



## The Role of the EU Ecolabel in the printing industry 2013

Jyvaskyla, 18 April 2013



# Common sense and responsibility

## Topics

Current situation

Why the EU  
Ecolabel

GPP and the  
Ecolabel

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# Current Situation

## The EU Ecolabel

Established in 1992 and covers goods & services (not food and drugs).

A Voluntary and transparent scheme, A Type-I environmental label:

- certified by independent third party

The EU Ecolabel is an important instrument for Supporting the **SCP and SIP Action plans in *Promoting sustainable products and reducing Environmental damage***

It is the European Union's official label for the most environmentally responsible products

It is based on a LCA approach, Criteria are set for:

- Raw materials
- Manufacturing processes, packaging, distribution
- End of life

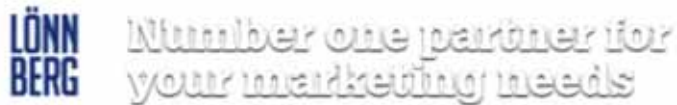


## Current Situation

### Ecolabels in Finland for Printed products

#### The European Ecolabel – The Flower

- 2 licences for printed paper products







#### Nordic Ecolabel – The SWAN

- 400 licence holders in Scandinavia
- [www.nordic-ecolabel.org/portals/paper/](http://www.nordic-ecolabel.org/portals/paper/)



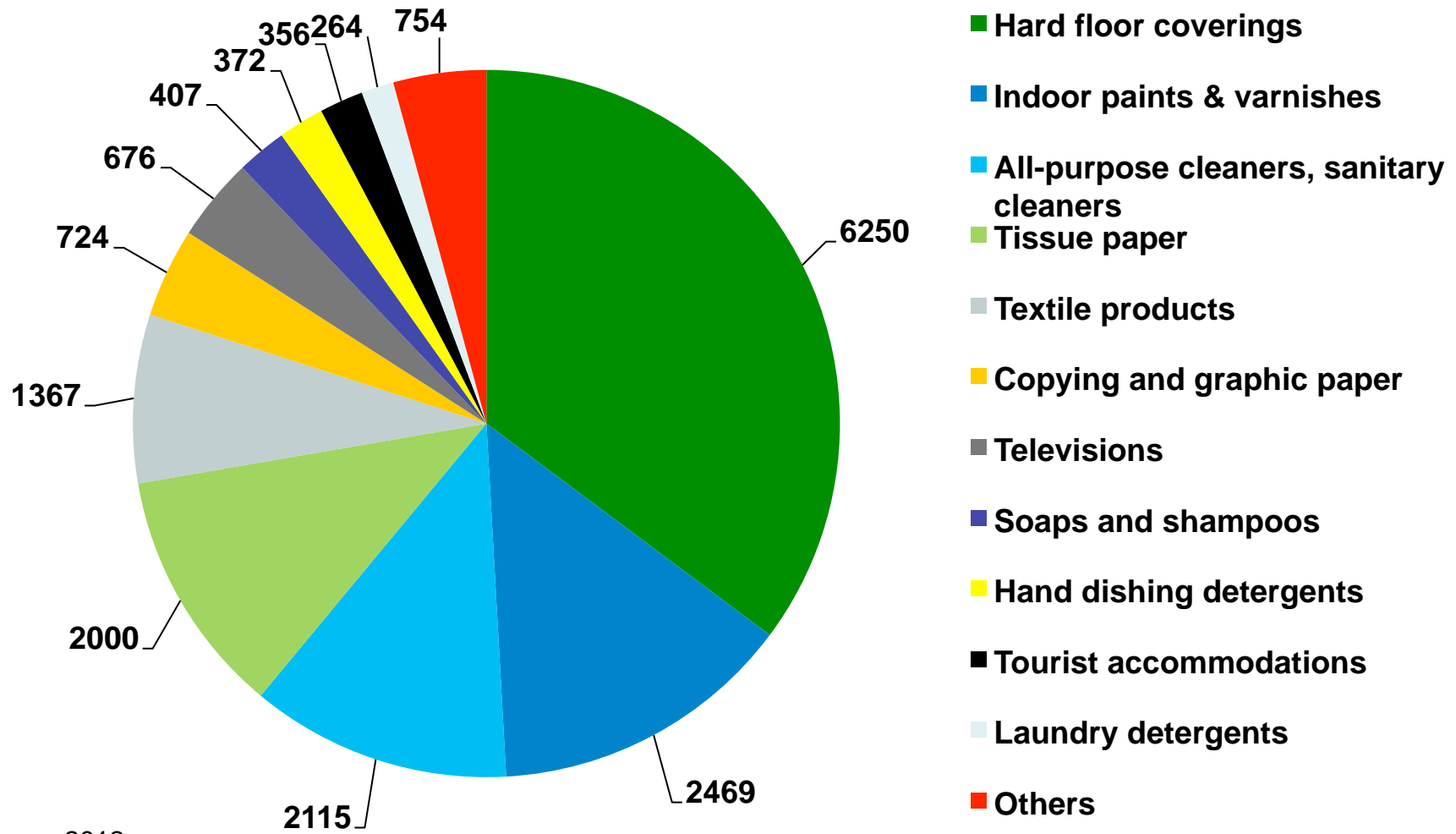


# Current Situation Fees

Fees	Min	Max	Reductions
<p><b>Application fee covers the costs of processing the application.</b></p> 	EUR 200	EUR 1 200	<p>Max. EUR 600 for SMEs and applicants from <a href="#">developing countries</a></p> <p>Max. EUR 350 for micro-enterprises</p> <p>20% reduction for companies registered under EMAS or certified under ISO 14001</p>
	EUR 2000 Includes inspection on site		
<p><b>Annual fee for the use of the Ecolabel equals</b></p> 	EUR 350	EUR 1500	<p>Max. EUR 750 for SMEs and applicants from <a href="#">developing countries</a></p> <p>Max. EUR 350 for micro-enterprises</p>
	EUR 1,500	EUR 10-20,000	<p>EUR 1 / ton</p> <p>Eur 0,54 when 2,000 are delivered for larger offset printing houses</p>



# Current Situation Licences by product groups 2012

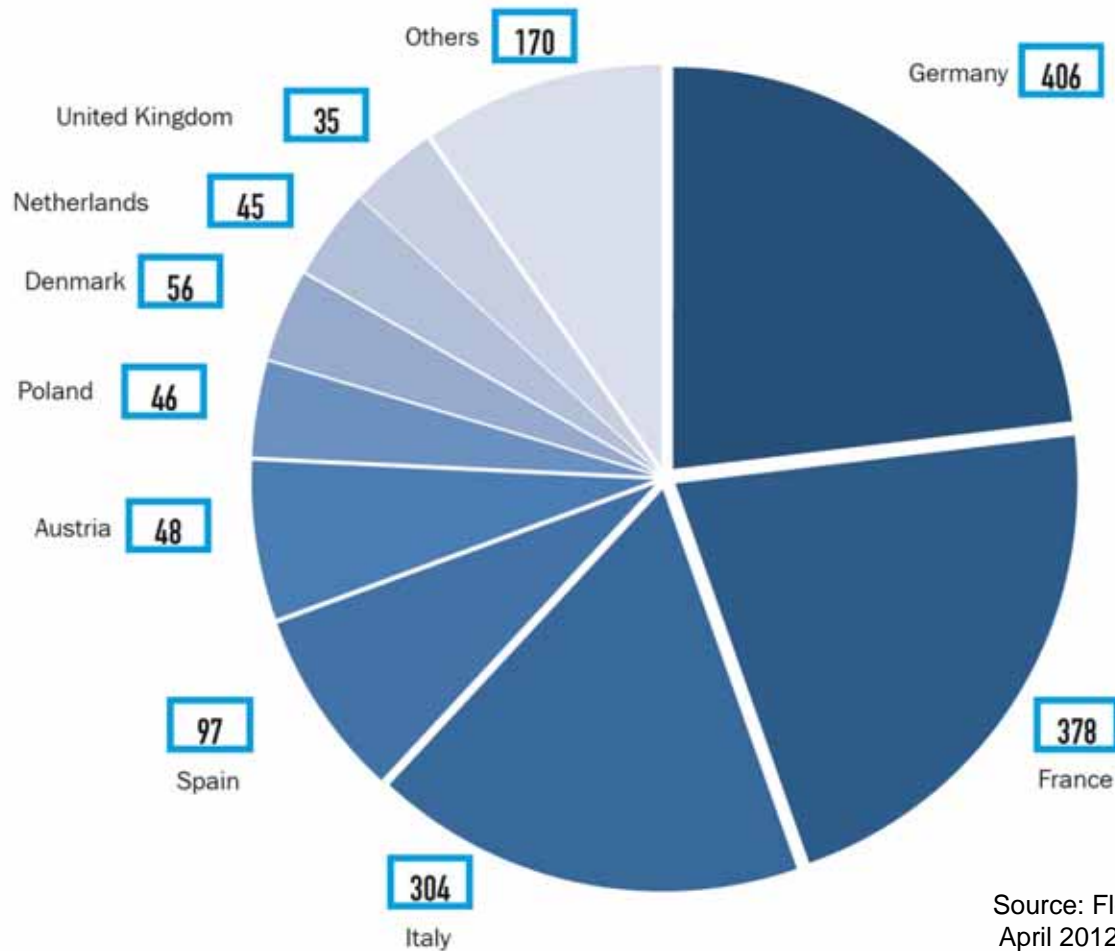


January 2012



## Current Situation Licences by country 2012

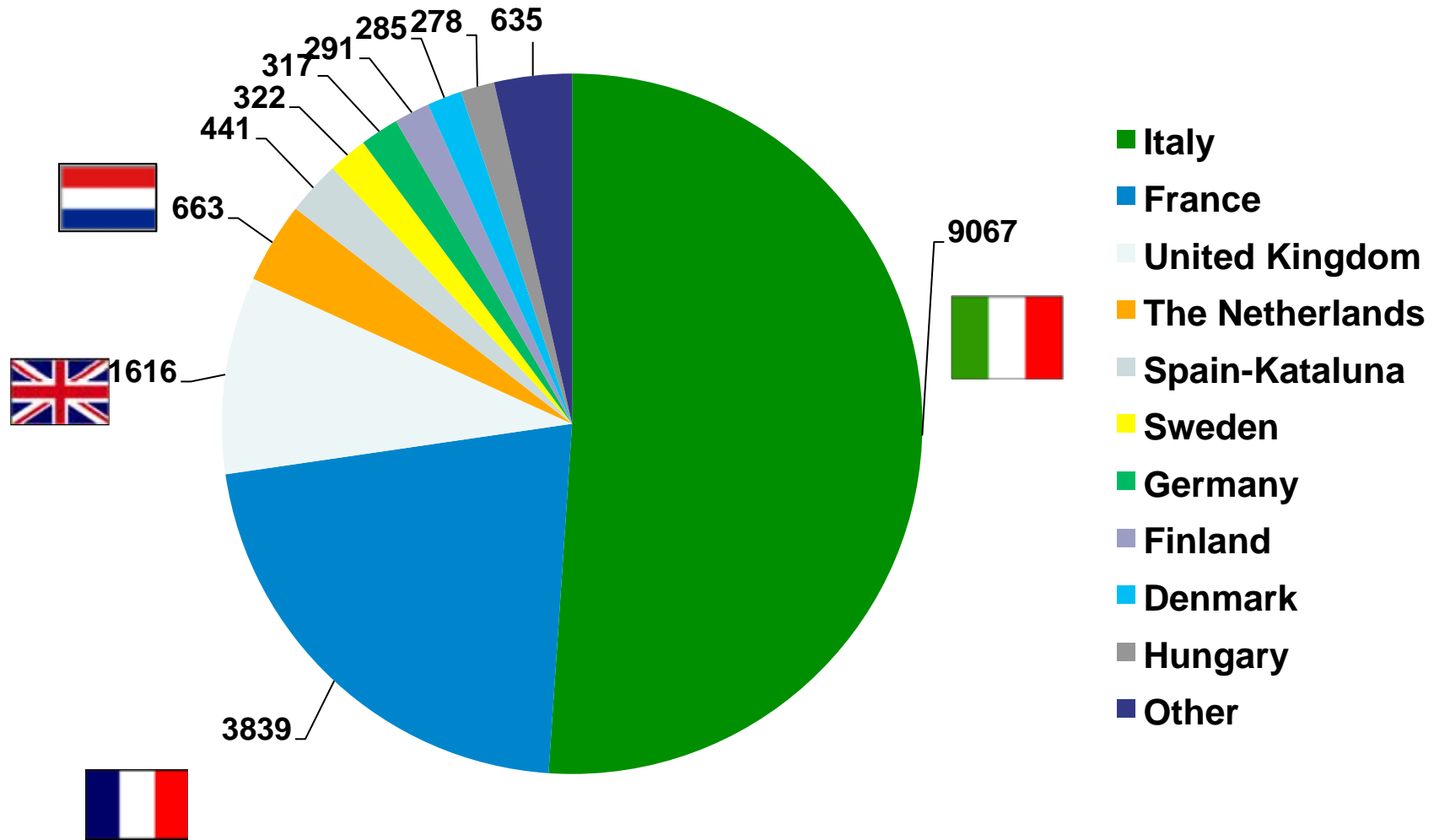
Country | number of awards > total 1.758



Source: Flower Newsletter  
April 2012



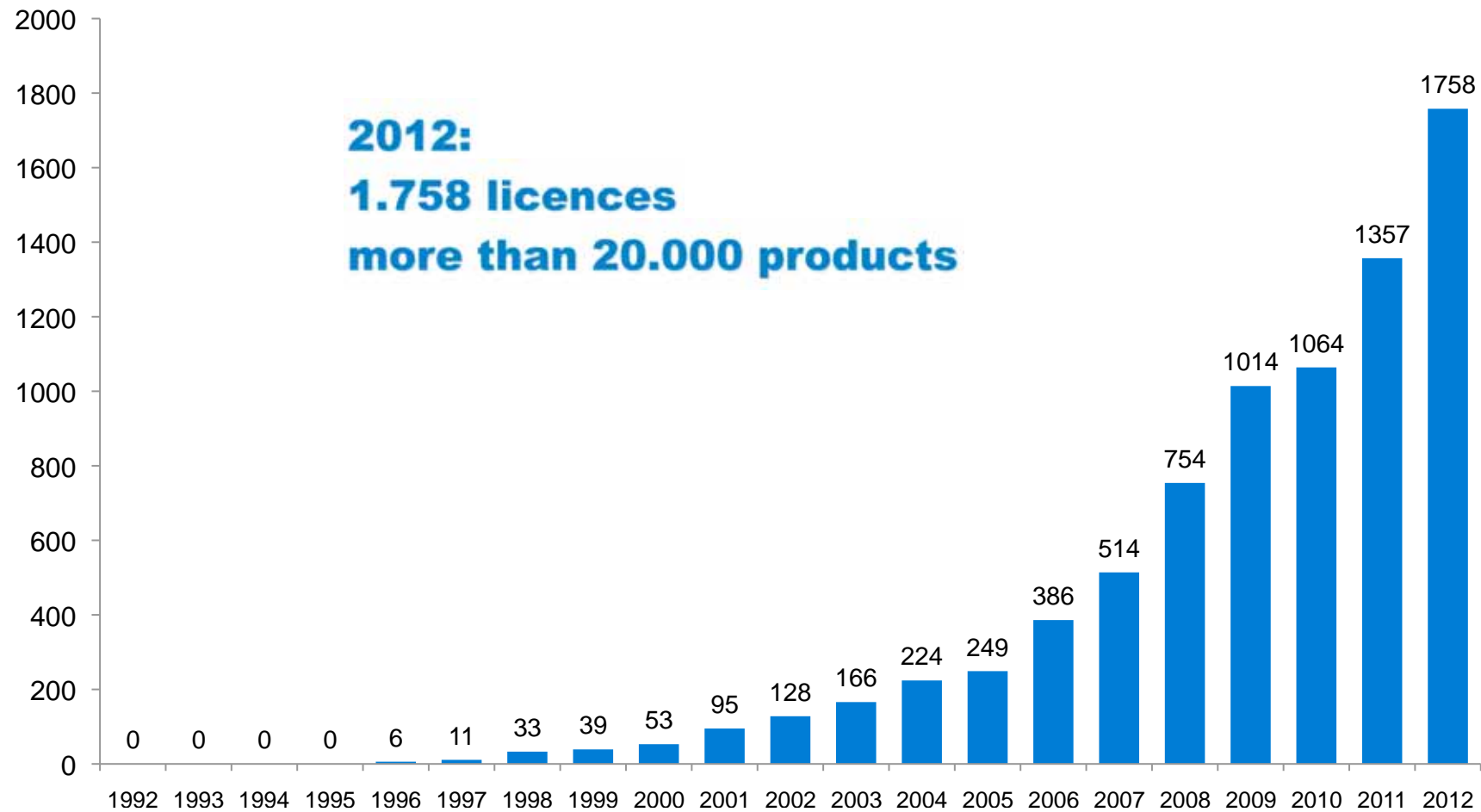
# Current Situation Products by countries 2012







## Current Situation EU Ecolabel products/licences



# Current Situation

## Product groups and recognition level

### Criteria defined for 30 product groups



➤ Soap & shampoos



➤ detergents

➤ Textiles, footwear



➤ Paper (printed products,  
copy-/graphic papers,  
tissues papers,  
newspapers



➤ .....



### Recognition level

➤ 2009 Eurobarometer  
figures

➤ 4 out of 10 had seen  
the EU logo

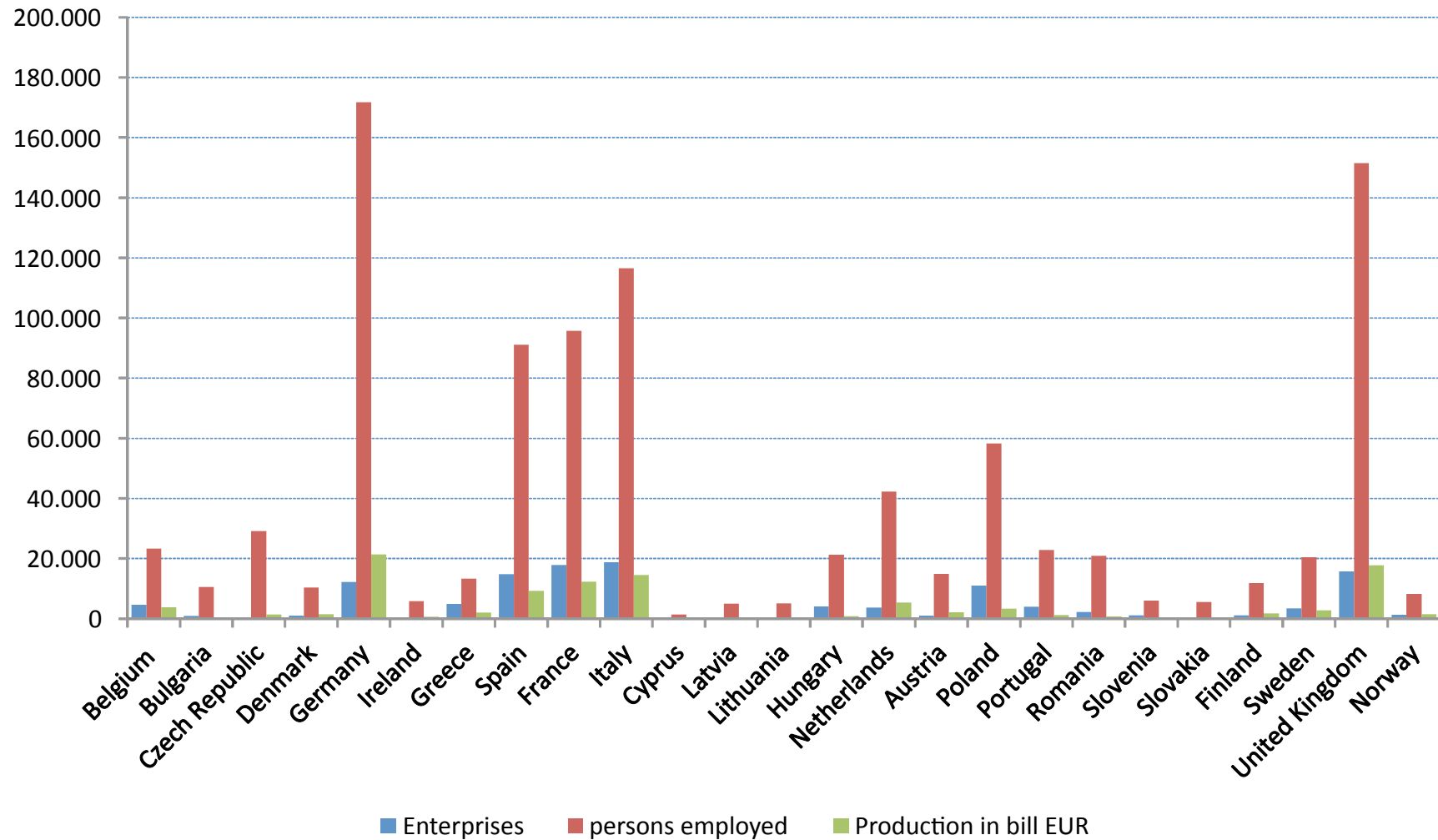
➤ 22- 64% Ecolabels are  
important in purchasing  
decissions





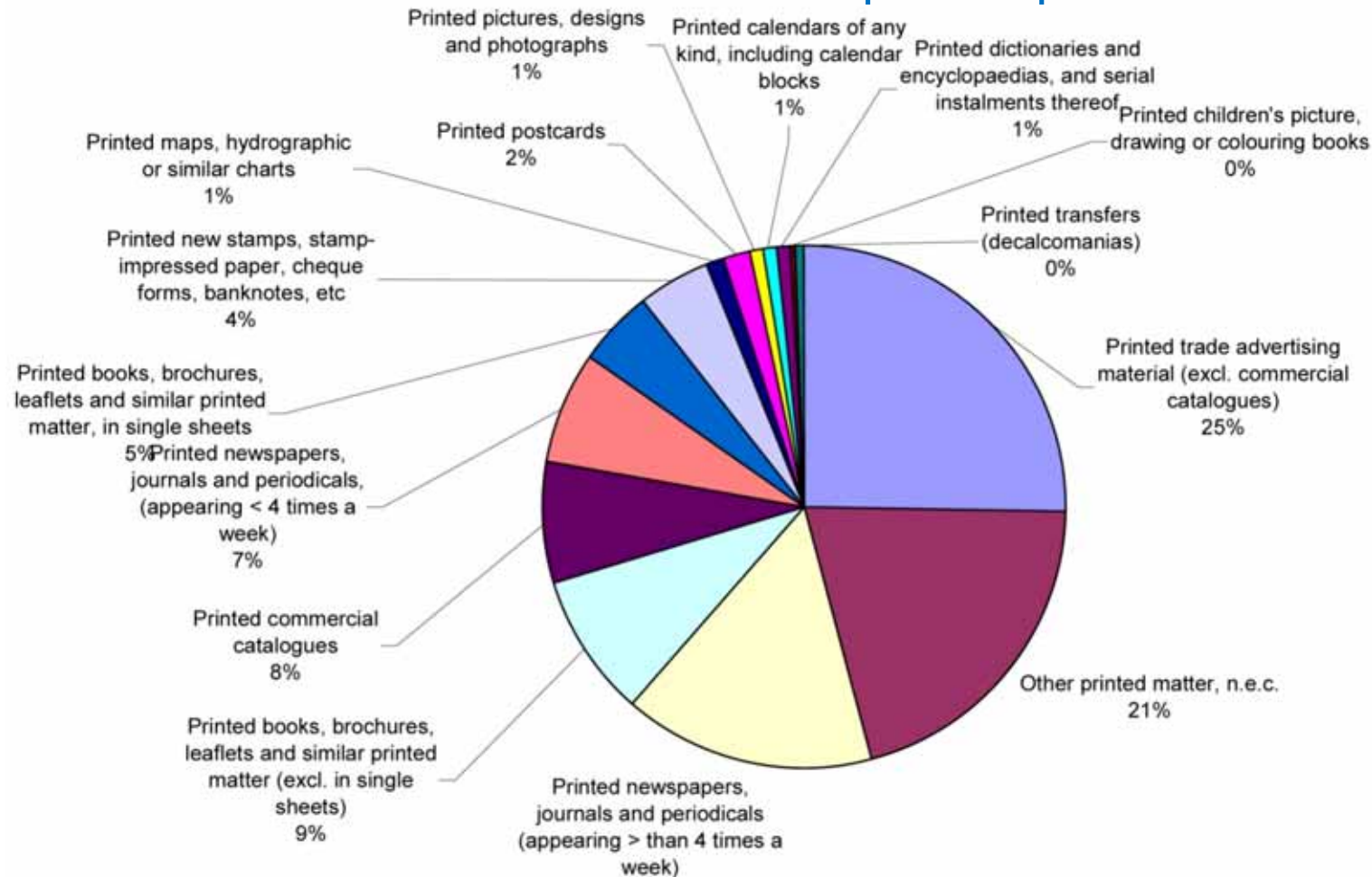
# Current Situation

## The European printer market



# Current Situation

## The European printer market



**Figure 2: The production value of different printed products in EU-27 countries in 2009 (Source: Eurostat PRODCOM).**



## Why the Ecolabel

- It is recognised across Europe/internationally. This makes it easy for you to sell your certified products across the continent
- The EU Ecolabel adds value to your business. It shows your customers and the end users what your product stands for

**Environmental  
performance**



**Employees/Consumer  
Health Safe**



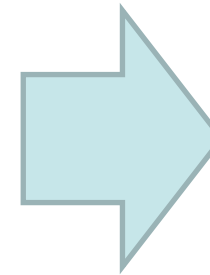
**Good Quality, High  
performance**





## Why The EU Ecolabel Benefits

- Improve** your company image: Environmentally responsible
- Differentiate** your products
- Competitive** Advantage
- Access** to marketing events/on-line catalogue
- Retain** Customers/Employees loyalty



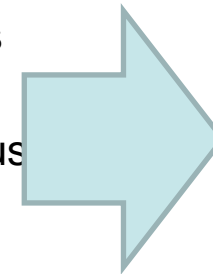
**Gain new  
customers**





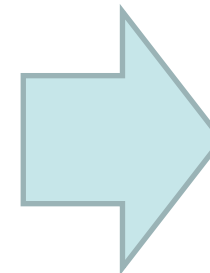
## Why The EU Ecolabel Benefits

- ❑ **A tool** for GPP
- **Stay ahead of the competition** – meet public sector environmental purchasing demands
- **Expand your market** – do business with public authorities across Europe
- **Reduce the burden of responding to public tenders** – use the Flower as an easy proof of environmental compliance
- **Put your products on a short list**



**Gain new customers**

- ❑ **A Tool** in other areas: CSR, Env. Management, LCA



**Save money and time in the long run**



## Green Public Procurement (GPP)

Is a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle.

**Public Procurement** accounts for 17% of EU wide (GDP) Gross Domestic Product equivalent to 2 trillion Euros

In 2008 the EU Commission adopted a communication on GPP which is a part of of SCP (Sustainable production and consumption) Action plan.

## Purpose:

- Encourage a more sustainable use of natural resources
- Establish behavioural changes for sustainable consumption and production
- Drive innovation







- ❑ ***GPP an important process in*** The European Commission's "Europe 2020 strategy" (For smart sustainable and inclusive growth)
  
- ❑ **Continuous work on making GPP easier for Public Procurers.**
  - GPP Training Toolkit
  - "Buying Green" Handbook: How to implement GPP, Procurement process, selection etc.
  - Factsheet on GPP and the EU Ecolabel
  - Ready made Criteria: Uniform throughout the member states
  
- ❑ **This means that the procurers**
  - No expert knowledge required
  - Fully compatible with the principles of the international market
  - Easy identification: E-catalogue shows how many companies can comply





## GPP and the Ecolabel

Under the **EU procurement law**, Type I ISO 14024 , Ecolabels may be used in Public purchasing as

- A source of environmental criteria (In the specifications and award phases)
- A form of verification (Showing compliance)

Provided a number of Conditions are met . A procurer may not state that products should be certified with an Ecolabel etc.

### **Product and service groups covered by the European Ecolabel**

- Cleaning products, Appliances, Paper Products, Home and garden, Clothing, Tourism  
Lubricants

### **GPP status in Finland**

NAC in place, Sustainable procurement accepted by government 2009

Goals: State organisations: 70% GPP by 2010, 100% by 2015

Municipalities: 25% by 2010, 50% by 2015

Helpdesk, monitoring

### **Swan and Flower in GPP for printed paper products**

Swan criteria cover the whole facility whereas the Flower covers the specific product group ???

EU dimension ???





## Examples of GPP in Denmark

**Public sector:** There are 97 municipalities: 16% of GNP, 270 billion DKK  
Hospitals, municipalities, ministries, post, police, army etc.

**Set requirements for products:** Technical,  
Quality, environmental, etc. **Offer a Tender**

Award criteria %: Price = 50/60% Environment = 15% (changing constantly)

Elderly care has about 60,000 employees: All denim for these employees must  
adhere to Flower criteria

Around 80% of all cleaning products and services procured in Denmark are certified  
by an ISO type I Ecolabel. CO2 reduction of 43%. Cost reduction of 3%

There is a network for GPP consisting of municipalities

The Competent Body is active and offers consultancy services for GPP

**Special situation regarding printed paper for household advertising**

**Tariff of DKK 3 for every kilo household advertising DKK 4 in 2014**

**Reduction of DKK 2 for every kilo**



## Examples of retailers and companies choosing certified products

**Retailer chains and progressive companies:**  
Want to be seen as Environmentally concerned

**The Retail Forum:** Launched 2009 – support SCP/SIP Action plans – Includes some of the biggest chains

**We Buy Certified:** A network of companies in Denmark that buy certified products

**Ecolabelled products: Benefits for Retailer Customers**

- Easy to choose a product
- Environmental
- Health
- Quality



### Working with Retailers

#### Retail Forum

→ Promote sustainable products

#### Reduce environmental footprint of retail sector

→ Green supply chains

→ Share best practice

not an exclusive club: Wider participation encouraged



STEEN & STRØM

RAMBOLL

GRUNDFOS

Nykredit



Danske Bank



# Information

- **Official EU Ecolabel website of EU Commission**  
[www.ecolabel.eu](http://www.ecolabel.eu)
- **E-catalogue with all products, hotels and camp sites**  
– for consumers  
<http://ec.europa.eu/ecat/>
- **National EU Ecolabel website with EU Ecolabel information e.g.:**  
[www.umweltzeichen.at](http://www.umweltzeichen.at)
- **EU Ecolabel helpdesk: [ecolabel@biois.com](mailto:ecolabel@biois.com)**
- **EU Ecolabel Newsletter (2x yearly in EN, FR, IT) and news alert**  
download or subscribe (no charges)



**Thank you for the  
attention**

**The EU Ecolabel makes it easy to  
choose green!**



**Sense for your Company  
Responsibility to the Environment**