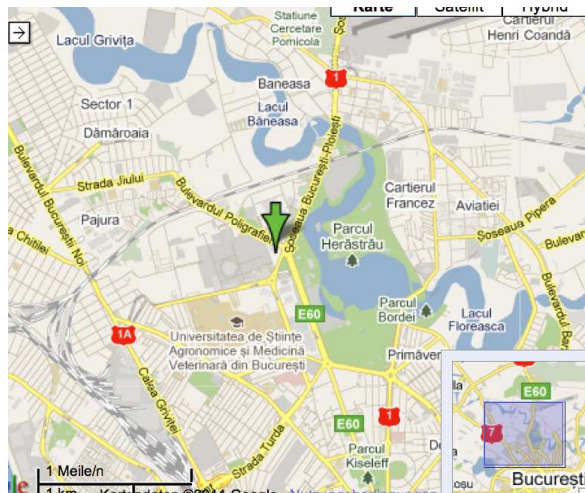


Venue

Crowne Plaza Hotel BUCHAREST, Poligrafiei 1, Bucharest, 013704 Romania
Tel 40-21-2240034



Conference Contact

Ministry of Environment and Forests Romania, Daniela Toma,
dana.toma@mmediu.ro; +40749304199

We kindly ask you to confirm your participation by 7th of March 2011
via email: dana.toma@mmediu.ro – or phone: +40749304199

INVITATION

Successfully using the European Ecolabel in export markets

Benefits, requirements, application and marketing of tourist accommodation services, textiles and paints with the European Ecolabel

17 March 2011
9:00, Bucharest, Crowne Plaza Hotel

Information event of the
Ministry of Environment
and Forests Romania
and the European Ecolabel

The Flower makes it easy to choose green!

Agenda

The European Ecolabel



The European Ecolabel is a voluntary scheme, established in 1992 to encourage businesses to market products and services that are kinder to the environment. Products and services awarded the Ecolabel carry the flower logo, allowing consumers - including public and private purchasers - to identify them easily.

The flower logo helps manufacturers, retailers and service providers gain recognition for good standards, while helping purchasers to make reliable choices.

Target

Target of this information event is to train and discuss best practice on the application of Eco-label Regulation in order to improve the Eco-label knowledge.

Before noon

9:00 *Registration of the participants*

9:30 **Welcome and Introduction**

*Mrs. Dorina MOCANU, Director
Directorate of Pollution Control and Impact Assessment,
Ministry of Environment and Forests, Romania*

10:00 **The European Ecolabel – a credible sign of sustainable development**

*Mrs. Maria-Daniela Toma, Counsellor
Ministry of Environment and Forests, Romania*

Duraziv Without smell –Scrub resistance paint for interior use - case study in Romania

*Mrs. Cristina Ionescu, operations Director, Duraziv Romania
Mrs. Narcisa Mocanu, quality Director, Duraziv Romania*

10:30 **The implementation of the EU Ecolabel in comparison – (AT, IT and DK)**

*Mr. Andreas Scherlofsky, Ecolabel Communication expert
Energon GmbH Vienna, Austria*

11:00

Break

11:15

The role of the Ecolabel in Public Purchasing – Case study textiles in Denmark

Mr. Nick Paxevenos, Environmental Consultant Denmark

11:45

Ecolabel Cross-Marketing in the field of tourist accommodation services – Case studies and benchmark

Mr. Ernst Leitner, G&L Vienna, Marketing expert, Austria

12:15

Lunch

Afternoon

13:30

Romania's experience in ecolabeling tourism accommodation - case studies

Mrs. Linica STAN, Manager, Saturn Hotel, Romania

Mrs. Melania SECUIANU, administrative Manager, Crowne Plaza Hotel, Romania

14:00

Working groups on product groups – Joint introduction

Split into working groups for more detailed discussion

- A. Textiles (Nick Paxevanos)
- B. Tourism accommodation services (Ernst)
- C. Paints & varnishes (Daniela Toma, Cristina Ionescu, Narcisa Mocanu)

15:00

General questions and concluding words

