

Ecolabels as front runners in the green transition

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Agenda

- Our mission.
- Why ecolabels as frontrunners.
- The Nordic consumer wants independent control.
- Strategy for limiting harmful chemicals
- In what ecolabelled products is PFAS banned?
- How can public buyers use ecolabel as a tool?

The Nordic Swan Ecolabel

- The official Nordic ecolabel. Founded by the Nordic Council of Ministers 1989.
- Responsible for both the Nordic Swan Ecolabel and the EU Ecolabel in Sweden and works on behalf of the Swedish Government and the Nordic Council of Ministers.
- Run independently on a non-profit basis.
- Has a life cycle perspective on all criteria.
- One of the world's toughest and most ambitious environmental certifications, third-party labeling according to ISO 14024, Type 1 ecolabel.
- Member of Global Ecolabelling Network.



Short facts Nordic Ecolabelling



FOUNDED YEAR

1989

200

EMPLOYEES



40 000
ECOLABELLED
PRODUCTS

97%
BRAND
AWARENESS

2 642
NORDIC SWAN
ECOLABEL
LICENCES IN
THE NORDICS

187

EU
ECOLABEL
LICENCES
IN THE
NORDICS



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Ecolabels as frontrunners

Independent



Lifecycle and holistic perspective



Requirements tightened



We make it easy to make the environmentally best choice



Consumers

The Nordic Swan Ecolabel inspires and makes it easier for consumers to make sustainable choices.



Trade and industry

With the Nordic Swan Ecolabel's competence, our license holders can use "environment" as a competitive advantage and thereby contribute to a sustainable society.

Tool for product development.



Public sector

Through the Nordic Swan Ecolabel's tough requirements, it is easier to make more sustainable purchases and procurements that contribute to a sustainable society.



More than 80% of the Nordic consumers...

- think products should be documented and approved by an independent third party before being marketed as green.
- believe that it is difficult to know whether products contain hazardous chemicals.
- trust that a product does not contain hazardous chemicals if it is labeled with the Nordic Swan Ecolabel.

Nordic Consumer Sustainability Index 2024
4 500 Nordic consumers.

Conducted by Opinion on behalf of the
Nordic Swan Ecolabel, May 2024



PFAS is banned since 2003 in Nordic Swan Ecolabelled products

PFAS (per- and polyfluoroalkylated substances) is banned in product groups where there is knowledge or risk that the substances are used.



Some of the Nordic Swan ecolabelled products where PFAS is banned

- Baking paper, toilet paper and kitchen towels, personal care products and cosmetics, toys, clothes and other textiles, furniture, paint, construction products, flooring, cleaning products, dishwashing detergents, car care products, ski wax, packaging for liquid foods, etc...

[What are PFAS? \(svanen.se\)](https://svanen.se); [Reduce environmental toxins with the Nordic Swan Ecolabel \(svanen.se\)](https://svanen.se)

Conclusion

- With a zero-tolerance policy for many harmful chemicals, the Nordic Swan Ecolabel is one of the world's strictest tools in limiting harmful chemicals.
- The Nordic Swan Ecolabel excludes or significantly limits the use of harmful chemicals, applies the precautionary principle, promotes substitution to the best available alternatives and imposes restrictions on harmful chemicals ahead of the current legislation.
- Call to public procurers: ask for officially recognised Type 1 ecolabels.



Thank you!

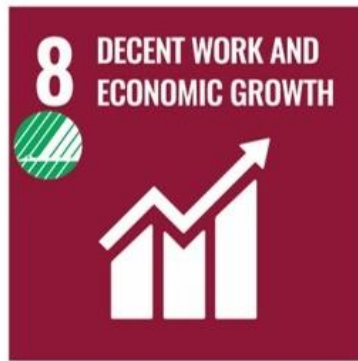
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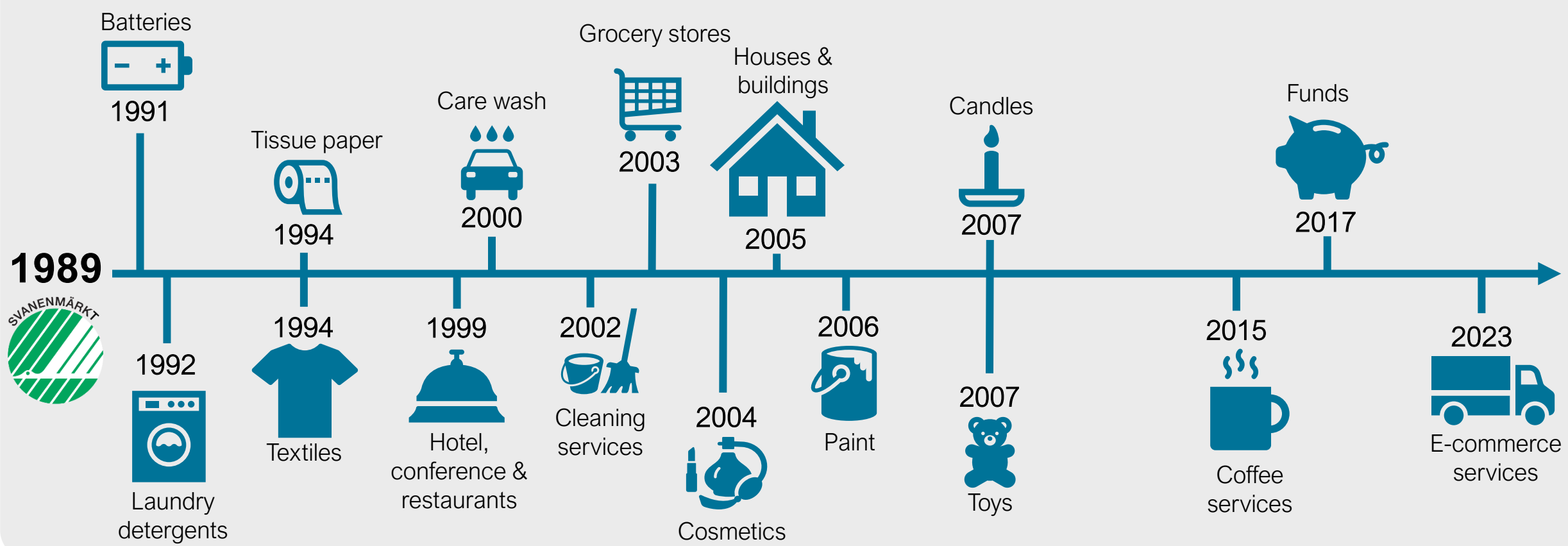
 @svanenmarkt

 Miljömärkningen Svanen

 Miljömärkning Sverige



The Nordic Swan Ecolabel has influenced industries for 35 years



Life cycle perspective

Our criteria are founded on a life cycle perspective, taking into account every step of the chain from

- raw material extraction
- production and use
- to waste/recycling.

Burden shift

- Not to impose requirements in one area that negatively affect the environment in another

Type 1 ecolabelling in accordance with ISO 14024

- Environmental labeling with Type 1 (ISO 14024) primarily aims to guide consumers through a symbol to be able to make environmentally conscious purchasing choices.
- Comprehensive and controllable environmental requirements.
- Requirements that are set independently, not by the manufacturer.
- Life cycle perspective (from cradle to grave).

A trusted ecolabel



The Nordic Swan Ecolabel is a Type 1 label. This means that we follow an official ISO standard requiring us to be independent, to make our requirements available to everyone who wants to read them, to tighten the requirements over time and to set the requirements for the entire life cycle.

Independent



- Ecolabelling Sweden is a state-owned company.
- The Nordic Swan Ecolabel is the official ecolabel of the Nordic countries and works on behalf of the five Nordic governments.
- Nordic Ecolabelling's requirements are decided by an independent Nordic Ecolabelling Board.
- We are not run to make money. Our revenues are used, for example, to develop requirements for new areas.

Life cycle perspective



- Nordic Ecolabelling's requirements are based on a life cycle perspective. We assess the environmental impact of everything from raw materials and manufacturing to use and what happens when the product is to be recycled.
- This is important so that environmental problems are not simply shifted from one area to another, e.g. from raw materials to manufacturing.
- The Nordic Swan Ecolabel sets requirements concerning raw materials, chemicals, water and energy use, recycling and reuse, quality and health.

Requirements tightened



- We review the Nordic Swan Ecolabel requirements after 3–4 years, based on new knowledge from researchers and the companies that are driving developments, to see how and when the Nordic Swan Ecolabel requirements should be tightened up.
- Once we have tightened the requirements, all labelled products need to apply for the Nordic Swan Ecolabel again, to prove that they meet the new, tougher requirements.
- If you have used the same Nordic Swan Ecolabel laundry detergent for 10 years, we have set tougher and tougher requirements for this product. And it meets the same tough requirements as a detergent that has recently obtained the Nordic Swan Ecolabel.

The main environmental challenges

Biodiversity and raw materials



The Nordic Swan Ecolabel requires

- Renewable raw materials, for example wood, must be sustainably produced
- Raw materials must be traceable and documented from the point of extraction to the final product.
- Measures to promote biodiversity, for example in the construction of Swan-labelled houses.
- Limit the use of harmful chemicals in products and services.

Circular economy and resource efficiency



- The Nordic Swan Ecolabel's requirements consider the entire life cycle of a product or service, i.e., everything from raw materials and production to use and recycling
- For example, we make demands on renewable, recycled and sustainably produced raw materials. Requirements for reduced resource use and energy efficiency are important aspects

Energy and climate

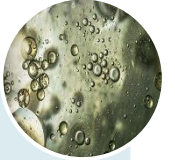


We consider climate impact in a broad and holistic perspective throughout the entire lifecycle.


Nordic Swan Ecolabel contributes to reduced climate gas emissions through different pathways, e.g.

- reduced energy use
- transition from fossil to sustainable energy and transport
- energy and material efficiency
- transition to materials with less climate impact
- protecting nature
- product quality and increased product lifespan

Hazardous chemicals



- We like chemicals! That is, the chemicals that have good properties and that do not negatively affect humans and the environment.
- Those that have dangerous properties we ban or limit as far as possible.
- Whenever we make demands, we lean towards the precautionary principle. This means that, where there is insufficient information on how a substance affects humans and the environment, we would rather choose to exclude it than to allow it.



A strategy for
substitution of
hazardous
substances

Criteria approach

- Protection of the environment and human health throughout all relevant stages of the life cycle
- Our Chemical guidelines provide the foundation but are adapted to the specific product group.
- Product group-specific requirements provide clear and well-aligned requirements.
- Requirements are based upon the classification system and chemical regulations in the EU. We always apply the precautionary principle
- Requirements are put as prohibitions or restrictions. Time limited exceptions if necessary.
- Hazard-based requirements where possible. A risk-based approach is sometimes needed.
- The amount of information and degree of steerability determines how far back in the supply chain requirements can be made.
- The NSE is a receipt that you have done your substitution work!

Nordic Consumer Sustainability Index 2024

Conducted by Opinion on behalf of the Nordic Swan Ecolabel, May 2024

[Hälften av de nordiska konsumenterna har berövats natur \(svanen.se\)](https://svanen.se)

