



The Nordic Swan - Gateway to the Nordic Markets

Green Marketing Seminar, Tallinn
16.11.2010

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Content

- What is the Nordic Swan?
- Benefits of the Swan label to the licence holders



What is the purpose of the Nordic Ecolabel aka the Swan?

The purpose of the Ecolabel is to contribute to sustainable manufacturing and consumption.

- by guiding the consumers to choose the environmentally best products and services
- by encouraging manufacturers and service providers to offer consumers environmentally better choices



The Nordic Swan

- **Official**

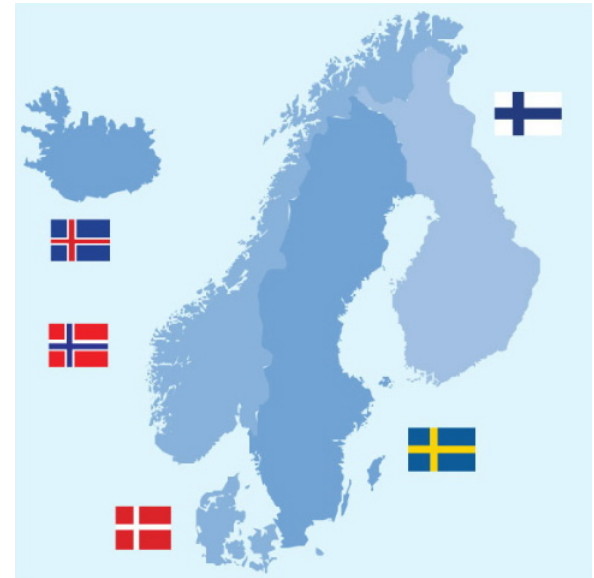
Established by the Nordic Council of Ministers in 1989

- **International**

Encompasses all Nordic countries, can be used everywhere

- **Non-profit**

Financed with governmental support and annual fees. All earnings are used to operate the organisation and information campaigns



Ecolabelling

Aims toward a sustainable society

Stimulates consumers and producers

Voluntary system that uses market forces



Selective criteria

Can be awarded to a product or a service



Lifecycle approach



Raw material
Ingredients

Production

User phase

Waste

**September 2010:
65 criteria and over 2 000 licenses**



Example of environmental benefits: hotels

- Requirements for
 - energy usage
 - water and chemical usage
 - waste management and disposal
 - procurements (ecolabelled products, fair trade etc.)
 - usage of disposable products is limited (breakfast)



How new product areas are chosen



RELEVANCE – How big is this environmental problem?

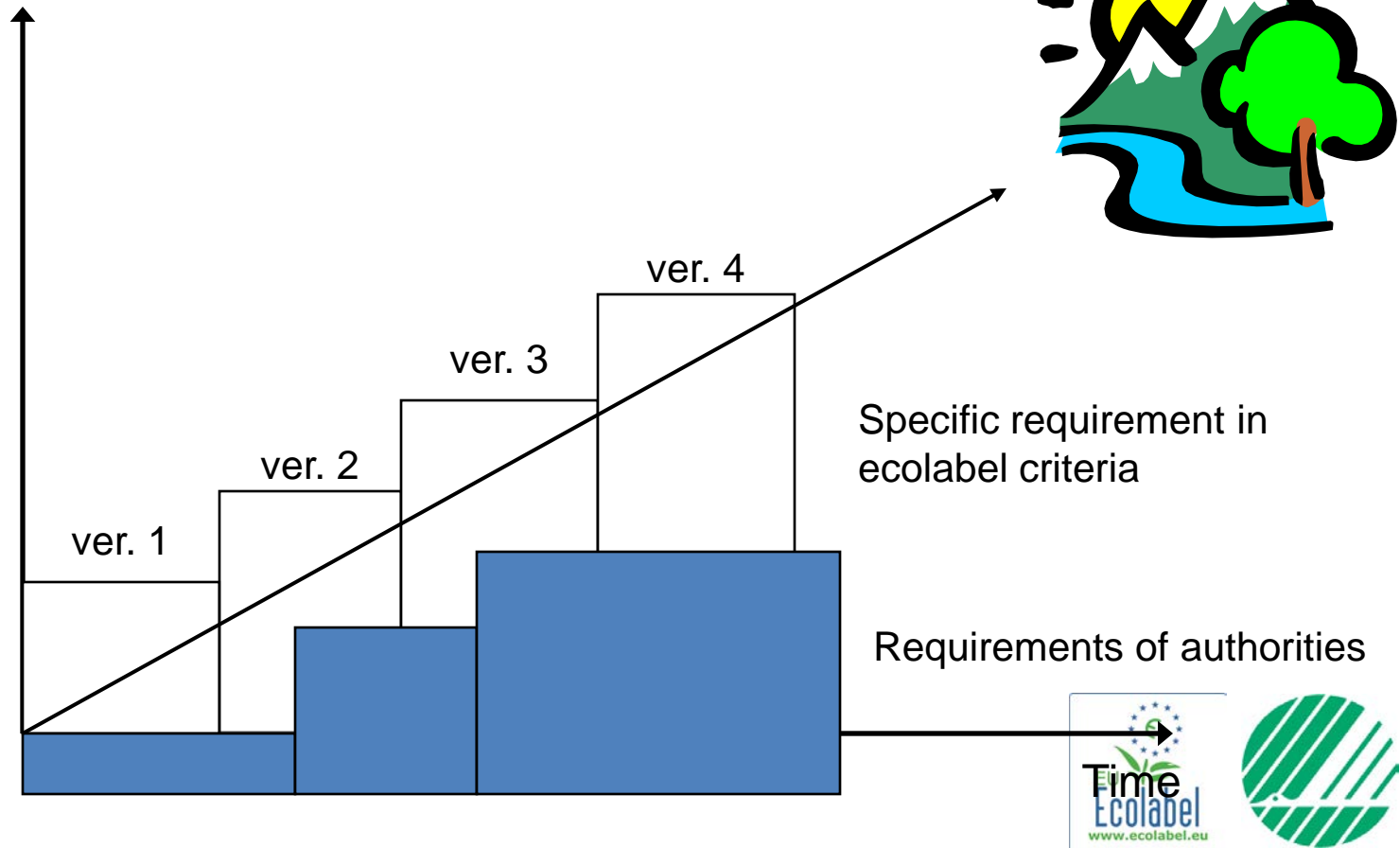
POTENTIAL – What are the possibilities for environmental improvements?

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

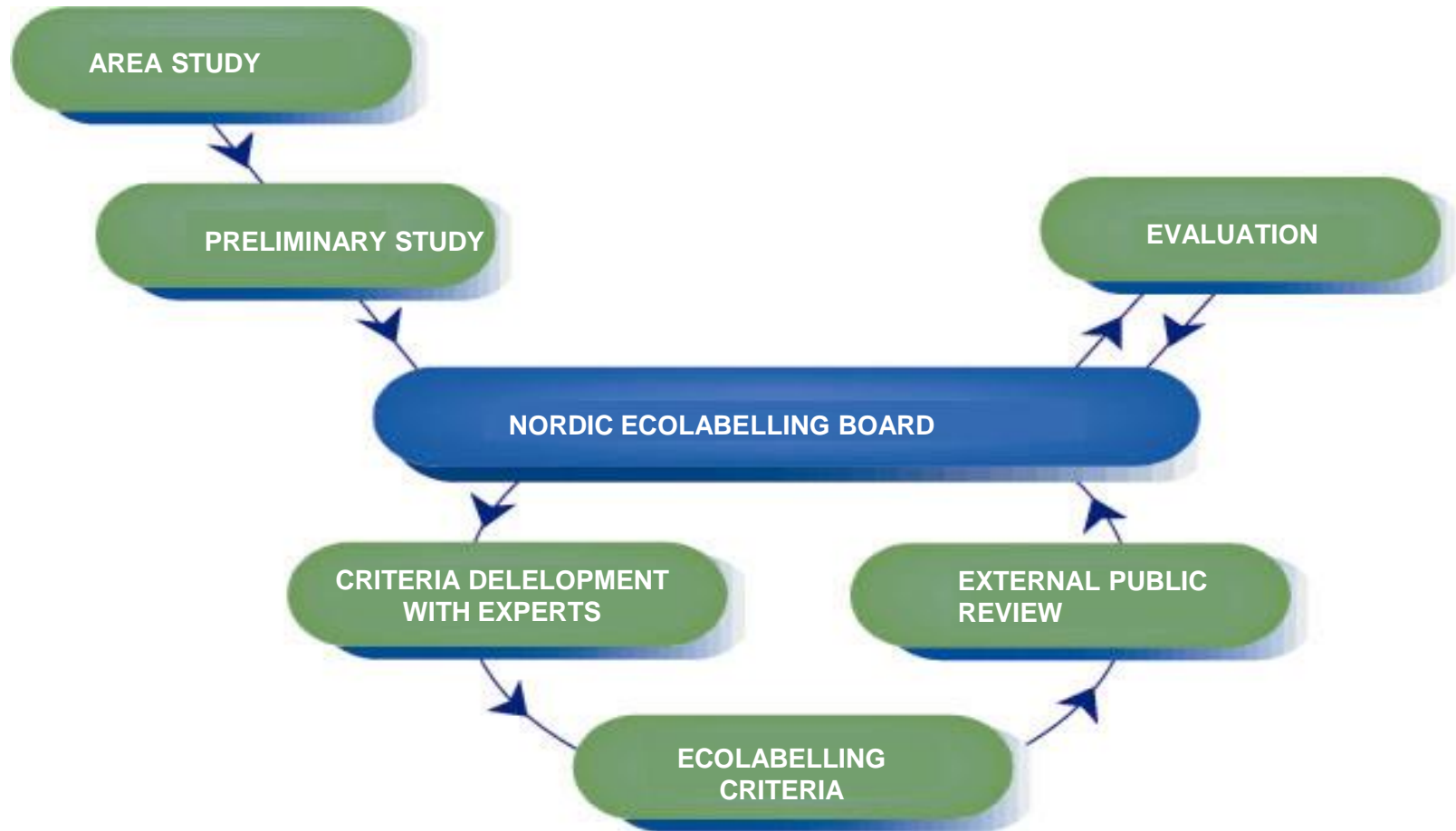


"The escalator"

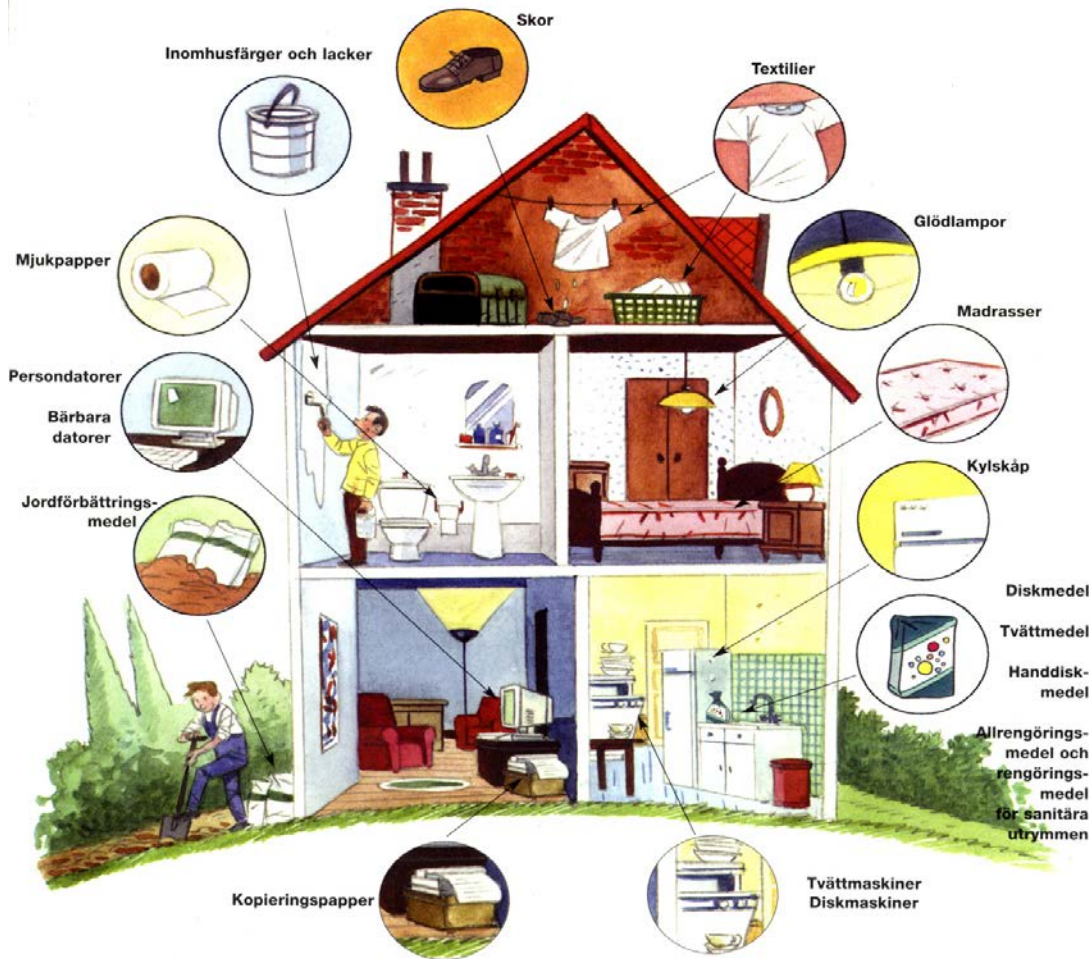
Level of requirement



Process for criteria work



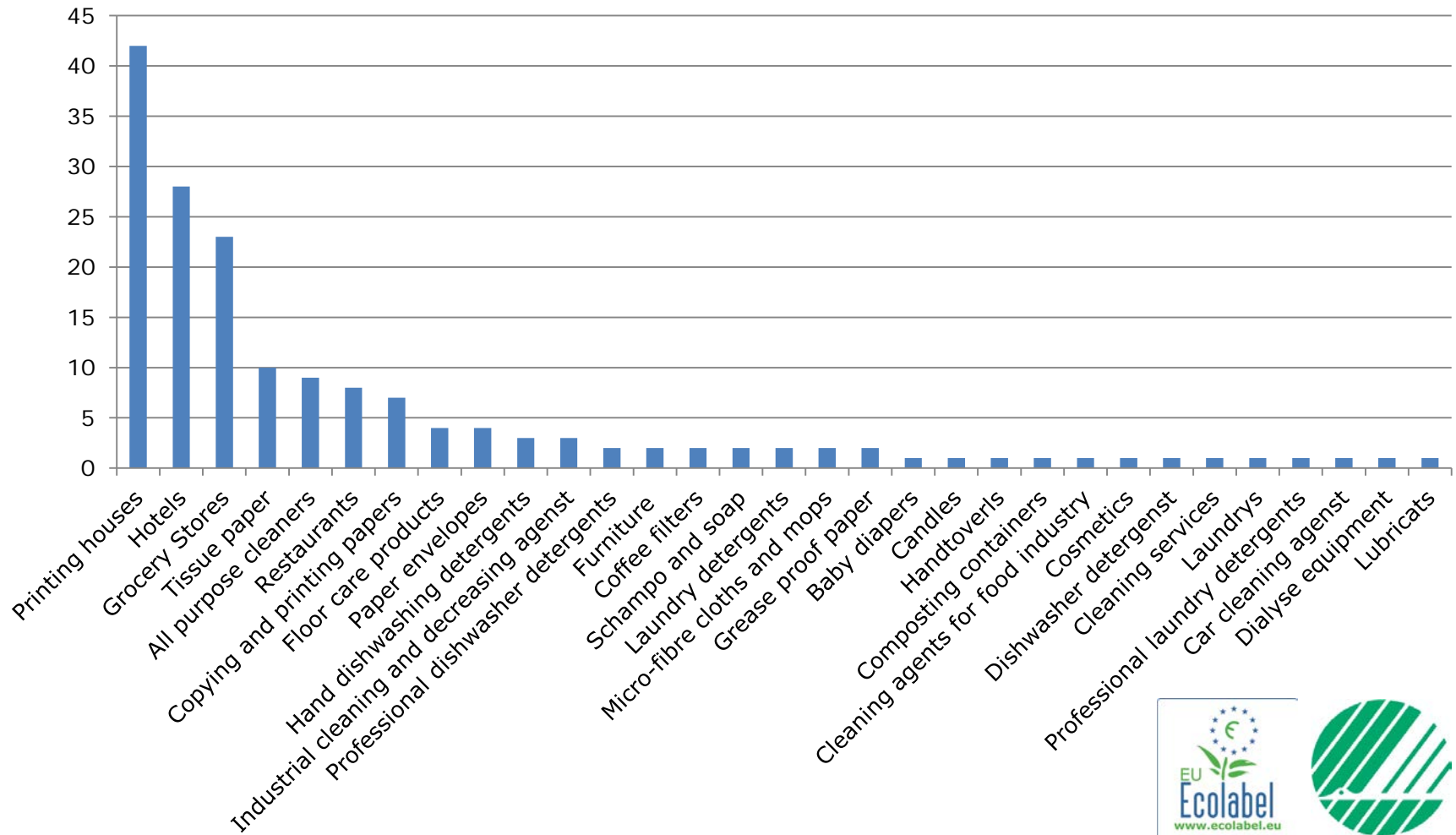
Product areas (65 product groups)



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



Licenses in Finland



Licenses in Estonia

- 5 Printing Houses
 - AS Ecoprint
 - Kroonpress AS
 - Printall AS
 - Reusner AS
 - Victor Stationary Oü



The swan criteria

- product group specific (65)
- based on product life cycle
- temporary, requirements are revised every 3-5 years (idea of continuous improvement)
- sorts out the best products/services in a product group (max 20-30 %)



Benefits to the license holder?



Demand on Swan labelled products and services is growing

- customers (and other purchasers) want to know more about the environmental impacts of products and services
- customers want to support products and services which are good from the environmental point of view
- Swan label makes it easy to the customers to choose environmentally better products



Sustainable public procurement

- Objectives:

Central government:

- 70% of procurement is sustainable in 2010
- 100% of procurement is sustainable in 2015

Municipalities and local State government:

- 25% of procurement is sustainable in 2010
- 50% of procurement is sustainable in 2015



The impact of the Swan label to the purchasing decision

(Respons Analyse Oslo, november 2009)

- 59 % of the Finns say that the Swan label impacts their purchasing decisions **at least sometimes**
- 6 % of the Finns say that the Swan label impacts their purchasing decisions **always**



The 5th. valued brand in Finland



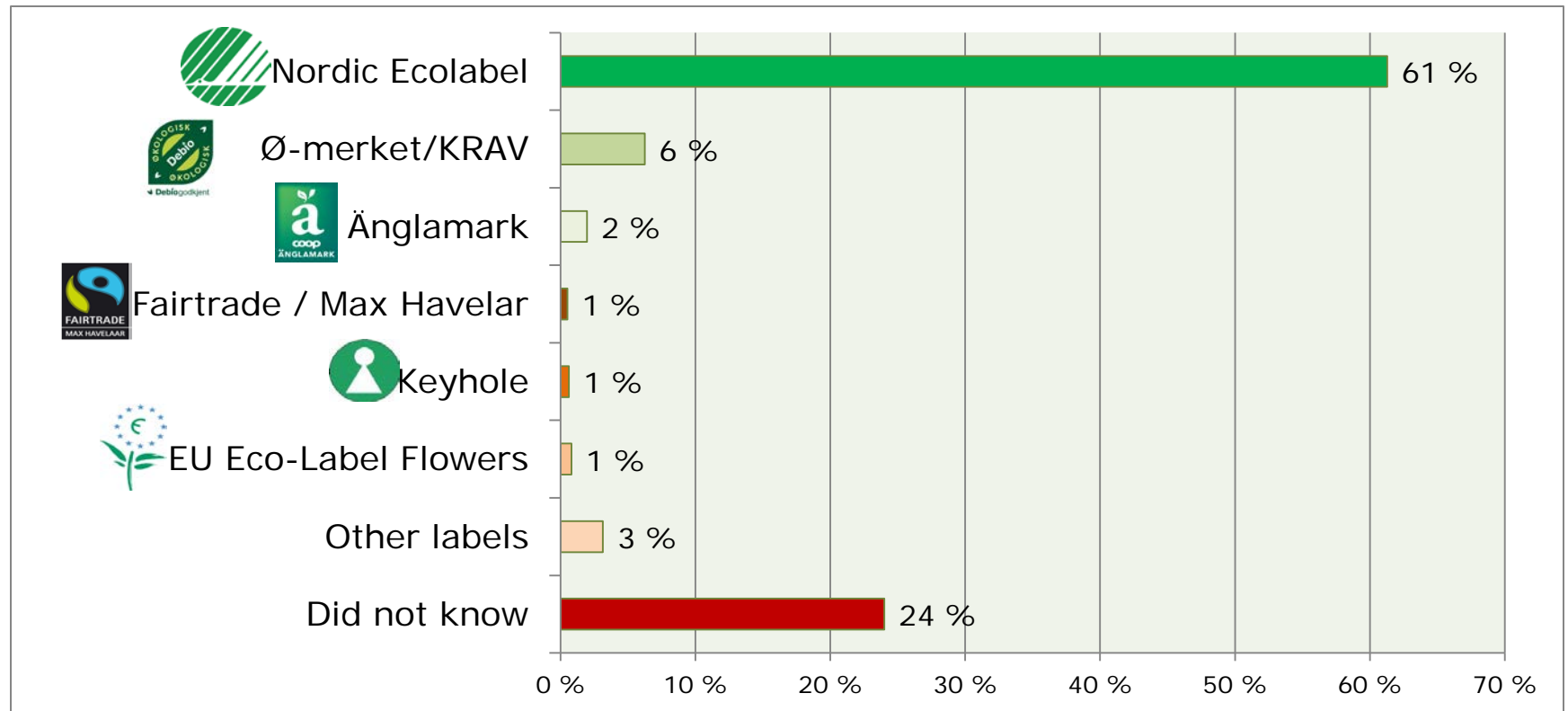
2009	2008	Brändi	Brändin haltija
1.	3.	Fazerin Sininen	Fazer
2.	2.	Arabia	littala
2.	6.	Fazer	Fazer
4.	8.	Hyvaa Suomesta Joutsenlippu (alkuperämerkki)	Finfood – Suomen Ruokatieto
4.	7.	Joutsenmerkki (ympäristömerkki)	Suomen Standardisoimisliitto SFS
6.	1.	Fiskars	Fiskars
6.	–	Google	Google
8.	5.	Hackman	littala
9.	4.	littala	littala
10.	11.	Valio	Valio

(Taloustutkimus Oy and Markkinointi&Mainonta –Magazine 2009)



Which Ecolabels do you know?

Top of mind

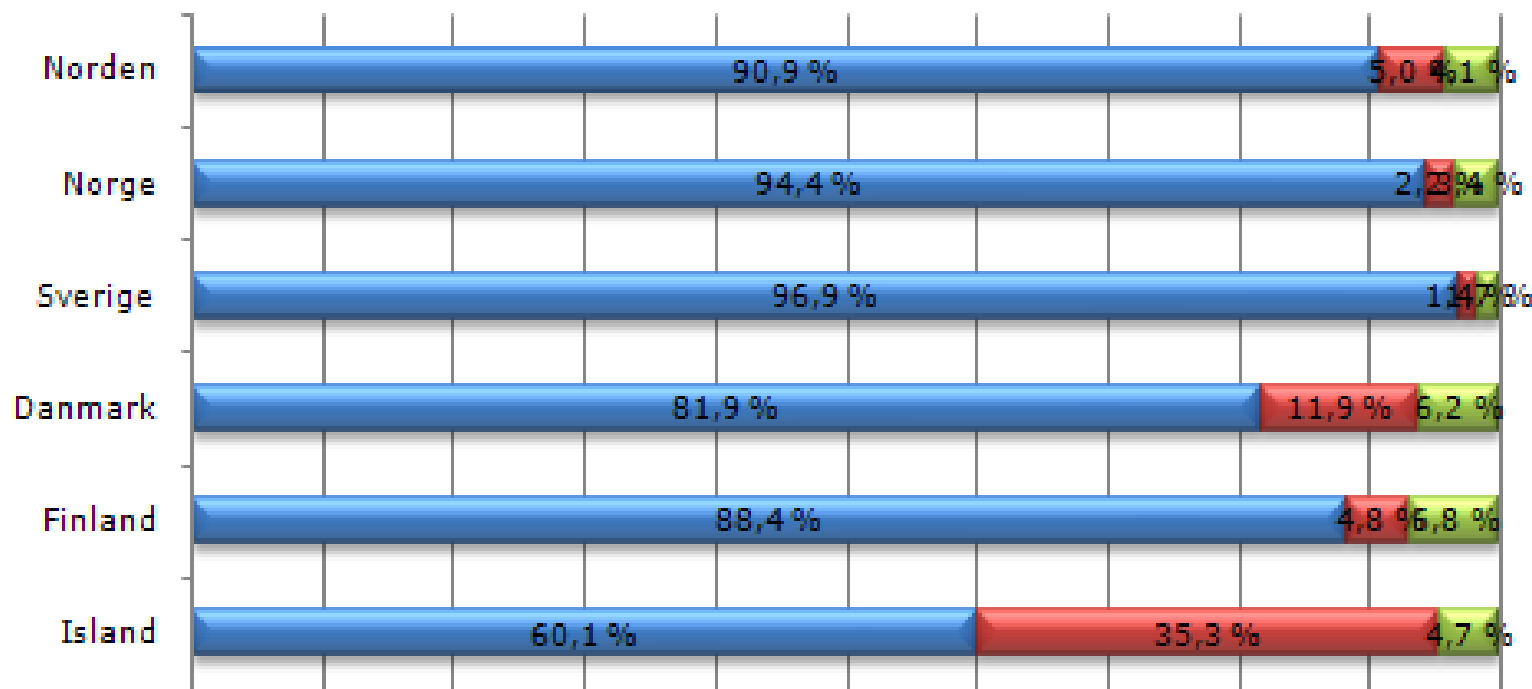


One of the most recognized brands in Nordic countries

Kjenner du dette merket (Svanemerket)?



■ Ja ■ Nei ■ Vet ikke



www.ecolabel.eu



The Swan label is a safe marketing argument

- The Finnish consumer agency:
 - Arguments shall not be misleading. Company has to be able to show that the arguments are true.
 - The use of own environmental labels shall be avoided.
- The Swan label is impartial and based on life cycle thinking → reliable, accepted by the authorities



Benefits experienced by the licence holders

- positive publicity
- the Swan label tells the employees, customers and other interest groups about the environmental responsibility of the organization
- adds credibility to communication
- possibility to differentiate
- new customers
- creates customer loyalty
- makes it easier to answer to the inquiries and questions of the customers



Customer Survey 2010*

- 91 % of companies who hold a Nordic Ecolabel license are convinced that they will remain customers to the Nordic Ecolabel in 3 years.
- 90 % reply that they would recommend the Nordic Ecolabel to other companies.
- 69 % experience positive customer reactions to the Nordic Ecolabel.
- 65 % of the companies feel they receive the expected market effects from this trademark.

* Market survey done by Reflect in Dec, 2009 and Jan, 2010. 300 licensees in Norway, Sweden, Denmark, and Finland interviewed.



Costs and savings

- application fee + annual fee
 - application fee 2 000 € (micro companies 1 000 €)
 - the annual fee varies based on product category and quantity of sales.
- cost savings
 - less waste
 - less chemicals
 - more efficient energy use





We offer companies and organizations an opportunity to promote their environmental work as a competitive edge.

Marketing products with the Nordic Ecolabel often gives market advantage



ADDED VALUE FOR MARKETING AND SALES

- "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"



Conclusion

- The Swan is something to consider when entering the Nordic markets especially if
 - company makes green claims and
 - potential customers take environmental aspects into consideration, while making procurements.



Thank you!

