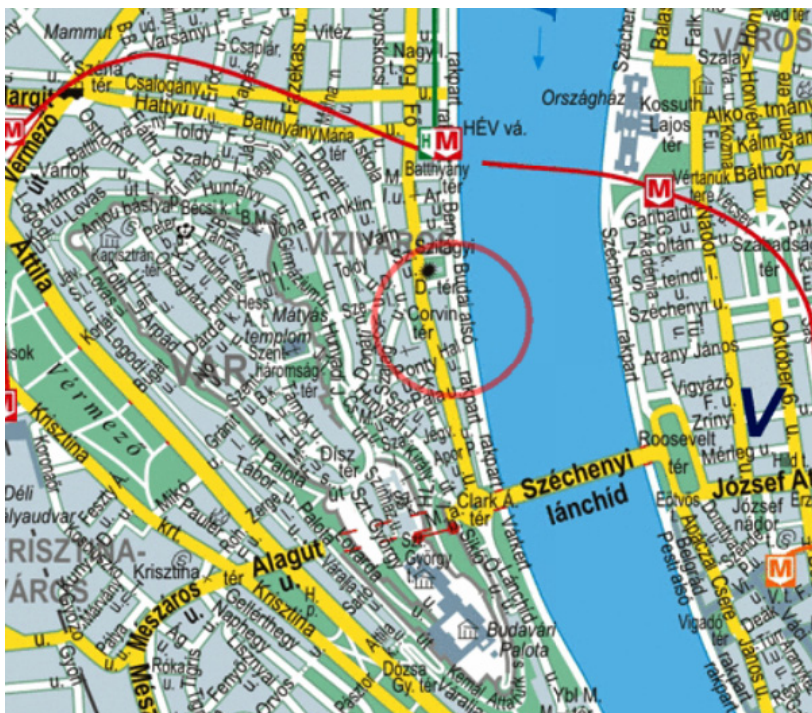


## Venue

Art' Otel, 1011 Budapest,  
Bem rakpart 16-19.



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# INVITATION

Hungarian and European Ecolabels  
marketing tools for advantages in competitiveness  
Conference & Workshop

Friday 10. June 2011. 10. a.m.

ART' OTEL,  
BEM RAKPART 16-19. BUDAPEST



Organiser:

Hungarian Ecolabelling Organisation



WITH ECOLABEL „GREEN“ CHOISE IS EASY

Participation is free, registration is required.

We kindly ask you to confirm your participation by 5<sup>th</sup> of June 2011.  
via email: [kornyeztbarat.termek@t-online.hu](mailto:kornyeztbarat.termek@t-online.hu) – or phone: +36-1-336-1156

Language of conference is Hungarian and English  
(with interpretation)

# Agenda

## The European Ecolabel and National Ecolabel



Products and services of good quality and having environmental advantages are awarded the ecolabel after assessment by the experts an independent body. Hungarian Ecolabelling Organisation accepts applications for the Ecolabel of the European Union and for the national “Környezetbarát Termék” label.



When awarding the ecolabel impacts to the air, water, soil and human health of the product/service during exploitation of raw materials, production, use and waste management are taken into consideration.

## Part 1

9:30 Registration

10:00 Welcome and introduction

**10:10 Environmental strategies and environmental marketing. Marketing in the environmental protection?**

*Sas István media expert, Academy of Communication, Budapest*

**10:30 Structure of environmental labelling: EU ecolabel and the Hungarian “Környezetbarát Termék” logo**

*dr. Valkó László head of department Budapest University of Technology and Economics Department of Environmental Economics*

15:50 Coffee Break

## Part 2

**11:00 Why to be “environmental friendly”?**

*Gyarmati László, manager of communication, Imagine Creative Consulting, Budapest*

**11:30 Why Austrian ecolabelled hotels are successful – Case studies**

*Mag. Ernst Leitner Ecolabelling Marketing Expert, G&L Vienna, Austria*

**11:45 Awarding EU Ecolabel certificate to the representative of SAMSUNG Electronics Hungarian Co.**

12:00 Lunch

**13:30 Ecolabelled products and services – how to promote successfully by licence holders**

*Dr. Andreas Scherlofsky, Expert for communication of sustainable issues, Energon Vienna, Austria*

**14:00 Trends in environmental protection, ecolabels in the environmental strategies of companies**

*Nicholas Paxevanos, Environmental Consultant, Reduce2day, Denmark*

**14:30 Questions and answers**

*Conclusion and end of the workshop*

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