

Environmental Responsibility for Retailers

DG ENV webinar

26th of June 2017

16h - 17h30 CET



AGENDA

Welcome and introduction to the EU Ecolabel

European Commission – Susanne Heutling, Policy Officer & Karolina Kalinowska, Policy Assistant

Building your market case with the EU Ecolabel – practical guidance

FOD Volksgezondheid, Veiligheid - Hannelore Schorpion, Belgian Competent Body

The Coop Italia Experience: How the EU Ecolabel became a core factor for communicating our environmental commitment

COOP Italia – Vittorio Ramazza, Head of innovation development

Best practices from Denmark: How to integrate Ecolabels in your marketing activities

Ecolabelling Denmark – Lisbeth Engel Hansen, Danish Competent Body

Discussion on EC promotional toolkit

European Commission – Susanne Heutling, Policy Officer

Q&A



Register here:

http://ec.europa.eu/environment/ecolabel/25_anniversary.html

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ABOUT THE SPEAKERS



Susanne Heutling

Policy Officer, *European Commission, ENV.B1 – Sustainable Production, Products & Consumption.*

Susanne provides support to the EU Ecolabel scheme regarding criteria development, communication and stakeholder involvement.



Karolina Kalinowska

Policy Assistant, *European Commission, ENV.B1 – Sustainable Production, Products & Consumption.*

Karolina is responsible for several product groups such as textiles and paints and provides support on communication activities.



Hannelore Schorpion

Scientific attaché, *Belgian Federal Public Service for Health and Environment*

Hannelore has been working in the Belgian EU Ecolabel team since 2012 where she is responsible for several product groups such as textiles and lubricants.



Vittorio Ramazza

Quality Assurance Department, *Coop Italia*

Vittorio is responsible for projects and communication within the quality and values department of Coop Italia. He previously worked on the development of Coop's food labelled products.



Lisbeth Engel Hansen

Criteria Manager, *Ecolabelling Denmark*

Lisbeth is responsible for the EU Ecolabel and the Nordic Swan's criteria in Denmark. She previously worked on toxicological assessments and life-cycle analysis.

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