



Nordic Ecolabel celebrates its 25<sup>th</sup> anniversary.

# NORDIC ECOLABELLING

Annual report 2014



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Cover picture: Nordic Ecolabelling was initiated in 1989 by the Nordic Council of Ministers, and celebrated its 25<sup>th</sup> anniversary 2014.

# A world-class Nordic brand

2014 marked the 25<sup>th</sup> anniversary of the Nordic Ecolabel. The Environment Ministers from all the Nordic countries marked the occasion with a huge cake shaped like the Nordic Swan Ecolabel logo, at a meeting of the Council of Ministers in Stockholm. They declared that the ecolabel has reached the status of “a Nordic super-brand”.

And that is what it is! Nowhere else in the world is an ecolabel as strong as ours is in the Nordics. The Nordic Ecolabel is at least as well known as the biggest and best brands in our common market.

Thanks to our recognition, commitment and credibility, we are able to take the Nordic Ecolabel into new markets and new industries. The latest example is the construction industry, where leading developers and contractors see the Nordic Ecolabel as the best tool for eco-aware construction and for communicating eco-values with the end-customers. Therein lies our strength, helping producers and consumers to make the right choice.

Our customers, the licensed producers, are often large companies that operate across the Nordic region. To be able to offer them a world-class brand, our ecolabel has to have a uniform system in all the Nordic countries, with a common platform, way of working and strategy. Nordic Ecolabelling is a Nordic body and the work is coordinated by the Board of the Nordic Ecolabelling Association. Its members are the organisations who are responsible for the Nordic Ecolabel in each Nordic country (Denmark, Finland, Iceland, Norway and Sweden).

Through the organisation, we have now appointed process managers for our joint criteria development,



for our licensing work and for our work on marketing and communications. In addition, we have an IT department that focuses on digitising and making our case management and customer management more efficient.

Nordic Ecolabelling, which comprises the national offices tasked with managing the Nordic Ecolabel in their own country, is now the official collaborative body for the Nordic Ecolabel, and the contracting partner of the Nordic Council of Ministers.

Backed up by the Nordic Ecolabelling organisation, the Board is now looking to the future, as it aims always to offer a relevant and popular ecolabel that brings environmental benefits in the production and consumption stages, including purchasing and public procurement.

We look forward to new industries and new target groups with great anticipation!

A handwritten signature in black ink, which appears to read 'Ragnar Unge'. The signature is fluid and cursive, written on a white background.

Ragnar Unge  
Chairman

# Holistic and life cycle perspective

The purpose of the Nordic Ecolabel is to help people choose the right products from an environmental point of view. The Nordic Ecolabel, with its distinctive Nordic Swan Ecolabel logo, has been the official ecolabel of the Nordic region since it was launched by the Nordic Council of Ministers 25 years ago.

In our work to reduce environmental impacts, we look at the entire life cycle of the product or service. We take a holistic view of the environmental issues that may occur during the lifetime of a product, with a view to benefiting people, the environment and the planet's resources. We make it easy to choose the best goods and services for the environment.

### Long-term sustainability

Through its ecolabel, Nordic Ecolabelling seeks to contribute towards long-term and competitive sustainability for business and society. Nordic Ecolabelling is a Nordic body and the work is coordinated by the Nordic Ecolabelling Association and its members are the organizations who are responsible for the Nordic Ecolabel in each Nordic country (Denmark, Finland, Iceland, Norway and Sweden). The association's board members are CEOs in their country's Ecolabelling organisation. The board's work is to coordinate and make more efficient Nordic Ecolabelling's organisation and develop it to meet future challenges in the marketplace. The Nordic Council of Ministers is the highest instance for Nordic Ecolabelling.

There are pan-Nordic teams that work on criteria (product) development, licensing and marketing, administration and IT are also coordinated in order to improve the efficiency of the Nordic work. There is also an international contact person for the work that is done globally through the Global Networking Network (GEN).

### Product development the core focus

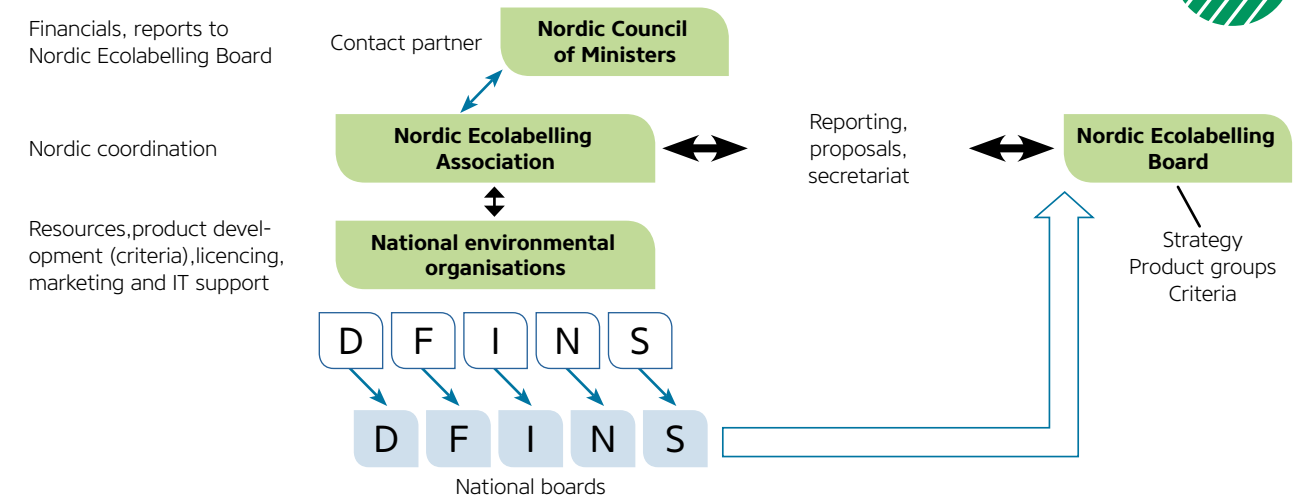
In each country there are product development teams with a local criteria head. Each local organisation's criteria head reports to a Nordic Product Development Head who, in turn, reports to the board of the Nordic Ecolabelling Association.

Criteria are developed through an extensive process including pre-studies, research reports, public referrals and country approval by local Ecolabelling Boards. These Boards are responsible for its country's stance on issues concerning criteria and new product groups. It is then up to the joint Nordic Ecolabelling Board to decide which product groups and criteria will apply across the whole Nordic region. The proposals are reviewed extensively in an open process before any decision is reached.

In addition to setting requirements for environment, climate, health and performance, the Nordic Ecolabelling criteria also include social requirements, where relevant, concerning acceptable ethical conduct in areas such as child labour, forced labour, health and safety, freedom of association and the right to collective bargaining, discrimination, discipline, working hours and pay. All the criteria require compliance with national laws and regulations.

In 2014, the Nordic Ecolabel was available in 64 product areas, covering both goods and services.

## Nordic Ecolabelling



### Licensing

To obtain a Nordic Ecolabel licence, a product or service must meet all the criteria within the specific product area. When a company applies for a licence, the submitted test reports and documentation are examined closely. The licensed products may then be sold and marketed with the Swan logo around the world. The licence applies for as long as the criteria for the product are valid. The criteria are revised and new product areas added on an ongoing basis.

All the criteria documents can be found at [www.nordic-ecolabel.org](http://www.nordic-ecolabel.org), along with instructions on how to apply.

### Follow-up inspections

Regular follow-up inspections are conducted in order to check that companies with a Nordic Ecolabel licence meet the set requirements.

### Reassessment and licences

When revised criteria are introduced, companies that want to retain their licence must apply for the licence again.

At the end of 2014, there were 1,869 Nordic Ecolabel licences in the Nordic region, and 1,683 companies have Nordic Ecolabelled goods and services. The industries with the most Nordic Ecolabelled goods and services in the Nordic region are as follows:

- Hotels and youth hostels: 381
- Printing companies, printed matter, envelopes and other converted paper products: 318
- Grocery stores: 237
- Cosmetic products: 126



The Board of the Nordic Ecolabelling Association: Anita Winsnes (Norway), Petri Väisänen (Finland), Gun Nycander (Executive Officer), Martin Fabiansen (Denmark) och Ragnar Unge (Sweden).



# Sustainability from our perspective

The success of Nordic Ecolabelling relies on employees with strong commitment to the environment and sound environmental know-how. Most of the company's employees have expertise in environmental science, technology, natural sciences and environmental communication.

The employees are also encouraged to continue their learning by participating in courses, seminars and lectures. Every two years, a Nordic employee survey is conducted as a means to improve our working environment and the level of job satisfaction amongst our employees. At the end of 2014, there were 125 employees across the Nordic region: Iceland: 2, Sweden: 57, Denmark: 26, Finland: 14 and Norway: 26.

## Guided by the value words

The value words applied within our Nordic organisation reflect our way of working and the core values of the company. They were adopted in 2014.

- **Trustworthy:** We are the official Nordic Ecolabel, an independent third party. We operate based on holistic assessments and a life cycle perspective; we possess a high degree of knowledge at every level, and we are meticulous and transparent.
- **Goal-oriented:** We are proactive, driven and decisive. We show courage and a focus on outcomes. We dare to lead the way and challenge in order to achieve results.

- **Clear:** We provide clarity in all our operations: criteria development, licensing and communication. We strive to make the complex simple.

These values guide our daily work within the Nordic Ecolabelling organisation. The corporate culture the company strives for is explained in the definition of our "personality".

We want our employees to embody the company's personality by being:

- **Inspiring:** Through action and sharing knowledge, we guide others to do their best for a sustainable future. We are positive and solution-oriented.
- **Open:** We show respect for other people's views and seek dialogue. We are present, flexible and direct in our approach.
- **Committed:** We are passionate about our work and want to make a difference. We are innovative and embrace change.



*Coffee breaks are a great way to exchange spontaneous thoughts and ideas.*

# Our Environmental platform

Our society is currently facing a wide range of environmental problems and threats: greenhouse effect, chemical pollution, deforestation, landfills, scarcity of resources, etc. In the worst case, these environmental threats could jeopardise the fundamental conditions for life on earth. Local environmental threats could worsen the quality of life for individuals or even put the survival of a species at risk.

Nordic Ecolabelling's environmental platform applies across all the Nordic countries. It is the foundation on which Nordic Ecolabelling assesses the environmental impact of goods and services. Environmental problems arise from manufacturing, products and consumption, whatever the scale. It is therefore important to steer production processes and consumption patterns in a more sustainable direction. Nordic Ecolabelling's role is to identify the manufacturers that care for the environment beyond the requirements imposed by the authorities and that deliver products and services with a lesser environmental impact than those of their competitors. This work is based on the main environmental threats and an assessment of how the Nordic Ecolabel can help reduce the harmful environmental impact of goods and services and thus contribute to more sustainable consumption.

## The precautionary principle

Nordic Ecolabelling may choose to exclude/limit a substance on the basis of the precautionary principle. This concerns certain substances, for example, that are suspected of having undesirable properties, despite them not being classified as harmful or included on any official regulatory list. For example, a substance that previously had no known negative environmental properties may be shown in new research to have an

undesirable property over a longer time horizon or as a product of degradation. Experience has shown that it can take a long time for new research to be confirmed and for this to lead to a different risk classification.

## How Nordic Ecolabelling works

The Nordic Ecolabel is a type 1 label, following the standard ISO 14024. This means, for example, that continuous improvements are built into the ecolabel, through the criteria regularly being revised and gradually made more stringent, with the aim of contributing to more sustainable consumption. Nordic Ecolabelling applies the RPS model (Relevance, Potential, Steerability) and a holistic, life cycle perspective.

Our criteria are rooted in a life cycle perspective, taking account of the whole chain from raw material extraction and use to waste/recycling. By considering the entire life cycle, it is possible to assess the most relevant aspects of environmental impact and avoid simply transferring impact from one area to another (burden shift). The MECO model is an analysis tool in this process. To establish which parts of the life cycle of a product or service it is relevant to set environmental requirements for, Nordic Ecolabelling conducts a MECO analysis as the first step in an RPS analysis. R – Relevance is assessed based on which environmental problems exist for the product, P – Potential is assessed



*Reducing environmental impacts is the focus area for Nordic Ecolabelling.*



in terms of possible environmental gains, i.e. what can be done about the problem, S – Steerability asks the question of whether the Nordic Ecolabel is the right instrument for tackling the environmental problem.

The purpose of our product development is to draw up relevant criteria documents and tools to promote sustainability.

#### **Energy consumption and climate effect**

The concentration of greenhouse gases, in particular carbon dioxide in the atmosphere has increased with the advent of industrialisation. The UN's Intergovernmental Panel on Climate Change (IPCC) has established that human emissions of fossil greenhouse gases and other activities have strongly contributed to an increase in average temperatures globally, which could have severe consequences. Nordic Ecolabelling views this as a serious problem and greenhouse gas emissions, energy optimisation and energy consumption are therefore areas of high priority for the organisation.

#### **Use of chemicals**

New chemicals that are harmful to human health and the environment are constantly being discovered. At the same time, we still lack sufficient knowledge to be able to identify which particular characteristics of these chemicals and pollutants are having a harmful effect on our health and the environment. The effects are therefore difficult to assess. The majority of substances harmful to the environment being discovered today are substances that break down slowly and are therefore found in the environment, foodstuffs and also in our bodies.

Point sources of pollution, where chemicals are emitted in a more or less controlled manner, have been remedied over time. The most important source today is therefore raw materials and consumption goods, from where chemicals are emitted more slowly through what is known as diffuse emission. Nordic Ecolabelling works to minimise substances that are harmful to the environment and health in the life cycle.

#### **Biodiversity**

The way that we consume nature's resources represents a serious threat to our planet's diverse range of habitats and plant and animal species. If this diversity is restricted, nature's ability to respond to the habitat changes that occur over time is weakened. Air and water pollution also have a harmful impact on biodiversity. Together, these threats could have a negative impact on our planet's ability to sustain life which could, in the worst case, result in an ecosystem collapse. Nordic Ecolabelling strives to ensure that raw material consumption is in balance with growth – basing its work on accepted certification schemes, for example for wood and other crops, as far as this is possible.

#### **Resource consumption and waste**

Rising consumption is draining the planet's resources and at the same time generating more and more waste. We are becoming ever better at conserving resources in manufacturing processes and utilising the waste generated through recovery and recycling, but there is still a long way to go. Nordic Ecolabelling's criteria work promotes long-term, sustainable raw material production, which helps to safeguard the future supply of natural resources. It is therefore important to minimise resource consumption through reduced use of materials (for example minimising packaging), recycling and thorough waste separation, by manufacturers and consumers alike. Nordic Ecolabelling also strives to impose quality requirements that ensure satisfactory product lifetimes, which in itself is good for the environment, as well as requirements concerning the performance of the product. Together with quality management requirements, the ecolabelling system ensures that the product or service lives up to the requirements and offers good quality throughout the validity period of the licence.



*We have limited natural resources and how they are used is an important Nordic Ecolabelling criteria.*

# Marketing Perspective

Changing environmental behaviour and a deepening knowledge of sustainability issues is a long-term process. The focus of our marketing work is to spread awareness of how ecolabelling contributes to a sustainable consumption.

It is essential to inform consumers about the importance of choosing ecolabels and to highlight the growing number of companies that are becoming interested in ecolabelling their goods and services. By creating demand for ecolabelled products, we are contributing to sustainable consumption and production. This is a cornerstone of our marketing and communication work.

## Sustainable Procurement Network

Driving up demand for ecolabelled goods and services is vital to the future goal of achieving a sustainable

society. This is also the purpose behind our Nordic network for considerate procurement – the Sustainable Procurement Network. Every company that wants to contribute to a sustainable society through their procurement is welcome to join the Sustainable Procurement Network, which has had local organisations in every Nordic country since 2014.

Our aim is for ecolabelled goods and services to be prioritised and become a natural part of all procurement processes. The network exists as a way for companies

to be supported and inspired by others who also want to work towards a sustainable society. Activities include seminars, breakfast meetings, webinars, podcasting, networking parties, and much more, where we provide inspiration and tips on how companies can make their operations more sustainable. We are keen to promote the experiences of individual companies and pass on their good advice to others.

## Marketing and communication initiatives

Marketing and communication is one of our core focus areas. Each Nordic country is conducting a host of different activities to stimulate companies to apply for a Nordic Ecolabel licence, and to encourage the public to choose Nordic Ecolabelled products. These activities include local homepages as well as a Nordic Ecolabelling homepage ([www.nordic-ecolabel.org](http://www.nordic-ecolabel.org)), advertising, seminars, webinars, podcasts, events, newsletters and social media. The success of this work is evident in the high recognition figures that the Nordic Ecolabel enjoys year after year. In the latest market survey (January 2015 by YouGov), 91% of Nordic consumers knew what the Nordic Ecolabel was. Consumers also associate our Nordic Ecolabel logo with trust, see it as an official label, say they like our work and understand that it represents a good choice for the environment. That is something we are very proud of.

## Nordic Ecolabel 25 year anniversary campaign

In October 2014 the Nordic Ecolabel arranged a Nordic workshop on Iceland, the purpose of which was to predict the future of the label. In honor of the 25<sup>th</sup> anniversary of the Nordic Ecolabel, representatives from the Nordic Council of Ministers, from associations of industry and commerce, from the Nordic Ecolabelling boards and representatives of young Nordic consumers met up in Reykjavik with the aim of visualizing the Nordic Ecolabel's role in our society in the next 25 years. Participants agreed that the Nordic Ecolabel stands firmly as one of the most reliable and esteemed ecolabels in the world, and were convinced that the label will be useful in tackling the environmental challenges of the future. The results of the workshop indicated that it will be necessary for the Nordic Ecolabel to synchronically evolve with an increasingly global community where technological advancements are fast and adaptability is vital. With a suitcase full of experience and a mind full of possibilities, the Nordic Ecolabel heads into the next 25 years with optimism and joy.

In Denmark, the Nordic Ecolabel 25 year anniversary was celebrated with a massive advertising campaign that kicked off on 6 November 2014.

With the campaign, Ecolabelling Denmark wanted to raise awareness among Danish consumers and increase the qualified knowledge of - and preference for - the Nordic Ecolabel.



Podcasts are used for giving more background about the importance of Nordic Ecolabel and how we work.



On Iceland Nordic Ecolabelling held a conference about the future challenges our organisation faces.



One of our 25<sup>th</sup> anniversary activities was driven in Denmark with an outdoor ad campaign.





In Sweden the “Save the world campaign a little bit every day” was launched as a part of the 25<sup>th</sup> anniversary celebrations.

Under the payoff “For you and the environment – for today and for tomorrow”, the campaign was launched with a widespread presence on several platforms: Outdoor posters, newspaper print ads, online display banners, Facebook ads, consumer contest and an extensive PR programme targeting both consumers and business-to-business.

The campaign was one of Ecolabelling Denmark’s most outstanding activations. PR resulted in more than 70 mentions in electronic news media, social media, printed newspapers, magazines, radio programmes and on customer and stakeholder websites. Outdoor posters created high visibility and branding with clear understanding among consumers of campaign message. Together with PR, the Facebook campaign was by far the most successful part of the anniversary campaign, delivering a 91% increase of fans, a high level of fan page engagement and a continued growth in fans and interactions even after the campaign period.

Several Danish Ecolabel licensees supported the campaign using a vignette on their own platforms, and a

few also marked the anniversary by running 25% price campaigns on ecolabelled products.

With this campaign, the Nordic Ecolabel has taken a big step forward towards building an even stronger brand resulting in engaged consumers, satisfied licensees and proud employees.

In Sweden, the 25<sup>th</sup> anniversary was celebrated with dinner and festivities at Café Opera in Stockholm. The executive, board and customers were invited to commemorate the event and receive a presentation of the future branding campaign “Save the world a little bit, every day”, a campaign that will guide all communication over the next five years.

The aim of the message “Save the world a little bit, every day” is to make consumers realise that by choosing the Nordic Ecolabel, they can help create a better world. They don’t need to do it all at once or take on full responsibility. But by doing a little bit every day, together we’ll achieve our goal of a sustainable world.

In Finland the 25<sup>th</sup> anniversary of the Nordic Ecolabel



Reaching out to families to inform them about the Nordic Ecolabel was a part of Norway’s marketing strategy.

was celebrated with coffee and cakes. In autumn 2015, a major three-day celebration will be organised together with all Nordic Ecolabel holders. The event will target young adults, families with children, and those over 50. The programme will include talks, discussions, a range of activities, and feature well-known performers.

Nordic Ecolabelling’s collaboration with major Finnish magazines will bring the event extensive publicity.

In Norway the 25<sup>th</sup> anniversary activities will start during the spring of 2015 with a large advertising campaign and local activities. For all countries our 25<sup>th</sup> anniversary will be celebrated throughout 2015.

## Other activities during the year

In Norway Miniøya is a major family festival held in a large park in central Oslo. The festival provides children with musical and cultural experiences on their own terms and it is incredibly popular. Nordic Ecolabelling takes part in the festival each year. Parents can change

their children’s nappies at Nordic Ecolabelling’s changing station – with Nordic Ecolabelled nappies, wipes and creams. Older children can draw or get a Nordic Ecolabelled pretend tattoo, or play on some of the Nordic Ecolabelled playground equipment we have with us. Fun for them, fun for us!

### Good Start brochure in five languages

For years now, Nordic Ecolabelling in Norway has furnished new parents with information about children, health and the environment. The “Good Start” brochure and a bag of Nordic Ecolabelled product samples are distributed at the country’s health centres. In 2014, the brochure was translated into the five biggest foreign languages in Norway: Polish, Urdu, Somali, Arabic and Sami.

### Call for modern procurement

Nordic Ecolabelling’s local organisation in Sweden initiated #ModUpp2020 ahead of the Almedalen Week political gathering on the island of Gotland in southern Sweden, along with other independent third-party certification bodies. #ModUpp2020 is a call to deci-



sion-makers and purchasers in the public sector to use third-party certifications for environmental and social sustainability, as a means of moving towards more modern procurement. The goal is for 50% of all procured products in the public sector to carry environmental and social sustainability labels by 2020.

The Nordic Ecolabel, Bra Miljöval (Good Environmental Choice – Swedish Society for Nature Conservation), the EU Ecolabel, Fairtrade, KRAV, MSC and TCO Certified are effective tools for those who want to set tough and relevant requirements for procurement.

The seminar in Almedalen was well attended and ModUpp2020 encouraged six municipalities to take up the challenge. New EU legislation and a new Public Procurement Agency are seen as a way to usher in an era of modern procurement.

#### **Action plan for sustainable Nordic construction**

A lack of Nordic cooperation and widely varying rules and regulations across the Nordic region make sustainable construction difficult and inhibits the development of new technology. Today, a building may use three times as much energy, depending on whether it stands on the Danish or Swedish side of the Öresund strait, due to the calculation models being so different. The national differences in building regulations are also expensive – adding SEK 360 million to the cost of new-builds in Sweden alone.

This has prompted an initiative to push for the coordination and simplification of Nordic building regulations. Working with Skanska, NCC and Veidekke, a joint action plan was drawn up to increase Nordic cooperation on sustainable construction. The plan was presented at a seminar in Almedalen. The requirements have since been considered by the government, which has decided to provide SEK 390,000 in funding for the Swedish building and planning agency Boverket's project on Nordic cooperation to harmonise building regulations.

The 2014 Nordic Ecolabel theme in Finland was “ Build, renovate, decorate”. Environmentally friendly choices for the home are a rising trend that Nordic Ecolabelling wishes to promote in Finland in the coming years. A project to build the first Nordic Ecolabelled apartment block in Finland was started in Järvenpää in 2014.

In early 2014, Nordic Ecolabelling conducted a survey of people's priorities in their home decorating, renovation

and building projects. Although only a few said their top priority was the impact their purchases have on the environment, 75% of Finns said they choose environmentally friendly products at least occasionally. This represents an increase of 5% in three years. People over 55 turned out to be the most ecologically minded.

In spring 2014, Nordic Ecolabelling in Finland launched a website covering building, renovation and home decorating at koti.joutsenmerkki.fi. The new site offers sound advice and plenty of ideas and information, but also stresses visual aspects. The site's contributors include experts such as designers and bloggers.

Through its building, renovation and home decorating theme, Nordic Ecolabelling received wide publicity in many national newspapers, and on TV and radio.



*The Nordic Ecolabel's Sustainable Procurement Network meets often to promote better procurement of Nordic Ecolabelled products and services.*



*At the biggest political event in Sweden, the "Almedal Week" Nordic Ecolabel organizes many seminars and events.*



# Interviews



**René Brandt, COO,  
NCC Housing in Denmark**

“Sustainability is not a sprint, it is a marathon – and it requires good partners.”

At NCC our vision is to provide superior sustainable solutions. That sets the bar very high, and for us it was important to choose an environmental certification that would support that vision. NCC Housing in Denmark chose the Nordic Ecolabel for several reasons; the guiding principle is life cycle based, which matches our view on sustainability. It has absolute requirements in relation to harmful materials; something we believe provides a better protection of the consumers. In NCC Housing we sell the majority of our homes directly to end-customers, and the high level of awareness and credibility of the Nordic Ecolabel makes it an obvious choice.

NCC has introduced Nordic Ecolabelling of large scale housing projects in both Denmark and Norway, and we are expanding the usage of the eco label in our operation in Sweden as well. To us it makes good business sense to share knowledge and experience across the countries, and working with the same eco label enables efficiencies and cost savings.

Krøyers Plads in Copenhagen was the first apartment project in Denmark to be certified according to the

Nordic Ecolabel criteria. In 2015 the project received the prestigious MIPIM award for the best residential development in the world. To us this is a clear signal that the market appreciates sustainable housing, and we expect demand to increase in the future. NCC in Denmark already has more than 260 eco labelled housing units in production or completed, and the number is likely to increase.

Our cooperation with Ecolabelling Denmark has been constructive, and I believe we will continue in the future. To NCC Housing in Denmark, sustainability is not a sprint, it is a marathon – and it requires good partners.



*Krøyers Plads in Copenhagen was the first apartment building to receive a Nordic Ecolabel licence in Denmark.*



**Kristiina Veitola  
Manager, Sustainability  
Stora Enso Paper**

“Europe is clearly a pioneer in ecolabelling.”

We want to support our customers in their strategic choices and offer ecolabelled products for their needs. In recent years, Stora Enso has strongly increased the proportion of ecolabelled products in its paper and graphic paperboard product lines. We believe that a third-party certification system with multiple criteria is the most reliable way of promoting our more environmentally friendly products.

In our experience, the Nordic Ecolabel is recognised mainly in the Nordic market. Globally, there is a demand for different labels in different markets, while at the moment, some markets are not interested in ecolabelled products at all. Europe is clearly a pioneer in ecolabelling.

We will continue to offer Nordic Ecolabelled products to our customers in the future.



**Jonne Zachrisson,  
Nordic Environmental  
Director, Sharp**

“It is you and your business that enjoy the true benefits.”

The majority of Sharp’s products are environmentally certified through Nordic Ecolabelling. This is, of course, not an end in itself – although we always strive to reduce our impact on the environment. It is you and your business that enjoy the true benefits. You consume less energy and so reduce the carbon footprint of the business. The fact that you choose an eco-aware partner is of course also a positive point to put across in your communications on sustainability – all of which gives your brand a greener edge.

For Sharp in the Nordic region, the Nordic Ecolabel is another way to promote our environmental message, while also providing our customers with confirmation that we take our environmental responsibility seriously and that they have chosen an eco-aware partner. We have been established in the market for many years as one of the few Nordic Ecolabelled options in our industry, and that is a position we naturally intend to maintain in the future.

We are always striving to improve our environmental work and as part of this we have chosen to be an official partner in Nordic Ecolabelling’s Swedish campaign to “Save the world a little bit every day”





**Sigríður Ólafsdóttir,**  
CEO för Farfuglaheimilin Laugardal,  
Vesturgötu and Loft.

“With the Nordic Ecolabel criteria we have set clear goals to become better every year.”

Reykjavik Hostels belong to HI, a global network where international awareness about current environmental issues, sustainable tourism and sustainable development as a whole are highly valued. HI Iceland’s main goal since its constitution 76 years ago has been to promote and encourage people of all ages to travel and to increase their knowledge and appreciation of nature and culture.

Back in 2002 we chose to seek eco-certification in a need of a guiding light in gaining more confidence and also consistency in an ever changing environment. The Nordic Ecolabel for us was a trusted proof to show our customers, colleagues and team what we believe in. Before choosing the Nordic Ecolabel we matched our practices with different criteria and the Nordic Ecolabel was the obvious choice; the only QMS that was applicable for Hostels, a system that valued our feedback when updating the criteria and a full size strict environmental standard that challenged us every year to improve our environmental performance.

Our first Reykjavik Hostel received a Nordic Ecolabel licence already in 2004, one of the first Eco certified

services in Iceland. When opening the second Reykjavik Hostel we directly applied for a licence, and our 3rd Hostel – Loft, was designed in harmony with the Nordic Ecolabel criteria from its very beginning.

Out of around 85.000 overnights last year at the 3 Reykjavik Hostels, at least 40 % of our customers are guests from Northern Europe, who recognize the Nordic Ecolabel and who we believe value a recognition of quality and environmental practices the most.

After working with the Nordic Ecolabelling organisation for more than 10 years, we will continue to do so. We have harmonized our daily processes, continue to train our staff, and with the Nordic Ecolabel criteria we have set clear goals to become better every year.

We value all effort from Umhverfisstofa (Icelandic Nordic Ecolabelling organization) and the cooperation with the other companies who have Nordic Ecolabelled products and services, we wish to continue a bright and strong partnership together.



*Iceland is a very popular country for tourists and having a Nordic Ecolabelled accomodation is an advantage.*



**Arnt Kristian Barsten,**  
Sales Director,  
Kebony Norge AS

“On the Nordic market the Nordic Ecolabel is important indeed.”

Kebony is positioned as the sustainable alternative to tropical hardwood and other modified woods. Thus, sustainability lies in the DNA of the product – this already starts with the environmentally friendly production processes in Skien and ends with the long life span of the product after installation. Kebony also does not require any additional maintenance beyond normal cleaning and thus avoids the need for chemical treatment after installation. In order to highlighting Kebony’s strong green credentials, we chose to carry the Nordic Ecolabel to make it obvious to the consumers, that Kebony is a truly good choice.

On the Nordic market the Nordic Ecolabel is important indeed. We have subsidiaries in Norway, Denmark and Sweden and the Nordic Ecolabel (“the Swan”), is industry standard across the region. In the rest of Europe, the Nordic Ecolabel can be regarded as a “cherry on the cake” but it is not the only alternative. In America and Asia Pacific, consumers are hardly aware of this certification, therefore we do not communicate it actively in these markets.

If the Nordic Ecolabel keeps up their very strict and tough requirements, we are happy to carry the Nordic Ecolabel also in the future. What we would really like to see in the future, is that the Nordic Ecolabel will work even more focused on raising awareness about their benefits especially in the public sectors as well as amongst companies and consumers. Highlighting why it is important to choose environmentally-sound products will further increase the significance of the Nordic Ecolabel in the total society.



*Kebony Scots Pine Belle Epine France.*



**Milena Sohlén,**  
Director, Marketing  
and Sales, Skanska



**Matilde Unge,**  
Director, Sustainable  
Business Development,  
Skanska

“We see it as the best way to market our green work to clients.”

We use the Nordic Ecolabel because we think it is a good way to communicate our environmental work – with a symbol that is widely recognised and third-party certification that provides added value. It is also good that someone else – who is knowledgeable about, but outside, the construction industry – chooses which environmental requirements we should work on, as this gives a more serious signal than if the industry itself made the choices.

The Nordic Ecolabel enables us to present a clear green profile in the Swedish market (our main market for housing) and helps in communicating that we are the leading green housing developer, as set out in our vision. There is no better way to give that claim credibility than with the Nordic Ecolabel. An example is the Stockholm Royal Seaport. It is one of Europe’s most exciting developments. The entire district is based around a strong focus on sustainability and Skanska Homes’ new Björk and Plaza apartment blocks will be

no exception, as they meet the stringent requirements of the Nordic Ecolabel.

While part of a single housing cooperative, Björk and Plaza each have their own separate character and personality. The Björk block, which stands closest to the water, relates to nature in its colours, materials and design language. The building has an interesting “pleated” façade, dominated by wood and greenery. Björk’s balconies have trellises for plants to climb up from raised beds. The Plaza block overlooks Drevergatan and the distinctive old brick buildings. Here the architecture is more urban and metropolitan in its style. The façades feature straight lines and attractively geometrical shapes. The result is eye-catching modern minimalism.

We are positive about the future and aim to use Nordic Ecolabelling more. We also feel that the Nordic Ecolabel serves us well in communication with municipalities as a way of clarifying our environmental credentials, and we intend to work more on this. We see it as the best way to market our green work to clients.



Skanska is building Nordic Ecolabelled buildings at the Stockholm Royal Seaport development, and show also they are a part of the “Save the world a little bit every day” campaign.

# Criteria

## Criteria Developments

### Developing criteria

- Coffee Services
- Equity Funds
- Building Renovations

### Revised criteria

- Windows and exterior doors
- Laundry products for professional use
- Dishwater detergents
- Chemical building products
- Compost bins
- Closed toilet systems
- Stoves
- Solid biofuel boilers
- Flooring
- Grease-proof paper

### Ongoing revisions

- Indoors paints and varnishes
- Durable wood
- Panels for the building, decorating and furniture industry
- Small houses, apt and pre-school buildings
- Grocery stores
- Industrial cleaning and degreasing agents
- Cleaning agents for use in the food industry
- Candles

## Valid criteria

### Household chemicals, washing and cleaning products

- Alternative dry-cleaning
- Cleaning agents for use in the food industry
- Cleaning products

- Dishwasher detergents
- Dishwasher detergents for professional use
- Floor-care products
- Hand dishwashing detergents
- Industrial cleaning and degreasing agents
- Kitchen appliances (refrigerators, freezers, dishwashers, washing machines)
- Laundry detergents and stain removers
- Laundry detergents for professional use

### Houses, garden products and building materials

- Biofuel pellets
- Chemical building products
- Closed toilet systems
- Compost bins
- Durable wood
- Flooring
- Furniture and firmments
- Indoor paints and varnishes
- Machines for parks and gardens
- Outdoor furniture and playground equipment
- Panels for building, decorating and furniture industry
- Small houses, apartment buildings and pre-school buildings
- Solid biofuel boilers and stoves
- Windows and doors

### Paper products

- Copy and printing paper
- Grease-proof paper
- Paper envelopes
- Printing houses
- Sanitary products
- Tissue paper

### Car and boat-related products

- Car and boat-care products
- Fuel
- Vehicle tyres

### Office equipment and supplies

- Audiovisual equipment
- Computers
- Office machines
- Office and hobby supplies
- Toner cartridges
- Writing equipment

### Services

- Carwashes
- Cleaning services
- Grocery stores
- Hotels and hostels
- Hotels, restaurants, and conference facilities
- Laundry services

### Miscellaneous

- Batteries, primary
- Batteries, rechargeable and battery chargers
- Candles
- Cosmetic products
- De-icers
- Disposable bags, tubes and accessories for health care
- Disposables for food
- Photographic development services
- Textiles, skins and leather
- Toys
- TVs and projectors



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