



EU Ecolabel Marketing for Products

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 070307/2007/479554/MAR/G2
(2nd elongation of no 070402/2005/420195/MAR/G2)

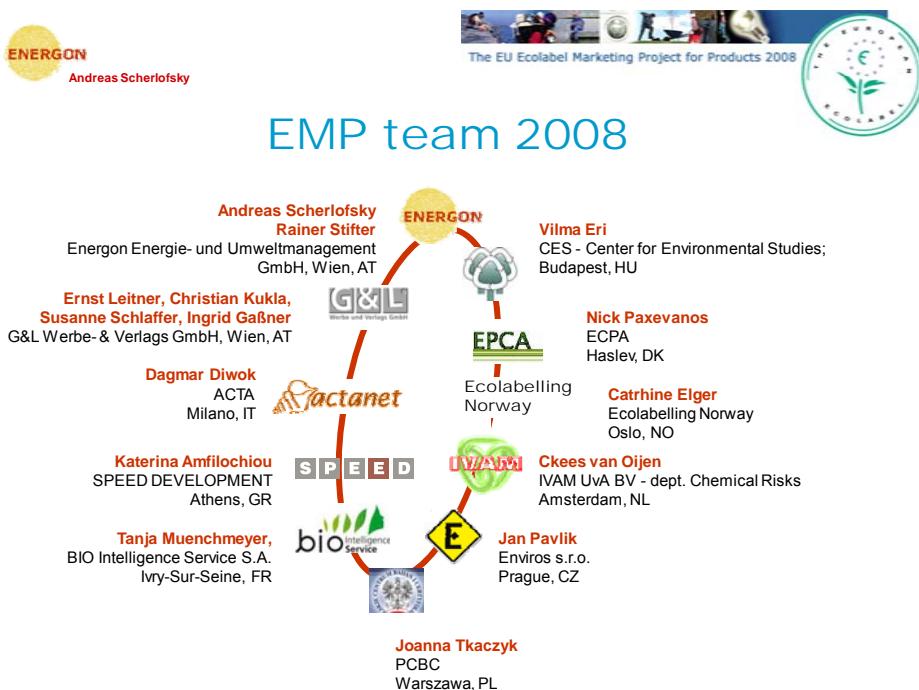
Final report 2008

18th of December 2008



This is the executive summary version of the final report of the project EU Ecolabel Marketing for Products in the third and last project year.

A complete version with the details of all partner tasks, results, illustrations and annexes can be found on the "Acquisition Tools" website www.euecolabel.eu and on the website of the European Commission, DG Environment http://ec.europa.eu/environment/ecolabel/index_en.htm.



Andreas Scherlofsky
for the EMP team

Status 18th of December 2008

1. Executive Summary

2008 was the third and last year of the EU Ecolabel Marketing for Products project. Main objective was both getting new applicants and raising the visibility of the EU Ecolabel at the market. In the first year we focussed primarily on the acquisition of new applicants while in the Northern countries (Denmark, Sweden and Norway) emphasis was placed on campaigns in cooperation with licence holders and retailer chains.

In 2007 and 2008 the range of project targets was differentiated and expanded flexibly to retailer cooperation, support of and cooperation with Competent Bodies, lobbying for the EU Ecolabel with retailer chains and industry representatives. Also the communication and cooperation with Ecolabel licence holders turned out to be of importance to keep them sticking to the Ecolabel (Marketing Guide, promotion cooperation).

1.1 Activities, tools and pilot events

In 2008 two types of workshops and tools to improve Ecolabel marketing were developed:

IMPROVEMENT OF ACQUISITION QUALITY by exchanging the experience and special knowhow inside the team and with Competent Bodies: **Synergy workshops** were held in Prague, Budapest and Warsaw (see 2.4.2) of which the third was extended to a best practice pilot of **acquisition training** (see 11.4). There the project partners and the EMAS and Ecolabel staff of the Polish Competent Body presented their knowhow and experience and took the chance to train and improve their communication and argumentation skills by role plays taken with video camera and discussed afterwards. International trainings like that could be a most effective way to raise the professionalism effectivity of acquisition work. The experience applied and developed during the project was also refined in the "**AcquiGuide**" a guidance and training presentation for acquisition work. It was developed step by step along the project, tested on-the-job and in training sessions and finally revised at the end of the project by Energon, EPCA and G&L.



DEVELOPMENT OF ECOLABEL SYNERGY: Another best practice pilot was a metaplan-aided **Synergy workshop** with the Austrian Competent Body and the Consumers Association of Austria (see 3.4.2). By this workshop in connection with a check of information materials the status and the potential of synergy between the EU and the national Ecolabel marketing was assessed and ways to improvement identified. The result strengthened our conviction that the potential of co-marketing, co-development and co-acquisition of the EU and the national Ecolabels is still far from being utilised and regular synergy checks in many Member States could contribute a lot to the success of both EU and national labels. Good examples of such synergy is practiced by the Nordic Swan countries.



One outcome of the Austrian workshop was the implementation of EU Ecolabel products in the new edition of the Austrian Ecolabel's products guide. Not this brochure includes detailed information on the EU Ecolabel and profiles of EU Ecolabel products available in Austria not only of those manufactured in Austria but also in other countries.

Also the **PROMOTION COOPERATION WITH RETAILERS** was extended:

ECOLABELLING NORWAY proceeded the Nordic tradition of performing public campaigns with retailer and licence holder cooperation including newspaper advertisements, brochures and the development of a web tool for training of retailer staff, (see chapter 14). In 2008 their partner was the biggest Norwegian shopping centre chain "Steen & Strøm".



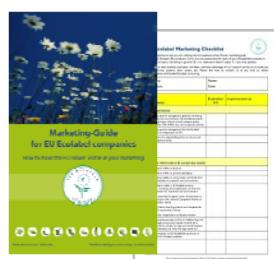
For Austria, Czech Republic and Hungary a synergy cooperation with retailer chains was performed in autumn including quiz games with Ecolabel product samples as prizes, dissemination of Ecolabel promotion GreenCards attached with apples, lists of shops offering Ecolabel products, posters, brochures etc. The basic set of promotion materials and measures was developed in a creative session by 4 partners and produced by Energon/G&L.



- CES with OFFICE DEPOT an international shop chain for office supplies) arranged promotion events at 3 outlets in Hungary (Budapest and Györ) on the 13th until 15th of October
- ENVIROS cooperated with TESCO a big international shopping mall chain at 3 outlets in Czech (Brno) and Slovak Republic (Bratislava and Považská Bystrica) in October
- G&L/Energon with LEINER a big Austrian furnishing shop chain placed Ecolabel give-aways and info material at 17 markets in Austria.



In 2008 the **Marketing Guide** was finalised in a basic English version. This colorful illustrated brochure provides best practice examples and recommendations for implementing the EU Ecolabel in the licence holder's company marketing, promotion and advertising. Attached is a checklist to assess and improve the level of Ecolabel implementation in one's company marketing.



The Marketing Guide is useful for both quickening the appetite of companies for becoming a licence holder and for motivating licence holders to more forcefully use the Ecolabel in their marketing. During our acquisition and promotion work we often found Ecolabel products using their Ecolabel not or only in a weak way.

The EMP team partners in cooperation with the national Competent Bodies cared for the translation of the Marketing Guide into so far 7 languages (EN, FR, DE, PL, CZ, ES, GR) and for the distribution in so far 11 countries minimum: UK, FR, NL, NO, BE, ES, DK, AT, PL, CZ and GR.

1.2 Acquisition, workshops and participation at events

Most of the EMP partners went on with contacting companies directly or with the help of workshops, taking part in trade fairs and events, supporting Competent Bodies and doing media work in special interest magazines.

Two partners focussed on one product group each but cross-border:

- **IVAM** with focus on lubricants contacted all institutions relevant for lubricants all over Europe and in some cases also outside: most of the CBs, lubricant experts and industry, consumer organisations, expert congresses etc. Also partners of the team took IVAM's expert advice for their acquisition strategy and one synergy workshop was developed in cooperation with SPEED in Athens. (for details see chapter 15)
- **EPCA** with focus on textiles went on with contacting companies in India, Malaysia, Bangladesh and Indonesia in order to initiate and accompany their application for the EU Ecolabel or at least deliver proof for fulfilment of Ecolabel criteria by their pre-products imported to Denmark or other EU Member States. That way they make it easier for European textile retailers and final textile producers trying to apply for the EU Ecolabel. Also EPCA provided internal support for other partners in the field of textile company acquisition by training workshops and advice. Also a presentation and demonstration at the acquisition training workshop in Warsaw and a presentation on the Ecolabel world market was held at the company workshop in Lenzing, Austria. (see chapter 6)

In several countries the acquisition contacting was boosted by **company workshops**:

- ACTA: 1 lubricant workshop in Bucharest
- BIOIS: 2 workshops in France (heat pumps; 25 participants, textiles; 10) and 1 in Barcelona (paints; 40)
- ENERGON/G&L: 1 workshop in Lenzing (textiles with; 45)
- SPEED with 1 in Athens (lubricants; 12)



The EMP team was placed with Ecolabel stands at **trade fairs** or participated in **events** such as:

- BIOIS: Prêt-à-Porter (5.-8.9.)
- CES: Green Expo, Budapest (28-30.3.)
- ENVIROS: Biostyl Prague (27-30.3.), Biostyl Bratislava (25-27.9.; 20.000 visitors)
- IVAM: several congresses and events such as Lubmat 2008 in San Sebastian, Spain (3.-5.6.), III International Water Forum, Minsk, Belarus (3.10.) etc.
- PCBC: Ecological fairs in Poznan (Sept. and Oct.), seminar in Pułtusk etc.



The table gives an overview of the focusses during the project years:



Andreas Scherlofsky

Focus and Synergy

The EU Ecolabel Marketing Project for Products 2008

Focus Synergy Potential 2008

Covered region	Partner	2006	2007	2008
EU	IVAM	Lub (EU)	Lub (EU)	Lub (EU)
DK, Asia	EPCA	-	Tex (DK, Malaysia, Indonesia, India, Bangladesh), acquisition coaching for partners	
AT	Energon/G&L	Det, HAPP, P&V, Tiss	S&S (retailers)	Tex, S&S
BE	BIO IS	Det, P&V	-	-
CY	SPEED	P&V, Mat	Det, S&S	P&V, Mat
CZ	ENVIROS	Tex, P&V	POS promotion (Tesco)	PRO (Biostyl, Tesco); Det, Pap, Tex, others
FR	BIO IS	Tex, Pap, Lub	S&S + others	HP, Tex, Footware; Prêt-à-Porter Fair
GR	SPEED	P&V, Mat, Det	Tex	Lub
HU	CES	P&V, HFC, SI, Tiss., Det.	PRO (Green Niche Store, press)	PRO (Greenexpo, Office Depot) P&V, Det, Tiss, Lub, Soil improvers, retailers
IT	ACTA	Pap., Det., PRO	(PRO), CB support	CB support
NOR	ELNOR	-	-	Campaign with storehouse chain, online-Training for storehouse staff
PL	PCBC (06:CES)	P&V, Det., SI	S&S, Vacuum cleaners, Det.	Tex, Lub, P&V, S&S, HAPP etc.
RO	ACTA	-	Info of key stakeholders, press and web work, selected company contacts	Lub, Mat, Laptops, Tex, Info of key stakeholders, GPP seminars, PRO (ECO-ZONNE)
SK	ENVIROS	P&V, Det., Pap.	CB support, information	PRO (Biostyl, Tesco), info
ES	BIO IS	-	S&S, Det	P&V

Tex ... Textiles; Det ... Detergents; P&V ... Paints and varnishes; S&S ... Soaps and shampoos; Lub ... Lubricants; PRO ... Promotions; HFC ... Hard floor covering; Mat ... Bed Mattresses; HP ... Heat pumps; Tiss ... Tissue paper; HAappl ... Household appliances; Pap ... Graphic and copy paper;

Beside that for the most partners a steady part of project work was **media work** by writing articles and launching press releases for print and web, in particular: ACTA in Romania, CES in Hungary, ELNOR in Norway (big campaign in mass media), Energon/G&L in several special interest media, ENVIROS (in cooperation with the Czech CB) in print, web and AV media, IVAM in special interest media, PCBC in special media etc.

The following list gives an overview of the **activity key figures of the 3 project years**:

- In total 1800 company contacts
- 21 Company and stakeholder workshops
- Participation at 8 big international trade fairs and congresses (TEXWORLD and EXPOFIL Paris, TEXGATE Istanbul, IFA Berlin¹, etc.)
- Participation at about 30 regional trade fairs, congresses, trainings etc.
- Promotion events in cooperation with retailer chains in Norway, Austria, Czech and Slovak Republic, Hungary
- Product group focus on more than 10 industry branches (textiles, paints, cleaners, paper, soil improvers, electrical household applications, TVs, PCs, lubricants, etc.)
- Regional coverage mainly on Europe but also contacts with companies and organisations from Asia: Indonesia, Malaysia, Thailand, Bangladesh, India, etc.
- Production of basic set of Marketing and Promotion materials in a special EU Ecolabel Corporate Design basically in English, some of them translated into about 10 languages: Presentations, Marketing Guide, Acquisition Guide, Posters, Roll-ups, Press-kits, Quiz game wheels and sets, folders etc.

¹ IFA = INTERNATIONALE FUNKAUSSTELLUNG

Just to give an example of the communication, the number of emails to and from the project coordinator was about 2000 in only one year (series of emails only counted as 1 email!). So in total the number of project emails can be estimated with about 50000.

1.3. Recommendations for successful Ecolabel marketing, events and tools

- ▶ **Support for Ecolabel marketing:** Improve marketing support for licence holders
> a pilot project with marketing consultancy
- ▶ **Acquisition in Progress:** Initiate acquisition knowhow transfer and quality improvement: Training workshops and training circles cross-border (in 5 European regions), follow-up of the international marketing acquisition project 2006-2008
- ▶ **Ecolabel goes TV:** Production of a 15' motivation video with key information on Ecolabel system, benefits, criteria, products etc. Use for company workshops and schools (combined with actions), download version for website.
- ▶ Production of a 30' and 52' documentary and 10' features for TV reports
- ▶ Ecolabel video spot competition for schools
- ▶ **Retailer promotion cross-border:** A big cross-border promotion event with big shopping malls as developed for Czech Republic, Austria, Hungari and Slovakia
- ▶ Initiate **POS cooperation** with retailer-chains and sustainable weeks. First start a project for identification of most promising strategic retailers, then initiate huge cross-border retailer campaigns. Start the preparation at least 1 year before the kick off of the campaign.
- ▶ **Mass dissemination of Give Aways:** huge edition of attractive shopping bags with both the national and the EU Ecolabel
- ▶ **Give Aways for Friends:** Proposal 2 for Give Aways: a felt flower for office desk with a clip for attaching memos manufactured in a workshop for the handicapped
- ▶ **Synergy explosion:** Improve Synergy of national and EU Ecolabels (synergy checks and synergy sessions once a year). National promotion and information material should always integrate both labels the national and the EU Ecolabel. Also on the EU Ecolabel materials developed in our project and used in only one country we integrated not only the EU but also the national Ecolabel. The roll-ups and shopping bags of project year 2008.

