasers to inform them about the advantages of the Flower, to get feedback on our mailing, and to further deepen our understanding of their way to see GPP.
- ☐ As the workshop only took place in October and experience shows that it takes time for interested companies to make the actual step to apply for the Flower, it is difficult to say whether first applications will still be received in 2007.

³ in the framework of Bio's activities as the EU Ecolabel Helpdesk

5.5.4. Conclusion for 2008

Once again the methodology of a mailing combined with follow-up phone calls and a workshop proved to be an efficient tool. During the follow-up phone calls however it was noted that a number of contacts was not available at the date of the workshop. It was therefore learned for the future that the mailing needs to be sent more in advance to ensure that potential participants can plan accordingly.

5.5.5. Annex France

Mailing sent to producers with response form

Questionnaire for workshop participants

Mailing sent to GPP

Flower News on EUROPROPRE

For database of producers, public authorities and workshop participants see company data annex

Mailing to producers with response form



The response form includes the following elements:

- Logos for the European Union and AFNOR Certification.
- Fields for Name, Surname, and Email.
- Fields for Address, Postcode, City, Telephone, and Fax.
- Checkboxes for:
 - Want to receive more information on the label system.
 - Want to be contacted.
 - Want to participate in a meeting in Paris, in October to consult.
 - Want to be contacted by telephone for more information.
- Footer with contact information for Corinne Madec-Savelly, European Ecological Institute, 1 rue Berthelin, 94200 Ivry-sur-Seine, France. Phone: +33 (0) 1 56 46 00 99. Email: corinne@ecolabel.org.

AFNOR AFNOR CERTIFICATION
 Palais PROSA
 Tél. : +33 (0) 49 42 30 10
 Fax : +33 (0) 49 17 30 37
 Courriel : corinne.proust@afnor.org

Paris, le

Madame, Monsieur,

Pour répondre aux besoins de consommateurs de plus en plus exigeants en matière d'environnement, de nombreux distributeurs proposent désormais une gamme de produits écológicos, certains d'un écolabel. Ainsi, « selon une enquête de TNS Media Intelligence pour Sifudy (mars 2008), 31% des sociétés déclarent choisir régulièrement des produits respectueux de l'environnement. Ce n'était que 18,6% en 2005 »¹.

Auteurs clés pour une consommation plus responsable et accrue de la qualité technique de vos produits, vous êtes désormais sensibilisés aux impacts que vos produits peuvent avoir sur l'environnement.

Depuis plus de 10 ans, AFNOR AFNOR Certification est le seul organisme français habilité à délivrer l'écolabel européen, marque garantissant aux consommateurs la qualité environnementale des produits et services.

Également référentiel à forte valeur ajoutée, dans un secteur fortement concurrentiel, l'Écolabel européen regroupe (depuis décembre 2006) les stampings et savons. Il attirent plus et obtient vous aussi une preuve officielle de la qualité environnementale de vos produits ! L'Écolabel européen vous offre la garantie d'une gestion environnementale, toujours plus optimisée, avec le bénéfice d'une visibilité et d'une reconnaissance à l'échelle européenne.

Par ailleurs, dans un contexte où les administrations françaises, mais aussi de tous les États Membres de l'Union, se lancent dans une politique d'achats écoresponsables, l'Écolabel européen est une valeur ajoutée forte pour vos clients publics.

Dès lors, nous vous invitons à prendre connaissance des documents joints et à nous retourner le coupon si vous désirez des informations complémentaires.

Dans l'attente de votre prochain contact nous vous prions de croire, Madame, Monsieur, à l'expression de nos salutations distinguées.

Corinne Madec-Savelly
 Département Environnement

¹ Source : ADEME, Juin 2006. Document de presse ; l'Une consommation.