

# EU Ecolabel

## NETWORK TOOLKIT

November 2018

Wood - ; Cork - ; and bamboo – based floor coverings & furniture



## Network Toolkit

### Wood - ; Cork - ; and bamboo – based floor coverings & furniture – November 2018

Dear all,

In this toolkit, you will find product-group specific communication content for **wood - ; cork - ; and bamboo – based floor coverings & furniture**. Please find below instructions on how to best use this content:

#### **WHY use this toolkit?**

This content has been developed to provide you with **ready-to-use material** to facilitate communication on your own social media or website pages in order to **collectively optimise outreach** to our B2B and B2C target audiences. The Helpdesk posts the content listed within each toolkit on the official EU Ecolabel social media and website pages, however in order to have increased visibility of this content, we encourage you to **publish this same material on your national social media and website pages**.

#### **HOW to use this toolkit?**

This material can be **used as-is (copy/paste)**, however depending on your country it may have the most impact if the content is **translated into your national language** and/or edited for your target audience. The articles can be **shared with your partners and multipliers** like NGOs, journalists or sustainability and lifestyle bloggers or any other media outlets. Make sure to **follow and tag the EU Ecolabel social media pages** when publishing on social media, so that we retweet and share your posts on our pages.

#### **WHAT material is in this toolkit?**

The following content is available within this toolkit for you to disseminate:

##### **\*Social media posts for Twitter, Facebook, and LinkedIn**

- Relevant hashtags to use within the posts
- Relevant social media accounts to tag on the posts

##### **\*Articles**

- Ambassador Success Story
- Product-group specific articles

##### **\*Events**

- A few upcoming events relevant to the product group month focus

Feel free to **send the Helpdesk feedback and suggestions** concerning the toolkits—your comments will help improve their content.

**Best wishes,**

**The EU Ecolabel Helpdesk Team**

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 Site: [http://ec.europa.eu/environment/ecolabel/index\\_en.htm](http://ec.europa.eu/environment/ecolabel/index_en.htm)

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## I. Social media tags, links and influencers


Feel free to use the following hashtags and accounts in your social media posts in order to heighten the visibility of your posts.

<p><b>Suggested tags</b></p>	<p>#EUEcolabel #GreenFurniture #CircularEconomy #Formaldehyde #CleanAir #SustainableHome #SustainableForests #ResponsibleSourcing #WorldEcolabelDay #ChooseEcolabels</p>
<p><b>Relevant social media links</b></p>	<p><a href="#">Zero Waste France Twitter: @ZeroWasteFR</a>  <a href="#">Zero Waste France Facebook: @ZeroWasteFrance</a>  <a href="#">Zero Waste LinkedIn</a>  <a href="#">FAMOS Facebook: @FAMOS.Interior.Factory</a>  <a href="#">ADEME Twitter: @ademe</a>  <a href="#">ADEME LinkedIn</a>  <a href="#">AFNOR LinkedIn</a>  <a href="#">AFNOR Twitter : @AFNOR</a>  <a href="#">AFNOR Facebook</a>  <a href="#">EU Ecolabel Twitter : @EMAS_EUEcolabel</a>  <a href="#">EU Ecolabel Facebook</a>  <a href="#">BEUC Twitter: @beuc</a>  <a href="#">BEUC LinkedIn</a>  <a href="#">Karmenu Vella Twitter: @KarmenuVella</a>  <a href="#">Karmenu Vella LinkedIn</a></p>

	<p><a href="#">Blanca Morales Twitter: @bmoralesbailon</a></p> <p><a href="#">Blanca Morales LinkedIn</a></p> <p><a href="#">EEB Twitter : @Green_Europe</a></p> <p><a href="#">EEB Facebook: @EuropeanEnvironmentalBureau</a></p> <p><a href="#">European Chemical Agency Twitter: @EU_ECHA</a></p>
<p><b>Twitter influencers</b></p>	<p><a href="#">@SustainEurope</a></p> <p><a href="#">@Green_Europe</a></p> <p><a href="#">@EU_ENV</a></p> <p><a href="#">@ZeroWasteFR</a></p> <p><a href="#">@EU_ECHA</a></p> <p><a href="#">@beuc</a></p> <p><a href="#">@bmoralesbailon</a></p> <p><a href="#">@KarmenuVella</a></p> <p><a href="#">@joelgehman</a></p>

## II. Social media posts

### 1) Focus on formaldehyde emissions from wood floor coverings

<p><b>Twitter</b></p>	<p>#DidYouKnow: Toxic substances found in most wood floor coverings cause #health risks and impact the indoor air quality. The #EUEcolabel criteria address these issues through limits on toxic #emissions such as #formaldehyde.</p>
<p><b>Facebook/LinkedIn (Teaser)</b></p>	<p>#DidYouKnow: Toxic substances found in most wood floor coverings cause health risks and impact the indoor air quality. The EU Ecolabel criteria restrict the number of harmful chemicals including #formaldehyde, while guaranteeing a high-quality product with optimal performance.</p> <p>Read more: (add article link)</p> <p>#EUEcolabel #GreenFurniture #CircularEconomy</p>
<p><b>Visuals (available on the PowerPoint presentation)</b></p>	 <p><b>EU Ecolabel floors and furniture:</b> Made from sustainably and legally sourced wood Tested for harmful substances Free of flame retardants</p> <p>#EUEcolabel www.ecolabel.eu</p> <p>European Commission</p>

### 2) The EU Ecolabel promotes a more sustainable furniture production

<p><b>Twitter</b></p>	<p>The @EUEcolabel criteria encourage #sustainable manufacturing practices such as the use of #renewable materials, sustainable wood sourcing and promote eco-innovation in the design of furniture.</p>
<p><b>Facebook/LinkedIn</b></p>	<p>The EU Ecolabel criteria aim to reduce the environmental footprint of furniture production and are aligned with the EU Green Public Procurement to make it easier for public organisations to purchase responsible furniture in Europe.</p>

	#GreenFurniture #CircularEconomy #SustainableForests
Visuals (available on the PowerPoint)	 <p>The graphic features a blurred background of green trees and a wooden plank surface in the foreground. It includes the EU Ecolabel logo, the text 'EU Ecolabel floors and furniture are made from sustainably and legally sourced wood', the hashtag #EUEcolabel, the website www.ecolabel.eu, and the European Commission logo.</p>

### 3) Focus on Mobilferro

Twitter	#DidYouKnow: the Italian company Mobilferro manufactures #EUEcolabel #furniture for schools that emit very little #formaldehyde emissions.
Facebook/ LinkedIn	<p>#DidYouKnow: At school, children are in constant contact with furniture items like desks and chairs. The Italian company Mobilferro manufactures #EUEcolabel furniture for schools that emit very little formaldehyde emissions, unlike conventional furniture.</p> <p>#GreenFurniture #CircularEconomy #CleanAir</p>

Visuals  
(available  
on the  
PowerPoint)



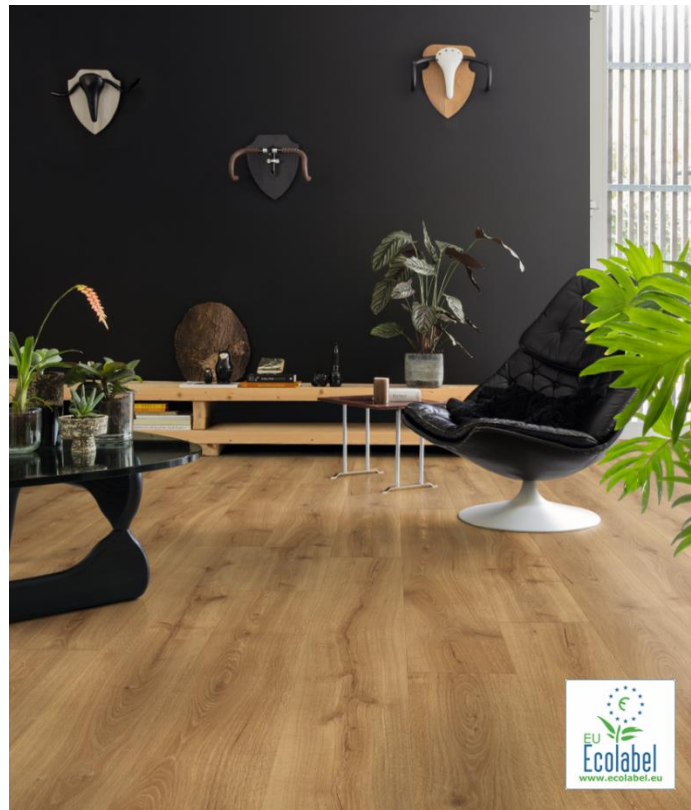
#### 4) EU Ecolabel Ambassador: Unilin

Twitter/Facebook/LinkedIn

“The #EUEcolabel is one of the most practical tools to promote the circular economy in Europe. For @UnilinGroup, #sustainable sourcing, disposal and reuse, has and will always be a focal point in its activities.” @UnilinGroup



Visuals (available on the PowerPoint)



### III. Sustainable Events on Wood - ; Cork - ; and bamboo – based floor coverings & furniture

Date	Events
22-23/11/2018	<p><a href="#"><u>2<sup>nd</sup> Reuse International Conference</u></a></p> <p>RREUSE, the European network of social enterprises active in re-use, repair and recycling, holds its second annual conference in the city of Nijmegen, Europe’s Green Capital for 2018. High profile speakers and thinkers ranging from the European institutions, public authorities, private industry and social enterprises will present their views in order to stimulate this important and timely discussion on how we can further reach out to citizens in order to support the circular economy and to further explore the role that social enterprises have in this transition.</p> <p>Location: Nijmegen, Netherlands</p>
09-10/12/2018	<p><a href="#"><u>Sustainable Innovation Forum 2018</u></a></p> <p>The 9th Sustainable Innovation Forum will take place alongside COP24, in Katowice, Poland, convening over 600+ carefully selected delegates for two packed days of capacity building, networking, collaboration, problem solving and forging new partnerships that will help galvanise and fast track the green economy.</p> <p>Location: Katowice, Poland</p>
11-12/12/2018	<p><a href="#"><u>Design for Sustainability</u></a></p> <p>Design for Sustainability will explore the challenges and rewards of communicating and collaborating with the various disciplines of industrial design, engineering, manufacturing, marketing, and R&amp;D, with a view to developing products and materials that reduce environmental impact.</p> <p>Location: London, UK</p>

## IV. Articles

### 1) Less harmful chemicals for EU Ecolabel wood floor coverings

#### Less harmful chemicals for EU Ecolabel wood floor coverings

**Wood floor coverings are very popular in European households thanks to their easy-to-clean characteristics and aesthetic look. Unfortunately, research has shown that toxic substances found in most conventional wood floor coverings may cause health risks as they impact indoor air quality. The EU Ecolabel addresses these issues through criteria which limits toxic emissions such as formaldehyde.**

Formaldehyde is a toxic chemical, commonly present in resins which acts as an adhesive within press-wood products such as laminate floor and is released as a colorless and strong-smelling gas during installation. When the concentration of the chemical in a room is high, notably upon installation, it can induce irritations to eyes, nose and throat. Long term effects of over-exposure to these chemicals may also cause serious health problems.

Using EU Ecolabel wood floor coverings reduces the health risk to floor installers who are often exposed to these chemicals and limits the need for precautionary measures during installation such as properly ventilating their workspace and maintaining low temperature and humidity levels. The EU Ecolabel criteria for wood floor coverings restricts the number of harmful levels of chemicals including formaldehyde, while guaranteeing a high-quality product with optimal performance. For example, the released air emissions from formaldehyde within EU Ecolabel wooden floor coverings must be lower than 50 % of the threshold value. This tolerance level is compatible within the E1 classification for formaldehyde-containing wood-based panels adopted across EU Member States. The criteria also restrict the maximum levels of formaldehyde that each piece of flooring can contain to ensure their safety and controls the level of hazardous substances that can be hidden in glue, varnishes, dyes and flame retardants.

Collaborations with tourist accommodations and furniture manufacturers looking to adhere to the EU Ecolabel is enhanced thanks to overlap between EU Ecolabel tourist accommodations and furniture criteria. The rise in environmentally conscious consumers has pushed brands to engage in eco-friendly initiatives. For example, the Polish company Famos supplies furniture to hotels such as Scandic hotels, hospitals and other public organisations, and chose to acquire the EU Ecolabel

“The sense of responsibility for the environment means that in all our activities we are guided by the principle of sustainable development. We invest in performance-enhancing solutions that increase the energy efficiency of the production process and reduce the negative impact on the environment. Evidence of the effectiveness of our activities is the EU Ecolabel Certificate.” - Famos

for some of its furniture sets, containing less chemicals such as polybrominated diphenyl ethers found in fire retardants and which have been found to be toxic to humans. The EU Ecolabel has provided Faro a guarantee that their products are of high-quality and sustainable and has helped the company achieve credibility amongst its consumers.



**EU Ecolabel floors and furniture:**  
Made from sustainably and  
legally sourced wood  
Tested for harmful substances  
Free of flame retardants

#EUEcolabel  
www.ecolabel.eu



**Sources:**

<https://www.cancer.org/cancer/cancer-causes/formaldehyde.html>

<https://monographs.iarc.fr/wp-content/uploads/2018/06/mono88.pdf>

<http://www.asef-asso.fr/notre-sante/mon-enfant/notre-enquete-dans-les-creches/>

## 2) The EU Ecolabel promotes more sustainable furniture production

### The EU Ecolabel promotes more sustainable furniture production

**Since a quarter of global furniture is manufactured in Europe, there is a high potential to make an impactful transition towards a more sustainable furniture production within the European Union. The environmental and health impact of the furniture production chain can include deforestation, and the emission of toxic substances. The recycling of furniture is also still limited with a high number of discarded items throughout the EU member states. The EU Ecolabel criteria aim to reduce the environmental impact of furniture production and are aligned with the EU Green Public Procurement (GPP) criteria to make it easier for public organisations to purchase responsible furniture in Europe.**

Certain aspects of conventional furniture production such as sourcing of non-renewable materials and the use of hazardous chemicals can be harmful to the environment. The EU Green Public Procurement (GPP) and EU Ecolabel criteria aim at reducing this negative impact.

For instance, the EU Ecolabel criteria require sustainable wood sourcing to contribute towards limiting deforestation. This is a pressing concern since at the current rate of deforestation, the world's rainforests could vanish within the next hundred years. Thus, wood, cork, bamboo and rattan used in EU Ecolabel furniture must be non-GMO and have a sustainable forest management label from an independent third-party certification system such as FSC. The EU GPP plays a key role in the EU's efforts to become a more resource-efficient economy and aims to stimulate a critical mass demand for sustainable furniture and promote eco-innovation especially when it comes to the B2B sector.

The European Environmental Bureau's 2017 report on the Circular Economy in the Furniture Sector highlighted that 10 million tons of furniture are discarded by businesses and consumers in EU Member States each year. Complying with EU Ecolabel and GPP criteria can boost circular economy, help save on resources and be less impactful on the environment. In fact, the EU Ecolabel criteria focuses on the durability of furniture thanks to 'resistance to heat' and 'resistance to liquid' tests, to ensure high quality products which will last longer and be replaced less frequently.

This is important particularly for public educational institutions that look for environmentally friendly furniture which respect the fragile health of children, while keeping in mind cost savings. In fact, children at schools spend the majority of their days in classrooms in direct contact with desks and chairs that potentially emit harmful hazardous substances. EU Ecolabel furniture, which restricts the use of chemicals such as formaldehyde, solvents and flame retardants known to be toxic for human health and particularly for children, acts as a guarantee for safer products. For example, the Italian company Mobilferro, awarded with the EU Ecolabel, manufactures eco-friendly furniture mainly for public schools that have very little formaldehyde. The company's

suppliers are carefully selected, and the internal laboratories closely monitored to directly verify the characteristics of the products. By producing school furniture, Mobilferro is also committed to promote environmental awareness in the children's classrooms, to help them becoming more conscious and environmentally responsible students. Through the presence of environmental certifications such as the EU Ecolabel in classrooms and in other public institutions, consumers and the next generation are encouraged to alter their views on the consumption of natural resources.

**Sources:**

[http://ec.europa.eu/environment/gpp/pdf/toolkit/furniture\\_gpp.pdf](http://ec.europa.eu/environment/gpp/pdf/toolkit/furniture_gpp.pdf)

<https://eugenechrinian.wordpress.com/2017/02/22/this-is-how-the-furniture-industry-is-going-green/>

### 3) EU Ecolabel ambassador: UNILIN

#### UNILIN's innovative eco-design sets new sustainability standards in the flooring industry

**UNILIN is the first flooring manufacturer to receive the EU Ecolabel for its direct pressure laminate flooring. By becoming awarded with the EU Ecolabel for its three brands Pergo, Quick-Step and Balterio's wood flooring and laminates, the company delivers on its promise to produce healthy, sustainable wooden flooring while also further strengthening its market position.**

Since UNILIN's creation in 1960, sustainability has been at the heart of this Belgian company's philosophy. On-going research and innovation along with a strong focus on quality have made UNILIN one of the top players in the flooring industry. This way of working is also reflected in the continuous development of new solutions for resource-efficient production.

Sustainability is not a buzzword. It is a deliberate strategy. With an appointed VP of Sustainability, UNILIN ensures that sustainable thinking is a prerequisite in every step of the company's production chain. For example, UNILIN uses wood from solely responsibly managed forests to lower its carbon footprint and restricts the presence of hazardous compounds within its flooring to enhance the safety of its products. In fact, thanks to the concrete measures that UNILIN set forth nearly twenty years ago, their chipboard now consists of 85% recycled wood content, which has minimised its demand for raw materials. As an industry leader in sustainable flooring, UNILIN was called upon to contribute towards the definition of the EU Ecolabel criteria for wood floor coverings via its representation through the Association of European Producers of Laminate Flooring (EPLF).

As sustainability is a prevalent concern in the wood flooring industry, business-to-business (B2B) clients such as architects, hotels and construction companies are particularly demanding with their sustainable requirements. As UNILIN's clients such as Scandic Hotels Group, the largest Nordic hotel operator in Europe that places sustainability as a priority within its strategy, place a large importance on understanding UNILIN's environmental engagement, its compliance with the EU Ecolabel has eased sustainability-related communication on the brand within its numerous B2B projects. The EU Ecolabel has furthermore given credibility to UNILIN's image as a trustworthy flooring manufacturer across Europe and has also become a standard guideline of eco-friendly best practices for UNILIN when developing all their product lines.

"Our vision at UNILIN has always been to innovate and create beautiful, convenient, quality products in a sustainable way. We focus on reducing our ecological footprint and on establishing a circular economy. Being the first flooring manufacturer to be awarded with the EU Ecolabel is a recognition of our sustainability efforts over the past couple of years."

**Tino Mulle, CSO at UNILIN, division**

“The EU Ecolabel is one of the most practical tools to promote the circular economy in the EU Single Market. For UNILIN, sustainable sourcing, production and disposal has and will always be a focal point in its activities.” **Jasper De Jaeger, Technical Services Manager at UNILIN**

The company was awarded with the EU Ecolabel for all their laminate flooring: Quick-Step, Pergo and Balterio in early 2018. As circular economy has been a long-time priority for UNILIN, this innovative product focuses on eco-design to optimise the end-of-life disposal of its wooden floors, since the board can easily be removed from any building, reused and recycled. Its ‘floating’ composition technology means that its glueless assembly is easy to take apart and re-assemble as necessary. The EU Ecolabel’s approach to recycling wood fits well with UNILIN’s adoption of the ‘cascading

use of wood’ principle. In other words, UNILIN aims to reuse wood in the materials in a closed-loop fashion as much as possible by using by-products of wood waste as raw material. Thanks to the EU Ecolabel’s approach to circular economy, UNILIN will continue to use this tool to help drive innovation, quality and sustainability within its practices.

**Sources:**

<http://www.unilin.com/en>

<http://www.unilin.com/en/durability>