

Venue

Jyväskylän Paviljonki, Lutakonaukio 12, 40101 Jyväskylä



Katso tarkemmat tiedot pysäköintitaloista ja maksuista:
www.jyvasparkki.fi

Organization

Motiva Services Oy, Ecolabelling Finland, in cooperation with the project team "Capacity Building in Member States for implementation of the EU Ecolabel for printed paper" on behalf of the EU Commission

Conference contacts

Mr. Lasse Krogell, Manager, The Federation of the Printing Industry in Finland, FPI, Lönnrotinkatu 11 A, FIN-00120 Helsinki, Phone +358 9 2287 7223, Gsm +358 400 453 736

Mrs. Leena Nyqvist-Kuusola, Motiva Services Oy, Urho Kekkosenkatu 4 -6, PB 489, FIN-00101 Helsinki, Phone +358 424 218 410 Office time: 8 - 16 h

Mr. Nicholas Paxevanos, Cenergia A/S, Denmark +45 2236 0612



INVITATION

The EU Ecolabel for printed paper products

Criteria, advantages, application and licensing –
How to get eco fit for sustainable printing and tenders
under environmental aspects.



Thursday, 18 April 2013, 14:45–16:30

Jyväskylän Paviljonki, Seminaarilava 2
Lutakonaukio 12, 40101 Jyväskylä



The EU Ecolabel makes it easy to choose green!

The EU Ecolabel and the Nordic Ecolabel



The EU Ecolabel is a voluntary scheme, established in 1992 to encourage businesses to market products and services which are more environmentally sound to the environment.

Products and services awarded the EU Ecolabel carry the logo, allowing consumers - including public and private purchasers - to identify them easily. In Austria, Competent Body is the Federal Ministry of Agriculture and Forestry, Environment and Water Management.

The EU Ecolabel helps manufacturers, retailers and service providers gain recognition for good environmental standards, while helping purchasers to make reliable choices.

With the Commission Decision 2012/481/EU of 16 August 2012 companies can apply for the award of the EU Ecolabel for printed paper products.



The Nordic Swan is the official Ecolabel of the Nordic countries and was established in 1989 by the Nordic Council of Ministers. The purpose of the Ecolabel is to contribute to sustainable consumption and production.

The Nordic Ecolabel trademark

- Is an effective and simple marketing tool that is a guarantee that products have fulfilled stringent environmental and climate criteria.
- Strengthens the companies' own marketing and selling campaigns.

A growing number of procurements (tenders) are using the EU and Nordic Ecolabelling criteria as environmental requirements, and the EU and Nordic Ecolabel licence as documentation that the requirements are met

Programme

14:45 Welcome

Mr. Lasse Krogell, Manager, The Federation of the Printing Industry in Finland, FPI

14:50 The Role of the EU Ecolabel for “Printed paper products” – Overview, Benefits, GPP

Mr. Nicholas Paxevanos: Ecolabelling expert – Cenergia Energy Consultants A/S Denmark. Partner of the project “Capacity Building in Member States for implementation of the EU Ecolabel for printed paper” on behalf of the EU Commission

15:10 EU Ecolabel for "Printed Paper Products" – Products, Criteria, Application, Fees and Comparison to the Nordic Ecolabel

Motiva Services Oy, Ms Kirsi Auranmaa

15:30 Applying for the EU Ecolabel in Practice – Case Helprint Oy

Helprint Oy, HSEQ Manager, Juha Pulkkinen

15:50 EU Ecolabel – Trends and Marketing

Dr. W. Andreas Scherlofsky, Energon, partner of the project “Capacity Building in Member States for implementation of the EU Ecolabel for printed paper” on behalf of the EU Commission

16:10 Questions/Discussion

16:30 *End of the workshop*