



NORDIC ECOLABELLING
ANNUAL REPORT 2012



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Nordic Ecolabelling



Well-known, well-reputed and popular among consumers, purchasers and the companies that have chosen to communicate their environmental activities through ecolabelling – it's the Nordic Ecolabel, widely recognised in the Nordic countries as the “Swan”. Denmark, Finland, Iceland, Norway and Sweden, with 25 million inhabitants, might be a small market in global terms, but our fantastic natural landscapes and our commitment to the environment make us the envy of many countries. This carries with it the obligation to keep pace with changes and developments and everything that poses new challenges in the environmental sphere.

Ultimately, we're working for the good of the environment. We want to reduce our environmental footprint by using market forces. Consumers should feel that they are doing something important when they choose a Nordic Ecolabel product, and the manufacturers are winning new, satisfied customers while adapting their production processes to benefit the environment.

It is extremely difficult to say in tonnes, litres and kilograms how much the Nordic Ecolabel reduces the environmental impact created by our consumption, which is high in global comparison. And it is not just the volume of ecolabelled products that generates results. Our environmental standards are also used in procurement processes by both the private and public sectors. We know, however, that the number of Ecolabel licence holders and the number of Nordic Ecolabelled products are increasing in the Nordic market. And we are continuing to reward those who are at the forefront and want to drive environmental improvement.

Viewed from a global standpoint, it is not enough to simply modify products to make them more environmentally compatible. The entire pattern of consumption and our consumption habits have to change. In the Nordic countries, the rate of consumption is at a record high and is unsustainable. The long-term objective of the Nordic Ecolabel is sustainable production and consumption. We all have to pull in the same direction to achieve this goal. If consumers make demands, manufacturers listen and adapt their products and we contribute knowledge, then we can come quite far.

Björn-Erik Lönn
Nordic coordinator, Nordic Ecolabel



What is the Nordic Ecolabel?

The purpose of the Nordic Ecolabel is to give consumers an opportunity to choose among the best products, from an environmental standpoint, that are available on the market.

The Nordic Ecolabel is the official environmental label for the Nordic countries and was initiated by the Nordic Council of Ministers in 1989. The Nordic Ecolabel has an administrative secretariat in each of the Nordic countries, responsible for matters pertaining to the label. Their primary task is to develop criteria for different product groups. The Nordic organisation also works with licensing, marketing, communications and inspection activities. New criteria are developed by teams comprising of representatives from the different Nordic countries. The purpose is to coordinate and streamline the Nordic activities, to develop and promote the common criteria process and the Nordic Ecolabel.

Each country has an ecolabelling board that is responsible for its country's stance on product group and criteria issues. The Nordic Ecolabelling Board is responsible for making decisions about product groups and criteria. The proposals are reviewed extensively in an open process before any decision is reached. The approved criteria are applicable in all the Nordic countries.

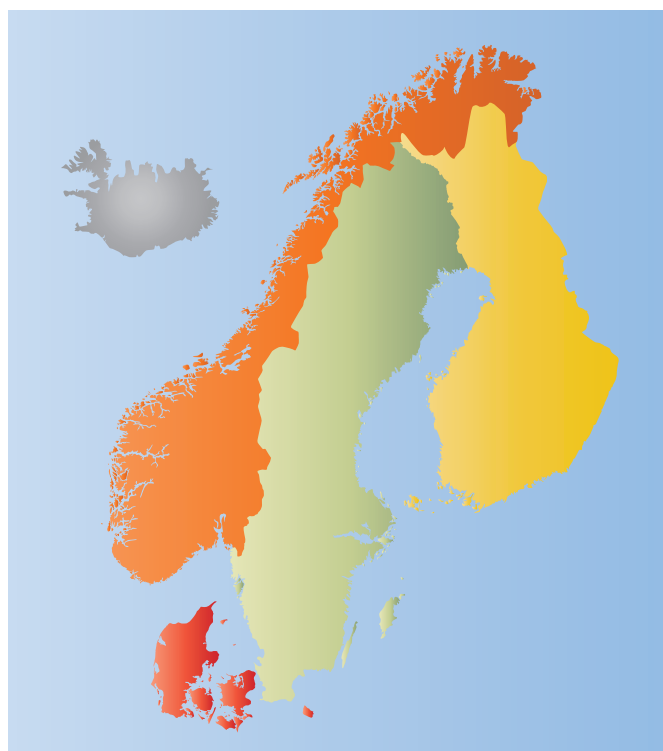
A new product group for Disposables for food was added in 2012 and, by the end of the year, the Nordic Ecolabel covered 62 product groups for both goods and services.

The purpose of the Nordic Ecolabel is to promote progress towards sustainable production and consumption. It is essential that the consumers, our licence holders and other stakeholders are committed to sustainable development for this work to succeed.

NEW ORGANISATION

The Nordic Ecolabel has a new product development organisation from December 2012. The Manager of the Nordic Product

Development Department reports to the Nordic Steering Group. See illustration above.



STRATEGY AND VISION

Every three years, the Nordic Ecolabelling Board formulates a strategy on how the work will be performed over the next three years. The strategy also contains a vision of what ecolabelling should achieve. The current strategy document is valid from 2012 to 2015 and contains the following vision for our work:

Many companies outside the Nordic region have chosen the Nordic Ecolabel to help them market their products in Europe. Three share their views on why this was important for them.



CAROLINE SOULAÏNE

*Category Manager,
Service Marketing,
Argos Hygiene, France*

Why do you have a Nordic Ecolabel licence?

The Nordic Ecolabel is the 2nd most well-known Ecolabel in France, after the EU Ecolabel. Argos Hygiene decided to apply for a Nordic Ecolabel licence in order to offer a complete range of ecolabelled products to our customers. Indeed, at the time it was impossible to get the EU Ecolabel for dishwasher detergents for professional use. Moreover, when the EU Ecolabel reviewed its criteria for sanitary cleaning products, concentrated products were not eligible to get the EU Ecolabel anymore. We think that this is not logical because concentrated products reduce the use of packaging and water which is part of an ecological approach. The EU Ecolabel changed its mind in the end but we were already engaged in the Nordic Ecolabel application and decided to continue with that.

What advantages in the market has it brought you?

Our Nordic Ecolabel licence allows us to answer to public requests for proposals. We have many customers who are very interested in buying ecological products. But, telling them our product is ecological is not enough, they need the guarantee of a label. In France, very few competitors have ecolabelled dishwasher detergents for professional use, allowing Argos Hygiene to have a huge advantage in the market. For us, the Nordic Ecolabel licence is a good weapon to find new customers and also to keep our customers who finally decide to buy more ecological. Public institutions need to follow purchase guidelines that more and more oblige them to buy ecological products with labels.

Can you recommend other companies to apply?

Well, this is a tricky question because if we recommend other companies to apply, we will have more competition and it will be more difficult for Argos Hygiene in our market! The thing is that companies need to adapt to their market to succeed. Argos Hygiene decided to develop Nordic Ecolabel licenced products because our customers show an interest in these products. And I am sure this interest is the same for other kinds of products. Ecology takes a bigger place every day in people's consumption behavior. Ecolabel licences (EU Ecolabel or Nordic Ecolabel) can give advantages in the markets and can help companies increase their market share.

The Nordic Ecolabel is recognised as the most effective voluntary tool for environmentally sustainable consumption. And the most effective means of using the environment as a competitive advantage. It helps to lessen the impact on the environment and thereby move towards a more sustainable society.

Furthermore, the Nordic Ministers for the Environment have adopted a vision for the Nordic Ecolabel for 2015:

The vision is that the Nordic Ecolabel will be recognised as one of the most effective voluntary consumer policy instruments for the environment by 2015. This will be achieved by offering a reliable tool for consumers who want to purchase environmentally sustainable products. The Nordic Ecolabel holds a strong position thanks to its high level of credibility and its excellent market penetration. Consequently, it serves as a driving force for other labels when it comes to setting stringent environmental standards. Businesses regard the Nordic Ecolabel as an attractive and reliable way of using the environment as a competitive edge and the label is the natural choice for consumers who place high value on quality and environmental responsibility. Consumers are aware that the Nordic Ecolabel also imposes stringent climate related requirements. Other sustainability criteria, in addition to environmental criteria, are gradually being introduced.



INDICATORS OF ENVIRONMENTAL BENEFIT

One of the key indicators of our environmental benefit is to assess the stringency of our criteria requirements, our continuous review of our criteria, and how the market accepts our new requirement levels – in other words, how the companies' turnovers or number of workplaces have met our requirements.

NUMBER OF LICENCES

Our criteria contributes to reduce the environmental footprint thanks to our licence holders. At the end of December 2012, Nordic Ecolabelling had approximately 2,100 licence holders. About 2/3 of these are location-based services, such as hotels, supermarkets, car washes and printers. And one third of the licences are for products. However, each product licence can include lots of products, which means that the number of Nordic Ecolabelled products is many times more than the number of licences.

HOW TO APPLY FOR THE NORDIC ECOLABEL

In order to receive a Nordic Ecolabel licence a product or service must fulfill all relevant requirements stated in the criteria document for the product group. All criteria can be found on www.nordic-ecolabel.org but you apply for the licence at the national secretariat. See www.nordic-ecolabel.org/apply for more details on how to apply.

A product that is approved by Nordic Ecolabelling has the right to use the Nordic Ecolabel logo for as long as the licence is valid. Every 3–5 years, the criteria are revised and the licence

holders have to renew their licence and, again, prove that their product fulfills our requirements.

CONTRIBUTE TO A SUSTAINABLE CONSUMERISM

By asking for and buying Ecolabelled products to one's own office buyers have a unique opportunity to contribute to the development of a sustainable society. The more people buy of these products and services and expand the market for these products, the greater the possibility is that even more companies will be interested in applying for a Nordic Ecolabel licence for their products.

By buying Ecolabelled products and not being satisfied with companies who use buzz words like "green product", "environmentally friendly", "environmentally aware" you and your company are making an excellent choice for contributing to a sustainable consumerism.

NORDIC ECOLABELLING'S NETWORK FOR PROCUREMENT

There is a growing environmental awareness among companies and organisations around the world. But many seek simple ways to change their impact on the planet and need a tool for their own company's environmental work. This is why The Nordic Ecolabel has initiated the Network for procurement. The network is open to all companies and organisations who wish to improve their environmental work, regardless of branch or type of company at their offices.

The French Connection



**CAROLINE
CARLSSON**

Nordic Ecolabelling

What was the reason for your trip to France?

Argos Hygiene is a French company that sells Nordic Ecolabelled dishwasher detergents for professionals. At the time of my trip, they also had applied for a Nordic Ecolabel for cleaning products. So my visit had two purposes, both an audit visit for their existing licences and an audit visit for their application.

Were there any language barriers you had to override?

My contact person at Argos, speaks very good English. But our contact at the factory speaks only a few words of English. This was easily solved with the aid of one of her colleagues who translated everything. A bit different from my everyday work situation but it worked just fine.

What happened at the factory?

We came to the factory where Argos' products are manufactured. It is quite a small factory – very neat and well-organized – and with a nice atmosphere.

We were given a factory tour to control different parts of the production – from how the raw materials enter the factory, through the whole production process to the finished product. We took a special interest in checking the accuracy of the recipes and the safety sheets. We also focused on relevant parts of their quality routines, for example traceability, as well as planned and unforeseen changes in the production. Overall, the factory seems to have very good routines and a reliable control system.

What has been most memorable working with Argos?

This was actually the first customer I handled on my own when I started working at Nordic Ecolabelling. It was a learning process, from the application to Argos being awarded a Nordic Ecolabel licence. But we had good contact and discussions throughout the application process. The visit to France was a great experience for me, and I was very happy when their licence was approved two weeks after my visit!



**NADA
HANDANE**

*Marketing & sales
coordinator, Greenspeed,
The Netherlands*

Why do you have a Nordic Ecolabel licence?

In our company philosophy sustainability has always been the number one priority for developing new products and the way we do business. The Nordic Ecolabel "Swan" challenged us to increase our level internally as well as externally. This in order to meet the highest level possible in quality and sustainability.

What advantages in the market has it brought you?

It brought us an upgrade of our brand Greenspeed towards the customers and the international cleaning market.

Can you recommend other companies to apply?

Yes of course, we think that other companies could also benefit from having the Nordic Ecolabel. We already recommend the Nordic Ecolabel to other companies.



**SILVIA
ONOFRIO**

*Export Manager,
Rotolito Lombarda,
Italy*

In 2012 Rotolitos Ecolabelled printing houses in Milano, Italy exported nearly 6,000 tonnes of printed materials to the Nordic countries. They see this region as a growing market for their magazine and book production.

Why do you have a Nordic Ecolabel licence?

We decided to invest in the Nordic Ecolabel licence to have the possibility to work with some Swedish customers, among whom Forma Magazine is one.

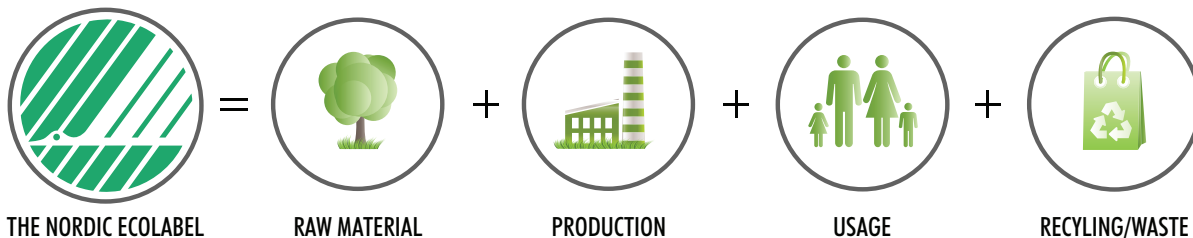
What advantages in the market has it brought you?

Our Nordic Ecolabel licence was certainly a good investment, also for our other customers, such as Åhléns. We also got new customers who we started working with, thanks to the fact that we have this licence. The Nordic Ecolabel proves how important the Scandinavian market is for us and we observe strictly all the environment rules related to this Ecolabel.

Can you recommend other companies to apply?

It would be hard for me to recommend other companies to apply since we are the only printing company in Italy who decided to invest in this licence due to the importance of the market for us. There are a few other printing companies that certainly could be interested, but not necessarily for it.

Nordic Ecolabelling's Environmental platform



THE NORDIC ECOLABEL

RAW MATERIAL

PRODUCTION

USAGE

RECYCLING/WASTE

Our planet is currently facing a wide range of environmental problems and threats: greenhouse effects, chemical pollution, deforestation, landfills, the scarcity of resources, etc. In the worst case, these environmental threats may jeopardise the fundamental conditions for life on earth. Local environmental threats may worsen the quality of life for individuals or even put the survival of species at risk.

All environmental threats arise from manufacturing, products and consumption. That is why it is important that we adopt more sustainable manufacturing processes and consumption patterns. Nordic Ecolabelling is tasked with identifying the manufacturers that care for the environment beyond the requirements imposed by authorities and whose products and services have a lesser environmental impact than those of their competitors. This work is based on the major environmental threats and an assessment of how the Nordic Ecolabel can help reduce the harmful environmental impact of goods and services and thus contribute to a more sustainable consumption.

THE ENVIRONMENTAL PROBLEMS

Energy consumption and climate impact

The concentration of green house gases, in particular carbon dioxide, in the atmosphere has increased with the arrival of industrialisation. The UN panel on climate change (IPCC) has established that human emissions of fossil greenhouse gases and other activities have strongly contributed to an increase in average temperatures globally, which could have severe conse-

quences. Nordic Ecolabelling views this as a serious problem and greenhouse gas emissions, energy optimisation and energy consumption are therefore areas of high priority for the organisation.

Use of chemicals

New chemicals that are harmful to human health and the environment are constantly being discovered. At the same time, we still lack sufficient knowledge to be able to identify which particular characteristics of these chemicals and pollutants are having a harmful effect on our health and the environment. The effects are therefore difficult to assess.

The majority of substances harmful to the environment being discovered today are substances that degrade slowly and are therefore found in the environment, foodstuffs and also in our bodies.

Point sources of pollution, where chemicals are emitted in a more or less controlled manner, have over time been remedied. The most important source today is therefore raw materials and consumption goods, from where chemicals are emitted more slowly through what is known as diffuse emission.

VALID CRITERIA

- Alternative dry cleaning
- Audiovisual equipment
- Biofuel Pellets
- Candles
- Car and boat care products
- Chemical building products
- Cleaning agents for use in the food industry
- Cleaning Products
- Cleaning services
- Closed Toilet Systems
- Coffee filters
- Compost bins
- Computers
- Copy and printing paper
- Cosmetic products
- De-icers
- Dishwasher detergents
- Dishwasher detergents for professional use
- Dishwashers
- Disposable bags, tubes and accessories for health care
- Disposables for food
- Durable wood Alternative to conventionally impregnated wood
- Fabric cleaning products containing microfibres
- Filmforming floor care products
- Floor coverings
- Fuel
- Furniture and fitments
- Grease-proof Paper
- Grocery Stores
- Hand Dishwashing Detergents
- Heat pumps
- Hotels and youth hostels
- Imaging equipment

FACTS NORDIC AWARENESS SURVEY 2012

- 95 % of respondents recognise the Nordic Ecolabel with the "Swan" logo.
- 78 % say they trust the Nordic Ecolabel.
- Top of mind. When asked which ecolabels they knew, 63 % mentioned the Nordic Ecolabel first out of the Scandinavian ecolabels.
- The Nordic Ecolabel is the most popular ecolabel in Scandinavia. 58 % of respondents say that they like the Nordic Ecolabel.

Source: Yougov – Nordic Consumer Survey 2013 – Total conducted interviews: 4670



The Finnish publishing company Otava decided in 2012 that all their books shall be Nordic Ecolabelled in the future.

Nordic Ecolabelling works to minimize the volumes of substances harmful to health and the environment in the lifecycles of Nordic Ecolabelled products.

Biodiversity

The way that we consume nature's resources represents a serious threat to our planet's diverse range of habitats, plant and animal species. If this diversity is restricted, nature's ability to respond to the habitat changes that occur over time is weakened. Air and water pollution also have a harmful impact on biodiversity. Together, these threats could have a negative impact on our planet's ability to sustain life which could, in the worst case, result in an ecosystem collapse. Nordic Ecolabelling strives to ensure that our raw materials consumption is on a par with growth; basing its work on accepted certification schemes, for example for wood and other crops, as far as this is possible.

Resource consumption and waste

Our increased consumption is causing a strain on the planet's resources while also generating increased volumes of waste. We are becoming increasingly better at conserving resources in manufacturing processes and utilising the waste generated through reuse and recycling, but there is still a long way to go. Nordic Ecolabelling's criteria work promotes long-term, sustainable raw material production which helps safeguard the future supply of natural resources. It is therefore important to minimize resource consumption through lessened use of materi-

als (for example minimising packaging), recycling and through waste separation, both among manufacturers and consumers. Nordic Ecolabelling also strives to impose quality requirements that ensure satisfactory product lifetimes, which in itself is good for the environment, as well as function requirements. This together with requirements for quality management ensures that the product or service meets the requirements and maintains a high level of quality throughout the validity period of the licence.

LIFECYCLE PERSPECTIVE AND CLIMATE ASPECTS

The environmental impact of a product is assessed from a lifecycle perspective, i.e. from raw material to waste. The requirements include product content, chemicals, resource consumption and air, water and ground pollution.

The lifecycle approach

Nordic Ecolabelling takes into account the entire chain; from raw material extraction to decomposition/recycling. By considering the entire lifecycle it is possible to assess the most relevant aspects of environmental impact and avoid simply transferring impact from one area to another (burden shift). In addition to being based on the lifecycle approach, the Nordic Ecolabel and the EU Ecolabel's requirements also take into account parameters deemed relevant from a health perspective and social aspects essential to the credibility of the two organisations.

- Indoor paints and varnishes
- Industrial cleaning and degreasing agents
- Laundries/Textile Services
- Laundry detergents and stain removers
- Laundry detergents for professional use
- Lubricants
- Machines for parks and gardens

- Outdoor furniture and playground equipment
- Panels for the building, decorating and furniture industry
- Paper envelopes
- Photographic developments services
- Primary batteries
- Printing Companies

- Rechargeable batteries and battery chargers
- Refrigerators and freezers
- Restaurants
- Sanitary Products
- Small houses, apartment buildings and pre-school buildings
- Solid Biofuel Boilers
- Stoves

- Textiles, skins and leather
- Tissue paper
- Toner cartridges
- Toys
- Washing machines
- Vehicle Tyres
- Vehicle wash installations
- Windows and exterior doors
- Writing Instruments

Marketing and communication

A very important part of what Nordic Ecolabelling does is to communicate with manufacturers and consumers. 95 % of the Nordic populations recognizes the Nordic Ecolabelling logo – The “Swan” logo. We strive to find new ways to interest people in environmental issues, to buy ecolabelled products and to influence manufacturers to adapt their production to Nordic Ecolabelling’s requirements.

NORDIC ECOLABELLING COMMUNICATES WITH A VARIETY OF AUDIENCES:.

- Our customers, who are either large international companies or small local companies within a wide range of areas, everything from hotels and grocery stores, to lawn mower manufacturers, house builders and manufacturers of laundry detergents.
- The consumers who buy our customers’ products and services.
- Consumers in form of other businesses. Many of our licence holders deal with B2B sales.
- The members of Nordic Ecolabelling’s Network for procurement.

This means that we also have to communicate through many different channels; ads, our web- and campaign sites, Facebook, seminars, Twitter, webinars, YouTube, Instagram, and TV shows.

In 2012 we focused a lot on our Network members and communication through social media.

FOCUS ON SOCIAL MEDIA

During 2012, social media channels have been in focus for Nordic Ecolabelling’s communication. Below are reports on how these channels have opened new opportunities for dialogue with consumers about the importance of buying Nordic Ecolabelled products and services.

Svanemarket – @svanemarket

As 2012 comes to an end, the Norwegian Ecolabelling has 4,450 fans on our Facebook page. Our fans in their turn, have 1,153,589 friends, which is about half of the Norwegian Facebook population. We’ve had a substantial growth in our Facebook-audience, but continue to work consciously to widen our fanbase and create a fruitful dialogue with them.

Facebook is by far the biggest social medium in Norway. But

Twitter has more potential for professionally-tuned communication, and plans are in place to use it to reach important agenda-setting commentators on relevant topics. Today, our Norwegian secretariat has 400 followers, so there is a great potential for growth.

Svanemarket, I buy Nordic Ecolabelled products

Under this heading, the Danish secretariat communicates with 5,500 fans on a daily basis on Facebook. The Facebook page grows daily, and on a single day up to 150 persons are talking about the Nordic Ecolabel. And these people are both interested in, and actually buying, in large quantities, Nordic Ecolabelled products.

Danish surveys have shown that our fans have a great knowledge of the Nordic Ecolabel and are women, aged 25 to 35 and living with small children – the younger the children the more eager the mothers are who visit our Danish Facebook page. They are concerned about the environment and climate change,



The Danish Facebook page communicates a single day with up to 150 persons.



Anne Kukkohovi, Finnish celebrity and former topmodel, was the "Day without makeup" campaign figurehead.



The "Day without makeup" pictures could be seen at the Central Station of Helsinki.



and the future of their children. They are especially worried about the chemicals that their children – and of course themselves – are exposed to from goods they use on daily basis.

The most attention and activity on our Danish Facebook page is the marketing activity of distributing "goodie bags" – small textile bags with samples that are Nordic Ecolabelled and intended for small children, for their mothers, and – in some cases – for the fathers too. Shampoos, lotions, a small toy and a tube of toothpaste are some examples of products in these bags. Competitions, advice from us and product launches are the most popular activities, and there is a growing discussion forum between our fans.

In this way social media acts like "a channel of confidentiality" for communication with our most dedicated fans who are our most faithful consumers. And at a higher level, Facebook contributes to green consumerism – and in the long run a green transformation of the economy.

Find us at facebook.com/svanemaerket

Miljömärkningen Svanen – @svanen

Facebook is the Swedish secretariat's best channel to reach the prime audience, women between the ages of 20 – 45. With more than 1,000 fans, the reach is over hundreds of thousands. Our fans are interested in news stories, and they often interact with us, asking questions or commenting on our news. Our Facebook news often relate to family, home, and lifestyle issues. Facebook is also a means to reach (and promote) some of our customers, for example hotels, restaurants, furniture manufacturers, car washes and cosmetic manufacturers. The Swedish Facebook page is updated 1 – 5 daily.

Twitter, on the other hand, is our channel to reach journalists, politicians and opinionmakers. With over 2,000 followers the number increases daily. Twitter is a very important channel to make Nordic Ecolabelling issues heard in the environmental and political community.

Joutsenmerkki – @Joutsenmerkki

At the Finnish secretariat, we launched our 2nd campaign for "Day without makeup" in September 2012. The campaign was run solely on Facebook. A campaign page was created, inviting Finnish Facebook users to attend the event "Day without makeup" on September 6th. The attendees could also register themselves as voluntary photo models by sharing their thoughts about cosmetics, natural beauty and the environment. Over 24,000 Finns attended the event, and over 400 volunteered to be interviewed and photographed without makeup.

The goal of this campaign was to stimulate a discussion on the environmental and health consequences/effects caused by the use of cosmetic products. Our expectations were exceeded and we attained a lot of media attention (TV, radio, printed media, online media, Facebook, blogs etc). Facebook was the perfect channel for this kind of activity, a truly viral campaign. We also had a good opportunity to discuss with attendees and inform them about Nordic Ecolabel in a fresh, new way.

Svanurinn – @svanurinn

At the Icelandic secretariat we use Facebook extensively as a way to support companies that have products and services that are Nordic Ecolabelled on the Icelandic market, as well as communicating what the Nordic Ecolabel is. With over 1,885 fans on Facebook, and growing weekly, it is an important communication channel.

Facebook is used as a link to other environmentally connected companies, public as well as private, and the "like" function is used to support these sites. The object is to attract more fans from similar sites and organisations, and to open a dialogue with them. Facebook has proven to be a useful channel for informal types of information, and to come into direct contact with the general public, something that traditional newspapers cannot provide.



TV stars Svanhild and the octopus Blekkulf.

Events, seminars and campaigns

FOCUS ON THE NEXT GENERATION

Children are important to us all. We want to help children in pre-school appreciate how everything is intertwined in nature. Everything we do has an effect on something or someone. And – there's a lot we can do in our everyday life to combat the environmental problems we face. In 2012, Nordic Ecolabelling in Norway developed an education kit for pre-schools, consisting of newly written fairytales and fun tasks and activities which help the children experience the joy, wonder and responsibility we have towards nature. The education kit is also an app for iPad, iPhone and Android phones and pads.

Our alter ego, Svanhild, also stars in a Norwegian TV show about the octopus Blekkulf and his encounters with different environmental issues. In connection with every new episode, more information on an environmental problem and how it can be solved, is posted on ecolabel.no.

In Denmark, the Nordic Ecolabel, personified by a swan named Svante, appears together with Maggie (the EU Ecolabel) in two children's books. This is a way to ensure the high level of environmental awareness amongst families with children. In 2012, the second book about Svante and Maggie was released and it is a very popular part of the goodie bag that is given to families with new born babies.



Verum græn með Svaninum um jólin

Hugsaðu um umhverfið um jólin

- Prentaðu jólakortin í Svansvottaðri prentsmiðju
- Farðu á jólahlaðborð á Svansvottuðum veitingastað
- Njóttu rómantískrar helgar á Svansvottuðu hóteli
- Settu Svansvottað í jólapakkann

Höldum jól með grænum kertum!

Við kveikjum fjórum kertum á... og það skiptir máli hvaða kerti við veljum. Mörg kerti innihalda parafín. Þegar kveikt er á parafínkertum gefa þau frá sér koltvíoxíð sem veldur loftslagsbreytingum og mynda söt sem getur valdið óþægindum í öndunarferum. Veljum frekar Svansmerkt kerti búin til úr stearíni, þau vernda bæði umhverfið og heilsuna. Koltvíoxíðslosun minnkar sem samsvarar losun 30.000 bíla ef allir Norðurlandabúar velja eingöngu Svansmerkt kerti.

Góð ráð fyrir græn jól: www.grann.is
www.svanurinn.is



The joint ad-campaign, december 2012. Could be seen in national newspapers and on different news sites.

Climate consideration in our requirements

In the end of fall 2012, Nordic Ecolabelling launched a Climate campaign as a joint partner with EU Climate Action Campaign, with the purpose of highlighting Nordic Ecolabelling's requirements in relation to the climate issue. Every month focus is given to one or two product groups and how their requirements are important for reducing climate impact. The campaign has its base on each of the national websites as well as on nordic-ecolabel.org. In December, a joint ad-campaign in national newspapers and on different news sites was run and illustrated how Nordic Ecolabelled candles are a good choice for the climate.

How to find your way amongst chemicals

Concern about chemicals in products and in nature is visible in all Nordic countries. One example of this is that Ecolabelling Finland organized an event, inviting journalists to "The chemical clinic". The attendees were then taught to find chemicals in different products. The easiest way, by far, is to choose safe, well-functioning Ecolabelled products. The event was very popular and reflects the great interest in this subject.



Nordic Ecolabelling participated in Almedalen, where the Swedish political parties gather every summer.

Nordic Ecolabelling at Almedalen Week

In June/July every year, Swedish political parties gather in Almedalen, Gotland, to voice their political opinions. Last year, Nordic Ecolabelling focused on the building industry and how to build energy-efficient houses with a healthy indoor environment. The Swedish Minister for Housing, Stefan Attefall, met Nordic Ecolabel licence holders to discuss sustainable buildings.

Øyafestivalen

Another yearly important outreach for Nordic Ecolabelling is our participation on the Øyafestivalen, Norway's biggest rock festival. It has a green image, offering ecological food to the audience and buying ecolabelled products for the festival. Ecolabelling Norway has a stand with activities for children, nappy-changing facilities for babies, and a selection of relevant ecolabelled products. We also give out some Ecolabel-tattoos (fake), which are wildly popular.

How to wash your car

Although there is an awareness of how harmful it is, both to your own health and to the environment, to wash your car on your driveway, people still do it. Last year, Nordic Ecolabelling in Sweden started a campaign to stop people from doing this and to persuade more carwash owners to apply for the Nordic Ecolabel. The result of the campaign was a doubling of Nordic Ecolabelled carwashes and many newsarticles as well as many tweets and mentions on blogs and on Facebook.



Happy tattooed visitors at the Øyafestival.



Intrigued visitors at Nordic Ecoabelling's network seminar, Stockholm.

Nordic Ecolabelling's Network for procurement

Nordic Ecoabelling's network for procurement started in Sweden and Norway and, in 2012, it expanded to Denmark and Finland. The network's aim is to make it easier for companies to buy ecolabelled products. One way of doing this is to provide meeting opportunities for manufacturers and buyers. It is also important to show manufacturers that companies WANT to buy ecolabelled products.

The network was launched in Denmark in the final quarter of 2012. It has gathered some of Denmark's largest companies with the aim of promoting green procurement. Almost at the same time, the network was launched in Finland.

As a part of providing a meeting place for the members of the network, seminars are organized with different themes. Examples of this are two seminars in Malmö and Stockholm focusing on public procurement, with the theme Sustainability – a state matter, a party in Stockholm where new licence holders got the opportunity to meet members of the network.





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