

## Venue

Hilton Malta, Portomaso St. Julians, PTM 01, Malta

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## Conference Contact

Malta Standards Authority

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European Commission

EU Ecolabel  
[www.ecolabel.eu](http://www.ecolabel.eu)

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# INVITATION

## The Flower of Ecology

How to let it grow for your products and  
tourist accommodation service offer



Friday, 20<sup>th</sup> May 2011

08:30, Hilton, Malta

This workshop is a cooperation of the Malta Standards Authority,  
the Malta Hotel and Restaurants Association, the Enterprise Europe network  
and the European Ecolabel



We kindly ask you to confirm your participation by Wednesday, 18<sup>th</sup> May 2011 via email:  
[monica.g.bugeja@msa.org.mt](mailto:monica.g.bugeja@msa.org.mt) – or phone +356 23 952000



The Ecolabel makes it easy to choose green!

# Agenda

## The European Ecolabel and National Ecolabel



The European 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 Ecolabel carry the logo, allowing consumers - including public and private purchasers - to identify them easily.

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

## Part 1

- 08:30**      *Registration and Coffee*
- 09:00**      **Opening Statement**  
*The Hon. Dr. Chris Said, Parliamentary Secretary in the Office of the Prime Minister*
- 09:15**      **EU Ecolabel – Tourist Accommodation**  
*Ing. Francis E. Farruġia – Chairman, Malta Standards Authority – EU Ecolabel Competent Authority (Malta)*
- 09:35**      **EU Ecolabel trends, basics and marketing**  
*Dr. Andreas Scherlofsky - Ecolabel Communication expert - Energon GmbH Vienna, Austria*
- 10:00**      **MHRA view on Ecolabels and certification**  
*Mr. George Micallef – President MHRA*
- 10:15**      **Question time**
- 10:30**      *Coffee Break*

## Part 2

- 11:00**      **Radisson Blu Golden Sands - Minimising the negative impact on the environment**  
*Ing. Raymond Vassallo – Chief Engineer, Radisson Blu*
- 11:20**      **Tourist accommodation services: Technical aspects, benchmarks and best practice examples**  
*Mag. Ernst Leitner - G&L, Ecolabelling and Marketing Expert*
- 11:50**      **EU Ecolabel Experience – Hilton Malta Story**  
*Mr. Mario Morana – Assistant Chief Engineer*
- 12:10**      **Question time**
- 12:30**      **The Malta Competition and Consumer Affairs Authority – Its role in the leisure industry.**  
*Ing. Francis E. Farruġia*
- 12:50**      **Question time**
- 13:00**      **Closing words**  
*The Hon. Dr. Mario Demarco, Parliamentary Secretary in the Office of the Prime Minister*
- 13:10**      *Buffet Lunch*
- 13:30**      *End of the workshop*