



Ten years of Austrian Ecolabel for Vienna Wine & Gourmet Agency

The Agency Sylvia Petz for communication and sustainability in the wine & food sector has renewed its ecolabel licence. It can therefore continue to organise and award events as Green Events and Green Meetings.

Vienna, 31 August 2023

"With us you produce less waste" is one of the sayings of the Viennese communications Agency Sylvia Petz, which specialises in wine, gastronomy, food and sustainability. Since 2013, it has been a licensee of the Austrian Ecolabel for Green Events and Green Meetings, which is awarded to ecological events. Recently, the licence was reconfirmed in the context of a carefully controlled event by the Austrian Association for Consumer Information, which is responsible for the technical implementation of the ecolabel. The three-day cooking event of "Die Wirtshaustöchter" in the Waldviertel lido in Drosendorf in Lower Austria was certified for this. "It made sense to certify our own event, as the VKI had to check it anyway. On the one hand, because of the commitment of the lido leaseholder Elisabeth Ruckser, we found ideal conditions. For example, all ingredients and drinks are certified organic, and 100 % of the electricity comes from renewable energy sources. And on the other hand, Heidi Strobl and I as 'Die Wirtshaustöchter' (The Innkeepers' Daughters) are 100% committed to the requirements of a green event, such as avoiding food waste," says Sylvia Petz. The ecolabel has been an important part of her positioning for ten years now and lays a sensible foundation for events. If you adhere to the Green Event criteria, a festival or trade fair leaves behind less rubbish and a smaller ecological footprint. Without having to sacrifice enjoyment at the event.

Sylvia Petz | Agency for organised enjoyment. The agency has borne this name since September 2019, having been founded in 2009 as a communications agency for the wine and indulgence industry under the name "havel & petz". It has been licensed with the Austrian Ecolabel for Green Events and Green Meetings since 2013 and is considered a green pioneer in its field of business. The consulting services offered by Sylvia Petz and her team in the areas of communication, positioning, events and sustainability help to strengthen their clients' businesses economically and lead them stably into the future.

Die Wirtshaustöchter (The Innkeeper's Daughters). It's in their genes. Heidi Strobl, who grew up in the inn Zur Schwarzen Katz in Vienna Hernalds, and Sylvia Petz in the



inn Strudengau in Grein an der Donau in Upper Austria are innkeepers' daughters. They spent their childhoods between the kitchen, the bar and the guest room. The inns have long since ceased to exist, but the author and the agency owner have remained passionate hosts. Together they cook for small and large groups of guests with typical dishes from their parents' inns. It goes without saying that sustainability is of great importance. heidi-strobl.at and sylvia-petz.at

The Austrian Ecolabel for Green Events and Green Meetings is awarded by the Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK). The Association for Consumer Information (VKI) is responsible for the technical support and organisational handling. The ecolabel is a guarantee for environmentally friendly products and services.

Attached are printable photos © see respective caption. We thank you for your reporting.

Sylvia Petz | Agency for organised enjoyment

Office: Gumpendorfer Strasse 16/8, 1060 Vienna, Austria

Tel. +43 1 905 34 38

Email: office@sylvia-petz.at

sylvia-petz.at

Company Wording & Headquarters

Sylvia Petz e.U., Karl-Schwed-Gasse 39/3, 1230 Vienna, Austria

Further enquiry:

Sylvia Petz | Agency for organised enjoyment

Gumpendorfer Strasse 16/8, 1060 Vienna, sylvia-petz.at

Email: sp@sylvia-petz.at, Tel. +43 699 1100 8040