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Environment



European Workshop on the “Promotion of EU Ecolabel to Public Procurers and Suppliers”

Location	Brussels (meeting room at the European Commission’s office)
Host	European Commission, Directorate-General Environment
Date	14 October 2008
Language	English
Duration	1 day – time to be confirmed
Framework	<p>The Workshop forms part of a 12-month project launched by DG Environment to improve awareness of the European Ecolabel amongst European public procurers and the use of the Ecolabel criteria for public tendering and throughout the supply chain.</p> <p>The project is being carried out by ICLEI – Local Governments for Sustainability (project co-ordinator), BIO Intelligence Service and the Regional Environmental Centre for Central and Eastern Europe (REC). The project is funded by the European Commission, Directorate-General Environment.</p>
Meeting purpose	<p>The Workshop aims to bring together suppliers (and relevant supply side actors) and public purchasers from across Europe to discuss the most appropriate means for increasing awareness and use of the Ecolabel within the European public procurement community, and to promote the use of the Ecolabel criteria throughout the supply chain.</p> <p>The outcomes of the Workshop will be used as input for the final project recommendations to the Commission and also as input for the development of a ‘pocket guide’ (i.e. informational brochure) for suppliers on the Ecolabel criteria.</p>

Target groups	<p>30-40 people are expected to participate in the Workshop</p> <p>Representatives from the following groups will be invited to participate in the European Workshop:</p> <ul style="list-style-type: none"> • Suppliers (wholesalers) and manufacturers of products to the public sector (including companies labelled and not labelled with the Flower); • Public procurers from local, regional and national governments (including professional public procurement associations and local government associations); • Representatives from the European Commission and the project consortium.
Main discussion points	<p>The agenda of the Workshop will be centred around the following points and questions:</p> <ul style="list-style-type: none"> • The link between the growing green public procurement (GPP) movement and the practical use of the European Ecolabel within this; • What are the most valuable actions which could be undertaken to increase awareness of the European Ecolabel on both the supply and demand side; • How can the use of the European Ecolabel (criteria) be encouraged within GPP actions and initiatives? • How can we encourage suppliers to make use of the Ecolabel criteria and to label their products with the European Ecolabel?
Didactic character	<p>The Workshop will be interactive and based on question, answer and discussion session guided by a few short presentations from the project consortium. Background information including some initial recommendations on the use of the Ecolabel by procurers and suppliers as well as recommended promotional activities will be sent to participants prior to the Workshop (to confirm).</p>
Organisers	<p>ICLEI – Local Governments for Sustainability</p>
Venue	<p>European Commission Directorate-General Environment Meeting Room 0/C (Ground floor), BU-5 5, Avenue de Beaulieu 1160 Brussels</p>
Cost	<p>Attending the Workshop is free of charge. Participants are expected to cover their own expenses (e.g. travel, accommodation and lunch).</p>
Further information	<p>If you would like further information on the European Workshop or on the Ecolabel Promotion project please contact Amalia Ochoa.</p> <p>E-mail: procurement@iclei.org Tel: +49-761 / 368 92-0 Address: Leopoldring 3, D- 79098 Freiburg, Germany</p>