

## Venue

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### Map

<http://www.gzs.si/slo/29767>



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# INVITATION

## WHAT ABOUT ECOLABEL FLOWER?

### How to improve the recognition of the EU Ecolabel in Slovenia

Ljubljana, 14 June 2011

Chamber of Commerce and Industry of Slovenia  
C hall, 1. st. Floor

Workshop event of the Slovenian Environment Agency,  
Chamber of Commerce and Industry of Slovenia  
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 inform companies and stakeholders on the vision, the requirements and the benefits of the EU Ecolabel for companies, nature, health and economy, and how to apply and market the EU Ecolabel.

9:30

### Registration

10:00

### Welcome and Introductory Words

Mrs. Janja Leban, Chamber of Commerce and Industry of Slovenia

### The Importance of Ecolabel in Slovenia

Mrs. Barbara Avčin Tržan, Ministry of Environment and Spatial Planning

### Ecolabel Awarding in Slovenia

Mrs. Ana Matoz Ravnik, MoESP, Slovenian Environment Agency

### Incentives of the Ministry of the Economy for the introduction of the Ecolabel and development of green practices in tourism

Mrs. Suzana Turk, Ministry of Economy

### Green public procurement - the potential for environmentally acceptable products and services

Mrs. Milanka Čanković, Ministry of Finance

11:50

### Break

12:20

### How to promote Ecolabels at the point of sale?

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

### Cleaners – benefits, criteria and application

Mr. Rainer Stifter, Energon GmbH Vienna, Austria

13:50

## Practical Examples

### Process of obtaining the EU Ecolabel for indoor paints

Mr. Branko Petrovič, JUB d.o.o.

### EU Eco-label for tourist accommodation

Mr. Andrej Kaluža, Thermana d.d..

### Obtaining EU Eco-label for detergents

Mrs. Ksenja Marolt Hudarin, KIMI d.o.o.

14:40

## Discussion and conclusion