


Workshop	Communication & Marketing of sustainable products	
Contact person	Olaz Errazkin	Maria Kalatov-Huber

Interested persons	Cleaner Production Centres	NGOs
food retailers	Consultancy companies	
technical retailers	Public Authorities	
University		

Main results/conclusions

- Sustainable Products / Green Products ⇒  
 Shift from niche to mainstream !
- customers do not act rationally ⇒  
 address social aspects

Proposal for further activities

- Cooperation between players
- Sharing experiences / information ...
- reduce confusion, harmonize criteria  
 increase trust in eco-labels

- life + submit a proposal p/12

↳ go beyond eco labelling