

### Technical guarantees of the workshop:

RNDr. Mária Vidová, Ministry of Environment of the Slovak Republic  
Ing. Emília Boďová, SAŽP COHEM Bratislava,  
Environmental Management Department Trnava

### Organizational guarantees:

Mgr. Marcela Lančaričová  
Slovak Environmental Agency  
COHEM, Environmental Management Department  
Pažitná 84, 917 01 Trnava  
Mgr. Renáta Baníková, PhD.  
University of Central Europe in Skalica  
Kráľovská č.386/11, 909 01 Skalica

### Instructions for participants of the workshop:

The workshop is free of charge.  
Refreshment and lunch in the restaurant STUDIOSUS PUB  
will be offered to the participants.

Number of participants is limited.  
Please, confirm your participation by 6 May 2011  
e-mail: marcela.lancaricova@sazp.sk  
phone number: +421-33-5907813

### Venue:

University of Central Europe in Skalica, Kráľovská č.386/11, 90901 Skalica  
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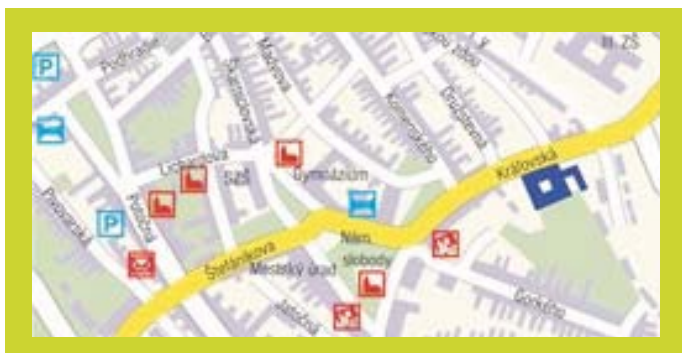


MINISTRY OF ENVIRONMENT OF THE SLOVAK REPUBLIC  
SLOVAK ENVIRONMENTAL AGENCY  
UNIVERSITY OF CENTRAL EUROPE IN SKALICA

## INVITATION

to the workshop with international participation

# ENVIRONMENTAL LABELLING IN PRODUCTION AND SERVICES



11 May 2011

University of Central Europe in Skalica  
Kráľovská 386/11, Skalica



The workshop is organised and financed  
within the project of the European Commission



The Flower makes it easy to choose green!

## European and national ecolabel



Both the EU Ecolabel and the National Ecolabel are voluntary schemes, established at European level in 1992 and at national level in 1997 to encourage businesses to market products and services which are more environmentally sound to the environment. Products and services awarded the Ecolabel carry the logo, allowing consumers - including public and private purchasers - to identify them easily. The Ecolabels help manufacturers, retailers and service providers gain recognition for good standards, while helping purchasers to make reliable choices.

The aim of the workshop is to provide information relating to the awarding the national label and the EU Ecolabel, significance of the ecolabels for competitiveness of producers and service providers and ways of promotion of the products with the ecolabel.

## AGENDA

- 8:30 9:00 Registration of participants**
- 9:00 9:30 Welcome and introductory word**  
RNDr. Mária Vidová - Director of Environmental policy department,  
Ministry of Environment of the Slovak Republic  
Mgr. Daniel Schmidtmayer  
General director of Slovak Environmental Agency  
Ing. Heidy Schwarczová, PhD. - Director and founder  
of University of Central Europe in Skalica
- 9:30 10:15 How to market and promote Ecolabel products and services**  
Andreas Scherlofsky - Energon GmbH
- 10:15 10:35 Present state and perspectives of the environmental friendly products in the Slovak republic**  
Prof. Ing. Vojtech Kollár, PhD.  
Rector of the University of Central Europe in Skalica
- 10:35 11:00 Break**

- 11:00 11:20 Environmental labelling in the context of sustainable production and consumption**  
Ing. Emília Boďová - Slovak Environmental Agency,  
Centre of Waste Management and Environmental Management, Bratislava
- 11:20 11:40 Workplan of the European Commission for development of environmental criteria for products**  
Ing. Ondrej Šurina - Ministry of Environment of the Slovak Republic
- 11:40 12:00 Development of national and European environmental criteria**  
Ing. Anita Gajarská - Slovak Environmental Agency,  
Centre of Waste Management and Environmental Management,  
Bratislava
- 12:00 12:20 Awarding the ecolabel at national and European level**  
Mgr. Darina Baďurová - Slovak Environmental Agency,  
Centre of Waste Management and Environmental Management,  
Bratislava
- 12:20 12:35 Lecture - producer/service provider**
- 12:35 12:50 Discussion**
- 12:50 13:00 Conclusion - RNDr. Mária Vidová**

Common lunch

