

Eco-labelling

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The Nordic Swan – basic facts

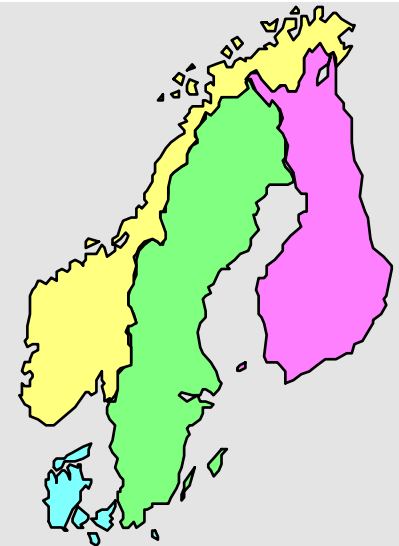
- Eco-labelling system established by the Nordic Council of Ministers in 1989 (20 years)
- One of the most well-known market brands in the Nordic countries
- Voluntary system that uses market forces
- Environmental product information to consumers
- Demand stimulates producers
- Win-win operation
- Non-profit, financed by license fees (3/4 of the budget 80 mDKK/10 m€) and governmental support 1/4
- Strong organisation and working methods



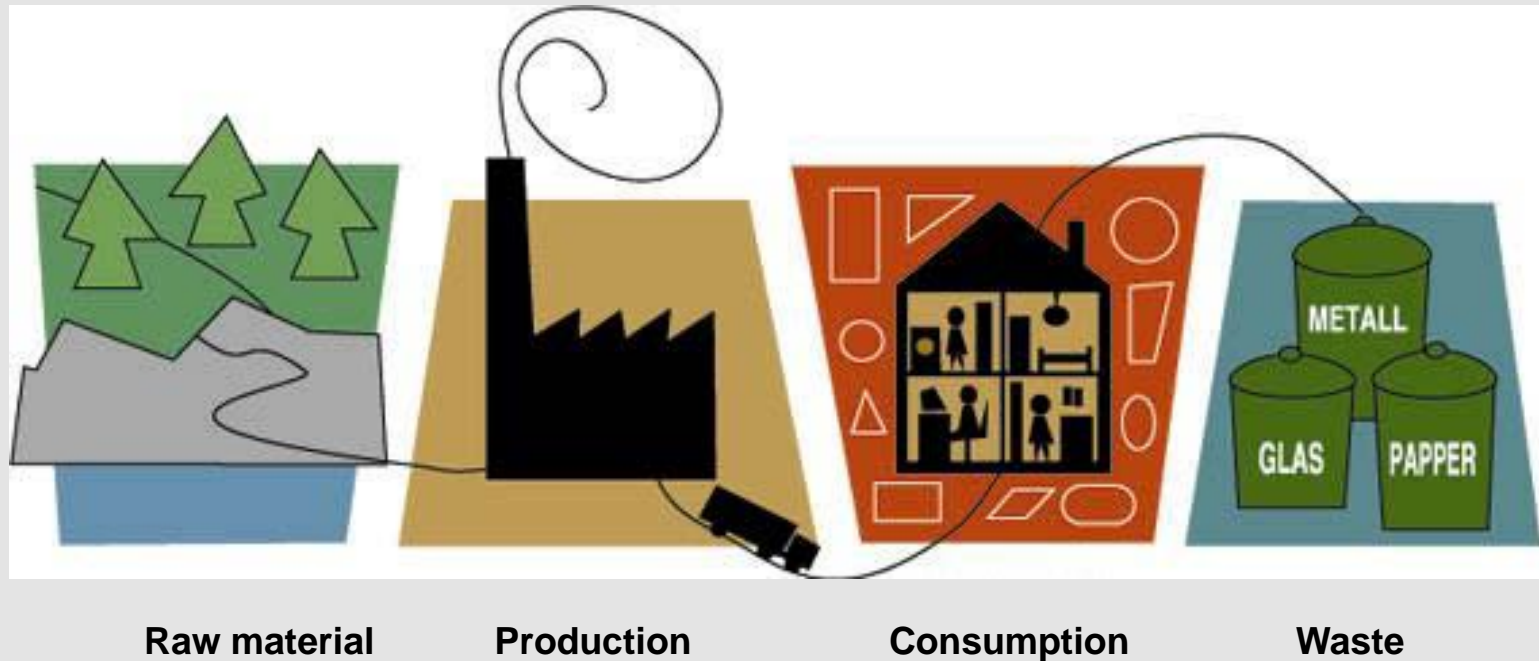
The Nordic Swan - organisation



- **Nordic Eco-labelling Board:** coordinates evaluation and criteria development and choice of new product groups (RPS method – relevance, potential and steerability)
- Checks, samples, control visits
- The escalator - level of requirements increases over time (3 year revisions scheme)
 - particularly strong requirements where the Swan label is expected to be able to influence product development
- **National secretariats:** marketing, handling of applications, cooperation with license holders, setting fees (total 100 employed)
 - also operates the EU-flower in the Nordic countries



Lifecycle approach



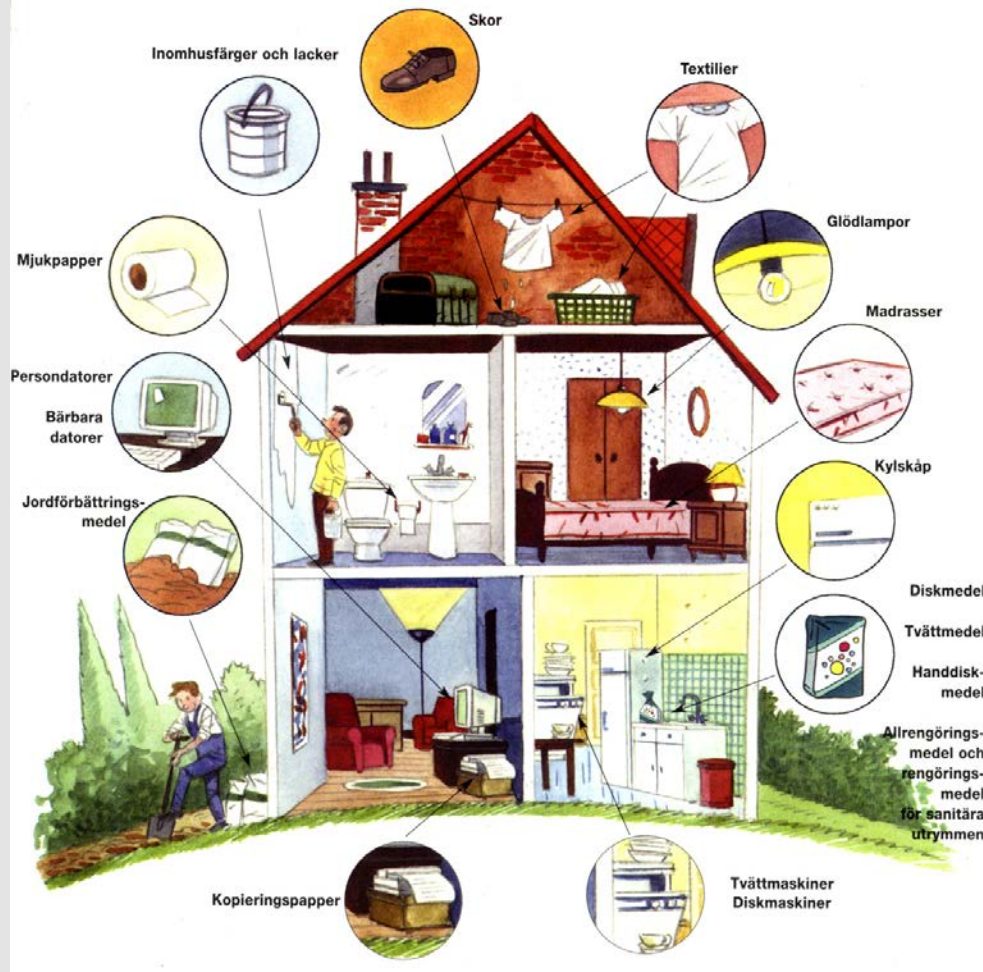
The environment requirements are comprehensive – no need now to develop the Swan further with ethical aspects, fair trade concerns

- Hazardous substances (chemicals)
- Energy efficiency (climate)
- Biodiversity (forestry code of conduct)
- Use of resources
- Minimize amount of waste
- Minimize emissions

Quality requirements (long life)
Health requirements (allergics)
Working environment



Groups of Products



Cleaning agents

Personal hygiene products, cosmetics

Paper products

Office products

Machines and devices (home and garden)

Furniture and fittings

Textiles

Toys

Building materials

Car articles

Services

Services

- Fastest growth in number of licenses
- Hotels, grocery shops, laundries, cleaning services, restaurants etc.
- Transport – part of services (vehicles, local transport, biofuels)
- Transport: there must be a choice of products (train and bus are both relatively good)
- Impossible to control and violating free trade

The market

- The Swan: 65 product groups and 1 800 licenses.
In October 2009: 6 000 eco-labeled products & services
- strong development of marketing and information



- Same criteria for 18 overlapping product groups

- The EU flower: 26 product groups
- dependent on public financing



The Swan – some observations

- Buying Swan labeled products is safe because you can trust the system (official and continuity)
- Vision 2015 - how can climate aspects be more visible and better communicated (carbon footprint) ?
- Next product group – food ? (processed products – case study: bread)
- Do not create confusion compared to national eco-labeled (eco-cultivated and locally produced) food
- Public purchasing an important working area with political implications (steering in addition to voluntary)

The Swan – some observations

- Greatest Nordic benefit in international co-operation – therefore export the Swan to China and Russia and the Baltics
- Export of the Swan should be encouraged but has also implications on resource demand in the Nordic countries and requirements for follow-up
- The Danish presidency in the Nordic Council of Ministers 2010: sustainable consumption and production is important for a development of Nordic industry and corporations based on environmental concern and innovation ... and these strong positions are important elements in Nordic efforts concerning globalization
- There are many ways to increase peoples environmental awareness
- The COP 15 meeting in Copenhagen should have been Swan labeled !

Two ecolabels side-by-side

