

A man and a woman are looking at a computer screen in an office setting. The man is pointing at the screen, and the woman is resting her chin on her hand, looking thoughtful. A large blue circle is overlaid on the left side of the image, containing text.

Nordic Swan Ecolabel

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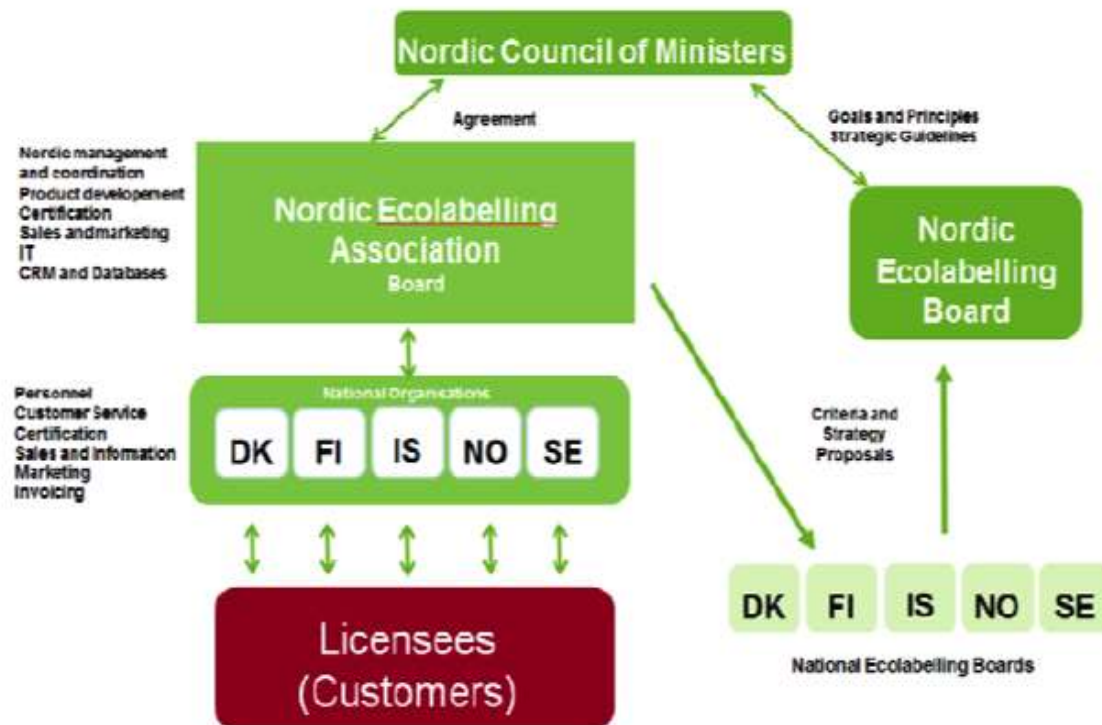
The Nordic Swan Ecolabel

- The official, Nordic environmental label in Norway, Sweden, Finland, Denmark and Iceland
- Founded by the Nordic Council of Ministers – Ministers of Consumer Affairs back in 1989
- Administered on consignment from the governments in national organisations
- 2000 companies carry Nordic Ecolabel products and services
- 62 product category criteria
- 164 employees in the Nordic countries
- Public finance less than 15%



The Nordic Swan Ecolabel

Figure 1 Organisation chart for the Nordic Swan Ecolabelling



High awareness and preference for the Nordic Swan Ecolabel

91%

of people in Nordic countries are familiar with the Nordic Ecolabel

76%

of Nordic people have trust in the Nordic Ecolabel

74%

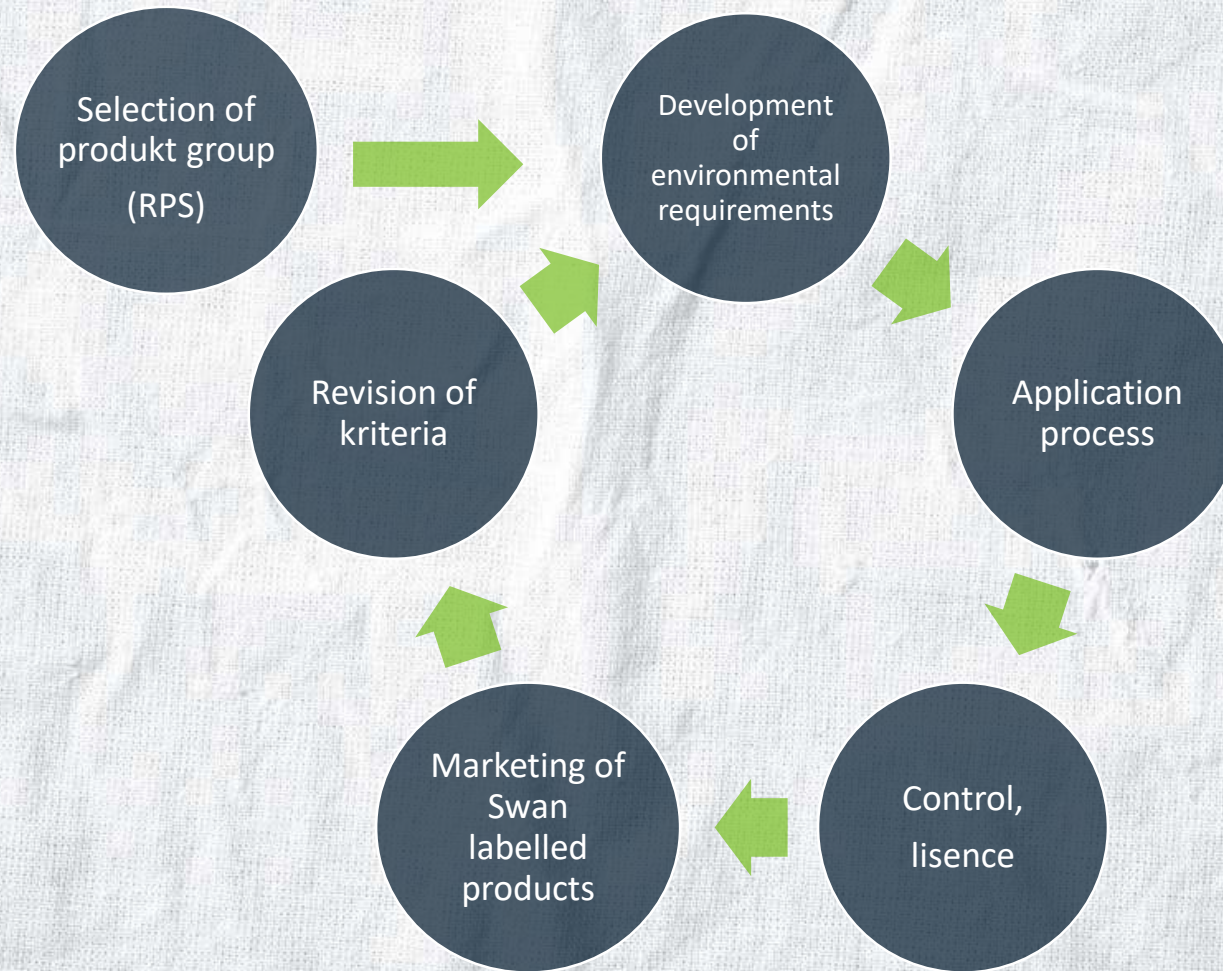
of people in the Nordic countries think that the Nordic Ecolabel makes it easy to choose

77%

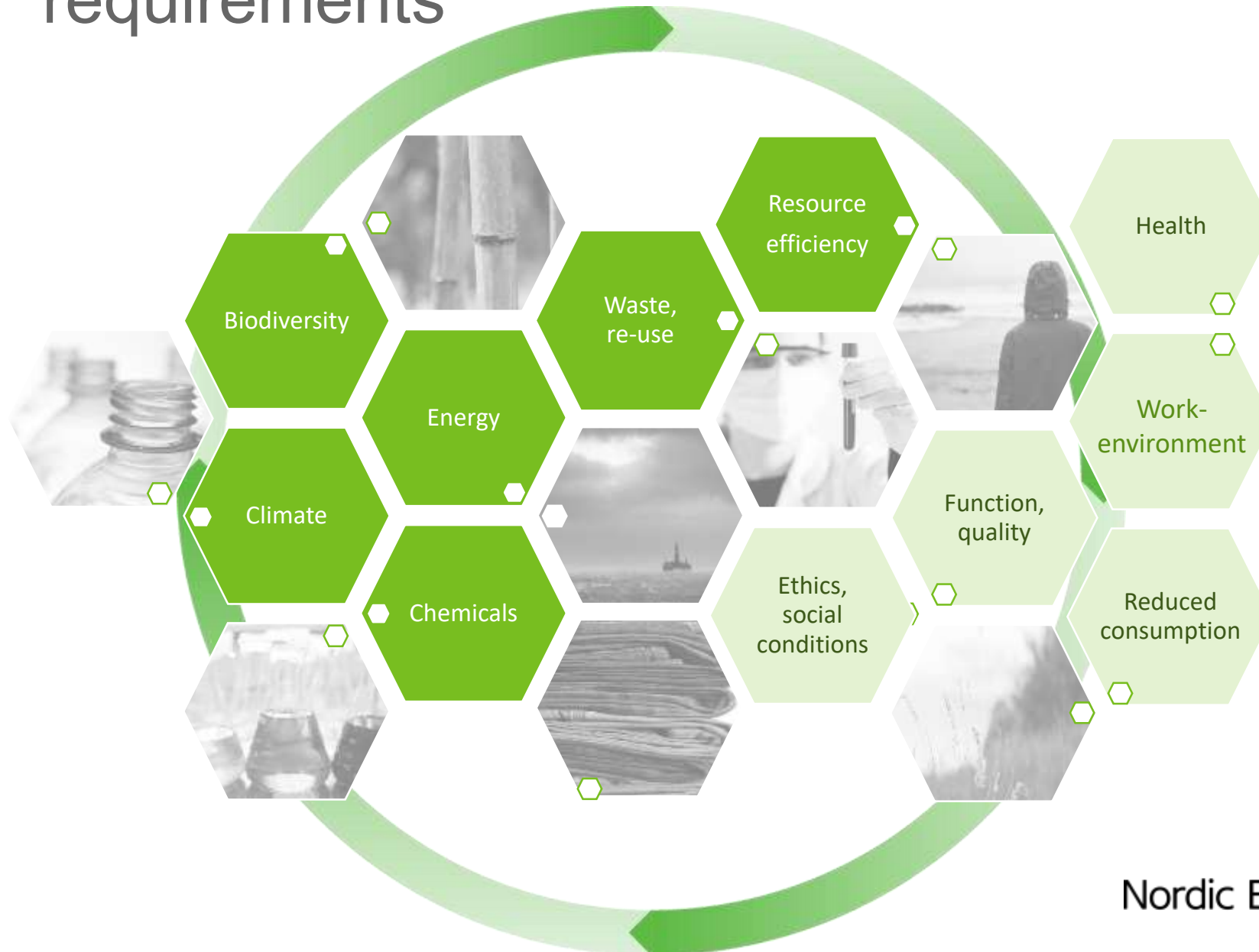
of people in the Nordic countries think it is important that an ecolabel is objective and independent

Nordic Ecolabelling continually strives to increase awareness of and educate consumers about the Nordic Ecolabel and to increase the demand for products and services marked with the Nordic Ecolabel among consumers and professional buyers. Over 30,000 products and services are labelled with the Nordic Ecolabel.

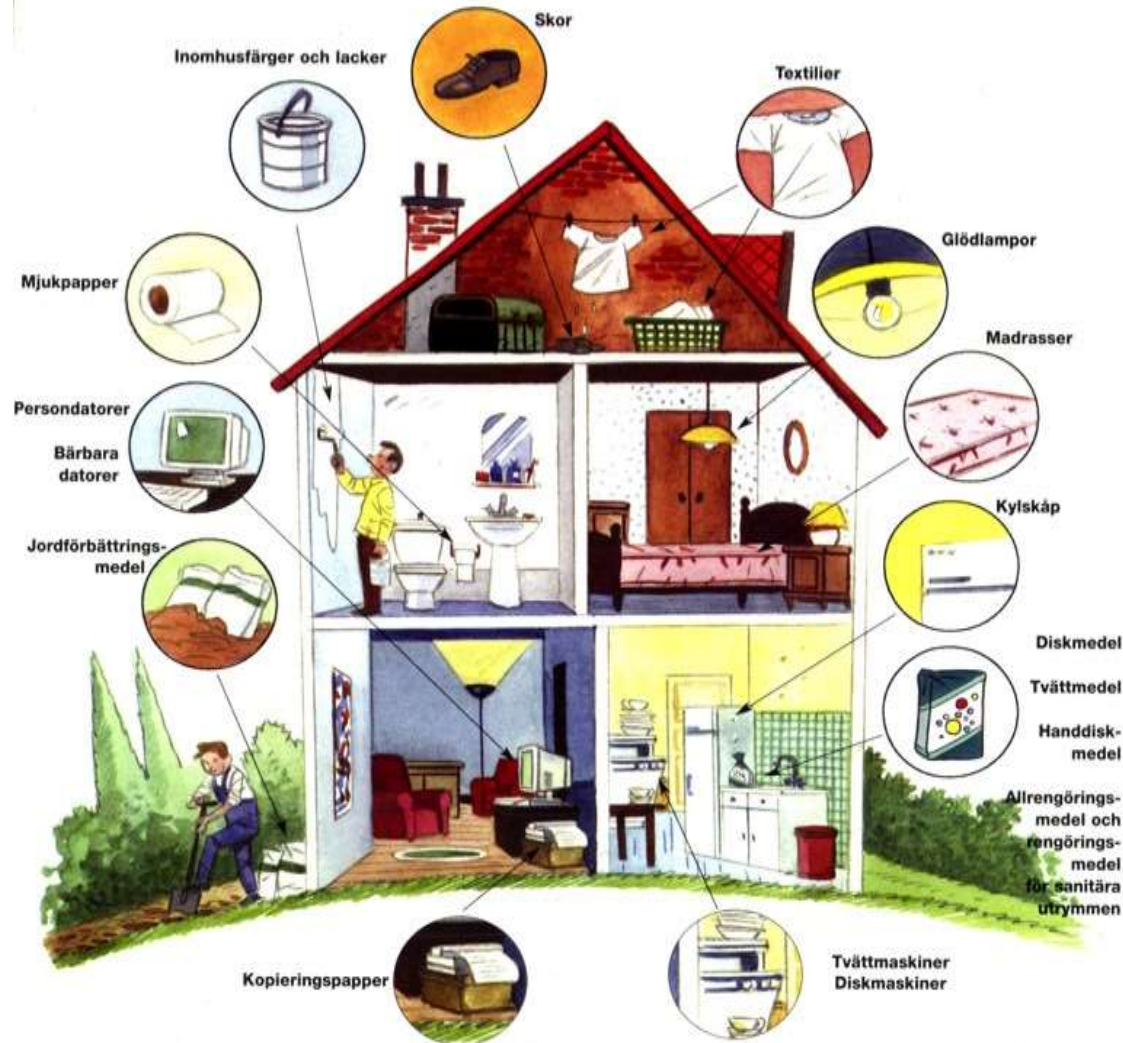
How do we work?



Lifecycle perspective and holistic requirements



Groups of Product Categories



Cleaning agents

Paper products

Machines and devices

Furniture and fittings

Textiles

Building materials

Houses, schools

**Services (cleaning,
laundry, printing,
accommodation)**

Equity funds

Fisheries and food in general

- Public demand from Minister of Fisheries of Norway more than 15 years ago in the Nordic parliament
- Ended up with a preliminary study by Ecolabelling Sweden – no further action
- Attempt to go into food with criteria for bakeries&bread
- Stopped on high political level in 2013
- NOW: For grocery shops and restaurants mainly about organic labelled foodstuff
- For fish in shops MSC or KRAV certified wild caught fish and shellfish. “Approval of other certification schemes may be sought from Nordic Ecolabelling as required.”
- For restaurants red list based on IUCN`s lists (+origin)

