




**P3 Best Practice – Manual & Workshop**  
Interim presentation EUEB, 17/6/2013 Brussels  
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EU Ecolabel for printed paper

## Capacity Building ..

**.. development of the capacity of an institution in order to achieve a goal**

- **WoMen Power**
- **Know-how**
- **Resources**
- **Power of decision**



*Measured by ..*

- *Number of workdays x staff members*
- *Budget in EURO*
- *Position, authority to decide*

## Best practice

1. .. is valuable experience **collected/developed** in one place and **utilised in another**
2. .. needs **adaptation** to local circumstances
3. .. always **more than one way** to achieve a goal

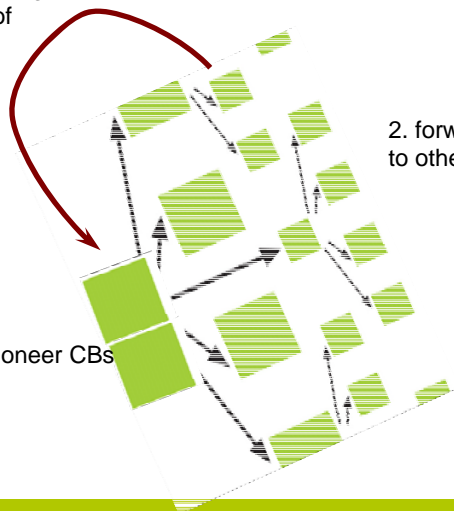


## Best practice as a tool for the EUEL CB network

3. Backwarding and exchange of experience

2. forwarding of experience to other CBs

1. pioneer CBs

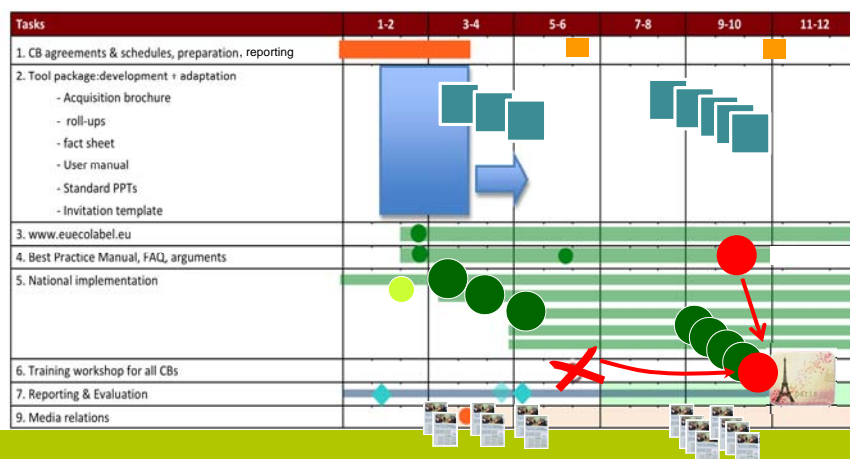


## The flow of best practice

- **during project**  
(forwarding information, coaching)
- **via „Best practice guide“**
- **via „Strategy & training workshop“**  
(Paris, Sept. or Oct.)



## Project schedule



# The MANUAL



EU Ecolabel for printed paper

## Best Practice Guide



- Practical Management guide (filer or folder) for the Implementation of P3 in a country and a company
  - for CBs
  - for companies
- Explanation of procedures, examples
- FAQs
- ev. minimum standards for criteria (harmonisation!)



## Guide content



### Implementation of the EU Ecolabel PPP in a country

- Strategy & steps
- Analysis: Companies & markets, media, events
- Workshops
- Media work
- Support instruments
- TOOLS
- EXAMPLES



### Use of the EU Ecolabel PPP by a company

- Use on prints (rules, examples)
- Information to customers
- Use in marketing
- CI integration
- Integration with other Ecolabels
- CHECKLIST
- EXAMPLES



# Best practice of the implementation in a country

by Competent Body





## Strategy to approach companies

	Green printers	New Ecolabellers
Identity	Green Identity, EU Ecolabel is one of many schemes the printer uses	No green label by now, but interest and demand towards green printing
Behaviour/ ecoprint-%	Active / most of orders with Ecolabel	Followers / part of the orders with Ecolabel
Target strategy	<i>.. motivate to integrate the EU Ecolabel in their green portfolio in a good position and to offer the EU Ecolabel to their customers .. motivate to extend the share of eco-printing</i>	<i>.. convince them to actively offer the EU Ecolabel to their customers and extend the share of eco-printing</i>
Challenges	competing Ecolabels	do the first step
Examples	...	...
Conclusion	...	...
Clients:	green NGOs and entrepreneurs	New green demand, GPP, etc.



## Implementation in a country

### Step 1: Analyse your market + build your network



- printers' associations > companies
- media for printers, events

### Step 2: Build your support system



- Funding/tariff (for consultants, companies, etc.)
- System of consultancy

### Step 3: Initiate initial information



- Prepare your tools (fact sheet, workshop)
- Informational workshops in co-operation

### Step 4: Keep in contact with companies

(keep in a good contact, surveillance)



## Key stakeholders



## Informational Workshops

### Objectives

- Inform companies & key stakeholders
- Motivate companies to apply

### Topics & messages

- Rising importance of eco-printing
- Criteria and proof
- How to apply & fees
- marketing benefits

### Organization & Duration

- CB & association & media
- Max. 2 hours including discussion
- Use the tools (fact sheet, brochure, roll-up, invitation template, presentations, etc.) > find workshop examples on [www.euecolabel.eu](http://www.euecolabel.eu)



## Preparation of CB tools



- Web Platform [www.euecolabel.eu](http://www.euecolabel.eu)
- Introductory brochure (6 p, incl. self assessment)
- Event templates & standard presentations
- Roll-ups, banner for events
- Best Practice Manual



For all CBs

## Media work

- Prepare the media package
- Contact your media
- Invite journalists to your event and offer them articles
- Always add photographs and logo!
- Monitoring: collect and check articles (ev. feedback) + conclusions







## Public Awarding

- ☑ **CB and/or Ministry handing over the certificate/plate to companies at a public event, including media work by CB/Ministry and companies**
- ☑ **Synergy with a big public event**



## Best practice of the EU Ecolabel in use

... by a company





## PPP with EU Ecolabel – not only for GPP!

### Estimation of the demand for EU Ecolabel PPP by groups of customers

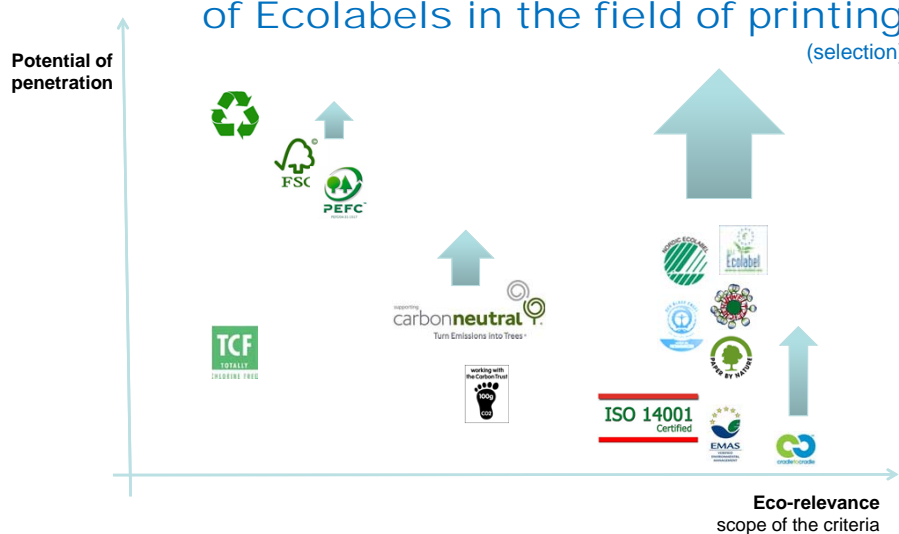
- 30% private companies
- 15% NGOs
- 12% Agencies
- 12% Public GPP
- 11% Publishers
- 20% others



Quelle= ?



## Matrix of relevance of Ecolabels in the field of printing (selection)





# Logo Rules

**Colors**



- Pantone 347; RGB 0-158-96; #009E60): flower symbol, EU, web-url
- Pantone 279; RGB 102-137-204; #6689CC) frame, Ecolabel, text

**Minimum size** 10.6 x 10.6 mm

**Text box with Licenc number**

Lizenzstaat/ Produktgruppennummer / Lizenznummer



**Single color print**



**Optional versions**

- .. can be recycled
- .. printed on environmentally sound paper
- .. strong limits for the use of chemicals and emissions along production



„Please collect paper after use for the recycling“



# Integration of the EU Ecolabel into the company's ..

- .. Corporate Identity
- .. marketing
- .. products





EU Ecolabel for printed paper

**Example**  
**Ecolabel information on the company website of a company using many Ecolabels**

Was sind Öko-Labels?  
 weitere Auszeichnungen

Unsere  
 Öko-Labels

Soon including the  
 EU Ecolabel PPP

janetschek

EU Ecolabel for printed paper

**Example**  
**The use of Ecolabels and eco-information on corporate brochures of a company using many Ecolabels**  
 (environmental report, sustainability report, brochures, leaflets, etc.)

Schon den  
 Obstschek gemacht!

01 | 2013  
 1,54 MB

04 | 2012  
 0,5 MB

03 | 2012  
 0,5 MB

02 | 2012  
 0,1 MB

01 | 2012  
 0,1 MB

.. soon with the EU  
 Ecolabel PPP, too

janetschek



# Example

## press release „Awarding ceremony“ by a new licence holder



# Topics of public interest

- Awarding events**
- Annual eco-balance**
- Positive trends**
- Eco-performance of a printer (e.g. by eco-printing instead of standard printing, in a year or for a big order)**
- New green technology, employment, etc.**





## Example

### information on environmental challenges and green print offers of companies

#### on the company website

- Explain the EU Ecolabel criteria
- Present examples and benefits



#### on other websites

- Articles on printing platforms
- Link to the EU Ecolabel Website



## Example

### Printer using many Ecolabels (also a company own)



Soon also using  
the EU Ecolabel  
PPP:









## Conclusions

- Capacity Building by Competent Bodies
- More impact by intelligent strategy
- Potential of ROI (fees)

## Best practice WORKSHOP

In Paris, Sept/Oct.





## Best practice workshop

### CONTENT

- **The Manual**
- **Presentations:**
  - **Best practice Implementation of the EU Ecolabel PPP in a country** (incl. Handling of applications and proofs and crucial criteria)
  - **Best practice use of the EU Ecolabel PPP by companies**
- **Exchange of experience**
- **Working groups (develop your own strategy)**



## Best practice workshop

- **Location: Paris**
- **Duration: 1 day, e.g. Friday?**
- **Date: Sept. or Oct.**
- **Participants: open for all CBs, ev. others (consultants, etc.)**





## Best practice workshop

... we will send out an email to the CBs

- if they are **interested** in
  - in the manual
  - to participate in the workshop
- which **date** they would prefer (September or October)



Thank you  
for the attention

Questions?

