




**Capacity Building in EU Member States  
for the implementation of the EU Ecolabel for  
printed paper products 2013**



EU Ecolabel for printed paper



## Our Team

- **Ernst Leitner** (G&L), coordinator, AT, GE
- **Andreas Scherlofsky** (Energon), AT, PL
- **Nick Paxevanos** (Cenergia), UK, Scandinavia
- **Martina Solska** (BIO), FR, BE, CZ
- **Véronique Monier** (BIO), FR, BE, CZ
- **Christian Kukla** (G&L), press activities
- **Rainer Stifter** (Energon), Evaluator



## Meeting agenda

- **Project**
- **National work packages**
- **Confirmation & open questions**

## The Project





## General approach

- **Identify potential applicants**
  - Direct contacts, networking, create synergies
- **Enforce targeted acquisition**
  - Start communication to identified companies
- **Basic assist in application process**
  - Offer advice to pilot-companies; workshops, on-site visits, etc.
- **Develop best practice examples**
  - Find first movers in target countries
  - Best practice transfer to other EU countries



## Project objectives

### **National activities**

- Pilot acquisition and find 25 applicants
- Support CBs in targeted countries
- Meeting with main stakeholders
- Press-activities

### **EU-wide activities**

- Get the Ecolabel visible (workshop, meeting, fairs, media support ...)
- Provide brochures, Website, press activities
- Provide a best-practice manual with marketing check-list
- Service for ecolabel companies e.g checklists



## Scope of application

### Any PPP with:

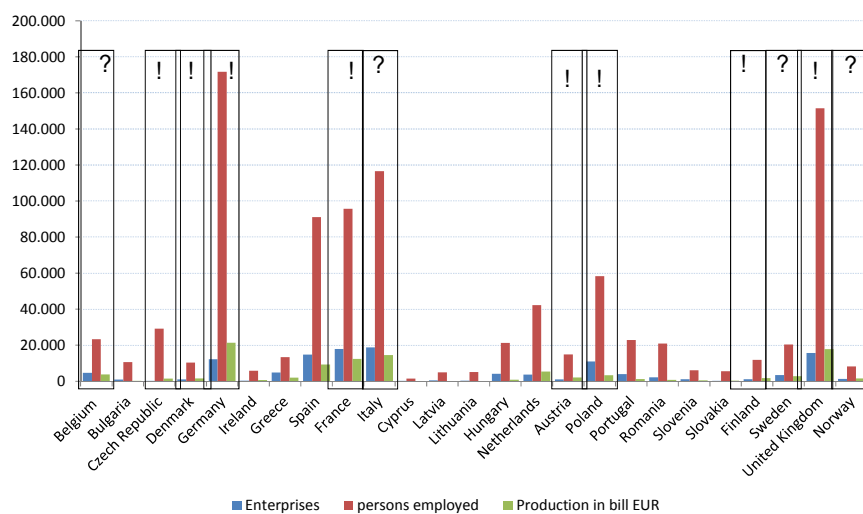
- >90% paper, card board or paper based substrates, or ..
- >80% in case of books, catalogues, pads, booklets, ..

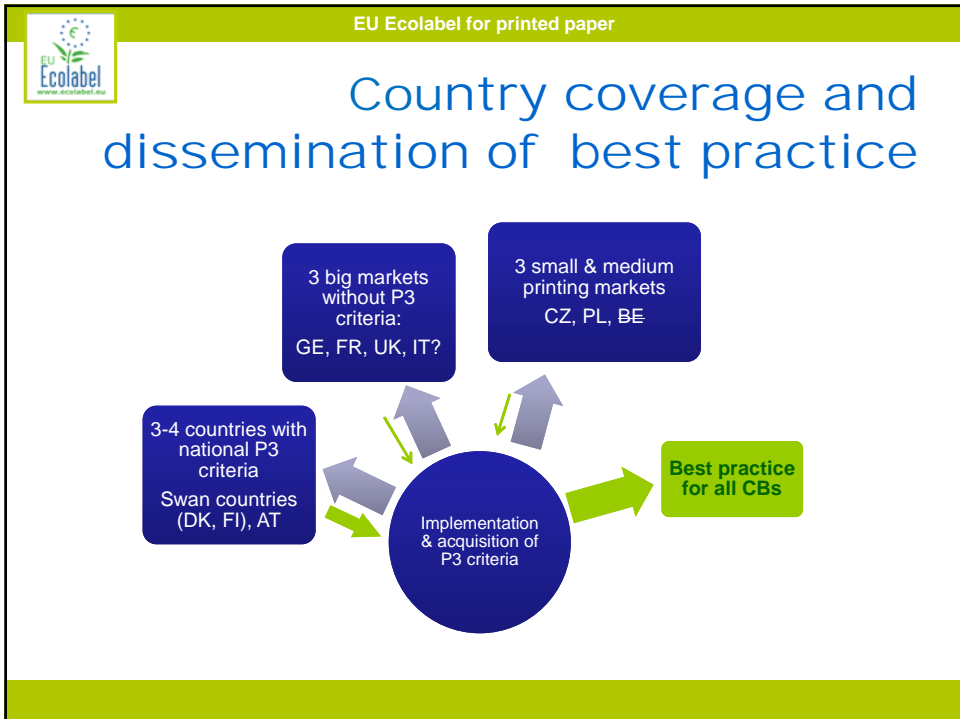
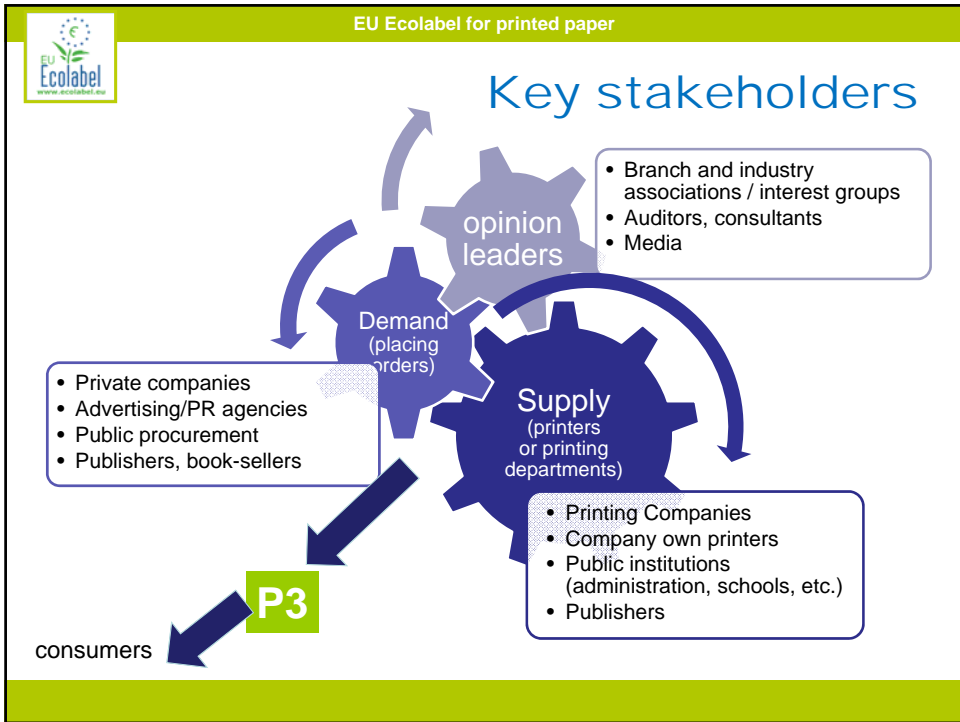
### .. but no ..

- .. P3s used for packaging & wrapping
- .. printed tissue papers
- .. folders, envelopes, ring binders (>converted paper products = paper by nature criteria)



## The European Printing Market







## Market for eco-print products

- Private enterprises, 30%
- NGOs, 15%
- Agencies (ad), 12 %
- Public institutions (GPP), 12 %
  - Ministries
  - Municipalities
- Publishers, 11 %
- Others 20%



## Labels on Printed paper products

- European national Ecolabels for P3
  - Austrian Ecolabel
  - Nordic Ecolabel
- Other relevant schemes
  - Green printing: Paper by nature, Fair print, Green print
  - FSC, PEFC=Printed paper made of sustainable paper
  - Print CO2-certified: Climate initiative
  - Climate neutral printing with climate partner
- Relevant schemes without label on the product
  - Ökoprotit, Öko-Tex 100, ISO 14.001, EMAS





## Success factors

- **Clarity about the criteria** (user manual)
- **Stake holder networking** (Branch Associations, Green printing and designer initiatives, media, etc.)
- **GPP** (e.g. GPP campaign DE)
- **Fundings** (e.g. for consultants, audits, investment, etc.)
- **Market regulation** (e.g. Tariff reduction DK)
- **Targeted acquisition**
- **Public Awarding** (e.g. pixel award AT)
- **Synergies with national Ecolabels**

## Special details & tools





## Best Practice Manual



- Practical Management manual for the Implementation of P3
- for CBs
- Know how transfer from pilot experience to the other countries
- CB checklist and best practice experience (Marketing, Acquisition, etc.)
- Licence holder and other stakeholder experience
- FAQs, Checklists (Minimum Standards)



## Acquisition brochure



- Content:
  - Flower general, criteria ELPP, eco-fit test, marketing, application procedure, fees, contact
- Hard copies, Web-PDF
- 6 pages, 21 x 21 cm
- In Ge, FR, EN, PL, CZ
- Used for applicants, distribution at meetings, face-to-face meeting





## Fact Sheet



- Content:
  - Criteria ELPP
- Provided by EU Commission
- Other languages ?
  - When available?



## Powerpoint presentations



- Content (approx. 20 slides):
  - Flower general,
  - criteria ELPP,
  - marketing,
  - application procedure,
  - fees,
  - contact
- In Ge, FR, EN, PL, CZ
- Used for workshops, meetings etc.
- Downloadable



## Roll-up



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



## Project Website



- Info & promo tools
- Best practice (Guidance, examples/case studies)
- Contacts, links
- 2 access areas:
  - Team, CBs
  - Companies/key stakeholders



## Initial Workshops

### Objectives

- Inform about Ecolabel P3
- Motivate companies to apply

### Agenda

- EU Ecolabel criteria
- How to apply & fees
- Marketing trends & aspects; benefits



### Organization & Duration

- Organized by CB with project team
- Partnership with branch associations
- Max. 2 hours including discussion

### Invitation & Announcement

- Invitation template
- Press announcement; email, ..



## Preparation of workshop

- **Preannouncing the workshops**
  - Dissemination of the appointment via online appointment databases of press agencies, appointment-sections in special interest media and multipliers like branch associations, NGOs
  - Use the CB's communication channels
- **Inviting the target group**
  - build distribution list possibly with personalised contacts
  - call major players and multipliers to personally invite them
  - send a personalised email-invitation with a link to an online-survey to evaluate the cognitive interest according the directive, the system etc. prior to the workshop
  - Include links to useful documents like manuals, directives etc.



## After the workshop

- Post-coverage
  - press release to special interest (branch)media with meaningful pictures, quotes and a personal contact
  - Collect media clippings. At least use free services like Google Alerts
- Deliverables
  - Basic press release, pictures, logo-link
  - Access to online-survey for translation to national language
  - Manual



## Project Evaluation

- Project milestones monitoring
  - Quarterly basis?!!
- Project goals achievement
  - Electronic Feedback from CBs regarding quality of project website, promotional materials, best practice materials from
- Recommendations for update
- Responsible for evaluation: Rainer Stifter

## Optional: P3 video

**no realisation because no extra funding was available!**



- Motivational short intro (10') for events
- Fund raising

## ELP3 short video?

**If financially feasible by extra resources!**

- Attracting & informative pictures
- Emotions & facts
- Statements: promotion, credibility

| Content & target groups           | stakeholders | consumers (& licencees) | Companies interested |
|-----------------------------------|--------------|-------------------------|----------------------|
| Benefits for environment & health | ■■■■■        | ■■■■■                   | ■■■■■                |
| The EL system (incl. USP)         | ■■■■■        | ■■■■■                   | ■■■■■                |
| Application                       | ■■■          | ■                       | ■■■■■                |
| Criteria overview                 | ■■           | ■■                      | ■■■■■                |
| Testimonial                       | demand       | credibility             | demand               |



## EU-wide events could be



- Ecoprint, Berlin
- Printfair, Vienna
- Online Print Symposium, Munich 2013/02
- Grafitalia, Milano 2013/05
- Fespa London, 2013/06
- IPEX 2014/03 London
- Drupa, Düsseldorf 2016/06

## Cooperation of Project team & pioneer CBs





## Support by the project team

- Basic tools for CB
- Best Practice Guide
- Strategy Coaching
- Targeted cooperation for workshop organisation



## Competent Bodies

- Implementation
- Adaptation of tools
- Marketing & media work
- Acquisition & Application service
- Awarding Ceremony

# Agreements and open questions



EU Ecolabel for printed paper

## Discussion

- Country coverage: AT, BE, CZ, DK, FR, DE, NO, PL?, SE, UK, FL? + **ev. IT**
- Availability of materials: fact sheet, user manual (pdf), brochure, roll-up, folders?
- Official Press release / press kit / contact
- Time Schedule: CB Training workshop, interim and final report, DG meetings
- EU wide Awarding Ceremony?



## Time Schedule

| Tasks                                                                                                                                                          | 1-2            | 3-4            | 5-6            | 7-8         | 9-10        | 11-12          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|-------------|-------------|----------------|
| 1. CB agreements & schedules, preparation                                                                                                                      | [Orange bar]   |                |                |             |             |                |
| 2. Tool package: development + adaptation<br>- Acquisition brochure<br>- roll-ups<br>- fact sheet<br>- User manual<br>- Standard PPTs<br>- Invitation template | [Blue bar]     |                | [Blue arrow]   |             |             |                |
| 3. www.euecolabel.eu                                                                                                                                           |                | [Green dot]    | [Green bar]    | [Green bar] | [Green bar] | [Green bar]    |
| 4. Best Practice Manual, FAQ, arguments                                                                                                                        |                | [Green dot]    | [Green dot]    |             |             | [Green dot]    |
| 5. National implementation                                                                                                                                     |                | [Green bar]    | [Green bar]    | [Green bar] | [Green bar] | [Green bar]    |
| 6. Training workshop for all CBs                                                                                                                               |                |                | [Red dot]      |             |             |                |
| 7. Reporting & Evaluation                                                                                                                                      | [Blue diamond] | [Blue diamond] | [Blue diamond] |             |             | [Blue diamond] |
| 9. Media relations                                                                                                                                             |                | [Red dot]      |                |             |             |                |



Thank you  
for the attention

Questions

