

**EU Ecolabel**



# **NETWORK TOOLKIT**

**December 2019**

**Indoor and Outdoor  
Paints and Varnishes**



## Network Toolkit Indoor and Outdoor Paints and Varnishes – December 2019

Dear all,

Welcome to the December 2019 Network Toolkit! In this toolkit, you will find product-group specific communication content for **Indoor and Outdoor Paints and Varnishes**. 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 all of 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 should be **shared with your partners and multipliers** (NGOs, journalists or sustainability and lifestyle bloggers). 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 and social media accounts to use and tag within the post
- Ambassador Success Story
- Product-group specific articles

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

**Best wishes,**


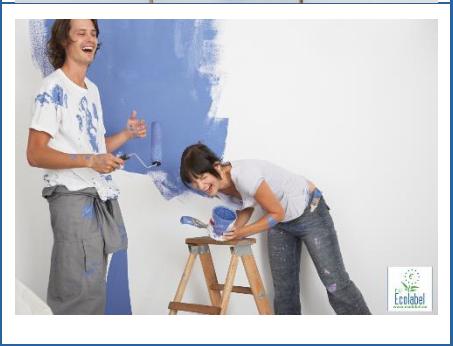

**The EU Ecolabel Helpdesk Team**




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## I. Social media posts

Type of post & tags	Facebook / LinkedIn	Twitter	Visual
<p><b>Ambassador focus:</b> Vechro</p> <p><b>Tags:</b> #SustainablePaints #ProductLifecycle #CircularEconomy</p>	<p>“We have a 70 year-long history of caring for the quality of our paints. Our commitment to sustainability enables us to expand our tradition of care whilst improving our offer to consumers” – Katerina Chatzinikola Dima CEO of @Vechrogr.</p> <p>More about Vechro → <a href="https://www.vechro.gr/en/home/vechro-home">https://www.vechro.gr/en/home/vechro-home</a></p>	<p>“We have a 70 year-long history of caring for the quality of our paints. Our commitment to sustainability enables us to expand our tradition of care whilst improving our offer to consumers” – Katerina Chatzinikola Dima CEO of #Vechro.</p>	
<p><b>Licence holder focus:</b> CIN</p> <p><b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>CIN, Iberian coatings market leader, strives to develop and produce high performance eco-friendly products that have a low environmental impact and that will protect walls, wood and metal for several years.</p> <p>More about CIN → <a href="https://www.cin.com/">https://www.cin.com/</a></p>	<p>CIN, Iberian coatings market leader, strives to develop and produce high performance eco-friendly products that have a low environmental impact and that will protect walls, wood and metal for several years.</p>	

<p><b>Licence holder focus:</b> Levis Paints Belgium</p> <p><b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>Levis Paints Belgium’s lifecycle approach to sustainability considers the impact of its paints from the extraction of raw materials to product disposal. This is why many of their products have very low indoor air emissions. @AkzoNobel</p> <p>More about Levis Paints Belgium → <a href="https://www.levis.info">https://www.levis.info</a></p>	<p>Levis Paints Belgium’s lifecycle approach to sustainability considers the impact of its paints from the extraction of raw materials to product disposal. This is why many of their products have very low indoor air emissions. @AkzoNobel</p>	
<p><b>Current issue focus:</b> Sustainable Paint use</p> <p><b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>It can often be hard to determine the amount of paint needed for a paint job. In order to minimise waste, #EUEcolabel paints must display clear indications on how to use the product efficiently and responsibly!</p> <p>More about our paints → <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>It can often be hard to determine the amount of paint needed for a paint job. In order to minimise waste, #EUEcolabel paints must display clear indications on how to use the product efficiently and responsibly!</p>	
<p><b>Current issue focus:</b> Indoor Air Pollution</p> <p><b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>#Didyouknow? Volatile Organic Compounds (VOCs) found in paints can lead to harmful indoor air pollution. #EUEcolabel paints must respect ambitious standards on their VOC content to ensure they are safe for consumers.</p>	<p>#Didyouknow? Volatile Organic Compounds (VOCs) found in paints can lead to harmful indoor air pollution. #EUEcolabel paints must respect ambitious standards on their VOC content to ensure they are safe for consumers.</p>	

	<p>More about our paints and varnishes → <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>		
<p><b>Current issue focus:</b> High Quality <b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>With criteria that guarantee impressive durability, efficiency and adhesive properties, #EUEcolabel paints minimise their environmental impact.</p> <p>More about our paints and varnishes → <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>With criteria that guarantee impressive durability, efficiency and adhesive properties, #EUEcolabel paints minimise their environmental impact.</p>	
<p><b>Current issue:</b> GPP <b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>The high environmental performance of #EUEcolabel paints explains their use as a Benchmark for the EU's Green Public Procurement criteria. This helps the public sector buy more sustainable products!</p> <p>More about our paints and varnishes → <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a></p>	<p>The high environmental performance of #EUEcolabel paints explains their use as a Benchmark for the EU's Green Public Procurement criteria. This helps the public sector buy more sustainable products!</p>	
<p><b>Current issue focus:</b> Life Cycle <b>Tags:</b> #SustainablePaints #ProductLifeCycle #CircularEconomy</p>	<p>Paints and Varnishes can have an impact on the environment throughout their lifecycle. From the moment their raw materials are extracted to the day they are disposed, #EUEcolabel paints are better for the environment, and your health!</p>	<p>Paints and Varnishes can have an impact on the environment throughout their lifecycle. From the moment their raw materials are extracted to the day they are disposed, #EUEcolabel paints are better for the environment, and your health!</p>	

	More about our Paints and Varnishes → <a href="http://ec.europa.eu/ecat/">http://ec.europa.eu/ecat/</a>		
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## II. 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.

<b>Facebook influencers</b>	<a href="#">@EUEcolabel</a> ; <a href="#">@EUEnvironment</a> ; <a href="#">@ZeroWasteFrance</a> ; <a href="#">@EuropeanEnvironmentalBureau</a> ; <a href="#">@AFNOR</a> ; <a href="#">@AkzoNobel</a> ; <a href="#">@Vechrogr</a> ; <a href="#">@PeinturesCIN</a>
<b>Twitter influencers</b>	<a href="#">@EMAS_EUEcolabel</a> (EU Ecolabel) ; <a href="#">@EU_ENV</a> ; <a href="#">@bmoralesbailon</a> (Blanca Morales); <a href="#">@Green_Europe</a> (EEB) ; <a href="#">@beuc</a> (BEUC) ; <a href="#">@AFNOR</a> ; <a href="#">@ademe</a> ; <a href="#">@ZeroWasteFR</a> ; <a href="#">@AkzoNobel</a> ;
<b>Linkedin Influencers</b>	<a href="#">@EU Ecolabel</a> ; <a href="#">@European Environmental Bureau</a> ; <a href="#">@BEUC</a> , <a href="#">@AkzoNobel</a> ; <a href="#">@Tintas CIN</a>

### III. Articles

#### 1) EU Ecolabel Paints and Varnishes: Analysing product life cycles for a reduced environmental impact

**The EU Ecolabel criteria are continuously developed with the aim of reducing the environmental impact of paints and varnishes throughout their life cycles, from the sourcing of raw materials to the disposal of used products.**

The EU Ecolabel criteria for indoor and outdoor paints and varnishes set limits on the level of environmentally harmful emissions generated in the early production stages of EU Ecolabel paints.

When applied to a surface, paints may emit harmful gases called VOCs (Volatile Organic Compounds), which immediately evaporate into the air due to their very low boiling temperature. This can lead, when paints are applied outdoor, to the formation of smog in the atmosphere, which has severe negative impacts on our health, the growth of plants and our surrounding ecosystems. For indoor paints, these harmful emissions end up trapped inside the home, which can cause potential health issues. EU Ecolabel paints are required to strictly limit and test the amounts of VOCs they contain, to ensure they are safe to use – for consumers and the environment.

By considering the impact of products throughout their life cycles, the EU Ecolabel guarantees products with an enhanced environmental performance for producers, retailers and consumers. These environmental standards mean EU Ecolabel paints can be used as a benchmark for the EU's Green Public Procurement criteria (GPP) on paints and varnishes, which helps public authorities purchase more sustainable products.

**Sources:**

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32014D0312>

[http://granthaalayah.com/Articles/Vol3Iss9SE/88\\_IJR15\\_S09\\_150.pdf](http://granthaalayah.com/Articles/Vol3Iss9SE/88_IJR15_S09_150.pdf)

<https://www.worldatlas.com/articles/what-is-the-environmental-impact-of-paint.html>

<https://foobot.io/guides/how-does-volatile-organic-compounds-affect-the-environment.php>

<https://ec.europa.eu/environment/ipp/lca.htm>

[https://ec.europa.eu/environment/gpp/pdf/criteria\\_for\\_paints\\_varnishes\\_and\\_road\\_marking.pdf](https://ec.europa.eu/environment/gpp/pdf/criteria_for_paints_varnishes_and_road_marking.pdf)



## 2) Adopting a more circular approach to paints and varnishes

**The EU Ecolabel criteria for Indoor and Outdoor Paints and Varnishes set requirements for proper use and disposal of paints and varnishes. This is in line with the EU Waste Framework Directive, which prioritises waste reduction at its source, followed by recycling, recovery and disposal.**

To avoid overuse and improper use of paints and varnishes, EU Ecolabel paints must display high levels of water resistance, strong adhesive properties, and a high spreading rate. This ensures the durability of the product and reduces the amount of paint needed. However, these properties must also be accompanied by strong consumer awareness on sustainable good practices to make sure the environmental impact of products is curtailed.

Due to differences in can sizes and paint composition, it is often challenging for consumers and businesses to estimate the amount required for a painting job. A lack of instructions on estimating the amount of paint needed ultimately leads to paint being wasted. Specific guidelines must be given to consumers on how to properly dispose of the product, manage its waste and consequentially limit water and soil pollution. To achieve this, EU Ecolabel paints and varnishes are required to display messages on their packaging advising on the re-use of paints to minimise waste, as well as methods to calculate the right amount needed to paint a given surface.

By combining criteria for a durable product with sound advice on green consumer behaviors, the EU Ecolabel guarantees higher quality products, with a lesser environmental cost.

### Sources:

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32014D0312>

<https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1551871195772&uri=CELEX:52019DC0190>

<https://ec.europa.eu/environment/waste/framework/>

[https://ec.europa.eu/environment/gpp/pdf/criteria\\_for\\_paints\\_varnishes\\_and\\_road\\_marking.pdf](https://ec.europa.eu/environment/gpp/pdf/criteria_for_paints_varnishes_and_road_marking.pdf)

### 3) EU Ecolabel ambassador: Vechro

Vechro has built its success on the principle that quality and environmental sustainability should go hand in hand. In 2002, the company marketed its first EU Ecolabel paint and has since, grown into Greece's third largest paints and varnishes company, with 96 EU Ecolabel paints currently in its product portfolio.

Ms Chatzinikola Dima, Vechro's CEO, explains that the demanding environmental criteria of the EU Ecolabel have improved the overall quality of Vechro's paints. The EU Ecolabel sets high standards for the water and corrosion resistance of its paints as well as their spreading rate and adhesion, which increases their durability. This means consumers can use paints more efficiently and minimise waste and ultimately their impact on the environment.

"We have a 70 year-long history of caring for the quality of our paints. Our commitment to sustainability enables us to expand our tradition of care whilst improving our offering to consumers" – Katerina Chatzinikola Dima CEO of Vechro.

These high standards have encouraged Vechro to continuously improve all aspects of its operations and integrate sustainability as a central part of its company culture. By working with more sustainable suppliers, carefully controlling what goes into its paints and providing consumers with information on how to use its products in an environmentally sensible way, Vechro has gained the trust and loyalty of the demanding Greek market. The European identity and recognition of the EU Ecolabel have also helped Vechro successfully export its products to other EU and non-EU countries.

Ms Chatzinikola Dima highlights Vechro's commitment to sustainability in its future growth strategy, as it plans to certify a greater portion of its product offering with the EU Ecolabel.