**Capacity Building in EU Member States
for the implementation of the EU Ecolabel for
printed paper products**

Interim presentation, Brussels June 17, 2013

My presentation ...

- is mainly an **interim status report** on the implementation activities in target countries

- tells about the **achievements** by end of May

- **explains the initial support** of CB
  by the project team:
    - Basic material
    - presentation workshops, press activities …

- shows **synergies** between EU and national Ecolabels (with existing print criteria)

- will finally give an **outlook** on the next steps

Main objective

Market and promote the EU Ecolabel for PPP and attract a high number of applicants!

- Work plan and strategy
  - submitted to EC and confirmed on a kick-off meeting on 29. Jan. in Brussels
- Team members are:
  - Ernst Leitner, G&L
  - Martina Solska, BIOIS
  - Andreas Scherlofsky, Energon
  - Nick Paxevanos, Cynergia
  - Christian Kukla, G&L

Further objectives

- **Identify, initiate and communicate Best practice of Capacity Building**

- **Strong visibility of EU Ecolabel for PPP**

- **Initial support of Competent Bodies:**
  - **Basic material**
  - **Coaching, presentation, etc.**

- **Synergies between EU and national Ecolabels (with existing PPP criteria)**
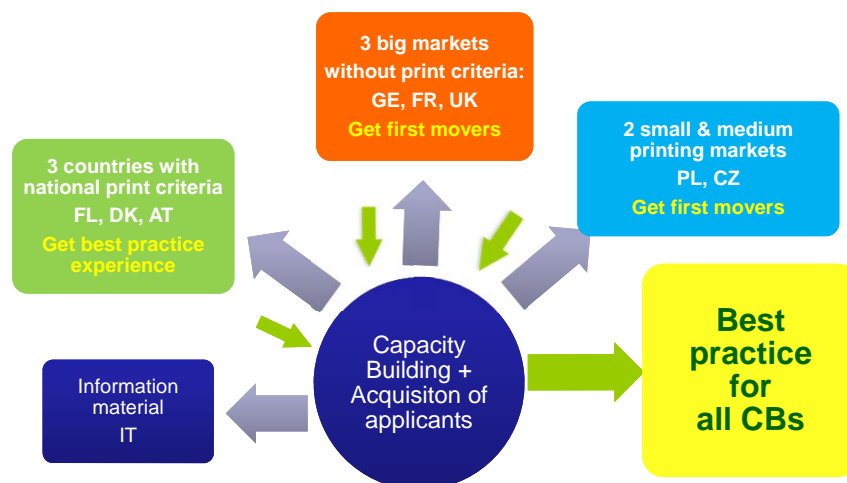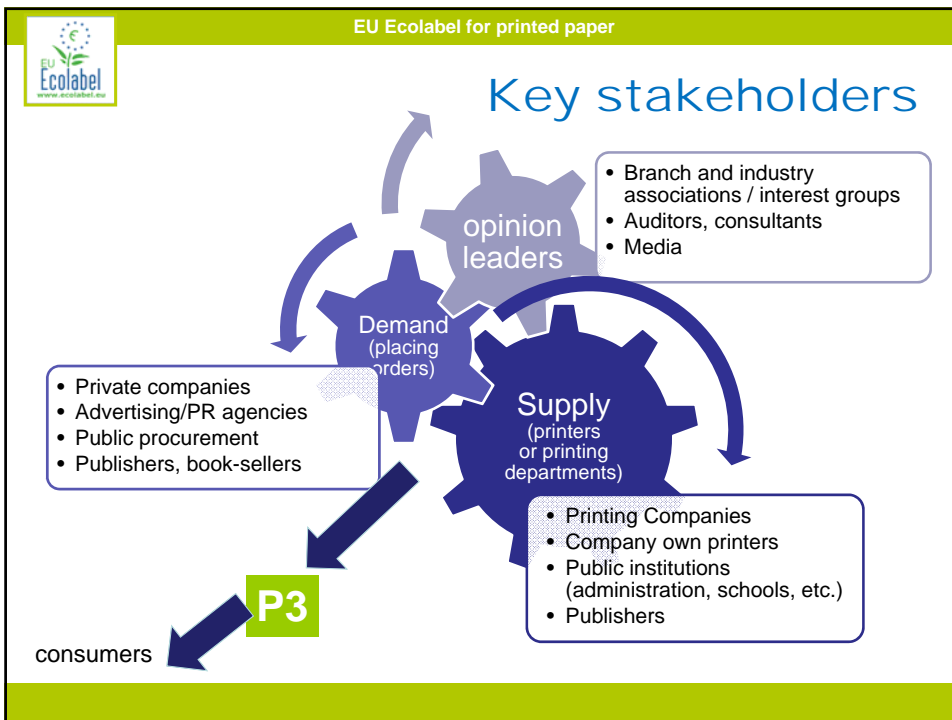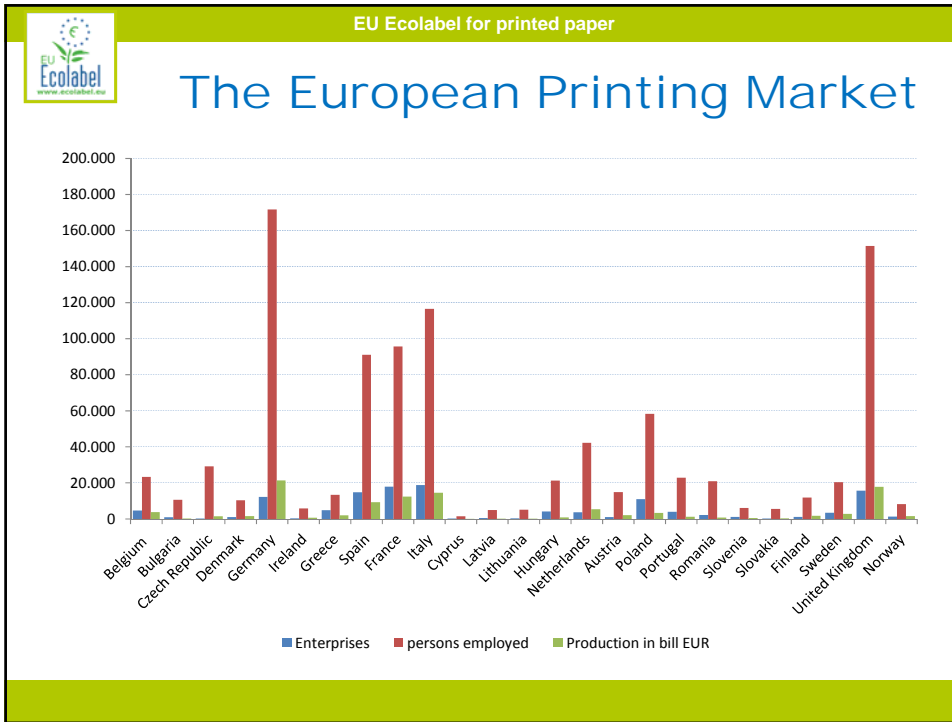
Work targets

- **Support CB's in 8 countries (strategy & implementation)**
  - Pilot acquisition (25 applicants/first movers/best practice)
  - Inform key stakeholders (federations, consumer associations …)
  - Media relations / press activities (special media)
  - Get the EU Ecolabel PPP visible (workshop, meeting, fairs, media support …)
  - Provide brochures, fact sheets, website, roll-ups, invitation forms
  - Service for ecolabel companies e.g. marketing checklists
- **Provide handsome tools for all CB's in EU-27**
  - Provide best practice strategy (with marketing check-list)
  - Provide a best practice training manual

Country coverage & dissemination best practice

3 big markets without print criteria: GE, FR, UK
Get first movers

2 small & medium printing markets PL, CZ
Get first movers

3 countries with national print criteria FL, DK, AT
Get best practice experience

Capacity Building + Acquisiton of applicants

Information material IT

Best practice for all CBs

The European Printing Market

Legend: Enterprises · persons employed · Production in bill EUR

Key stakeholders

opinion leaders

- Branch and industry associations / interest groups
- Auditors, consultants
- Media

Demand (placing orders)

- Private companies
- Advertising/PR agencies
- Public procurement
- Publishers, book-sellers

Supply (printers or printing departments)

- Printing Companies
- Company own printers
- Public institutions (administration, schools, etc.)
- Publishers

P3

consumers

Time Schedule

Tasks	1-2	3-4	5-6	7-8	9-10	11-12
1. CB agreements & schedules, preparation						
2. Tool package:development + adaptation						
- intro flyer, roll-ups, standard PPTs, event template						
- DG: User manual, fact sheets						
3. www.euecolabel.eu						
4. Best Practice Manual, FAQ, arguments						
5. National implementation by						
acquisition campaigns & events						
6. Training workshop						
for all CBs						
7. Reporting & Evaluation						
8. Media relations						

Special tools

Presentationset for workshops

- Content:
  - folder
  - invitation
  - fact sheet

  - brochure
  - Textpage
  - Contact list

- Used for:
  - workshops
  - face-to-face meetings

Brochure for applicants

- Content:
  - Flower general, criteria ELPP, eco-fit test, marketing, application procedure, fees, contact
- Hard copies, Web-PDF
- 6 pages, 21 x 21 cm
- Languages available: GE, EN, IT,
- In Sept. FR, PL, CZ
- Usage: for applicants, distributed at meetings, face-to-face meeting

Fact Sheet PPP

- Content:
  - Criteria ELPP
- Provided by EU Commission
- Available since March 2013
- Downloadable
  - EU Ecolabel website,
  - project website
- Languages
  - EN, GE, IT, DA, NL, CZ, PL

Powerpoint presentation

- Content (approx. 20 slides):
  - Flower general, criteria ELPP,
  - application procedure, fees, contacts
  - Marketing benefits
- Available now: in GE, EN
  - Soon: FR, PL, CZ
- Used for Meetings
- Downloadable
  - EU Ecolabel project website

Roll-up

- In GE, FR, EN, PL, CZ
- Used for workshops and meetings, presentations
- Available GE 21 February
- Other languages March ff.

Project Website

- www.euecolabel.eu
- Regularly updated ongoing project activities
- Info: all country activities
  - for CBs, team,
  - companies, stakeholders
- Best practice (tools, examples/case studies
- Downloads, contacts, links ….

Best Practice Guide

- a handsome tool for all CB's & companies
- content:
  - Best practice application procedure, marketing, contact
- draft now available
- final version at workshop
- needed for best-practice workshop

Evaluation

Project milestones monitoring
- Mid term evaluation in preparation (CB's will be contacted by end of June)

Project goals achievement
- Electronic feedback from CB's is requested regarding quality of implementation of project, including provided tools & materials, project website, promotional materials, best practice materials, etc.

Responsible
- Rainer Stifter

Achievements

EU Ecolabel for printed paper

Awards & potentials

Project countries	Initial Workshops	Awards (until June)	Potential applicants 2013
Germany	7 May	4	10-15
Denmark	Several by Dan.CB	5	20-40
United Kingdom	Sept.	0	n.a.
Finland	18 April	2	n.a.
France	13 Sept.	1	n.a.
Austria	6 March	6 (8 July)	15-20
Czech Republic	Sept.	1	n.a.
Poland	Sept.	0	n.a.
Further:			
The Netherlands		3	

n.a. = not available

Slide 1

Initial / pilot Workshops

Objectives
- Inform companies & key stakeholders
- Motivate companies to apply

Topics
- EU Ecolabel criteria for printing products
- How to apply & fees, marketing benefits

Organization & Duration
- Organized by CB closely with project team
- Partnership with print federations/associations
- Max. 2 hours including discussion

Status: AT March 6, FL April 18, GE May 7
- Planned for **Sept**: FR, UK, PL & CZ

Slide 2

Initial / pilot Workshops

Germany / Berlin **Austria/Vienna** **Finland/Jyväskylä**

Initial workshop experience

Excellent way of communication
- To reach a wide audience (companies, key stakeholders)
- To inform branch media on the ongoing project & aims
- To federations & associations, paper industry

Get practical experience regarding fulfilling criteria
- EU Ecolabel paper supply (quantity and quality)
- How to measure waste paper during print process
- Reduction of fees for national licence holders
- Calculation of fees (outsourcing parts of production)
- Declarations, e.g. chemical suppliers (database solution?)

But:
- Workshop has to be well prepared (venue, programme, speakers, arguments)

Press results AT, GE, FL

National Implementation

Austria

EU Ecolabel for printed paper

Austria

Project status Austria

Situation: 1.022 print. comp. (400 target market), 109 AT-Ecolabel awards, active cooperation with CB (Fed. Min.), >15 applicants by end 2013

Main objective: identify and motivate five first movers/best practice companies

Double branding strategy

Step 1. Market analysis (Green printing, EMAS, ISO, stakeholders)

Step 2. Positive cooperation CB and print association

Step 3. Presentations and many phone calls (companies, key stakeholders)
– Pilot workshop on 21 March/Vienna: 30 participants, press activities

Step 4. EU Ecolabel awards for 6 companies by Federal Minister on 8 July with successful press activities

Step 5. Follow-up:
– Second award ceremony in autumn at pixel award (public presentation)
– Organise a second workshop for further companies
– Participate at Print fair

Project team contact: Ernst Leitner, Andreas Scherlofsky

Germany

EU Ecolabel for printed paper

Project status Germany

Situation: 12.224 print. Companies (5,000 target market), two EU Ecolabel awards, active cooperation with CB (RAL and UBA), 10-15 applicants expected

Main objective: identify and motivate five first movers/best practice companies

Step 1. Market analysis (Green printing, EMAS, ISO, stakeholders)

Step 2. Positive cooperation CB and print association (Dt. Bundesverband)

Step 3. Presentations with key stakeholders
- Pilot workshop on 7 May/UBA-Berlin: 46 participants, press activities
- Presentation RAL on 29 May/Bundesverband

Step 4. Follow-up:
- Get experience how to handle applications / criteria implementation
- Spread information (article on awards, best practice experience)
- Organise a second workshop for other companies in Southern Germany (Bavaria)

Project team contact: Ernst Leitner, Andreas Scherlofsky

EU Ecolabel for printed paper

United Kingdom

EU Ecolabel for printed paper
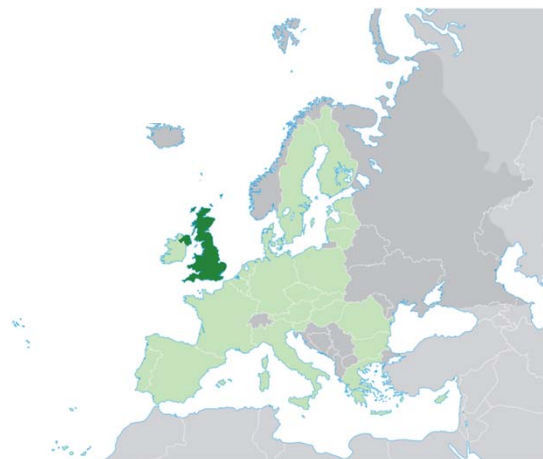
Interim status UK

Situation: no national label, few paper licence holders, very high potential (15 T ind.)– large volume of printing activities, but lack of EU Ecolabel paper in UK

Main objective: identify and motivate five first movers

Step 1. Cooperation CPI (paper industry) and BPIF

Step 2. May 14, CPI-meeting in London

Step 3. Organise a workshop in Sept. with paper/print industry/Defra with follow. topics:

- Why the Ecolabel: benefits for branch organisations and enterprises
- Printed paper criteria
- How to apply: ecat registration, documentation etc.
- Use of available "help materials": application guide, marketing etc.

Step 4. Follow-up: contact individual enterprises if necessary, offer support to interested enterprises, press work

Step 5. Report and recommendations for future work

Project expert: Nick Paxevanos

EU Ecolabel for printed paper

Nordic Swan Countries

Project countries:
- Finland
- Denmark

Project status Finland

Situation: 1.169 print. Companies, national label=Nordic ecolabel, two EU Ecolabel awards, active CB is promoting both labels, two applicants

Main objective: identify and motivate five first movers/best practice companies

Step 1. Market analysis

Step 2. Positive cooperation CB and Finish federation of printing industry

Step 3. Pilot workshop on 18 April Finland/Jyväskylä at FinnGraph:

- 15 participants
- Cooperation partners: Motiva Services Oy, Ecolabelling finland and Federation of printing industry (FPI)

Step 4. Follow-up:

- FPI announced to spread information to printing houses (article)
- CP expressed willingness to continue promotional work: e.g. ringing the Swan certified companies

Project team contact: Nick Paxevanos, Andreas Scherlofksy

Situation Denmark

Tariff on Printed Paper imposed by the government and in force 2013 (after EU approval)

- **2013:** DKK 3,00 per kilo of household advertising material. DKK 2,00 for use of EU Ecolabel printed paper.
- **2014:** DKK 4,00 per kilo of household advertising material. DKK 2,00 for EU Ecolabel paper

Work update:

- 2 printed paper seminars held by CB.
- Material: fact sheet, checklist, FAQ, guide for applicants.

Project team contact: Nick Paxevanos

1 EURO = approx. 7,45 Danish Crown

Project Status Denmark

Situation: 1.081 companies, 103 swan certified companies, very active CB promoting Swan and EU Ecolabel, 5 EU Ecolabel awards, potential 20-40 companies to apply, Danish CB and Graphic association agreed to cooperate with project team

Main objective: identify practice companies (Swan certified), support CB

Step 1. Direct contact to 103 printing facilities for acquisition purposes and support offer (Project team)

Step 2. Translate the application guide, checklist and FAQ to English for use in other countries (Danish CB)

Step 3. Hold a workshop in September (if needed)

Step 4. Dissemination of information to companies (project team with graphic association)

Step 5. Follow the developments and effects of the tariff legislation and report

Project team contact: Nick Paxevanos

Poland

EU Ecolabel for printed paper

Project Status Poland

Situation: 10,960 print. comp., only few companies members in associations, Polish CB (Mrs. Joanna Tkacyk, PCBC) confirmed cooperation with project team, cooperation with print&publishing (EU wide magazin)

Main objective: identify and motivate five first movers

Step 1. Identify interest, find way to communicate to relevant stakeholders

Step 2. Adapt material (Polish): fact sheet, brochure, roll-up, standard press release, conference folder

Step 3. Find a commitment with branch association + media

Step 4. Organise a pilot workshop in September/October:
- Target: 25 participants

Step 5. Set-up a follow-up-programme:
- CB expresses willingness to continue promotional work
- Industrial federation and print media P&P will spread information

Project team contact: Andreas Scherlofsky

EU Ecolabel for printed paper

Italy

EU Ecolabel for printed paper

Special offer

Main objective: start communication to companies/identify and motivate five first movers

Situation: 18,800 companies

Step 1. Identify associations, companies and motivate them to organise workshop(s)

Step 2. Adapt material (Italian):
- ✓ fact sheet
- ✓ brochure
- ✓ roll-up
- ✓ standard press release
- ✓ conference folder

Step 3. pilot workshop(s) in September/October (25 participants) by Italian CB

Step 4. Set-up a follow-up-programme

Project team contact: Andreas Scherlofsky

EU Ecolabel for printed paper

France

EU Ecolabel for printed paper

Project Status France

Situation: Big potential market - printed paper manufacturers; printers - challenging situation; key multipliers – retailers and distributors, advert/comm. Agencies; National Ecolabel (NF Environnement) for Notebooks, Cooperation with French CB

Main objective: Identify and motivate first movers

Step 1. Identify key stakeholders, their interest and find way to communicate

Step 2. Adapt marketing material (French): fact sheet, brochure, roll-up, standard press release, conference folder

Step 3. Try to find a commitment with branch association (UNIC)

Step 4. Organise a pilot workshop in Paris on 13 September, together with French CBs and with the participation of the Ministry of Environment

- Target audience: potential new license holders and key multipliers
- Programme: Ecolabel and criteria presentation, marketing and best practice sharing, application process

Step 5. Encourage a follow-up and further best practice sharing

Project team contact: Martina Solska

EU Ecolabel for printed paper

Czech Republic

Project Status Czech Republic

Situation: 976 publishing and printing houses (mainly small companies), Important role of the export (incentives and competitiveness), Ecolabels not yet broadly developed, no national ecolabel for printed paper, close cooperation with the Czech CBs

Main objective: identify and motivate first movers (exporting companies)

Strategy: target exporters and producers with clients abroad, especially on the foreign markets with stronger environmental requirements (as Czech demand for the ecolabels is still very low)

Step 1. Identify key stakeholders

Step 2. Adapt material (Czech): fact sheet, brochure, roll-up, standard press release, conference folder

Step 3. Contact with branch association/paper industry

Step 4. Organise a pilot workshop in September

– Programme: Ecolabel and PPP criteria, BP presented by two first Czech license holders, application process

Step 5. Set-up a follow-up-programme

Project team contact: Martina Solska

Next steps

Steps	Activities
June-August	Production of tools for remaining workshops: Brochures, roll-ups
June-August	Finalise best-practice workshop
September-October	Initial workshops in France, UK, CZ, PL
June-November	Follow-up national implementation activities
Sept.-Oct.	Visit fairs (Stakeholder meetings) GE, AT Award ceremonies (Pixel Award)
August-November	Dissemination & networking (esp. GPP)
June-Nov.	Evaluation
November	End of project