

French ecolabel and European ecolabel in France

*Steering the Ecolabel Capacity
Building, Acquisition and Marketing*

Vienna 7/8 October 2010



afnor
CERTIFICATION

An international services group
structured around
4 major sectors of expertise:

Standardisation

Publishing
solutions
and
information
services

Training
&
Consultancy

Evaluation
and certification

Particularity: The standardisation and standards dissemination mission is recognised as being in the public interest (Decree of 2009)



Provision of services and engineering in evaluation and certification of management systems, products, processes, services and personnel

- **A complete offer:** certification based on standards, creation of reference systems or specifications, regulatory attestations, evaluation, scoring, diagnosis, ...
- **250 persons**
- **The benefit of internationally recognised accreditations**
- **The ability to manage** multiple-site modes.

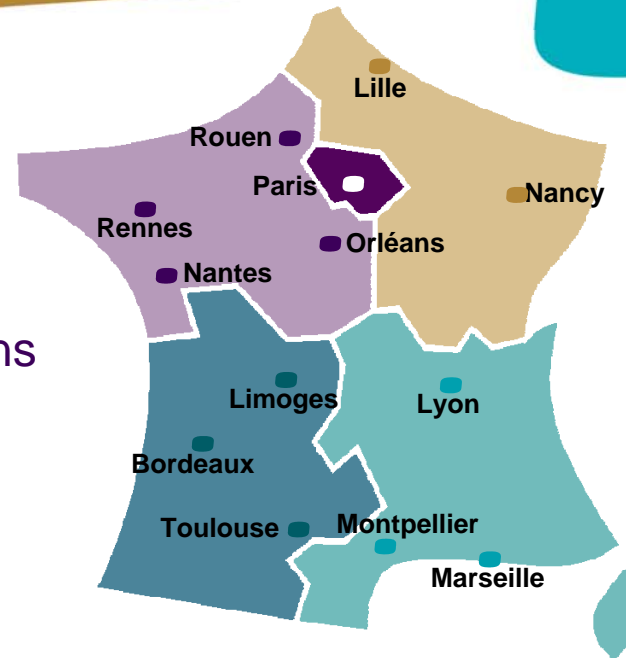
A local service

- → **Regional** (13 regional delegations),
- → **International** (27 locations).

Highly renowned trademarks:



A strong regional presence



- **An active network** in all regions of France: 13 regional delegations
- **Access** to all normative and regulatory information.
- **Numerous encounters** on topical issues.
- **A partnership** with all the economic stakeholders in order to respond to collective regional needs.
- **Information and advice** on all the Group's services.

Welcome
Orientate
Exchange
Anticipate
Participate
Mobilise
Construct

Capacity building of the French Competent body



- A team of 9 persons for working on the different product groups
- Mainly technicians, one engineer, one manager
- 3 persons with contract of 1 year
- Budget of 400 000 € for the team
- Work with also auditors about 10 for different product groups
- Use the services of the Communication department
- Main work corresponds to the management of files and explanation of criteria





. Développements for National label

- Articles of classification
- Parcel post
- Coating interiors
- Games and toys
- Stick floor coverings
- Catering



. Product groups for national label

- furniture
- Cat litters
- Shopping bags, Dustbin bags
- Containers for compost
- Coffee machine, filters for coffee machine
- Exercise books, glues for paper
- Instruments of writing
- All purpose cleaners for cars
- Paints for roads

Targets and strategies



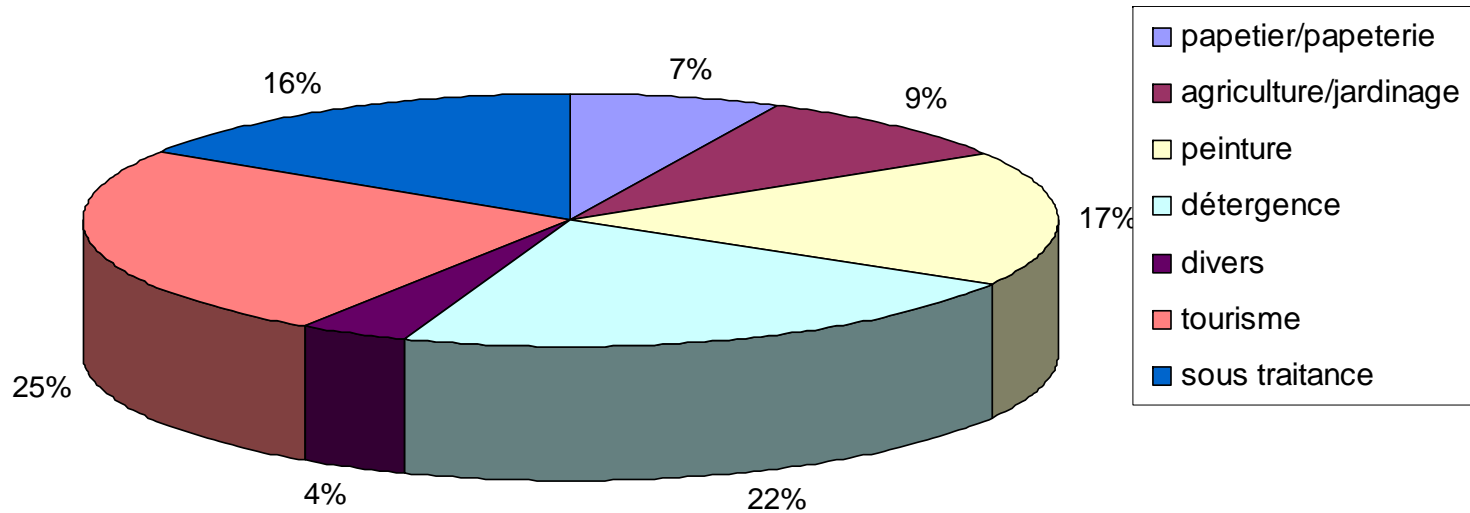
- Today more than 200 holders for the European ecolabel and more than 100 holders for NF Environnement
- 80 tourism accommodation awarded
- 20 files in wait for tourism accommodation
- 100 formulation(different products) in wait
- 30% more expected for the next year
- Some product groups as exercise books, detergents, tourism accommodation... work better than other



Targets and strategies



répartition client par marché



Tourism accomodation on 26 September 2010 : 80 awarded, 20 files in wait



Ile de France : 7

Picardie : 2

Nord pas de Calais : 0

Champagne Ardenne : 1

Normandie : 1

Lorraine : 1

Alsace : 2

Bretagne : 3

Franche Comté : 1

Pays de la Loire : 9

Bourgogne : 1

Centre : 0

Auvergne : 1

Poitou-Charentes : 10

Rhône-Alpes : 3

Limousin : 9

PACA : 7

Aquitaine : 18

Corse : 0

Midi-Pyrénées : 2

Languedoc-Roussillon : 2



Targets and strategies



- No development of National label when there is an European ecolabel except for paints and varnishes (national older than European ecolabel)
- Communication is made on the two labels
- For the ministry the two labels are based on the same principles of the standard ISO 14 024
- Accreditation following ISO 45011 for the certification body for French ecolabel



Targets and strategies



- Development of national ecolabel when no European ecolabel in development
- More participation of the regional delegations of AFNOR
- More lobbying with the different authorities which can bring financial help for the first year for the interested hotels
- More involvement of the French Agency for the Environment in the different regions of France
- Many contacts with media because a person who works only with press media
- Participation to different events like BEDOUK rather for business tourism, ECORISMO, event for sustainable tourism
- Organisation of small event with the presence of media with new hotels awarded and new producers
- Different fairs on Sustainable development and green purchasing

Accomplishments and initiatives



- Implementing of an holders's club once a year
- Implementing of a national website for the ecolabels (national and European): site www.ecolabels.fr
- From 2004 a budget from the ministry of Environment of 75K€
- Participation to different conferences organised by producers on a thematic (detergents, paper..)
- For each fair concerning products covered by the European ecolabel conference when it is possible
- For each call for tender from the authorities the official ecolabel are mentioned as a way to guarantee the conformity to environmental requirements
- A chart has been signed between the ministry of Environment and federation of retailers : **It is a commitment to slow down products with an ecolabel on the shelves of supermarkets**

Challenges, lessons learned



- The European and national ecolabel have begun to develop when the authorities got involved
- From 2005 until 2009 the ecolabels had an expansion of more than 30% per year
- Some family groups for which we had previously no demand begin to come on the market (as tissue paper, copying paper...)
- Tourism accomodation has been a good opportunity for producers on some product groups as TV, Copying paper, detergents, soaps and shampoos..)

Recommendations



- The European decision are very often incomprehensible by companies VSE but also groups
- We need to improve our documents and user's manual . For the users' manual the consultant should work more with the national companies of the different countries
- Information groups are very necessary at the beginning of the launch of an ecolabel
- The translation of documents provided by the Commission are necessary: For example the new logo
- The cost is not a brake for asking the European ecolabel
- For national ecolabel we have no problem of comprehension but the difficulty is to motivate people to go to a national label
- One argument is to say that working on a national level can be a first step and a first discussion on criteria



Retailor cooperation



- One of the difficulty is the competition between the retailers
- Because that we can not communicate at a same date for every body
- The ministry has worked on tools which can be downloaded by producers and retailers on their website
- www.sidiese.net/ecolabels10 (ecolabels@sidiese.net)
- Each year there is, during the week of sustainable development, a media campaign with about 600 spots on Ecolabels
- <http://www.marque-nf.com/marquenf/video-campagne-ecolabels-2009.html>
- Personal contacts for each big retailer



Certification : How we work ?



Sending of file



File to fill in



Audit



Audit report



Certificate

- user's manual,
- check list of criteria
- tarification

- the company must prove the conformity to criteria (declaration, procedures, test..)

- Planning following 2 months after the demand,
- Audit on site every two years for tourism but every year for products
- Remarks or non conformity
- Answers by the hotel to their remarks and non conformity

- 1 year
- Notification to the European Commission
- 2° year : checking

Communication around Ecolabel

Recherchez

[Recherche avancée](#)

- ▶ Le cycle de vie des produits
- ▶ Catégories de produits ou services certifiés
- ▶ Catégories en développement ou en révision
- ▶ Quelques chiffres
- ▶ Questions fréquentes
- ▶ Des entreprises témoignent
- ▶ Organismes partenaires

Testez vos connaissances !



[Cliquez-ici pour répondre au quiz organisé sur le thème de la Fleur...](#)



TOUT SAVOIR SUR LES ÉCOLABELS

Les écolabels distinguent des produits et des services plus respectueux de l'environnement. Leurs critères garantissent l'aptitude à l'usage des produits et services, et une réduction de leurs impacts environnementaux tout au long de leur cycle de vie. Deux écolabels sont délivrés en France : la marque NF Environnement pour le marché français et l'Eco-label européen pour le marché de l'Union européenne.

Tout savoir sur les écolabels

L'Eco-label européen
Le label écologique Européen



La marque NF Environnement
Le label écologique Français



LES PRODUITS ET SERVICES ÉCOLABELLISÉS

Il existe aujourd'hui 49 catégories de produits ou services susceptibles d'être écolabellisés. [Consultez la liste des catégories](#), les caractéristiques certifiées, les entreprises dont les produits ou services sont certifiés... et trouvez l'écolabel qu'il vous faut !

Actualités

- NF Environnement Ameublement
- Trophées du Tourisme Responsable 2009 : Lancement de la 3e Edition
- Toutes les actualités.**
- Ecolabels en RSS

Agenda

- Pôle Tourisme Responsable au salon Bedouk 2009
- Les écolabels au salon SIRHA
- Toutes les dates.

Sondage

Vous êtes

- Un particulier
- Un professionnel

Votez

Pour aller plus loin...



- **Groupe AFNOR :**

www.marque-nf.com

www.afnor.org

- **Pour plus d'information sur les écolabels :**

www.ecolabels.fr

<http://ecolabel.eu>

Merci de votre attention...



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