



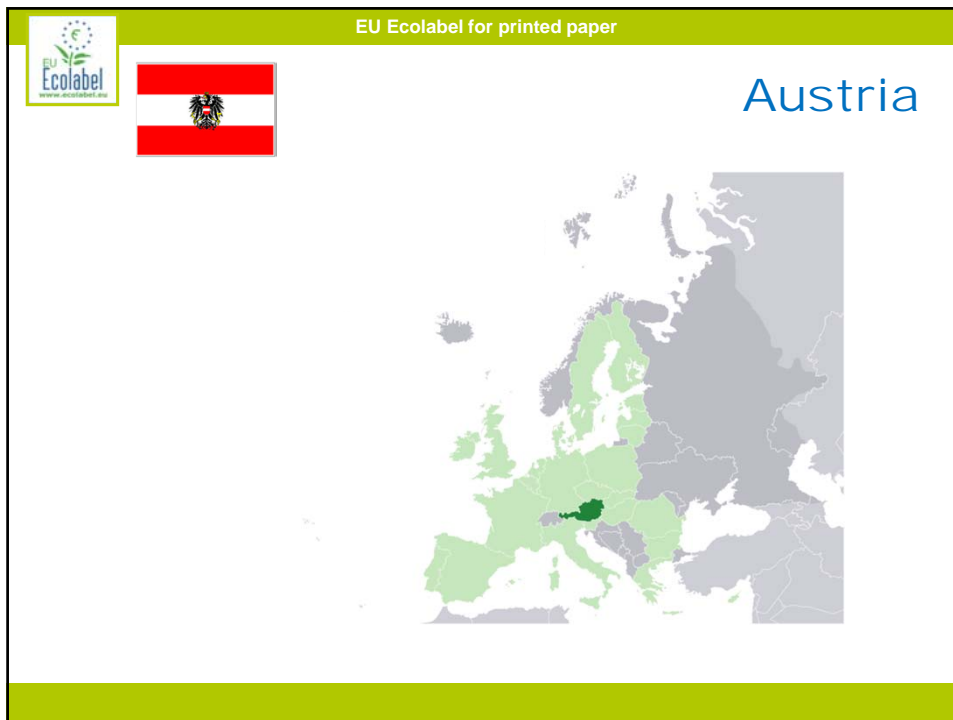
**Capacity Building in EU Member States
for the implementation of the EU Ecolabel for
printed paper products 2013
PART B – The national strategies**



National Implementation

Austria





EU Ecolabel for printed paper



Printing market

- 1.022 enterprises in AT print paper market
 - 600 printing houses (target market = 400)
- Branch associations:
 - Verband Druck- und Medientechnik Österr.,
 - Fachgruppe Druck, Wirtschaftskammer Österr.
 - Verband Österr. Papierindustrie



Green Initiatives

- EU Ecolabel: CB = Federal Ministry of Env.
- Austrian Ecolabel: Federal Ministry of Env.
- Print CO2-certified: Climate initiative of „Verband der Druckereien“
- Climate partner, climate alliance
- Private labels: Fair print, green print
- FSC, PEFC
- Ökoprofit, Öko-Tex 100, ISO 14.001, EMAS



EU ELPP in Austria

- **109 licencees (AT Ecolabel)**
 - 25% coverage of printer market (target market 400)
- **Pull factors**
 - Official support Fachverb. Druck- und Medientechnik
 - High density of eco-consciousness of printers
 - Activities of consultants (auditor pool)
 - High interest in EU Ecolabel (up to 1/3 of AT licencees)
 - Award ceremony with support by Ministry (=AT CB)
 - Dissemination: press, Austrian printer day etc.



Strategy for P3

- Double branding strategy
 - AT Ecolabel licence holders shall extend to the EU Ecolabel
 - Reduction of fees for the AT Ecolabel for EU Ecolabel applicants
- Communication to print associations, consultants as synergy partners
- First movers will be presented to the public
- Provide best practice ecolabel printed products



Steps in Austria

- Step 1.** Market analysis, identify and contact AT Ecolabel licenceholders (109) to extend to the EU Ecolabel (double branding).
- Step 2.** Set up a partnership with AT CB & branch associations (both committed)
- Step 3.** Organise a pilot workshop on 21st Febr. with the Federal Ministry to cover the following topics (already finalised):
- Why extend to the Ecolabel? benefits
 - Printed paper criteria
 - How to apply
 - Use of available “help materials”: application guide, marketing etc.
- Step 4.** Evaluate progress, target and contact individual enterprises if necessary, offer support to interested enterprises (at least 5 best practice companies)
- Step 5.** Organise a second workshop for other companies (for all companies)
- Step 6.** Organise a award ceremony e.g. at pixel award in autumn (public presentation of awarded applicants)

3 of the NE Countries






In February after negotiation with the nordic CBs was decided to choose:

- **Finland** (with the first European PPP licence holder)
- **Denmark** (as best practice partner)



Printing market

-  **Denmark:** Over 1,000 enterprises with over 10,000 workers
-  **Sweden:** 3, 406 enterprises with over 20,000 workers
-  **Norway:** 1,169 enterprises with over 8,000 workers



P3 situation

- **Nordic Ecolabel for printing houses :**



Denmark: 103



Sweden: 190



Norway: 105



Situation in Denmark

Current situation in 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 Ecolabel printed paper.
- **2014:** DKK 4,00 per kilo of household advertising material. DKK 2,00 for Ecolabel paper

Danish CB anticipating many applications

Work update:

- 2 printed paper seminars held by CB. Main participants were 3 branch organisations representatives.
- Materials produced: Checklist, FAQ, guide for applicants.



Denmark - Steps

The Danish competent body has agreed to cooperate in this project within their means.

Step 1. Contact the 103 printing facilities for acquisition purposes and support offer.

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

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

Step 4. Follow the developments and effects of the tariff legislation and report.



Sweden

The Swedish competent body has agreed to cooperate in this project.

Step 1. Organise a workshop together with the branch organisations and cover the following topics (not yet finalised):

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

Step 2. Contact the 190 certified printing enterprises if necessary.

Step 3. Evaluate progress, offer support to interested enterprises

Step 4. Report and recommendations for future work



Norway

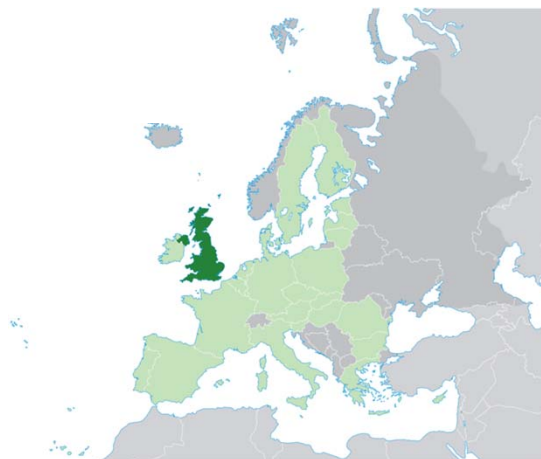
The Norwegian competent body has agreed to limited cooperation as they do not believe that the enterprises will be interested in the EU Ecolabel for printed paper.

The strategy for Norway is to wait until there are concrete examples of success from Denmark and Sweden.

The success will then be used to try and convince both the CB and the branch organisations to actively participate in a promotional workshop.



United Kingdom





Situation

- Over 15,000 printing enterprises with over 150,000 employees
 - No National label.
- A few companies and a number of retailers holding a EU Ecolabel licence for copy, graphic paper and newsprint paper.



Steps

The UK competent body has agreed to cooperate in this project within their means

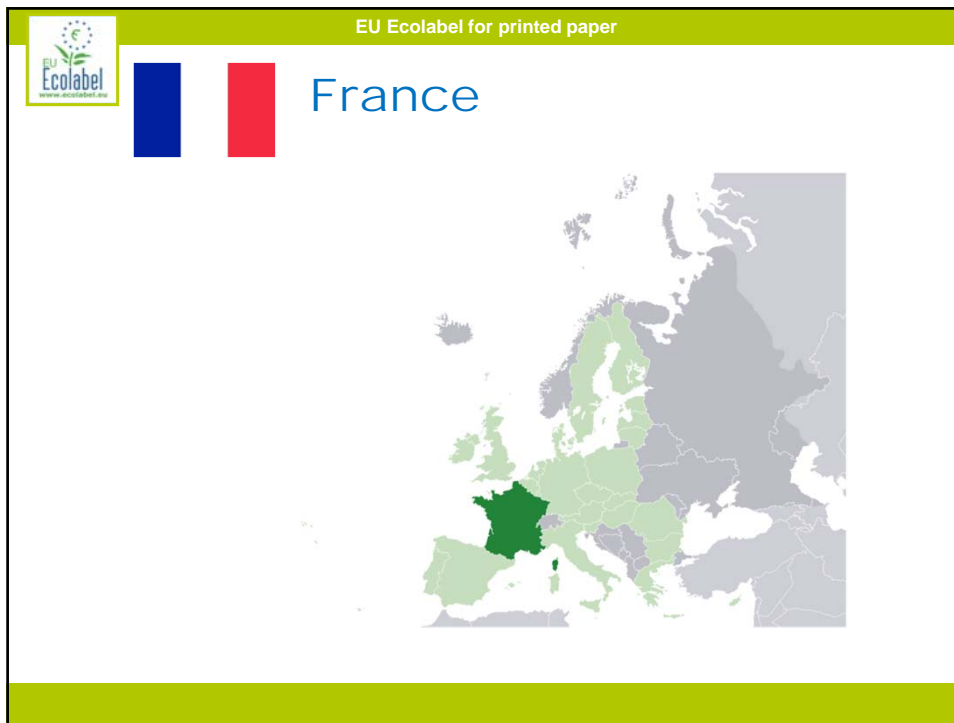
Step 1. Identify and contact the branch organisation. Find out if they have a vested interest in promoting Ecolabel printed paper. (It could be that they can make money offering consultancy services to their members for applications etc. like the Danish organisations are doing).

Step 2. Organise a workshop with these organisations and cover the following topics (not yet finalised):


- 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 3. Evaluate progress, target and contact individual enterprises if necessary, offer support to interested enterprises

Step 4. Report and recommendations for future work



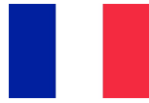
EU Ecolabel for printed paper



Printing market

- Big market potential (4512 entreprises)
- Printing houses rather small companies but with general interest in ecolabels
- National ecolabel „NF Environment“
- Major print and paper associations:
 - COPACEL
 - UNIC

The slide features a green header with the text 'EU Ecolabel for printed paper'. On the left, there is the EU Ecolabel logo. To its right are the French national colors, a blue vertical bar and a red vertical bar, followed by the text 'Printing market' in blue. Below this is a bulleted list of market information.



Pull factors

- Support of French CB
- CB regular communication through their dedicated website (www.ecolabels.fr), presence at events and direct communication with the industry
- Liaise with Industry associations
- Interest of printing industry in ecolabels (national ecolabel, recognition of EU Ecolabel)
- Key multipliers (influence on the supply chain) – key retailers and consumers, French press
- Mutual promotion: copy & graphic paper and printed paper products



Focus

- Holders of national ecolabels for printed paper products (NF Environment – exercise books)
- Holders of the EU Ecolabel for copy and graphic paper
- Key printed paper manufacturers
- Producers of communication materials
- Key multipliers



Main issues identified


- Criteria interpretation – still not clear (def. of the applicant, product, ..)
- Prepare for the certification (not ready yet):
 - ✓ User manual (produce national reference document for certification)
 - ✓ Other preparation works: audits
 - ✓ Limited supply in the raw material (EU Ecolabelled paper)





Strategy & Next steps

- Get ready for the certification, clarify existing issues (preliminary condition)
- Identify & contact target producers and multipliers
- Set up partnerships with branch associations
- Organise a workshop / information meeting in cooperation with CB and industry federations
- Provide technical support and consultancy (national reference document for certification)

EU Ecolabel for printed paper



Belgium



In March after negotiation with the CB was decided to not include Belgium because of limited resources. Instead Italy could be involved at least on a minimum level.

EU Ecolabel for printed paper



Belgium - Printed market



- 1137 graphical companies in Belgium (70 % printing houses)
- Small players (74% employ less than 10 people)
- For the moment, very little interest in the EU Ecolabel (ISO 14000 more popular, economic crises, industry convention)
- Important role of the export in revenues
- Major industry association: Febelgra



Focus & main issues

Focus:

- Professional associations (big influencers)
- Exporting companies (possible economic incentives from other EU markets)

Main issues:


- Lack of interest of the paper industry in the EU ecolabel (and ecolabels in general)
- Limited contact with the paper market from the Belgium CB, no paper products certified yet
- Language issue




Strategy and next steps

- Get ready to be able to respond to the potential interested stakeholders
- Further market analysis & identification of target producers
- Set up partnerships with branch association(s) (necessary)
- Organise a workshop / information meeting in cooperation with the CB and industry association (possibly two workshops – in French and Flemish)
- Create a “snow bowl effect”

EU Ecolabel for printed paper



Germany



EU Ecolabel for printed paper



Printing market

- 12,000 enterprises in GE print paper market
 - approx. 7,000 printing houses
 - (target market 5,000)
- Print associations:
 - Deutsche Druckverbände
 - Associations of designers & advertisers



Green Initiatives

- EU Ecolabel: UBA Berlin, RAL
- Blue Angel (criteria for recycling paper)
- Organic printing inks
- CO₂-Compensation: Climate initiative of German printers, www.print.de/NEWS2011,
- Climate neutral printing with climate partner
- Private labels from printes
- FSC (certified products) & PEFC
- Öko-Tex 100, ISO 14.001, EMAS, Ökoprofit
- Campaigns, e.g. Grüner beschaffen, www.gruener-beschaffen.de (Initiative Pro Recyclingpapier)



EU ELPP in Germany

- Pull factors
 - Support of RAL and UBA (CB)
 - eco-consciousness of printers
 - Commitment from branch associations (printers, designer association etc.)
 - market pressure (incl. Market overflow)
 - Press activity (CB, branch associations etc.)
 - Dissemination: press, public events etc.



Strategy for ELPP

- Set up communication to print associations, consultants as synergy partners (commitments)
- Provide best practice ecolabel printed products
- First movers will be presented to the public
- Provide best practice ecolabel printed products



Steps in Germany

The GE Competent Body has agreed to cooperate in this project.

Step 1. Market analysis, identify and contact potential applicants

Step 2. Set up a partnership with branch associations (printers, designers accord, charta for sustainable design, Verband kommunaler Unternehmer, IPR= Initiative pro Recyclingpapier, Climate Partner etc.)

Step 3. Organise a pilot workshop in March/April with the German CB to cover the following topics (already confirmed by German CB) in Berlin:

- Why extend to the Ecolabel?
- Printed paper criteria
- How to apply
- Use of available “help materials”: application guide, marketing etc.



Step 4. Evaluate progress, target and contact individual enterprises if necessary, offer support to interested enterprises (at least 5 best practice companies)

Step 5. Organise a second workshop for other companies (for all companies)

Step 6. Dissemination of results



EU Ecolabel for printed paper



ELP3 situation

- Printers 2007:1
 - 10.960 companies
 - 58.325 employees
 - 3.305 bio EURO turn over
 - Average investment rate 23
- Polish Competent Body: PCBC
- 67 products (APC, Paper products, Soaps&Shampoos,..) by Jan 2012

The slide features a green header with the text 'EU Ecolabel for printed paper'. On the left, there is the EU Ecolabel logo and the Polish flag. The text 'ELP3 situation' is written in blue. Below this, there is a bulleted list of statistics and information regarding the printer industry in Poland as of 2007, the Polish Competent Body (PCBC), and the number of products by January 2012.



Steps

- Market research
- Adaptation of materials
- Key partner networking
- 1 workshop
- Pilot company contacting/visits
- 5 licences



Czech Republic





Printing market

- 976 publishing and printing houses, majority of them small companies
- Important role of the export (incentives and competitiveness)
- Ecolabels not yet broadly developed
- However, already 4 companies manifested their first potential interest
- Major industry associations:
 - ✓ ACCP (Association of Czech paper industry)
 - ✓ Association of publishers, booksellers and printers
 - ✓ Association of printing entrepreneurs



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 rather low)
- Liaise with professional federations (good market levers, credibility and influence)
- Identify best practice(s) to be presented to potential licence holders
- Find solutions to existing interpretation and practical barriers: required laboratory tests



Next steps

1. Adequate market analysis & identification of key target enterprises and possible multipliers, especially exporters
2. Further cooperation with the Czech CB
3. Contact and partner with the professional associations
4. Identify an existing best practice
5. Organise an information meeting / workshop, including presentation of the best practice

**Thank you
for the attention**

Questions

