

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 718 licenced companies on more than 2800 products with **high environmental performance** which underlines the increasing impact of the EU Eco-label on the European market. (Nov. 2008).



... an **added value** for the marketing of eco-products sold on the EU market It's 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 valid strong criteria, compliance to which is checked during a certification procedure led by the national Competent Body.



... available for **27 product groups** (+4 under development, status 5/07) with specific criteria (2/06), 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 dishwashing 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, Indoor paints and varnishes; Soil improvers, Textile products, Clothing, Footwear, Textile

Tourism: Camp Site and Tourist accommodation service

Others: Lubricants

* ... under development

National contacts

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The European Eco-label makes it easy to choose green

Marketing Project 2008



EU Commission

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. It was started in 2006.

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 procedure, 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 organisers of events, fair-trades 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 issues)

To get more information

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

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

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

Ecolabel information online:

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

The green store: 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 tools which could be easily integrated into your daily business:

Project coordination

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Project info flyer of the project "Work on the implementation of the EU Eco-label Scheme in the areas of marketing, product group development and stakeholder representation - Marketing of Products (Lot 7), SC 070402/2005/420195/MAR/G2 on behalf of the European Commission: DG ENV - G2 Environment and Industry. BU-9 4/169, B-1049 Brussels Developed by Energongroup, Vienna.

