

Venue

ADEME

27, rue Louis Vicat , 75 015 Paris

Arrival from the Airport Charles de Gaulle (approximately 1 h 10 min):

- 1) Take the **RER B**, direction Massy-Palaiseau and stop at *Cité Universitaire*.
- 2) From here, take the **tramway 3b**, direction Pont Garigliano – Hopital Européen George Pompidou, and stop at *Brancion*.
- 3) Then, reach the street *Louis Vicat*, following the itinerary below:



Organisation

EU Ecolabel printed paper project team on behalf of the EU Commission,
DG Environment

Conference contact

Event practicalities, accommodation in Paris: ecolabel@biois.com

Content: andreas.scherlofsky@energon.eu

Registration please send to

ecolabel@biois.com until 30/9-2013



INVITATION & PROGRAMME

Best Practice Training workshop

Implementation of the EU Ecolabel for printed paper products

Exchange of experience and best practices for Competent Bodies



Wednesday, 16 October 2013

10:00 – 17:00 ADEME

27, rue Louis Vicat

75 015, Paris, France



Please send your registration by 30/9-2013

Agenda

The EU Ecolabel for printed paper products



Objectives of the Best practice training workshop

Working on best practices aims at reducing the workload associated with awarding licences as well as providing information on how to introduce on the market the EU Ecolabel for printed paper products in a creative and practical way. The workshop will highlight key aspects of the application process, and provide marketing and communication strategies.

The approach consists in learning by best practice experiences from experts with in-depth knowledge on many topics:

- ▶ Acquisition and application process: how to target companies, organise meetings, provide brief eco-checks or eco-fit tests, give basic advice
- ▶ Criteria: how to help applicants to overcome “crucial criteria”, efficient documentation
- ▶ Marketing and communication: how to use the EU Ecolabel in company marketing
- ▶ Media relations: how to tell the media, transform journalists in partners, and how to design a press release
- ▶ Design campaigns: how to set milestones, maximise low budget campaigns, use success factors, key stakeholders, and networking

The best practice training workshop is dedicated to Competent Bodies who want to effectively implement the EU Ecolabel for printed paper products.

The Best practice training manual

A convenient tool for CBs in order to achieve two goals:

- ▶ Implementation of the EU Ecolabel in a country
- ▶ Effective communication to companies by providing advices on the way they can use the EU Ecolabel in their marketing activities (through checklists, list of success factors and key stakeholders, tips on how to design a campaign etc).

The Best practice training manual for the EU Ecolabel for printed paper products will be used during the workshop!

Programme

10:00

Welcome

Emilie Machefaux, French CB

Programme and objectives of the workshop

Nick Paxevanos, Cenergia, moderator

Project status and results

Ernst Leitner, G&L, coordinator

Best practice round table for CBs

*Country status quo, workshop expectations
Visualisation Andreas Scherlofsky, Energon*

Technical implementation of criteria, practical experience from an auditor and consultant

Harald Sexl, EU and AT Ecolabel auditor

13:00-13:45 Lunch Break

13:45

Best practice implementation for CBs and companies (brief presentations with working groups)

Topic 1: Europe's best “Green ecolabelled printers”

Andreas Scherlofsky, Energon

Topic 2: Best practice experience from Denmark

Nicholas.Paxevanos, Cenergia

Topic 3: Best practice media relation

Christian Kukla, G&L

Topic 4: FAQs from national workshops

Martina Solska, BIO IS

Topic 5: Campaign design

Ernst Leitner, G&L

Presentation and discussion of results, final discussion and conclusion

Nick Paxevanos, Cenergia, moderator

16:45

End of workshop