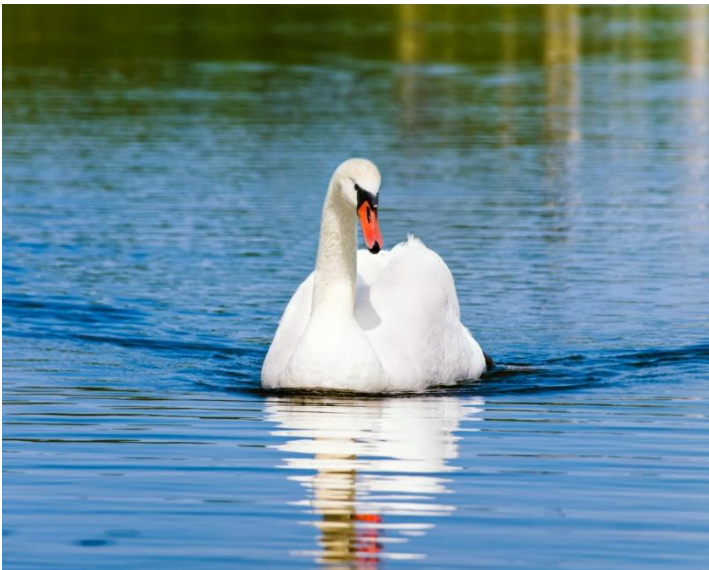




Ympäristömerkintä

The Swan-label: how does it work



The Swan-label: the promise?



Ympäristömerkintä



Swan-labelled product or service
is a good choice for environment

Ecolabel I/II and III



Ympäristömerkintä

The ISO 14020 family covers three types of labeling schemes:

- Type I (14024)

is a **multi-attribute** label developed by a **third party**

- Type II (14021)

is a **single-attribute** label developed by **the producer**

- Type III (14025)

is an eco-label whose awarding is based on a **environmental product declaration (EPD)**

Type I Ecolabel (ISO 14024)



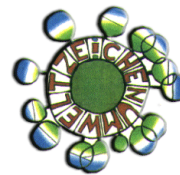
Ympäristömerkintä

- Multi-attribute label
- Developed by a third party
- Official, voluntary, market-oriented
- Life-cycle analysis based
- Functional criteria
- Open work process
- Member of GEN (Global Ecolabel Network)

Type I Logos



Ympäristömerkintä



The objectives of Nordic Ecolabelling



Guide consumers in order to choose products that are less harmful for the environment

Stimulate development of goods and services towards environmentally sustainable direction

Take advantage of the market forces as complement to environmental legislation

(The Nordic Council of Ministers 1989-11-08: Objectives and Principles for Nordic Ecolabelling)



Nordic Ecolabelling



Ympäristömerkintä



Nordic Council of Ministers
Environmental Affairs

The Nordic
Ecolabelling Board





Ympäristömerkintä

Complete Life-Cycle Analysis



SWAN-LABEL

RAWMATERIAL

PRODUCTION

USE

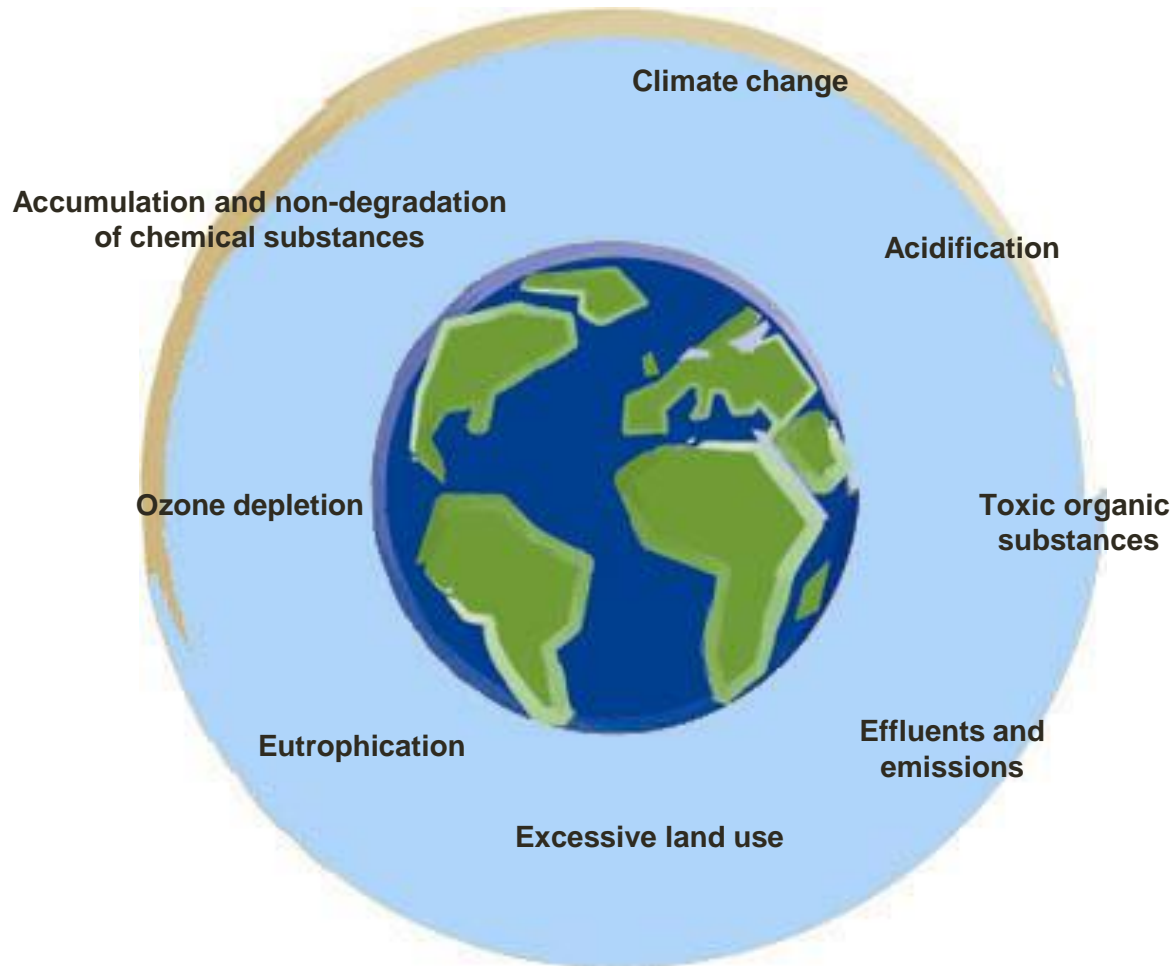
RECYCLING / WASTE



Evaluation of environmental impacts



Ympäristömerkintä





Ympäristömerkintä

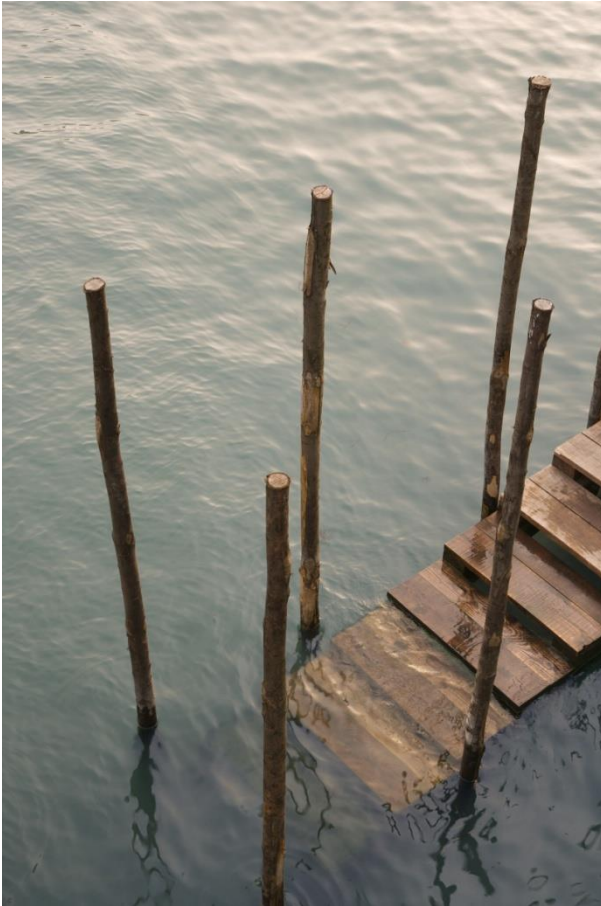


How new product areas are chosen

RELEVANCE – How big is this environmental problem?

POTENTIAL – What are the possibilities for environmental improvements?

STEERING – How can the Nordic Ecolable influence the production of the product?



Steps



Ympäristömerkintä

On-going process towards more sustainable products

→ criterias are tighten periodically

Official regulation always as a starting point

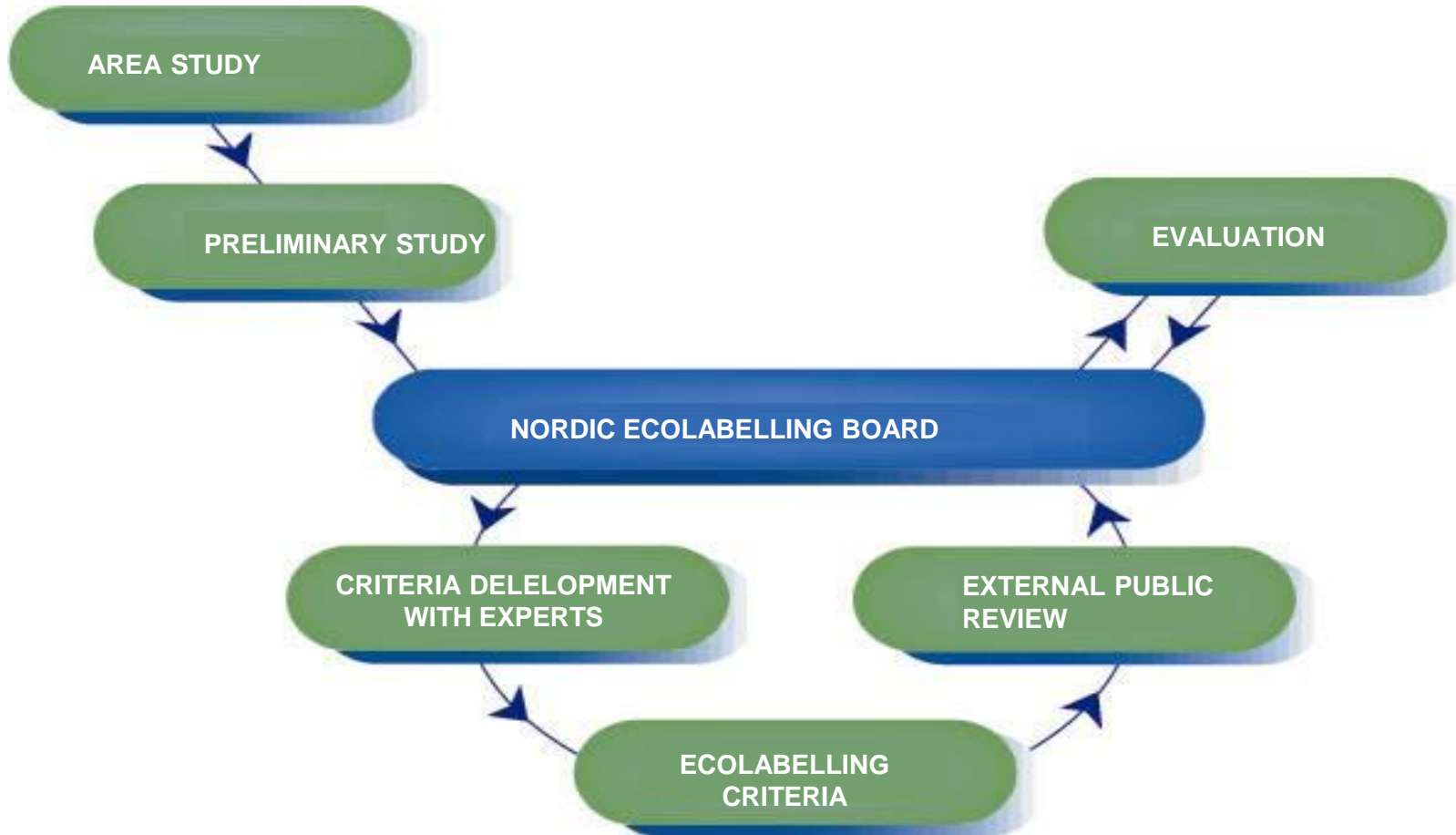
Criteria valid approx. 3-5 years

Label-licenses are also temporary > companies have to apply again

Process for criteria work



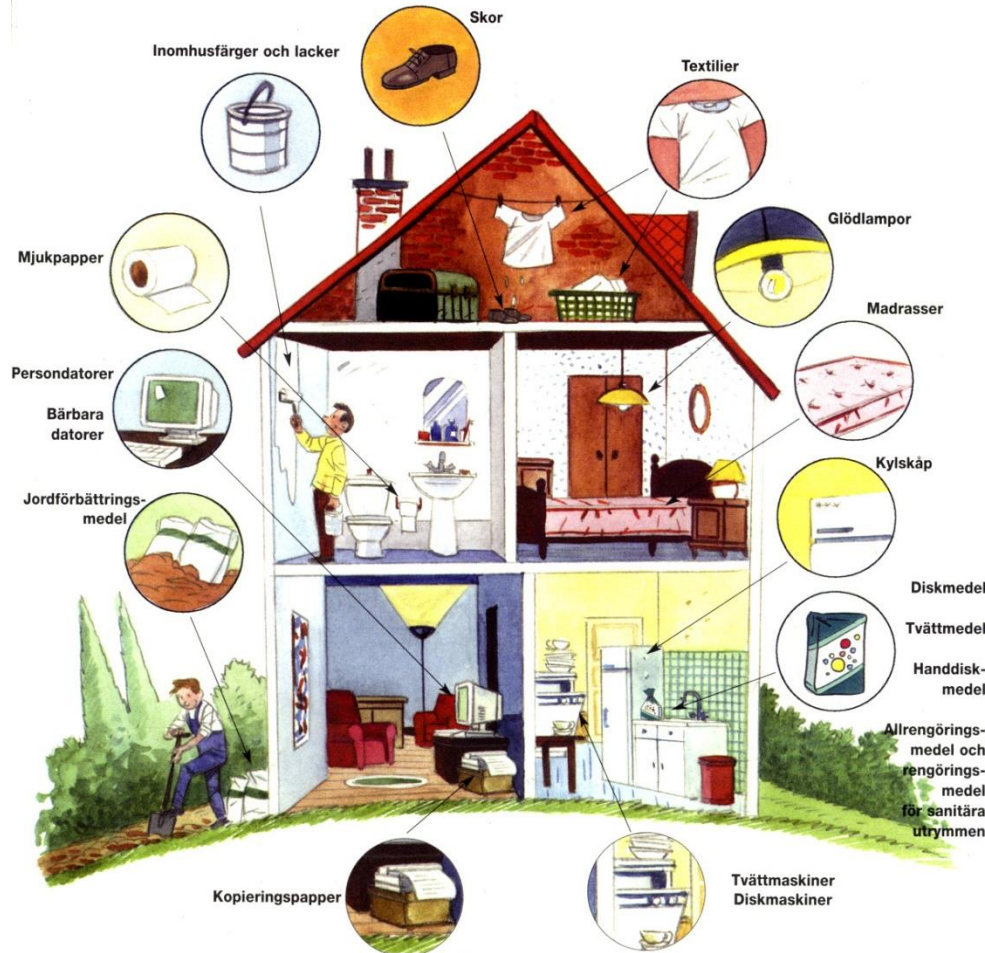
Ympäristömerkin



Groups of Product Categories



Ympäristömerkintä



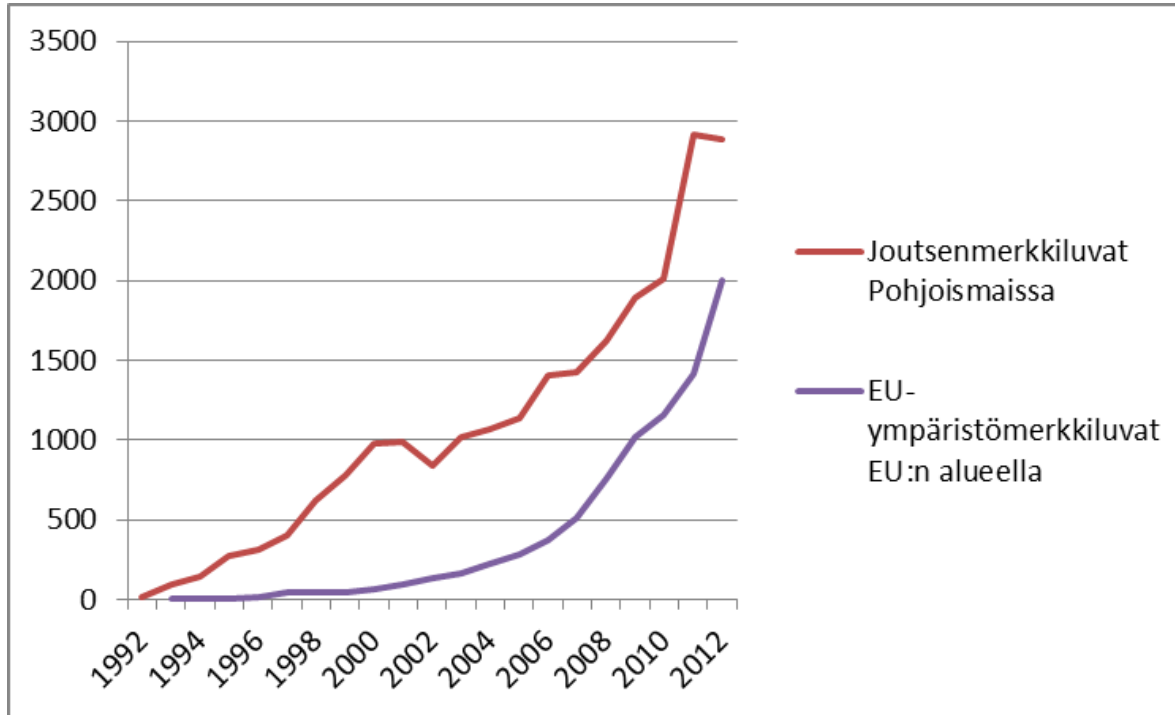
- Cleaning agents
- Paper products
- Office products
- Machines and devices
- Furniture and fittings
- Textiles
- Building materials
- Car articles
- Services

Next step: grocery (first bread/bakery)

License numbers in Nordic countries



Ympäristömerkkintä



If a product have the Swan-label, it can be sold freely with the label also outside of Nordic countries

Baltic licenses mostly in printing services: **Victor Stationary Oü, Kroonpress AS, AS PAJO, Reusner AS, Printall AS**



Ympäristömerkintä



Swan-label offers companies and organizations an opportunity to promote their environmental work as a competitive edge!

Marketing products with the Nordic Ecolabel often gives market advantage – if you use it actively!

ADDED VALUE FOR MARKETING AND SALES



Ympäristömerkintä

"The Swan brought added value to our marketing"

"We gained positive publicity and an better image..."

"More credibility to our PR-actions – cost-effectively."

"New customers and more customer-loyalty, especially in the B2B-sector..."

"... more efficiency to our own operations, a ready tool..."

"...motivated staff who carry proudly the label"

Among the most approved brands in Finland



Ympäristömerkintä



Top 100

2012	2011	Brändi	Brändin haltija
1	1	Fazerin Sininen	Fazer
2	2	Fazer	Fazer
3	4	Joutsenlippu (alkuperämerkki)	Ruokatieto Yhdistys ry
4	5	Joutsenmerkki (ympäristömerkki)	Motiva Services
5	3	Fiskars	Fiskars
6	-	Valio voi	Valio
7	8	Iittala	Fiskars
8	6	Hackman	Fiskars
9	10	Arabia	Fiskars
10	7	Google	Google
11	11	Valio	Valio

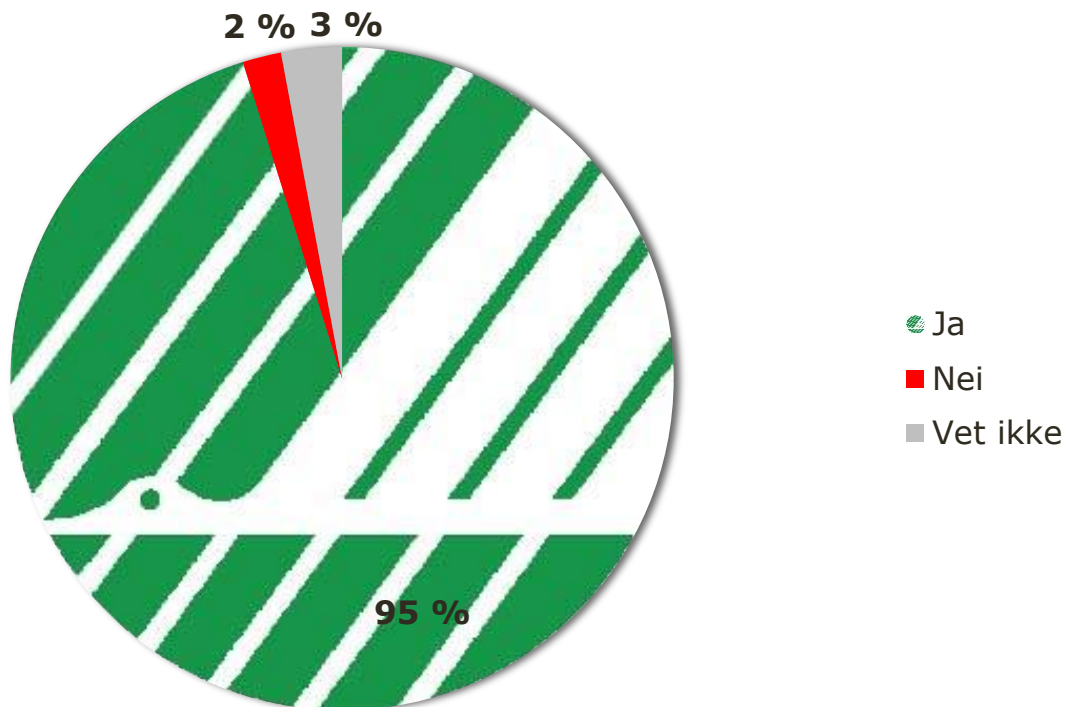
(Taloustutkimus Oy ja Markkinointi&Mainonta: Bränditutkimus 2012)

«All» know the Swan-label



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Do you know this label?

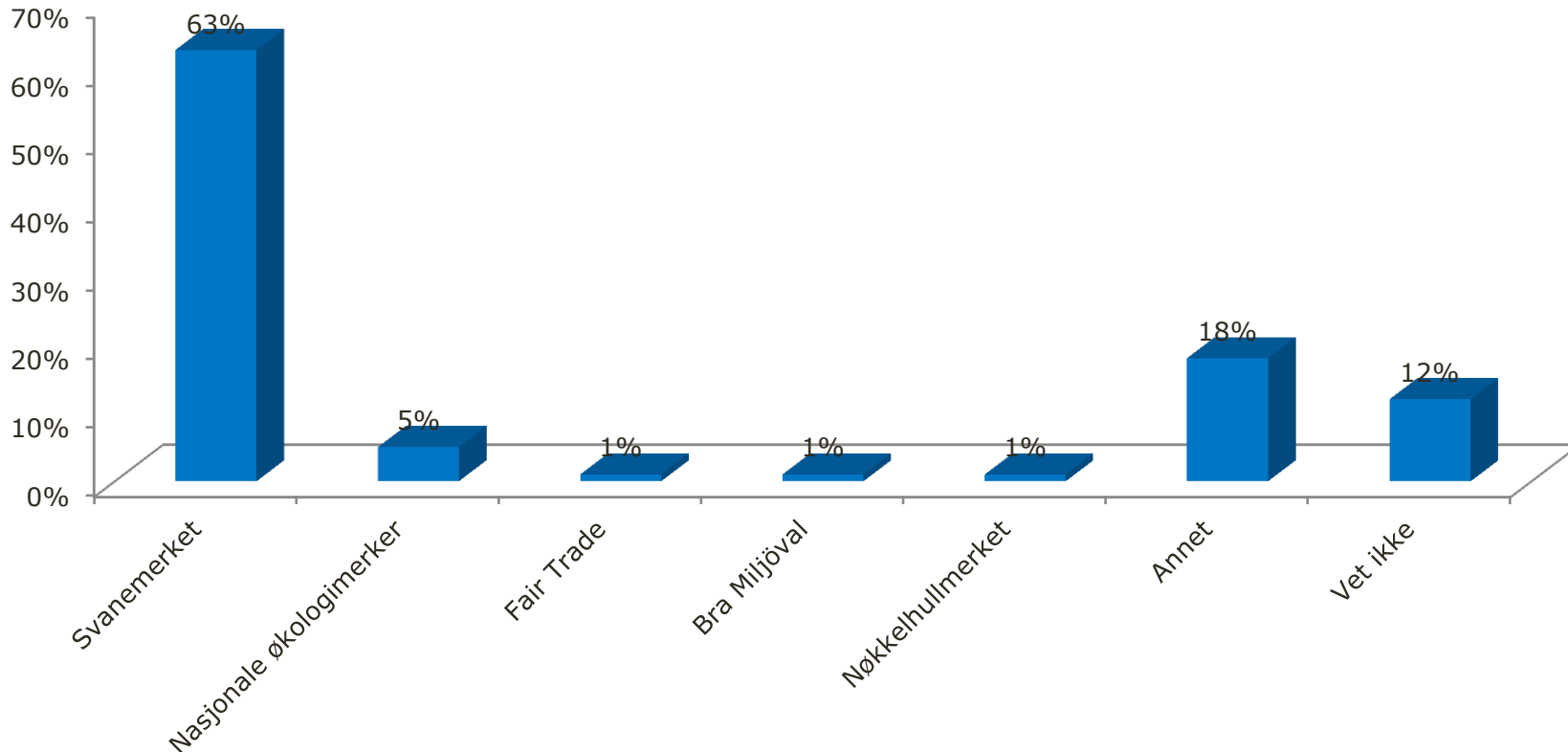


Top of mind – number one in Nordic countries



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What environmental labels do you know?

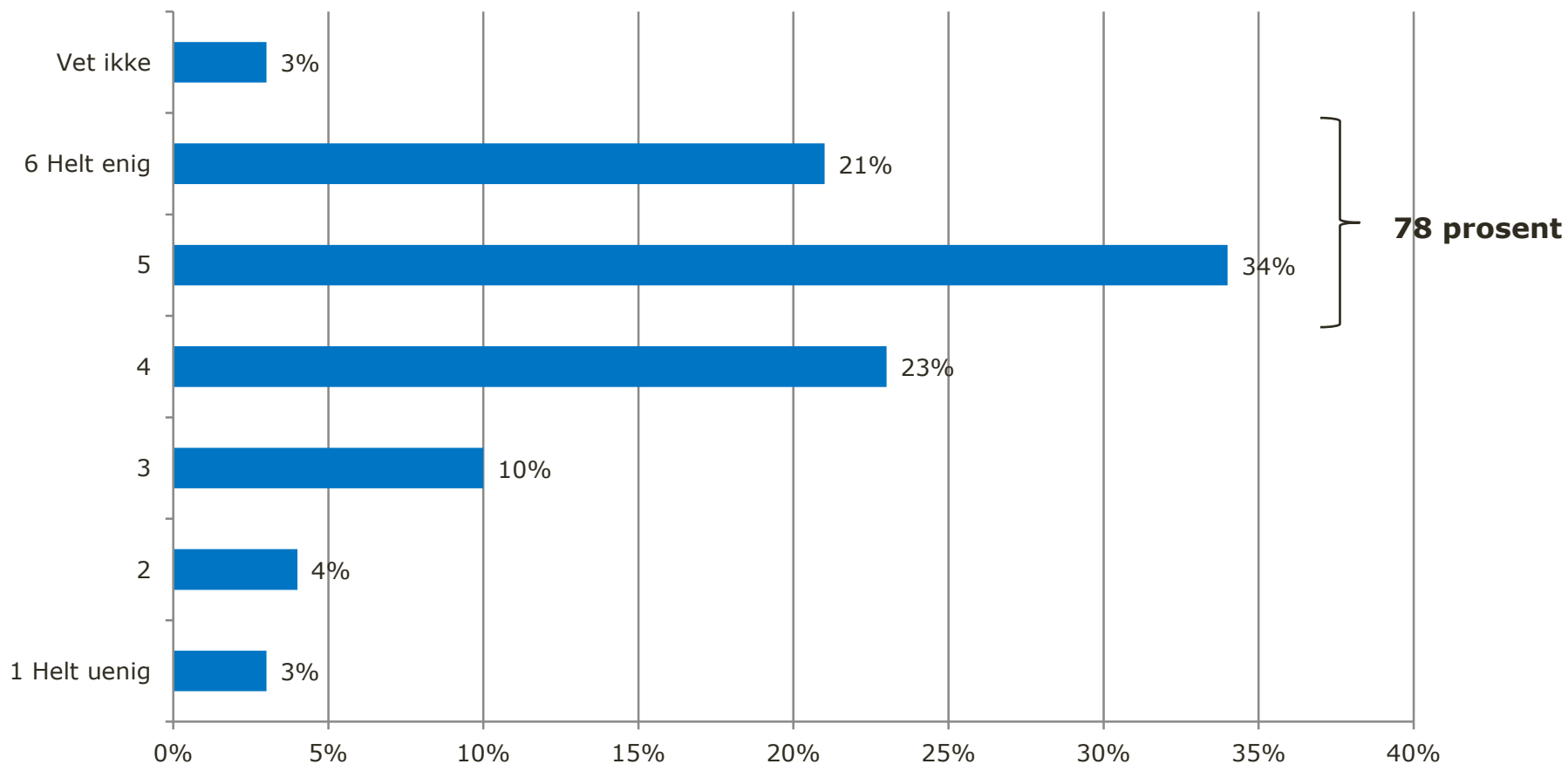


Nordic consumers trust the Swan-label



Ympäristömerkintä

I trust that the product with the Swan-label is a good choice for environment



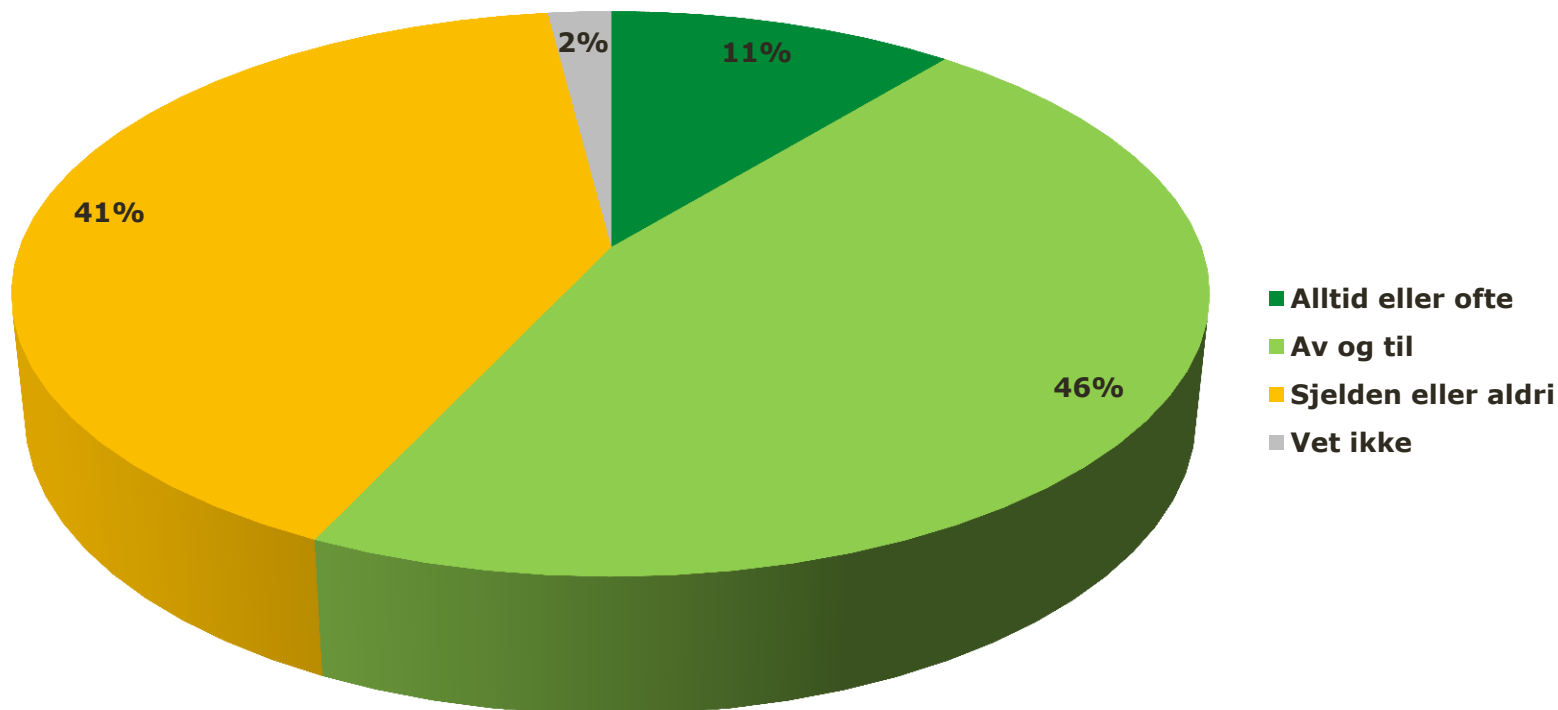
Kilde: Nordisk forbrukerundersøkelse gjennomført på oppdrag fra Nordisk Miljømerking, 2013 (Yougov)

Nordic consumers search for Swan-labelled products



Ympäristömerkinä

How often do you check if the product that you are buying has a Swan-label?

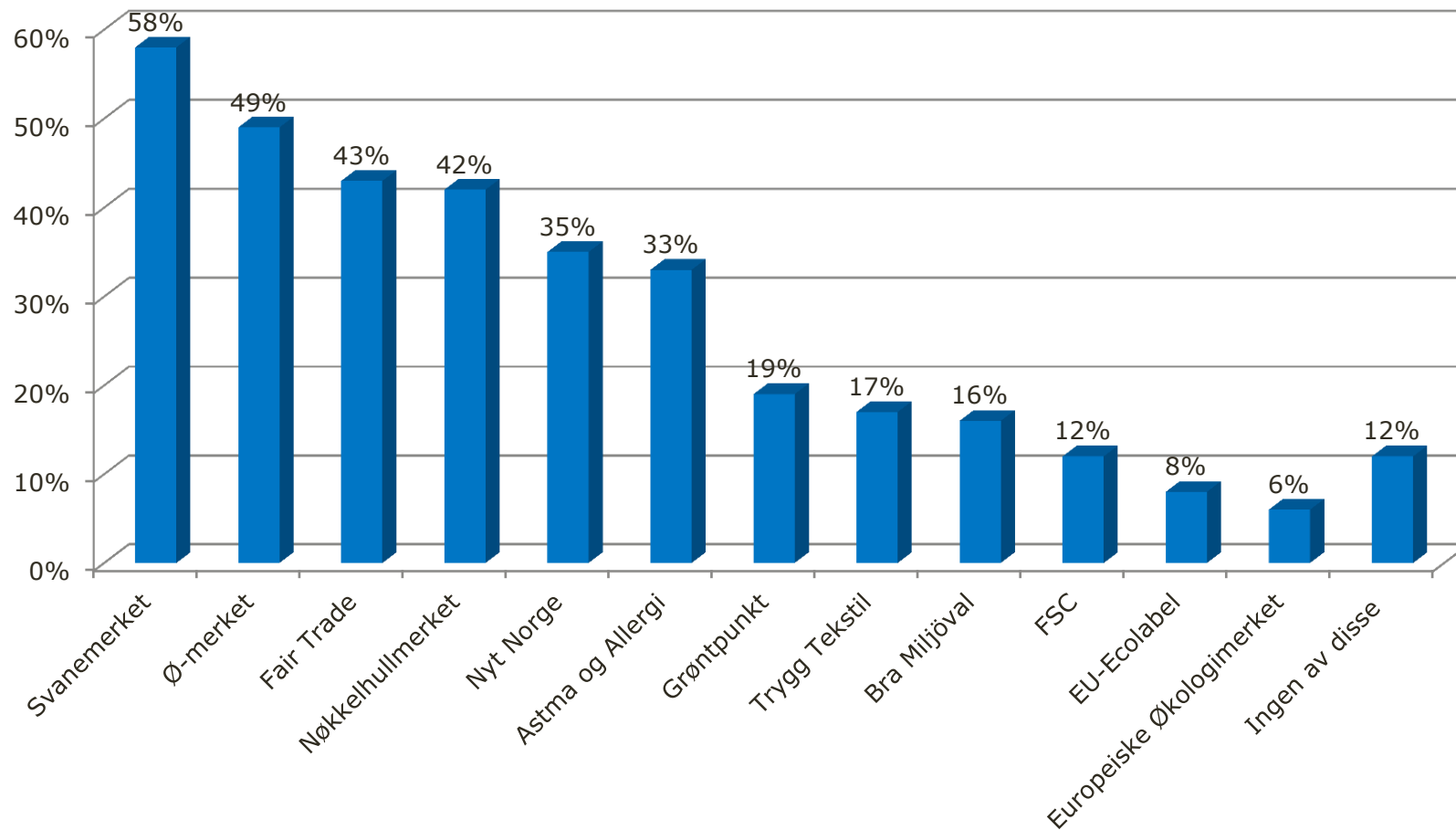


The Swan-label is the most liked label in Nordic countries



Ympäristömerkin

Which labels do you like?



Thank you!



Ympäristömerkin

For more information:

www.nordic-ecolabel.org

www.ecolabel.fi

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