

The Nordic Ecolabel





The Nordic Ecolabel



Content of presentation

- The Nordic Ecolabel: Label and organization
- What we do and how do it: Approach and philosophy
- The Nordic Ecolabel in the marketplace: Consumers, profesional buyers, and our customers (international)
- Application: How to go about applying for the Nordic Ecolabel?
- Questions?

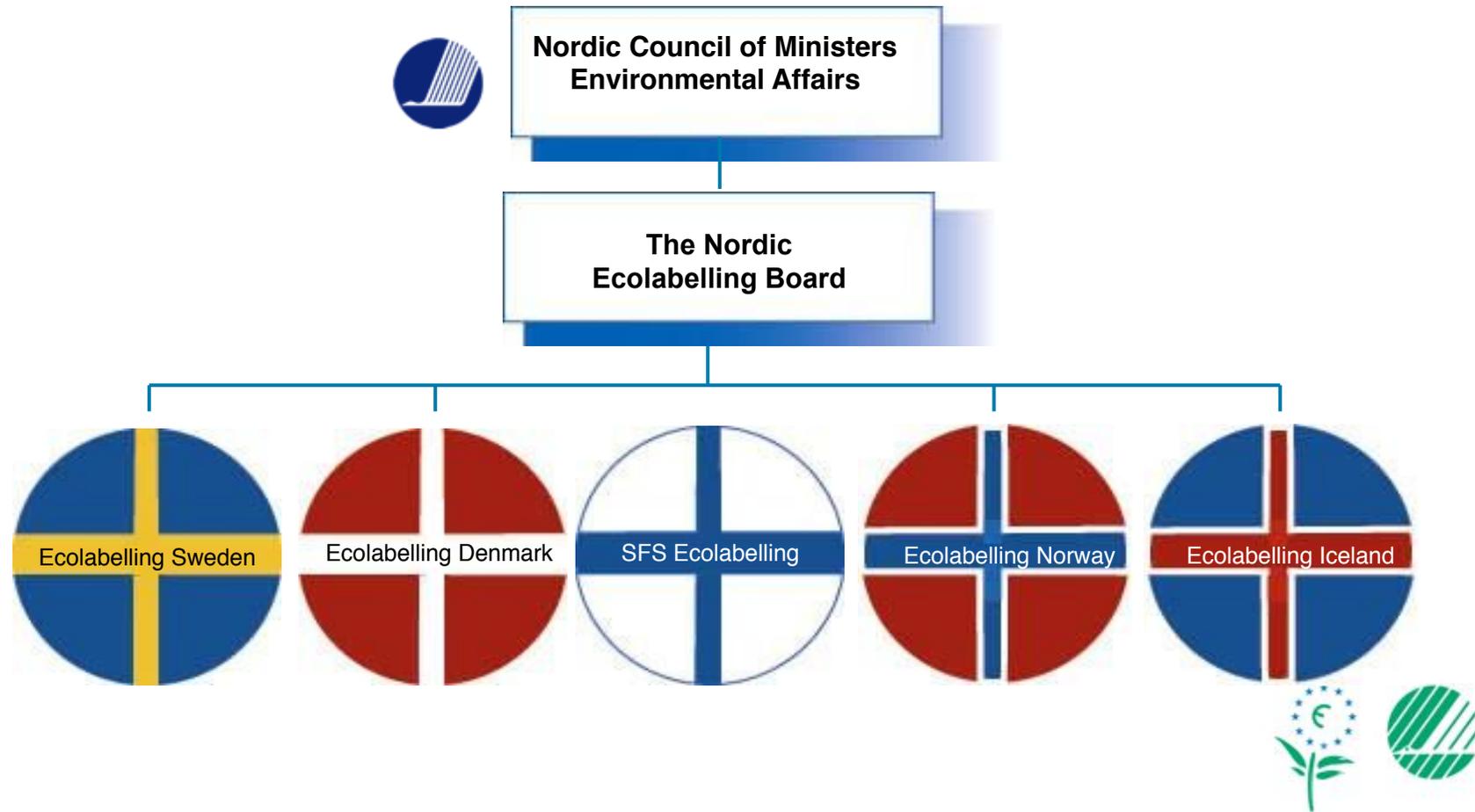


The Nordic Ecolabel

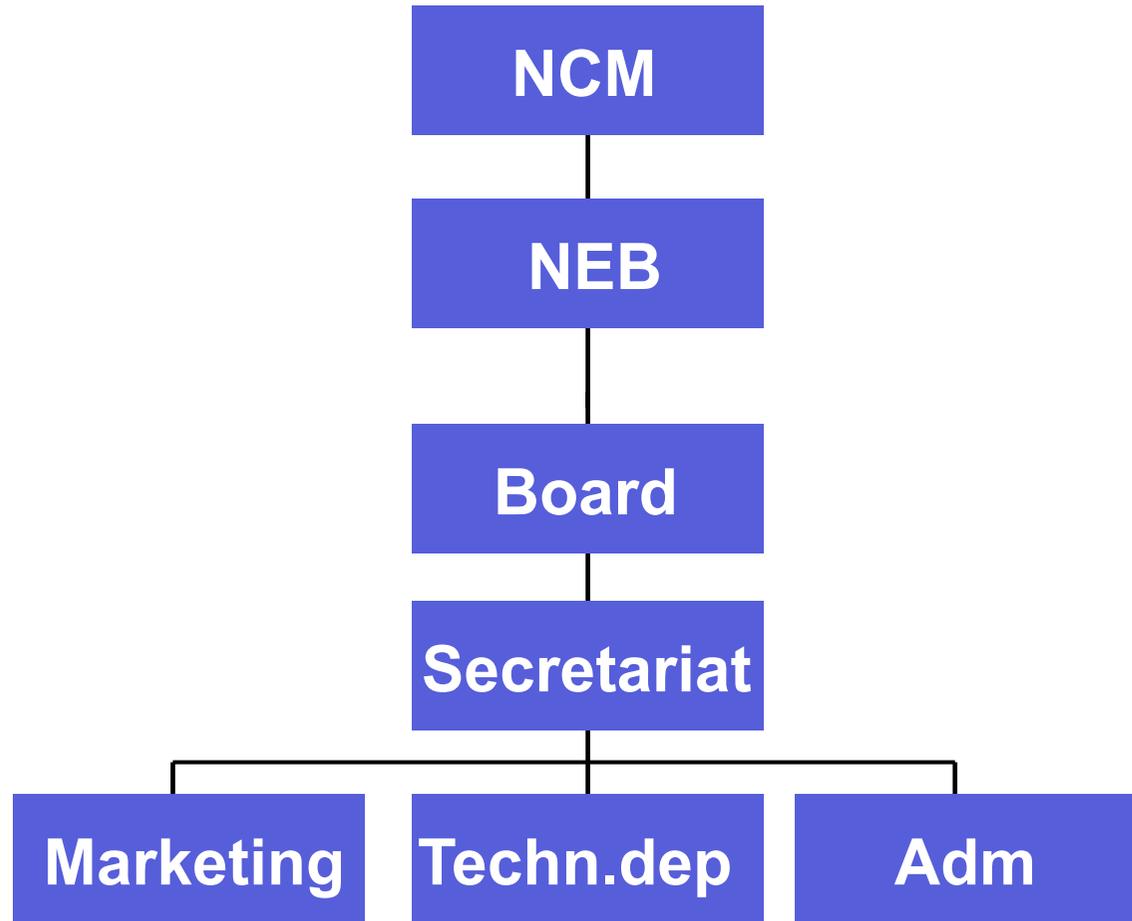
- Introduced by the Nordic Council of Ministers in 1989
- Official ecolabel of the Nordic Countries
- Non-profit



The Nordic Ecolabel organization



National organization – Norway



What do we do

- Criteria development
- Marketing of the document towards potential manufacturers
- Assess applications
- Marketing of the Nordic Ecolabel and ecolabelled products
- Information to consumers and professionals



Why an ecolabel?

- A simple and trustworthy guidepost for consumers and purchasers to products that are better choices for both environment and health
- A competitive advantage for the licence keeper



UNs Consumer Rights

- the right to satisfaction of basic needs
- **the right to choose**
- **the right to safety**
- **the right to be informed**
- the right to be heard
- the right to redress
- the right to consumer education
- **the right to a healthy environment**



A life cycle approach



Raw materials

Production

Use/consumption

Waste



Criteria for all relevant environmental aspects



Strict, but reachable criteria's - continuously improvements

- Strict and absolute requirements
- Government regulation is basic, use the precautionary principle
- Documentation and controls
- Limited validity of the licence
- Only the best products are labelled



Nordic Consumers

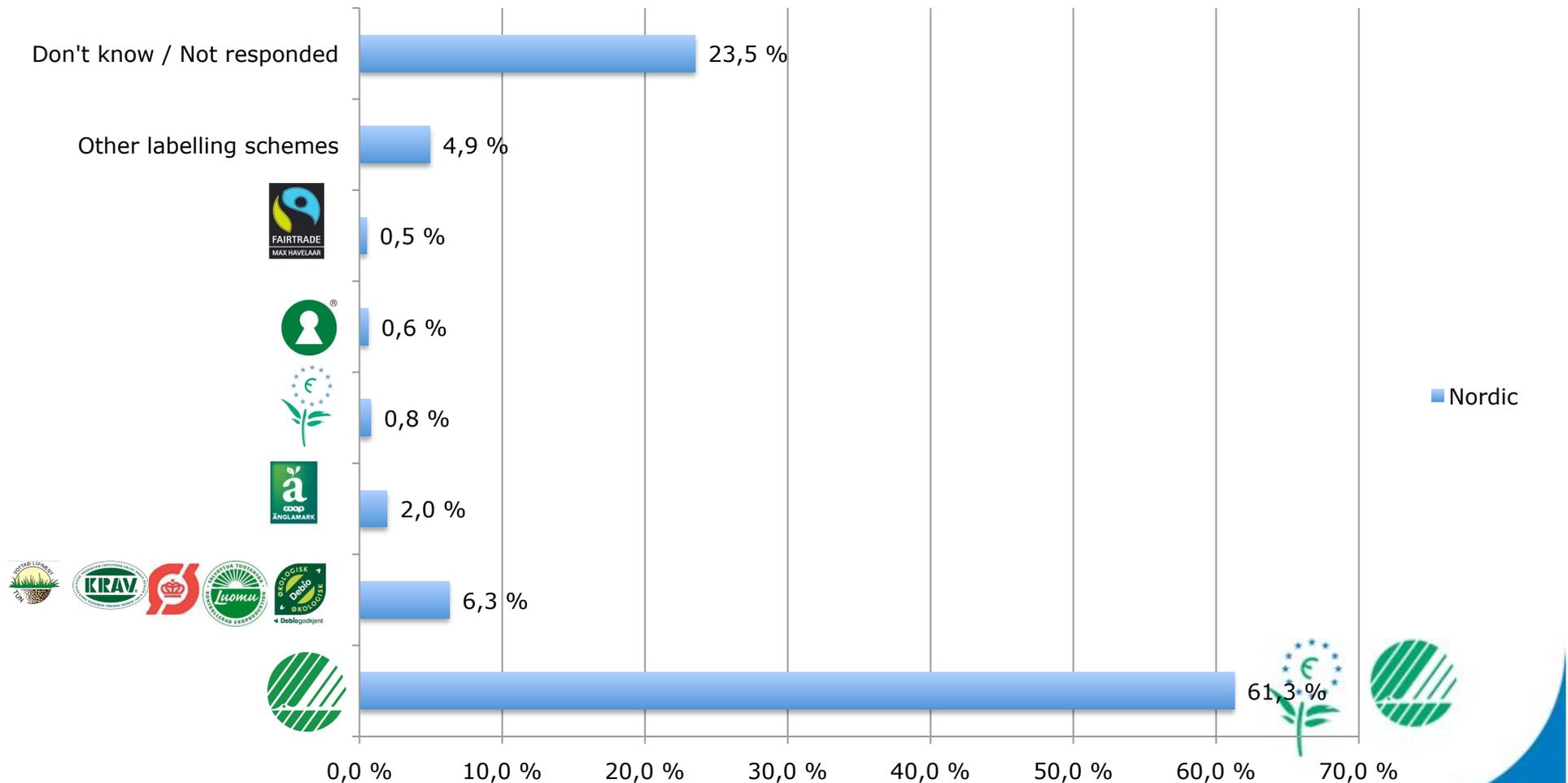


Source: Nordic Consumer Survey (Respons Analyse 2009)



Top of Mind

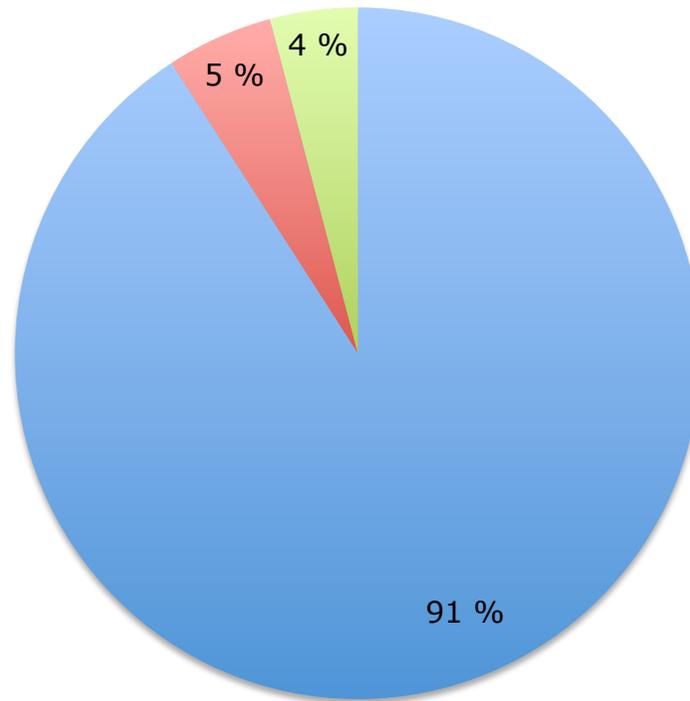
Name the ecolabels you know? (first mentioned)



Recognition/awareness



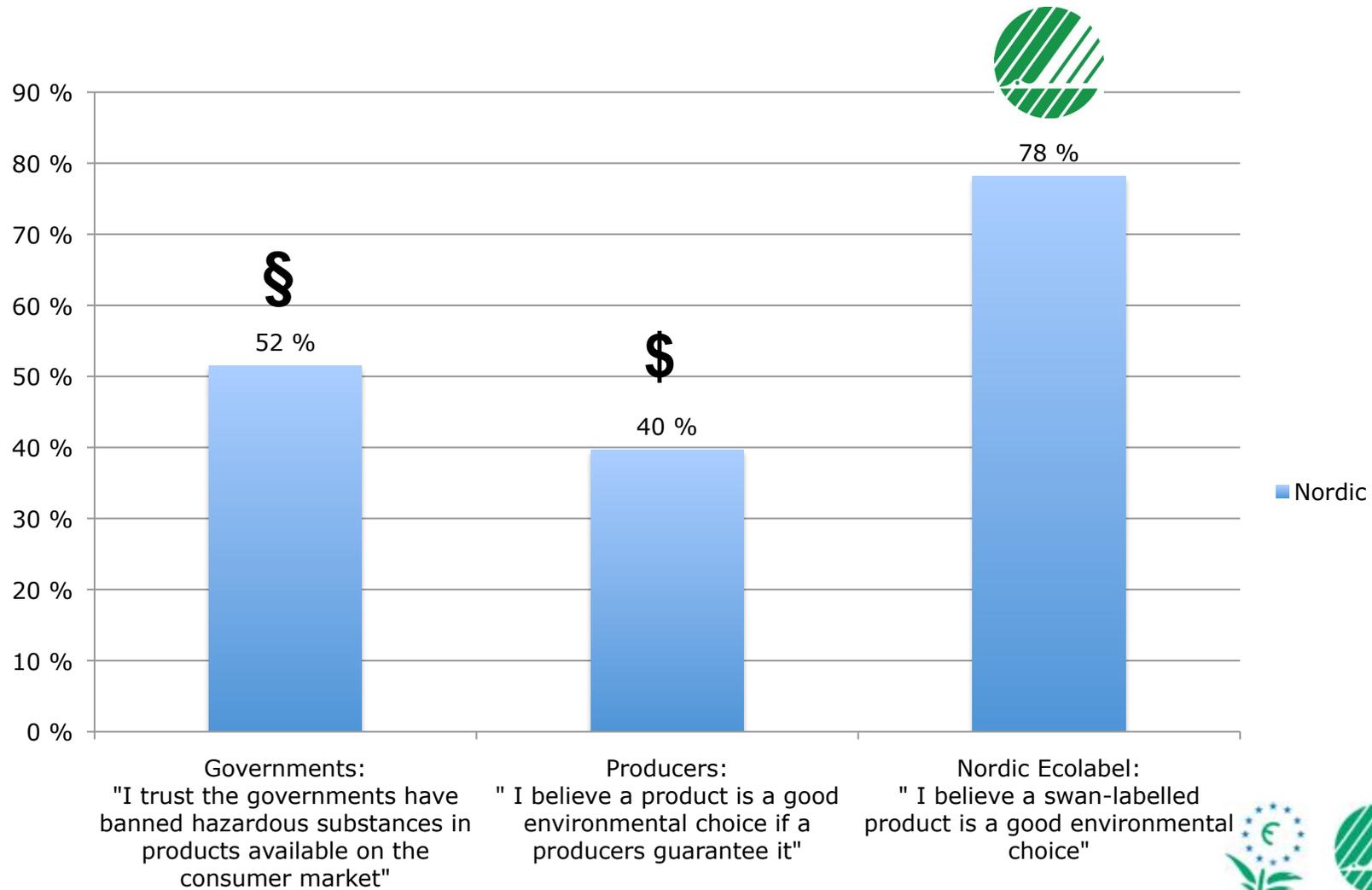
Do you know this label?



- Yes
- No
- Don't know

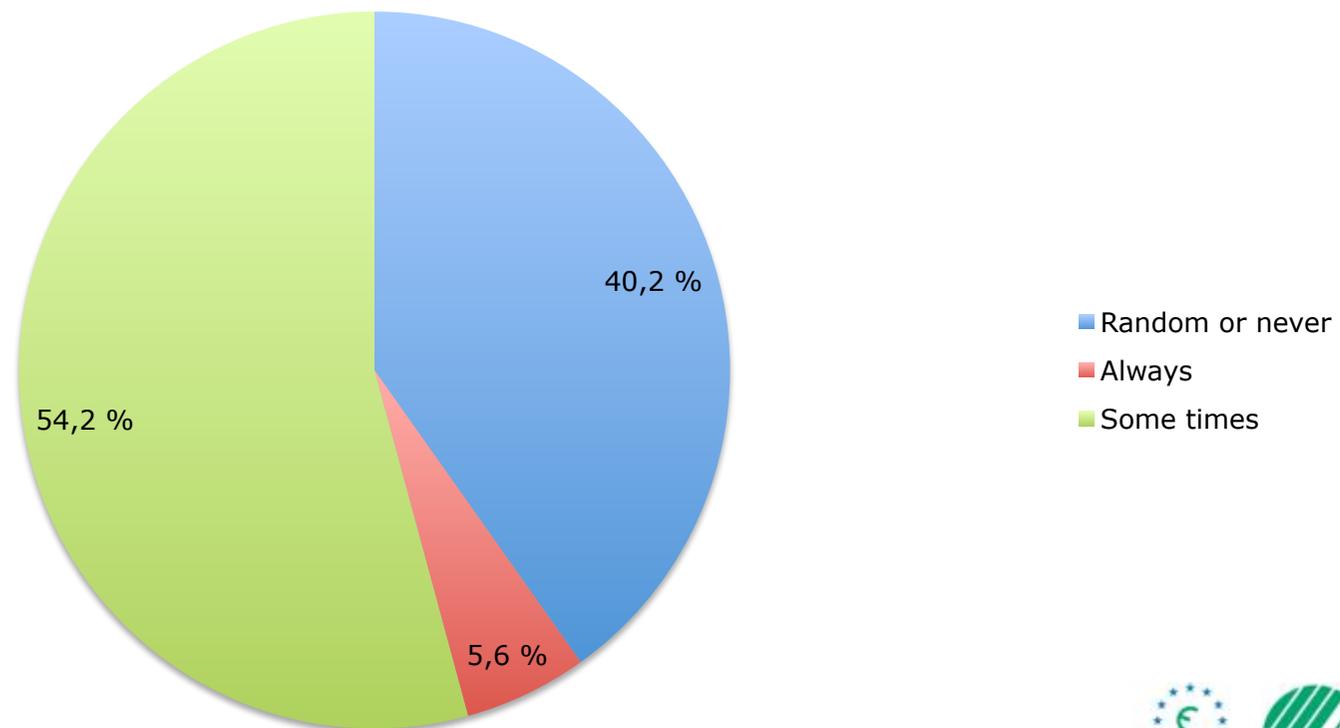


Trustworthiness



Preferability

Do you look for the Nordic Ecolabel when you're shopping?



Professional buyers - Norway

- Little knowledge about the environmental impact of the products they buy
- The Nordic Ecolabel makes it easier to set environmental criterias in tenders



Picture: The Norwegian Defence Estates Agency and Swan-labelled hotel chain Scandic



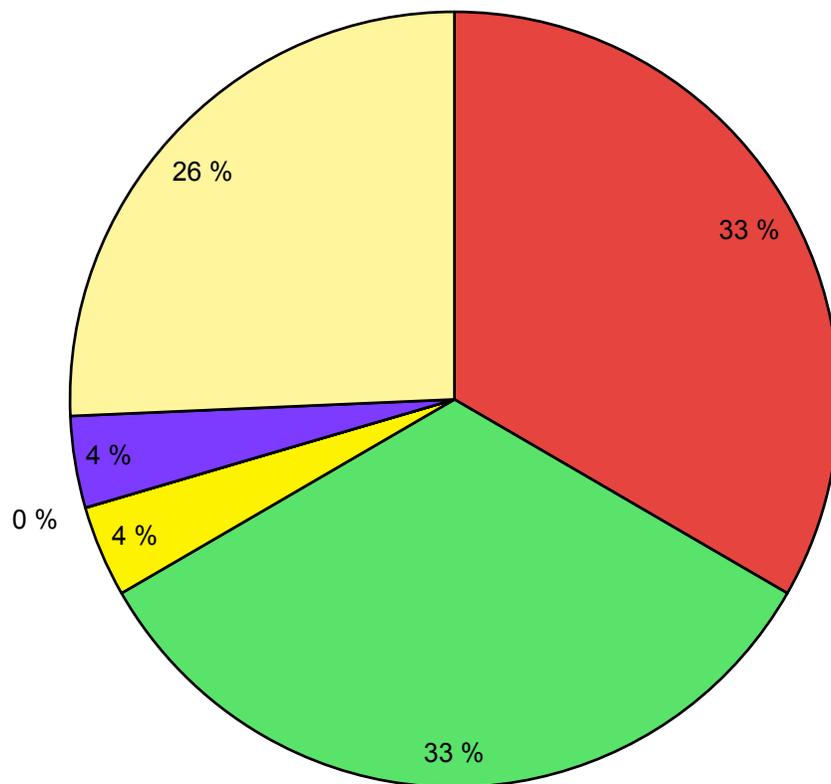
Green procurement in the public sector



“If ecolabel criteria in the Nordic Swan or the EU Flower are developed for a product group, these shall, as far as possible be used on public purchasing.”



Use of the Nordic Ecolabel in public tenders - Norway



394 public tenders, 3Q and 4Q 2008

- Ingen miljøkrav
- Svanen eller Blomsten
- miljoinnkjop.no
- EPD, Paper Profile, Miljøvaredeklarasjon
- Innkjøpspanelets anbefalinger
- Andre miljøkrav (miljøpolitikk eller lignende)



The Swan Procurement Club (Norway)

- "We choose swan-labelled products"



Some customers of the Nordic Ecolabel



Natusan

SKANSKA

EKORNES

SAMSUNG

JØTUL

Hästens
since 1852

MESTERHUS

JENSEN

COLGATE-PALMOLIVE COMPANY

SaraLee



Lambi

DURACELL

GOODYEAR

TIGA

Libero

FUJITSU COMPUTERS
SIEMENS

Filippa K POLARN O. PYRET

HÅG

JOTUN



Serla

PRINCESS

SAINT-GOBAIN

AKZO NOBEL



NorgesGruppen

Marbodal

coop

ICA



MetsäTissue

SAINT-GOBAIN

lenovo

Turtle wax OMO



Radisson
HOTELS & RESORTS

nobia

POLARN O. PYRET

SC Johnson
A FAMILY COMPANY

SHARP

Johnson & Johnson

PERGO

Neutral

brother
at your side

Lilleborg

ASKO
BUILT TO LAST LONGER



Tarkett

Armstrong

Scandic



SCA

essentials
for everyday life™

Nordic Customer Survey

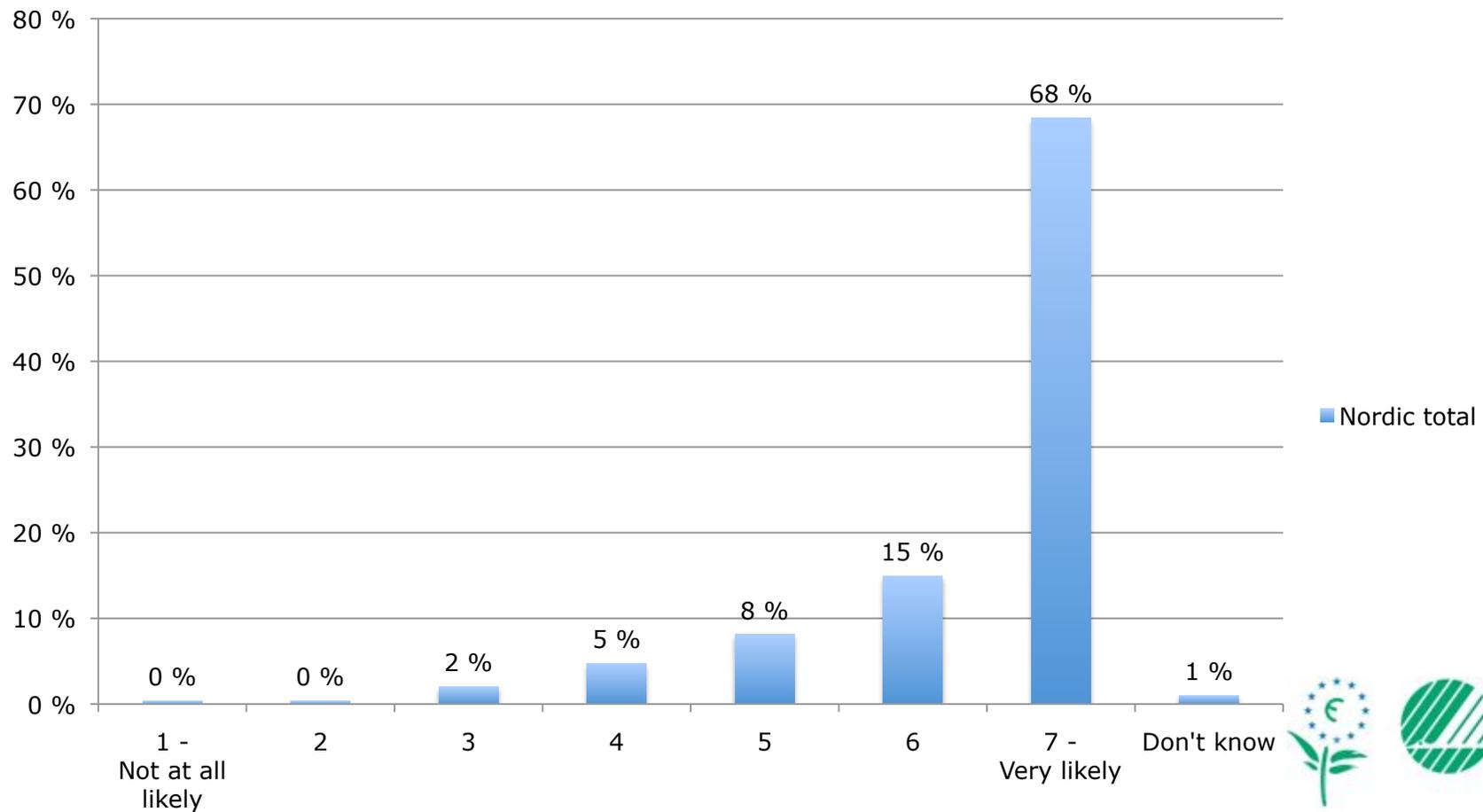


Source: Nordic Customer Survey (Reflect 2009)



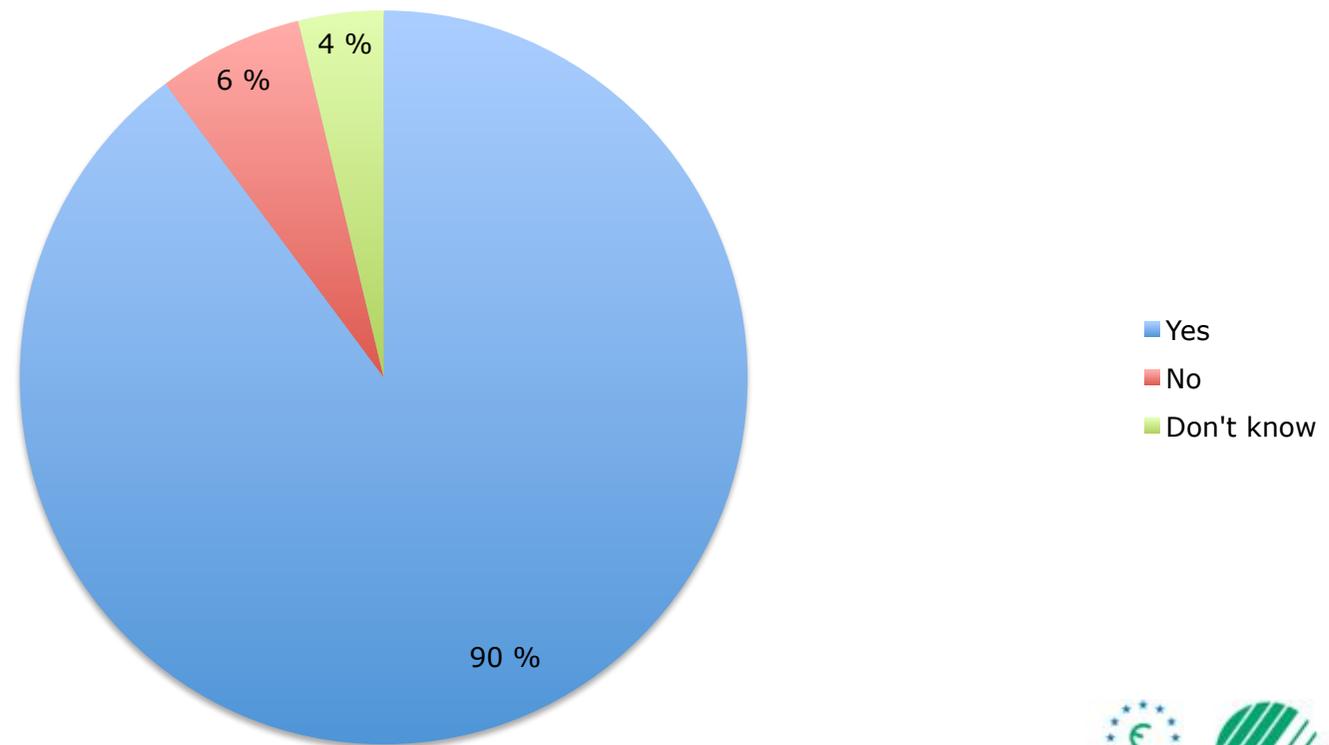
Loyalty

How likely is that your product will continue to be Swan-labelled in 3 years?



Ambassadors

Would you recommend the Nordic Ecolabel to another company?



International ecolabel

- Official label of the Nordic countries
- Criteria are global
- Ranked ecolabel #1 in the World

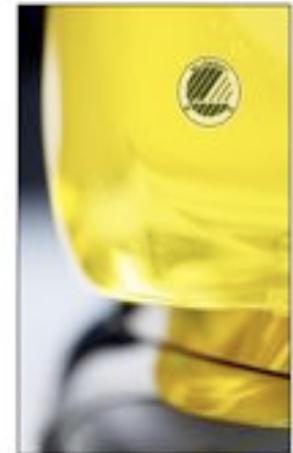
“ The Nordic Swan is perhaps the most well-known European eco-label it has become increasingly used outside of northern Europe.”

14-10-2008

Nordisk Ministerråds miljømerke "Svanen" på topp internasjonalt

Miljømerket "Svanen", som ble opprettet av Nordisk Ministerråd i 1989, er nettopp blitt utnevnt til et av verdens beste miljømerker i konkurranse med blant andre EUs "Blomsten" og New Zealands miljømerke.

"Anerkjennelsen av Svanen er et stort klapp på skulderen til det nordiske samarbeidet. Miljø og bærekraftig utvikling står øverst på den nordiske dagsordenen, og vi arbeider hele tiden med å gjøre en forskjell i hverdagen. Så vi gleder oss virkelig over at innsatsen vår for miljømerking nå også anerkjennes som toppkvalitet på globalt og europeisk nivå",



Miljømerket Svanen



Application



Costs

- Application fee is 16 000 NOK (about 1400 LVL)
 - Inspection fee is 4000 NOK per day in the EU-area
 - Annual fee based on annual revenue in the Nordic countries for the products carrying the Nordic Ecolabel
 - Usually annual fee is 0,3 per cent, (min 10 000 NOK / max 300 000 NOK)
-
- 1 LVL = 11.3859 NOK
 - 1 NOK = 8.076 EUR



Applying

- Applicable product group
- Application form
<http://www.ecolabel.no/sfiles/9/25/2/file/sknadskjeng.pdf>
- Apply in the country of origin of the criteria document
- Make sure to register for all applicable Nordic countries

Application for Nordic Ecolabelling licence

Send application to
Ecolabelling Norway
Tordenskiolds gate 6B
NO-0160 OSLO, Norway

Date:



Information on the applicant

Applicant name and address:	VAT/Organization No:
Contact person:	Phone (incl. country code):
	Fax (incl. country code):
	E-mail:
	Home page: http://
Licence applied for by the <input type="checkbox"/> manufacturer/owner <input type="checkbox"/> dealer/importer	

Information on the application

<input checked="" type="checkbox"/> First application for an Ecolabelling licence	<input type="checkbox"/> Application for renewal of licence no:	<input type="checkbox"/> Application for expansion of licence no:
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Registration

We intend to sell our products/services in an other Nordic country and apply for registration in:

<input type="checkbox"/> Norway	<input type="checkbox"/> Finland	<input type="checkbox"/> Denmark	<input type="checkbox"/> Iceland	<input type="checkbox"/> Sweden
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Turnover

Estimated turnover of the ecolabelled products/services in the respective country, submit currency.

Norway	Finland	Denmark	Iceland	Sweden
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Information on the product(s)/service(s)

A product is defined as one or more versions of a product with the same properties from the point of view of, for example, function, quality and the environment, even if it has (they have) different colours etc. All trade names included in the licence application must be stated. For services address must also be stated.

Product group:
All trade names, designation and specification of the product(s) and service(s):

Application fee

When the ecolabelling organization has received the application, an invoice for the application fee will be sent.



The application process and assessment

- Use some time reading the criterias to understand
- You do not have to have have all documentation from the beginning
- You do not get kicked out if you do not fulfil the criteria in the first assessment



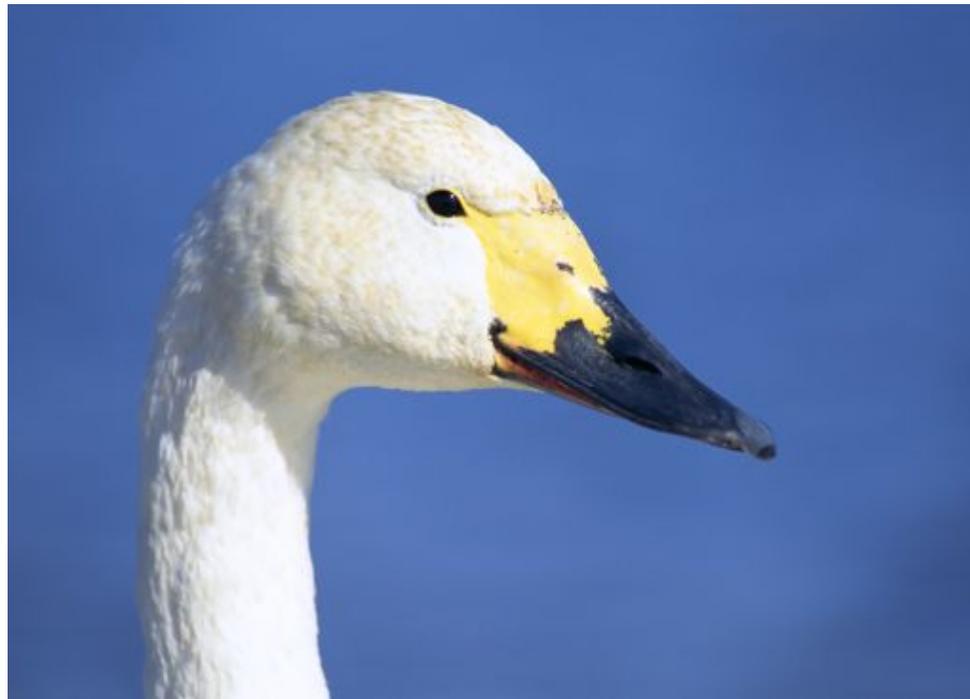
Some types of documentation

- Accredited test reports
- Third party certification for raw materials
- Quality, environmental, and social management systems
- Declaration with background data
- Inspection of production plant



Summary...

- The Nordic Ecolabel can give you a competitive advantage through health and environment
- It gives you credibility and is a strong signal of quality in the Nordic countries



Thanks for your time! Questions?



kon@ecolabel.no
<http://no.linkedin.com/in/karloskar>
www.nordic-ecolabel.org
www.ecolabel.no

