

# EU Eco-label Marketing for Products Project 2006

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

Service contract no 070402/2005/420195/MAR/G2

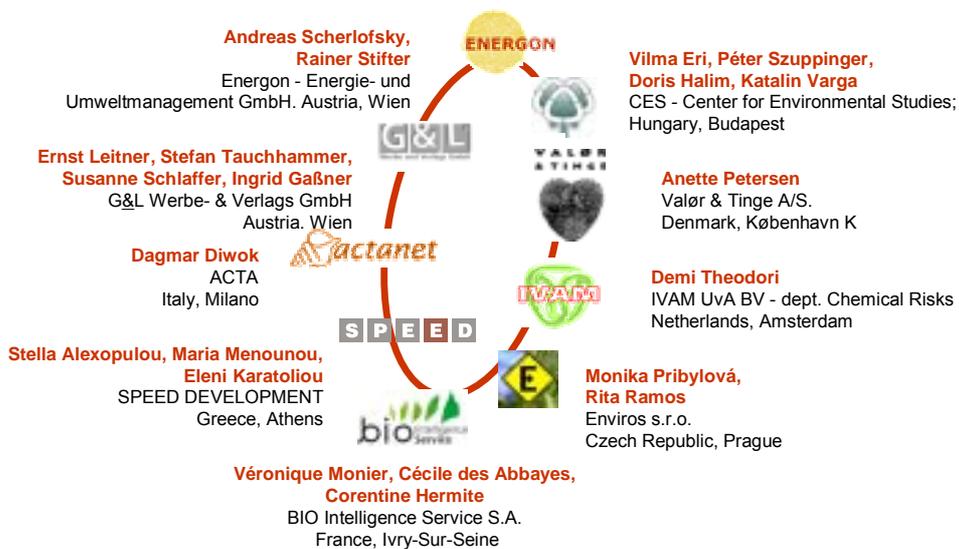
## Final report

15 December 2006



This final report is presented by

## EMP team 2006



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# 1. Executive summary

Immediately after the placement and signature of the order end of December 2005 the EMP team started to update the analysis of the initial situation and the task strategy since the proposal was based on the analysis of about half a year before.

The new strategy was presented, discussed and approved by the DG ENV at the **KICK-OFF** meeting in Brussels on 19<sup>th</sup> January 2006. The agreed strategy covered more than 12 EU countries and was built upon two priorities:

- Acquisition (10 regional acquisition packages on different product groups, 1 EU-wide acquisition on lubricants)
- Retailer cooperation in some Northern EU countries

Basic work of the next weeks was the revision and detail planning of central and regional tasks. At the same time each partner contacted again the **Competent Bodies** (CBs) of the covered countries to get **agreements on the focus product groups and co-operation**. This procedure for the most part was finished officially end of February even though in some cases it took months for an official confirmation. In this cases the partners mostly found a way to get at least nonofficial commitments to go on with their task planning.

Along with this adjustments the first tasks were started:

- Market studies, research for company, stakeholder, media and trade fair contacts and facts
- Development of basic materials

The focus was laid on ten product group clusters of which the most covered were textiles (7 countries), paints and varnishes (6), bed mattresses (5) and cleaners (4):

## Product group focus

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**status 9.6.06**

Covered country	partner	Proposed focus product groups	Product groups										FIX		
			Textiles	Bed mattresses	Paints and varnishes	Hard floor covers	Cleaners	Household appliances	Tissue Paper	Lubricants	Soil improvers	Copying Paper			
A	Energon, G&L	Cleaning (all purpose, hand dishwashing), Household appliances (refrigerators, washing machines), Tissue paper					■	■	■	■	■				✓
B	BIO IS	Textiles, Indoor paints and varnishes	■		■										✓
CY	SPEED	Bed mattresses, Indoor paints and varnishes		■	■										✓
CZ	ENVIROS	Textiles, Indoor paints & varnishes	■		■										✓
DK	Valør & Tinge	Children clothes (textiles), Bed mattresses	■	■											✓
F	BIO IS	Textiles, Bed mattresses, Copying paper, Lubricants	■	■									■		✓
GR	SPEED	Cleanders, Bed mattresses		■			- - -	■							✓
HU	CES	Soil improvers, Washing machines, Dishwashers, Indoor paintings, Hard floor coverings			■	■			- -	■	■		■		✓
IT	ACTA	Paper (Tissue, Copying), Textiles, Cleaning products	■					- - -	■	- - - -	■	■			✓
NOR	Valør & Tinge	Children clothes (textiles)		■											✓
PL	CES	Detergents, Tissue paper, Paints & varnishes			■			- - -	■		■				✓
S	Valør & Tinge	Textiles	■												✓
SK	ENVIROS	Textiles, paints & varnishes	■		■										✓
EU	IVAM	Lubricants													✓
			7	5	6	1		4		3		3		1	2

Focus clusters from the view of P.O.S. and consumer application were:

- textiles/mattresses (7+5)
- Paints/Hard floor cov. (6+1)
- Cleaners/tissue paper (4+3)
- E-appliances (3)
- Lubricants (2)
- Copying paper (2))
- Soil improvers (1)

The regional strategies and their mixes of methods were different from one region to the other and in some cases they had to be modified along the project performance to cope with the different situations coming up with the work. So for instance the partners covering new member states (CZ, SK, HU, PL) had to put more work into market research whereas partners in other countries could build their work straight upon existing market data. The partner strategies had to consider also different organisational environments like the CB staffs and the consultant's market in the different regions. Best case for an acquisition partner was to just focus on contacting companies, arousing interest and establishing contacts with a huge CB staff and technical experts with big experience in accompanying companies towards the application and in producing obligatory certificates.

**Limiting factors.** Some of the most limiting factors of our acquisition are project inherent, some depend on the market and some on the Flower:

- Time and money (most partners had about 20 days and very little participation or promotion budget)
- Number of high potential companies (or lack of knowledge > demand of research) who are meeting the key selection criteria (eco-marketing sensitivity, EU-wide market, criteria-coverage)
- Lack of interest, knowledge and sympathy towards the Flower
- High fees and technical barriers to meet the criteria

**Results.** About 900 companies have been contacted of which about 50 could be interested. Some have been forwarded to the CBs. The other need to be contacted again in 2007 as the decision to apply with a product in the most cases needs at least months up to 2 or 3 years. This is also the result of the acquisition activities of national Eco-labels.

**Demands.** Key factors to raise the meaning of the Flower in the market is the raising of the recognition level and the building up of a strong and characteristic image and knowledge – towards consumers, purchasers, retailers, journalists and other stakeholders. The way to achieve this targets is to improve PR, to place umbrella campaigning and promotion with retailers and licence holders.

The following table gives an **overview of project activities towards companies and public:**

Country	Contacts and results	events	Media work
AT	15 household appliances > no local productions, 5 not reached, maybe Miele, 1 forwarding to German head quarter 30 cleaners (3 licence holders with 10 products) > 12 in contact 2 PC > 1 ev. interested 1 tissue paper > forwarding to German head quarter 1 paints&varnishes producer ev. interested the 4 maybe interested companies > 2007!	-	1 article in Marketing magazine MEDIA-NET
BE	16 detergent > 6 maybe interested 15 paint&varnishes > 1 with low interest		-
CY	6 bed mattresses > 5 participants 18 paints&varnishes > 8 participants 1 contact with paints&varnishes	2 workshops	-
CZ	14 paints&varnishes 10 textiles > 1 potentially interested 3 retailer contacts contacting of keystoneholders	-	1 article for CB to place it in an eco-magazine 1 article placed in ASPEKTY (CZ) in June offering of a placement in ATOK review, ev. 1 article in SPEKTRA in 2007 articles on the Enviros website and Enviweb
DK	Products for babies and children 10 licence holders > 2 wanted to participate in promotion cooperation 19 potential companies (17 textiles, 2 mattresses) > 2 meetings held with companies that consider the Ecolabel. 1 company wants meeting 2007 and 1 is interested in more information (both forwarded to the CB) 32 retailer shops > 3 wanted to participate in promotion cooperation	-	3 articles in Textuelt 1 press release to 13 magazines in July, 2 articles in 2 large children magazines
FR	Mailing to 203 textile companies (oekotext labelled) > 14 interested > 3 participated to a meeting with AFNOR on November, 10 <sup>th</sup> 54 copying paper > 0 reply 40 lubricants > 4 interested	2 textile trade fairs in Paris (Energion/G&L + BIOIS in cooperation with licence holder)	Maybe articles induced by the press conference at the textile trade fair in Paris
GR	9 bed mattresses > 1 meeting 9 all purpose cleaners > ? additional contacts: 1 paints&varnishes and 1 all purpose cleaners interested. Meetings held with both. 1 keymeeting with stakeholder (HACI)	-	1 article in ECOLIFE, 1 press release for HACI (chemical association)
HU	70 companies (from 6 product groups; 4 with HU Eco-label) > 1 paint&varnishes interested,		SSU newsletter

Country	Contacts and results	events	Media work
	7 eventually, 1 soil improver very interested, 4 ev., 3 hard floor covering interested key contacts with SSU (hard floor coverings), HNA (paints association) > meeting in Dec. 16 retails shops offering Flower products > 6 interviews > 3 shops consider to mention the fact that the product is eco-label awarded on their websites		2 web-site articles dealing with the EU eco-label in general as well as the eco-label for tourist accommodations (the websites address the general public)
IT	Mailings and phone calls with 11 detergents, 12 paper and 19 furniture producers > Meeting with 2 paper companies in Trentino (follow-up meeting?) Meeting with cleaners and paper producers in Milano with CB in Nov. Interviews in 20 supermarkets, contacts with 3 big supermarket chains	European Flower week seminars with CB Lombardia (ARPA)	Press releases September, Contact with paperweb.biz
NOR	Preparation-workshop with Ecolabelling Norway for a kick-off workshop for 8 big retailer chains > event o.k., but better in 2007 together with producers and stakeholders Preparation of workshop materials (forwarded to the CB)	CB Workshop planned in 2007	-
PL	16 tissue paper, 60 detergents, 37 textiles > no interest so far	-	-
SK	23 contacts (detergents, tissue paper, paints) > 3 potentially interested (forwarded to CB for detailed information)		Article in ASPEKTY (SK)
SE	Preparation and invitation for a seminar in Stockholm to 53 producers, purchasers and others > 15 registered participants, but 7 actually participated > 2 companies interested in applying for the Ecolabel (forwarded to the CB)		2 articles for Eco-label newsletter and industry newsletters (forwarded to the CB)
Lubri-cants EU-wide	Key stakeholder contacts (CBs, consultants, organisations, providers, trade associations) and questionnaire; meetings with Dutch Ministry, Blue Angel and Greek CB Mailing to about 60 companies + phone calls > 20 personal contacts > 11 interested plus 2 in FR and 3 in AT	Presentations: - Annual conf. of ELGI, Prague (23.4.06) - Green Chemistry workshop in Mamaia, RO - Tribology Congress, Vienna (29.-31.5.06)	Press release, IVAM newsletter April 2006 Article in proceedings Green Chemistry Workshop – to be published Article in publication of the International Conference Tribology of Alternative Fuels and Ecolubricants, ISBN 3-901657-21-5 , May 2006
TV EU-wide	(Berlin trade fair): 17 TV producers > many interested > follow-up calls	Trade fair Energon/G&L in cooperation with Sharp and UBA Berlin	Press release Sharp and Energon&G&L, TV-spot in Berlin cablenet, interview for Australian radio
Internatio-nal media work			Press conference for textile magazines in Paris (US, UK, FR, GE, ES)

**Participation at trade fairs.** Built on the regional focus decisions ENERGON/G&L started an European wide research for two big trade fairs of European relevance taking place in summer or autumn 2006. The result was a short-list and concept for a participation (each with stand, info material, promotion and acquisition activities):

- for the electronical sector: IFA - Internationale Funkausstellung (1./4.-6.9.) in Berlin - number 1 worldwide for Consumer Electronics, with 1.200 exhibitors and 245.000 attendees. Cooperation partner will be SHARP with EU Eco-labelled TV's.
- For the textile sector two fairs in Paris: Texworld (18-21.9.06) in Paris with 17000 visitors, 620 exhibitors 86% international buyers together with Expofil (19.-22.9.2006) in Paris. Cooperation partner: LENZING with EU Eco-labelled fibres.

On both fairs international press work and company contacting took place.

**Preparation of basic materials.** Following the proposal concept two types of materials have been developed including the current DG information materials:

- basic materials and tools which can be used, adopted and complemented by the partners (project-flyer, starter-kit boxes, roll-up, project posters, international articles etc.)
- individual regional info packages, mailings, project and technical folders, powerpoints and articles etc. by the regional PARTNERS and mailings

**Basic research and building of data bases.** The activities of the first project period followed the emphasis of a targeted preparation performance thus the limited resources can be used in a targeted and efficient way. Target was to get an overview of both:

- the focus industry sectors, in particular it's keyplayers, companies, magazines, events as well as the company's markets and products and their potential
- the regional Eco-labels and eco-labelled products of the focus product groups

Based on that overview the preparation followed a cascading step-by-step process to have at last high-potential short-lists:

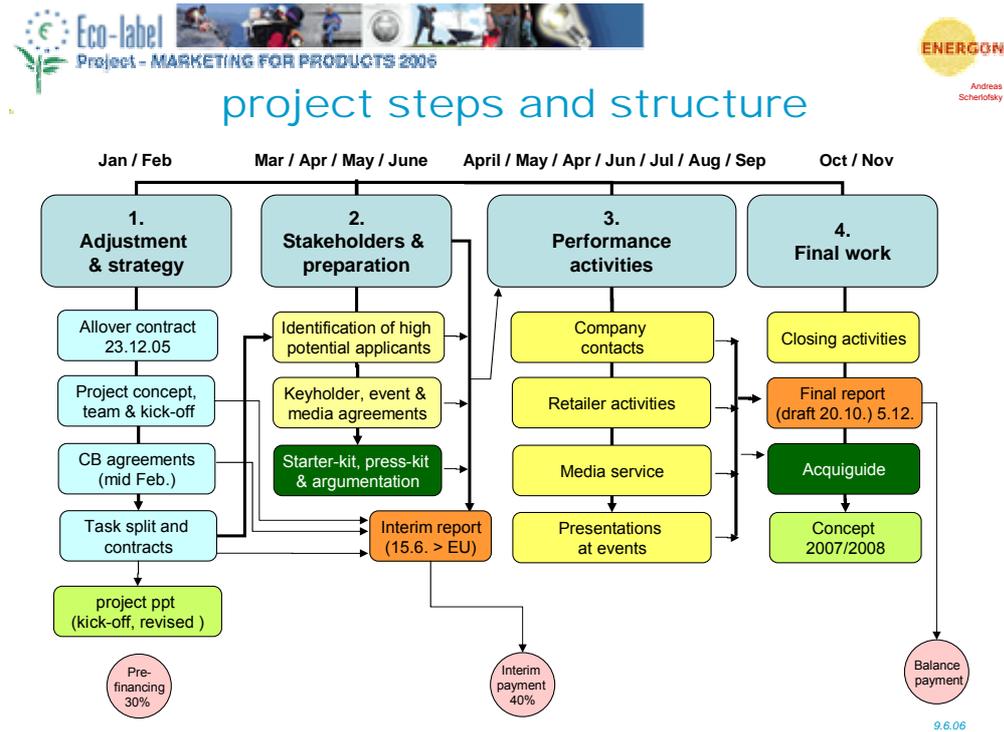
- research for companies and their key personnel (general manager, environmental managers) in the regional focus product groups with products for a European market and possibly high interest in the EU Eco-label
- contacting key persons to fix participations and contributions at those events, in those magazines and with those organisations or retailers who could be efficient for the project target of acquisition of new applicants and the raising of the visibility of the EU Eco-label

**Contacting the companies.** Also the methods for contacting the companies were different in the covered regions, what gave us the chance to test different approaches. Most of the partners choose the way of contacting companies directly beginning with mail or email, then phoning and – if possible – to arrange a face-to-face meeting. Most time consuming was the phoning for finding out the key contacts and for getting them to the phone.

One partner in one region (FR) sent out letters with respond cards and then contacted only those who replied. Others phoned the companies before the mailing (AT) to find out the key persons in the companies.

In some cases a multiplication effect could be achieved by arranging workshops for several companies (CY) or by giving presentations at key events (i.e. at a lubricants congress) where several representatives of special product groups were present.

The figure gives an overview of the overall project steps and structure:



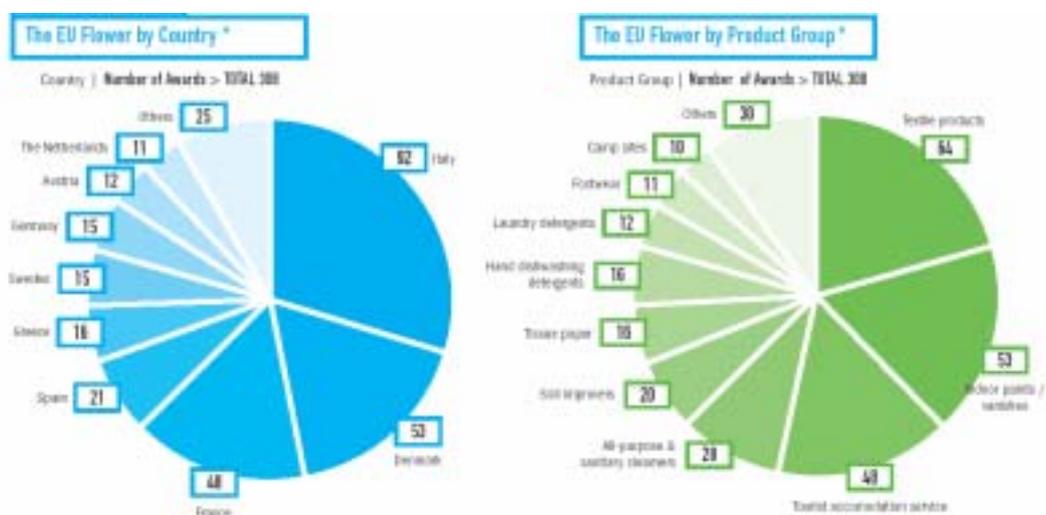
## 2. The European Eco-label market

The European market is characterised by a great diversity of Eco-labels of different standards and mostly of sectoral, national or regional reach.

The EC successfully strives towards an EU-wide standardisation of the most important, independent and governmental Eco-labels by establishing an international, **EU-wide brand – the EU Eco-label** with so far 24 product group criteria (+ 3 under development). Another impact of the EU Eco-label activities of the DG Environment in cooperation with the national Competent Bodies (who in many cases run national Eco-labels at the same time) is a slight moving towards international **harmonisation** of EU and national Eco-label criteria in selected product groups. This has two positive impacts: an EU-wide harmonisation of quality standards and an easement for companies to join two Eco-label systems with one application procedure.

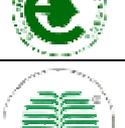
At the moment more than 320 licensed companies use the EU Eco-label on more than 2000 products with high environmental performance. The most important product group are textile products (with about 65 companies), paints & varnishes (about 54) and cleaners/detergents (3 criteria with about 37 companies) followed by soil improvers (about 20), tissue papers (about 23), footwear and bed mattresses (each about 10), hard floor coverings and graphic paper (each about 5). Seen from the view of application area or retailer cluster they refer mostly to furnishing (bed mattresses, textiles), clothing (textiles, footwear), household and cleaning products (cleaners, tissue paper), do-it-yourself (paints & varnishes, hard floor coverings) and garden (soil improvers), office (copying paper, PCs). The product group criteria with the least number of applicants is the household appliances sector with 6 criteria (washing machines, dishwashers, refrigerators, vacuum cleaners, TVs and light bulbs) but only 5 (0 + 1 + 0 + 0 + 2 + 2) applicants.

The countries with the most manufacturers of EU Eco-labelled products are Italy (about 72 companies), France and Denmark (each more than 45) followed by Germany and Sweden and Greece (each about 15). The chart presents the number of licence holders as of 1st April 2006 (Flower News 1/2006)



## 2.1. Other EU relevant Eco-labels

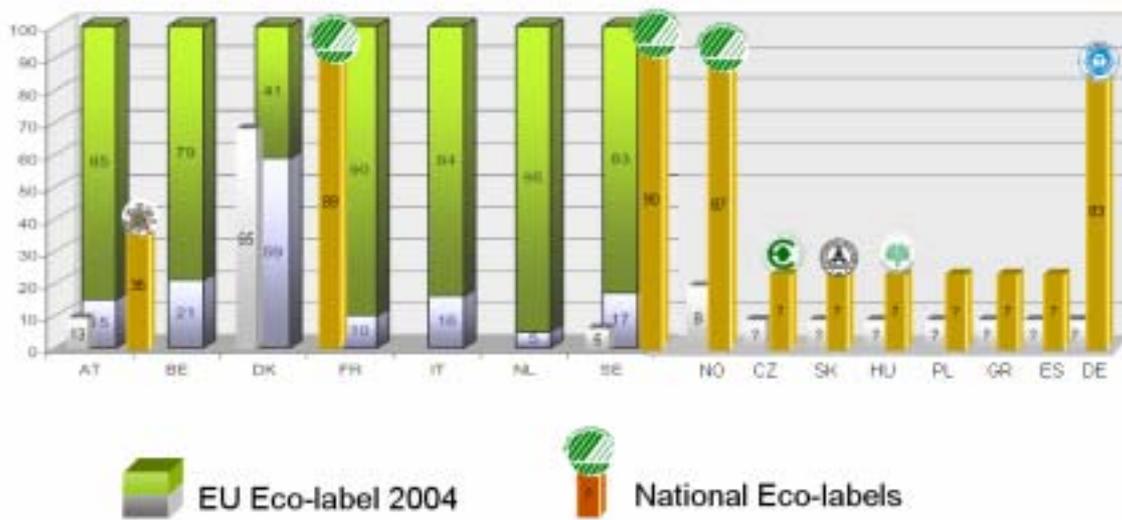
Other national Eco-labels relevant for the countries covered by our project are the following. The missing data should be completed as soon as they are available.

Label	brand	No. of criteria	country	Number of licences	Recognition in	
					home market	other countries
Österreichisches Umweltzeichen, since 1990		50	AT	about 380 products, 200 tourist accommodation services and 20 schools	about 40% (BE 50%)	
Nordic Swan, since 1988		60	SE, FL, NO, IL, DK	1500 products	67% in Nordic countries	
Blauer Engel, since 1977		80	GE	3700 products and services from about 700 companies	2004: 83% recognition (for 49% relevant for buying; 2002:39%)	AT: ca. 50%
Stichting Milieukeur, since 1992			NL	220 products		
NF Environment, since 1991		19	FR			
Ekologicky Setny Vyrobek, since 1993		48	CZ	193 products from 83 companies		
Környezetbarát Termék, since 1993		51	HU	355 products from 32 companies <a href="http://www.kornyezetbarat-termek.hu">www.kornyezetbarat-termek.hu</a>		
Znak ekologiczny EKO, 1998			PL	some dozens, mostly organic manure and textile products	Practically non-existent in the shops	
Environmentálne Vhodnyvyrobok, since 1996		11 + 9 in preparation	SK	105 products from 12 companies		
Bra Miljöval, since 1990		52	SE	755 products <a href="http://www.snf.se">www.snf.se</a>		
AENOR-Medio Ambiente, since 1994		12	ES	436 products <a href="http://www.aenor.es">www.aenor.es</a>		

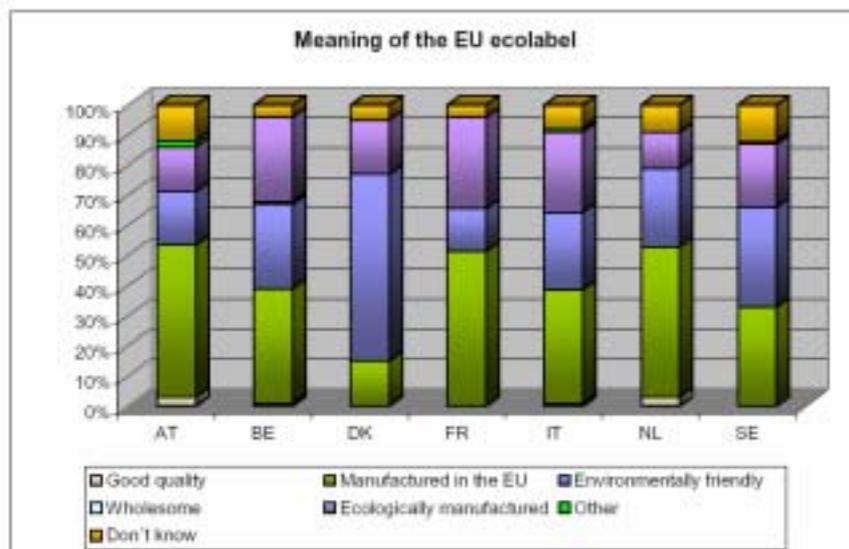
These data of EU and national Eco-labels as well as other eco-relevant labels (Transfair, TCO, OEKOTEX etc.) should be monitored in comparison would be important basics for our argumentation strategy towards interested companies as well as for unique marketing strategy of the EU Eco-label. For instance the TCO label launched by TCO Development since 1992 with 3 product groups has worldwide importance and is used by 50% of all monitors. They also publish tests of mobile phones at regular intervals.

The following chart gives an uncomplete but clarifying overview of the recognition levels of national and EU Eco-label in countries relevant for our project:

Recognition 2004/2005 (incomplete)



The chart "Meaning of the EU Eco-label" visualising the result of the survey made in the framework of the Flower week 2004 also shows the necessity of marketing communication and marketing research going more into qualitative details:



source: Evaluation report of the EU Eco flower week 2004

## 2.2. Conclusions for marketing, market research and overall strategy

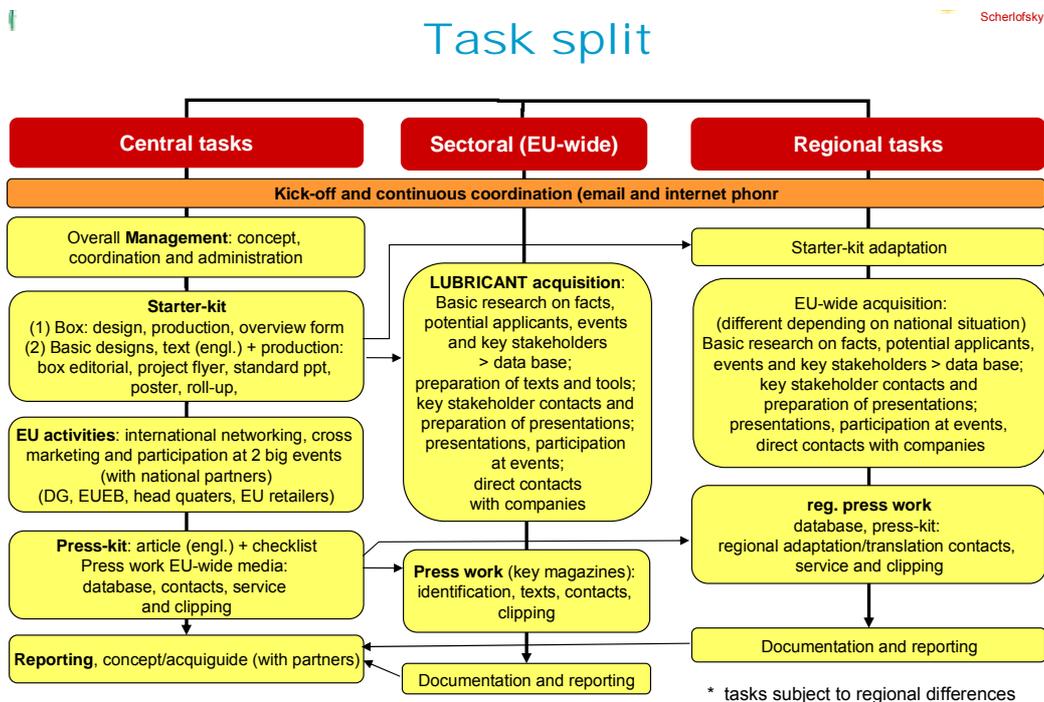
During the acquisition and cooperation work with retailers and licence holders along our project we concluded:

- **Recognition level and knowledge rate on the Flower must be raised.** Facing the company representative's question "What's the recognition level of the EU Eco-label we can only refer to the future and details we can't prove: The **recognition level** of the EU Eco-label is differing from country to country. In the average its low but rising. At the moment the highest recognition level is in DK (at a medium level) and in other countries the recognition on average is low which means that for special target groups it's probably higher. Consequence: recognition must be raised at regular intervalsby:
  - umbrella campaigning and PR articles with mass media
  - POS marketing promotion
  - Marketing cooperation and support for licence holders to improve the brand use in their own marketing communication (manual, advice etc.)
- **Recognition level and knowledge rate is not known.** In the discussions with companies and key stakeholders we became aware that market data are weak. Consequence: We need a **continuous monitoring** of quantitative and qualitative key figures (recognition rate, image, knowledge) of the EU Eco-label and other relevant national Eco-labels, not only on total average but also for special target groups (age, profession, education, region, level of environmental awareness). Another instrument for market research would be **Conjoint measurement of the Flower`s impact on sales.**
- **Competition and synergy potential of the EU and national Eco-labels is still not utilised:** In some of the regional markets the EU Eco-label is facing tuff competition (or synergy!) with more or less strong regional Eco-labels (Nordic Swan, Blue Angel, Austrian Eco-label, Czech and Hungarian Eco-label etc.). The synergy and co-operation potential should be better utilised. Following the facts and thoughts collected during our project contacts and the research results i.e. in websites we got the impression that the integration of the EU Eco-label in the national Eco-label marketing is very different from country to country. Despite the fact that some of the national CBs seem to levy considerable amounts from the Flower licence holder's fees. Consequence: To intensivy the integration of the Flower into the national information campaigns lobbying and consultation and proejcts should be arranged. A synergy strategy could be double-labelling and "national labels for national products. Flower for EU-wide products".
- Also for the **slightly rising demand** on Eco-label products we need best practice examples and market research figures. Both for end consumer market and for eco-procurement.

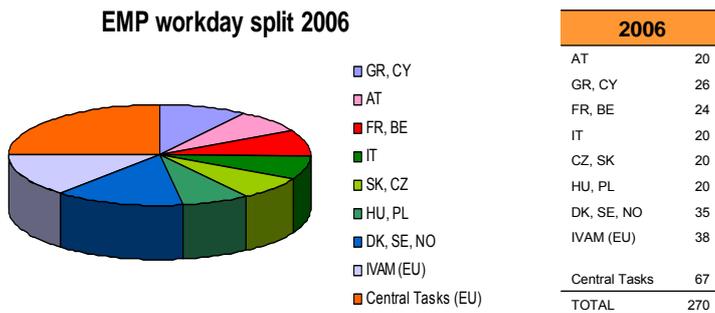
### 3. Central tasks

The tasks were split into regional, sectoral and central tasks.

- Regional tasks are the regional research, acquisition and promotion activities, led by the PARTNERS (also two big trade fairs performed in cooperation with ENERCON & G&L)
- Sectoral tasks are the acquisition activities towards lubricant producers by IVAM
- 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 ENERCON and G&L



The next chart shows the workday split 2006

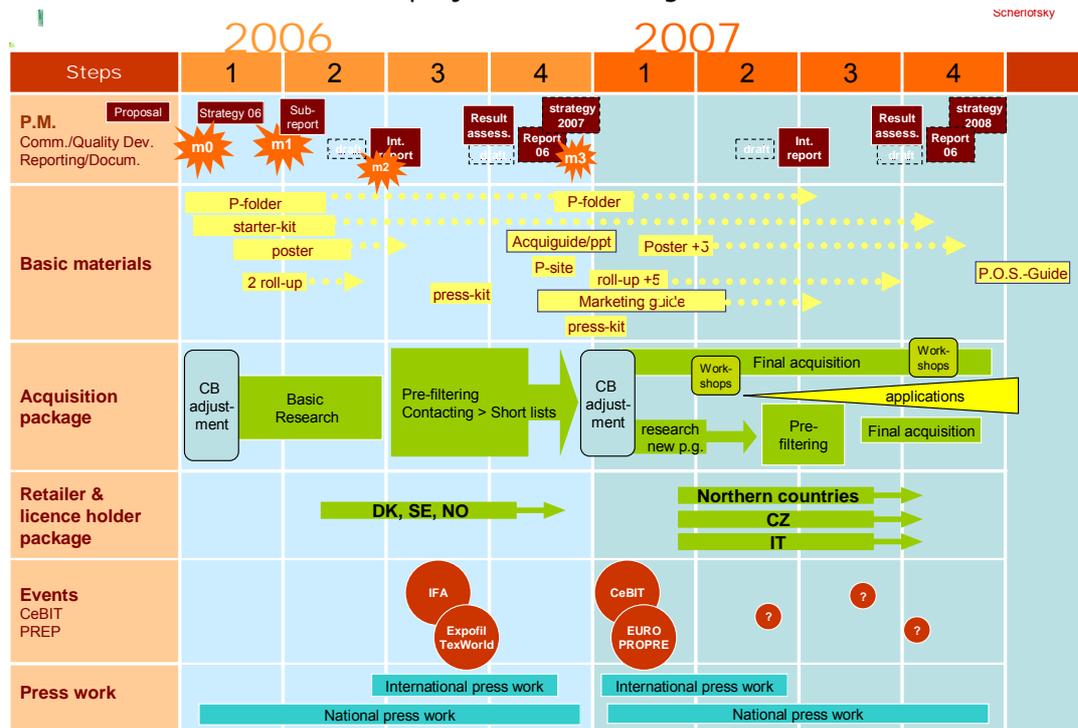


### 3.1. Project management and documentation

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

- **overall strategy**
- conception, planning and briefing of **central tasks** and big trade fair participation
- **contract** development including task definition in cooperation with all partners, support of partners
- team communication and co-ordination of tasks
- reporting (including briefing and integration of partner reports) for:
  - sub interim report (April 2006)
  - interim report draft
  - interim report final
  - result report (September)
  - final report draft
  - strategy 2007
  - final report final
- preparations of project presentation in particular for meetings in Brussels:
  - kick off 19.1.06
  - marketing board meeting 4.4.06
  - interim report meeting 28.6.06
- budgeting, book-keeping, transferrals of honoraria and reimbursements

The revised time table of the project for 2006 together with an outlook to 2007:



## 3.2. Central productions

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
- starter-kit boxes with sets of information materials
- acquisition guide and standard presentation
- press-kit
- roll-up and poster

Some of these materials will be developed first (by ENERCON/G&L) and then adopted, complemented etc. by the PARTNERS. Others (e.g. the acquiguide, best practice of partners) will first be developed by the partners and at last integrated in the final ACQUIGUIDE and the report. 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).

### 3.2.1. Corporate Design

First and again with all following productions a special Corporate Design was developed, with two styles: One light style as background for every day papers just like letters, editorial papers, press releases and eMails.

The other style more heavy green for posters, roll-up, T-shirt, quiz-game card, covers for report and CD-ROM, starter-kit box, powerpoint header slides etc. As shown below.



### 3.2.2. Project-flyer

Even though initially not planned, soon a project-flyer proved to be practical in the beginning of the project when the CB's and the key stakeholders were contacted. It provides a basic overview of the EU Eco-label, arguments, facts, the project and all partner contacts. The basic English version based on a draft by Vilma Eri (HU) and revised and layouted in co-operation with Athina Koutroumani by Stefan Tauchhammer and Andreas Scherlofsky. It's produced in a word file for easy translation and adaptation by partners and finally transformed into a pdf-version. So far a Czech/Slovak version with the ENVIROS contact and fully translated German, Greek and Hungarian versions have been produced and used with the key stakeholder and company mailing. (English version see annex at the end of this chapter, national translations at the end of the national chapters)



### 3.2.3. Roll-up

Two items of a handy roll-up screen give an attractive image wall for presentation at fairs, press conferences or workshops. Size is 80 x 225 cm hoisted and about 80 x 15 x 15 (in a bag) rolled-up.

The text is in English: *Europe goes green. Environmentally friendly products use the EU Eco-label. Good business is green business.* The symbol bar shows the product pictograms from the Flower week 2004. Three of the symbols for focus product groups covered by the project had to be designed in the same style.



### 3.2.4. Posters

For events, promotion partners and other spots of strategic interests the EU Eco-label poster series produced by the helpdesk for the Flowerweek 2006 (national versions available from the CB's) can be used, distributed and recommended by the partners of our team.

In addition a special project poster has been developed by Energon/G&L in adjustment with the DG ENV, with a direct message towards the 3 key target groups. The basic version was produced in English and it can easily be produced and delivered

for all partners in their own language. So far a French and German version was printed for the trade fairs in Berlin and Paris. English text is:



*“They know what the European Eco-label means for products”*

- *“As a company planning for the future we offer EU Eco-label products!” (producer)*
- *“I prefer EU Eco-labelled products because I want a healthy lifestyle!” (consumer)*
- *“In our tender we insist on products which meet EU Eco-label standards!” (purchasing manager)*

Points of use for this poster are: the office, an advertising pillar, a news board or a board or wall at an event, workshop or press conference.

### 3.2.5. Starter-kit boxes

Purpose of the handsome green paper cases is to set a “visual anchor” towards application and provide practical assistance with basic content. It will be handed over in the acquisition contacting to highly interested company representatives and key stakeholders.



G&L/Energon developed and produced 300 green paper-made starter-kit boxes, filled it with regional materials and sent 244 items to most of the partners end of April: 20 starter-kits for each covered country (except V&T who did not use it in DK, SE and NOR) and 40 starter-kits for lubricant acquisition throughout Europe to IVAM.

The content of the starter-kit boxes is special for each country, depending on the focus product groups. If available the materials were produced in the language of the region where it'll be spread materials :

- Introduction letter (English basic version > for national translation)
- Application guide (most languages)
- Consumer guides general (most languages)
- Consumer guides product groups (English)
- Green procurement (English)
- Guide to greener products (English)
- Commission Decision of relevant product group (most languages)
- Business Fact Sheet (most languages)
- Several Give-aways (pencils, t-shirts, pads, rulers)

Country	Pieces per partner	Piece per product group	
<b>AT</b>	20	11 cleaners 4 household appliances 1 Tissue paper	2 PC/Laptops 2 Competent body
<b>BE, FR</b>	40	14 Textiles, 9 Indoor Paints, 2 other product groups 5 Bed mattresses	4 Copying Paper 3 Lubricants 3 for Competent Body
<b>CY</b>	20	9 Bed mattresses 9 Indoor Paints	2 for Competent Body
<b>CZ</b>	20	8 Textiles 10 Indoor Paints	2 Competent Body
<b>DK, NO, SE</b>	4	1 Textiles 1 Bed Mattresses	2 for Competent Bodies
<b>GR</b>	20	6 All Purpose Cleaners 6 Detergents for Dishwashers	6 Bed mattresses 2 Competent Body
<b>HU</b>	20	4 Soil improvers 4 Washing machines 4 Dishwashers	4 Indoor Paintings 2 Hard Floor Coverings 2 Competent Body
<b>IT</b>	20	4 Tissue Papers 4 Copying Papers 4 Textiles	3 All Purpose Cleaners 3 Detergents f. Dishwashers 2 Competent Body
<b>PL</b>	20	3 All Purpose Cleaners 3 Detergents f. Dishwashers 6 Tissue Papers	6 Indoor Paints 2 Competent Body
<b>SK</b>	20	8 Textiles 5 Indoor Paints	5 Detergents for Dishwashers 2 Competent Body
<b>IVAM (lubrcants)</b>	40	20 sent to Amsterdam	20 sent to Lubricants Congress in Vienna
<b>TOTAL sent</b>	<b>244</b>		
<b>reserve</b>	56		
<b>TOTAL</b>	<b>300</b>		

### 3.2.6. Basic tools for 2007

Not in the proposal 2005 but with the re-definition of tasks in the beginning of the project we decided to develop a new tool, the "**acquiguide**". Object is to summarise our project experience and prepare it in a way that other partners within the team or in other countries can use it as a helpful guide for marketing work.

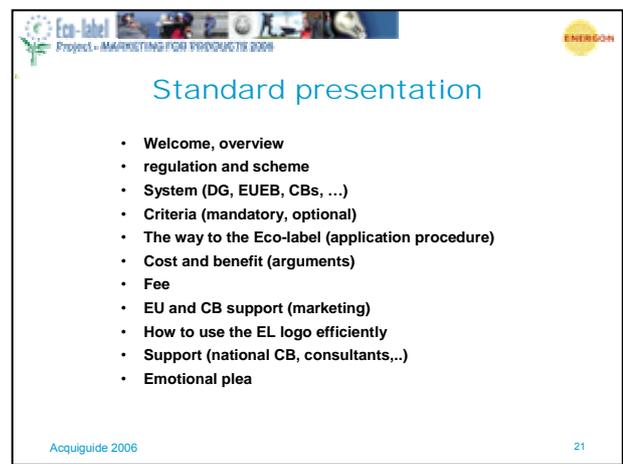
The first drafts for this tool were produced in spring 2006 in the shape of a powerpoint file. A first set of powerpoint slides for a standard presentation was produced for the EU Eco-label presentation at the press conference in Paris, Pershing hall in October.

As more important tasks appeared and the partners prepared their individual presentations we decided to postpone the date of the preparation of "acquiguide" to the follow-up after the kick-off meeting 2007 when the 2006 national tasks are finished and different ideas could be included into the final draft.

The "acquiguide" tool will contain

- Standard powerpoint presentation to present The EU Eco-label system
- Checklists for developing the strategy and schedule and organise acquisition steps

To push the exchange of knowhow and materials another activity should be foreseen: an internal **internet platform** where all national and EC informational materials, powerpoints and basic materials such as the press texts, project flyers etc. developed by partners can be up- and downloaded for other national adaptations.



### 3.2.7. Annex CENTRAL PRODUCTION

#### Project presentation

The presentation consists of 30 slides arranged in 7 rows and 4 columns:

- Row 1:**
  - Slide 1: EMP 2006 EU Era-land marketing for Priority responsive project product presentation Brussels, 5.0.06
  - Slide 2: A. EMP project overview
  - Slide 3: EMP project abstract
  - Slide 4: Project objectives and measurement of the results
- Row 2:**
  - Slide 5: The EMP06 project team
  - Slide 6: Taxes and Rates
  - Slide 7: Covered countries
  - Slide 8: Timetable
- Row 3:**
  - Slide 9: Acquisition - key priority
  - Slide 10: Acquisition - key priority
  - Slide 11: Two Stage approach
  - Slide 12: The task split
- Row 4:**
  - Slide 13: Checklist 'preparation phase'
  - Slide 14: Product group focus
  - Slide 15: Team communication
  - Slide 16: Planning and documentation of team activities
- Row 5:**
  - Slide 17: Situation 2004/2005
  - Slide 18: Preparing the regional work split
  - Slide 19: Next steps after kick-off
- Row 6:**
  - Slide 20: Regional mix of activities
  - Slide 21: The regional activity net...

## Project flyer – English version

### What is the European Eco-label?

The EU Eco-label, also known as "The Flower" is...

... an official environmental label for products and services established by the EU Commission in cooperation with national member states.

... used by more than 300 licensed companies on more than 3000 products with high environmental performance which underlines the increasing impact of the EU Eco-label on the European market. (2006)

... an added value for eco-products sold on the EU market, useful as an "additional brand" / marketing advantage / symbol of excellence. With the EU Eco-label the products signal their high environmental quality towards consumers and purchasers. The EU Eco-label guarantees that the awarded products meet EU-wide solid strong criteria, compliance to which is checked during a verification procedure led by the national Competent Body.

... available for 23 product groups (14 under development) with specific criteria (2006), developed by technical and environmental experts in consultation with industry and consumer representatives.

**Cleaning Products:** All purpose cleaners and cleaners for sanitary facilities, Detergents for dishwashers, Hand disinfecting detergents, Soaps and shampoos\*, Laundry detergents.

**Appliances:** Dishwashers, Heat pumps\*, Light bulbs, Personal and portable computers, Refrigerators, Televisions, Vacuum cleaners, Washing machines.

**Paper Products:** Copying and graphic paper, Printed Paper\*, Tissue paper.

**Home and garden:** Bed mattresses, Furniture\*, Hard floor coverings, Interior paints and varnishes, Soil improvers, Tackle products, Cutting, Footwear, Textile.

**Sanitary:** Camp site and Tourist accommodation services.

**Others:** Lubricants.

\* ... under development

### Find your acquisition partner 2006

Acquisition Focus	Regional Contact
Austria	118 93204 and 044, Vienna, AT Karlner 3056, 0043 7 012208 <a href="mailto:karlner@ecolabel.at">karlner@ecolabel.at</a>
Denmark, Finland, Norway	Valer & Tegn, Copenhagen, DK Anele Pedersen, 0045 3345440 <a href="mailto:anele@vt.dk">anele@vt.dk</a>
Czech Republic, Slovak Republic	ENVROS s.r.o., Prague, CZ Monika Pilyavna, 00420 254 007 490 <a href="mailto:monika.pilyavna@envros.cz">monika.pilyavna@envros.cz</a>
France, Belgium	SGI Inter Service, Ixy-sur-Senne, F Cécile des Abbées, 0033 1 55020848 <a href="mailto:cecile.desabbées@ecolabel.com">cecile.desabbées@ecolabel.com</a>
Greece, Cyprus	SPESOL, Athens, GR Stella Anagnostou, 0030 210 82-4467 <a href="mailto:stella@spesol.gr">stella@spesol.gr</a>
Hungary, Poland	CEK, Budapest, HU Vera Eri, 0036 1 2180777 <a href="mailto:eri@cek.hu">eri@cek.hu</a>
Italy	ACTA Milano, IT Dagmar Cherk, 0039 02 800831 <a href="mailto:dagmar.cherk@acta.net">dagmar.cherk@acta.net</a>
Lithuania, EU	IVAM, Vilnius, LT Dora Theodor, 0037 02 525 5080 <a href="mailto:dora@ivam.lt">dora@ivam.lt</a>



The European Eco-label makes it easy to choose green

Marketing Project 2006



### The project

The project "EU Eco-label for Products Marketing" was launched by the European Commission and is carried out by 9 partners covering 13 European countries.

#### The objective is ...

... to support and perform national acquisition initiatives to attract new applicants and increase the visibility of the EU Eco-label in the market.

#### Steps of the project

First step was the coordination with the national Competent Bodies (CBs) who are responsible for marketing and application procedures, regarding the focus of the project marketing actions in their countries.

Second step is establishing cooperation agreements with key stakeholders, such as interest groups of the relevant industries (producers, retailers) and NGOs but also special media and organizers of events, fairs, trade fairs etc. In the third phase the "high potential companies", producers of eco-products sold on the European market will be contacted and the application procedure initiated.

The strategic approaches followed in different countries and the experience in acquisition actions of the project team partners will be documented, exchanged and continually improved. The added value of the project will be a marketing strategy and guidance for future marketing actions for the European Eco-label.



### Why apply for the Flower?

The advantages of the European Eco-label for companies are numerous:

... it guarantees to the customers and purchasers that the EU Eco-labelled product meets a high level of environmental performance throughout its lifetime, including production process, use and disposal phase!

... it is the only EU-wide Eco-label for products sold on the European market. It is the best choice even if the product is already awarded with a national Eco-label because their recognition normally is high only in the home market.

... for the consumer the Flower as an "additional brand" can be the determining selling point in the decision process (besides the price, brand or quality factors).

#### To get more information

... please visit the EU Eco-label website with downloads for specific info material:

- business fact sheets and criteria lists of all product groups
- info and forms for the application
- basic info on the EU Eco-label and its scheme, flyers for consumers and for green procurement

<http://ec.europa.eu/eco-label>  
[www.eco-label.europa.eu](http://www.eco-label.europa.eu)

For more information on EU Eco-labelled products visit the online catalogue and search for products, product groups, manufacturers, countries or retailers.

The green store: [www.eco-label.com](http://www.eco-label.com)

### Join the network!

The implementation of the EU Eco-label needs the cooperation and support of all relevant organisations working in the field of environmental protection, administration and economy.

The best you can do to support the EU Eco-label initiative is to forward and initiate information of producers of eco-products for the European market on the EU Eco-label.

Everything which backs this process will be welcome: articles, mailings, workshops, ...

So don't hesitate and feel free to contact your regional EMP partner, he will be happy to provide you with special information and news which could be easily integrated into your daily business.

#### Contact for Project Coordination

ENERGON, Andrea Scherfshky  
0043 676 54 12360  
[andrea.scherfshky@energon.eu](mailto:andrea.scherfshky@energon.eu)



Project and logo of the project "Help on the implementation of the EU Eco-label" have been co-financed by the European Commission and the Lithuanian Government. The project is financed by the Lithuanian Government and the European Commission. The project is financed by the Lithuanian Government and the European Commission. The project is financed by the Lithuanian Government and the European Commission.



**Project poster in English, French and German**



*Project roll-up*



Roll-up in use at the IFA trade fair in Berlin, September 2006





## Acquiguide table "Argumentation"

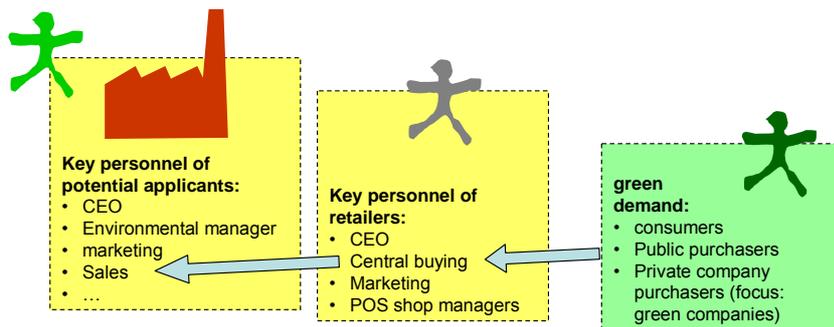
Issue	Argument (towards companies)	Remarks
1.		
What's the function of Eco-labels?	... to inform eco-minded consumers > to raise the market share of eco-products > to boost a sustainable economy	
Why should I use an Eco-label?	„be sustainable and communicate it“ + utilise the potential of benefit	
What's the benefit or the necessity to use an Eco-label?	<p>With an Eco-label the costumer will realise your environmental performance</p> <p>Utilise the sales advantage of an "additional value" in highly competitive market (but beware: a logo does not replace quality and price policy)</p> <p>Join the increasing eco-market (eco-minded consumers) and meet green procurement requirements</p> <p>Use the high credibility of the official EU logo (strong and reliable criteria, high audit standard, through Europe)</p>	
What's the use of Eco-production?	Eco-production is must for sustainability. Eco-friendly products and production is important for the minimisation of the impact on environment and health (for you and your children).	
What's the cost-benefit ratio?	On one hand are the costs: technical adjustments, consulting, certificates, fees,.. On the other hand is the benefit: information, sales benefit, meeting of procurement requirements, position yourself as a pioneer for sustainability...	
What will be the cost in particular?	Cost will depend on which criteria you already meet and which certificates already exist: costs for technical adjustments, consulting, expertise, application fee, annual fee,...	prepare and deliver concrete figures
2.		
Why the EU Eco-label?	It's a official and strong European wide standard with an increasing recognition throughout EU (while national Eco-labels mainly focus on their national market) EU wide). There are increasingly marketing activities for the EU Eco-label such as „flower week“, national promotions and visibility will raise also by the usage of the logo by Eco-labelled companies.	
Conflict between national and EU Eco-label?	There should be a synergy of these instruments. For products with European wide marketing activities the EU Eco-label is first choice, more and more.	
If I already have the national Eco-label: How difficult is it to get the EU Eco-label?	It depends of the difference of national and EU criteria which in some countries are already very near or harmonised. In some countries you can get „both labels“ in one procedure for one fee and ride a „double branding“ strategy.	Check harmonisation of criteria and check the compatibility of the application processes
How to use the EU Eco-label efficiently?	In your own interest: Use the logo offensive in your promotion and advertising; dedicate a part of advertismnt budget for Eco-label promotion. „Being labelled“ is not enough.	
What's the support by the EU or by the national CB?	EU-Eco-label promotion and national activities depending on the national CB: promotion, media information, subsidies, tax reliefs etc.	Prepare regional info; animate public activities

## Acquiguide charts "Key personnel" and "Networking"

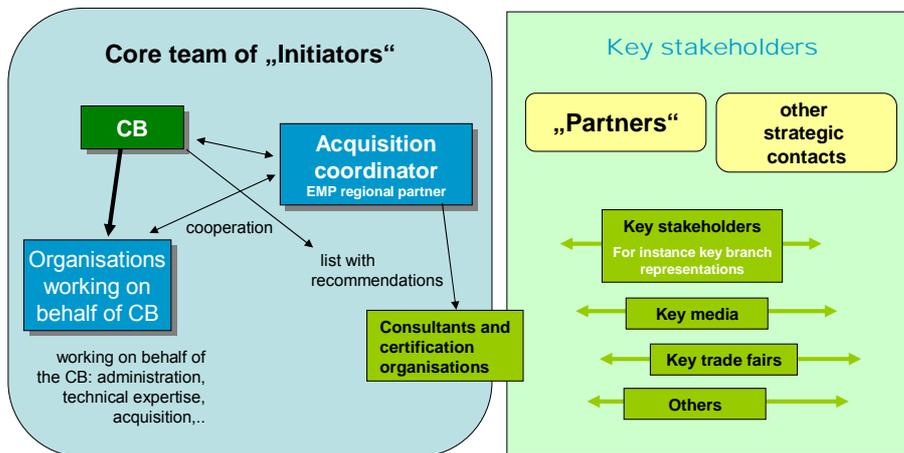


### Key personnel of companies

Key question is to contact the right persons who play the key role in the innovation and the decision process of a company regarding the application of an Eco-label.



### Individual networking strategy



## 3.3. International trade fairs

### 3.3.1. Trade fair research and scoping

One of the central tasks of the EMP project was the presentation of the EU Eco-label on 2 big international trade fairs. The budget for another 3-6 smaller regional participations for acquisition was split to all partners to cover accommodation and travel costs for eventually regional fairs or events or acquisition contacts. The research for the most efficient 2 international trade fairs was started in spring immediately after the regional focus product group decisions. Selection criteria for the choice of the fairs were

- reference to focus product groups
- international market relevance and many expert visitors
- presence of companies with EU Eco-labelled products willing to cooperate

Objectives of the trade fair work were to present the Flower towards visitors, to support existing applicants, to contact journalists and other key stakeholders and to contact companies in order to win new applicants. The result of the research was:

- IFA - Internationale Funkausstellung (1./4.-6.9.) in Berlin - number 1 worldwide for Consumer Electronics, with 1.200 exhibitors and 245.000 attendees.
- Two Parisian trade fairs from the textile sector: Texworld (18-21.9.06) with 17000 visitors and 620 exhibitors 86% international buyers and the Expofil (19.-22.9.06) (The first idea to join the Milano Unica was quit because of to less interest of the the fair organisation and no cooperation partner with EU Eco-labelled products.

### 3.3.2. IFA – Internationale Funkausstellung in Berlin



IFA is the world's largest Consumer Electronics trade fair. were with 1 050 exhibitors from 32 countries and 225.000 visitors (35% from abroad) on an area of 102 000 m<sup>2</sup>. The number of orders were 2,5 billion Euros. The team from Energon and G&L organised the stand, promotion, info materials and quiz games. There were two cooperation partners:



- UBA Berlin, the German Competent Body, Mr. Christian Löwe
- Sharp Electronics (Europe) GmbH, Department for Environment Promotion, Mrs. Sharon Heymann

**Sharp and Eco-label stand.** Basement for the Flower promotion in Berlin was the EU Eco-label stand in hall 1.1 and a cooperation with Sharp Electronics Europe who presented their latest TV technology (of which 21 are EU Eco-labelled) on a huge stand with hundreds of brilliant TV screens presented by



about 100 member of staff. Coordinator of the task was Mr. Andreas Scherlowsky. Graphic design and performance in Berlin were lead by Mr. Stefan Tauchhammer, who was assisted by two nice Berlin hosts for the quiz game promotion. Organisation of the stand equipment and the production of the promotion materials (TV and PC flyer, Business fact sheets, posters, shirts, quiz game cards etc.) were organised in Vienna by Mr. Tauchhammer together with Susanne Schläffer.



**300 quiz games.** The EU Eco-label's tool to attract the visitor's attention was the big quiz game wheel. Giving the right answer to questions they could win 300 nice little instant prizes provided by Sharp and by the European Commission: umbrellas, cups, towels, frisbees, shirts, flip flops, key bands etc. By asking these questions, important and interesting news on the EU Eco-label, labelled products and environmental facts were communicated.

**Big quiz game with EU Eco-label TV as 1st price.** In the



center of the trade fair event was a quiz game with a EU Eco-labelled Sharp LC TV of the AQUOS range as first price. 2 appealing hosts offered information, EU Eco-label folders and 12,000 tip-on cards to the visitors. On the last evening out of the 2,000 properly completed cards the lucky winner was drawn. The handing over of the AQUOS TV was celebrated in the UBA (Umweltbundesamt) Berlin with Mr. Christian Löwe from UBA the EU Eco-label Competent



Body for Germany.

**Media response.** Media work covered press TV and radio work. 1 press package was launched by Sharp and contained a Sharp and a Flower article. Another press package was placed by the EU Eco-label team at the trade fair press center. Further an article on the handing-over of



the quiz game first price to the lucky winner was published in the Sharp international company intranet.



On the first day of the trade fair a 1 minute's interview spot for the Berlin cable TV was recorded. The concept was developed by the Energon/G&L team and trained in cooperation with the interview partners. This spot was



broadcasted 8 times during the trade fair week on the "Spreekanal".

Furthermore an Australian radio journalist took an radio interview on the EU Eco-label and the relevance for the consumer electronics market in Europe.

**Marketing and Acquisition.** Aside the promotion work several marketing conversations were held. With Mrs. Heymann, Mr. Löwe and Mr. Moschek manager from

Sharp's PR agency possibilities to extend marketing cooperation and to improve the implementation of the label within the companies marketing strategy were discussed. Additionally we contacted personally 17 companies and informed them on the EU Eco-label and their chances and affordences to apply the Flower.

**Conclusions.** The Berlin fair was an important signal of the EU Eco-label towards the public and companies of the consumer electronic sector. Further it was an excellent cooperation between the Flower, a licence holder and a Competent Body. Once more the idea of a guideline on Flower marketing for licence holders was discussed and agreed to be important and helpful. The integration of the EU Eco-label on the stand of Sharp was not very strong. To improve this in future cooperations more lobbying and earlier preparations would be necessary.

### 3.3.3. **TEXWORLD and ExpoFIL in Paris**



The **Texworld** Fair on 18-21 September attracted a total of 18,780 trade visitors from 108 different countries during the four days of the fair. This represents a 1% increase compared to the 2005 session. 86% of visitors are coming from abroad.



The **Expofil** Fair is focused exclusively on yarns and textile fibers and is the leading event of its kind in the world. Expofil takes place at the same place and time as Première Vision P lurriel which gathers 5 complementary shows - Première Vision, Le Cuir à Paris, Indigo, Mod'Amont - representing altogether 1,300 exhibitors and attracting 50,000 professional visitors from 110 countries. It took place on 19-22 September.

**Strong partnership.** Eco-label partner in Paris was Lenzing AG. Coordinator of the Flower participation in Paris was Mr. Ernst Leitner (G&L) operating from Vienna. The event was organised by Energon/G&L in cooperation with the French project partner BIO IS, represented by Mrs. Cécile des Abbayes and Mrs Corentine Mazingue-Desailly who were present at the Lenzing stands during the whole duration of the fairs in order to give support to the Lenzing staff to present the Flower to visitors: clients and journalists. Press work was done by Mr. Andreas Scherlofsky.



The cooperation with Lenzing the world's leading producer of cellulose fibres was agreed in a summer marketing meeting (Mr. Leitner and Mr. Scherlofsky) in the head office in Austria together with Lenzings marketing manager Mr. Dieter Eichinger and Mrs. Angelika Guldt the communication manager. There Lenzing decided to make the Flower to its key message for both fairs, to put it into the center of their visual design and of their media work.



**Materials.** A set with info materials for trade visitors was produced in Paris and Vienna and spread by the the BIO IS team:

- Consumer Info-kit brochures in French (Vêtements et articles chaussants) and English (Clothing and footwear)
- Textiles product group fact sheets in French and English,
- General Marketing Brochures in French and English,

Lenzing had also produced its own information brochures referring to the Flower awarding (see annex at the end of this chapter). These were placed at the very front of the stand and caught the eyes of visitors who then could ask for more information. Lenzing had also produced and placed special EU Eco-label signs at the stands of companies (more than 40) producing draperies and clothes with Lenzing Eco-label fibres.

**Fair briefing meeting.** On Monday 18 September BIO IS gave a short EU Eco-label briefing for the Lenzing staff. This included a short summary of the history of the Flower, details of the textile product group fact sheets and the current criteria and advantages of the Flower in order

- to provide Flower information to visitors
- to promote the Flower among other stands towards potential holders



**Press conference at Pershing hall.** On 20 September, 19:00 Lenzing gave a press conference for international textile magazines at Pershing hall a famous event location in the center of Paris (49 rue Pierre Charron, 75008 Paris, "Pershing room", 1st floor). First Mr. Eichinger Lenzing's



marketing manager presented the ecological performance of the Lenzing production and products. Then Mr. Andreas Scherlofsky (Energon) presented the EU Eco-label for products in general and for textiles in particular. About 15 journalists from all over the world (USA, France, UK, Germany, Portugal, Spain etc.) were very interested and there was more than 1 hour interesting discussions after the presentations.

For this press conference also a Flower press release in English and German language was prepared by Energon and handed to the journalists with Lenzing's press package.

**Conclusions.** The cooperation in Paris was a great deal for the EU Eco-label as Lenzing put the Flower into the center of its fair trade presentation 2006 on both events and in the press conference. At the same time the Flower-team of Energon/G&L and BIO IS did their best to support the licence holder in their efforts to promote the Flower towards media and visitors. Also company could be contacted. The perception to the Flower was very different depending on the stakeholders met but more generally the majority of the stakeholders present had not heard of the Flower. However interest was raised among certain visitors of the stand, simple consumers or others, who wished to receive more information.

Indeed there seems to be a trend starting towards environmentally friendly textiles for bed linen and intimate textiles. After discussing with the Lenzing staff and other visitors, it seems a good idea to develop the work to promote the Flower for textiles with retailers.



### 3.3.4. Annex A – IFA Berlin

*12.000 tip-on cards disseminated*



**Die 5 Vorteile von Fernsehern mit der EU Blume:**

1.  1/3 geringerer **Stromverbrauch** als herkömmlicher TV

2. **Rücknahme** aller ausgedienter TV Geräte vom Hersteller

3. keine gefährliche **Substanzen** wie Blei, Cadmium u. A.

4. 99% der Plastik- und Metallteile sind **recyclebar**

5. **Plastikkomponenten** können wiederverwendet werden

**Gewinnantwort:**

**Green TV for FREE!**

**Teilnahmekarte EU Umweltzeichen Gewinnspiel**

Hauptgewinn: 1 Sharp Aquos LC-15 SHIE  
IFA BERLIN, 1.-4. September 2006

Vor- und Zuname: \_\_\_\_\_

Adresse: \_\_\_\_\_

Abzugeben am Stand des EU Umweltzeichens, Halle 1.1, Stand 231, oder bei SHARP, Halle 3.2, Stand 1 bis spätestens 16 Uhr.

Die Ziehung erfolgt am Mittwoch, 6.9.06, 17 Uhr beim EU Umweltzeichen-Stand. Das Quizspiel findet unter Ausschluss des Rechtsweges statt. Keine Barablässe. Der Gewinner wird schriftlich benachrichtigt.

Eine gemeinsame Aktion des Europäischen Umweltzeichens mit Sharp und dem Umweltbundesamt.

**SHARP**

Umwelt Bundes Amt





# Sharp Aquos TV folder

## INNOVATION UND ÖKOLOGIE

### Umweltfreundliche Produkte – Innovative Technik

**Innovative Technologien** wie für uns sind über Jahrhunderte, wenn es auch die Anforderungen an die **Umwelt berücksichtigen**. Deshalb sind wir kontinuierlich bemüht, den Umweltstandards unserer Produkte zu erhöhen, bzw. immer

Produktserie, die Sharp von Jahr zu Jahr verstärkt, gewährleistet dabei eine fortlaufende Verbesserung umweltbezogener Produktigenschaften. Besonders stringenten Anforderungen unterliegen z. B. unsere Aquos LCD-TV-Geräte, die sich durch einen äußerst geringen Energieverbrauch und eine lange Produktlebensdauer gegenüber herkömmlichen Röhrenfernsehern auszeichnen. Aquos LCD-TV-Geräte werden hocheffizienter hergestellt, da bei der Herstellung naturgemäß weniger Material eingesetzt werden. Durch einen noch geringeren Stromverbrauch der Produktion von Schichten und –modulen sorgt Sharp auch für umweltfreundliche Energiegewinnung. Als führender Hersteller von Plasma-LCD-Anlagen produziert Sharp weiterhin gleichwertig umweltfreundliche Standard-LCD-Anlagen immer mehr Satelliten, private und öffentliche Klubs oder Wohnanlagen mit Strom aus erneuerbaren Energie. Damit leistet ein Unternehmen einen wichtigen Beitrag zur globalen Bekämpfung der CO<sub>2</sub>-Emissionen.

### Umweltfreundliche Fabriken – unser Standpunkt

Der verantwortungsvolle Umgang mit der Umwelt beginnt beim Produktentwurf. Die Produktionsschritte der Sharp Corporation werden nach strengen Umweltanforderungen geprüft und optimiert. Die Herstellungsprozesse legen wir unter anderem Wert auf die Minimierung von Abfällen bei gleichzeitiger Erhaltung der Recyclingfähigkeit. Dieherausforderung ist es die Rückbau umweltfreundliche Chemikalien bzw. deren Austausch her zu. Durch diese Maßnahmen wird unsere Betriebsprozesse, insbesondere durch die Nutzung des Prinzips der Kreislauf-Kopplung und der Einsatz von Solarzellen bei der Energiegewinnung, nachhaltige Ressourcen wie z. B. Wasser, schonen wir durch einen weitestgehend geschlossenen Wasserkreislauf innerhalb der Produktion. Die japanischen Fabriken in Mexiko und Thailand gelten in Bezug auf Nachhaltigkeit und Umweltschutz als Vorbilder für alle Produktionsstätten von Sharp weltweit.



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[www.sharp.at](http://www.sharp.at)



## PRODUKTE IM EINKLANG MIT DER UMWELT

Weitere Informationen zu unseren Umweltaktivitäten erhalten Sie auf [www.sharp.de/umw](http://www.sharp.de/umw) oder [umw@sharp.de](mailto:umw@sharp.de)

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## SHARP CORPORATION

### Am Anfang steht die Vision – The Green Minded Company

Seit der Gründung im Jahre 1912 verfolgt Sharp ein klares und ambitioniertes Ziel: mit innovativen und fortschrittlichen Technologien die Lebensqualität der Menschen weltweit zu verbessern. Durch dabei den fortschrittlichen Standart unserer Produkte vor uns der Schutz und die Erhaltung der Umwelt sind gleichmäßig wichtige Anliegen. Aus diesem Bewusstsein heraus betreibt die Sharp Corporation eine **komprehensive Umweltstrategie**, die den verantwortungsvollen Umgang mit unserer natürlichen Lebensgrundlage im gesamten weltweit verteilten Unternehmen verankert. Die steigenden ökologischen Probleme, insbesondere die globale Erwärmung, stellen große Herausforderungen für die Menschen dar, die nur mit Umkehr und Entschlossenheit zu bewältigen sind.

Aufgrund dieser Erkenntnis und des eigenen Verantwortungsbewusstseins hat die Sharp Corporation folgende Kriterien für ein umfassendes Umweltmanagement festgelegt:

- Förderung des ökologischen Bewusstseins innerhalb des gesamten Unternehmens
- Anwendung umweltfreundlicher Technologien und Produkte
- Erreichung umweltbezogener Fabriken und Herstellungsprozesse
- Umweltbezogene Optimierung von Logistik und Verpackung
- Anlaufzeitliche Kommunikation mit Umweltthemen gegenüber Kunden und Partnern

Auf dieser Grundlage wird Sharp kontinuierlich das Ziel verfolgen, die Zukunft als umweltfreundlich und fortschrittliches Unternehmen zu gestalten, das nachhaltiges Wachstum anstrebt und gleichzeitig für den Schutz der Umwelt einsteht.

### Unsere LCD-TV-Geräte – Umweltverantwortung mit Präzision

Japanische Sharp Produkte zeigen beispielhafte ökologische und innovative Umweltbewusstheit. Unsere SPT LCD-TV-Geräte gelten dabei zu den ersten TV-Geräten weltweit, die mit dem EU-Umweltzeichen ausgezeichnet wurde. Da Sharp mit Großunternehmen kooperiert, haben **hohen Umweltanforderungen** gerecht zu werden, fordert manchmal eine Reihe weiterer LCD-TV, die ebenfalls jene ökologischen Kriterien erfüllen, die notwendig sind, um das EU-Umweltzeichen zu erhalten.

**Energie sparen**

- ausserordentlich geringen Energieverbrauch (ca. 25-30%) gegenüber einem vergleichbaren Röhrenfernseher

**Recycling fördern**

- viel geringere Schadstoffe und emissionsarme Betriebsmittel gegenüber herkömmlichen Röhrenfernsehern
- Verfügbarkeit von Ersatzteilen bis zu 7 Jahren nach Einstellung der Produktion

**Rücknahme wiederverwerten**

- keine Verwendung von Gendern und die anfertigte Auswahl hochgradigster Materialien erhöhen die Wiederverwertbarkeit nach der Nutzungsphase des Produkts

Diese stringenten Umweltanforderungen werden durch die neuen TV-Geräte der **PSR- und GMS-Serie** sowie das Modell **LC-2014** erreicht, die Sharp aktuell präsentiert. Neben technologischen Highlights wie z.B. der brillanten Darstellung aufgrund HD-empfindlicher Auflösung von 980 x 540 Bildpunkten (PSR Serie) und überlegender HD-TV-Bildschärfe durch mehr Kontrastverhältnis und Reaktionsgeschwindigkeit (GMS Serie) glänzen die neuen LCD-TV-Modelle vor allem durch umweltfreundliche Attribute im Sinne des EU-Eco-Labels. Damit beweist Sharp erneut, dass es gelingen kann, Produkte mit innovativen Eigenschaften hervorzubringen und gleichzeitig den Schutz der Umwelt zu fördern!

### Das EU-Umweltzeichen – gemeinsam der Natur zuliebe



Die Erhaltung der Natur ist ein gemeinsames Anliegen aller Völker. Das Ziel, innovative Produkte herzustellen, die in Einklang mit Umweltbelangen stehen, wird auch von der Europäischen Kommission gefördert. Seit 1992 verfügt die Kommission des EU-Umweltzeichens, das auch EU-Eco-Label oder EU-Blume genannt wird, in dem Mitgliedsstaaten der EU, zu zentralen Produkten und Dienstleistungen aus, die besondere Energieeffizienz erweisen. Bei der ökologischen Prüfung werden alle Phasen eines Produkts – von der Herstellung über seine Nutzung bis hin zur Entsorgung – in Betracht gezogen. Ein EU-Umweltzeichen über dem verpackungspapier und umweltbewusst denkenden Verbraucher als Orientierung dabei. Kaufentscheidungen zugunsten von umweltfreundlichen Güternprodukten zu helfen. Produkte, die mit dem EU-Umweltzeichen versehen sind, kann man leicht an dem Sternchenlogo erkennen.

Erhalten Sie mehr über Sharp TV-Geräte und EU-Umweltzeichen [www.sharp.de](http://www.sharp.de)

## Article in the Flower eNewsletter

### † EU Eco-label promoted at IFA 2006 in Berlin

Marketing event at world's largest Consumer Electronics trade fair in cooperation with Sharp Electronics (Europe) and Umweltbundesamt Berlin



In 2006, the „IFA – Internationale Funkausstellung“ on 1-6 September in Berlin was one of the two big trade fair participations of the EU Eco-label „Marketing for Products“, a project operated on behalf of the DG Environment. This event was a perfect place to meet both consumers and companies, with 1.050 exhibitors from 32 countries on an area of 102.000 m<sup>2</sup> and 225.000 visitors (35% from abroad).



#### 300 quiz games on the EU Eco-label stand

The centre point for the marketing communication was the EU Eco-label stand in hall 2.1 and a cooperation with Sharp Electronics Europe who presented their latest TV technology (of which 23 are EU Eco-labelled) on a huge stand with hundreds of brilliant TV screens and about 100 staff members.



Ms. Andrea Schmalholz, leader of the EU Eco-label team „Marketing for Products“, operates the Quiz Wheel.

The EU Eco-label's key instrument to attract the visitor's attention was a big **quiz game wheel**. By playing correctly to the quiz questions one could win 300 nice prizes provided by Sharp and the European Commission: umbrellas, cups, towels, frisbees, t-shirts, flip flops, key bands, etc. The questions of the quiz game were formulated to communicate important and interesting news on the EU Eco-label labelled products, and environmental facts.

**Big quiz game with EU Eco-label TV as 1st prize**  
In the centre of the trade fair event was a quiz game with an EU Eco-labelled Sharp LCD TV of the AQUOS range as first prize. Two hosts offered information, EU Eco-label folders and 12.000 tip-on cards to the visitors. On the last evening of the fair, the lucky winner was drawn out of the 2.000 properly completed cards. The AQUOS TV was handed over to the winner during a ceremony in the UBA (Umweltbundesamt) Berlin in the beginning of October in the presence of Mrs. Sharon Heymann, from Sharp's Environment Protection department and Mr. Christian Löwe, from UBA as the EU Eco-label Competent Body for Germany.



#### Media response

Media work was split into press and TV work: Two press releases by Sharp and two press texts on the EU Eco-label, disseminated along with Sharp's press release and with the EU Eco-label press package, were available to the public at the trade fair press centre. Another press release was made after the fair to communicate on the handing over of the quiz game prize to the lucky winner in the Umweltbundesamt Berlin in the beginning of October.



On the first day of the trade fair an interview spot for the Berlin cable TV was also recorded. This one minute spot was broadcasted 8 times during the trade fair week on the "Sprekmal".

Furthermore, an Australian radio journalist took an interview on the EU Eco-label and its relevance for the consumer electronics market in Europe.

#### Marketing and Acquisition

In addition to the promotion work several marketing conversations were held. Possibilities to extend marketing co-operation and to improve the implementation of the label within the companies marketing strategies were discussed with Mrs. Heymann, Mr. Löwe and Sharp's PR manager Mr. Moschek. Additionally, 17 companies were personally informed on the EU Eco-label and how to apply it particularly in the field of consumer electronics.



### 3.3.5. Annex B – TEXWORLD and ExpoFIL in Paris

#### *Lenzing's Flower info flyer*



#### *Lenzing's EU Eco-label sujet for their customers marketing*

(i.e. placed on table posts for P.O.S. marketing produced by companies making draperies and final products out of Lenzing fibres)



*Lenzings stand concept with EU Eco-flower in the center*



*Lenzing's Flower display with three key arguments*



## 3.4. International cross marketing and press work

This term stands for all activities connecting and complementing national and sectoral activities towards the special target groups and work fields:

- Contacting of head-quarters for cooperation in trade fairs
- Cooperation with licence holders i.e. at international press conferences
- Support and motivation towards licence holders to intensely use the label

### 3.4.1. International press work

First task idea was to prepare a standard press kit with press releases to be translated and adopted by the partners and disseminated in the regions. This should have contained:

- a standard text about the EU Eco-label (political background, environmental objectives, commission decisions etc.) with text modules for special product group clusters (E-Applications, Cleaners, Textiles and footwear etc.)
- information about the project, its objectives, phases, tasks and contacts
- details on selected product groups (business fact sheets) and arguments to support the dissemination of the EU Eco-label
- practical information like contacts, useful websites etc.

This concept was cancelled because of other tasks coming up urgently and different situations and product group details. Instead of the standard press-kit this task was modified to international media work along the trade fairs in Berlin and Paris. The partners developed their own press materials.

Based on the experience of previous projects an English selection of standard articles is prepared for all product group clusters to provide common standard press information in all countries. This basic selection can be complemented and adopted by the partners and used for international media work.

The basic info package is mainly used for direct mailings to journalists of special media. It should contain

**Conclusion for 2007.** The launched press articles of the partners should be discussed and if it makes sense a press-kit could be prepared tailor-made to the general demand.

### 3.4.2. Extent of international acquisition

Acquisition activities in Austria in the field of household appliances, tissue papers and PCs soon lead to head offices in Germany. And when Energon/G&L contacted TV producers at and after the IFA Berlin contacts lead to several European countries.

So we conclude to foresee another sectoral acquisition task package covering household appliances instead of regional acquisition.

### 3.4.3. Annex CENTRAL TASKS

#### Press text Berlin

HL: Europa bringt innovative TV's zum Blühen  
SL: Die EU Blume setzt neue Trends in der Elektronikbranche

Erstmalig ist das Europäische Umweltzeichen mit einem eigenen Stand auf der IFA in Berlin vertreten. Der Grund: Nun gibt es auch Fernseher mit diesem Umweltgütesiegel.

Der Elektronikmarkt ist sehr dynamisch: laufend wird eine Innovation von der anderen abgewechselt. Was bis dato fehlte: Einheitliche internationale Standards für die Umweltverträglichkeit der Geräte



#### EU Umweltzeichen für TV-Geräte

Um dieser Herausforderung zu begegnen hat die Europäische Kommission das „EU Umweltzeichen für TV-Geräte“ ins Leben gerufen. Einige der zahlreichen strengen Kriterien der „EU Blume“, wie sie auch genannt wird, sind:

- eine garantiert höhere Energieeffizienz als Standard-TV's: D.h. es hat einen niedrigeren Stromverbrauch im Betrieb, auch die Standby-Funktion, ein häufiger Stromfresser, ist extrem sparsam. So kann auch Geld gespart werden.
- die Hersteller verpflichten sich, dass das Gerät zu mindestens 90% recycelbar ist. Damit werden wertvolle Rohstoffe geschont.
- die Geräte müssen einfach zerlegbar sein und vom Hersteller zurückgenommen werden.

#### Mehr als 2000 Produkte europaweit

Das EU Umweltzeichen gibt es aber nicht nur für TV-Geräte: Seit 1992 können verschiedenste Produkte, die besonders umweltfreundlich sind, ausgezeichnet werden. Es gibt derzeit 23 Produktgruppen, von Allzweckreinigern, über Lacke, Textilien, Schuhen, Blumenenden bis hin zu Computern. Ein vollständiges Verzeichnis aller ausgezeichneten Produkte und Tourismusbetriebe bietet der „Produktkatalog“ im Internet unter [www.eco-label.com/german](http://www.eco-label.com/german).

Innerhalb der Europäischen Union sind bereits mehr als 2000 Produkte ausgezeichnet, in Deutschland sind es über 180 Produkte. In Deutschland ist das Umweltbundesamt und der RAL, das „Deutsche Institut für Gütesicherung und Kennzeichnung e. V.“ für die Vergabe des Zeichens zuständig. Umweltbundesamt und RAL gewährleisten, dass die strengen Kriterien durch die Unternehmen eingehalten werden.

#### TV-Geräte von Sharp mit EU Umweltzeichen

Die Firma Sharp ist der erste TV-Hersteller der sich der hohen Umweltverantwortung stellt. Sie hat bereits mehr als 20 Modelle mit der EU Blume auszeichnen lassen. Umweltbewusste Konsumenten haben nun die Möglichkeit, aus einer breiten Palette hochwertiger Fernseher auszuwählen. Sharp geht damit einen Weg der innovativen und verantwortungsvollen Produktpolitik.

#### Messegewinnspiel „Win a Green TV“

Im Rahmen eines Messegewinnspiels bekommen die BesucherInnen der IFA die Möglichkeit einen „ausgezeichneten“ 20-Zoll Fernseher zu gewinnen: den Sharp Aquos LC-20 SD4. Dazu muss nur die Quizfrage zum EU Umweltzeichen beantwortet werden. Die Gewinnkarten befinden sich am Stand der EU Blume und bei Sharp.

IFA-Stand EU Umweltzeichen: Halle 1.1, Stand 231  
IFA-Stand Sharp, Halle 3.2, Stand 101.

#### Weitere Informationen

##### Internet

Offizielle EU Webseite: [www.euroopa.eu.int/ecolabel](http://www.euroopa.eu.int/ecolabel)  
Produktkatalog: [www.eco-label.com](http://www.eco-label.com) bzw. [www.eco-label.com/german/](http://www.eco-label.com/german/)

##### Informationen

Statistische Grafiken erhältlich auf der EU Eco-label Webseite unter Marketing / Statistics sowie im Flower-Newsletter (ebenfalls auf der EU Eco-label Webseite)

#### Kontakt:

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**EU Eco-label presentation for the press conference in Paris, Pershing hall 20.9.2006**

**1. Welcome to... "The Flower" the official EU Eco-label**  
 Address Sustainability  
 Progress for the consumer - "What makes the product?"  
 the benefit of the EU Eco-label

**2. What is the "Power of" Voluntary eco-awarding system (grass + orange + certificate)**  
 - launched by the European Commission - national eco-partners (textile, oil, etc., etc)  
 - since 1992

**3. The Flower to you**  
 - help consumers to recognise green high quality products easily  
 - provide producers a signal to highlight their sustainable product/services  
 - push forward sustainable economy

**4. 23 product groups**  
 - bottles & toobases & bed in addition  
 - household appliances, catrainers, tissue paper  
 - soap paper, TWS & lightbulbs  
 - indoor paint/varnishes & varn floor coating &  
 - soil improvers  
 - lubricants  
 - roofing paper  
 - board/essence in addition & car parts

**5. EU Eco-label criteria for textiles**  
 - restriction of the use of substances harmful to health and environment  
 - reduction of pollution per water/during production  
 - limitation of fibre release in tanks  
 - performance and durability

**6. 119 EU Eco-labelled textile products**  
 - 119 labelled products  
 - from 70 license holders  
 - from 18 countries  
 - mostly "final products"  
 - but also Eco-labelled fibres from Lenzing

**7. Eco-factory makes value... of EU Eco-labelled products: more than EUR 800 m.**  
 - Bar chart showing value added by country: Germany (highest), France, Italy, Spain, UK, Portugal, Greece, Ireland, Austria, Belgium, Netherlands, Luxembourg, Finland, Sweden, Denmark, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Estonia, Latvia, Lithuania, Malta, Cyprus, Bulgaria, Romania, Greece, Turkey, etc.

**8. 2005 more than 2004 production from 2122 textile factories**  
 - Bar chart showing production volume by country: Germany (highest), France, Italy, Spain, UK, Portugal, Greece, Ireland, Austria, Belgium, Netherlands, Luxembourg, Finland, Sweden, Denmark, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Estonia, Latvia, Lithuania, Malta, Cyprus, Bulgaria, Romania, Greece, Turkey, etc.

**9. Sustainability as European USP**  
 - EU: high level of sustainability  
 - „Cheapies“ – low level of sustainability  
 - navigate into fields where we have the better options to overcome

**10. Best practice "sustainability by LENOVO"**  
 - high quality, long-lasting and most environmentally friendly products  
 - made from renewable resources (wood from sustainable forestry)  
 - environmentally sound production  
 - easy Eco-labelling for producers of textiles made from these fibres!

**11. Thank you and... please help us to inform**  
 - textile producers  
 - retailers and  
 - consumers  
 ... about our European EU Eco-label and the Eco-labelled products  
 You do it for our all life style and sustainability.  
 More info available:  
 - Textile: [www.eco-label.eu](http://www.eco-label.eu)  
 - Product: [www.eco-label.eu](http://www.eco-label.eu)  
 - Products: [www.eco-label.eu](http://www.eco-label.eu)

# Press text for the Lenzing press conference at Pershing hall, Paris 20 September 2006

English version



Paris, 20 September 2006  
Project EU Eco-label – Marketing for Products

## The "Flower" against environmental dumping

With its high level criteria and the third party certification, the EU Eco-label offers the European textile industry an instrument to move the competition into fields where they have competitive advantages.

The European Eco-label (The "Flower") for textiles presents its latest success figures and the best practice of Lenzing's Eco-labelled fibres (Lenzing Modal®, TENCEL®Lyocell®) at two big international textile trade fairs currently taking place in Paris - the city of fashion.

## 113 EU Eco-labels for textiles

Lenzing's presentation of the latest fibre and fabric developments at EXPOFIL, and TEXWORLD, which provide a perfect framework to celebrate the respectable status of currently 70 "Flower" licence holders from 18 countries with 113 EU Eco-labelled products. Most of them have their head quarters in EU member states but the fact that some of the products also stem from Australia, New Zealand and South Africa underlines the relevance of the Top-1 level eco-quality label on the international textile market.

## Best practice for Sustainable Manufacturing

The reason for the promotion co-operation of the EU Eco-label Marketing team and Lenzing in Paris is the fact that Lenzing is an example of the sustainable economy in practice:

- ✓ a globally successful company
- ✓ a product of high quality, long-lasting and environmentally sound
- ✓ made from renewable resources (sustainable wood)
- ✓ an environmentally sound production process

Last but not least Lenzing as a leading manufacturer of EU Eco-labelled fibres supports fabrics and garments made from these fibres if the producers of these want to apply the "Flower" too.

## More than 2000 Eco-labelled products from about 320 companies

The European Eco-label scheme was created in 1992 to encourage the production and consumption of goods and services that respect the environment. It was established by the EU Commission in co-operation with the national member states and is actually used by more than 320 licensed companies on more than 2,000 eco-products sold on the European and global market. Application is possible within all EU member states as well as Norway, Iceland and Liechtenstein.

## Life Cycle Assessment instead of selected criteria

The high credibility of the EU Eco-label system is the result of two factors: first and foremost the high level of the criteria and the need of independent proof. "Flower" products have to meet comprehensive lists of criteria (so far 23 product groups) covering not only the product itself but also quality and environmental standards for the manufacturing. In the case of textiles these have to meet criteria such as

- ✓ Limitations of the use of substances harmful to health and the environment
- ✓ Limitations of toxic residues in fibres
- ✓ Reduction of pollution (air, water) during fibre production
- ✓ Performance

The big advantage of the EU Eco-label is compared to other labels as the "Eco-tex 100" standard that it covers not only limitations for residues of chemicals in the product itself but also environmental criteria along the production process. Further the fulfilment of the criteria catalogue is not a self-claim by the companies but has to be proven by independent experts as is demanded by the requirements of Top-1 level Eco-labels.

## Total ex-factory sales value more than EUR 800 millions

Most of the EU Eco-labelled textiles stem in particular from Italy (43), Denmark (33), France (8), Germany, Sweden (each 6) followed by Greece (3), Spain, Lithuania and Norway (each 2) and Australia, Austria, Belgium, Czech Republic, Estonia, Finland, New Zealand, Portugal and South Africa. The total ex-factory sales value of the EU Eco-labelled products grew rapidly within the last 5 years and reached EUR 800 mill. in the year 2006.

## FURTHER INFORMATION

You will find more information on all matters pertaining to the EU Eco-label on the official website of the European Commission: Flower News, info flyers and brochures for journalists, consumers and companies, commission decisions, documents for applicants etc.

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

Detailed information is also provided by the EU Eco-label help desk, which is hosted by the French company BIO Intelligence Service:

[ecolabel@bioec.eu.int](mailto:ecolabel@bioec.eu.int)

All products and services awarded with the EU Eco-label will be found in the EU Eco-label product catalogue [www.eco-label.com](http://www.eco-label.com)

This website provides an interactive catalogue that enables you to search different types of categories (product group, country, retailers etc.)

## CONTACTS

### Contact for the international press:

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## Press release - German version



Paris, 20. September 2006

Project EU Eco-label - Marketing for Products

### EU Umweltzeichen für Textilien kontra Umwelt-Dumping

Mit seinen strengen Qualitätsanforderungen und der Verpflichtung zum Nachweis durch externe Gutachter bietet das EU Umweltzeichen der europäischen Textilindustrie ein Label um sich klar abzugrenzen gegenüber Billigimporten.

Das Umweltzeichen für Textilien der Europäischen Kommission (EU Eco-Label oder "The Flower") präsentiert seine aktuelle Erfolgsbilanz und das "best-practice" Beispiel Lenzing AG mit den Textilfasern Lenzing Modal® und TENCEL® (Lyocell).

### 113 EU Eco-Labels für Textilprodukte

Lenzing's Präsentation seiner neuesten Entwicklungen im Faser- und Stoffbereich auf den beiden großen Textilmessen EXPOFIL und TEXTWORLD bietet den perfekten Rahmen für eine Zwischenbilanz: Die Zahl der mit der "Flower" ausgezeichneten Textilierzeugnisse stieg in den letzten Jahren kontinuierlich an und liegt derzeit bei 113 Produkten von 70 Herstellern aus 18 Ländern. Weltweit die meisten haben ihre Zentrale in EU Mitgliedstaaten. Dass sich auch Lizenznehmer aus Australien, Neuseeland und Südafrika um das EU Umweltzeichen bewerben, kann durchaus als Zeichen gelten, dass die "Flower" auch weltweit als Abgrenzungskriterium gegen Billigprodukte auf zunehmende Beachtung stößt.

### Musterbeispiel für nachhaltige Produktion

Das EU Eco-Label und die damit ausgezeichneten Lenzingfasern passen ideal zusammen. Handelt es sich doch bei Lenzings Ökofasern, Lenzing Modal® und TENCEL® (Lyocell), um ideale Musterbeispiele für nachhaltige Wirtschaft mit Zukunft.

- ✓ ein österreichisches Unternehmen als Weltmarktführer bei Zellulosefasern
- ✓ zwei Produkte mit höchster Qualität, Haut- und Umweltverträglichkeit
- ✓ erzeugt aus erneuerbaren Rohstoffen aus nachhaltiger Weltwirtschaft
- ✓ hergestellt in Produktionsstätten mit höchsten Umweltstandards

Dazu kommt noch, dass Lenzing das EU Umweltzeichen nicht nur für eigene Zwecke einsetzt, sondern auch alle Weiterverarbeiter seiner Fasern dazu einlädt, sich um die Auszeichnung mit der "Flower" zu bewerben.

### Mehr als 2000 EU Umweltzeichenprodukte

Das Europäische Umweltzeichensystem wurde 1992 von der Europäischen Kommission und den Mitgliedstaaten gegründet, um nachhaltigen Konsum und umweltgerechte Produktion und Produkte zu fördern. Jahr für Jahr kommen neue Produkte und Produktgruppen (inzwischen 23) hinzu: Elektrogeräte, Kacheln, Farben und Lacke, Schuhe, Reinigungsmittel, Bodenverbesserer, Schmiermittel etc. Dabei gehören die Textilien mit 113 Auszeichnungen sicherlich zu den erfolgreichsten Sparten des EU Umweltzeichens. Das Zeichen kann bei allen EU Mitgliedstaaten sowie in Norwegen, Island und Liechtenstein beantragt werden.

### Berücksichtigung des gesamten Produktlebenszyklus

Die hohe Glaubwürdigkeit des EU Eco-Labels resultiert vor allem aus zwei Elementen: Erstens müssen ausgezeichnete Produkte umfassende Anforderungskataloge erfüllen.

Paris, 20. September 2006

Diese betreffen sowohl das Produkt selbst als auch seine Erzeugung, die Qualität und den gesamten Lebenszyklus. Im Falle von Lenzings Textilfasern sind dies:

- ✓ Begrenzungen gesundheits- und umweltrelevanter Schadstoffe
- ✓ Grenzwerte für toxische Rückstände in Fasern
- ✓ Minimierung der Umweltbelastungen (Luft, Wasser etc.) bei der Produktion
- ✓ Qualitätsstandards

Darin legt auch der wesentliche Unterschied des EU Eco-Labels etwa gegenüber Auszeichnungen wie "Öko-Tex 100", die nur Schadstoffe im Produkt selbst limitieren.

Das zweite große Glaubwürdigkeitsplus der "Flower" ist das Nachweissystem: Die Erfüllung der umfassenden Anforderungskataloge ist durch externe, unabhängige Gutachter nachzuweisen.

### Umsatz über 800 Mio. EURO

Die Herkunftsländer der mit den meisten EU Eco-Labels ausgezeichneten Textilierzeugnisse sind Italien (43), Dänemark (33), Frankreich (8), Deutschland und Schweden (je 6) gefolgt von Griechenland (3), Spanien, Litauen und Norwegen (mit je 2) sowie Australien, Österreich, Belgien, Tschechien, Estland, Finnland, Neuseeland, Portugal und Südafrika.

Der gesamte Umsatz an EU Umweltzeichenprodukten über den Textilbereich hinaus erreichte heuer den Betrag von 800 Mio. EURO. Die zunehmende Bedeutung der "Flower" zeigt die Wichtigkeit eines weltumspannenden Zeichens und lässt hoffen auf mehr Verantwortung in Industrie und Wirtschaft in der Zukunft.

### WEITERE INFORMATION

Weitere Infos zu allen Belangen des EU Eco-Labels finden Sie auf der offiziellen Website der Europäischen Kommission: News, Broschüren und Anforderungskataloge, Dokumente für Antragsteller zum Download etc.

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

EU Eco-label help desk:

[ecolabel@cec.eu.int](mailto:ecolabel@cec.eu.int)

Ausgezeichnete Produkte und Betriebe finden Sie im großen online-Produktkatalog, wo nach Produktgruppen, Ländern, Bezugsquellen etc. gesucht werden kann: [www.eco-label.com](http://www.eco-label.com)

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(Siehe die Kontaktliste in unserem Projektfolder)



O maior conteúdo da cadeia Têxtil

13/11/2006 - Lenzing recebe selo Eco-Label, a marca ecológica europeia



A fibra é uma produção pela Lenzing de fibra de viscose e modal e em fibras inovadoras, foi certificado com a "flor europeia" no topo que está associado à ambiental da União Europeia. A flor denominada Eco-Label, representa um certificado europeu para os consumidores reconhecerem (para empresas que fabricam produtos que são amigos à vida, produtos que são ambientalmente corretos). O Eco-Label é avaliado pelo Conselho europeu membros e faz com que possa obter reconhecimento e distinguir produtos que também tanto em qualidade quanto em relação à preservação do meio ambiente. O selo foi o desenvolvimento responsável que prioriza os fatores impactos ambientais. Os produtos estão sendo vendidos nos países da União Europeia, além da Noruega, Lituânia e a Islândia.



Logon:   
 Senha:

Quem Somos  
 FAQ  
 Contato

**Créditos**  
 Cada produto que recebe esta certificação passa por uma série de análises de combinação anteriores rígidas, aplicados por um corpo independente de especialistas. Existem critérios 23 tipos de produtos e serviços, com novas categorias sendo continuamente adaptadas. Entre os principais fatores analisados para as fibras têxteis foram consideradas as seguintes para consumidores e produtores: uso limitado de substâncias nocivas para o meio ambiente de substâncias perigosas para a saúde; redução da poluição da água e do ar; resistir ao crescimento durante a lavagem e secagem; resistência da cor à transpiração, lavagem, e secagem e exposição à luz.

Mais detalhes podem ser obtidos pelo site [www.eco-label.com](http://www.eco-label.com)



Edição: Joni Anderson  
 Fonte: Assessoria Lenzing

INTERNATIONAL TEXTILES  
**BODYWEAR**  
 GLOBAL NEWS UPDATE



GNU (Global News Update) 29-03-06

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EDITOR Jean-Pierre Adéa

**Lenzing Highlights Ecology**

The Austrian specialist in cellulosic fibres, an industry once notorious for its pollution levels, staged a press conference in Paris to publicise its success in obtaining the EU "Flower" Eco-Label. This is the only eco-label that signals adequate respect for all aspects of the environment and safety, from effluent control and air cleanliness to residual chemicals in finished products.

Lenzing's campaign suggests that consumer reaction to environmental issues is expected to play an ever more important role in buying decisions. At the same time, the promoter highlights the growing importance of environmental issues for the bodywear industry.



### Austria : EU Eco-label emphasizes Lenzing fibers at France textile fair

September 22, 2006

#### Market Watch Report

Acrylate	Ethylene
Benzene	Propylene
ETA	Oil
MEG	Chips
PCD	MP
PEF	Pulp
PPH	VSP
ADN	VPI
ASP	Cotton

Fiber producer Lenzing AG hosted a joint presentation with representatives of the European Eco-label at the latest textile fair in Paris, Texworld, the fair for and at Espoir, the yarn fair.

More and more people make the conscious decision of incorporating values such as sustainability and ecology into their everyday lives – and they want to show it also by the bodies they use and the clothes they wear.

Lenzing received the European Union "Flower" award. The "Flower" stands for a unique certification system that enables consumers to identify environmentally sound products. The award proves Lenzing to be a company that sets new standards for sustainability and ecological technology.

"Lenzing is committed to the concept of sustainability. The EU eco-label again highlights that Lenzing fibers not only have convincing functional properties but are also environmentally sound and natural products."

"We are convinced that the concept of sustainability will gain more and more importance throughout the entire industry, right up to the final customer," says Fritz Werniger, General Manager of Business Unit Textile Fibers at the Lenzing Group.

High environmental standards for process and product  
The award criteria are stringent and only the best of any industry will receive the EU Eco-label.

The award requires the scientific analysis of the ecological impact of process and product and proof of compliance with the standards specially defined by the European Union must be provided.

### Austria : EU Eco-label emphasizes Lenzing fibers at France textile fair

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#### Market Watch Report

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In pulp and fiber production, the limit values for emissions into air and water must be observed and the chemicals – in particular their biodegradability – are thoroughly assessed. For processor and consumer alike the "Flower" provides certainty: The product they hold in their hands is environmentally sound.

A series of convincing facts document the environmental credentials of Lenzing fibers TENCEL and Lenzing Modal.



- TENCEL – the award-winning eco-fiber
- TENCEL is made of the renewable resource eucalyptus wood.

The production process for TENCEL, the revolutionary lyocell technology, received numerous awards, among these the "European Award for the Environment" of the European Union. One of the main reasons, apart from social criteria, was the closed loop production cycle.

[Click here](#) to read more details.



Issue: Knitting International  
Issue Date: November 2006  
Country: Great Britain

#### EXPLORE WITH TRENDS

The use of organic and eco-friendly procedures has become a key factor in yarn production. Lenzing was promoting the fact it has been awarded the Flower of the European Eco-label. Beginning in 1992, the criteria for achieving this award was developed by representatives from national labelling associations, consumer and environmental NGOs, trade unions, industry, SMEs and businesses, with the support of the European Commission.

The criteria cover the entire life cycle of the product, and take into account the environmental impact from manufacturing to disposal. Lenzing says it is the only fibre manufacturer to have been awarded the "European Flower" for its branded cellulose fibres - Modal, Tencel and Viscose. This label on products will give the consumer a guarantee of ecological performance. Lenzing was quoting research that four out of five European customers would now prefer to purchase such products.

#### Eco-label "Flower" ensures highest environmental standards

The natural raw material wool ensures that the properties of TENCEL are natural and skin-friendly. The fiber is certified for structure ensures optimum moisture management and thermal regulation. The resulting ease of wear and comfort makes TENCEL the fiber of choice for home textile applications as well as apparel.

Optimum moisture management supports natural hygroscopic properties without the need for chemical additives. TENCEL is the purest cellulose fiber and by this the ideal fiber for sensitive skin.

TENCEL is fully biodegradable.

- Lenzing Modal - the best fiber from sustainably managed European forests
- Lenzing Modal
  - is produced at the world's largest integrated pulp and fiber production site in Lenzing, Austria.
  - is made exclusively of the natural and renewable raw material beech wood
  - beech wood for Lenzing Modal originates from sustainably managed forests in Austria and neighboring countries.
  - integrated production means high utilization of the raw material from beech wood through to fiber. One of by-products from this sustainable process is a soft-handly, sweetener, xylitol.
  - Lenzing Modal is fully biodegradable.

Cellulose: nature's building material  
For the Lenzing Group sustainability has been a reality for many years. The natural raw material wood is an important prerequisite for that.

Cellulose is a product of plant photosynthesis. This biochemical process generates organic material from carbon dioxide (CO2) and water. Sunlight is the source of energy and oxygen, released by the plant, is a by-product.

Cellulose is nature's most important building material and available in abundance. CO2 is not set free until decomposition or combustion and only the exact amount previously absorbed by the plant at composition is released. Lenzing Modal and TENCEL are therefore carbon neutral and part of a natural cycle.

Pioneer of chlorine free bleaching  
Lenzing's environmental protection efforts of many years made the company not only the vanguard of the industry but also the competence center for ecological production processes and technology. Thus Lenzing pioneered the development of total chlorine free (TCF) bleaching and the revolutionary bioCD process was designed with the environment in mind.

Company: Lenzing AG  
News link:  
[http://www.fibrec2fashion.com/news/textile-ecoworldatla.aspx?news\\_id=2367](http://www.fibrec2fashion.com/news/textile-ecoworldatla.aspx?news_id=2367)



Issue: SAZ Magazin  
Issue Date: November 2006  
Country: Germany



Issue: Création Lingerie Inter.  
Issue Date: November  
Country: France



### Lenzing setzt auf die Blume

Lenzing, Hersteller der Regenerat-fasern Tencel und Modal, setzt als weltweit erster Faserhersteller auf das Umweltzeichen der Europäischen Union. Das präsentierte das österreichische Unternehmen auf der Stoffmesse Texworld in Paris gemeinsam mit Vertretern des Europäischen Umweltzeichens. Die so genannte „Europäische Blume“ soll in Zukunft Weiterverarbeitern und Verbrauchern das Erkennen umweltfreundlicher Produkte auch im Bereich Textilien ermöglichen. Hinter der „Blume“ steckt ein neues Zertifizierungssystem mit strengen Richtlinien, denen wissenschaftliche Analysen von Umweltauswirkungen der Produktionsprozesse und der Produkte zugrunde liegen. Um das

Umweltzeichen zu erhalten, müssen beispielsweise bei der Zellstoff- und Faserproduktion Grenzwerte für Emission in die Luft, aber auch für wässrige Emissionen eingehalten werden. Natürlich werden auch die verwendeten Chemikalien einer kritischen Betrachtung unterzogen. „Lenzing fühlt sich seit Jahren dem Gedanken der Nachhaltigkeit verpflichtet“, kommentiert Fritz Wenninger, Lenzing General Manager der Business-Unit Faser Textil. Die Verordnung zur Vergabe des Umweltzeichens der EU besteht bereits seit dem 23. März 1992. Dennoch ist das Zertifikat freiwillig und daher noch relativ unbekannt. Vielleicht hat sich deshalb der Umweltausschuss des Europäischen Parlaments kürzlich für niedrigere Gebühren und ein vereinfachtes Prüfungsverfahren ausgesprochen.

## Côté fibres...

Lenzing a reçu l'éco label "Flower" créé par l'Union Européenne, qui atteste que l'industriel a mis en place toute une série de mesures qui lui permettent de respecter l'environnement. Il serait le seul producteur de fibres à avoir jamais reçu ce label, qui par ailleurs ne peut être décerné qu'à une seule société par secteur. Lenzing s'est vu attribuer ce label pour ses fibres Tencel® et Modal®, toutes deux entièrement biodégradables, puisque faites à base de bois, et non polluantes, puisque la coloration se fait sans chlore. ●

Issue: Fashion Business Int.  
Issue Date: October / November 06  
Country: Great Britain



Exhibition News

### Natural Yarns at Expofil

Expofil Summer 2008 suggested that the vogue for natural yarns is set to continue, with ecologically sound and biodegradable aspects particularly prized.

Lenzing received a rarely-awarded EU flower – a symbol for environmental soundness – for its production methods of Tencel, made from biodegradable eucalyptus wood.

Many designs were described as being "visibly natural," meaning that they were hairy, had irregularities, knots and imperfections, lending them a rustic authenticity. There was a growing use of more unusual fibres, including seaweed, nettle, jute and hemp, from Pozzi Electa, GM Filati and Safil. Fibres with attitude, such as ramie, bamboo and linen appear to be the fibres of choice for Summer 2008. Meanwhile paper yarns from Oj Fiber (Japan) are progressing fast into all areas of fashion. Recycled fibres also appeared, including cotton from Kou Long (Taiwan) and Safil (France), polyester from Uluaso, and wool. Sanko Textil (Turkey) displayed combed biological and organic cotton for underwear and sportswear. Tearfil (Portugal) showed an impressive collection of technical yarns, including Seacell, as well as the newest Outlast viscose yarns, which are thermo regulating, involving technology recently developed with Kailheim fibres.

There were many sparkling yarns, shiny effects and reflective surfaces in bright colours – blues, yellows and reds. Summer yarns are often UV resistant, chlorine proof or have climate regulation. Light, airy fabrics are prized for quick drying properties or waterproof capabilities. Essential shine and shimmer is achieved by twisting with metalised fibres or through naturally frosted artificial elements.

Expofil showed that soft fibres are still much in demand, with blurred patterns, a soft handle and neat looks, like cables.

There was a regularity on display, aided by printed yarns, which will give a much cleaner look to the summer's fabrics.

For a fantasy aspect there were fabrics from yarns with scraps of ribbon, tapes and sparkling elements in mixtures with copper shine.

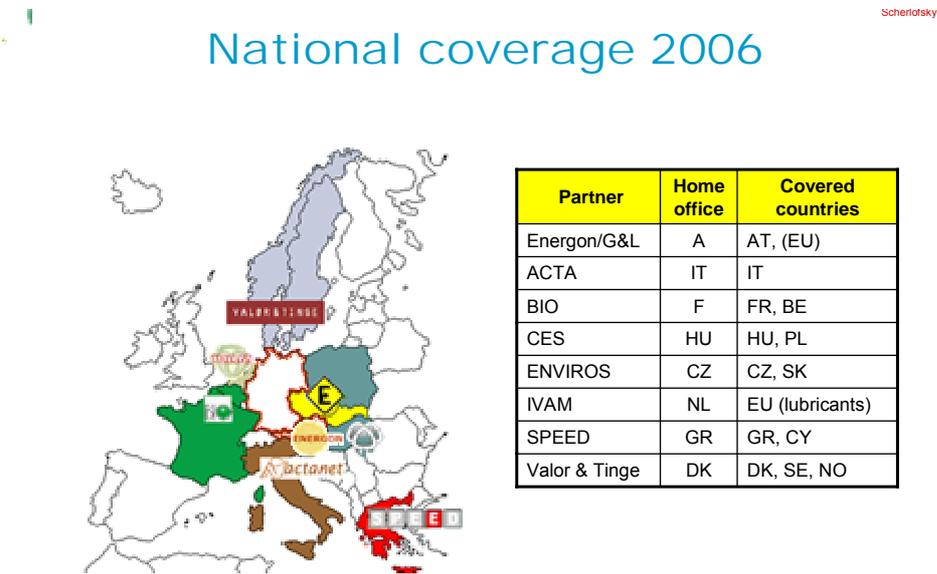


Fashion Business International

# 4. National activities

The following chapters deal with the project activities of the EMP team within their covered countries.

The chart shows the country coverage of this project. Following the tender the target was to cover 12 member states of which 3 had to be new ones. 2006 we covered 13 of which 4 were new. Considering the sectoral acquisition part from IVAM on lubricants all over Europe the coverage was even higher because also CBs and companies in UK, NL, GE etc. were contacted.



## 4.1. Activities and results in AUSTRIA

The Austrian project activities are performed in co-operation by ENERGON (Stifter, Scherlofsky) and G&L (Leitner, Tauchhammer, Schlaffer).

### 4.1.1. Market research and situation in Austria

The result of the Austrian research shows that the strongest eco-label in Austria is the national label „Österreichisches Umweltzeichen (Austrian Eco-label)“. More than 310 products from 50 different criteria have been certified already. Fortunately, the Austrian Ministry is strongly cooperating with the EU Eco-label making it possible not competing against each other but trying to double-certify the products.



Currently, a mere 10 products from 4 Austrian producers are certified with the European Eco-label.

The following matrix shows which products are certified with Austrian/European Eco-label in our focused target groups:

Criteria	Austrian Company	Austrian Eco-label	EU Eco-label
All purpose Cleaners	Buzil	√	√
All purpose Cleaners	Gruber Reinigungstechnik GmbH	√	√
All purpose Cleaners	Hagleitner Hygiene International GmbH	√	√
All purpose Cleaners	Planet Pure	√	√
Detergents for dishwashers	None	None	No Austrian company
Detergents for sanitary facilities	None	None	No Austrian company
Hand dishwashing detergents	None	None	No Austrian company
Washing machines	None	None	None
Refrigerators	None	No criteria	None
PCs	None	No criteria	None
Laptops	None	No criteria	None
Tissue Paper	None	None	No Austrian company

This matrix proves that there are not many products of our focus group certified with neither Austrian nor European Eco-label.

### **4.1.2. Focus adjustment and strategy in Austria**

The adjustment of focus product groups and cooperation with the ministry was fixed within two meetings. The focused product groups for Austria are cleaners (including detergents for sanitary facilities, det. for dishwashers and all purpose cleaners), household appliances (including washing machines, refrigerators, dishwashers), PCs/Laptops and Tissue Paper.

The strategy in Austria is to both inform the environmental manager AND the CEO because in our experience the certification with the EU Eco-label needs strong support from the "top management" and thus needs to be already included in the first phase of acquisition.

### **4.1.3. Activities 2006**

In order to find all relevant producers of these products in Austria, we collected the previous acquisition data of the "VKI" (Austrian Consumer Association) who is in charge of the Austrian and European Eco-label. We discussed with Mr. Arno Dermutz from VKI which companies might be more interested. Then, we added this list with data collected through the internet and from the "Austrian Chemical Association". Finally, we found 47 potentially interested companies (31 cleaners, 13 household appliances, 2 Computers, 1 tissue Paper). In the next step, we called each company asking for the CEO and/or the environmental officer.

**Mailing.** Based on the list we compiled during our research, we sent out 72 personal mailings to environmental managers, CEO's and in some cases marketing managers. Its objective is to introduce our project to the potential applicants and announce that we would contact them. In the envelope we included the following sheets:

- Introduction letter
- EMP project folder,
- The Flower makes it easy to choose green,
- E-procurement,
- as well as the business fact sheets.

We made good experiences with the Austrian acquisition **contacting strategy**, developed in the last years. It consists of four steps:

1. organise or prepare selected contact lists with potentially highly interested companies and identify (by phone) key persons (general managers, marketing or environmental managers)
2. send a direct mail with special information
3. call the contacted persons and either send further detailed information, to establish a special contact with the Austrian application service to or arrange a presentation meeting
4. meeting

- ❑ The Austrian acquisition team (Scherlofsky, Leitner, Tauchhammer) tried to arrange appointments with interested Austrian companies in order to present the EU Eco-label.
- ❑ Cross marketing activities and head office contacts, i.e. contacts with companies with eco-labelled products in order to place each others info materials (company info on the EU Eco-label and vice versa product infos at Eco-label promotion activities such as Lenzing referring the trade fair cooperation in Paris; contacts with companies interested in the EU Eco-label or cooperation from outside the covered countries such as AEG with production in Germany or Sharp with production in Spain.

#### 4.1.4. Results 2006 and later

##### 1.1.1.1 Results

15 companies were contacted from the product group "**household appliances**". For this group it seems, that it will be hard to be successful for the Flower: Most Austrian companies don't produce locally anymore, they've become service centers. Also it seems that they mostly have monetary problems. However, we're still expecting an answer from "Miele". 5 companies couldn't be reached even though we called multiple times.

30 companies were contacted from the product group "**Cleaners**" in which so far 3 Austrian producers with 10 products were EU Eco-labelled, all of them "all purpose & sanitary cleaners". This contacts were second choice because the Austrian Consumer Association already contacted several highly interested cleaner contacts which we had to agree not to contact. The response climate towards the Flower wasn't too positive: Some companies said the fee was too expensive, others that the criteria would be too hard to meet. We're still expecting answers from 6 companies. 5 couldn't be reached on the phone. Totally, 12 companies will be contacted in October for their further interest in the Flower.

2 Austrian **computer** companies were contacted. We're expecting an answer from "Chiligreen". Gericom could be interested which should be found out in 2007.

We've tried multiple times contacting the responsible person from the paper producing company "SCA Ortmann" a big Austrian producer of tissue paper producing amongst others the "Danke" toilet paper awarded with the German Blue Angel and the Austrian Eco-label ten years ago. At least they established a contact to the German SCA office responsible for those kind of decisions, Mrs. Fürst-Wiesmann who couldn't be reached on the phone, yet.

At IFA-Berlin, 17 **TV producers** were contacted directly and being given information on the Flower. Back in Vienna, we sent them more precise information on the criteria. So far, none of them have required more information. Many of them explained to be interested and should be contacted again this year.

Beside that an Austrian producer of paints and varnishes was identified which also will be contacted in 2007.

#### 4.1.5. Conclusions for strategy and activities 2007

Top strategy should be: Prioritise strong well-known brands with big market shares in Europe. Following that the promising established contacts in Austria will be contacted on. In addition new product groups could be identified (shoes? Textile products made from Lenzing fibres?) but no second choice contacts.

In addition a new task package either for Germany (instead of another country) or EU-wide for special product groups (TV, household appliances, PCs) could be opened as the starting contacts in the sector TV were opened in Berlin.

#### 4.1.6. Annex AUSTRIA

*Article in the marketing magazine "medianet" in July 2006 special focus supplement on "quality labels"*



**Aus Marketingsicht** Warum ein Unternehmen ein Umwelt-Gütesiegel für seine Produkte beantragen sollte

# Das Europäische Umweltzeichen für Produkte

Umweltzertifizierung ist ein Zusatznutzen, der meist gut in die Unternehmenskommunikation passt.

**Wissen macht**

Wie Marketingmanager müssen sich der Herausforderung stellen, dass Produkte immer hochwertiger werden. Sie müssen Wege finden, um sich klarer von der Konkurrenz abzugrenzen. Eine gute Option ist, Teile der Produktpalette mit einem Umweltgütesiegel wie dem Europäischen Umweltzeichen auszustatten. Dadurch signalisiert das Unternehmen heute seine Verantwortung und erfüllt so seine Glasheutigkeit in der Gesellschaft.

De facto ist eine Umweltzertifizierung in den meisten Fällen ein gültiger Zusatznutzen, der sich gut in die Unternehmenskommunikation verknüpfen lässt.

Ein 2006 von der Europäischen Kommission lanciertes Projekt zeigt darauf ab, in 15 Nationen die Marktpreise der „Blume“ zu steigern.

**Was ist Eco-Label?**

Das Europäische Umweltzeichen, auch EU Eco-Label oder einfach nur „die Blume“ genannt, wird von der Europäischen Kommission in Zusammenarbeit mit den Nationalstaaten vergeben. Es existiert seit 1992 für Produkte, seit dem Jahr 2004 können auch Tourismusdienste die Blume beibringen. Die Produktion müssen sehr hohe Umweltstandards erfüllen, die von einer unabhängigen Stelle regelmäßig überwacht und kontrolliert werden. Davon gibt es in Europa über 2.000 Produkte aus 27 unterschiedlichen Produktgruppen - von Adressverzeichnissen bis zu TV-Geräten. Der Umsatz beträgt fast 600 Mio. € jährlich. In Österreich ist der Verein für Europäische Informations für den Zertifizierungsprozess und der Öko-



Produkte mit Umweltgütesiegel werden bevorzugt. Umweltauswusste Konsumenten sind gewillt, dafür mehr zu bezahlen.

verleihsstellen für die Verleihung des EU-Umweltzeichens zuständig.

**Label Wertigkeit**

Die Tatsache, dass es in Europa eine sehr hohe Zahl verschiedener Umweltzeichen und Gütesiegel gibt, macht es für Marketingverantwortliche schwer, die richtige Wahl zu treffen. Hier kommt der klare Vorteil des Europäischen Umweltzeichens zum Tragen. Es ist in der ganzen EU gültig. Ein österreichischer Produzent, der in den EU-Staaten exportiert, muss nicht mehr wie bisher für unterschiedliche Länder die national bekannten La-

beln beantragen und sich mit teilweise sehr unterschiedlichen Erfolgen auseinandersetzen. Dies ist nicht nur ein administrativer und finanzieller, sondern auch kommunikativer Vorteil. Es kann europaweit auf einheitlichen Werbeträgern für das Produkt nur ein einziges Logo angebracht werden.

**Marken-Unterstützung**

Studien belegen, dass Produkte mit Umweltgütesiegeln bevorzugt werden, vor allem, wenn die Marke des Konsumenten nicht bekannt ist. Von diesem Vorteil können vor allem Produzenten kleiner, un-

kannter Marken überproportional profitieren.

**Marken-Wert**

Konsumforscher fordern zusätzlich, dass Unternehmen ihre soziale Rolle und Verantwortung in der Gesellschaft ernst nehmen. Wo man mit einem Umweltzeichen etwas produzieren kann, sind Käufer schneller, die preisgünstigsten umweltfreundlichen Produkte nachzugehen und auch gewillt sind, mehr dafür zu bezahlen. Diese Zahlen schwingen europaweit stark. Schätzungen und Erfahrungen zufolge entstehen 10 bis 20%.



Beim Hygienepapier beginnt's: Mit der „Blume“ ausgezeichnetes Produkt.

„Deutscher Reisen-

## Letters to the companies

The following letter has been sent in four versions, for

- household appliances
- computers
- cleaners
- tissue paper



In the attachment the companies got additional info materials specified to the referring product groups:

- business fact sheet
- consumer folder
- General information for producers/retailers

# Project flyer – German version

## 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 Mitgliedsstaaten
- 2. findet seit achtzig Jahren auf mehr als 2000 Produkten (300 Hersteller) im hohen Umweltstandard ein eindeutiges Zeichen für die zunehmende Bedeutung des EU Umweltzeichens am europäischen Markt (2008)
- 3. ist ein **Vertrauenszeichen** für Öko-Produkte und wird als „zusätzliche Qualitätsmerkmale“ eingesetzt. Das EU Eco-Label-Logo signalisiert den Konsumenten und Geschäften eine hohe Umweltqualität und Nachhaltigkeitsorientierung. Es garantiert, dass die damit ausgezeichneten Produkte grundlegende ökologische, Umwelt- und Gesundheitskriterien erfüllen, deren Einhaltung unter Aufsicht der nationalen Zulassungsbehörden überprüft wurde.
- 4. ist ein **Vertrauenszeichen** für 20 Produktgruppen (von weiteren in Ausarbeitung, Stand 2006). Die Anforderungen werden von internationalen Prüfinstituten und Umweltexperten in Zusammenarbeit mit Prüfabehörden und Konsumentenorganisationen erarbeitet und werden laufend aktualisiert.
  - Sanftwaschmittel:** Waschmittel, Allzweckreiniger, Flank- und Maschinengeschwämmen, Seifen und Shampoo
  - Einflussstoffe:** Desinfektionsmittel, Zahnbürsten, Kosmetik, PCs und Laptops, Kältegeräte, Fernseher, Staubsauger, Haushaltsmaschinen, Wärmepumpen
  - Zapfenstoffe:** Kaffee- und getrocknete Papiere, Hygieneartikel, Druckpapier
  - Textil- und Leder:** Matratzen, feste Bettdecken, Farben und Lacke, Bekleidung und Accessoires, Kleidung, Schuhe, Möbel, Bodenbeläge
  - Textilzubehör:** Campingbetten, Hales etc.
  - Sonstige:** Schmiermittel

... Weiteres in Ausarbeitung

## Finden Sie Ihren Akquisitionskontakt 2006

Akquisitionsschwerpunkt	Regionalkontakt
Deutschland	ENERGICH und G&L, Wien, AT Kaiserstr. 2941   11102 Wien <a href="mailto:info@energich.at">info@energich.at</a>
Österreich, Schweiz, Belgien	Agis & Treg, Ruppelshagen, DE Ackerstr. 1040   33604 Ruppelshagen <a href="mailto:agis@treg.de">agis@treg.de</a>
Textilien, Sonstige	ENERGICH a.s., Prag, CZ Munke Příbyska, 160 00 Praha 6 <a href="mailto:info@energich.cz">info@energich.cz</a>
Frankreich, Belgien	ECO 2000, Jambes, Belgien Château de la Basse, 1311   1300 Jambes <a href="mailto:info@ecolabel.be">info@ecolabel.be</a>
Spanien, Mexiko, Japan	ENERGICH, Wien, ÖR Burgstr. 104   1040 Wien <a href="mailto:info@energich.at">info@energich.at</a>
Ungarn, Polen	CEC, Budapest, HU Budaörsi út 11   1045 Budapest <a href="mailto:info@energich.at">info@energich.at</a>
Italien	ECTA, Mailand, IT Via Broletto, 2008   20121 Mailand <a href="mailto:info@energich.it">info@energich.it</a>
EU, Griechenland	TEAM, Athen, GR Dionysios Solonou 28   11527 Athen <a href="mailto:info@energich.at">info@energich.at</a>



## Das Europäische Umweltzeichen als Signal für umweltgerechte Produkte

Das Marketing-Projekt 2006



Europäische Kommission

## Das Projekt

Das Projekt „Marketing für EU Eco-label Produkte 2006“ der EU Kommission wird in enger Kooperation von 5 Projektpartnern in 13 europäischen Staaten durchgeführt.

### Projektziele sind ...

- ... die Unterstützung und Durchführung nationaler Aktivitäten zur Gewinnung neuer Teilnehmer für das EU Eco-label
- ... die Stärkung der Marktposition des EU Eco-labels.

### Projektphasen

In erster Linie erfolgt die Abstimmung mit den nationalen Zulassungsstellen, die für Marketing und Zertifizierung zuständig sind (in Österreich das Lebensmittelgesetz bzw. in diesem Auftrag die Verein für Konsumentinformation). Dabei geht es um die Ausarbeitung der Marketingstrategien und die Produktgruppenpriorisierung.

In zweiter Linie wurden die lokale regionale Umweltbehörden, potenzielle Produkte und Distributoren, Vertriebs- und Marketingkanäle, Medien und Events ermitteln und umfassende Vorbereitungen getroffen. Präsentationen, Stande, Messen etc. In der dritten Phase werden gezielte Hersteller- und Konsumentenaktionen mit hohem Ausprägungsgrad entwickelt und bei der Antragstellung unterstützt.

Zusätzlich werden die Strategien, Aktivitäten und Erfahrungen in den verschiedenen Ländern dokumentiert, analysiert und in einem „Best Practice“ die Basis für künftige Marketingaktivitäten auf den Punkt gebracht. Besondere Synergieeffekte ergeben sich auch aus der Arbeitsteilung des Projektes (national und regional Arbeitsteilung) und der laufenden Kommunikation zwischen den Projektpartnern.



## Vorteile der "EU Flower"

Die Auszeichnung mit dem EU Eco-label hat gleich mehrere Vorteile:

- 1. ... **offizielles, unabhängiges und einheitliches** Umweltzeichen für ganz Europa (Vorteile im Export etc.)
- 2. ... **hohes Bekanntheits- zu Nachhaltigkeits-, Umwelt- und Gesundheits**
- 3. ... **gleichbedeutendes Signal** an Konsumenten und Geschäftsinhaber, dass die ausgezeichneten Produkte hohe Umweltstandards erfüllen (bei Herstellung, Gebrauch und Entsorgung)
- 4. ... bei der Kaufentscheidung kann das „Zusatzzeichen“ das **Zugleich an der Menge** sein (bester Preis, Maße und Qualitätswertung)

## Weitere Informationen

- ... **finden Sie im Internet:**
  - **„Business fact sheets“** (je Produktgruppe) mit Kurzbericht über Anforderungen und Vorteile
  - **Detaillierte Beschreibung** der Anforderungen in der „Commission Decision“ (je Produktgruppe)
  - **Infos und Formulare** zur Antragstellung
  - **Geschäftsinformationen** über das EU Eco-label und den schnellsten Weg zum Zeichen, mit Download für Konsumenten und für einen print-out-ready

<http://www.eco-label.eu/en/labels>  
[www.eco-label.be/en/labels](http://www.eco-label.be/en/labels)

The green store: Weitere Info über die ausgezeichneten Produkte bietet die **Green-Produktbörse** mit Auswahloptionen nach Produkten, Produktgruppen, Herstellern, Ländern und Vertriebsstellen

[www.eco-label.com](http://www.eco-label.com)

## Unser Netzwerk für ein starkes EU Eco-label

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

Das **Netzwerk** aus 50 zu einem **starken und erfolgreichen EU Umweltzeichen** beitragen. Die Unterstützung der EU Eco-label Initiative (z.B. durch die Information und Präsentation des EU Eco-label-Systems für die Hersteller und Importeure von nachhaltigen Produkten für den europäischen Markt).

Willkommen ist alles, was diesen Prozess vorantreibt: Artikel, Interviews und mediale Workshops etc.

In regelmäßiger Berichterstattung steht jederzeit und gerne für weitere Informationen und persönliche Betreuung für Sie bereit.

### Projektkoordination auf EU-Ebene und in Österreich

ENERGICH GmbH, M. Andrea Scherhagel  
Tel: 0043 0670 154 123 60  
[info@energich.com](mailto:info@energich.com)



Das EU Eco-label ist ein Zeichen für die Umweltfreundlichkeit von Produkten. Es signalisiert, dass die Produkte hohe Umweltstandards erfüllen (bei Herstellung, Gebrauch und Entsorgung). Das EU Eco-label ist ein Zeichen für die Umweltfreundlichkeit von Produkten. Es signalisiert, dass die Produkte hohe Umweltstandards erfüllen (bei Herstellung, Gebrauch und Entsorgung).



## **4.2. Activities and results in BELGIUM**

### **4.2.1. Focus adjustment and strategy**

There are currently 4 EU Eco-label holders in Belgium:

- 1 for Soil Improvers
- 1 for Textiles
- 1 for All-purpose cleaners
- 1 for Hand dishwashing detergents

The Belgian CB (Mrs Nathalie Daniel, Ministry of Health) commissioned a study in 2005 about developing a marketing strategy for the development of the number of eco-labelled products in 4 sectors (paints & varnishes, tissue paper, textiles and tourism). Following this, the CB recommended to focus the present project on 2 product groups:

- Paints & varnishes, to build on the results of the previous project, where there seems to be producers who could be convinced of applying for the Flower.
- Detergents, because it was not considered during the previous project. Recent developments in 2006 show that there is a trend for the development of the Flower in this PG (Pollet, Vandeputte etc.)

The Belgian CB recommended doing personal meetings or phone contacts with producers, because workshops proved to be inefficient in Belgium.

So the strategy for Belgium is to build a database of contacts of producers of paints and detergents, and then call them personally to present them the current development of the Flower and get them interested in the scheme.

### **4.2.2. Activities towards paints industry**

- ☑ A database of 15 paints producers has been built. It contains producers met during the 2005 project and has been completed with contacts made during the various PLMA fairs the Helpdesk assisted to (2004 and 2005, to be completed with contacts made in 2006) plus a web research. This database has been submitted to the Belgian CB for approval.
- ☑ Personal phone contacts were made with the producers (see the contact sheets in the company data annex).

### **4.2.3. Activities towards detergents industry**

- ☑ A database of 14 detergents producers was built. It contains producers met during the 2005 project and has been completed with contacts made during the various PLMA fairs the Helpdesk assisted to (2004 and 2005, to be completed with contacts made in 2006) plus a web research. This database was submitted to the Belgian CB for approval.
- ☑ Personal phone contacts were made with the producers. (For details see the contact sheets in the company data annex).

#### 4.2.4. Results 2006 and later

The results so far are quite positive, since there are quite a few companies potentially interested in the Flower (at this stage, it is more about having more information than about applying):

- 1 Belgian paint company,
- 7 Belgian detergent companies.

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

The results in detail of the so far contacted producers of **Paints and varnishes** was:

- 5 are not interested,
- 9 do not seem interested (do not answer neither emails nor the repeated phone calls),
- 1 has "less than 10% chances to be interested", but wishes to be called back in September after he has discussed the issue internally.

The results in detail of the so far contacted producers of **Detergents** was:

- 6 are not interested,
- 1 does not seem interested (do not answer neither emails nor the repeated phone calls),
- 5 are potentially interested, and are studying the documents (the contact details will be provided to the Belgian CB for follow-up)
- 2 are interested and have technical questions, for which they have been redirected to the BE CB.

#### 4.2.5. Conclusions for strategy and activities 2007

The **methodology** used for Belgian companies is extremely time-consuming: **86 phone calls** and **30 emails** were sent. So even if the results are quite promising for detergent producers, maybe these could have reached with a more efficient method, e.g. a mailing. Therefore, the resources allocated to this phase of the project have been largely used, even if no follow-up was necessary for French copying paper and lubricants producers.

The problem in Belgium is that the number of manufacturers is quite low, that many products available in stores in the product groups covered by the Flower being imported, and that the manufacturers of the most promising product groups (detergents, paints) were already contacted. The results of 2006 activities are good in terms of awareness increase, since we had personal conversations with most of the identified companies; however the interest in the Flower remains low, especially for paints. Also, as Nathalie Daniel (marketing contact person within Belgian CB) is on sick leave for the moment, we cannot discuss with her of other opportunities, and we cannot figure out other promising PGs from our side, as detergents and paints were the ones chosen by the CB for 2006.

So we suggest another option, ie to do acquisition activities in **Spain**. There are several reasons for this choice: this country is getting active in the promotion of the Flower (Murcia participated to the Flower Week 2006 and a Catalonian paint manufacturer recently did promotion activities of his EU eco-labelled paints), and we have a Spanish native speaker in our team (Mrs Patricia Benito), who has the skills to work on this project.

We contacted the CB from Murcia, to have her feedback on this idea, and she said that it is better to focus marketing activities in Murcia on tourist accommodations, as this PG is promising and there are not many industries in Murcia in the target groups of the Flower. She advised us to call the Catalonian CB, as there are many industries in Catalonia. So we called Mr Salvador Samitier, who is very interested in the project, and suggested the following activities:

- Paints & Varnishes: this is the most successful PG in Spain: it could be interesting to organise workshops with producers to inform them about the Flower;
- Detergents: interest is growing, so it could be also interesting to organise a workshop,
- Textiles: for the time being, there is no interest from final producers, only yarn manufacturers. What could create a strong incentive on the market would be to contact Mango and Zara, to try to convince her to have a flower-labelled line of products, like H&M.

Mr Samitier also explained that they do not have database of contacts of companies in the different PGs, so these need to be built, preferably in partnership with the corresponding industry federations.

BIO will inform Mr Samitier whether it is possible to do activities in Spain in 2007, or if the focus stays on Belgium.

## 4.2.6. Annex BELGIUM

### example of email sent to Belgian producers of paints



## example of email sent to Belgian producers of detergents



## 4.3. Activities and results in CZECH REPUBLIC

### 4.3.1 CB agreement on focus and cooperation

The co-operation on this project with the Czech CB – The Eco-label Agency within Czech Environmental information agency (CENIA) started in the beginning of January 2006. During the meeting on 26<sup>th</sup> of January the representatives of the CB (Mrs. Princova<sup>1</sup> and Mr. Saijfrid) agreed on support of the project. On this meeting the suggested focus groups were discussed as well as directions of the project activities. CB priorities for the product focus groups are:

- Textile products
- Paints and varnishes.

The reasons behind the selection are:

- Within the textile products group there is only one Czech company (Hybler), which was awarded the Flower; therefore this leader can be used as motivating example;
- Product group “Paints and vanishes for interior” are successful within the national Eco-label program and producers are exporting to EU.

Since the start of the cooperation the CB is very communicative and support Enviros by supplying of information and contacts for relevant stakeholders within the above selected product focus groups.

Much information is available in the Czech Eco-label webpage [www.ekoznacka.cz](http://www.ekoznacka.cz) including a: list of products with awarded national and European Eco-label; list of companies (mainly producers) with awarded Eco-label; national and EU requirements to obtain the relevant Eco-label.

The key obstacle for wider application of the Eco-label (Flower) is low awareness between the public – final customers. Due to limited budget of the CB, this agency welcomes any activity/project which can help to promote the Flower.

### 4.3.2 Market research and Strategy

Based on the information from the CB the following activities were carried out during April 2006:

- ☑ Preliminary research of textile and paints and varnishes product groups attitude towards labelling /Eco-labelling their products,
- ☑ identification of key product groups associations and
- ☑ preparation of a preliminary list of producers with national Eco-label from the focus product groups

The selected focus product groups vary greatly by the approach to Eco-label. The paints and varnishes producers were very active during the preparation of the national Eco-label requirements and cooperated with the CB (mainly over the Czech paints and varnishes

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<sup>1</sup> Married and renamed to Petrova as of July 2006

association). The textile product group was less active and not so interested in the national program, as they have national quality/safety label and thus the Eco-label has not been of big interest to them.

Following are market analyses overviews for paints and varnishes focus group and textile product focus group.

The aim of the market analysis is to understand the stakeholders structure on the market in order to identify potential applicants for the Flower, possibilities and barriers for implementation of the Flower within the selected focus product group.

### **4.3.3 Market analysis – paints and varnishes focus group, Czech Republic**

**Structure of the producers/importers.** According to the internet information, there are about 80 registered producers, importers and distributors of paints and varnishes in the CR. The specialised magazine on paints and varnishes "SPEKTRA"<sup>2</sup> advertises 24 producers and importers and 4 wholesalers.

Ten producers obtained the national Eco-label for their products since 1994. These producers are both national and subsidiaries of European producers.

Seventeen of the biggest producers are members of the Czech paints and varnishes association. This association prepares yearly an overview of the market development<sup>3</sup> for the Ministry of trade and industry. The members of the Czech paints and varnishes association produce 70% of the total Czech production.

**Development of the market.** National producers are oriented both on Czech and EU market, while branches of foreign companies are oriented mainly on national market or new MS market e.g. Slovakia. The total sale of paints and varnishes amounted to 158 mil. EUR in 2004, which is 5% growth in comparison with 2003. The Export from the sale is 91 mil. EUR in 2004, which is 30% more than in 2003. In the same period the consumption of paints and varnishes was 15kg/Czech/year, which is comparable with European countries consumption.

The import of paints and varnishes makes about 45% of the consumption.

**Experience with application of quality marks and national Eco-label.** (view of the distribution stakeholders and final consumers) There are 53 paints and varnishes products with the national Eco-label (none with EU Eco-label), produced by 10 following companies:

- Barvy Tebas
- Teluria, spol s r.o
- Meffert ŠR spol s r.o
- Pavel Šourek - Arcon
- Avis-Color, s.r.o.

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<sup>2</sup> [www.ispektra.cz](http://www.ispektra.cz)

<sup>3</sup> This overview for 2004 is one of the main information source for this market analysis. Further information was obtained from diploma work specialised on the Eco-label implementation research in this product group prepared in 2005 on the Prague University of Economics.

- Stavební chemie Slaný, a.s.
- Synpo, a.s.
- Mistral, a.s.
- Bona ČR, s.r.o.
- Balakom, a.s.

According to market research, producers' opinion is that the price of Ecolabeled paints and varnishes is up to 30% higher compared to unlabeled products.

Some producers consider that the certificate of the ISO 14001 our responsible care program is sufficient to prove customers the corporate care for the environment.

There are 6 companies within the Czech paints and varnishes association which implemented the responsible care program and 8 who implemented the EMS system. Only two from each of these groups have some Eco-labeled products (Balakom and Barvy Tebas). These producers can be considered as potential applicants for the Flower.

**Experience with application of green purchasing/procurement.** Based on the governmental decision no. 720 from 2000, on support of green procurement, the Government and all public authorities shall prefer Eco-labeled products, when purchasing products and services through tenders. To monitor this requirement, the ministries report on yearly basis. The following table shows example of paints and varnishes consumption by various Czech ministries in 2003 (one year before accession to EU) and portion of Eco-labeled ones.

	kg	%
Ministry of internal affairs	5 038	70
Ministry of foreign affairs	600	20
Ministry of finance	2 960	87
Ministry of defence	?	45
Ministry of justice	10 732	85
MoE	461*	100

\* litres

Table 1: Governemnt green purchasing illustration

**How the final customers choose the product (price/quality).** In 2005 small customers research was carried out in hypermarkets with home and garden products. There were in total 112 respondents (final customers). 75% of them would prefer the Eco-labeled products if the price is more or less comparable with the non-labeled products. Only 22% is willing to pay more then for non-labeled products. This information is share by many producers which didn't applied for the Eco-label as well.

Another problem related to price level is the change of VAT for water-based paints. In 2004 they were moved from group of 5% VAT to 19% of VAT. The VAT increase influence not only final customers but also the government institution to rEconsider the benefits of using Eco-labeled products. In the case of water-based paints the requirement of green procurement can be in conflict with budget rules and thus discourage to purchase the Eco-labeled products.

Concerning the quality of the Eco-labeled paints and varnishes some customers have negative experience when comparing the Eco-labeled and non Eco-labeled. The most critical is the reliability of the paints and varnishes.

One of the producers mentioned that for industrial purposes the water-based paints do not have sufficient quality and thus in future they will reorient on High Solid System paints and varnishes which minimises the VOC emissions.

**Experience with Eco-label use in the promotion of products.** Producers and consumers complain that there is not sufficient promotion of the Eco-label program. MoE and the Czech Eco-label agency aim at support of promotion, but except the webpage [www.ekoznacka.cz](http://www.ekoznacka.cz), and some articles in specialised magazines and presentation in few seminars/fairs, there are not sufficient funds for wider promotion.

The respondents in the customer research mentioned above stated that the most desirable way of promotion shall be information in shops, TV spots, billboards and leaflets.

In this context, the Eco-label agency plans to promote the Flower together with national Eco-label during the Flower week in October 2006.

**Producers' knowledge of the benefits and requirements of the EU Eco-label.** Thirty-one producers and distributors took part of the market research carried out in 2005. The results of the market research showed that 47% of producers know the requirements for applying for the Eco-label. And only 16% don't know about the Eco-label program.

Nevertheless majority of producers and importers didn't apply for the Eco-label because:

- the demand on the market is sufficiently high even without the Eco-label (39% of respondents),
- the registration is too expensive and administratively difficult (19%) and
- their products do not comply with the Eco-label requirements (26%)

The research confirmed that the producers are relatively well informed but the conditions in the Czech market are not sufficient to motivate them to apply for the Eco-label; especially the customers' demand for Eco-labeled paints and varnishes is very low, largely affected by price levels.

So the main needed activities in this products groups seems promotion of the Eco-label between distributors/shops and final customers.

#### **4.3.4 Market analysis – textile products focus group**

**Structure of the producers/importers.** According with data information consultable through the internet, there are over 100 producers and distributors of textile products registered with the Czech Association of Textile - Clothing - Leather Industry (TCL). Economic potential TCL industry can be expressed by the value of production of app. EUR 2,1 billion and more than 70 thousand employees altogether. Consequently, it represents majority share of production of these industries in the Czech Republic.

The main role of the Association in the sense of its statute is to represent and to protect the interests of its members in the Czech Republic and abroad as well. Furthermore it develops relevant organizational activities in the sphere of Economy, commerce,

production, etc. Among other activities TCL gives opportunity for exchange of information on commercial, Economic, environmental and technical issues among members. This association prepares also yearly overview of the market development<sup>4</sup> for the Ministry of trade and industry.

**Development of the market.** After 1990 there has been an ongoing growth of Asia import products on the Czech market. This has lead to reorientation of the Czech producers on higher quality products and export to EU. Currently 84% of the Czech production is export oriented. Thanks to drop of the import quotas for the Asia products, the trend in specialisation on high quality and technical textiles continues as the prices of Asian products are too low in comparison with the same Czech products.

Throughout 2004 sales revenues in textile and clothing industry (TC industry) amounted to approx. EUR 2,08 billion, of which EUR 1,67 was generated in textile sector and EUR 0,41 bn in clothing sector. That corresponds to the decrease in industrial sales revenues by about 0.5 % when compared with 2003. The industrial production index in textile and clothing industry dropped from last year by about 1 %. There was a growth in production of ladies and/or girls blouses and non-knitted shirts, underpants, knee socks and socks, on the other hand there was a decrease in the production of floor coverings, bed linen and cotton fabrics including mixed ones.<sup>5</sup>

The following table shows the development in consumption of textile and clothing in the CR.

<b>Consumption (mil. CZK<sup>6</sup>)</b>					
	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Textile	68 299	69 692	65 625	62 152	63 455
Clothing	29 206	27 499	29 669	27 569	30 638

*Table 2: Czech consumption of textile and clothing in 2000 - 2004 in common prices.*

*Source: Czech Statistic Office*

<b>Import in tons</b>	<b>2003</b>	<b>2004</b>
Textile	261 965	315 341
Clothing	85 018	101 319
<i>Export in tons</i>		
Textile	329 864	369 516
Clothing	29 794	33 321

*Table 3: Overview of import and export during 2003 and 2004*

<sup>4</sup> This overview for 2004 is one of the main information source for this market analysis. Further information was obtained during discussion with Mr. Beran, representative of the TCL.

<sup>5</sup> Data for 2005 are not yet available.

<sup>6</sup> The exchange rate is 28,5 CZK per 1 EUR

**Experience with application of quality marks and national Eco-label** (view of the distribution stakeholders and final consumers). There are two Czech producers (Hybler and Reo FB), which obtained the national Eco-label for their products since 1994 and Hybler also obtained the Flower.

On the Czech textile and clothing market there is also Quality Guaranteed Mark "QZ", which was established in 1998 by the association SOTEX. The symbol of this mark is shown on the following picture:

„Quality Guaranteed Mark QZ“ declares quality of textile, clothing and leather products and represents the products with harmlessness to health which corresponds to respective technical standards and directives. The producers who supply the products with mark QZ to the market guarantees true labelling of the products with care instruction. Mark QZ situated in the shop guarantees quality and professional servicing during selling and also information about offered products. Laundries and dry cleaners with mark QZ provides high professional level of offered services.



Quality Guaranteed Brand Mark QZ creates assurance in the distribution chain and helps consumer to distinguish the quality goods and services on the market with textile, clothing and leather products. Mark QZ points out those contractor's subjects, which consider professionalism, solidity and goodwill as base of their activities. Quality Guaranteed Mark QZ can apply each manufacturer, importer, distributor or servicing organisation if they meet respective technical quality requirements for manufacturers and solidity and observance of technological process for sellers and entrepreneurs of services. Owner and guardian of trademark QZ is SOTEX - Association for Textile, Clothing and Leather products Labelling. In addition association SOTEX is by proxy international organisation "GINETEX" commissioned guardian of trademark of "care symbols".

There are 12 producers and 3 distributors in the CR which using the quality mark. The development and support of this mark created competition with the national Eco-label and thus the producers are not very motivated to apply for the Eco-label so far. Some producers implemented also the ISO 14001 and believe that it is sufficient to prove large scale customers the corporate care for the environment.

**How the final customers choose the product (price/quality).** There has been no customers' research in relation to Eco-label awareness in the textile focus group. Nevertheless the activities of the SOTEX association mentioned above shows, that customers shopping in clothes/textile shops (not on outdoor market) are interested in quality of the clothes, especially children clothes. Nevertheless many customers prefer to buy cheap clothes of variable quality and this trend it growing (see the growing trend of import in the above table).

**Experience with Eco-label use in promotion products.** The two producers holding the Eco-label have been using the label on their products on web pages (for example see [www.hybler.cz](http://www.hybler.cz)), but do not make any special promotion of the Eco-label itself.

During the meeting with the representative of the TCL Association possibilities for cooperation in promotion of the Flower were discussed. One of the promotion possibilities are articles in specialised textile magazines such as Textilžurnál, or supplying information materials on Eco-label during textile fairs in the CR.

### 4.3.5 Activities 2006

**Preparation of materials.** The starter-kit materials for relevant focus groups and CB were received in the beginning of May. In the middle of May there was a meeting with the CB, where the relevant kit were handing over to CB. On this meeting we discussed the possible and most suitable way of kit's adaptation and utilization.

Some of the information are available in Czech already e.g. the Eco-label requirements. Concerning other materials (leaflets), the CB informed that during summer the EC will ensure translation of new products specific leaflets. Thus we agreed to translate only the leaflet on the project and wait with others for receiving the EC materials.

The kit's information materials in English were used during the meetings with representatives of the textile and paints and varnishes associations. Furthermore the kits were used for the companies interested in information on Eco-label from August till October 2006.

**Preparation of presswork.** More articles were planned for publishing in focus group specialized magazines and internet oriented on environmental sensitive customers.

Two articles promoting the Flower were prepared in May for the Environmental aspects magazine. One - written by the CB, second - by Enviros. The magazine was issued in June 2006. Enviros prepared the article "Project for support of EU Eco-label implementation" which was issued in Environmental aspects 2/2006 at the end of June. The article describes the activities of the projects in the Czech Republic and illustrate the success of the EU Eco-label in other EU countries. (see Annex)

Further as mentioned above in the Textile market analysis, the representative of the Textile and clothing association offered to publish articles on the Eco-label in their magazine "ATOK review" and in "Textil žurnál" magazine. Both these magazines are distributed to textile producers and distributors.

The possibility to publish Eco-label promoting article in the SPEKTRA magazine (paints and varnishes magazine) was explored and due to planned topics for the next two issues, there might be possibility to publish the article on the Eco-label in the beginning of 2007.

The information about the Flower and this project is published on the Enviros website and several websites oriented on customers and on environmental issues.

**Contact research and contacts** (stakeholders, events, potential applicants). The list of identified and contacted stakeholders from both focus groups is listed in annexes of this report.

In the paints and varnishes focus group there exist the following support groups/institutes:

- the Paints and varnishes research institute (SVUOM),
- representative of the sector specialized magazines e.g. SPEKTRA,
- Chemical association of the CR.

In the textile products focus group there exist the following support groups/institutes:

- Association SOTEX,
- Inotex consulting and research company, which advertise help in preparation for Eco-label certification, [www.inotex.cz](http://www.inotex.cz),

- TZU s.p., institute for textile research, [www.tzu.cz](http://www.tzu.cz)
- Institut pro testování a certifikaci, a.s., [www.itczlin.cz](http://www.itczlin.cz)

Concerning potential applicants – the identification and communication with potential applicants took place in from June till the end of October 2006 based on the list of stakeholders from the midterm report.

During 2006 the CB awarded the EU Eco-label to another textile company called Nová Mosilana a.s.

**Events.** As mentioned above in both focus groups there is a need for more information from key stakeholders (support organizations/retailers).

### **4.3.6 Results 2006 and later**

Within this project we contacted with 24 producers from the textile and from the paints and varnishes product group in between June and the middle of October 2006. Also personal meetings were held with representatives of the relevant industry associations, who expressed interest to inform their members on the Flower via article in the specialised magazine. Regardless very good cooperation from the Eco-label Agency, the response from producers was mostly negative. In 9 cases they requested information on the EU Eco-label criteria but except one 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 one more textile producer (Nová Mosilana a.s.) has applied for the Flower and obtained it at the end of September from the Eco-label Agency.

Press work – there were written two articles by Enviros (one published in the Environmentalni aspekty magazine, one planned in the ATOK magazine early 2007)

Information about this project was also published on the Enviros website and on the EnviWeb (website oriented on the environmental services and news).

### **4.3.7 Conclusions for strategy and activities 2007**

Based on the experience gained so far within the project, the producers don't have interest in the Flower as they haven't come across the demand from their customers. Therefore marketing activities oriented only on producers have negligible impact. Based on the discussion with the Eco-label Agency representatives, it is suggested that the marketing activities in 2007 shall be more focused on customers and shops/traders. In our opinion the customers/shops has to create the demand for eco-label, then the producers may be more motivated to implement the Eco-label. The activities focused on customers and shops could cover participation in radio or TV broadcasting. And marketing materials distributed to shops or shopping centres.



## **4.4 Activities and results in CYPRUS**

The SPEED team during the reporting consisted of: Stella Alexopoulou (Project Manager), Maria Menounou (Assistance) and Eleni Karatoliou (Secretarial Assistance).

### **4.4.1 Situation in Cyprus**

Cyprus, as a new member state, adopted the European Eco-label regulation, in its national legislation on April 2004. The Cypriot Competent Body is SEAOS (Advisory Committee for Eco-label Award), which is operated by the Ministry of Agriculture, Natural Resources and Environment.

The Committee is composed of 8 persons, who are: The Director of Environmental Service and representatives from the Ministry of Commerce, Industry and Tourism, the State General Laboratory (SGL), University of Cyprus, Association of Consumers, Federation of Environmental and Ecological Organisations, Federation of Employers and Industrialists and the Cypriot Commercial and Industrial Chamber

Mrs Eleni Stylianopoulou is the contact person of the Cypriot Competent Body.

Because of this recent application of the legislation concerning the European Eco-label, the awards at Cyprus are very few. There are only two European Eco-label awards, one from the product group of indoor paints and varnishes and the second from tourist accommodation services. The paints and varnishes product has been awarded even before affiliation the of Cyprus with the EU, from the Greek Competent Body. The second "Flower" has been awarded on December 2005.

There is a significant and urgent need for Ecol-label marketing and promotion activities in Cyprus.

### **4.4.2 Focus adjustment and strategy in Cyprus**

During the proposal preparation, SPEED was in close cooperation with Mrs Stylianopoulou and they decided in common that the promotion activities should focus on ecolabel on:

- Bed mattresses
- Indoor paints and varnishes

After the kick off meeting and the finalization of the suggested activities Mrs. Stylianopoulou confirmed the initial selection of the two product groups (Bed mattresses and Indoor paints and varnishes).

Due to the small size of both sectors at Cyprus the solution of technical workshops organisation seemed to be more attractive. All the stakeholders could be invited in these workshops, while sectoral conferences may be will not organised during the project implementation.

Following, the cooperation with Mrs Stylianopoulou continued and evolved. SPEED in strong collaboration with Mrs Stylianopoulou constructed the list of the producers of the focus product groups, agreed on the proper event to be organised and finally, organised

two technical workshops in Cyprus described in detail below.

Mrs Alexopoulou from SPEED Development Consultants SA had been in close contact with Mrs Eleni Stylianopoulou from the Cypriot Competent Body. They decided (after the approval of the Director of Environmental Service of the Ministry) to organize:

- 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.

Mrs Stylianopoulou in close cooperation with Cyprus Employers & Industrialists Federation (OEV) and Cyprus Chamber of Commerce and Industry, formulated a list of the Cypriot industries of both sectors.

#### **4.4.3 Activities 2006**

**Preparation of data bases (bed mattresses, paints and varnishes).** The companies activated in Cyprus are very few, so there was no point in creating a database. Instead of that, two lists were prepared including the producers for both target sectors. Further details on the companies contact details are included in Annex 5.

For the bed mattresses sector, the Chamber of Commerce and Industry as well as OEV (Federation of Employers and Industrialists) gave the following list of companies which have industrial production in Cyprus. The industries of the sector are:

- |                          |   |
|--------------------------|---|
| 1. AMELCO INDUSTRIES LTD | 2. GEVOREST MATTRESSES CO LTD           |
| 3. APHROSTROM LTD        | 4. LA QUALITE EZAC FURNITURE M/RERS LTD |
| 5. D.A. STROMAN LTD      | 6. BELLA NOTTE                          |

In the sector of paints and varnishes industry, the Chamber of Commerce and Industry as well as OEV (Federation of Employers and Industrialists) gave the following list of companies which have industrial production at Cyprus.

- |                            |                                  |
|----------------------------|----------------------------------|
| 1. CHEMOPEL LTD            | 2. PELETICO LTD (LARNACA)        |
| 3. CHRISTODOULOU M.G., LTD | 4. PELETICO PENDA LTD (L/SOL)    |
| 5. DOMOCHEMICA CO LTD      | 6. SADOLIN PAINTS (CYPRUS) LTD   |
| 7. FELNIC COATINGS LTD     | 8. NICOL CHEMICALS LTD           |
| 9. FUART PLAST LTD         | 10. VIOCHROM LTD                 |
| 11. G.K. CHEMICALS LTD     | 12. VIOSTIK CHEMICALS LTD        |
| 13. MIPAPOL LTD            | 14. CEVO LTD                     |
| 15. PEAK CHEMICALS LTD     | 16. NEOCHROM LTD                 |
| 17. PELETICO LTD           | 18. GIORGOS TZIAPRA PIERIDES LTD |

**Preparation of informational materials for workshops.** The marketing team of ENERCON is authorized to prepare the material kit in the frame of this project. However, for the requirements of the project the marketing team of SPEED prepared a folder of informative material before the preparation of special material kits. The material

prepared by SPEED has been distributed to specific interested stakeholders.

As far as the paints and varnishes product group concerns, the material contained:

- Decision of the EC for the Eco label award in product group of paints and varnishes (in Greek language)
- PAINT BROCHURE (in English language)
- Application Guide (the first page only, in Greek language)
- The full list of the products that have been awarded with the European Eco-Label (valid March 2006)
- An Eco Label brochure (in Greek language)

As far as the bed mattresses product group concerns, the material contained:

- Decision of the EC for the Eco label award in the product group bed mattresses (in Greek language)
- FACT SHEET (in English language)
- Application Guide (the first page only, in Greek language)
- The full list of the products that have been awarded with the European Eco-Label (valid March 2006)
- An Eco Label brochure (in Greek language)
- A summary of the eco label criteria

**Preparation of presswork.** Mrs Stylianopoulou from the Competent Body committed herself to prepare a meeting on September 2006, of all the interested stakeholders to discuss the general principles of a promotion and marketing plan of Ecolabel on behalf of the Ministry of Agriculture, Natural Resources and Environment. Any presswork would be connected to this plan. Unfortunately, the meeting was not organised, so we did not have the opportunity to perform any press work.

**Technical workshops.** The main events during this reporting period were the organization of the above mentioned 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 workshops took place at Hotel Classic, Nicosia at 10th of April 2006. They were both organized the same day, one in the morning and the second one at noon.

The philosophy of both programmes' formulation was based on the idea that the particular workshops 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.

## *Technical Workshop in the sector of bed mattresses*

**Place – date of the workshop.** The workshop took place at Hotel Classic, Nicosia at 10th of April 2006, 14:30 – 17:30 pm. The invitation for the workshop is given in the Annex of this report.

**Programme of the workshop.** The philosophy of the programme formulation was based on the idea that his 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 programme has been developed in 3 axis:

- Presentation of the European Eco – Label, Structure of the Cypriot Competent Body, responsibilities, fees, contacts points etc.
- Presentation of the European Eco label for bed mattresses product group: legislative Issues, basic elements of Life Cycle Analysis, Benefits of the European Eco Label adaptation, statistical data in European level, steps towards the award, difficulties and risks.
- Detailed presentation of the technical eco label criteria and thoroughfull analysis of their specific requirements.

Based on this philosophy, Mrs Stylianopoulou presented the general context of the European Eco Label, Mrs Alexopoulou as member of the marketing team presented the particularities of the Eco Label in the product group of bed mattresses and Mrs Nastouli as a technical expert offered the detailed presentation and analysis of the technical criteria applied to products of the product group "Bed Mattresses". The programme of the workshop is given in the Annex of this report

Unfortunately the material kits form ENERAGON hadn't been prepared yet, therefore SPEED prepared a folder of informative material which has been distributed to all the participants.

The material contained:

- Decision of the EC for the Eco label award in the product group bed mattresses (in Greek language)
- FACT SHEET (in English language)
- Application Guide (the first page only, in Greek language)
- The full list of the products that have been awarded with the European Eco-Label (valid March 2006)
- An Eco Label brochure (in Greek language)
- A summary of the eco label criteria
- The handouts of Mrs Stylianopoulou presentation

A simple label has been sticked on the folder. The presentations of the introducers are given in the Annex of the report.

**Participants in the workshop.** The most of the companies, and at least the sectoral leaders in Cyprus, participated in the workshop. The list of the 5 participants is given in the interim annex.

**Discussion after the presentations.** 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:

- Considerations about the standard EN 1957. Why does it mention lost of height of 20mm and not as a percentage. The technical consultant tried to explain exactly the testing of the related criterion
- Discouraged issues are the marketing cost and the cost of services of the certifying laboratories, hence such laboratories do not exist at Cyprus.
- Some opinions about the life span have been expressed. Some of the participants insisted that the life span should be one of the criteria. The technical expert tried to explain that the criterion "fit-to-use" covers this issue.
- Some participants were wondering why there are no criteria about the cotton (raw or reused) and about the weight of the steel used in the mattresses.
- 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.

**Follow up of the seminar.** Mrs Alexopoulou from SPEED engaged to send both presentations of the Eco Label in bed mattresses to all the participants of the seminar by email.

Mrs Stylianopoulou will organize a second meeting on September 2006 to follow up any questions and interests of the participants.

### ***Technical Workshop in the sector of paints and varnishes***

**Place – date of the workshop.** The workshop took place at Hotel Classic, Nicosia at 10th of April 2006, 09:00 – 12:00 pm. The invitation for the workshop is given in the Annex of this report.

**Programme of the workshop.** The philosophy of the programme formulation was based on the idea that his 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 programme has been developed in 3 axis:

- Presentation of the European Eco – Label, Structure of the Cypriot Competent Body, responsibilities, fees, contacts points etc.
- Presentation of the European Eco label for paint and varnishes product group: legislative Issues, basic elements of Life Cycle Analysis, Benefits of the European Eco Label adaptation, statistical data in European level, steps towards the award, difficulties and risks.
- Detailed presentation of the technical eco label criteria and thoroughfull analysis of their specific requirements.

Based on this philosophy, Mrs Stylianopoulou presented the general context of the European Eco Label, Mrs Alexopoulou as member of the marketing team presented the particularities of the Eco Label in the product group of paints and varnishes and Mrs Nastouli as a technical expert offered the detailed presentation and analysis of the technical criteria.

The programme of the workshop is given in the Annex of the report.

Unfortunately the material kits from ENERCON hadn't been prepared yet, therefore SPEED prepared a folder of informative material which has been distributed to all the participants. The material contained:

- Decision of the EC for the Eco label award in product group of paints and varnishes (in Greek language)
- PAINT BROCHURE (in English language)
- Application Guide (the first page only, in Greek language)
- The full list of the products that have been awarded with the European Eco-Label (valid March 2006)
- An Eco Label brochure (in Greek language)
- The handouts of Mrs Stylianopoulou presentation

A simple label has been stuck on the folder. The presentations of the introducers are given in the Annex of this report..

**Participants.** All the companies which have received the invitation participated in the workshop. The list of the 8 participants is given in the final report annex.

**Discussion after the presentations.** 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 almost all the participants contributed with very interesting and remarkable points.

It is worth to mention that one of the participants is the technical manager of a company which has been awarded with the European Eco – Label (first movers) after its application to the Greek Competent Body (well before Cyprus entered the European Union).

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

- How the confidentiality of the paints and varnishes recipes will be ensured?
- Would be a possibility the State Warehouses to be obliged to use Eco Labelled products?
- The main obstacle of Eco Label application is that none of the Cypriot Companies of the sector has a strong R&D Department. Therefore, it is not always possible for them to modify the recipes accordingly to the Eco Label criteria
- Other discouraged issues concern the marketing cost and the cost of services of the certifying laboratories
- The concentration of 250 g/l of volatile compounds results in products with the characteristic odor of solvents. Once, a consumer buys an "eco labeled product"

he thinks of a real ecological product which can be applied and immediately the painted place can be used. When he discovers that the product which, he thinks that is an ecological product safe for his family, still has this characteristic odor, feels sometimes disappointed. This can be a very negative issue in the promotion of Eco-labeled paints and varnishes.

**Follow up of the seminar and contact with an interested participant at “paints and varnishes” workshop.** Mrs Alexopoulou from SPEED engaged to send both presentations of the Eco Label in paints and varnishes to all participants by e-mail.

One of the participants of the workshop regarding Ecolabel in the sector of paints and varnishes has contacted Mrs Alexopoulou and brought up for discussion some very significant issues concerning the field of application of some criteria.

#### **4.4.4 Results 2006 and later**

##### **A. Bed mattresses and Indoor paints and varnishes**

The co-operation with the Cypriot Competent Body as well as the organisation of the technical workshops were both very successful. We are in close contact with SEAOS in order to provide them any assistance they might have.

The only problem was that we couldn't answer to the following technical issues set by interested companies concerning specific criteria. Some of these issues (referred in the interim report) are addressed to the EC and are given again below:

- How the confidentiality of the paints and varnishes recipes will be ensured?
- The concentration of 250 g/l of volatile compounds results in products with the characteristic odor of solvents. Once, a consumer buys an “eco labeled product” he thinks of a real ecological product which can be applied and immediately the painted place can be used. When he discovers that the product which, he thinks that is an ecological product safe for his family, still has this characteristic odor, feels sometimes disappointed. This can be a very negative issue in the promotion of Eco – Labeled paints and varnishes.

#### **4.4.5 Conclusions for strategy and activities 2007**

The so far activities and their results show that the product group focus approach is not so successful. The personal contacts derived from such a big potential applicants list (as those in Greece compared to the Cyprus ones) are not always fruitful, as it is not sure that we will be able to access the right person in the industry, while inviting them in an

open workshop, this will be more possible to create potential applicants. In most cases, during the phone contacts we are obligated to call and call again until find someone who really has interest and participates in "the company's decision making processes".

SPEED's team believes, that we should take advantage of the experience acquired in Cyprus, where the enterprises had the opportunity to meet all together, a really interesting workshop with an interesting discussion took place, and a kind of a "network" has been established with the supervision of Mrs Stylianopoulou from SEAOS.

It is more important to be able to organise open events where all the stakeholders will be invited. The benefits and costs of eco label will be presented, followed by specific workshops in which the criteria for some selected product groups will be presented and analyzed. Additionally, awarded companies could be present, acting as best examples.

In order to organise this kind of events, financial resources are needed to produce promotion / marketing material in Greek language (posters, flyers, brochures...) and to rent a space (better during a trade fair like ECOTEC). By this way an open discussion will be launched between the various interested parties, which will have at least as a result an initial awareness.

#### 4.4.6 Annex CYPRUS

##### *Technical workshops in Cyprus*

Mrs Alexopoulou and Mrs Stylianopoulou presenting



Participants at the paints and varnishes workshop

Mrs Nastouli presenting



Mrs Alexopoulou presenting

Participants at the bed mattresses workshop



**Materials of the workshop on mattresses in Cyprus on 10.04.2006**

**Letter, schedule and form**



ΥΠΟΥΡΓΕΙΟ ΠΕΡΙΒΑΛΛΟΝΤΟΣ  
ΥΠΟΥΡΓΕΙΟ ΓΕΩΡΓΙΑΣ, ΨΥΧΙΚΗΣ ΚΑΙ  
ΚΑΙ ΠΕΡΙΒΑΛΛΟΝΤΟΣ

**ΕΠΙΣΤΗΜΟ ΣΥΣΤΗΜΑ  
ΑΥΤΟΝΟΜΟ ΟΙΚΟΛΟΓΙΚΩΝ ΣΗΜΑΤΩΝ  
ECOLABEL ΣΤΗΝ ΚΑΤΗΓΟΡΙΑ "ΣΤΡΩΜΑΤΑ"**

Η Υπουργία Περιβάλλοντος, ως Αρχή της Αρχής για το ECOLABEL, οργανώνει ενημερωτικό σεμινάριο για την κατηγορία "Στρώματα" την Δευτέρα, 10 Απριλίου, 2006 και ώρα 2:30-4:30 π.μ. στο φρονιολογικό "Παλάτι" στην Λευκωσία.

Το Κοινωνικό Σύστημα Απονομής Οικολογικών Σημάτων για τις κατηγορίες ECOLABEL, προσφέρει τη δυνατότητα στους Ευρωπαίους καταναλωτές, επιπαραβλεπόμενων των αγοραστών του δημόσιου και ιδιωτικού τομέα, να προσδιορίσουν με ευκολία τα προϊόντα που έχουν επίσημα αναγνωριστεί ως "κατάλληλα" στην Ευρωπαϊκή Ένωση, τη Νορβηγία, την Ισπανία και το Λιχτενστάιν. Η διεξαγωγή του γίνεται υπό τη κηδεύρα της Ευρωπαϊκής Ένωσης.

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

Ομιλήσει στην Ημερίδα θα είναι η υπεύθυνη της Υπουργίας Περιβάλλοντος και Βιολογικής Διαφοροποίησης ή κα Ειδική Αρμοστής και την οποία ΥΠΕΠΕ στην Ελλάδα, επιβλέπει για την προώθηση του ECOLABEL στην κατηγορία στρώματων στην Ελλάδα και στην Κύπρο.

Παρακαλείται όσες/ όσοι ενδιαφέρονται να δήλωσουν συμμετοχή, μέχρι τη 8 Απριλίου 2006, να αποστέλλουν πληροφορίες παρακάτω αποσπασμένο με την Ειδική Αρμοστής, στα τηλ. 22320888 ή ηλεκτρονικά στην επ. διεύθυνση [ecolabel@envIRONMENT.nra.gov.cy](mailto:ecolabel@envIRONMENT.nra.gov.cy)



**ΤΕΧΝΙΚΗ ΗΜΕΡΙΔΑ  
ΕΦΑΡΜΟΓΗ ΤΟΥ ΕΥΡΩΠΑΪΚΟΥ ΟΙΚΟΛΟΓΙΚΟΥ ΣΗΜΑΤΟΣ  
ΣΤΑ ΠΡΟΪΟΝΤΑ ΤΗΣ ΟΜΑΔΑΣ ΠΡΟΪΟΝΤΩΝ  
«ΣΤΡΩΜΑΤΑ ΚΡΕΒΑΤΙΩΝ»**

**Λευκωσία, 10 Απριλίου 2006**

**ΠΡΟΓΡΑΜΜΑ**

14:30 – 14:45	Πρωτεύουσα
14:45 – 15:15	ΕΚΠΑΙΔΕΥΤΙΚΟ ΣΥΣΤΗΜΑ ΑΥΤΟΝΟΜΩΣ ΟΙΚΟΛΟΓΙΚΟΥ ΣΗΜΑΤΟΣ – ECOLABEL, Ειδική Αρμοστής, Υπουργείο Περιβάλλοντος, Υπουργείο Γεωργίας, Φυσική Αγωγή και Περιβάλλοντος
15:15 – 16:00	Το Ευρωπαϊκό Οικολογικό Σήμα για τα στρώματα κρεβατιών - μέρος της Ευρωπαϊκής Διατήρησης με βιώσιμη οικονομία και ποιότητα, Στέλη Αλεξοπούλου, ΣΥΠΕΟ Στρώματα Ανδρακίου ΑΕ
16:00 – 16:15	Διάλειμμα
16:15 – 17:30	Ευρωπαϊκό Οικολογικό Σήμα για στρώματα κρεβατιών - Κριτήρια, Κριτική Μαρτίνα, Εξοφροσύνη
17:00 – 17:30	Συζήτηση

**ΥΠΟΥΡΓΕΙΟ ΠΕΡΙΒΑΛΛΟΝΤΟΣ**  
Τηλ: 22309000  
Τηλεfax: 22346400  
email: [ecolabel@envIRONMENT.nra.gov.cy](mailto:ecolabel@envIRONMENT.nra.gov.cy)

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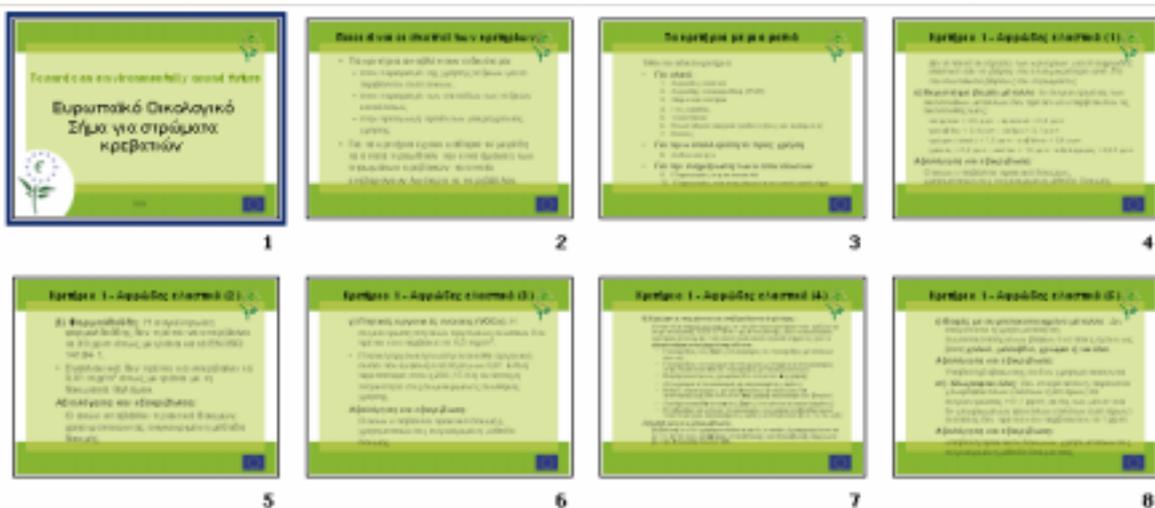
**ΕΠΙΣΤΗΜΟ ΣΥΣΤΗΜΑ  
ΑΥΤΟΝΟΜΟ ΟΙΚΟΛΟΓΙΚΩΝ ΣΗΜΑΤΩΝ  
ECOLABEL ΣΤΗΝ ΚΑΤΗΓΟΡΙΑ "ΣΤΡΩΜΑΤΑ"**  
Παράρτημα "Παλάτι"  
Λευκωσία, 10 Απριλίου 2006

Όνομα	
ΕΠΙΣΤΗΜΟ	
ΚΟΡΜΟΣ / ΨΕΥΔΩΝΥΜΟ	
ΔΙΕΥΝΟΜΟΣ	
ΗΜΕΡΟΜΗΝΙΑ	
ΤΗΛΕΦΩΝΟ	
ΤΗΛΕΦΑΞ	
ΕΠΙΣΤΗΜΟ	
ΔΙΕΥΝΟΜΟΣ	

Σημειώστε ότι η συμμετοχή είναι δωρεάν και ημερήσια. Ημερήσια διατροφή και μεταφορικά έξοδα είναι υποχρεωτικά να πληρωθούν από τον ενδιαφερόμενο.

## PPT presentations

1. The EU Eco-label system
2. EU Eco-label for Bed mattresses
3. Criteria - Bed mattresses



**Forma 1 - Apoptozis (1)**

1. Apoptozis - kontrollált sejthalál

2. Apoptozis - jellemzők

- Programozott
- Genetikailag szabályozott
- Energiát igényel
- A sejtszövet megőrzésére szolgál

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

9

**Forma 2 - Apoptozis (2)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

10

**Forma 3 - Apoptozis (3)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

11

**Forma 4 - Apoptozis (4)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

12

**Forma 5 - Apoptozis (5)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

13

**Forma 6 - Apoptozis (6)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

14

**Forma 7 - Apoptozis (7)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

15

**Forma 8 - Apoptozis (8)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

16

**Forma 9 - Apoptozis (9)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

17

**Forma 10 - Apoptozis (10)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

18

**Forma 11 - Apoptozis (11)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

19

**Forma 12 - Apoptozis (12)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 13 - Apoptozis (13)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 14 - Apoptozis (14)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

22

**Forma 15 - Apoptozis (15)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 16 - Apoptozis (16)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

24

**Forma 17 - Apoptozis (17)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 18 - Apoptozis (18)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

26

**Forma 19 - Apoptozis (19)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

27

**Forma 20 - Apoptozis (20)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

28

**Forma 21 - Apoptozis (21)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

1

**Forma 22 - Apoptozis (22)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 23 - Apoptozis (23)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 24 - Apoptozis (24)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

4

**Forma 25 - Apoptozis (25)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

5

**Forma 26 - Apoptozis (26)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

6

**Forma 27 - Apoptozis (27)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

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**Forma 28 - Apoptozis (28)**

1. Apoptozis - jellemzők

2. Apoptozis - jellemzők

3. Apoptozis - jellemzők

4. Apoptozis - jellemzők

8

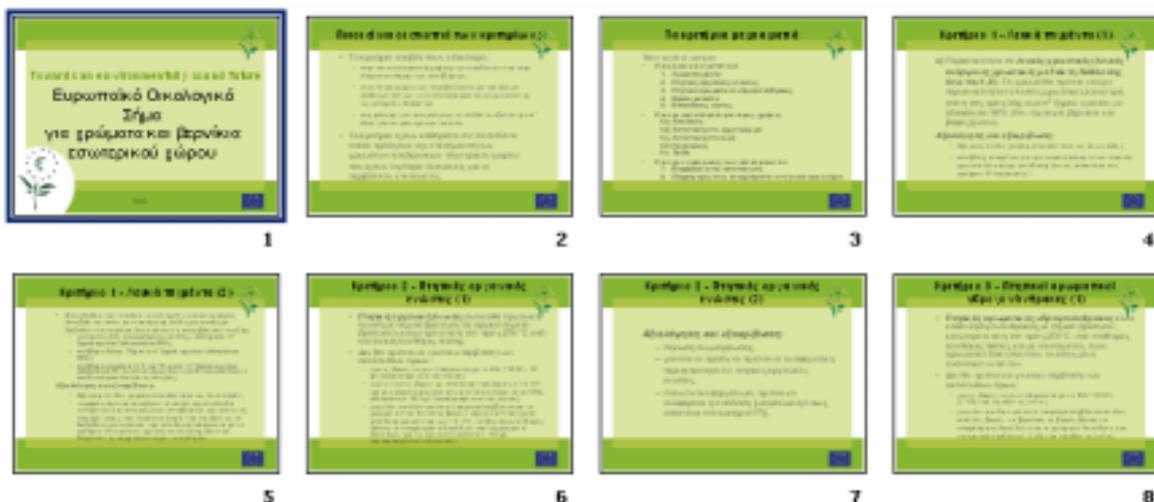






PPT presentations

- 4. The EU Eco-label system
- 5. EU Eco-label for Paints & Varnishes
- 6. Criteria - Paints & Varnishes





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## 4.5 Activities and results in DENMARK

### 4.5.1 Situation in Denmark

In Denmark the EU Ecolabel exists side by side with the Nordic ecolabel, the Swan. The Swan is better known and is for some product groups able to guarantee a high competitive potential to producers. This makes it hard for the EU Ecolabel to enter the market. 89% of the Danish consumers recognize the Swan whereas 65% recognize the EU Ecolabel. And only half of the consumers that recognize the EU Ecolabel know what it stands for. For the Swan 8 out of 10 have a qualified knowledge (Ecolabelling Denmark and Zapera.com, 2005).

As shown in the table below, more than half of the 51 EU Ecolabel licenses in Denmark are on textiles. In comparison there are 453 licenses for the Nordic Swan in Denmark.

<b>EU Ecolabel licenses in Denmark</b>	<b>Total 51</b>
Textiles	28
Paints and varnishes	5
Tissue paper products	1
Soil Improvers	1
Dishwashing detergents	2
Mattresses	2
Footwear	-
Laundry detergents	1
Copying paper	1
Refrigerators	-
Dishwashers	-
Light bulbs	1
Personal computers	-
Portable computers	-
Washing machines	-
Hand dishwashing detergents	-
Hard floor coverings	-
All purpose cleaners and cleaners for sanitary facilities	1
Televisions	-
Campsites	4
Tourist accommodation	4
Lubricants	-
Vacuum cleaners	-

### 4.5.2 CB agreement on focus and cooperation

In Denmark the "EU Ecolabel Marketing Acquisition Project" has been conducted in close cooperation with Ecolabelling Denmark. Valør & Tinge have assisted Ecolabelling Denmark in the planning of "Baby Week 2006" (Flower Week in October 2006). Valør & Tinge have focused on dialogue with existing and potential license holders as well as smaller retailers of baby equipment and have tried to make them interested in promotion and sales of ecolabelled children clothing and mattresses.

### 4.5.3 Market research and Strategy

As described above, more than half of the Danish EU Ecolabel licenses are on textiles. Since 1999, Ecolabelling Denmark and the Danish EPA have made a huge effort to promote ecolabelled textiles. In 1999, the Danish EPA established a Textile Panel with decision-makers from manufacturers and retailers as well as authorities and interest organisations in the environment and consumer areas. The Textile Panel's main activity in 1999-2001 was to develop a product range of textiles with the EU Ecolabel and to make the products more visible to consumers and professional purchasers. The product range arrived in the shops in the spring of 2001, at which time the Danish EPA launched an information campaign with TV-spots and shop activities to support the license holders' own marketing activities. When the information campaign aired in 2001, 11 licences had been granted for the EU Ecolabel and the products were sold in about 16 large retail chains nationwide.

The market results in 2001 together with expectations of a large follow-up campaign in 2004 (Flower Week 2004), that where announced in 2002, attracted more textiles producers to apply for the EU Ecolabel and in Flower Week 2004 there where 23 textiles licenses.

Today there are 28 textile licenses. Unfortunately, many license holders are not using their license, because the consumer demand is very low, and there is a great risk that they won't renew their licence when the criteria are revised in 2007. The competent body therefore wished to focus both on maintaining the existing license holders and on attracting new license holders.

In October 2006, Ecolabelling Denmark launched an information campaign "Baby Week" on both the EU Ecolabel and the Nordic Swan. The campaign focused on product groups related to babies and children and the activities were targeted towards parents.

**The strategy** for the "Marketing Acquisition Project" has been twofold:

- To maintain the existing license holders by creating a demand from retailers – in other words to put the ecolabelled textiles in the shops and thereby contribute to improving the visibility on the market. We have tried to commit license holders and retailers of baby equipment to participate in promotion of ecolabelled textiles and mattresses in the Baby Week 2006. Ecolabelling Denmark developed a campaign concept for the Baby Week with suggestions for POS-materials, and we helped contacting license holders and retailers and presented the materials and possible partnership agreements.
- To attract producers of both textiles and mattresses to apply for the EU Ecolabel. We contacted producers that previous have shown an interest in the EU Ecolabel and offered them information materials and personal meetings.

#### 4.5.4 Activities 2006

**Preparation of materials.** As a supplement to the planned POS-materials for the Baby Week 2006, we developed an info flyer on benefits of textiles with the EU Ecolabel for the retail staff (see Annex).

**Preparation of presswork.** We have written an article (see Annex) for the textile industry newsletter, TEXTUELT, about the Baby Week campaign and have been in contact with TEXTUELT several times giving them news and updates on the campaign activities.

A press release about chemicals in textiles and the benefits of the EU Ecolabel was sent to 13 baby, children and women magazines in July (see Annex).

**Contact research, direct mails, phone contacts and meetings.** We have researched and made a contact list with names of employees responsible for marketing and purchasing from:

- 10 existing licenses holders
- 19 potential applicants
- 32 retail shops

We have sent direct mails to the 10 existing licenses holders about the Baby Week 2006 and their possibilities to participate in the campaign.

We have sent direct mail to the 19 potential applicants about the benefits of the Ecolabel and the market situation and followed up with phone calls to all of them. The interested companies were offered a personal meeting. 2 meetings were held with potential textile applicants on the benefits of the Ecolabel and how to apply for the label.

We have sent direct mails to 32 shops in a large baby equipment retail chain offering free Baby Week brochures.

#### 4.5.5 Results 2006 and later

We have sent direct mails about the Baby Week campaign to 9 existing licenses holders on textiles and one license holder on mattresses. **One textile company and the one mattress company wished to participate in the Baby Week.** Unfortunately, most textile license holders are not using their license, because the consumer demand is very low, and there is a great risk that they won't renew their licence when the criteria are revised. They all ask for large common European information campaigns to increase the consumer knowledge of the EU Ecolabel on the European market.

We have sent direct mails about the EU Ecolabel and the Baby Week 2006 to 17 potential textile applicants and 2 potential mattress applicants. We have followed up with phone calls to all of them – and many we have called several times and offered them a personal meeting. We have held **personal meetings with 2 manufacturers of children clothing.** One of them is a very large textile manufacturer with own brands and shops and we are very happy that they now seriously consider applying for the EU Ecolabel. The other one is also interested but are afraid that there is no market. They will apply for the EU Ecolabel as soon as they meet a demand from their customers/consumers and will continue the dialogue with the competent body. Besides that, **2 more textile**

**companies have shown an interest** and are considering the EU label. One of them wants a meeting with the competent body in January 2007. For the rest of the contacted companies, the EU Ecolabel is not relevant at the moment (see Annex).

Furthermore we have sent direct mails to 32 shops in a large baby equipment retail chain offering free Baby Week brochures. **3 of the stores wished to participate** in the Baby Week. Besides that, the competent body has made a partnership agreement with the two largest Danish convenient store chains to participate in the campaign.

The press work resulted in **3 articles in the textile industry newsletter**, TEXTUELT, and **2 articles in 2 large children magazines** (see Annex).

#### **4.5.6 Conclusions for strategy and activities 2007**

Lack of selling arguments makes it very difficult to convince the companies to apply for the EU Ecolabel. They all want facts on consumer's knowledge and demand and they want to know what the existing license holders gain from having the label. And not least, they ask for future campaign plans. Large common EU Ecolabel information campaigns every year the next 5 years is the only way to save the EU Label. Other activities can maybe keep it alive for a few more years.

Individual and personal dialogue with the decision-makers in the companies is the most efficient way to create an interest in the EU Ecolabel. They want to know how far or close they are to fulfilling the Ecolabel criteria and how to overcome their concrete barriers.

A commitment from the large companies and strong trademarks to market ecolabelled products is a very important signal that can motivate the smaller companies to follow. The fact that H&M got the EU Label made it possible to get a meeting with one the largest Danish retailer/producer.

Possible activities in Denmark in 2007 depend on the Competent Body's plans for marketing and information activities in 2007. When the Baby Week campaign 2006 is evaluated and the Competent Body is planning next years activities – probably in December 2006 – we will discuss if and how Valør & Tinge can assist.



## Direct mails for existing and potential license holders



**Hvorfor ikke give jeres produkt et ekstra kvalitetsstempel?**

Hosker i mederne om, at vores kroppe er fyldt af kemikalier, som påvirker vores evne til at få børn og øger vores risiko for at få kræft. I stigende grad danskere til at interesse sig for indholdet af kemikalier i fødevarer og produkter tæt på kroppen. Det gælder også lektier som undertøj, børstetøj og sæbule.

EU's mælkemærke Blomsten giver forbrugere en garanti for, at produktet opfylder kravene til miljø, tager hensyn til sundhed og er af god kvalitet.

I dag genkender to tredjedele af danskerne EU Blomsten og en tredjedel ved hvad mærket står for. Mælkemærkesekretariatet arbejder hele tiden på at øge bekendtheden til både Blomsten og det nordiske Svanemærke. I oktober 2006 (uge 41) gennemfører Mælkemærkesekretariatet en kampagne, der sætter fokus på mælkemærkede produkter til babyer, blandt andet babytøj. Kampagnen gennemføres i samarbejde med forhandlere, producenter og forbrugerorganisationer som en del af en fælles nordisk kampagne God Start.

Pris, kvalitet og design er stadig de afgørende parametre, når danskere køber tøj – men er disse parametre i orden forbrækker lektier, der ikke belaster miljøet og skader sundheden. De fleste danske tekstilproducenter opfylder allerede mange af Blomstens miljøkrav, så et opryk mærket er primært en dokumentationsopgave.

Så hvorfor ikke give jeres produkter det ekstra kvalitetsstempel, som miljø- og sundhedsparametere tilføjer?

Vi vil vide mere om Blomsten. Kan du kontakte Mogens Steffensen hos Mælkemærkesekretariatet på telefon 72 30 04 50 eller underlegende på 23 31 46 17.

Med venlig hilsen

Annita Petersen



**Kampagne for Blomsten i oktober 2006**

I oktober 2006 (uge 41) gennemfører Mælkemærkesekretariatet en kampagne, der sætter fokus på mælkemærkede produkter til babyer, blandt andet babytøj. Kampagnen gennemføres i samarbejde med forhandlere, producenter, forbrugerorganisationer som en del af en fælles nordisk kampagne God Start. Kampagnens målgruppe er kvalitetsbevidste forældre fra 25 år og oppefter, der har – eller venter – en baby. I dag ved 33% af danskerne hvad Blomsten står for. Kampagnens mål er at øge det kvalitetsende kendskab til 42%.

I kampagnen indgår fire elementer:

1. En markedsføringskampagne med tv-strejser, materialer til såvel store som små forretninger, konkurrence og annoncer i store aviser.
2. En oplysningskampagne på internettet i form af et mikrosite "Dig og din baby" med bl.a. produktoversigter og kontaktoplysninger, et månedligt elektronisk nyhedsbrev der bl.a. sætter fokus på kemikalier i tøj-på-kroppen produkter samt web-annoncer og annoncer i forældre og børn-magasiner.
3. PR baseret på bl.a. test af produkter til især babyer i samarbejde med T4DK, der viser forskellene på de mælkemærkede produkter og de ikke-mærkede produkter.
4. Netværkskommunikation gennem bl.a. forbruger- og miljøorganisationer.

Vi vil vide mere om kampagnen, så kontakt Tina Due Hansen eller Susan Rosing, Mælkemærkesekretariatet på 72 30 04 50 eller underlegende på 23 31 46 17.

Med venlig hilsen

Annita Petersen



## 4.6 Activities and results in FRANCE

### 4.6.1 Situation in France

There are currently<sup>7</sup> 50 products and services awarded the Flower in France. The most successful product groups are:

- Paints and varnishes: 13 licensees
- Soil improvers: 13 licensees
- Textiles: 7 licensees
- All purpose cleaners: 5 licensees
- Hand dishwashing detergents: 5 licensees

The reasons for the success of these product groups are varied:

- Demand from retailers: this is especially true for paints & varnishes and detergents. Today a great majority of DIY retailers (resp: supermarkets) have an offer of EU eco-labelled paints (resp. detergents). While this situation is well reflected in the number of paints holders, the number of detergents licensees does not grow as fast as the number of Flower-labelled retailers, because:
  - one given French holder may produce detergents for several retailers,
  - some French retailers have their flower-labelled detergents produced outside France (e.g. Netherlands, Denmark).

However it is likely that the number of French detergents holders will continue to grow, to meet retailers' demand and to line up with competitors.

The demand from retailers is also – to a lower extent – the reason for the relatively important number of textiles holders. These are home textiles producers, producers of clothes having not shown interest in the Flower for the moment in France.

- Demand from public purchasers: green public procurement is currently being promoted in France by the government, and the use of EU eco-label criteria in call for tenders is an easy way to green purchases. That is also a reason why the market for flower-labelled paints and detergents is growing in France.

Need to prove the ecological quality of one's product: this is –according to the authors of this report- the reasons for the high number of EU Eco-labelled soil improvers in France. These products are often made from municipal waste compost, and citizens may have doubts as regard the quality/safety of these products. The Flower is a good way to prove this, as long as it is known by consumers.

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<sup>7</sup> As of June 2006

## 4.6.2 Focus adjustment and strategy

In collaboration with the French CB (Mrs Patricia Proia, AFAQ AFNOR Certification), it was chosen to focus marketing activities on the following product groups:

- Textiles
- Copying paper
- Lubricants

These product groups are neither the most successful, nor the most promising in France (even if interest is rising for lubricants). They were chosen for the following main 2 reasons:

- According to the French CB, there is no need for more marketing activities targeting producers for the most promising product groups, because these have already been implemented very recently (detergents, paints, tissue paper)
- Even if these PGs are not the most promising, there is some potential for development, because of a specific context (textiles, copying paper) or because the PG has not been advertised in France yet (lubricants).

## 4.6.3 Textiles strategy and activities 2006

**Context and strategy.** The French CB is currently working on the revision of the EU Eco-label criteria for textiles, in collaboration with Asqual (French Textiles Technical Institute – [www.asqual.com](http://www.asqual.com)), which is notably in charge of awarding the Oeko-Tex label in France.

The idea is to profit of the “buzz” amongst French textile producers around the revision of the criteria to send them a mailing inviting them to consider applying for the Flower. The mailing will be targeted to Oeko-Tex labelled producers, because it is easier for them to get the Flower, as they already comply with some criteria.

Because the demand from retailers is the key leverage to trigger the application for the Flower from textile producers, a database of textiles purchasers from main French retailers will be drawn, to be used by the French CB to organise personal meetings. Indeed, since many French retailers now offer flower-labelled detergents, they may be interested in also having flower-labelled textiles, to complete their “green” brand.

### Textiles Activities 2006:

- ☑ Asqual (Technical Institute in charge of the revision of the EU Eco-label criteria for textiles) provided the list of the 203 companies awarded the Oeko-Tex label in France.
- ☑ An informative mailing about the EU Eco-label for textiles was prepared, including an “answer-coupon”, to be returned by interested companies.
- ☑ The French CB took care of sending the mailing. BIO took care of the follow-up (personal phone call to every person who answered the mailing and invitation to a workshop on November, 10th)

The general follow-up procedure was the following:

- If the company wanted more information by telephone, we called the contact person, asked him about the activities of his company, his knowledge / interest in the Flower, and answered all his questions about the Flower. Then we sent him the Starter-Kit including:
  - a specific letter summarizing the marketing advantages of the Flower for textile companies (in Annex 1),
  - the Textile fact sheet in French,
  - Documents of the French CB: application guide, costs, criteria check-list,
  - A Tee-Shirt "The Flower makes it easy to choose green".
  - Then it is scheduled than the French CB contacts these companies again one month after we sent them the Starter-Kit.
- If the company wanted to participate to a workshop, we invited him to participate to a workshop on November, 10<sup>th</sup>. BIO took care of preparing and sending the invitations to the workshop, and AFNOR was present at the meeting with 3 companies.
- BIO also contacted French retailers to obtain a list of internal textile purchasers, in order to prepare follow-up activities in 2007: CARREFOUR, CHAMPION, MONOPRIX, AUCHAN, CORA and LEROY MERLIN. The table with the contact details is in the confidential annex of this report. So far people contacted are for most of them Environmental Managers within the companies. Most of them agreed on the phone to provide the contact details of textile purchasers, but needed a written request before, which was sent by email. Contact details of textile purchasers should be sent in the coming days.

#### 4.6.4 Copying paper strategy and activities 2006

**Context and strategy.** Two context elements are in favor of the development of the EU Eco-label for copying paper:

- First, the new NF-Environnement<sup>8</sup> label for notebooks has been a great success, thanks to the support of an NGO which convinced retailers to put eco-labeled notebooks on their shelves for 2005 "back to school". 3 paper producers obtained the NF-Environnement label, and produce today under 38 different private labels, like Systeme U, Oxford, Carrefour, Auchan, etc. These 3 producers already comply with the EU Eco-label criteria for copying paper, since it is a requirement from the NF-Environnement criteria for notebooks.
- Second, as already detailed above, there is currently a trend for GPP in France, and the use of EU Eco-label criteria in public call for tenders is encouraged. For example, the GPEM (Permanent Group on Market Studies, including representatives of the Ministry of Ecology, the Ministry of Finances and Economy and ADEME, the French Environment Agency) recently issued a specific guide on how to purchase "green" paper, containing many references on the EU Eco-label for copying paper.

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<sup>8</sup> NF-Environnement is the French Eco-label

Considering this, the French CB recommended to send an informative mailing to paper producers, explaining to them the above-mentioned favorable context elements.

#### **Copying paper Activities 2006:**

- ☑ A database of French paper producers, including the 3 NF-Environnement labeled producers has been built (54 contacts, see Annex)
- ☑ An informative mailing about the EU Eco-label for copying paper was prepared, including an "answer-coupon", to be returned by interested companies (see Annex)
- ☑ The French CB took care of sending the mailing and BIO took care of the follow-up which follows the following step scheme:
  - When BIO receives an answering coupon from a company, this company is first contacted by telephone. The objective of this phone call is to precisely understand the need for information of the company, its position towards the EU Eco-label and the kind of documents needed.
  - Then BIO sends to the company the starter-kit by postal mail, including most of the documents initially included in the starter-kit, with in addition a personal letter reminding to the company the advantages of the EU Eco-label for its specific product group, AFNOR application documents, and any other necessary document.
  - Then it is planned to contact the company again one month after the starter-kit sending, to get news and provide (non-technical) help on the application.

This activity enabled to inform French copying paper producers about the scheme, however no producer returned the coupon.

### **4.6.5 Lubricants strategy and activities 2006**

#### **Context and strategy.**

- The French ecolabel NF Environnement has criteria for chainsaw oil, however there is no holder yet.
- A first French company, Novance, was awarded the EU eco-label for lubricants in June 2006. According to the French CB, 2 other companies showed interest.
- French administrations currently develop "eco-responsibility" policies, which cover several topics, including green procurement and quality of outdoor spaces. Considering that the French and European Eco-label are both presented as the best tools for GPP in all documents, trainings, conferences, etc. related to GPP in France, having flower-labelled lubricants in one's offer may bring an important added value to products targeted to public purchasers.
- There has been no publicity around the adoption of the EU Eco-label criteria for lubricants in France, so even if some producers went searching for this information by themselves, it is likely that some other stakeholders may ignore its existence.

Considering this, it seemed appropriate to inform stakeholders of the existence of the EU Eco-label for lubricants, especially its scope (wider than for NF-Environnement) and the

criteria. Mentioning that a first company has just been awarded the Flower in France may trigger the interest of other ones, which may react in wanting to line up with it.

### **Lubricants Activities 2006.**

- ☑ Agrice (department of the French Environment Agency in charge of the promotion of biolubricants) was contacted, and agreed to provide a list of French producers of biolubricants. This list was completed with producers of "standard" lubricants from Kompass. (40 contacts in total; see Annex)
- ☑ An informative mailing about the EU Eco-label for lubricants was prepared, including an "answer-coupon", to be returned by interested companies. This mailing mentioned the proposition of free consultancy from IVAM for the first 10 companies showing interest (see annex).
- ☑ French CB took care of sending the mailing and of the follow-up.
- ☑ The contact details of the 3 interested companies were transmitted to the French CB, who wished to have them directly contacted by their engineer specialist in lubricants (M. Pierre Lebon).

### **4.6.6 Results 2006 and later**

The results of our acquisition work so far are quite positive, since there are quite a few companies potentially interested in the Flower:

- 14 French textile companies,
- 4 French lubricants companies,

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

In the product group of **Textiles** 14 answers were received. So the return rate is of 6.9%, which is an excellent result, the average return rate for this kind of mailing usually being of about 3%. 3 companies came to Paris to meet the French CB on November, 10<sup>th</sup>, to discuss about the criteria.

In the product group of **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.

In the product group of **Lubricants** 3 answers were received, which corresponds to a response rate of 7.5%, which is good. The contact details of the corresponding companies were transmitted to the French CB, who wished to have them directly contacted by their engineer specialist in lubricants (M. Pierre Lebon).

#### **4.6.7 Conclusions for strategy and activities 2007**

**Awareness of the Flower.** The awareness of the Flower was low amongst the contacted Belgian companies; for the French textile companies, it was quite low too, however the interest was high.

**Methodology.** The methodology used for French companies (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.

**Recommendations.** Since the results are quite encouraging, it is recommended to pursue the acquisition activities in France. It will be necessary to discuss with the French CB to determine which PGs are the most suitable for next year (according to their own scheduled activities), and how the demand side (retailers mainly) can be reached. Indeed, the decision to apply for the Flower is very much linked to the demand from retailers for producers especially SMEs.

## 4.6.8 Annex FRANCE

### Draft Mailing for textile companies

**AFAG AFNOR CERTIFICATION**  
 Patricia PROIA  
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 Fax : +33 (0)1 49 17 90 37  
 e-mail : [patricia.proia@afnor.com](mailto:patricia.proia@afnor.com)

«Organisme»  
 «Directeur»  
 «Adresse»  
 «SP»  
 «Code\_postal» «Ville»

Paris le 5 juin 2006

Madame, Monsieur,

Soucieux de la qualité technique de vos produits, vous êtes également sensibles à la qualité environnementale et aux impacts que vos produits peuvent avoir sur celle-ci.

Depuis plus de 10 ans, AFAG AFNOR Certification est le seul organisme français habilité à délivrer l'Eco-label Européen, marque certifiant aux consommateurs la qualité environnementale des produits et services sur lesquels elle est apposée.

Dans le secteur fortement concurrentiel du textile, l'Eco-label européen peut être une valeur ajoutée forte et un élément différenciateur pour vos produits. C'est d'ailleurs la catégorie de produits couverte par l'Eco-label européen ayant le plus de succès en Europe, puisque 64 entreprises ont déjà fait le choix de cette certification.

N'attendez pas pour obtenir vous aussi une preuve officielle de la qualité environnementale de vos produits ! L'Eco-label européen propose de vous offrir la garantie d'une gestion environnementale toujours plus optimisée avec le bénéfice d'une visibilité et d'une reconnaissance à l'échelle européenne.

Dans un contexte où les administrations françaises, mais aussi de tous les Etats Membres de l'Union, se lancent dans une politique d'achats éco-responsables, l'Eco-label européen est par ailleurs une valeur ajoutée forte pour vos clients publics.

A l'échelle française, de nombreux distributeurs ont aussi fait le choix de proposer une gamme de produits écologiques dans leurs rayons, pour la plupart porteurs d'un éco-label, français ou européen. En effet, selon une enquête de TNS Médiamétrie pour Ethicity (mars 2006), 31% des sondés déclarent choisir régulièrement des produits respectueux de l'environnement : ils n'étaient que 18,6% en 2005.

Si certains de vos produits sont détenteurs du label Oeko-Tex, vous répondez déjà à certains critères de l'Eco-label européen : celui-ci vous permet d'aller plus loin dans votre performance environnementale et ainsi de vous démarquer de vos concurrents.

Ainsi, nous vous invitons à prendre connaissance des documents joints et à nous retourner le coupon ci-joint si vous désirez des informations complémentaires. Dans l'attente de notre prochain contact nous vous prions de croire, Madame, Monsieur, à l'expression de nos salutations distinguées.

**Patricia PROIA**  
 Département Environnement



«Nom» «Adresse» «Code_postal» «Ville»	«Site Internet» «Téléphone» «Téléphone»
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Nom : .....  
 Prénom : .....  
 Fonction : .....  
 Téléphone : .....  
 Courriel : .....

Où je souhaite obtenir des informations sur l'Eco-label européen :

Je souhaite être contacté :

- Pour participer à une réunion d'information à Paris, de préférence en :
- Septembre
  - Octobre
- Par téléphone, pour avoir de plus amples informations

Merci de retourner ce coupon à :

Cécile des Abbayes  
 European Eco-label Helpdesk  
 c/o BIO Intelligence Service  
 1 rue Barthélemy  
 94200 Ivry-sur-Seine  
[ecolabel@biov.com](mailto:ecolabel@biov.com)

## Draft mailing for copying paper manufacturers

### AFAQ AFNOR CERTIFICATION

Patricia PROIA  
Tél : +33 (0)1 41 62 06 93  
Fax : +33 (0)1 48 17 90 37  
courriel : [patricia.proia@afnor.com](mailto:patricia.proia@afnor.com)

«Organisme»  
«Directeur»  
«Adresse»  
«BP»  
«Code\_postal» «Ville»

Paris le 5 juin 2006

Madame, Monsieur,

Soucieux de la qualité technique de vos produits, vous êtes également sensibilisé à la qualité environnementale et aux impacts que vos produits peuvent avoir sur celle-ci.

Depuis plus de 10 ans, AFAQ AFNOR Certification est le seul organisme français habilité à délivrer l'Eco-label Européen, marque certifiant aux consommateurs la qualité environnementale des produits et services sur lesquels elle est apposée.

Dans le secteur du papier, l'Eco-label européen peut être attribué aux feuilles ou rouleaux de papier non imprimé destinés à l'impression, à la photocopie, à l'écriture ou au dessin. Des producteurs européens en Italie et au Danemark ont déjà fait le choix de l'Eco-label pour répondre à la demande de leurs clients soucieux du respect de l'environnement.

N'attendez pas pour obtenir vous aussi une preuve officielle de la qualité environnementale de vos produits ! L'eco-label européen propose de vous offrir la garantie d'une gestion environnementale toujours plus optimisée avec le bénéfice d'une visibilité et d'une reconnaissance à l'échelle européenne.

Dans un contexte où les administrations françaises, mais aussi de tous les Etats Membres de l'Union, se lancent dans une politique d'achats écoresponsables, l'eco-label européen est par ailleurs une valeur ajoutée forte pour vos clients publics.

A l'échelle française, de nombreux distributeurs ont aussi fait le choix de proposer une gamme de produits écologiques dans leurs rayons, pour la plupart porteurs d'un éco-label, français ou européen. En effet, selon une enquête de TNS MédiaIntelligence pour Ethicity (mars 2006), 31% des sondés déclarent choisir régulièrement des produits respectueux de l'environnement : ils n'étaient que 18,6% en 2005.

Ainsi, nous vous invitons à prendre connaissance des documents joints et à nous retourner le coupon ci-joint si vous désirez des informations complémentaires. Dans l'attente de notre prochain contact nous vous prions de croire, Madame, Monsieur, à l'expression de nos salutations distinguées.

**Patricia PROIA**  
Département Environnement



«Nom» «Adresse» «Code_postal» «Ville»	«Site_Internet» «Téléphone»
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Nom : .....  
Prénom : .....  
Fonction : .....  
Téléphone : .....  
Courriel : .....

Où je souhaite obtenir des informations sur l'Eco-label européen

Je souhaite être contacté

- Pour participer à une réunion d'information à Paris, de préférence en :
- Septembre
  - Octobre
- Par téléphone, pour avoir de plus amples informations

Merci de retourner ce coupon à :

Cécile des Abbayes  
European Eco-label Helpdesk  
c/o BIO Intelligence Service  
1 rue Berthelet  
94200 Ivry-sur-Seine  
[ecolabel@biois.com](mailto:ecolabel@biois.com)

## Draft mailing for lubricants producers

### AFAG AFNOR CERTIFICATION

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Internet : [info@afnor.org](mailto:info@afnor.org)

«Organisme»  
«Directeur»  
«Adresse»  
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Paris le 5 juin 2008

Madame, Monsieur,

Soucieux de la qualité technique de vos produits, vous êtes également sensibilisé à la qualité environnementale et aux impacts que vos produits peuvent avoir sur celle-ci.

Depuis plus de 10 ans, AFAG AFNOR Certification est le seul organisme français habilité à délivrer l'Eco-label Européen, marque certifiant aux consommateurs la qualité environnementale des produits et services sur lesquels elle est apposée.

Le 26 avril 2005, la Commission Européenne a adopté des critères de l'Eco-label européen pour les lubrifiants. Un premier producteur français, Novance, a obtenu l'éco-label européen pour son produit DiesterLub en juin 2006, et d'autres producteurs ont montré leur intérêt pour cette certification.

N'attendez pas pour obtenir vous aussi une preuve officielle de la qualité environnementale de vos produits ! L'éco-label européen propose de vous offrir la garantie d'une gestion environnementale toujours plus optimisée avec le bénéfice d'une visibilité et d'une reconnaissance à l'échelle européenne.

Dans un contexte où les administrations françaises, mais aussi de tous les Etats Membres de l'Union, se lancent dans une politique d'achats écoresponsables, l'éco-label européen est par ailleurs une valeur ajoutée forte pour vos clients publics.

Ainsi, nous vous invitons à prendre connaissance des documents joints et à nous retourner le coupon ci-joint si vous désirez des informations complémentaires. Dans l'attente de notre prochain contact, nous vous prions de croire, Madame, Monsieur, à l'expression de nos salutations distinguées.

Patricia PROIA  
Département Environnement



«Nom» «Prénom» «Code_postal» «Ville»	«Site_Internet» «Téléphone»
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Nom : .....  
Prénom : .....  
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Téléphone : .....  
Courriel : .....

Où je souhaite obtenir des informations sur l'Eco-label européen

Je souhaite être contacté

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- Septembre
  - Octobre
- Par téléphone, pour avoir de plus amples informations

Merci de retourner ce coupon à :

Cécile des Abbayes  
European Eco-label Helpdesk  
c/o BIO Intelligence Service  
1 rue Berthelot  
94200 Ivry-sur-Seine  
[ecolabel@biois.com](mailto:ecolabel@biois.com)

## 4.7 Final report GREECE

SPEED is the responsible partner for Greece. Mrs Stella Alexopoulou, Chemical Engineer, Project Manager and Maria Menounou, Chemical Engineer, Project Engineer were involved in the project implementation. Eleni Karatoliou was the secretarial assistance of the project.

### 4.7.1 Situation in Greece

The Greek Competent Body is SEAOS (Highest Counsel of Eco label award), which is operated by the Ministry of Environment, Planning and Public Works.

The Counsel is composed of 11 persons: 2 members from the Ministry of Environment, Land planning and Public Works; 2 members from the Ministry of Development (one from Trade Sector, one from Energy and Technology Sector), each 1 member from the Ministry of Agricultural Development and Food, from the General Chemical State Laboratory, from Consuming Organisations, from Environmental Organisations, from the Federation of Greek Industries and from the Greek General Confederation of Workers.

Mr G.eorge Stamatiou and Mrs Paraskevi Xenou are the contact persons of the Greek Competent Body. Mrs Amalia Katsou was the contact person during the proposal preparation, therefore the initial discussions have been made with her.

The situation in Greece concerning the Eco-label awards is as follows (according to Statistics (April 2006: Eco-label Companies by Country and Product Group):

- Dishwashers :1
- paints / varnishes: 8
- Textile products: 5
- Bed Mattresses: 6
- Tourist Accommodation Service: 2

#### Greek EU Eco-labelled bed mattresses in detail

No.	COMPANY	LICENCE VALID	PRODUCT
1	<b>CANDIA STROM</b> (VELIVASAKIS BROS)	from 14/12/05 to 31/08/2007	1 product SUPERFLEX-ECO
2	<b>GRECO STROM</b> (Athens Mattress Company)	from 14/12/05 to 31/08/2007	1 type of mattress GRECOLATEX ECO
3	<b>IDEAL STROM</b> (Kardakos Bros)	from 14/12/05 to 31/08/2007	11 types of mattresses, all with the commercial name ECO-IDEAL TYPES: economic, right, rest, multi, must, prime, tempo, diva, motive, image, diplomat
4	<b>EVRO STROM</b> (Chadiridis)	from 14/12/05 to 31/08/2007	2 types of mattresses, hercules, hephaistos

No.	COMPANY	LICENCE VALID	PRODUCT
5	<b>ELITE STROM</b>	from (renewal process has started) to 31/08/2007 (fees have been paid for 2005)	11 types of mattresses, all with the commercial name ECO-ELITE STROM: POCKET, COSYFLEX-LFK, ELITE LATEX <b>TYPES:</b> <u>POCKET</u> : 3 (pleasure, excellence, glamour) <u>COSYFLEX-LFK</u> : 7 (premium, premium-plus, physical, cotton plus, classic, natural, galaxy) <u>ELITE LATEX</u> : 1 (elite latex)
6	<b>MEDIA STROM</b> (Athenian Bed Mattress Manufacturing S.A.)	from (renewal process has started) to 31/08/2007 (fees have been paid for 2005)	24 types of mattresses elegant, royal plus, biomedica, inflex, regular, praktiker, special, elegant plus, prestige, media latex, media stylex, praktiker ort., str/tex fino, str/tex primo, str/tex vero, med. Select, med. Comfort, med. Star, med. Perfect, optimum gold, optimum silver, optimum baby comfort, baby comfort, glamour

#### Greek EU Eco-labelled Indoor paints and varnishes in detail

No.	COMPANY	LICENCE VALID	PRODUCT
1	<b>MARMOLUX</b> (D. VAKLATZIS & CO - PAINT FACTORY)	from 17/02/06 to 31/08/2007	8 products: ► Commercial name: AQUALIN ECO TYPES: wall emulsion flat, wall emulsion silk, WB wood enamel gloss, WB wood enamel satin, WB wood primer ► Commercial name: VARNOXYL ECO TYPES: WB stain varnish gloss, WB stain varnish satin ► Commercial name: PRIDUR ECO TYPES: dur varnish
2	<b>ER-LAC S.A.</b> (G.D. KOYTLIS )	from 09/05/06 to 31/08/2007	3 products: eco-lac, aqualaquer gloss, aqualaquer satine
3	<b>DRUCKFARBEN HELLAS S.A.</b>	from 14/12/05 to 31/08/2007	1 product: kraft eco
4	<b>BERLING S.A.</b>	from 14/12/05 to 31/08/2007	3 products: petite, aqualux, eco-emulsion
5	<b>CHROTEX S.A.</b>	from 17/02/06 to 31/08/2007	2 products: eco plast, artex eco
6	<b>VECHRO S.A.</b>	from 03/04/06 to 31/08/2007	22 products: Smaltolux hydro high gloss, Smaltolux hydro high gloss base P, smaltolux hydro satine, smaltolux hydro satine base P, smaltolux hydro wall velvet, smaltodur hydro, smaltolux hydro velvet, smaltolux hydro master primer, smaltoxyl hydro gloss, smaltoxyl hydro satine, smaltofun, smaltofun base P, smaltofun satine, smaltofun satine base P, smaltoplast extra silk, smaltoplast extra silk base P, smaltoplast extra, smaltoplast extra base P, smaltoplast extra antibacterial, smaltoplast extra antibacterial base P, smaltotone, smaltotone base P

No.	COMPANY	LICENCE VALID	PRODUCT
7	CARMYCO S.A.	from (although positive decision has been taken by ASAOS, the contract has not been signed as yet) to 31/08/2007	6 products: status polyprimer, status junior, status ecovarn satine, status ecovarn gloss, status aquadrop satine, status aquadrop gloss, status evergreen
8	PRIOVOLOS S.A.	from (although positive decision has been taken by ASAOS, the contract has not been signed as yet) to 31/08/2007	1 product: eco-plus

In the product groups of paints & varnishes and bed mattresses a competent number of products have been awarded. That means that the EU Eco-label is well known at least at these two product groups.

According to the proposal of this project the above two product groups have been determined as the focus product group, on which the activities of the project should be addressed.

After the last awards in Greece on December 2005 the situation was modified in comparison to that at the period of proposal preparation. According to ASAOS (the Greek Competent Body) we had:

❖ Final Decision by ASAOS for:

- 15 new products in the Product group: *bed mattresses*
- 5 new products in the Product group: *indoor paints and varnishes*

The Contracts of the Eco-label awards for those products had not yet been signed.

❖ Positive evaluation for:

- 2 more products of "indoor paints and varnishes"
- One product of "bed mattresses"

❖ Submitted applications by two (2) paint & varnishes companies (other than the already awarded)

❖ Under evaluation products from three (3) textile companies and one (1) company of all purpose cleaners

The initially selected product groups (during the proposal preparation) were not so attractive in continuing marketing activities. Big manufacturers of bed mattresses have been awarded already with the "Flower" for their products. Small producers do not believe that Eco Label provides a significant competitive market advantage.

On the other hand the pioneers of a sector:

- Create a centre of attention for all the other sector members
- They act as an example to be pursued

Therefore, it is still assumed that this product group is interesting for Greece.

### 4.7.2 CB agreement on focus and cooperation

Before the kick off meeting SPEED had a meeting with ASAOS to evaluate the situation in Greece about the product groups to which the project activities should be focused. A new alternative proposal of ASAOS was that the following product groups might be of interest, for the purpose of the present project:

- All purpose cleaners
- Textiles
- Tissue paper

As far as product group "All purpose cleaners" concerns, big companies have closed their factories in Greece, while an interest for the EU Eco-label by small producers has been recorded.

In the "Textiles" product group a **LIFE project** is implemented containing several dissemination and marketing activities in Greece: The Eco-textile project aims to the introduction and promotion of the eco-label to the Hellenic textile industry and to other industrial sectors as well. It is elaborated by the Hellenic Fashion Industry Association, SIGMA Consultants Ltd, CLOTEFI S.A. and the Consumers' Association for the Quality of Life, EKPIZO. The project is co-financed by the European program LIFE – Environment on 50%. It started in October 2003, has three years duration and a total budget of 1.15 million euro. The project combines a set of informative, promotional, pilot and supportive actions. The accomplishment of the project contributes to environmental protection and to sustainable development. (Find more details in <http://www.eco-textile.gr>)

Finally after their discussions with the interested parties the Greek CB concluded that in the product group "Tissue paper" it is rather difficult for Greek companies to comply with the criteria. On the other hand, in the field of "Bed mattresses" product group, the big companies activated in Greece have already ecolabeled products. This situation is motivating for the small producers.

After all the above, ASAOS and SPEED agreed that the activities of the project should be focused on "Bed mattresses" and "All purposes cleaners".

After the kick off meeting and the finalization of the suggested activities Mr Stamatiou (on behalf of ASAOS) confirmed the final selection of the two product groups (Bed mattresses and all purposes cleaners).

### 4.7.3 Market research and strategy

According to the plan activities of the project the following specific tasks should be implemented:.

- Personal contacts with the rest bed mattresses producers
- Data-base of all purpose cleaners producers
- Contacts with all the companies of the focus product group
- Personal contacts with stakeholders concerning all purposes cleaners (SPEED plans to meet the
  - Hellenic Association of Chemical Industries
  - interested producers of all purposes cleaners
- Participation to two sectoral fairs and conferences organised by the Association of Greek Chemical Industries
- Translation of any available marketing – promotion material
- Press releases to sectoral magazines

During the 1st and 2nd reporting period the following activities have been realised:

- ☑ Personal contact with stakeholders concerning all purposes cleaners:
  - Hellenic Association of Chemical Industries
  - Association of Hellenic Industries of Detergents and Soaps
- ☑ Preparation of a conference organised by the Association of Greek Chemical Industries in the end of October
- ☑ Translation of available marketing – promotion material (project flyer, editorial letter)
- ☑ Contact with the rest bed mattresses producers
- ☑ Personal contact with one bed mattresses producer that was interested (Cocomat SA)

#### **4.7.4 Activities in Greece in 2006**

**Preparation of materials.** SPEED prepared Greek info material sets for both product groups. One task was to translate the available marketing promotion material. In this framework the project flyer and the editorial letter were translated into Greek language (see Annex).

As mentioned two data bases were constructed:

- Data base of bed mattresses producers in Greece.
- Data-base of all purpose cleaners manufacturers

The databases included all details about the contact information and the products manufactured by the listed companies.

Finally there were also prepared acquisition letters for “Bed mattresses” and “All purpose cleaners” Managing Directors.

**Personal contact with stakeholders concerning All purposes cleaners.** Mrs Alexopoulou and Mrs Menounou had contact with the following stakeholders of “all purpose cleaners” sector in order to inform them about the Ecolabel marketing activities and create a link with their members:

- Hellenic Association of Chemical Industries
- Association of Hellenic Industries of Detergents and Soaps

The contact person from Hellenic Association of Chemical Industries was Mr Panos Skarlatos, General Manager, who had a meeting with SPEED (26.09.2006). Mr Skarlatos is very interested in the Ecolabel and he will support SPEED to organise a seminar on Ecolabel for the sectors of “all purpose cleaners” and “bed mattresses”, by the end of October 2006.

Mr Skarlatos also informed us that producers of “all purpose cleaners” sector are not keen with Ecolabel as they do not agree with the criteria content. The same opinion was expressed from Mr Michailidis (Managing Director of the Association of Hellenic Industries of Detergents and Soaps), who also expressed his fear that the members of the Association of Hellenic Industries of Detergents and Soaps would not react at all, if we tried to contact them. Therefore he was willing to sending SPEED the list of its members, which we are still expecting for.

**Preparation of a seminar organised by the Association of Greek Chemical Industries by the end of October.** SPEED is in close contact with Mr Scarlatos from Hellenic Association of Chemical Industries, who is making efforts to arrange the seminar for the end of October. The Association of Greek Industries will host the event and co-organizers will be: The Association of Greek Industries, the Pan-Hellenic Association of Chemical Engineers, the Greek Chamber of hotels. The event will take place under the auspices of Ministry for Environment.

Detergent industries as well as paint and varnishes industries will be invited. (A short session about the Ecolabel in tourism will also be included.)

According to the discussion with Mr Scarlatos, he will organise everything regarding the support from the Ministry, the lecture hall that the seminar will take place and the invitations and SPEED will provide the experts for the presentation and the information material.

Furthermore, the Pan-Hellenic Association of Chemical Engineers is organising a seminar for the Ecolabel and we plan to have a short presentation there.

**Contact with the rest bed mattresses producers. Data base of bed mattresses producers in Greece.** A database including all sector's companies activated in Greece was prepared by SPEED staff. This includes details about

- ☞ contact information
- ☞ year of establishment
- ☞ personnel
- ☞ activities
- ☞ products manufactured

An **e-mail** has been sent to a number of enterprises which have not been awarded with the EU Ecolabel, presenting them the Ecolabel and our availability to provide an initial technical support, concerning the application procedure. The list of recipients is given following:

No	COMPANY NAME
1	MULTY FOAM A.B.E.E.
2	OLYMPIA STROM A.B.E.E.
3	AFROTEX SA
4	CHIC STROM E. KELESIDIS & SIA O.E.
5	KERKIRAIKI STROMATOPOIIA A.B.E.E.
6	KLINOSTROM KATSAMBA S.A.
7	MAXI A.B.&E.E.
8	TERZOSTROM A.B.E.E.
9	FINOSTROM K. ATHANASOPOULOS A.B.E.E.

More details about those companies are included in the company data annex with the database of the sector's producers.

The e-mails attached a letter prepared by SPEED staff, addressed to the General Manager of the company, the Ecolabel Infobrochure and the relevant Directive of Ecolabel in Bed Mattresses. We tried to contact with them, but the only response was from Mr Evmorfidis from COCOMAT SA.

**Personal contact with an interest bed mattresses producer.** Mrs Menounou had a contact with Mr Evmorfidis, the General Manager of COCOMAT SA, a Greek industry manufacturing bed mattresses from natural raw materials. They arranged a meeting, which took place at the company's central offices in Athens on 6th October. They had a discussion on the Ecolabel's contribution to the sector, the advantages and the criteria. Mr Evmorfidis expressed that he does not believe in the Eco-label as the criteria are not formulated for bed mattresses which are made from natural raw materials friendly to the environment, but for the ones that use synthetic. He does not want to apply for the Ecolabel, as it is addressed to all manufacturers and does not give an advantage to the ones that produce natural made products, as his case. He also commented that there are not criteria regarding cotton filling or other natural fillings. Mrs Menounou also provided him with the Starter Kit for bed mattresses.

**Personal contacts with selected "all purposes cleaners" and "paints & varnishes" manufacturers.**

During November, there was an interesting contact with Prodis SA, a company that produces and sells chemical raw materials that apply to the industry of cosmetics and detergents, to the textile industry, to metallurgy, to agricultural appliances, to water treatment, to cement industry and to many other sectors of the domestic chemical industries, since 1959. ProDis also facilitates toll manufacturing (facon production) in its premises with technical and laboratory support, as well as private label toll producing (growing field in Greece). The company was interested in getting informed about Ecolabel criteria as its private label customers of "all purpose cleaners" and "paints & varnishes" showed interest on it.

One more meeting was held with the paints & varnishes company B.M.Mediterranean S.A.-Benjamin Moore & Co. Which is also interested in acquiring the ecolabel for one or more of its products (the number was not defined).

**Data-base of all purpose cleaners producers.** A database including all sector's companies activated in Greece was prepared by SPEED staff. This includes details about

- ☞ contact information
- ☞ year of establishment
- ☞ personnel
- ☞ activities
- ☞ products manufactured

It proved to be very helpful in order to clearly distinguish the large scale companies and the small ones, and the all purpose cleaners manufactures that not only package and trade import readymade products.

An **e-mail** was sent to the General Directors of some sector's industries. We did not send many mails, given the fact that we did not expect any interested, as Mr Scarlatos and Mr Michailidis already had explained us the situation. Indeed, there was not reaction by the producers.

The e-mails attached an acquisition letter prepared by SPEED staff, addressed to the General Manager of the company, the Ecolabel Infobrochure and the relevant Directive of ecolabel in All purposes cleaners. The list of recipients was:

No	COMPANY NAME
1	CHEMIDYES SA
2	DALCOCHEM A.V.E.E.
3	DIMITRIOU ANT. BROS "REX HELLAS" S.A.
4	ECOLAB SA
5	FLOS G. PAPAPANAGIOTOU A.V.E.E.A.
6	GLASS CLEANING A.V.E.E.
7	GOLDEN CHEMICALS A.V.E.E.
8	NILO A.V.E.E.
9	RICO CHEMICALS A.V.E.E.

For more details about those companies see the company data annex with the database of the sector's producers. For the letter see the annex at the end of this chapter.

**Personal contact with one "Indoor paints & varnishes" manufacturer.** Although, this sector is out of the suggested target groups, we came in contact with one of the biggest industries in Greece, VIVECHROM, producing paints and varnishes, which has no Ecolabel awarded product yet. They are going to apply for the EU Eco-label.

#### **Press work.**

- **Press release to a magazine.** Preparation of an article concerning the application of Ecolabel for bed mattresses and all purpose cleaners. This presentation was published in the magazine ECOTEC (June 2006 edition). This magazine was distributed at the ECOLIFE Fair (<http://www.ecolife.gr>). ECOLIFE fair is dedicated to ecological products and took place at Athens, late June 2006. The first attempt to have a presentation in the ECOLIFE was unsuccessful because of the terms (fee) that the organisers of the fair did expect. (article see annex at the end of this chapter.)
- **Press release to the Newsletter of the Hellenic Association of Chemical Industries (HACI).** An article was prepared describing the activities of SPEED for the promotion of Ecolabel in Cyprus and Greece (see the annex at the end of this chapter).

#### **4.7.5 Results 2006 and later**

**Bed mattresses.** A letter has been sent to a number of enterprises which have not been awarded with the Ecolabel, presenting them the Ecolabel and our availability to provide an initial technical support, concerning the application procedure. We are remaining their feedback and we are in contact with them.

**All purposes cleaners and indoor paints & varnishes.** We had a meeting with Mr

Panos Skarlatos the general manager of Hellenic Association of Chemical Industries(HACI) who is very interested on the EU Eco-label and to make some steps towards the motivation and awareness of some industries. We are going to organise together a workshop on 24th or 25th of October. Detergent industries as well as paint and varnishes industries will be invited. (A short session about the ecolabel in tourism will also be included.) The Association of Greek Industries will host the event and co-organisers will be: The Association of Greek Industries, the Panhellenic Association of Chemical Engineers, the Greek Chamber of hotels. The event will take place under the auspices of Ministry for Environment.

We also came in contact with the Association of Detergent Industries, trying to get a contact with its members.

Furthermore, the Panhellenic Association of Chemical Engineers is organising a seminar for the Ecolabel and we plan to have a short presentation there.

As far as we know the detergent industries are not very positive to the Ecolabel, because they believe that the criteria do not cover all the significant environmental issues.

**Indoor paints and varnishes.** Although, this sector is out of the suggested target groups, we came in contact with one of the biggest industries in Greece, producing paints and varnishes, which has no Ecolabel awarded product yet. They are going to apply for Ecolabel (details in the contacts list).

#### **4.7.6 Conclusions for strategy and activities 2007**

**Workshops and events.** Activities in Greece should be focused in the organisation of workshops and events. As experience shown, in Cyprus, where the enterprises had the opportunity to meet all together, a really interesting workshop with a following significant discussion took place, and a kind of a "network" has been established with the supervision of Mrs Stylianopoulou from SEAOS.

In that case, a special well-justified budget should be addressed in such kind of promoting activities, as ASAOS can not finance their organisation.

The personal contacts derived from such a big potential applicants list (as those in Greece compared to the Cyprus ones) are not always fruitful, as it is not sure that we will be able to access the right person in the industry, while inviting them in an open workshop, this will be more possible to create potential applicants. It is probable that in phone contacts we should call and call again until find someone who really has both interest and participates in "the company's decision making processes".

**Clarifying technical details with DG ENV experts.** Furthermore, one of the participants in the paints and varnishes workshop in Cyprus, set us technical questions, to which we did not have either the technical background, nor the financial resources to answer. In the text given below, I will try to translate a question set by the participant in the workshop..

"Studying carefully the new criteria of Ecolabel that concern the concentration in VOC (volatile organic compounds) - Criterion No 2, it was created to me the curiosity to compare this value with the maximum corresponding values that are referred in the Commission Directive 2004/42/EE of 21st April 2004. This Directive was embodied already in a Cypriot Law (N.35(J)/2006), as well as in many other European Countries,

eg United Kingdom and Germany. The embodiment of this Directive is obligatory for all the Member States until the 31st January 2006.

With the above comparison of VOC concentration max values in water diluted varnishes, I was astonished from the following findings of my comparison:

- a) The ECOLABEL criterion asks for a 250g/l max limit of VOC concentration
- b) The European Directive 2004/42/EE lays as max value of VOC of the relative subcategory, the value of 150g/l applied from the 1/1/2007 and the value of 130g/l applied from the 1/1/2010.

That is to say, that a product which is possible to be awarded with the Ecolabel today, from the 1st of January 2007 it might not be prepared and be sold inside the European Union! I believe it is obvious that this affects as disincentive for the producers of paints and varnishes in order they to submit new applications for the Ecolabel.

Given, that we were not able to reply, I have the feeling that some activities, which give the opportunity to go deeper in technical issues, would be very useful in the future, both in Greece and Cyprus.

**Experience for future acquisition.** Unfortunately the acquisition boxes were not ready until the organisation of technical workshops at Cyprus. The material contained in the box is too little compared to the size of the acquisition box, giving the impression of a "poor" acquisition box. A more technical guide would be more useful and we should foresee activities as "Preparation of technical guides".



## Letter to the companies



Σύμβουλοι Ανάπτυξης ΑΕ

ΑΒΕΡΩΦ 30•10433 ΑΘΗΝΑ•ΤΗΛ: 210 8214407 • FAX: 210 8225755 • Email:speed@speed.gr

ΠΡΟΣ:

....

Υπόψη: Γενικού Διευθυντή

Αθήνα, 20.09.2006

**ΘΕΜΑ : ECO LABEL σε επιχειρήσεις παραγωγής στρώματων**

Αγαπητέ κύριε Γενικέ,

Θα θέλαμε, με την παρούσα επιστολή, να σας ενημερώσουμε για τις ενέργειες προώθησης του EU Flower σε επιλεγμένους κλάδους προϊόντων. Συγκεκριμένα, η ΕΕ έχει αναθέσει σε ομάδα Ευρωπαϊκών Συμβούλων, στην οποία μετέχει και η εταιρεία μας ενέργειες προώθησης του Ευρωπαϊκού Οικολογικού Σήματος. Οι ενέργειες αυτές περιλαμβάνουν παρουσιάσεις σε ημερίδες, άρθρα και δημοσιεύσεις σε περιοδικά, έκδοση ενημερωτικού υλικού στα Ελληνικά και αρχική ενημέρωση ενός αριθμού επιχειρήσεων οι οποίες έχουν ενδιαφέρον για την εφαρμογή του Οικολογικού Σήματος.

Σε σχέση με το Ευρωπαϊκό Οικολογικό Σήμα στις επιχειρήσεις παραγωγής στρώματων ύπνου, σας στέλνουμε συνημμένα το παρακάτω ενημερωτικό υλικό:

- o **Fact\_bedmattresses\_2002\_en.pdf**: Ενημερωτικό φύλλο της ΕΕ στα Αγγλικά
- o **I\_23620020904eI00100015.pdf**: Απόφαση της ΕΕ σχετικά με τα κριτήρια απονομής του οικολογικού σήματος στα στρώματα

Στη διάθεσή σας, για οποιαδήποτε περαιτέρω πληροφορία ή διευκρίνιση.

Με εκτίμηση

Μαρία Μενούνου,

Χημικός Μηχανικός, MSc

Συντονίστρια Έργου

## Editorial letter for starter-kit



Αγαπητές κυρίες, αγαπητοί κύριοι

Το Ευρωπαϊκό Οικολογικό Σήμα γινε από επταετία και ως "Λαϊκόσ" δημοσιεύθηκε το 1982 με σκοπό να ενθαρρύνει την παραγωγή και την κατανάλωση προϊόντων και υπηρεσιών που σέβονται το περιβάλλον. Το Σήμα δημοσιεύθηκε από την Ευρωπαϊκή Ένωση σε συνεργασία με τα Κράτη – Μέλη και χρησιμοποιείται σήμερα από περισσότερες από 300 επιχειρήσεις και σε περισσότερα από 3000 οικολογικά προϊόντα που διακινούνται στην Ευρωπαϊκή αγορά.

Όλα τα προϊόντα που επιβάλλονται με το "Λαϊκόσ" έχουν κληθεί από ανεξάρτητους φορείς για τη διαμόρφωσή τους με αυστηρά οικολογικά κριτήρια και κριτήρια απόδοσης (προς το παρόν κριτήρια για 23 κατηγορίες προϊόντων) τα οποία λαμβάνουν υπόψη τους όλα τα στάδια του χρόνου ζωής του προϊόντος. Τα κριτήρια για κάθε κατηγορία προϊόντων έχουν βασιστεί από ανεξάρτητες αποτιμημένες από παλιά ενδιαφερόμενα μέρη και εταιρείες έχουν υιοθετηθεί από την ΕΕ.

Με το Ευρωπαϊκό Οικολογικό Σήμα ως "επιτροπεία εμπιστοσύνης", οι παραγωγοί και οι υπεύθυνοι προώθησης των οικολογικών προϊόντων, επιδεικνύουν στους καταναλωτές τη δέσμευσή τους στην περιβαλλοντική ακεραιότητα και χρησιμοποιούν αυτή την ευκαιρία για να θέσουν μία πρόσθετη παράμετρο στη διαδικασία απόφασης για την αγορά ή πώληση ενός προϊόντος.

Με το παρόν πληροφοριακό υλικό, ο ίδιος μας σκοπός – στόχος είναι στην καλύτερη θέση να σας δώσει τα βασικά εργαλεία πληροφοργίας και να σας ενημερώσει για τη διαδικασία αίτησης ή αποδοχής προϊόντων στην ελληνική αγορά.

Αν θέλετε περισσότερες πληροφορίες παρακαλώ επικοινωνήστε την ιστοσελίδα του Ευρωπαϊκού Οικολογικού Σήματος: [http://europa.eu.int/eco\\_label](http://europa.eu.int/eco_label) από της οποίας μπορείτε επίσης πρόσβαση σε περισσότερα (επιλεγμένα) πληροφορίες:

- Φύλλα πληροφοργίας-κατάλογος κριτηρίων για όλες τις κατηγορίες προϊόντων
- Πληροφορίες και έντυπα για την αίτηση
- Βασική πληροφοργία για το Ευρωπαϊκό Οικολογικό Σήμα, έντυπα με τους καταναλωτές και για πράσινες προμήθειες

Για περισσότερες πληροφορίες για τα προϊόντα με το Οικολογικό Σήμα δείτε τον ηλεκτρονικό κατάλογο και φύλλα για προϊόντα, κατηγορίες προϊόντων, κριτηριακές ή μεθοδικές. Ο ηλεκτρονικός κατάλογος υπάρχει [The green place](http://www.eco-label.com) στην ιστοσελίδα [www.eco-label.com](http://www.eco-label.com)

Σας ευχαριστούμε για τη διαδικασία αίτησης, την άριστη επιμόρφωσή σας και καλές δουλειές με το Ευρωπαϊκό Οικολογικό Σήμα.

Με φιλικούς χαιρετισμούς,

Η ομάδα προώθησης του Ευρωπαϊκού Οικολογικού Σήματος για επιχειρήσεις και  
Ελληνική ομάδα επαφής: Μαρία Μενούνου, SPEED Σύμβουλοι Ανάπτυξης  
[menounou@speed.gr](mailto:menounou@speed.gr) Τηλ: 210-8214407, fax: 210-8225755





## 4.8 Activities and results in HUNGARY

### 4.8.1 Situation and market potential

In Hungary, the legal framework of the national eco-label system was established in 1993. Product criteria are being continuously developed in order to cover an increasing number of product groups on the one hand and comply with international standards on the other. In 2003, there were 31 valid criteria, currently there are 49. The number of certified products and their producers is growing as well.

	2002	Dec 2005	April 2006
Number of companies producing eco-labelled products	19	29	32
Number of eco-labelled products	120	340	352

*Number of Eco-labelled Products and their Producers in Hungary, 2002-2006*

The progress in the field of eco-labelled products is not so much driven by the high level of environmental awareness of the Hungarian customers. Rather, this growth is facilitated by the environmental taxes. Hungarian laws impose an environmental tax on environmentally harmful products, namely on oil derivatives, tires, refrigerators and cooling agents, packaging materials, batteries, paper products used for advertising and electronic products. The tax is reduced by 25% for eco-labelled products, which proved to be an incentive for the producers. As a result, almost 50% Hungarian eco-labelled products belong to product groups classified as environmentally harmful by the Hungarian law on product charges. Out of the 352 certified eco-labelled products, there are 84 various sorts of decomposing shopping bags, 55 types of cardboard paper boxes and other packaging materials using re-cycled paper, 32 refrigerators, and 2 copy machines. The other 50% of Hungarian eco-labelled products belong to product groups that do not have EU Flower criteria.

There is one Hungarian EU Eco-label award, a tourist accommodation service.

As most Hungarian eco-label criteria have been established for product groups where no parallel EU criteria exist, the Hungarian eco-label system does not inhibit the dissemination of the EU eco-label except for hard floor coverings.

### 4.8.2 Focus adjustment and strategy

Based on previous experience, the Hungarian Competent Body, the Ministry of Environment and its Public Benefit Company, the Hungarian Eco-labelling Organisation suggested to focus on the following product groups:

- In-door paintings and varnishes
- Hard floor coverings
- Soil improvers
- Washing machines
- Dishwashers
- Refrigerators.

In-door paintings and varnishes as well as hard floor coverings and soil improvers are produced by several domestic companies. On the competitive domestic market as well as abroad, they can distinguish themselves by the Flower. Therefore some applicants are expected from these product groups.

The market of household appliances is different. The number of producers is small, one or two domestic producers compete with foreign producers. Due to the small number of companies, producers of these product groups can be approached easily. However, if the only (one or two) producer(s) are not interested, there will be no application from these product groups.

From the selected product groups, only refrigerators have Hungarian eco-label criteria and eco-labelled products. Eco-labelled refrigerators (and freezers) are produced by the Swedish Electrolux and a small Hungarian company. Though the criteria of the Hungarian eco-label for refrigerators are less stringent than the EU Flower criteria, producers might be interested in the Flower due to the competitive market.

The strategy consists of the following steps:

- Preparing database of the stakeholders, media and events of the selected product groups
- Contacting stakeholders of the selected product groups and build cooperation with them in providing basic information on the EU Eco-label, and identifying potential applicants
- Preparing information materials
- One-to-one contacts with potential applicants
- Collecting information/success stories of successful applicants for future marketing activities

### 4.8.3 Activities 2006

66 Hungarian producers of the focus product groups were identified. 4 of them awarded with the Hungarian Eco-label:

<b>Product groups</b>	<b>Number of identified Hungarian producers</b>	<b>Number of producers with Hungarian eco-label</b>
Indoor paintings	14	
Soil Improvers	26	
Hard floor coverings	23	2
Refrigerators	2	2
Washing machines	1	
Dishwashers	0	

The following tasks were performed:

- ☑ Contact with CBs (i.e. the Ministry of Environment and Water as well as the Hungarian Eco-labelling Organisation) was established in January and early February. Both Ms. Zobb and Ms. Wagner were very supportive. Target product groups were agreed upon. Ms. Zobb gave information on producers' organisations of the target product groups and facilitated contacts with them. Ms. Wagner provided information on practical questions related to the application process.
- ☑ Basic market research was conducted in February and March. Database of producers and other stakeholders of the target product groups, major publications, internal newsletters and events were identified.
- ☑ In April, contacting stakeholders of target product groups began.
- ☑ At our request, the Silicate Scientific Union, major organization of the producers of hard floor coverings informed their members in two consecutive newsletters about the criteria of the EU eco-label but no response was received. It looks that producers should be approached with some more targeted information. This method is cheaper than advertising in the professional periodical of the silicate industry, too.
- ☑ The major producers' organization of in-door paintings and varnishes, the Hungarian National Association of Painting Producers was contacted as well. We will have an opportunity to present the EU Eco-label on their meeting in December.
- ☑ Mr. Vári, president of the Association of Painting Producers and director of the Tiszaujvaros Plant of Akzo Nobel Coatings decided to apply for the Flower for their new acrylic painting. The laboratory test of the product was commissioned by the company and it is in progress. With the assistance of the Hungarian Eco-labelling Organization, we provided information and answered some detailed questions of Mr. Vári related to the eco-label and the application process. The product is currently tested in an accredited laboratory, results are expected in October. We keep in touch with Akzo Nobel and provide further assistance, if needed.
- ☑ Informational materials for potential applicants were developed using the content of the starter kit (translating the cover letter, some brochures and fact sheets that had no Hungarian translation yet), translating some information from the EU eco-label website and information from the CB.
- ☑ Direct contacts with producers via mail, email and phone were established and are currently maintained in order to find applicants and assist them in the application process.
- ☑ Within the media work for the EU Eco-label for Tourism accomodation services (Lot 8) done at the press conference on 5 July 2006 some of the articles mentioned by the way also the EU Eco-label in general with its offers in the field of products (see annex at the end of this chapter)
- ☑ 18 retailer shops selling EU Eco-labeled products (television sets, hard floor coverings and copying and graphic paper) were identified. Except for two, they are individual shops not retail chains, hence their visibility is much smaller than that of retail chains. 6 of them have been interviewed to identify possibilities to improve the availability and the visibility of Eco-labeled products. Three of the interviewed retail shops consider to mark the eco-labelled products on their websites. No interest was found to apply for eco-label as none of them sell own brands.
- ☐ Participation of the Hungarian Eco-Fair in October failed. Though the CB offered to use their stand, they finally did not participate either as the Fair had a close focus on waste management issues.

#### **4.8.4 Results 2006 and later**

From the product group indoor paintings & varnishes 16 companies were contacted of which 1 seem to be very interested (next call in October, they are waiting for the official laboratory results), 4 can be contacted again. 11 companies are not interested. Those having explained their position named either for financial reasons as an obstacle, or their product does not meet the criteria.

Of the 26 companies contacted from the product group soil improvers and growing media 1 seems to be very interested, and 2 others are interested as well. 6 additional companies are worth contacting again and 17 are not interested either for financial reasons (the owner/manager is personally interested but they cannot afford it), or the clients do not care for the eco-label therefore it is not worth for them to apply for, or because their products do not meet the eco-label criteria.

The result in the product group hard floor coverings was: 3 from 23 contacted companies displayed some initial interest but are too busy to review the information provided on the eco-label will be contacted again. 18 producers are not interested. (Additional 2 turned out not to produce hard floor coverings but ceramic tiles for walls.) Those not interested were either in bad economic situation and could not afford the cost of the eco-label, or they did not find the EU Eco-label can have a marketing value (2 of them have either the Hungarian eco-label or Hungarian Quality Award, another thinks that natural stones do not need eco-label), and products of 1 company do not meet the EU Eco-label criteria.

In the above 3 product groups, 1-2 applications are expected after 2006.

#### **4.8.5 Conclusions for strategy and activities 2007**

Regarding next years activities, there' s a lot to do as after a long research of the market and for potential contacts we have just started the contacting phase. We should go on contacting producers (there are important exhibitions early next year) and we should work with consumers as well (this year the time limit did not allow us to do this). Interviews with retailers showed some interest in additional promotion of eco-labelled products. This should be followed-up as well. Working with stakeholders (e.g. participation in the December meeting of the producers of indoor painting) is an opportunity to disseminate information on the eco-label. Actual applications will provide opportunities for media work, and dissemination of positive experience with the EU eco-label.









## 4.9 Activities and results in ITALY

### 4.9.1 Situation in Italy

Italy has no own Eco-label for products. There is however an important number of organisations and firms registered with EMAS and/or ISO 14001. Italy is on the 5th place in Europe for EMAS and 6th for ISO 14001 (data ISO World). Those two "labels" are generally recognized as a good marketing instrument for international trade. Even if Italy by now has a high number of EU-Ecolabel registered products (132 licenses as of October 2006) due to the excellent support of the Italian CB and its regional bodies (ARPA/APPA), the EU Eco-label, being relatively new, is still not enough known to consumers and seen as an "extra" by many firms.

### 4.9.2 Focus adjustment and strategy

Due to the fact that the Italian CB and its regional representatives already are very present and involved in the acquisition process regarding enterprises, eventual focus for future initiatives from the side of the Marketing Team will be given to consumer information.

The selected interviews and talks, and the interactions with the regional CB's have shown that there is still a low to inexistent awareness among the consumers regarding the actual significance of the EU Ecolabel. A small percentage of the population knows the label, but very few are informed about which products (or services) can be certified, where to find them, and what characteristics the certified products have.

All the interviewed and contacted consumers state that they would prefer ecolabeled products to others if the price was equal, or only slightly superior to equivalent products known to them, and if they did not have to go out of their way to buy them.

At this point, the strategy already agreed upon for the next months with some regional CB's is to promote the EU Ecolabel, together with some of the retailers, in shopping malls with info tables on particularly visited days.

### 4.9.3 Activities 2006

The project activities in Italy are still delayed, due to the late start of the activities on one side, on the other by general low interest the contacted firms in the EU Eco-label and consequent reluctance to react to mailing and phone contact and unavailability for direct meetings.

**Data research and contacting of companies.** A data base of companies has been built up, with whom contacts are still ongoing.

**Preparation of materials.** The first "Eco label packages" with documentation has been distributed in June, to two paper producers. Other than the official documentation (manual and criteria) they contain material specific to the paper sector: information from the CEPI–Confederation of European paper industry- sustainability report [www.cepi.org/files/Sustainability%2005-173317A.pdf](http://www.cepi.org/files/Sustainability%2005-173317A.pdf) and info on local law and consultants.

**Presswork.** Press releases and information have been sent out in September. Contacts with [www.paperweb.biz](http://www.paperweb.biz) are still ongoing in order to find a possibility to insert information on the EU Eco-label in this portal for the Italian paper industry.

**Events.** Due to high prices and lack of interest from the organizations, no fair participation has been carried out.

**European Flower Week.** In occasion of the European Flower Week 2006, together with the regional CB of Lombardia, ARPA Lombardia, several seminars were organized for universities in the region (environmental sciences, tourism sciences, environmental economy) regarding the requirements and characteristics of the EU Ecolabel for products and services both (the presence of Mrs. Diwok, covering both LOT 7 and LOT 8 will be accounted in both contracts 50/50)



University "Bicocca" Milano, describing the different products that can be ecolabelled

University "IULM", Milano, illustrating the cooperation between regional and national competent bodies and the EU for the promotion of the EU Ecolabel



**Activities planned until the end of the year:**

- ❑ Follow-up meeting with paper producers in Trentino organised by the CB in Riva del Garda (postponed to November due to lack of time by the participants)
- ❑ Meeting in Milano with manufacturers of cleaners and paper and the Lombardian Competent Body postponed to November (info materials had been sent and first contacts built up, limited interest but we'll try to have at least 5 participants)
- ❑ Continued contacts with 3 big supermarket chains (Despar, Coop and Esselunga) in order to raise the acceptance and visibility of the EU Eco-labelled products in a planned event together with the regional CB of Lombardia in December. The three

chains have EU Eco-labelled products for their own brand products, have printed own infomaterial on the EU-Ecolabel and are ready to collaborate in further marketing initiatives also in big shopping malls.

#### **4.9.4 Comparison with planned tasks**

1. 3.1-3.2 Research of potential applicants: Done (based on information received from local administrations, internet research, consultants)
2. 3.3. Identifikation of key events: Done, infomaterial sent, contacted responsables, no convenient agreement reached for presence at events (too expensive, no interest)
3. 3.5. Starter kit adaption: Done, not yet handed out due to impossibility until now to organize more than a few meetings
4. Direct contacts: E-mail and phone to all contacts. Only 2 personal contacts possible until now.
5. Retailer: Visit to 20 supermarkets, interview with the local and regional managers.
6. Press work: elaboration of a press statement, sending to own press contact list (national and regional newspapers, magazines, journalists, news agencies). No articles as a result as far as known until now.

#### **4.9.5 Results 2006 and later**

There can be no guarantee regarding acquisition of new products, due to the low interest we met with until now in the selected enterprises. A report regarding the interviews with the consumers in the supermarkets and shopping centers and the supermarket managers will be available for December.

An important result of a mailing and follow up phone recalls has been the fact that nearly all the contacted enterprises know and would prefer EMAS and ISO 14001 if they should chose any environmental audit scheme/certification.

A few of the contacted firms already have EMAS, ISO 14001 and /or authorisation IPPC and the strategy as of now is continuing to try to persuade them to add the EU Eco-label to their certifications, in order to close every possible gap in their environmental compatibility.

Direct contact has also been established with a dishwasher producer who intends to certify its product but the process has stalled due to a change at the management level (the person who started the contact left the company)

An informal enquiry in 20 supermarkets in Lombardy (Milano, Como, Varese, Pavia) and Trentino (Trento, Riva) regarding the availability of ecolabeled products has shown that paper products (toilet paper, kitchen paper, tissues) are quite well represented with usually at least one product per category, more often the store's own brand (Coop, Despar, Esselunga) than others. Less available are cleaning products with the EU-label, mostly dishwashing products, also store's own brand. The supermarkets do not seem to have yet initiated any research on the clients' preference regarding those products, as emerging from the talks to store managers.

Informal discussions with the clients (ca 50 people) during the "Flower Week" in 3 different supermarkets show a general readiness from the consumers to prefer products with the EU Ecolabel in sectors where there is no strong branding, as for example toilet paper, tissues and, for about half the interviewed persons, cleaning products.

High interest was given to dishwasher detergents with the EU Ecolabel, as those products are perceived as particularly harmful for the environment and therefore choosing one with a certified minor environmental impact would be preferred by all the interviewed customers, none of which did know about this possibility before this talk.

#### 4.9.6 Conclusions for 2007

Strong focus for 2007 should be given to visibility for the EU Ecolabel with consumers, reached through direct and indirect contact, over initiatives in shopping centers, strongly visited fairs and shows, and through ads in popular magazines (targeted primarily on single women and medium-high income families as from the first interviews this seems the most receptive target willing to buy ecolabelled products as a general choice, once convinced of their environmental benefits).

#### 4.9.7 Annex ITALY

*Sample mail sent to all the contacts on the list with text adapted to the product (attached)*

Dishwashers





***Press release sent to national and regional newspapers, magazines, journalists and news agencies***

## 4.10 Activities and results in NORWAY

### 4.10.1 The Situation in Norway

In Norway market analysis shows that the consumer awareness of the Nordic Swan is much higher than the EU Ecolabel. 87% of the consumers have a qualified knowledge of the Swan whereas only 8% know the EU Ecolabel (Ecolabelling Norway, 2005).

As shown in the table below, more than half of the 16 EU Ecolabel licenses in Norway are on textiles. In comparison there are 298 licenses for the Nordic Swan in Norway.

EU Ecolabel licenses in Norway	Total 16
Textiles	10
Paints and varnishes	4
Tissue paper products	-
Soil Improvers	-
Dishwashing detergents	-
Mattresses	-
Footwear	-
Laundry detergents	-
Copying paper	-
Refrigerators	-
Dishwashers	-
Light bulbs	1
Personal computers	-
Portable computers	-
Washing machines	-
Hand dishwashing detergents	-
Hard floor coverings	1
All purpose cleaners and cleaners for sanitary facilities	-
Televisions	-
Campsites	-
Tourist accommodation	-
Lubricants	-
Vacuum cleaners	-

### 4.10.2 Focus adjustment and strategy

In Norway the "EU Ecolabel Marketing Acquisition Project" has been conducted in close cooperation with Ecolabelling Norway. Valør & Tinge have assisted Ecolabelling Norway in the dialogue with existing and potential license holders and retailers of textiles to make them interested in promotion and sales of ecolabelled children clothing.

Ecolabelling Norway's main activities in 2006 are tourist accommodation and products for children as part of a common Nordic cooperation with Denmark and Sweden "A Good Start". They are therefore only interested in activities that can back-up their own efforts and create synergy.

Ecolabelling Norway like Denmark will launch an information campaign "Baby Week" in October 2006, on both the EU Ecolabel and the Nordic Swan. The campaign will focus on product groups related to babies and children and the activities are targeted towards parents.

**The strategy** for the "Marketing Acquisition Project" was therefore to focus on clothing for babies/children and use the project to commit more retailers to market the ecolabelled textiles and participate in the campaign and thereby attract more textiles producers to the EU Ecolabel scheme.

### **4.10.3 Activities 2006**

**Workshop June 12<sup>th</sup> in Oslo.** Valør & Tinge and 5 employees from the competent body participated in the workshop. We discussed the marked situation for ecolabelled textiles in Norway, the upcoming Baby Week campaign activities and how to set focus on textiles with the EU Ecolabel. We decided to try to arrange a kick-off seminar in Oslo in September for potential participants in the Norwegian Baby Week 2006.

**Seminar programme and contact research.** We developed a programme for a half day seminar (see Annex). We wanted the seminar to present the Norwegian campaign (adverts, POS-materials, etc.) as well as training materials for retail staff. The main supplier of children clothing with the EU Ecolabel for the Norwegian market is the Danish manufacturer JOHA and we contacted them to get contact information on their distributors and asked them to participate at the seminar and present their efforts and results with promotion of textiles with the EU Ecolabel. We got JOHA's contacts but unfortunately they didn't have resources to participate in the seminar. Ecolabelling Norway contacted the 8 largest retail chains (see Annex) about their interest in a campaign kick-off seminar and a "train-the-trainer" session on the training materials. The respond from the retailers were that the content was relevant but the timing was wrong. So we decided to cancel the kick-off seminar.

**Event.** Instead of the seminar Ecolabelling Norway wants to make a larger event in January 2007 where they will invite more textile producers and other relevant stakeholders in the textile product chain. They will start the seminar by showing a new Danish documentary movie on environmental problems in textile production in India. The movie shows that the textiles are sold in Nordic shops and we will discuss how the EU Ecolabel can give the Nordic manufactures, retailer and not least the consumers an environmental guaranty. The purpose of the event is to put environmental problems in textile production on the public agenda and to attract new textile applicants to the EU Ecolabel scheme. They will invite the Minister of Environment and the press. We have developed a draft programme (see Annex).

**Preparation of materials.** We have updated and adapted Danish training materials for retail staff for Norwegian textile retailers. The materials include (see Annex):

- A PowerPoint presentation about the EU Ecolabel on textiles
- Questions & answers about the EU Ecolabel on textiles and a word explanation list
- A selftester/quiz about the EU Ecolabel on textiles
- A life cycle description of textile products

The materials will be used in a pilot project in 2007 (see activities for 2007).

#### **4.10.4 Conclusions for strategy and activities 2007**

To increase the interest of the EU Ecolabel among Norwegian textile producers and retailers as well as raise the knowledge of EU Ecolabel among consumers, Ecolabelling Norway will invite producers, retailers, consumer organisations and the press to an event in January 2007. The event will display the environmental problems in textile production and the benefits of the EU Ecolabel.

In February/March 2007 Ecolabelling Norway will launch a pilot project concerning environmental certification of a large shopping mall. As part of the project, ecolabelled product from different shops in the mall will be promoted e.g. by having an exhibition on the mall square. The prepared training materials for retail staff will be offered to the participating textile shops.

We suggest, that Ecolabelling Norway points out a Norwegian consultant that can continue the work of Valør & Tinge, if Norway still wants to be part of the "EU Ecolabel Marketing Acquisition Project" in 2007.

## 4.10.5 Annex NORWAY

### Suggestion for kick-off seminar and event programme

**Invitation til seminar om Blomsten den 22. September 2007 kl. 10-14**

Hjælpning af gamle kvinder til en diskussion af blomsten er den vigtige forudsætning for tekstiler med Blomsten.

Vi håber at med en dansk producent dokumentarfilm "Når tilbud dræber", der viser hvordan tekstiler, der sælges i butikker i hele Europa, produceres i Indien under uholdbare arbejdsforhold med- og arbejdssikkerhed.

Vi har også den danske tekstilproducent ZORA som vi sammen og forberede os om danske arbejder med Blomsten og hvordan de vil leve her og hvordan deres livsvilkår er, så kvinderne får en garanti for at tekstilerne er produceret under hensyntagen til miljø og sundhed.

Hjælpning af gamle kvinder en stor kampagne for blomsten og blusen i oktober, og vi vil gerne præsentere kampagnens idéer. Vi vil også diskutere forskellige muligheder, som I kan bruge til at forberede jeres butiksværelse om Blomsten, så de er bedre klædt på til dialoger med kunderne.

Vi minder af med en diskussion af muligheder og betingelser for gennemførelse af tekstiler med Blomsten i butikkerne.

**Agenda:**

1. Høstfest! Cathrine Ejler byder velkommen
2. Dokumentarfilmen "Når tilbud dræber"
3. Indledningschef Helle Steen fra ZORA fortæller om arbejdet med blomsten
4. Cathrine Ejler præsenterer Hjælpnings kampagne i lige 4!
5. Bente Petersen præsenterer muligheder til at underrettede butiksværelse om hvad Blomsten vil betyde for kvinder
6. Diskussion af muligheder og betingelser for gennemførelse af tekstiler med Blomsten i butikkerne.

Tilsvaret til Cathrine Ejler på e-mail sendt den 22. September 2007.  
I er velkomne til at sende flere forslag.

Med venlig hilsen  
Cathrine Ejler, markedschef

**"Når tilbud dræber"**  
- En dokumentarfilm om tekstilproduktion i Indien

Hjælpning af gamle kvinder til en vanding af en dansk producent dokumentarfilmen "Når tilbud dræber" den 22. januar 2007 kl. 10-14.

Filmen viser, hvordan det på tekstilindustriens Inden bliver lavet arbejdsforhold, som for eksempel er forurening i miljø og EU, og hvordan arbejdsforholdene for kvinderne ikke er retfærdige og for mange er skævt. Filmen dokumenterer, at mange af tekstilene kommer til indvandrere i nordiske butikker.

Efter filmen fortæller Hjælpningen om EU's miljøpolitik, hvordan der bliver arbejdet med miljøet i tekstilindustrien, og hvordan det er muligt for at tekstilerne er produceret under hensyntagen til miljø og sundhed samt om Hjælpnings indsats for at præsentere Blomsten i Norge.

**Program:**

1. Høstfesten
2. Dokumentarfilmen "Når tilbud dræber"
3. Blomstens muligheder til butikker
4. Hjælpnings markedsføring af Blomsten
5. FIKKAT

Tilsvaret til Cathrine Ejler på e-mail sendt den 22. september 2007.  
I er velkomne til at sende flere forslag.

Med venlig hilsen  
Cathrine Ejler, markedschef

## Training materials

training slides.ppt

**Tekstiler med Blomsten**

- et bedre valg for miljø og sundhed



1

**Har der været fejldele forbrugere om tekstiler med Blomsten?**



- Mange tekstiler produceres ved brug af giftige kemikalier som tekstiler, vævning og vaskemiddel
- Forbrugere skal vide at tekstiler med Blomsten er et godt alternativ
- Det er vigtigt at være opmærksom på miljø og sundhed ved tekstiler med Blomsten

2

**Efterspørgsel forbrugere tekstiler med Blomsten?**



- Forbrugere vælger tekstiler og fremstillet tekstiler efter kvalitet, pris og design
- Forbrugere vælger kvalitet for tekstiler og vil gerne vælge tekstiler med kvalitet, der kan give et godt miljø og sundhed
- Mange forbrugere vil ikke at miljøpolitik af EU

3

**Hvad skal forbrugere vide?**

- Tekstiler med Blomsten indeholder ingen eller få kemikalier - tekstilerne er lavet af naturlige fibre, som er gode for miljø og sundhed
- Tekstiler med Blomsten fremstilles af naturlige fibre, som er gode for miljø og sundhed
- Tekstiler med Blomsten er lavet af naturlige fibre, som er gode for miljø og sundhed
- Tekstiler med Blomsten er lavet af naturlige fibre, som er gode for miljø og sundhed



4

**Fakta om Blomsten**



- Blomsten er EU's officielle miljømærke for tekstiler og tekstiler med Blomsten
- Blomsten giver den tekstiler der kan give et godt miljø og sundhed
- Blomsten er EU's officielle miljømærke for tekstiler og tekstiler med Blomsten
- Blomsten er EU's officielle miljømærke for tekstiler og tekstiler med Blomsten

5

## training Q&A

### Spørgsmål og svar

#### om tekstiler med Blønden

Her finder du ofte stillede spørgsmål og svar om tekstiler med Blønden.

Hjælper vi dig en anden vej med de begreber som er inkluderet med **bed**.



#### Hvad betyder miljømærket Blønden?

Blønden er EU's officielle miljømærke. Produktet der er Blønden-mærket, skal opfylde en række strenge krav til eksempelvis restindhold af kemikalier og også til at holde farve og form. Påge- og vandbehandlingsmidler må kun anvendes i hele produktionsforløbet – fra første tråd til det færdige produkt ligger i butikken.

#### Er miljømærkede tekstiler bedre for sundheden?

Ja. Blønden sikrer, at du er sikret af sundhedsbeskyttede stoffer i det færdige produkt. Det er forbudt at bruge kemikalier der er mistænkt for at være allergi- og kræftfremkaldende eller forurensningskædet – eksempelvis **azofarvestoffer**, **PVC-plast** og plast der indeholder **formerede flammehæmmere**. Desuden er indholdet af **formaldehyd** begrænset i Blønden-mærkede tekstiler.

#### Er miljømærkede tekstiler lige så gode som almindelige?

Ja. Blønden-mærkede tekstiler holder form og farve efter vask og tørring. Desuden skal de miljømærkede produkter overholde krav til trykstyrke og tykkelighed. Kvaliteten af tekstiler mærket med Blønden er derfor mindre lige så god som ikke-mærkede – altså **bedt**.

#### Kan miljømærkede tekstiler godt være modulytiske?

Ja. Mange typer af tekstiler kan være Blønden-mærket – ikke kun naturfibreder som bomuld og uld, men også syntetiske materialer som polyester. Og i mængde af fibre varierer. Det er kun de specifikke fibre der sætter grænser.

#### Er miljømærkede tekstiler bedre for miljøet?

Ja. Blønden garanterer at der er taget hensyn til miljøet i hele produktionen. Eksempelvis er brugen af **pesticider** og **farvestoffer med tungmetaller** minimal. Og bomulden er enten **øko**logisk eller ved hjælp af meget begrænset mængde af **gødningskemikalier**.

### Ordforklaring

#### Azofarvestoffer

Azofarvestoffer er ikke skadelige i sig selv. Men de kan ændres til skadelige kemiske forbindelser, nemlig **alkyliske aromatiske aminer** der kan være kræftfremkaldende eller give allergi.

#### PVC-plast

PVC-plast indeholder bisphenol der er mistænkt for at være hormonforstyrrende.

#### Formerede flammehæmmere

Textiler af plast kan indeholde bromerede flammehæmmere der forhindrer materialet i at blive antændt. Men bromerede flammehæmmere udledes i miljøet og er mistænkt for at være kræftfremkaldende.

#### Formaldehyd

Formaldehyd kan medgå i de syntetiske fibre som tekstiler bliver efterbehandlet med. Formaldehyd kan give allergi og er på længere sigt kræftfremkaldende.

#### Pesticider

Pesticider er en bredt betegnelse for sprøjtegifte der blev anvendt i store mængder på bomuldsmarker for at holde skadedyr og ukrudt væk. Pesticider kan blandt andet forurense grundvandet.

#### Farvestoffer med tungmetaller

Nogle farvestoffer kan indeholde tungmetaller der ikke nedbrydes i naturen. I stedet ophober tungmetallerne sig i eksempelvis fisk eller pattedyr og påvirker deres forurensning.

#### Økologisk bomuld

Økologisk bomuld er dyrket uden brug af sprøjtegifte.

#### Gødningskemikalier

Et meget anvendt kemikalie er stor som bruges til at bringe bomuld op ud. Stor, som er giftigt for vandmiljøet, må ikke anvendes til miljømærkede tekstiler.

## training test

### Test dig selv

#### om tekstiler med Blønden

Hvor meget ved du? Test din viden og bliv parat til at servicere den næste kunde der stiller spørgsmål om miljømærkede tekstiler.



#### 1. Hvordan kan forbrugeren genkende tekstiler med det europæiske miljømærke?

- A. De bærer et logo der forestiller en blomst
- B. Det skal være et blomst der er et symbol på formaldehyd
- C. Det skal være af vaskemærket som der er: EU 2014/68 254-038

#### 2. Hver sænge har EU's miljømærke sikret?

- A. siden 1972
- B. siden 1992
- C. siden 2009

#### 3. Hvilket af følgende tekstiltillægsstoffer kan miljømærket?

- A. 100% bomuld + 10% naturgummi
- B. 20% økologisk bomuld + 80% akrylholdig bomuld
- C. 100% polyester

#### 4. Må der være PVC-fryk på miljømærket tekstil?

- A. Nej
- B. Ja
- C. Kun hvis det ikke sætter ind med huden

#### 5. Må der anvendes formaldehyd i miljømærket tekstil?

- A. Nej
- B. Ja
- C. Ja, men kun begrænset hvis tekstilene er til børn og babyer kommer i tæt kontakt med huden

#### 6. Hvilke kvalitetskrav bliver der stillet til miljømærkede tekstiler?

- A. De skal kunne tåle form og form
- B. De skal kunne vaskes ved 90° uden at krympe
- C. Miljømærket tekstiler skal være af 100% bomuld, og der stilles ingen særlige kvalitetskrav

#### 7. Er miljømærkede tekstiler blevet med blomst?

- A. Ja, men kun med tilladelse af den nationale myndighed
- B. Nej
- C. Ja, det er et logo for at få det europæiske Blønden-mærke

#### 8. Kan der være pesticider i miljømærket tekstil?

- A. Ja, men der er strenge grænser for hvor meget, og det bliver kontrolleret
- B. Nej, det må være ingen smidskemidler i tekstilerne
- C. Ja, men kun hvis det er tekstiler af polyester

#### 9. Er miljømærkede tekstiler lavet af økologiske materialer?

- A. Ikke nødvendigvis
- B. Næsten altid
- C. Ja, 100% polyester

#### 10. Kan miljømærket tekstil indeholde farvestoffer med tungmetaller?

- A. Ja, men kun i meget begrænset mængde, og tungmetallerne må ikke være under et bestemt niveau
- B. Ja, men ikke på den måde at det kan komme ind i huden
- C. Nej



## **4.11 Activities and results in POLAND**

### **4.11.1 The Situation, Market Potential, Strategy**

The national eco-labelling system was set up in Poland in 1998. Due to the relatively late start-up, there were only 10 product criteria in 2002 and some 18-20 eco-labelled products (soil improvers, copying papers). Nevertheless, there are 2 Polish products awarded with the EU eco-label (all-purpose cleaner and soil improver).

Despite ambitious national targets, i.e. from 2004, the share of environmentally friendly goods in public purchases should grow by 10% each year and to reach 50% in 2008 (see the Polish Environmental Policy for 2003- 2006), the demand for environmentally friendly products is low and its increase is slow. Producers often characterize their products as environmentally friendly but in practice the definition of environmental friendliness is vague, it often refers to partial environmentally friendly aspects. Market surveys show that consumers' choices continue to be influenced almost exclusively by the price of the product, quality considerations are much less important.

With the dynamic economic development of the country, this situation is changing. The Polish Competent Body suggested textile products, tissue paper and detergents as target product groups.

According to marketing studies, the Polish market of tissue papers is expecting dynamic growth. Consumption is significantly lower than in Western Europe. The industry is dominated by large foreign / international companies that are interested in export as well. (Several companies are located close to the western border of the country to be closer to the Western European market.) Two companies are awarded by the national eco-label for tissue paper products so they might be interested in the EU eco-label as well.

In case of tissue paper, the term "environmentally friendly" has a peculiar connotation. Marketing specialist point out that it reminds people of the characteristic poor quality toilet paper of the 1980's produced exclusively from recycled waste paper that looked and smelled bad. Therefore when marketing in Poland the EU eco-label for tissue paper, the high quality of eco-labelled product must be emphasized.

The market of detergents is highly competitive. It is also dominated by large international companies. Their brands represent over 80% of sales. Despite its highly competitive nature, this market is difficult for promoting the EU eco-label as the main producers' association strongly opposes products standards. The market, however, is polarized, and smaller producers are expected to be interested in the eco-label.

The Polish market of textile products is characterized by keen competition of producers. Dynamic growth of imported goods threatens the position of domestic producers. The Polish Chamber of Clothing and Textile Producers recommends its members to produce high quality, innovative products. The eco-label can be a useful tool for textile producers in the competition with cheap, low quality products; this feature should be emphasized in the marketing campaign.

The **strategy** in Poland consists of the following steps:

- Preparing database of the stakeholders, media and events of the selected product groups
- Contacting stakeholders of the selected product groups and build cooperation with them in providing basic information on the EU Eco-label, and identifying potential applicants
- Preparing information materials
- One-to-one contacts with potential applicants
- Collecting information/success stories of successful applicants for future marketing activities
- Seminar for future applicants during the Flower Week

The Polish CB suggested having one-day seminars for each product group and/or one-day seminars at 4 different locations in Poland during the Flower week. The Flower week, however, is too late for starting contacts with the members of industrial associations. Instead, contacts will be made via telephone, letter and email, and the Flower Week seminar will be targeted ad future applicants.

#### **4.11.2 Identified companies in Poland**

<b>Product groups</b>	<b>Number of identified Polish producers</b>	<b>Number of producers with Polish eco-label</b>
Textile products	38 (the Polish Professional Association of Textile producers has over 50 members)	
All purpose cleaners	34 / 60	1
Tissue papers	12 / 16 (there are more than 30)	

#### **4.11.3 Activities done**

- Contact with the Competent Body (i.e. the Polish Centre for Research and Certification was established in January. Ms. Joanna Tkaczyk recommended three product groups as focus for the campaign. She sent information on the Polish market of tissue paper and detergents and suggested a strategy. Unfortunately, her timescale did not fit the project's deadline, therefore a compromise had to be made. (See above).
- Basic market research has been conducted and a database of producers associations, their newsletters, major producers of targeted product groups prepared, timetable of fairs and conferences checked. This database was also sent to the Polish CB.
- Information materials were collected from the EU website and the website of the Polish CB and supplemented with some relevant information (e.g. number of products awarded by the EU eco-label in the target product groups, availability of eco-labelled products of the target product-groups on the Polish market, relevant website addresses). These materials have been used to inform producers on the Flower.



**Letters to paper producers**

**Paoli Daniela Witek**  
Dyrektor ds. Marketingu

Szanowni Państwo!

Centrum Studiów Ekologicznych z polecenia Dyrektoriatu Generalnego ds. Środowiska w Komisji Europejskiej prowadzi kampanię marketingową w celu jak najszerszego rozpowszechnienia i popularyzowania wspólnotowego oznakowania ekologicznego Eco-label.



Wspólnotowe oznakowanie ekologiczne „Eco-label” został ustanowiony od 1992 r. jako dobrowolny „zielony znak”, mający na celu zachęcenie firm do wytwarzania wyrobów, które są mniej szkodliwe dla środowiska. Europejski Znak jakości jest głównym oficjalnym europejskim wyróżnieniem, przyznawanym wyrobom spełniającym wyższe normy środowiskowe. Dotychczas, ponad 2000 wyrobów około 300 producentów uzyskało certyfikat „Eco-label”, co wskazuje na popularyzację oznakowania ekologicznego Unii Europejskiej.

Wyroby z bibuły zdobyły 139 certyfikatów. Oznacza to, że konkurencja ekologiczna na rynku papieru z bibuły rozprzecz się.

Wspólnotowe oznakowanie ekologiczne wyróżnia produkty spełniające standardy wysokiej jakości i jednocześnie przyjazne dla środowiska. Wspólnotowym oznakowaniem ekologicznym mogą być oznakowane tylko takie wyroby, które spełniają rygorystyczne kryteria w zakresie ochrony środowiska i zostały zatwierdzone przez niezależną instytucję badawczą. Inne znaki ekologiczne dotyczą szczegółowych kwestii związanych ze środowiskiem, takich jak efektywność energetyczna czy możliwość recyklingu, natomiast wspólnotowe oznakowanie ekologiczne jest potwierdzeniem niewielkiego wpływu wytworzonego na środowisko przez cały okres użytkowania wyrobu, od produkcji po utylizację. „Eco-label” oferuje konsumentom dalsze możliwości wyboru.

Eco-label jest kolejnym znakiem jakości, promującym i zwiększającym wartość towaru na rynku Europejskim. Konsument może go w krajach Unii Europejskiej oraz w Norwegii, Lichtensteinie i w Islandii.

Dalsze informacje można znaleźć na następujących stronach internetowych:

- na temat systemu „Eco-label”, jego charakterystyki, uczestników, procesu certyfikacji: <http://ec.europa.eu/environment/ecolabel>, <http://www.pcbc.gov.pl/ecolabel/>, <http://www.pcbc.gov.pl/ecolabel/pliki/brochure.pdf>
- na temat grupy wyrobów z bibuły: [http://ec.europa.eu/environment/ecolabel/product/pg\\_paperpaper\\_en.htm](http://ec.europa.eu/environment/ecolabel/product/pg_paperpaper_en.htm), [http://www.pcbc.gov.pl/ecolabel/index.php?page=kryteria/papier\\_kryteria\\_en](http://www.pcbc.gov.pl/ecolabel/index.php?page=kryteria/papier_kryteria_en)
- na temat szczegółowych kryteriów: [http://ec.europa.eu/environment/ecolabel/documents/paperpapercriteria\\_en.pdf](http://ec.europa.eu/environment/ecolabel/documents/paperpapercriteria_en.pdf), <http://www.pcbc.gov.pl/ecolabel/documents/Decyzja%20dot%20bibu%20pl.pdf>
- na temat opłat zgłoszeniowych i rocznych: [http://ec.europa.eu/environment/ecolabel/documents/fee\\_fees\\_en.htm](http://ec.europa.eu/environment/ecolabel/documents/fee_fees_en.htm), <http://www.pcbc.gov.pl/ecolabel/pliki/decyzja%20dot%20oplaty.pdf>

lub uzyskać bezpośrednio od właściwego organu (Polskie Centrum Badań i Certyfikacji S.A.):

- dr Joanna Tkaczyk, Kierownik Zespołu ds. Wspólnotowego Oznakowania Ekologicznego ECO-LABEL, tel. + 48 22 4645200, e-mail: joanna.tkaczyk@pcbc.gov.pl
- Andrzej Dział, Kierownik Zespołu Certyfikacji Wyrobów Ogólnopozyskowych, tel.: +48 22 4645300, 4645305, e-mail: adzial@pcbc.gov.pl

W załączniku przesyłam kilka materiałów informacyjnych:

- o wspólnotowym oznakowaniu ekologicznym i
- o oznakowaniu Eco-label wyrobów z bibuły

Mam nadzieję, że załączone materiały informacyjne zainteresują i przekonają Państwa o zaletach stosowania znaku Eco-label.

Nadajcie swoim wyrobom wyróżniający znak doskonałości ekologicznej! Zyczymy Państwu sukcesów w ubieganiu się o „Eco-label”.

**Letters to detergents producers**

**Szanowni Państwo!**

Centrum Studiów Ekologicznych z polecenia Dyrektoriatu Generalnego ds. Środowiska w Komisji Europejskiej prowadzi kampanię marketingową w celu jak najszerszego rozpowszechnienia i popularyzowania wspólnotowego oznakowania ekologicznego Eco-label.



Wspólnotowe oznakowanie ekologiczne „Eco-label” został ustanowiony od 1992 r. jako dobrowolny „zielony znak”, mający na celu zachęcenie firm do wytwarzania wyrobów, które są mniej szkodliwe dla środowiska. Europejski Znak jakości jest głównym oficjalnym europejskim wyróżnieniem, przyznawanym wyrobom spełniającym wyższe normy środowiskowe. Dotychczas, ponad 2000 wyrobów około 300 producentów uzyskało certyfikat „Eco-label”, co wskazuje na popularyzację oznakowania ekologicznego Unii Europejskiej.

Wyroby środków czystości zdobyły 252 certyfikaty. Z tego 15 wyrobów można już kupić w Polsce. Oznacza to, że konkurencja ekologiczna na rynku środków czystości rozprzecz się.

Wspólnotowe oznakowanie ekologiczne wyróżnia produkty spełniające standardy wysokiej jakości i jednocześnie przyjazne dla środowiska. Wspólnotowym oznakowaniem ekologicznym mogą być oznakowane tylko takie wyroby, które spełniają rygorystyczne kryteria w zakresie ochrony środowiska i zostały zatwierdzone przez niezależną instytucję badawczą. Inne znaki ekologiczne dotyczą szczegółowych kwestii związanych ze środowiskiem, takich jak efektywność energetyczna czy możliwość recyklingu, natomiast wspólnotowe oznakowanie ekologiczne jest potwierdzeniem niewielkiego wpływu wytworzonego na środowisko przez cały okres użytkowania wyrobu, od produkcji po utylizację. „Eco-label” oferuje konsumentom dalsze możliwości wyboru.

Eco-label jest kolejnym znakiem jakości, promującym i zwiększającym wartość towaru na rynku Europejskim. Konsument może go w krajach Unii Europejskiej oraz w Norwegii, Lichtensteinie i w Islandii.

Dalsze informacje można znaleźć na następujących stronach internetowych:

- na temat systemu „Eco-label”, jego charakterystyki, uczestników, procesu certyfikacji: <http://ec.europa.eu/environment/ecolabel>, <http://www.pcbc.gov.pl/ecolabel/>, <http://www.pcbc.gov.pl/ecolabel/pliki/brochure.pdf>
- na temat grup wyrobów „uniwersalne środki czyszczące i środki czyszczące do urządzeń sanitarnych”, „detergenty do mycia naczyń”, „detergenty do mycia naczyń i detergenty do prania” oraz na temat szczegółowych kryteriów: [http://ec.europa.eu/environment/ecolabel/product/pg\\_sanitarycleaning\\_en.htm](http://ec.europa.eu/environment/ecolabel/product/pg_sanitarycleaning_en.htm), [http://ec.europa.eu/environment/ecolabel/product/pg\\_householdcleaning\\_en.htm](http://ec.europa.eu/environment/ecolabel/product/pg_householdcleaning_en.htm), [http://ec.europa.eu/environment/ecolabel/product/pg\\_laundrydetergent\\_en.htm](http://ec.europa.eu/environment/ecolabel/product/pg_laundrydetergent_en.htm), [http://www.pcbc.gov.pl/ecolabel/index.php?page=kryteria/kr\\_kryteria\\_en](http://www.pcbc.gov.pl/ecolabel/index.php?page=kryteria/kr_kryteria_en)
- na temat opłat zgłoszeniowych i rocznych: [http://ec.europa.eu/environment/ecolabel/documents/fee\\_fees\\_en.htm](http://ec.europa.eu/environment/ecolabel/documents/fee_fees_en.htm), <http://www.pcbc.gov.pl/ecolabel/pliki/decyzja%20dot%20oplaty.pdf>

lub uzyskać bezpośrednio od właściwego organu (Polskie Centrum Badań i Certyfikacji S.A.):

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W załączniku przesyłam kilka materiałów informacyjnych:

- o wspólnotowym oznakowaniu ekologicznym i
- o oznakowaniu Eco-label środków czystości.

Mam nadzieję, że załączone materiały informacyjne zainteresują i przekonają Państwa o zaletach stosowania znaku Eco-label.

Nadajcie swoim wyrobom wyróżniający znak doskonałości ekologicznej! Zyczymy Państwu sukcesów w ubieganiu się o „Eco-label”.

Witna 6/1  
Eco-label marketing  
Centrum Studiów Ekologicznych  
(Kierownictwo ds. Europejskiej Komisji)  
e-mail: s.en@kkt-ccs.ltu

## **4.12 Activities and results in SLOVAK REPUBLIC**

### **4.12.1 CB agreement on focus and cooperation**

The start of the cooperation on this project with the Slovak CB was delayed due to organizational/personal changes at the MoE, which was informed about the project from EC. Officially the CB is the MoE, but in practical implementation of the Eco-label is ensured by the Slovak Environmental Agency (SEA), department of environmental management. The first contact with the Agency was made in the beginning of March when MoE sent by email the approval of the project support. Official letter about the project was requested to address the director of the Environmental Agency. After several email exchanges, meeting with the director of the environmental management department Mrs. Bodova was organized in the middle of April.

On this meeting the suggested focus groups were discussed as well as the direction of the project activities. The priorities for the product focus groups were changed to:

- Paints and varnishes,
- Detergents, and
- Paper products (tissue).

The reason for 3 instead of 2 groups is relatively small market with very few national producers. And the exchange of textile products for paper products is that according to the SEA the paper products are more promising focus group for interest in the Flower. (Slovak textile industry is relatively small and last years greatly influenced by the cheap import from Asia).

The detergents and paints and varnishes were selected, because there is relatively many producers in Slovakia in both groups and there is significant orientation on the expert to EU.

Since the start of the cooperation, Mrs. Bodova is in contact with Enviros and helps with contacts of relevant stakeholders within the above selected product focus groups.

Some information are available on the Slovak Eco-label webpage [www.sazp.sk](http://www.sazp.sk) including list of products with awarded national Eco-label, national and EU requirements to obtain the relevant Eco-label.

The key obstacle for application of the Eco-label both national and European is low awareness between the public – final customers. Due to limited budget of the CB/SEA, it welcomes any activity/project, which can help to promote the Flower.

The representative of SEA would greatly appreciated to organize a seminar informing stakeholders of the above focus groups about the EU Eco-label program.

#### 4.12.2 Market research and Strategy

Based on the information from the SEA/CB the following activities were carried out during May 2006:

- ☑ Preliminary research of product focus groups attitude towards labelling /eco-labelling their products,
- ☑ identification of key product groups associations and
- ☑ preparing preliminary list of producers with national eco-label from the focus product groups.

The selected focus product groups vary greatly by the approach to Eco-label.

Following are market overviews for paints and varnishes, detergents and tissue papers focus groups.

The aim of the market overview is to understand the stakeholders structure on the market in order to identify potential applicants for the Flower, and possibilities and barriers for implementation of the Flower within the selected focus product group.

#### 4.12.3 Market analysis – tissue paper, Slovakia

**Structure of the producers.** According to the internet information, there are only two large corporations producing tissue paper in Slovakia. These are Tento a.s. and SHP Group. They are both members of the Slovak paper industry association, which has 11 members.

Tento a.s. obtained and renewed the national Eco-label for 10 products since 1998.

**Market development.** There are some 150 million consumers in the Central-Eastern European markets using nearly 700,000 tones of tissue paper per year. The annual consumption per capita is between 3-7 kg and due to the increase in the standard of living, which is growing by 5-10% - much faster than in Western Europe.

The above mentioned Slovak companies (Tento and SHP Group) produced in 2005 139.000 tons of tissue paper, which is 2,9% increase compared to 2004 production. Majority of the production goes on export to EU and Eastern Europe.

#### 4.12.4 Market analysis – paints and varnishes focus group, Slovakia

**Structure of the producers/importers.** According to the information from the Slovak chemical and pharmaceutical association, there are 17 associated producers of paints and varnishes in Slovakia. From the internet search the number of the producers appeared higher, amounted to about 30 producers and importers.

There are 2 producers, which obtained the national Eco-label for their products since 1997. These producers are Chemolak, a.s. and PAM s.r.o. Chemolak has obtained the

eco-label for 2 products and PAM for one. More detailed description of the Chemolak activities is enclosed in the Annex to this report as its considered as potential applicant for the Flower.

**Development of the market.** National producers are oriented both on Slovak, EU and Eastern Europe markets.

The key player on ythe Slovak market is Chemolak, a.s. Until recently it produced about 80% of the production among Slovak producers. It has wide distribution network with its own shops in more then 50 towns in Slovakia and the Czech Republic. The dynamic of the market is similar to the Czech market described in the Czech Republic final report. There is strong competition from EU producers; therefore in the balance the import exceeds the export.

**Experience with environmental care.** Chemolak has implemented the ISO 14001 and responsible care program. And it was awarded many quality prizes. Some other bigger producers follow similar trend and consider the implementation of such systems is sufficient to prove customers the corporate care for the environment.

Nevertheless the companies, which already implemented ISO 14001 or responsible care are potential applicants for the Flower as they wish to place more products on EU market.

**How the final customers choose the product (price/quality).** Final customers shop more and more in growing hypermarkers, therefore is more difficult to keep own specialized shops for the producers. Common customers select the paints and varnishes based on quality characteristics and price. There is very little interest in considering environmental criteria. Similar situation is with industry customers.

**Producers' knowledge of the benefits and requirements of the EU Eco-label.** Based on the information from the SEA/CB, there is very little or no knowledge about the national or EU Eco-label program between producers except the two above mentioned companies, which obtained the national Eco-label. There will be similar situation as in the Czech Republic, where final customers and distributors are not aware of the Eco-label, thus producers are not being asked for Eco-labeling their products.

So the main needed activities in this products groups seems promotion of the eco-label between distributors/shops and final customers.

#### **4.12.5 Market analysis – detergents focus group, Slovakia**

**Structure of the producers/importers.** According to the information from the Association of Chemical and Pharmaceutical Industry of the Slovak Republic (ACPI), there are over 20 producers and distributors of detergents in Slovakia. In between traditional Slovak producers there are also big international corporations such as Henkel. The list of key producers and distributors is listed in the annex.

No producer of detergent obtained national or EU Eco-label.

The Association of Chemical and Pharmaceutical Industry of the Slovak Republic focus its activities and deliberations among others on:

- Support of enterprising of its member entities, particularly by means of specialized information services,
- Continuous deepening and extension of environmental protection and care, mainly by means of the Responsible Care Project.

**Development of the market.** The following table presents the development of detergents and soups sales on the Slovak market in mil. SK<sup>9</sup>.

	2001	2002	2003	2004
<b>sales</b>	2274	2060	1739	1014
<b>profit</b>	162	145	333	28

The 2005 sale of Henkel Slovakia was 750 mil. SK, so this company delivers majority of products on the SK market in detergent category.

The sale of Slovak detergent producers has been falling down during last five years, but its not true for Henkel, which sale was growing. The biggest decrease was caused by continuous restructuring of the industry and loosing on export of detergents. Based on the information from Slovak rating agency some of the characteristics of the sector, which may causing sales fall downs are: high energy and material consumption, dependency on exchange rate fluctuation, continuous restructuring of privatized companies.

**Experience with application of quality marks and national eco-label (view of the distribution stakeholders and final consumers).** Several producers have implemented ISO 9001 or responsible care program. No producer has implemented ISO 14001 nor obtained any Eco-label. From search over the web pages of the companies, it is obvious that the companies care about customer. For example they publish the content of the washing powder and other products. As there was no Eco-label specialized market research carries out, there is no information, about which criteria are of the most importance when shopping for detergents. But most probably they cover price, quality from experience and impact of commercials.

**Experience with Eco-label use in promotion products.** There has been no specialized promotion of Eco-label on the detergent market in Slovakia due to budget constraints of the SEA.

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<sup>9</sup> The exchange rate is 38,45 SK/EUR

#### **4.12.6 Activities 2006**

**Preparation of materials.** The starter-kit materials for relevant focus groups and CB was received in the beginning of May when the communication about adaptation of the information has started with the CB. As the Slovak CB didn't express their preferences on what to translate or adapt the same approach was used as in the Czech Republic. The kit's information materials in English, Czech and Slovak were used for the companies interested in information on Eco-label during August till October.

**Preparation of presswork.** So far one article promoting the Flower was published in magazine *Environmentálne aspekty* – it's the same article as published in the Czech Republic (see the Czech part for details).

The information about the Flower was published on the CB website and several websites oriented on customers oriented on environmental issues.

**Contact research and first contacts.** (stake holders, events, potential applicants) The list of identified and contacted stakeholders from all focus groups is listed in annexes of this report.

Concerning potential applicants – the communication with potential applicants took place in between July and October 2006 based on the list of producers as attached.

**Events** – we investigated the possibility organize a seminar focused on Flower implementation in the relevant sectors, but there were not enough interest from the producers.

#### **4.12.7 Results 2006 and later**

Within this project we contacted 23 producers from the detergents, paper tissues, paints and varnishes in between July and end of October 2006. Responses from producers were hard to get and if obtained, almost all interests were frozen after information about the payment for the Eco-label. The only interested producers remained:

- Chemolak from the paints and varnishes category (starter kit was sent to them with contacts to the Slovak CB and CB was informed),
- Herba Drug from the detergent category (starter kit was sent to them with contacts to the Slovak CB and CB was informed), and
- Anex Malženice from the detergent category (they requested information on cost, which was responded by the CB).

In several other cases further information was requested.

#### **4.12.8 Conclusion for 2007**

Based on the experience gained so far within the project, the producers don't have interest in the Flower as they haven't come across the demand from their customers. Therefore marketing activities oriented only on producers have negligible impact. Based on the discussion with the Eco-label Agency representatives, it is suggested that the marketing activities in 2007 shall be **more focused on customers and shops/traders**. In our opinion the customers/shops has to create the demand for eco-label, then the producers may be more motivated to implement the Eco-label. The activities focused on customers and shops could cover participation in radio or TV broadcasting. And marketing materials distributed to shops or shopping centres.

Perhaps the activities in Czech and Slovakia could be combined due to interlinked market and similar languages, but it would be very beneficial to appoint a Slovak partner e.g. Cleaner production centre.

Also it seems that a strong leading example of a successful company can be the motivation factor for other players in the sector.

## 4.13 Activities and results in SWEDEN

### 4.13.1 Situation in Sweden

In Sweden, the Nordic Swan is much better known and preferred compared to the EU Ecolabel. 90% of the consumers have a qualified knowledge of the Swan and only 5% knows what the EU Ecolabel stands for (SIS Eco-Labeling and Taloustutkimus, 2004). This makes it very hard for the EU Ecolabel to enter the market.

As shown in the table below, most of the 15 EU Ecolabel licenses in Sweden are on textiles and paints and varnishes. In comparison there are 805 licenses for the Nordic Swan in Sweden.

<b>EU Ecolabel licenses in Sweden</b>	<b>Total 15</b>
Textiles	6
Paints and varnishes	6
Tissue paper products	1
Soil Improvers	-
Dishwashing detergents	1
Mattresses	-
Footwear	-
Laundry detergents	-
Copying paper	-
Refrigerators	-
Dishwashers	-
Light bulbs	-
Personal computers	-
Portable computers	-
Washing machines	-
Hand dishwashing detergents	-
Hard floor coverings	-
All purpose cleaners and cleaners for sanitary facilities	1
Televisions	-
Campsites	-
Tourist accommodation	-
Lubricants	-
Vacuum cleaners	-

### **4.13.2 Focus adjustment and strategy**

In Sweden the "EU Ecolabel Marketing Acquisition Project" has been conducted in close cooperation with Ecolabelling Sweden. The project have focused on textile products and Valør & Tinge have arranged and facilitated a seminar in Stockholm where Ecolabelling Sweden have invited textile manufacturers, professional purchaser of textiles and other relevant stakeholders.

Ecolabelling Sweden participates in the common Nordic project "A Good Start", that promotes both the EU Ecolabel and the Nordic Swan on product groups related to babies and children. But Sweden is not planning a "Baby Week" campaign in October 2006.

Sweden will use the "Marketing Acquisition Project" to attract more license holders on textiles, especially work wear and textiles for furniture for the business-to-business market.

### **4.13.3 Activities 2006**

**Phone conference June 15<sup>th</sup>.** Valør & Tinge and 2 employees from the competent body participated. We discussed the marked situation for ecolabelled textiles in Norway and we decided to have a seminar in Stockholm on September 26<sup>th</sup>. The seminar should present the Danish experiences with promotion of textiles with the EU Ecolabel, especially towards professional purchasers, and the possibilities of applying for the EU Eco-label.

**Seminar September 26<sup>th</sup> in Stockholm.** The purpose of the seminar was to attract new textile applicants to the EU Ecolabel scheme and to tell professional purchasers about the benefits of the EU Ecolabel. We invited 53 companies/organisations (Swedish textile producers, professional purchasers and other interested parties) to the seminar (see Annex) and the competent body called all invited companies/organisations to get as many participants as possible.

We invited two companies as keynote speakers to attract more participants – a large Danish manufacturer of work wear who successfully sells work wear with the EU Ecolabel on the business-to-business market and a Swedish professional purchaser of textiles who place environmental demands on their suppliers.

We developed a seminar programme with the following agenda:

1. Introduction / by Anders Moberg Ecolabelling Norway
2. Danish experiences with B2B-marketing of textiles with the EU Ecolabel /by Anette Petersen, Valør & Tinge
3. The EU Ecolabel on work wear – efforts and benefits /by Kim Christensen, F. Engel Work Wear
4. Environmental demands in textile purchasing – experiences from Västra Götalandsregionen /by Birgitta Nilsson, Hållbar Idé
5. How to apply for the EU Ecolabel /by Anders Moberg Ecolabelling Norway

**Preparation of materials.** We made a PowerPoint presentation with the Danish experiences for the seminar in Stockholm (see Annex).

**Preparation of presswork.** We made 2 articles for the ecolabelling news letter and industry organisations newsletters about work wear with the EU Ecolabel (see Annex).

#### **4.13.4 Results 2006 and later**

There were 15 registered companies/organisations for the seminar on September 26<sup>th</sup> but only **7 participants** showed up. We had a very interesting discussion that revealed opportunities and barriers for promotion for the EU Ecolabel on the Swedish business-to-business market. **2 of the participating textile producers will seriously consider applying** for the EU label and will continue the dialogue with the competent body.

The competent body will place the **2 articles** in relevant industry new letters.

#### **4.14.5 Conclusions for strategy and activities 2007**

Next step in the Swedish efforts to increase the interest of the EU Ecolabel on the business-to-business market will be individual contact to Swedish producers of work wear and furniture textile. Also establishing of a dialogue forum or network for professional purchasers was discussed as an efficient way to raise the knowledge of the EU Ecolabel among public and private purchasers.

We suggest, that Ecolabelling Sweden points out a Swedish consultant that can continue the work of Valør & Tinge, if Sweden still wants to be part of the "EU Ecolabel Marketing Acquisition Project" in 2007.





## 2 Articles for industry newsletters

### Store virksomheder stiller miljøkrav til arbejdstøj

Når tilstandene af arbejdstøjet bliver værre, kræver det mere vedligeholdelse, og det kan være brugt tekstiler ved fremstillingen af tekstilerne. Men så er det vigtigt, at tekstilindustrien stadig bruger store mængder af sprøjtemidler, fungicider, insekticider, olie og bromerede flamretæmper. Kemikalier, der både skader miljøet og sundheden. Flere og flere virksomheder søger i stedet arbejdstøj, der bærer EU's økologiske blomsten. Blomsten garanterer, at der i produktionen er taget hensyn til miljøet, og at tøj ikke indeholder rester af kemikalier, der kan skade helbredt.

Mange af de kemikalier, som i vid udstrækning bruges i tekstilindustrien, kan skade både miljøet og helbredt. Flere af stofferne er årsag til allergi, kræft, luftforurening og hormonforstyrrelser – eller under udvikling for at være det. I en god del af de tekstilindustrier, der findes på markedet, kan der påføres rester af giftige kemikalier. Det kan derfor være en god ide at vælge nyt tøj, der ikke indeholder rester af giftige kemikalier. Det kan derfor være en god ide at vælge nyt tøj, der ikke indeholder rester af giftige kemikalier. Det kan derfor være en god ide at vælge nyt tøj, der ikke indeholder rester af giftige kemikalier.

Men når store virksomheder som fx SAS og HCO vælger at indkøbe tekstiler med EU's økologiske blomsten, gør de en forskel og indtager et stort rum på markedet. Blomsten garanterer eksempelvis, at tøj ikke indeholder rester af giftige kemikalier. Blomsten garanterer eksempelvis, at tøj ikke indeholder rester af giftige kemikalier. Blomsten garanterer eksempelvis, at tøj ikke indeholder rester af giftige kemikalier.

Læs mere om Blomsten på [www.ecobabel.eu](http://www.ecobabel.eu)

#### Kemikalier i arbejdstøj

- Sprøjtemidler bruges i store mængder ved styring af bomuld for at undgå skadedyr og ulud. Mange af sprøjtemidlene er giftige for både mennesker og dyr.
- Mange tekstillever indeholder tungmetaller, der kan give allergi eller i værste fald være kræftfremkaldende. Tungmetallerne opbejles og i sidste ende kan skade fisk og pattedyrs fødemængder.
- Olier, der bruges til at blødgøre bomuld og uld, kan give hudirritation.
- Konserveringsmidler, der bruges til at overførebehandle stoffer, så det ikke bliver angrebet af skadedyr, kan give kræft og er under indtastning for at være hormonforstyrrende.
- Flamretæmper, der dannes ved brug af antiskummidler, kan være kræftfremkaldende og give allergi.
- Bromerede flamretæmper, der forhindrer materialer i at blive antændt, opbejles i miljøet og er indført for at være kræftfremkaldende.

#### Tre fordele ved Blomsten-merkede arbejdstøj

- Blomsten begrænser resten af sprøjtemidler i bomuld samt brugen og udbredningen af miljøskadelige og giftige stoffer fra fremstilling af tekstiler.
- Arbejdstøj med Blomsten vil ikke indeholde rester af kemikalier, der kan skade sundheden – eksempelvis tungmetaller samt kræftfremkaldende, hormonforstyrrende eller allergifremkaldende stoffer.
- Arbejdstøj med Blomsten er af høj kvalitet, så det holder længe og er let at holde rent og hvidt, og så er det muligt at bruge i en lang tid.

### Vælg tekstiler med Blomsten og støt de ansvarlige tekstilvirksomheder

Nogle kunder der støtter Blomsten, støtter EU's økologiske blomsten og ikke kan se foranstaltning der skal sikre den europæiske tekstilindustri mod unfair konkurrence. Markedet kan også være mod et af have indsigt for miljøets og arbejdstøjets generel. Og det er mange steder lidt stramt.

I de fleste virksomheder ønsker miljøproblemer ikke kun arbejdstøjene. Den afbøde også i omkostningerne for hvem der skal komme på den leveringskæde af varer. Det betyder blandt andet den miljø- og klimaproduktion. Stødt flere eller mindre lever på et økologisk marked, tekstiler og andre varer der produceres med omkostningerne af miljøet. Tekstiler er nemlig et produkt der er fremstillet ud fra råvarer som bomuld og uld fra EU-landene. Gode tekstilindustri materialer som bomuld i mange forskellige former kan miljøet. Ud over de miljøvenlige tekstiler, støtter Blomsten en række tekstil til kvalitet og funktion. På den måde får brugerne en ekstra sikkerhed for arbejdstøjets evne til at holde form og hvidt.

#### Blomsten som miljøcertifikat

En miljøcertifikat og tekstilindustri på denne linje mange europæiske producenter til at fremstille tøj af råvarer, hvor der ikke er brug for sprøjtemidler, miljøvenlige og arbejdstøj. I mange tekstilindustri er der ingen kontakt med tekstilindustriens produktionsmetoder og arbejdstøj. I tekstilindustri bruges der sprøjtemidler, som for eksempel i tekstil i EU, og arbejdstøj fra forskellige lande uanset om det er tekstil og forurener tekstilindustri.

I dag er EU's tekstilindustri Blomsten det bedste eksempel til at støtte miljøet. Blomsten er et tekstil, der understøtter EU's tekstilindustri. Blomsten garanterer, at tekstilerne er fri for sundhedskadelige kemikalier. Virksomheder, der vælger de miljøvenlige tekstiler, støtter ikke blot deres medarbejdere, men styrker samtidig den ansvarlige del af industrien – og dermed tekstilindustriens egen fremtid.

Blomsten garanterer, at tekstiler i hele den leveringskæde – lige fra råvarer til produktion af tøj – er fri for og indeholder ikke rester af giftige kemikalier, der kan skade miljøet og sundheden. Blomsten er et miljø- og sundhedsvenligt tekstil, der understøtter EU's tekstilindustri. Blomsten garanterer, at tekstilerne er fri for og indeholder ikke rester af giftige kemikalier, der kan skade miljøet og sundheden.

#### Værdiskabende samarbejde med leverandere

Arbejdstøjleverandere i EU. Det betyder, at Blomsten på forhånd af deres arbejdstøj, og arbejdstøj leveres med et til tekstilindustri på miljøets og arbejdstøjets generel.

tekstilindustri. Det økonomiske arbejdstøj fremstilles i EU, mens tekstiler og tekstilindustri leveres som tekstilindustri i Østen og Kina. F. Eks. er en tekstilindustri virksomhed med tekstilindustri på tekstilindustri. Blomsten er en tekstilindustri virksomhed med tekstilindustri på tekstilindustri. Blomsten er en tekstilindustri virksomhed med tekstilindustri på tekstilindustri.

Arbejdstøj leverandere, der støtter Blomsten, støtter EU's økologiske blomsten og ikke kan se foranstaltning der skal sikre den europæiske tekstilindustri mod unfair konkurrence. Markedet kan også være mod et af have indsigt for miljøets og arbejdstøjets generel. Og det er mange steder lidt stramt.

#### Blomsten som miljøcertifikat

En miljøcertifikat og tekstilindustri på denne linje mange europæiske producenter til at fremstille tøj af råvarer, hvor der ikke er brug for sprøjtemidler, miljøvenlige og arbejdstøj. I mange tekstilindustri er der ingen kontakt med tekstilindustriens produktionsmetoder og arbejdstøj. I tekstilindustri bruges der sprøjtemidler, som for eksempel i tekstil i EU, og arbejdstøj fra forskellige lande uanset om det er tekstil og forurener tekstilindustri.

Læs mere om Blomsten på [www.ecobabel.eu](http://www.ecobabel.eu)

#### Tre fordele ved Blomsten-merkede tekstiler

- Blomsten begrænser resten af sprøjtemidler i bomuld samt brugen og udbredningen af miljøskadelige og giftige stoffer fra fremstilling af tekstiler.
- Tekstiler med Blomsten vil ikke indeholde rester af kemikalier, der kan skade sundheden – eksempelvis tungmetaller samt kræftfremkaldende, hormonforstyrrende eller allergifremkaldende stoffer.
- Tekstiler med Blomsten er af høj kvalitet, så det holder længe og er let at holde rent og hvidt, og så er det muligt at bruge i en lang tid.

## 5. Sectoral activities

The following chapter deals with project activities focussed on a special product group towards companies all over Europe.

The following strategy explains the co-working of national and sectoral action in both acquisition and product marketing in this project:



## **5.1 Activities and results in the field of LUBRICANTS**

### **5.1.1. The lubricants market**

The European market demand for lubricants is estimated at about 5 million tonnes.

Germany is the largest national market for lubricants in Europe and ranks fifth in global terms with a total lubricant consumption. The market volume has shown no considerable increase the last 10 years due to the fact that in almost all application areas, efforts have been made to increase the useful life of lubricants.

The industry makes a distinction between automotive lubricants (such as engine oils and transmission fluids), industrial lubricants (such as hydraulic fluid and gear oil), marine and aviation lubricants and process oils.

The majority of the lubricants consumed in EU is used as automotive lubricant (2,5 million tonnes; that is 47%) while industrial lubricants account for 1,7 million tonnes (32%), marine and aviation lubricants for 0,5 million tonnes (9,4%) and process oils for 0,6 million tonnes (11,3%). Hydraulic oils make up the biggest part of industrial oils and are the second most important group of lubricants after automotive lubricants accounting for about 15% (0,75 million tonnes) of the total lubricant consumption.

Worldwide there are 1.700 manufacturers of end-product lubricants ranging from large to small. Some 300 of them are located in Europe. Besides there are approximately 380 blending and packaging plants and 90 grease manufacturers in Europe. These are mainly vertically integrate petroleum companies whose main business is the discovery, extraction and refining of crude oil (ExxonMobil, Shell, BPI, Total etc). Lubricants account for only a very small part of their business. Less than 2% of lubricant manufacturers produce more than 60% of the global lubricant volumes.

**The market of lubricants marketed as 'biolubricants'** . Due to growing concern regarding the environmental impact of lubricants entering the environment, the associated costs and the environmental regulation in some European countries lubricant companies have developed 'environmentally friendly lubricants' also known with the term 'biolubricants'. So far only a few EU states have regulations in place specifically stipulating the use of biolubricants. Besides regulations, national environmental standards (Eco-labels) and national financial incentives have contributed to the development of the biolubricants market.

Although all major petrochemical companies (Shell, Total, Mobil, BP) are able to provide biolubricants there are also many independent suppliers active in the market. There are about 70 to 80 independent manufacturers focusing only on biolubricants, supporting 80% of the biolubricants market. Often, it is these specialized companies the ones providing the major petrochemical companies with their biolubricants range. Key players - besides the major oil -companies include AGIP, Addinol, Binol, Blaser, Cargill, Carl Bechem, Fuchs Petrolub, Kajo Chemie, Klüber Lubrication, Karlshamn, Novance, Panolin, Raisio, Zeller and Gmelin and many others.

There is a range of definitions being utilized to determine 'biolubricants', however, today no universal definition remains. In all different current discussions, environmental friendly lubricants are products showing a certain extend of rapid biodegradability and

low environmental toxicity. Sometimes renewability is also seen as an environmental objective. In the beginning of the development of environmental friendly lubricants (some 20 years ago) the focus was on the formulation of products based on pure vegetable oils. Over the last ten years, however, the trend has been the use of synthetic ester types, which may be partly derived from renewable resources (either vegetable oil or animal fat based). Other types of chemistries currently marketed as biolubricants include polyalkylene glycols and poly-alpha-olefines (which are not renewable). Major applications of biolubricants in Europe are presented in the following table:

<b>The "bio"- lubricants market</b>					
Consumption (1000 tones/a) in Europe					
Applications	All	Vegetable	Synthetic	Total	%
Automotive	1680	0	22	22	1.3
Two stroke	30	1	1	2	6.7
Aviation	10	0	10	10	100
Automotive	300	0	4	4	1.3
Industrial gear	100	1	2	3	3
Hydraulic fluids	660	17	22	39	5.9
Compressor	40	0	15	15	37.5
Metal working	400	5	20	25	6.3
Textile oils	15	1	2	3	20
Chainsaw oils	41	17	3	20	48.8
Mould release	100	12	3	15	15
Greases	132	2	3	5	3.8
Other	1242	2	7	9	0.7
<b>Total</b>	<b>4750</b>	<b>58</b>	<b>114</b>	<b>172</b>	<b>3.6</b>

*Source: Nehls, Eric, Ciba, presentation during the International Conference on Tribology of Alternative Fuels and Ecolubricants, May 30, 2006 Vienna*

According to the above-mentioned figures, the largest market share of biolubricants is hydraulic fluids. Metalworking fluids hold the second largest share followed by automotive engine oils and chainsaw oils.

The figures show which fraction of the lubricants market (3,6%, that is 172.000 tonnes/a) is interested in some kind of environmental performance. Due to the lack of one universal definition for biolubricants, these figures do not show whether this is related to biodegradability, renewability or both - whether or combined with low environmental toxicity.

**The market of biolubricants meeting the European Eco-label requirements.** The market of biolubricants meeting the European Eco-label requirements is expected to be only a fraction of the current biolubricants market. Not all chemistries currently used in products marketed as biolubricants can meet the European Eco-label criteria as only products based on renewable resources are eligible. Besides the European Eco-label does not cover metal working fluids and automotive engine oils that are marketed with (some kind of) environmental arguments.

After the publishing of the criteria for the European Eco-label Lubricants in the Official Journal in April 2005, only one company from Finland (BINOL BIOSAFE OY) with 4 products (BioSafe series) has been issued to a lubricant product. Soon followed by a French company with one product (Novance).

**National and EU policies.** This paragraph gives an overview of the policies in Europe in the field of biolubricants. Note that the term 'biolubricants' in this paragraph is used to denote products, which are either ready biodegradable, and / or from renewable resources mostly exhibiting also low ecotoxicity. The term 'biolubricants' does not necessarily mean lubricants meeting the European Eco-label requirements.

At present there is no pan-European legislation directly addressing the use of biolubricants, only one indirect measure included in the European regulation on recreational craft. According to the Amendments on *Directive 94/25/EC on the Approximation of the Laws, Regulation and Administrative Provisions of the Member States relating to Recreational Craft*, Member States must consider to introduce national supportive policies to encourage the use of biodegradable oils to reduce water pollution from the recreational sector.

In several German *Länder* as well as in Austria and Switzerland legal regulations forbid the use of toxic non-biodegradable lubricants on and around lakes and particularly around the lake Konstanz (since 1982) and the Bodensee, primarily to protect drinking water quality. In Germany also the Blue Angel lubricants is in place, a well-established label recognized in all Europe. Finally, the German Ministry of Consumer Protection, Food and Agriculture (BMELV) has introduced the German Market Introduction Programme (MIP) "Biolubricants and Biofuels" in 2000 to support the market introduction of biolubricants. The program helps end-users, willing to use products from domestic agriculture, with financial support to convert their machines.

France has no financial incentives in place to promote the use of biolubricants. However, the Environment and Energy Control Agency has different project running on the development and use of biolubricants.

In the UK there is also no regulation in place. In UK we find research and market introduction activities on biolubricants which are led by Defra (Department for Environment, Food and Rural Affairs) in consultation with the Environment Agency, Forestry Commission and British Waterways. Defra is of the opinion that demonstration of suitability for use and requirements on procurement are the key levers government should be using to achieve increased use by industry.

In Belgium there is regulation, which requires biolubricants to be used in all operations taking place near non-navigable waters. We have not been able to establish what is the effect of this law on the use of biolubricants in Belgium.

In the Dutch Ministry of VROM (Spatial Planning, Housing and the Environment) has issued a tax incentive affecting lubricants: the VAMIL regulation, which provides for accelerated depreciation on environmental investments. The VAMIL regulation is proven to be very effective. Besides, in 2004 the State Secretary Mr Van Geel of VROM formulated the national objective, i.e. that in the year 2010, 50% of the Dutch government contracts would be sustainable. We expect that this measure will boost the market for biolubricants and will form a unique opportunity for the promotion of the European Eco-label.

There is no regulation in Scandinavia stipulating the use of biolubricants, however in environmental sensitive sectors companies require the use of biolubricants that meet the environmental criteria established by the Swedish Standard and / or the White Swan.

The Italian market of biolubricants is supported (to some extent) by the establishment of a tax on mineral oils.

Finally, in Portugal a regulation from 1991 stipulates the use of engine oils in outboard two-stroke motors with a biodegradability of at least 66% according to CEC L-33-T-82.

### 5.1.2 Completed and current activities 2007

**Key stakeholder contacts.** A list of relevant contacts was prepared containing contact details of

- Competent Bodies and other organisations (consultants, organisations etc.) relevant or helpful for companies in the application procedure (e.g. for a list of national support contacts)
- Providers of lubricants, additives and base oil (production, trading, retailing etc.)
- Lubricant trade associations

A file with all contacts is provided in the data annex. All companies involved in the process of the designing of the criteria have received a **letter providing assistance** for applying for the European Ecolabel Lubricants. For the first 10 companies the assistance is offered for free.

Besides, **Competent Bodies and the other contacted organizations were asked to actively circulate** information about these promotional activities among their own industrial contacts, which may not be included in IVAM's network.

Additionally, all companies Competent Bodies and the other contacted organizations were invited to share with us their overall opinion about the criteria by means of a **questionnaire** (see the annex at the end of this chapter). Companies are offered in this letter the possibility to get individual assistance with

- understanding and interpreting the criteria,
- compiling their technical dossiers and, if necessary,
- redesigning their products to meet the EEL criteria.

Additionally, producers and suppliers of lubricant additives and base oils were informed by the same **letter that they can have their products screened** for fitness for use in an ecolabelled products.

**Company contacts in Europe.** A big number of companies and organizations have been contacted. The companies, which were contacted, are covering the whole European market. As mentioned before (1.1.1) it's only a few companies in Europe that are active in the development of environmental friendly lubricants. There have been personal contacts (either face-to-face or by phone) with 20 companies to discuss their interest in the European Eco-label and to provide them with tailor made assistance. Contacts and extensive ongoing consultation has also been taken place with the Dutch Competent Body on the strategy and the coordination of promotion activities.

**Dutch consultation platform on environmental friendly lubricants.** IVAM participated in the Dutch consultation platform on environmental friendly lubricants organized by the Dutch Ministry of Environment, the Dutch authorities for Water management and representatives of lubricant companies active in this field on 21<sup>st</sup> of March 2006 and 26<sup>th</sup> of September 2006. IVAM discussed during this meeting the possibility to adopt the European Eco-label criteria for lubricants in the Dutch Vamil regulation. To allow such a adjustment of the Vamil regulation to become a success it is necessary to screen the Dutch list of Vamil approved products (the so-called Vamil list) for compatibility with the European Eco-label. As the Dutch Vamil list contains products marketed overall in Europe by international operating companies, the screening of the Vamil list will provide us with a good insight of the current market and allow us to understand whether there is a discrepancy between the current biolubricants and the European Eco-label Lubricants. Since the time and efforts involved with such screening activity is not available within the current project, IVAM looks for additional financial support from national funds.

**Press release.** A press release about the assistance to companies that are considering applying for the European Eco-label was prepared and distributed to specific contacts. The announcement has also been published in IVAM's newsletter (both the English and Dutch version) on 2 April 2006. The press release was published on the web side of MVO on 8 May 2006, the Dutch Product Board for Margarine, Fats and Oils. MVO represents all trade and production companies in the Dutch oils and fats chain.

**International Conference Tribology of Alternative Fuels and Ecolubricants.** A paper with title "The European Eco-label lubricants" (annex IIII) has been prepared for the International Conference Tribology of Alternative Fuels and Ecolubricants, held in Vienna, Austria on 29 – 31 of May 2006 organized by the Austrian Tribology Society in cooperation with CLN Central Petroleum Laboratory, Warsaw, Poland. More information on the conference can be found at <http://www.oetg.at/pan06/>. The paper was published in the proceedings of the conference. A presentation about the European Eco-label lubricants was given during the conference. A brochure on "Why and how" one should use lubricants meeting the European Ecolabel Criteria has been additionally prepared and distributed during the conference together with the general project flyer. The conference program, the paper, the "Why and how" brochure and the Power Point presentation, and some pictures are included in annex IV.

The Vienna conference has been very successful. During the presentation and in informal meetings a lot of contacts have been established with among others lubricant companies and the Austrian authority for the promotion of biomass.

**Green Chemistry workshop in Mamaia, RO.** A presentation on the European Eco-label lubricants was also given during an advanced research workshop on Green Chemistry organized in Mamaia, Romania on 10-11 July 2006.

**Annual conference of ELGI in Prague, CZ.** Another event has been identified where we considered appropriate to present the European Eco-label Lubricants: the annual conference of ELGI, the European branch association of grease manufacturers. The conference was held in Prague, Czech Republic on 23 April 2006. When we contacted the organization of the conference it appeared that the conference program was already settled and that it already included a presentation from Andrew Swallow from Uniqema, UK (base oil manufacturer). For this reason there was no space for Mr Swallow's presentation had as title "Eco-label - how do esters match up?". The message of this presentation was that Uniqema has developed base oils with a satisfactory profile for use in products meeting the European Eco-label requirements. We contacted Mr Swallow and asked him to pass the message to the ELGI audience that IVAM is currently providing assistance to companies that are considering to apply for the European Ecolabel Lubricants.

**Meeting with engineering personnel of a Dutch Ministry, NL.** A meeting was organized with engineering personnel of the Dutch Ministry of Transport, Public Works and Water Management to discuss their informational needs concerning the European Eco-label. Dutch Ministry of Transport, Public Works and Water Management owns and operates objects that require lubrication. The plan of the Dutch government to require that by 2010 50% of the Dutch government contracts should be sustainable has generated a discussion within the Ministry concerning the purchase of environmental friendly lubricants. We discussed how public organizations in their role as user of lubricants can organize the promotion of environmental friendly lubricants. It proved that institutional users of lubricants need practical information concerning the availability of such products and more notably their compatibility with parts of the equipment (filters, coatings, packings etc).

**Meeting with Blue Angel.** A meeting was organized on 1 September 2006 with Dr. Jörn-Uwe Thurner, responsible for the Blue Angel criteria for lubricants and Henning Scholtz and Friederich Degen from the RAL-institute, responsible for the application of the European Eco-label Lubricants in Germany. The purpose of the meeting was to discuss whether there is a gap between the European Eco-label criteria and the environmentally preferable lubricants supported by the Blue Angel. Similar discussions were made Mr Hans Gustafsson of the SP Swedish National Testing and Research Institute, responsible for the Swedish Standard lubricants. Concerning the Blue Angel, and the Swedish Standard our expectation is that the lubricant products that meet the criteria of the national schemes can easily meet the criteria of the European Ecolabel Lubricants (because of the similarity of the structure of the different criteria set).

**Meeting with the Greek CB.** A meeting was organized with Mr Stamatiou of the Greek Competent Body on 31<sup>st</sup> of July to explore the possibilities of setting up in the future promotion activities for the European Eco-label Lubricants. Greece was selected as an example of a country where biolubricants do not experience a high profile or popularity.

### **5.1.3 Next steps**

- Establish contacts with journals to publish articles.
- Continue with acquisition through mailing and telephone calls.

### **5.1.4 Results 2006 and later**

Eleven companies in the field of lubricants of which two major additive suppliers and one base oil supplier have shown interest in applying for the European Eco-label. All companies have been contacted and offered (or are about to be offered) tailor made support. IVAM plays in this the role of advisor to the companies regarding evaluating candidates for the European Eco-label against the published criteria. From our contacts in France and Austria we are aware of another 5 companies (2 in France and 3 in Austria) showing interest in the European Eco-label Lubricants.

An achievement of the last year is that recently Austria adopted the European Eco-label criteria for lubricants into the Austrian system. Although this achievement cannot be directly attributed to our promotion activities, it was us who have been discussing this issue with two of the Austrian companies that have been consulted by the Austrian Consumer Association, which is a representative of the Austrian Eco Label Competent Body. Another major achievement is that two major additive producers have started to evaluate their products for conformity with the EU Eco-label. IVAM plays in this the role of advisor to the companies regarding evaluating candidates for the European Eco-label against the published criteria.

Another achievement is the intention of the Dutch Ministry of Environment to adopt the European Eco-label criteria into the Dutch VAMIL regulation in January 2007. This will be realized only if the Dutch Ministry is confident that a (considerable ) part of the products of the so-called VAMIL list can meet the criteria of the European Eco-label.

In our talks with representatives of national environmental schemes (Swedish Standard and the Blue Angel ) for lubricants we have called for a better cooperation between national standards and the European Eco-label. Since the European Eco-label was modelled after existing national schemes we expect that products that meet the national criteria will easily meet the European ones. Especially the highly successful Swedish Standard and the Blue Angel are using a similar methodology for the evaluating of products as the European Eco-label. A first inventory of possibilities for future cooperation has been made and commitment to such cooperation has been expressed.

Overall we can see that businesses and industry are aware of the existence of the European Eco-label Lubricants. They also express their interest in applying for the label but face problems with formulating suitable products. These problems trace their roots to

the lack of data concerning environmental endpoints that need to be determined for the constituents of the end product. Addressing these weaknesses represents the logical framework for the marketing strategy for the European Eco-label lubricants. The data gap is related to the fact that especially additive producers (and, to a lesser extent) base oil producers have not yet all data necessary for evaluation of a product for conformity with the European Eco-label Lubricants. Closing this data gap will require some investment from the side of the industry. Important companies in this field are already preparing toxicity and fate data. This process is however expected to take some time. IVAM is currently assisting individual companies by helping them identify safer, green chemicals for their formulations. A complicated factor that slows down the gathering of data is the uncertainty concerning the eligibility of existing additives. The companies estimate that they may need to rigorously adapt some of the additive formulations. In this case much higher investments are required in order to provide a final product eligible for the European Eco-label. Besides, if the formulation of a lubricant product is adjusted, then new approvals from Original Equipment Manufacturers are required. This development can take a long time (up to 1,5 year). Especially companies that carry the Blue Angel perceive this as unreasonable. The Blue Angel has a good environmental reputation. Companies with the Blue Angel find it strange that additives, which have been found suitable for the Blue Angel, cannot pass the European Eco-label criteria and ask for a flexible interpretation of the European Eco-label criteria as to allow Blue Angel products to fall within the definition of the European Eco-label. This is to a lesser extent the case for the products meeting the Swedish Standard as this standard is structured in a very similar way as the European Eco-label. It should be the aim of the future activities to find a way to bridge the gap between the Blue Angel and the European Eco-label.

Some companies highly interested in the European Eco-label, have expressed their skepticism concerning the feasibility of the criteria as they stand now. Their expectation is that products that are currently recognized as environmental friendly by national environmental schemes will fail to meet the criteria. The criterion on biodegradability and bioaccumulation (criterion 3) is seen as a (potential) problem. Other companies are skeptical about the required percentage of renewable materials.

Another problem that results in slow market penetration is that producers of base oils and additives consider the information required by the European Eco-label Lubricants as confidential business information. This kind of restrictions undermines the reporting to Competent Bodies. Companies prefer to keep the exact data with one competent authority. This issue should very soon be resolved in order ensure the commitment of interested companies. Lubricant companies have a legitimate interest in protecting their intellectual property. A evaluating system will have to balance the needs of lubricant, additives and base oil producers with those of the competent authorities.

Another factors that hampers the development of European Eco-labelled lubricants mentioned by several industry representatives is the lack of manpower within lubricants companies. Lubricant companies have the last period concentrated their efforts on the developments required to meet the standards set by EURO 4 and EURO 5 concerning the exhaust emissions from vehicles.

### 5.1.5 Conclusions for strategy and activities 2007

We believe that government and EU procurement can have a key role in supporting increased use of lubricants meeting the European Ecolabel. A key action for 2007 would be the screening of lubricants recognized as environmental friendly according to the VAMIL regulation. We expected that the companies will be willing to cooperate now that the Dutch Ministry has announced to think about adopting the European eco-label Lubricants into the VAMIL regulation. Given the fact the products on the VAMIL list are European wide marketed we expect that this activity in the Netherlands will improve our insight over the biolubricants market in whole Europe and the extend to which existing biolubricants can meet the European Ecolabel criteria.

We expect that in a half year time the evaluation of additive components and base oil components of some important companies will be finalized. Once a major oil company markets a differentiated product (in this case one with the Eco-label) then the rest will follow. At the finalization of this process we will generate publicity in journals to show case successful candidates. We therefore suggest continuing with supporting individual companies in understanding and applying the Eco-label criteria up to the end of 2007.

Parallel to this we suggest starting **deploying activities stimulating market demand** by specifically targeting institutional and professional users through 2007-2008. This should involve publishing, workshops / presentations at conferences and fairs for professional users and Original Equipment Manufacturers (OEMs) and face-to-face talks with purchasers and technical staff in governmental organizations and Original Equipment Manufacturers.

We're in contact with companies that are planning to launch new products meeting the European Ecolabel criteria. Another activity we propose for 2007 is to provide publicity to field tests demonstrating the performance of Eco-labelled lubricants in demanding industrial applications while mitigating the risk to the environment. Many users still believe that environmental products are associated with lack of performance. By showcasing product performance it is hoped that traditional misconceptions within conservative industrial groups can be overcome and that the change over to European Eco-labelled lubricants can be accelerated.

Another aim of the future activities is the creation of a network of experts and certified laboratories to provide advice to users and competent bodies regarding testing and data interpretation.

Finally future activities will include the continuation in 2007 of actions towards the **harmonization** of national environmental schemes and policies in the field of environmental friendly lubricants. Industrial users of EU Eco-labelled lubricants operate on a European level. Promotion activities undertaken only on a national level are counterproductive for the wide market introduction of environmental friendly lubricants.





# Lubricant flyer with argumentation

## Why and how to use lubricants that meet the European Ecolabel requirements

The European Ecolabel requirements are designed to ensure that lubricants meet or exceed the technical performance of conventional products for a great number of applications. The actual advantage is that ecolabelled lubricants have limited toxicity to aquatic organisms, have high biodegradability and low potential for bioaccumulation and contain a certain percentage of renewable sources.

Their use is particularly justified in low-temperature and in hydrolic systems operating in environmentally sensitive areas e.g. marine environments and in the proximity of fresh water.

The European Ecolabel criteria resemble the criteria defined in national environmental schemes like the Nordic Swan (Scandinavian countries), the Blue Angel (Germany) and the Swedish Swan.

Suppliers may use a variety of base fluids to formulate ecolabelled lubricants: pure vegetable oils or animal fats, synthetic esters, made from modified vegetable oils and polyolefins as well as mixtures of these mineral oils with mineral oils.



### The clear advantages

- 1. High biodegradability
- 2. Low toxicity for humans and aquatic organisms
- 3. Good lubrication properties
- 4. High-velocity behavior
- 5. High flash point
- 6. Good adhesion to metal surfaces
- 7. **By employing ecolabelled lubricants, pollution of the environment can be reduced.**
  - 47% of lubricants used are released directly into the environment. Conventional, petroleum-based lubricants can contribute greenhouse gas up to 100 values. Even small amounts of mineral oils can inhibit the growth of trees and ferns for years to equate life (as little as 0.1 ppm of mineral oil reduces the life span of shrimp by 20%).
- 8. **Safer for the workers**
  - Due to their better skin compatibility, high flash point and the lower suspended and low volatile organic compounds (VOC) emissions.
- 9. **Reduced spill liability and costs of spill cleanup**
  - The "environmentally acceptable" nature of ecolabelled lubricants may lead to reduction in environmental and safety penalties or less expenses during clean-up of spills.
- 10. **Higher tool life**
  - Due to their greater stability, lower friction wear and a higher viscosity index can result in lower accuracy losses for the same applications combined with easier tool handling.
- 11. **Up to 3 times less evaporative loss**
  - Due to their higher flash point. Ecolabelled lubricants are in this respect about 3 times better.
- 12. **Less oil leaks**
  - Due to their better adhesion to metal surfaces.

### Tips

- It is recommended that the OEM be consulted prior to the initial purchase of any ecolabelled lubricant.
- Make sure that the supplier knows the pros and cons of his product.
- A lot of (marine) vegetable oil based lubricants are typically used in open and low-tech applications. For more sophisticated applications you may have to choose esters.
- Check with the supplier the working temperature range of the lubricant.
- Check with the supplier the hydrolytic stability of the lubricant.
- Mineral greases are incompatible with most ecolabelled lubricants. It is recommended that epoxy resin paints are used.
- Polyurethane should not be used with ecolabelled lubricants. Isohexyl and Estera N (low to medium viscosity) are mostly recommended.
- Filter-clogging behavior should be carefully monitored.
- Lubricants classified as H4 and H5 according to ASTM D 3242 are incompatible with copper alloys.



### Want to know more?

Get independent support from IFAW

IFAW, Amsterdam, NL  
Daisy Theodis, 020 20 525 1257  
#ecolabelled\_oil

IFAW can award recognition when you are considering to apply for the European Ecolabel Lubricants. This is enabled with financial support from the European Commission!

The full text of the criteria of the European Ecolabel Lubricants and the user manual are available at:

[http://ec.europa.eu/eco/labels/eco\\_labelled\\_lubricants\\_en.pdf](http://ec.europa.eu/eco/labels/eco_labelled_lubricants_en.pdf)

IFAW offers complete assistance with:

1. understanding and interpreting the criteria,
2. comparing their technical drawings and if necessary,
3. redesigning their products to meet the European Ecolabel Lubricants criteria.



EU Commission

<sup>1</sup>Project Contract No.0704022005428 959MAY022

### The concerns and how to address them

#### Oxidative and thermal stability

Vegetable oils in general, do not possess good resistance to oxidation, but high stable vegetable oils do have acceptable oxidation stability for a wide range of applications. (Olefin)synthetic esters are in general more stable than most vegetable oils. Some properly formulated synthetic esters show even superior oxidative stability than mineral oil based lubricants.

#### Low temperature behavior

Note that the low temperature fluidity of pure vegetable oil based fluids is poor compared to esters. When oil stability, its performance is greatly compromised. However, the low temperature behavior of ecolabelled lubricants may be acceptable for most applications.

#### Hydrolytic behavior

This is a point of concern in particular when considering the use of synthetic esters and to a lesser extent when considering the use of vegetable oils.

#### Compatibility with system components

Extensive practical experience with vegetable oil based lubricants has pointed out several true problems with seals and paints. However, the supplier must be always consulted for specific compatibility data for each material encountered in the application.

#### Filters compatibility

Special filter elements are not required in the case of vegetable oils and synthetic esters. When changing over to ecolabelled lubricants there should be checked after some hours of operation, as ecolabelled lubricants tend to remove mineral deposits from the system and carry them to the filter.

#### Foaming

The tendency of oils to foam can be a serious problem in a hydrolic and hydraulic systems. The lubricator and hydraulic properties of oils are greatly improved by excessive foaming.

#### Residual mineral oil

When changing over to ecolabelled lubricants, the system should be preferably drained of the mineral oil and, if possible, burned. A maximum of residue of up to 2% is allowed.

### The costs

Ecolabelled lubricants are generally more expensive than mineral oil based lubricants. However, the total costs are more competitive if one factors in:

- equal and often higher tool life
- less evaporative loss
- less oil loss due to greater adhesion to metal surfaces
- cost savings on maintenance, man power, storage and (possibly) disposal costs
- lower fire and lower clean-up costs in case of accidental spills
- improved environmental image
- lower environmental liabilities



## Letter to National Labels

Dear Madams, Sir

IVAM is currently working on a project which aims to better understand and increase the market acceptance of the European Ecolabel Lubricants (EEL). The project is enabled with financial support from the European Commission (Project Contract No. 0704020004021806MAY02).

Within this project IVAM offers assistance to companies with:

- a) understanding and interpreting the criteria,
- b) compiling their technical dossiers and, if necessary,
- c) redesigning their products to meet the EEL criteria.

Additionally, producers and suppliers of lubricant additives and base oils can have their products screened for fitness for use in an ecolabelled product.

We are in contact with the first five companies that have expressed interest in the European Ecolabel Lubricants.

The service will be offered until the end of 2006. Companies who want to make use of this services should contact Demi Theodorou as soon as possible and in any case before the 30 June 2006 (dtheodor@ivam.univ.nl; T + 31 20 525 7357). We would appreciate if you could actively circulate this message among the lubricant companies in your country.

Competent Bodies and other national administrators are additionally encouraged to share with us their overall opinion about the EEL criteria. This will help us understand whether there is a gap between the EEL criteria and the environmentally preferable lubricants currently on the market. Get involved - Fill out the Questionnaire and send it back as soon as possible and in any case before 30 June 2006. For any questions please contact Demi Theodorou (dtheodor@ivam.univ.nl; T + 31 20 525 7357).

Feel free to pass this on to anyone who might be interested.

Dear Madams, Sir

IVAM can assist companies who are considering to apply for the European Ecolabel Lubricants (EEL). For the first 10 companies the assistance will be for free. This is enabled with financial support from the European Commission (Project Contract No. 0704020004021806MAY02).

Is your product a hydraulic oil, grease, chainsaw oil or two stroke oil, concrete release agent or total loss lubricant? Does it contain a certain percentage of renewable resources or does it meet the requirements of a national environmental scheme like the Blue Angel, Nordic Swan or the Swedish Standard? Then your product may be eligible for the European Ecolabel Lubricants.

The full text of the criteria and the user manual are available at:  
[http://europa.eu.int/comm/environment/colabel/product/tpg\\_lubricants\\_en.htm](http://europa.eu.int/comm/environment/colabel/product/tpg_lubricants_en.htm)

Companies will be offered the possibility to get individual assistance with:

- a) understanding and interpreting the criteria,
- b) compiling their technical dossiers and, if necessary,
- c) redesigning their products to meet the EEL criteria.

Additionally, producers and suppliers of lubricant additives and base oils can have their products screened for fitness for use in an ecolabelled product.

We are in contact with the first five companies that have expressed interest in the European Ecolabel Lubricants.

The service will be offered until the end of 2006. If you want to make use of the free services please contact Demi Theodorou as soon as possible and in any case before the 31 July 2006 (dtheodor@ivam.univ.nl; T + 31 20 525 7357).

You may also want to share with us your overall opinion about the EEL criteria. Get involved - Fill in the Questionnaire and send it back as soon as possible and in any case before 31 July 2006. This will help us understand whether there is a gap between the EEL criteria and the environmentally preferable lubricants currently on the market. For any questions please contact Demi Theodorou (dtheodor@ivam.univ.nl; T + 31 20 525 7357).

Link to the questionnaire - Attention please! From the free questionnaires, select the Company questionnaire- <http://ivam.univ.nl>

Feel free to pass this on to anyone who might be interested.

## Letter to companies

## Questionnaire

### Questionnaire - Market interest in the European Ecolabel Lubricants

The full text of the criteria and the manual are available at:  
[http://ec.europa.eu/environment/ecolabel/producing\\_lubricants\\_en.htm](http://ec.europa.eu/environment/ ecolabel/producing_lubricants_en.htm)

1. In which economic sectors would you expect that European Ecolabel Lubricants have a high market potential? (meer antwoorden mogelijk)
- Water works
  - Water management
  - Building sector
  - Agriculture
  - Inland shipping
  - Sea shipping
  - Recreation boating
  - Other sectors, namely .....

2. Do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
- The criteria are too complex.					
- The criteria are too strict.					
- The criteria are not strict enough.					
- The criteria are incompatible with the national environmental objectives and/or policies.					
- The requirements imply the generation of too many data which are not meaningful.					

3. Do you want to make any suggestions on how the EEL criteria should be adjusted to better fit the actual market of environmental preferable lubricants? (open vraag)

4. Is there a publicly available list of products that meet the criteria of national scheme and/or policies in your country?

- Yes (if "yes" go to 5)
- No (if "no" go to 6)
- Don't know (if "don't know" go to 6)

5. Can you provide us with this list?

- if yes, please send this list to [ef@ec.europa.eu](mailto:ef@ec.europa.eu)
- if no, can you possibly indicate where we can get this list? No/ Yes....

6. As stated in the letter, we consider actively contacting companies meeting the criteria of national schemes and policies to motivate them to apply for the EEL. We want to motivate them by offering assistance with understanding and applying the criteria, helping companies compile their technical dossier and helping them, if necessary and desirable, redesign their products to meet the EEL criteria. Is this a good idea?

- Yes and I would like to actively support you in this effort. In this case please give us your contact details to get in touch with you....
- Yes but I can't support you in this effort....
- It's not a good idea. Please specify why..... (open vraag)

## ***IVAM Newsletter 2 – April 2006 (Dutch)***

### **IVAM biedt gratis ondersteuning bij aanvraag Ecolabel smeermiddelen**

Smeermiddelenproducenten en -leveranciers die overwegen om het Europese Ecolabel smeermiddelen (Beschikking 2005/360/EG) aan te vragen kunnen tot het eind van 2006 rekenen op ondersteuning van IVAM, die de criteria heeft ontwikkeld. Ook leveranciers en producenten van additieven kunnen bij IVAM hun producten laten screenen op geschiktheid voor het Europese Ecolabel. IVAM kan in een individueel traject de criteria toelichten, snel beoordelen of een product voldoet aan de criteria of eventueel aangeven hoe het product kan worden aangepast aan de criteria. Voor de eerste 10 bedrijven is deze dienst gratis omdat IVAM hiervoor een bijdrage ontvangt van de Europese Commissie. De kosten voor latere aanmeldingen worden in nader overleg vastgesteld. Het Europees Ecolabel voor Smeermiddelen is het Europese milieukeurmerk voor hydraulische oliën, (smeer)vetten, kettingzaagoliën, tweetaktoliën, beton ontkistingsmiddelen en andere verliesmeermiddelen. Voor meer informatie: Demi Theodori, 020 525 7357, <mailto:dtheodori@ivam.uva.nl>

## ***IVAM Newsletter 2 - April 2006 (English)***

### **IVAM offers free assistance to companies on the European Ecolabel Lubricants**

Lubricant producers and suppliers considering applying for the European Ecolabel Lubricants (EEL - Commission Decision 2005/360/EG) can get assistance from IVAM, the consultant involved in the development of the criteria. Until the end of 2006 companies will get individual assistance with a) understanding and interpreting the criteria, b) assessing the compatibility of the product with the EEL criteria, c) compiling their technical dossiers and, if necessary, d) redesigning their products to meet the EEL criteria. This service offered by IVAM is enabled with financial support from the European Commission. Additionally, producers and suppliers of lubricant additives and base oils can have their products screened for fitness for use in an Ecolabelled product. For the first 10 companies the assistance will be for free. The European Ecolabel Lubricants is the European environmental scheme for hydraulic oils, greases, chainsaw oils or two stroke oils, concrete release agents and other total loss lubricants. More information: Demi Theodori, +31 20 525 7357, [dtheodori@ivam.uva.nl](mailto:dtheodori@ivam.uva.nl)

## **5.2 Other sectoral activities**

During the project in some countries and international trade fair activities the regional focussing started being questionable and a more sectoral approach appeared to make more sense. Especially in the product groups of electrical appliances and electronical products such as TVs, Computers and household appliances the market is much more international.

A first step into this direction was the acquisition work done by Energon/G&L towards TV producers started at the IFA trade fair in Berlin. TV producers are international networks with head offices in very different countries inside and outside of Europe. In this cases a sectoral acquisition would be more efficient and should be coordinated with the national CBs where the once identified and interested producers then can address their final application procedure.

Also the contacting of Austrian producers of washing machines and refregerators lead directly to head offices in other countries, in this case Germany.