

Venue and accomodation

The workshop will take place at the Ecolabel certified Event Hotel Modul ,
2nd floor, module H
1190 Wien, Peter Jordan-Straße 78 (1 min. from bus stop Dänenstraße)
www.hotelmodul.at, Tel +43(0)1-47660

Accommodation will be partly at the Event Hotel and partly at a hotel nearby.
Details of where you will be staying will be sent to you prior the event.

Transport from/to airport

From the airport the cheapest ride to the hotel for groups is by CAT-CAB: EUR 28 (incl. up to 4 person!) The ticket covers the CAT train from the airport to Wien Mitte and then a CAT-CAB taxi to the hotel. Reservation online 24 h before arrival is necessary: www.cityairporttrain.com

Best public transport is by train (S7 or CAT) to Wien Mitte, then U4 to Heiligenstadt and then bus A10 to Dänenstr. (towards Niederhofstr.). By taxi would cost about EUR 25-30 (if reserved).

Transport from/to rail station

These days, the South-East Rail Station in Vienna is under reconstruction. Most trains *from Budapest* stop at Wien Meidling and Wien Westbahnhof. A taxi from Westbahnhof to the hotel is about EUR 12,- /20 min. Best public transport is U6 (10 min.) to Währingerstraße-Volksoper (towards Floridsdorf), then bus 40A (10 min.) to Dänenstraße (direction Döblinger Friedhof).

Most of the trains *from Prague* stop at Wien Meidling. U6 to Währingerstraße-Volksoper (16 min.; direction Floridsdorf) and then bus 40A to Dänenstraße.

There are many trains from Bratislava to different stations in Vienna.

Routers for public transport: www.anachb.at
or www.wien.gv.at/stadtplan/en/

Tickets for Vienna "Kernzone" cost about EUR 1.80 one direction, 24h ticket costs EUR 5.70 and 48h EUR 10. You can book in Vienna or on www.wienerlinien.at > English > moving in Vienna > Tickets for tourist > ...

Conference Contact

Stefan Tauchhammer
+43(0)676-708 97 23



Nicholas Paxevanos



PROGRAMME

Steering the Ecolabel

Capacity Building, Acquisition and Marketing

2-day Training and Strategy Workshop for the EU12
Competent Bodies and Policy Makers of the EU Ecolabel

Vienna, 7/8 October 2010

The Flower makes it easy to choose green!



Agenda

Thursday 7 October

08:40–09:00 Registration, 2nd floor, module H

Module A – National and European Strategies

09:00–09:40 Welcome and explanation of the 2 day workshop
Round table introduction of the participants

09:40–10:15 **The EU Ecolabel – Trends, Vision and Strategy**
Andreas Scherlofsky, Energon GmbH: Ecolabel Trends
Martin Buechele, European Commission, DG Environment:
EU Ecolabel – Vision & Strategy

10:15–10:30 **Break**

10:30–12:30 **“The European Ecolabel – Strategy Café”**
The relaxed working atmosphere of a Viennese Café. 5–6 tables, each with a moderator and dedicated to a specific strategic question. Groups of participants giving ideas and experience which the moderator will capture and visualise for the plenum. Every 20 minutes the participants are invited by a given signal to get up and join another table and topic:

1. “The Vision”: How would I like to see my CB in 2015?
2. “Budget Strategy”: What would be a “sufficient budget per year” and what can be done to get it?
3. “The Path of Synergy”: Cooperation of CBs, of national and EU Ecolabel, of CB and stakeholders?
4. “Criteria Development Strategy”: More criteria? More synergy?
5. “Free Space” and “My best/worst experience” concerning EL
6. “Challenges for Ecolabelling” and how to meet it?

Plenum: Presentation of the result and corporate conclusion



12:30–13:30 **Lunch**

Module B – Management and Marketing

13:30–15:00 **Best Practice Capacity Building and Marketing**
Presentations with discussion
FRANCE: Patricia Proia, AFNOR (Association Française de Normalisation), CB for the EU and the French Ecolabel
AUSTRIA: Andreas Tschulik, Ministry of Life, CB for the EU and the Austrian Ecolabel
VIENNA: Georg Patak, City of Vienna, Municipal Department for Environmental Matters: Ecolabel Vienna Campaign

15:00–15:15 **Break**

15:15–17:00 **Cost effective Marketing**
Ernst Leitner and Christian Kukla, G&L Vienna
Green Marketplace, trends, marketing mix, Below-the-line and Cross marketing, network set-up, Media Relations
WORKING GROUPS and plenary discussion

17:00–17:10 **Break**

17:10–17:35 **EU Funds and Programmes to promote the Ecolabel**
Rainer Stifter, Energon GmbH
17:35–18:00 **Ecolabel audiovisuals:** 3 examples (Andreas Scherlofsky)

19:00 Departure to ...

19:30 **Dinner at “Weinhof Zimmermann”**



Friday 8 October

Module C – Acquisition and Application

09:00–09:50 **More of Best practice**
Karen Dahl Jansen, Ecolabelling Denmark/Danish Standards Foundation

09:50–10:10 **Break**

10:10–12:00 **Effective acquisition**
Nicholas Paxevanos
Use of stakeholder networks, 3-point attack strategy, tools and materials, best practice and lessons learned
WORKING GROUPS and plenary discussion

12:00–13:00 **Lunch**

Module D – Workshops Series

Workshops and Workshop series with EU12
Workshop strategy and concept, Critical success factors
JOINT WORKING SESSION: The EU12 workshops series in Spring 2011

14:30–14:45 **Break**

14:45–16:30 **WORKING GROUPS**
Final agreements and discussion
Workshop Conclusion/assessment

16:30 **End**