

environment
Clean Future
Well known Green Swan
Clean Responsibility Trust
Clean Criteria Certification
Good environment Swan Clean
The environment Well known
Trustworthy Criteria Sustainable
Future Swan Good environment
Clean Quality Sustainable Clean
environment Swan The environment
Clean environment Clean Certification
Responsibility Quality
Sustainable Clean
Good environment



Contents

Chairman of the Board: Ragnar Unge: Our future strategy	3
The Board's Report	4
New leader of Global Ecolabelling Network	7
Our organization in the Nordic countries – the Nordic Swan success story	8
Criteria	12
Marketing campaigns	14
Interviews	20
Denmark: DermaPharm	20
Finland: KiiltoClean	21
Norway: Frøya Trøya	22
Sweden: Kähns Holding AB	23

Cover picture: The image illustrates words that Nordic Ecolabelling licence holders associate with the Nordic Swan Ecolabel (from a customer survey made in 2014).

Our future strategy

It is now obvious to everyone that something needs to be done. We have a planet that shows all the signs of deteriorating, and people are being seriously affected by these changes. Overriding actions and big decisions need to be made to stop these negative developments. But if small changes are made often and by many, they can equate great things. This is our mission: to help purchasers and consumers make wise decisions and select one of the most environmentally well-known brands, the Nordic Swan Ecolabel.

Companies who can fulfill our strict requirements for their products and/or services, and choose to label their products with the voluntary Nordic Swan Ecolabel, will most likely achieve a clear market advantage. We work together in our Nordic organisation to strengthen our Nordic Ecolabel brand, and by so doing, are adding more value to those companies who choose to use our Ecolabel and enhance their own brand. During the past year we have therefore done large campaigns in all our markets to make our brand even stronger.

We have received a great response from both the business community as well as consumers. We have seen a growing interest in our Nordic Swan Ecolabel, more satisfied licensees and, above all, a greater turnover of these products and services. 2015 was, in other words, a really good year! Now we put even more focus on our future endeavors, and last year we established our strategy for the next-coming five years.

The strategy is very much about simplifying and streamlining in order to be able to expand and develop the ecolabel business. We must put even more focus on developing smart environmental criteria that provide the same environmental impact but which are easier to administrate, both for ourselves, but most importantly, for our customers. We will also more vigorously address



the public sector where public procurement purchasers, who are strengthened by new laws, will have an easier situation using ecolabelling as a purchasing instrument. And we will focus on developing criteria for new product groups, so that even more producers and consumers will be able to make the right environmental choices.

Our vision is that the Nordic Swan Ecolabel will be an important contribution to changing both production and consumption patterns in the Nordic coun-

tries to support sustainable lifestyles. In this work, we strive to help consumers choose the most environmentally-sound products and services, as well as making it profitable for producers to market better goods and services from an environmentally point of view.

Thank you all for a successful 2015, and thank you all who share our vision and are doing your part to let us all achieve sustainable lifestyles.

Ragnar Unge, Chairman

The Board's Report

2015 has been characterised above all by the work to draw up, adopt and establish internal support for a new strategy for the Nordic Ecolabel 2016-2020. Important work to develop criteria has also been carried out within several sectors, along with Nordic coordination of IT, licensing and marketing.

Nordic cooperation and coordination – the association's main aim

Achieving Nordic cooperation and coordination was the motivation behind the formation of Nordic Ecolabelling. The ecolabelling organisations of the Nordic countries are all members of the association, and the directors of the respective countries form its Board of Directors. The association's aim is to strengthen Nordic coordination of the official Nordic Swan Ecolabel and, in so doing, the possibility to increase Nordic cooperation in terms of environmental profiling of trade and industry, and Nordic consumers' to make sustainable product choices. An executive officer has been appointed to ensure that the work on coordination progresses effectively and with optimal internal communication and follow-up. The Board held 12 formal minuted meetings during the year, with updates via tele- and videoconference calls in between.

Nordic working groups have been appointed within the processes for criteria development, licensing, marketing and IT, each under the leadership of a process owner.

The association has convened three meetings of the Nordic Ecolabelling Board (NMN) in 2015. The association acts as secretariat for NMN, and notices of meetings, meeting practicalities and secretariat functions have been handled via the Nordic criteria group.

In the late summer, all employees of the member organisations were invited to a joint Nordic staff seminar in Finland. Over three days, we worked on training, information and coordination, bringing everyone on board with the key elements of the future strategy for the Nordic Swan Ecolabel.

The formation of the association, the work of the Board of Directors and the various Nordic process groups

have resulted in a significantly increased level of Nordic coordination and cohesion: the Nordic Ecolabel is being framed jointly and is increasingly perceived as a homogeneous ecolabelling system with a Nordic starting point and management, by staff as well as customers and the world around us.

Work on the vision for the Nordic Ecolabel 2015 and the new strategy 2016-2020

Taking experiences from the previous strategy and vision (including the vision adopted by the Nordic Council of Ministers for the Environment, MR-M) as its starting point, the association has facilitated the work to draw up a new Nordic strategy for the Nordic Swan Ecolabel. Among other things, the process has entailed regular alignment with the national boards and NMN, and development, as well as involving Nordic ecolabelling managers within criteria development and marketing. All Nordic ecolabelling staff have also been given the opportunity to comment and provide input.

NMN finally adopted the proposal just before the end of the year, and there is an action plan comprising activities and targets linked to the strategy. As a result, we have now come together under a common vision and mission:

Our vision – With the Nordic Ecolabel as a driving force, the Nordic region will be a model for sustainable lifestyles.

Our Mission – We make it easy to make the right environmental choices.

The aim of the new strategy is to increase the environmental impact of our work by expanding the range of Nordic Swan Ecolabelled products and services. Our strategic targets along the way are to further develop

Nordic Ecolabelling as a concept, increase the demand for – and supply of – ecolabelled products, and ensure an effective and professional business model.

Criteria development

The association has previously coordinated the work on criteria in a Nordic project unit under the leadership of a process owner appointed by the Board. The unit has comprised eight product managers, one project controller, one criteria editor and the manager responsible. Alongside experienced licensing administrators and marketing staff, we are now working in an increasingly integrated way to draw up relevant, market-adapted and attractive criteria.

Being able to introduce criteria for new product groups is one of the most enjoyable parts of our work, but resource-intensive. At the end of 2015, the criteria were finalised for the new product group 'Coffee service', which NMN adopted in November. This sets environmental requirements for ingredients, machines and handling, as well as certain social requirements for ingredients where specific labelling of this nature already exists.

Ensuring that updated, relevant and discriminating environmental criteria are in place for all our product groups is also important for the Nordic Ecolabel, but time-consuming. Evaluating and revising criteria is therefore always a work in progress. During the year, NMN adopted revised criteria for the product groups Durable/resistant wood for outdoor use, Construction and facade panels, Candles, Industrial cleaning and degreasing agents and Indoor paints and varnishes.

The criteria for Floor care products, Computers, Office machines, TVs and projectors, Furniture, Copy and printing paper and Biofuel pellets have all been evaluated and, depending on the outcome, the criteria have been

extended and/or a decision has been taken to initiate revision. In the case of Floor care products, it was decided to discontinue the product group, as NMN no longer considered the Nordic Ecolabel could deliver the environmental benefit that the labelling aims to achieve.

During the year, it was also decided to start up the criteria process for the new product group Liquid packaging, and work is already under way to develop criteria for Renovation of properties.

The year concluded with work starting in the project group for Nordic Ecolabelling of equity funds, after NMN awarded extra project funding. This means that an area of development work for which there has been demand, but which is also difficult, is now under way. A contract has been signed with an external party (Det Norske Veritas), which will assist our criteria developers during 2016.

Combined Nordic digital information

The first phase of the project was complete as early as 2014, with a functioning CRM (customer relationship manager) system being launched externally and internally. The system has been further developed and refined during 2015. We have now merged five national registers into one, listing all Nordic Swan Ecolabelled products, all licence holders, and all the external organisations and company contacts we use. There is also a database containing all the current criteria documents.

This CRM system enables all the national ecolabelling organisations to publish on their websites the Nordic Swan Ecolabelled products available in their individual home markets.

Nordic marketing

During 2015, Nordic Ecolabelling took a major step towards joint profiling and marketing. A Nordic working group was established, comprising each country's head

2023 Nordic Swan Ecolabel licences

There were a total of 2023 Nordic Swan Ecolabels in the Nordic region, an increase of 141 licences in one year. This can be explained by a number of new licences as well as licences that we had previously lost being re-awarded further to reappraisals.

23,718 products

are sold as Nordic Swan Ecolabelled in the Nordic region. This is a marked increase since 2014 (9000), and is mainly because the entire region migrated to a joint CRM system in 2014-2015, providing a higher level of detail in product reporting.

of marketing and communications under the leadership of a process owner appointed by the association's Board. A common platform for the Nordic Swan Ecolabel was developed and adopted, and we now have a jointly described brand platform including vision, mission, values and personality for the whole nordic organisation and brand.

The platform has now been further developed and a common Nordic graphic profile implemented in each country's ecolabelling organisation, with the aim of both consumers and licence holders perceiving the Nordic Ecolabel in the same way in all the Nordic countries. The platform should also make it possible to achieve synergies among the organisations, and provides us with a good basis for further work on developing joint



The Board of the Nordic Ecolabelling Association: Petri Väisänen (Finland), Gun Nycander (Executive Officer), Ragnar Unge (Sweden), Anita Winsnes (Norway) and Martin Fabiansen (Denmark).

Nordic messages and campaigns. Already in 2015, the same strategy, images and messages were used in consumer campaigns in several of the Nordic countries. Marketing to manufacturers has also been coordinated to enable more efficient handling of shared Nordic customers, ensuring a similar value proposition.

International work

The Nordic Ecolabel's solid reputation as a world leader in ecolabelling has been maintained through contact and cooperation outside the Nordic region. Long experience and a history of successful ecolabelling work mean that Nordic staff continually take on assignments and positions within EU ecolabelling. Through the association's various process groups, we ensure that synergies are created with the EU ecolabelling scheme and schemes in other countries.

The association is a member of GEN, the Global Ecolabelling Network, in which it has played a driving role over the last year, with one member on the Board of Directors and our international coordinator being elected Chair in the autumn.

The quality of Nordic Ecolabelling's work in relation to the ISO 14024 standard was assessed by GEN's Board of Directors in a GENICES peer review process during the spring, without any areas of concern being identified by the external auditors from other ecolabelling systems.

Interest in Nordic Ecolabelling is growing in our immediate geographical area, not least in the Baltic States, with which we have regular contact. As part of an exchange programme financed by the Nordic Council of Ministers, a delegation of hotel directors from the Lithuanian Associations of Hotels and Restaurants visited colleagues in the Stockholm and Oslo districts working at hotels proud to be ecolabelled.

The environmental requirements published in 58 criteria documents cover approx. 200 different product areas. The opportunity for ecolabelling was opened up to a completely new industry in 2015 with the adoption of criteria for coffee services.

Familiarity with the Nordic region.
91 % of Nordic consumers recognise the Swan, the Nordic Swan Ecolabel, and 75 % associate the Nordic Swan Ecolabel with a good choice for the environment.

New leader of Global Ecolabelling Network

In October 2015, Bjørn-Erik Lønn, specialist in international work at Nordic Ecolabelling, became the new chair of the Board of Directors of GEN – Global Ecolabelling Network. GEN organises 26 of the Nordic Ecolabel's sister labels.

– We will draw up an expansive strategy for the period up to 2020, and strengthen GEN's role globally. We will showcase ecolabelling as a sustainability tool for both consumers and purchasers. These will be important tasks for me as chair going forward, said Bjørn-Erik Lønn on his appointment. His day-to-day job is as senior adviser on international work for Nordic Ecolabelling.



environment by improving, promoting and developing the ecolabelling of environmentally friendly products and sustainable services. GEN fosters cooperation, information exchange and harmonisation of environmental requirements among the member labels. GEN also participates in other international fora to promote ecolabelling as a tool for both consumers and purchasers, and contributes to increased demand for ecolabelled and environmentally responsible goods and services.

300,000 ecolabelled products

In 2015, the ecolabels that are members of GEN certified more than 298,000 products able to document that they are good environmental choices. GEN's largest member label is China Ecolabel. The member labels have estimated the environmental benefit of all their certified products, which each year are responsible for reductions of

- 8.6 million tonnes in emissions of CO²
- 205,000 tonnes in emissions of volatile organic compounds (VOC)
- 482,000 tonnes in emissions of carbon monoxide and
- 64,000 tonnes in emissions of nitrogen oxide.

What does GEN do?

The Global Ecolabelling Network (GEN) is a non-profit association of leading ecolabelling organisations worldwide. GEN was founded in 1994 to help protect the

What characterises members of GEN?

Labels such as the Nordic Swan Ecolabel, EU Ecolabel, Bra Miljöval (Good Environmental Choice), TCO Development, Germany's Blaue Engel and Green Seal in the USA, etc. assess all the relevant environmental problems throughout a product's life cycle. This means that the labelled products must document that they satisfy stringent and measurable requirements with regard to climate considerations, sustainability, energy consumption and chemical content all the way from resource extraction, via production and usage, and finally as materials for recycling or waste. Labels of this type are known as *type 1 ecolabels* in accordance with standard ISO 14024. All 26 members of GEN have attained this status.

Our organisation in the Nordic countries - the Nordic Swan success story

The Nordic Swan Ecolabel is the official Ecolabel of the Nordic countries and was established in 1989 by the Nordic Council of Ministers with the purpose of providing an environmental labelling scheme that would contribute to a sustainable consumption. It is a voluntary, positive Ecolabelling of products and services. The Nordic Ecolabel was also initiated as a practical tool for consumers to help them actively choose environmentally-sound products.

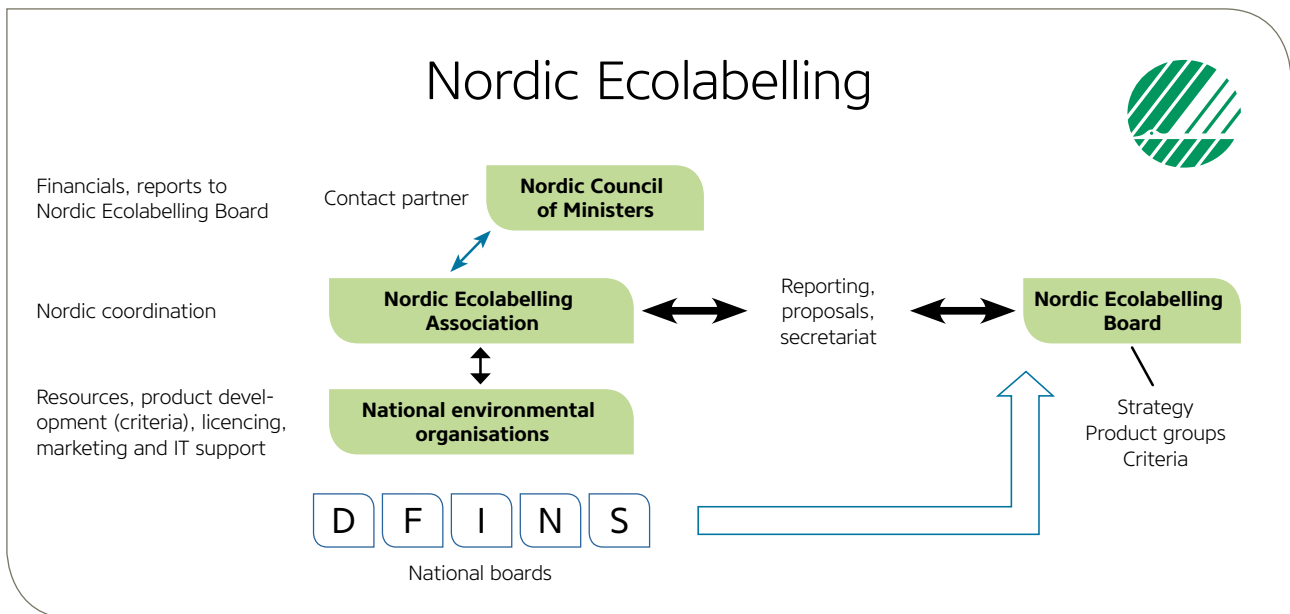
Each Nordic country has local national offices with the responsibility for criteria development, licensing, marketing and audits. In Denmark Nordic Ecolabel is administered by Ecolabelling Denmark at Danish Standards Foundation, in Sweden by Ecolabelling Sweden AB, in Finland by Finnish Standards, in Norway by The Foundation for Ecolabelling, and in Iceland by The Environment Agency that operates under the direction of the Ministry for the Environment.

How Nordic Ecolabelling works

The Nordic Ecolabel is a Type 1 ecolabel and follows the ISO 14024 standard. This means, for example, that continuous improvements are built into the ecolabel, through the criteria regularly being revised and gradually made more stringent, with the aim of contributing to more sustainable consumption. Nordic Ecolabelling applies an evaluation model known as the RPS model (Relevance, Potential, Steerability) and a holistic, life cycle perspective.

Life cycle perspective

Our criteria are rooted in a life cycle perspective, taking account of the whole chain from raw material extraction, production and use to waste/recycling. By considering the entire life cycle, it is possible to assess the most relevant aspects of environmental impact and focus on avoiding simply transferring impact from one area to another (burden shift). The MECO model (Materials, Energy, Chemicals and Others) is an analysis tool used in this process. To establish for which parts of the life cycle of a good or service setting environmental requirements is relevant, Nordic Ecolabelling conducts a MECO analysis as the first step in an RPS analysis. R – Relevance is assessed based on the environmental problems associated with the product, P – Potential is assessed in terms of possible environmental gains, i.e. what can be done about the problem, and S – Steerability questions whether the Nordic Ecolabel is the right instrument for tackling the environmental problem.



Human rights

All the Nordic Ecolabel criteria follow legislation in each Nordic country in terms of labour rights, non-discrimination, freedom of association and right to collective bargaining. Certain criteria documents may also include the UN’s Guiding Principles on Business and Human Rights or other international agreements where these are considered relevant. For example, the criteria for Nordic Swan Ecolabelled toys also require the manufacturer to satisfy the ILO Conventions with regard to human rights, working conditions, etc. and to be able to verify this by means of SA8000 or ICTI certification.

Licensing and verification

When a company applies for an ecolabelling licence, the submitted test reports and documentation are examined closely. A site visit is made in conjunction with the application. Once licensed, products may then be sold and marketed with the Swan logo. The licence applies for as long as the criteria for the product are valid. Licences are reassessed on a continual basis as revised criteria are introduced, with licence holders required to reapply. This procedure affects the company’s sustainability target for number of licences. During 2015, criteria for five product groups within Nordic Ecolabelling were revised, together with the general forestry requirements, which have a bearing on 18 product groups that include requirements for fibre or wood raw materials.

Product development

Each of the Nordic countries has an ecolabelling board, which is responsible for its country’s stance on issues

concerning criteria and new product groups. It is then up to the joint Nordic Ecolabelling Board to decide which product groups and criteria will apply. This is an open process, with broad consultation on the proposals before any decision is taken. In 2015, the Nordic Ecolabel was available in 58 product areas, covering both goods and services.

There are product managers and a criteria manager in each country, reporting to a Nordic product development manager, who in turn reports to the Nordic association council and the Nordic Ecolabelling Board (NMN). Ultimate responsibility for Nordic Ecolabelling rests with the Nordic Council of Ministers (NMR). Nordic Ecolabelling contributes expertise, and the respective criteria manager handles the proposal before it is passed to the Swedish Ecolabelling Board and the ministry for Sweden’s stance.

How requirements (criteria) for the Nordic Ecolabel are drawn up

- A pilot study and draft criteria are drawn up by a Nordic or European project group.
- The draft is sent out for consultation and revised on the basis of views received.
- The national board takes a stance. This board comprises representatives from trade and industry, consumer organisations, public authorities and environmental organisations.
- A final decision is made by the Nordic Ecolabelling Board, which comprises the chairs of each national board.



Several representatives from the Nordic Ecolabelling Board.

- The requirements are raised on a continual basis. After a few years, they are evaluated and revised.

Our values

Our values are the core values of our company and brand, and the values we strive for in our way of working. Our values were defined as part of our brand platform process in 2014 and implemented on a Nordic level during 2015. They were drawn up in 2014 and implemented in a Nordic perspective during 2015. A brand book was finalised during the year, including our Nordic graphic profile and image strategy.

Our values

Credible: We are the official Nordic Ecolabel, we are independent and third-party. We compile an overall assessment and evaluate from a life cycle perspective. We have a high level of expertise in all functions in our organization and we are thorough and transparent.

Determined: We are proactive, focused and resolute. We are result oriented and brave. We dare to lead the way and challenge to create results.

Clear: We are transparent in all of our operations: Policy development, licensing, and communication. We strive to make the complex simple.

These values guide our daily work within the Nordic Ecolabelling organisation.

In addition to our values we have defined a set of personality traits that will help and guide us in how we live the values in our daily work.

Our personality

Inspiring: Through our actions and through knowledge sharing we inspire others to do their best for a sustainable future. We are positive and solution-oriented

Responsive: We show respect for other's opinions and seek dialogue. We are attentive, flexible and we always communicate on an even level with our audience.

Committed: We are passionate about our work and want to make a difference. We are innovative and have the will to change

Launch of Nordic Swan Ecolabel criteria for coffee services

In November, the Nordic Ecolabel launched a new product group. This concerns labelling of coffee services, with the requirements covering delivery and installation of a coffee machine, servicing and maintenance, and consumables.

Among other things, the Nordic Ecolabel specifies requirements for energy efficiency, a high proportion of certified organic coffee, health and hygiene requirements for the machine's material components, and efficient transport.



Criteria

Criteria Developments

Developing criteria:

Equity funds
Coffee services
Renovation

Revised criteria:

Indoor paints and varnishes
Durable wood
Panels for building, decorating and furniture industry
Industrial cleaning and degreasing agents
Candles

New criteria:

Coffee services

Ongoing revisions:

Small houses, apartment buildings and buildings for schools and pre-schools
Grocery stores
Cleaning agents for use in the food industry
Cosmetic products
Cleaning services
Sanitary products

Valid criteria

Household chemicals, washing and cleaning products

Alternative dry-cleaning
Cleaning agents for use in the food industry
Cleaning products
Dishwasher detergents
Dishwasher detergents for professional use
Floor-care products
Hand dishwashing detergents

Industrial cleaning and degreasing agents

Kitchen appliances (refrigerators, freezers, dishwashers, washing machines)

Laundry detergents and stain removers

Laundry detergents for professional use

Supplies for microfibre based cleaning

Stoves

Houses, garden products and building materials

Biofuel pellets

Chemical building products

Closed toilet systems

Compost bins

Durable wood

Flooring

Furniture and firmments

Indoor paints and varnishes

Machines for parks and gardens

Outdoor furniture and playground equipment

Panels for building, decorating and furniture industry

Small houses, apartment buildings and pre-school buildings

Solid biofuel boilers and stoves

Windows and doors

Paper products

Copy and printing paper

Grease-proof paper

Printing houses

Sanitary products

Tissue paper

Car and boat-related products

Car and boat-care products

Fuel

Office equipment and supplies

Computers

Office machines

Office and hobby supplies

Toner cartridges

Services

Carwashes

Cleaning services

Grocery stores

Hotels and hostels

Hotels, restaurants, and conference facilities

Laundry services

Restaurants

Miscellaneous

Batteries, primary

Batteries, rechargeable and battery chargers

Candles

Coffee services

Cosmetic products

De-icers

Disposable bags, tubes and accessories for health care

Disposables for food

Photographic development services

Textiles, skins and leather

Toys

TVs and projectors



Nordic Swan Ecolabelled cleaning services are becoming more and more popular.

Marketing campaigns

Marketing activities form a central role in the work at the Nordic Ecolabelling organisation. Each country campaigns, seminars, webinars, events and are active on social media to communicate the value of having a Nordic Swan licence. These activities are often done as customer events or reach out to a broader public.

On the following pages we present an overview of some of our main activities in our local markets during 2015.

Nordic Network for Sustainable Procurement

A key area this past year has been the strengthening of our Nordic Network for Sustainable Procurement. In each of our markets there is a local network to help local companies with questions regarding procurement. Over 300 companies and organisations are now part of our Nordic network and are committed to buying more Ecolabelled products and services.

Marketing activities in Denmark

Following up on their anniversary campaign, Ecolabelling Denmark launched a new major consumer campaign in 2015 “Your choice today makes a world of difference tomorrow”. The purpose of the new campaign was to raise awareness about the Nordic Ecolabel among Danish consumers and to increase their knowledge about the large ranges of ecolabelled products.

Campaign activities – outdoor, magazine ads and online

A 360° campaign activation plan resulted in widespread presence and high level of visibility among consumers. Seven major retail chains participated with trade paper campaigns and point of sale materials. The in-store and social media activation was backed up by a broad media campaign in various channels: Outdoor posters, magazine ads, and online banners. On Facebook, the campaign was supported by competitions and news feed updates, ensuring a high level of engagement

from consumers and a 12% increase of the fan base. On top of this, a broad and successful PR activation resulted in more than 70 mentions from licensees, retail, stakeholders, authorities and national news media.

As part of the campaign, licensees were invited to attend an Instagram photo competition where their



Dit valg i dag
betyder alverden
i morgen

Vælg Svanemærket
og EU-Blomsten,
når du handler.



Bedre for miljøet. Bedre for dig.

Danish consumer campaign “Your choice today makes a world of difference tomorrow”

employees could post selfies with environmental statements and compete against other licensees.

Copenhagen Culture Night

The campaign ended with a large and well-attended event at the Copenhagen Culture Night where consumers could visit an exciting product exhibition and try out a new interactive web-tool displaying a private home full of ecolabelled products.

Marketing activities in Finland

Silver jubilee

Nordic Ecolabel celebrated its 25-year campaign in October with a customer programme of skilfully hosted entertainment, panel discussions, music and Nordic Swan Ecolabelled products and services at Sanoma House Media Square in Helsinki. Though target groups varied from day to day, the message was always the same: "Save the world a little bit every day". About 1,000 interested consumers visited the event in person, and its associated marketing and communications reached some 2.5 million people in Finland.

Finland gets its first Nordic Swan Ecolabelled building

Finland's first Nordic Swan Ecolabelled building was officially opened in December 2015. The Auerkulma low-rise deck access apartment building constructed for Järvenpään Mestariasunnot Oy in Järvenpää meets stringent environmental and health standards. Further buildings are due to open in Finland during 2016.

Nordic Ecolabel reaches the Top Ten brands chart

The Nordic Ecolabel is now ranked tenth out of 998 reputable brands in Finland, enjoying the greatest support in the under-30s age band. The prestige of the label is highest in southern, eastern and northern Finland.

These were the findings of the recent Brand prestige 2015 survey by Taloustutkimus and Markkinointi & Mainonta magazine.

Nordic Ecolabel for all Scandic Hotels

Environmentally friendly choices have now become easier for travellers with all Scandic hotels in Finland qualifying for the Nordic Ecolabel in 2015.



25year celebration at Sanoma House Media Square in Helsinki.



Outdoor campaign in Iceland



Outdoor campaign in Norway.

Marketing activities in Iceland

In Iceland, a larger emphasis was on marketing in 2015 than in recent years. The theme of the marketing projects was to increase brand recognition and to make the label visually present in Icelandic society.

“Save the world – a little bit every day”

Images from the Nordic campaign “Save the world – a little bit every day” was used in outdoor advertisements at bus stops and similar prominent locations in the capital area. The advertisements were in place during two weeks in June and two weeks in October 2015.

Raising awareness of sustainable consumption in radio advertisements

Radio advertisements were played during all of June on the state owned radio station, RÚV, with the purpose of promoting the Icelandic website of the Nordic Swan Ecolabel, www.svanurinn.is, and getting the listener thinking about their private consumption. The radio ads were meant to be either thought provoking or funny, although the pun does get lost in translation. For example „Choose the best for your children. Svanurinn.is“ and „Do you want to get rid of damaging chemicals from your home? Svanurinn.is“ or „Are you buying the environment on sale? Svanurinn.is“ and

„Many small things make one big, round and green thing. Svanurinn.is“.

Facebook lottery

Throughout June to August, Facebook was used to promote the ecolabel. Every week a post would be published and boosted, where readers could „Like“ the post and thereby have the chance to win either a Swan labelled product or service. Winners were randomly chosen and all participants were asked to like the Facebook site. The result of this lottery exceeded expectations, both regarding the willingness of companies to donate gifts to the lottery and the reach of each boosted post. Around 400 to 600 people liked every post and the reach was around 20.000 people, which resulted in that the site now has more than 4000 likes.

Nordic Public Procurement Week

In November we offered license holder and importers the chance to participate in a side event during the Nordic Public Procurement Week where they could show case their products or services. The side event took place during a whole day conference hosted by the National Public Procurement Center (Ríkiskaup). Representatives of the Nordic Ecolabel also gave talks at the conference, which targeted procurement officers and CEOs of public companies or institutions. In addition, the same group was invited to take part in



H.R.H. Crown prince Haakon of Norway attended the Nordic Ecolabel's 24th anniversary conference.

a brainstorming meeting with the aim of exploring the possibility of the license holders and importers working more closely with the Nordic Ecolabel in Iceland when it comes to marketing opportunities.

Marketing activities in Norway

Our biggest ever consumer campaign

Our biggest ever consumer campaign – Save the world a little bit, every day – ran from 26 May to 14 June 2015. The aim was to show that the Nordic Ecolabel makes it possible for everyone to make good environmental choices every single day. An individual choice cannot solve all the world's problems but our everyday choices can generate bigger environmental benefits than many people think. Even small contributions become big ones when there are enough of them.

The campaign ran on hoardings in Oslo and in selected magazines, and met with an extremely good response.

Anniversary conference

On 27 May we celebrated the Nordic Ecolabel's 25th anniversary with a magnificent conference attended by both H.R.H. Crown Prince Haakon of Norway and Solveig Horne, the Norwegian minister responsible for consumer affairs. 'You show us that our everyday

choices are important because there are so many of them,' the Crown Prince said in his speech. Solveig Horne stressed that it needs to be easy for consumers to make good environmental choices for themselves and their families, which is why it is important for consumers to have access to reliable information.

The conference brought together around 250 customers and other guests, and was held at the Nordic Swan Ecolabelled hotel Scandic Fornebu.

Better overview of Nordic Swan Ecolabelled products

Fortunately, there are a vast number of different Nordic Swan Ecolabelled products and services. To make it easier to gain a quick overview of what is available, we have developed a visual entry point to the range of products bearing the official Nordic Ecolabel. This lets the user browse from room to room and click on the products he or she wants to know more about. Clicking on the dots in the picture reveals a concise text highlighting the environmental benefits of the product in question. The new solution is intended to be more intuitive and visually appealing to users than the traditional table of Nordic Swan Ecolabelled products.

Go to svanemarket.no and try it out!

Marketing activities in Sweden

Marketing activities have been arranged throughout the year, based around our general theme: Save the world a little bit, every day. We used outdoor advertising, seminars, webinars, podcasts and an increased presence in social media to reach out to consumers and companies alike.

The campaign 'Save the world a little bit every day'

The starting point for the campaign 'Save the world a little bit, every day' is communicating that we want to help people to choose products that are good for the environment. We want to reduce consumption and send out a positive message that each and every one of us can do our bit to help make a better world, and that we at Nordic Ecolabel also want to play our part in bringing about change.

The campaign was split into two parts: an outdoor advertising campaign in January 2015 and 'avalanche' advertising through the remainder of the year. Many of our customers (i.e. those with a Nordic Ecolabel licence) chose to use the logo 'Save the world a little bit, every day' in their own marketing channels as part of the 'avalanche'. The campaign will continue in 2016.

Strong ministerial presence in Almedalen

In 2015, Nordic Ecolabelling organised four seminars during 'Almedalen Week', an annual event comprising speeches, seminars and other political activities held on the Swedish island of Gotland. Three ministers took part, as well as a local politician, researchers, business owners and civil servants. Nordic Ecolabelling also co-produced and participated in four other seminars during the event.

21st Miljöaktuellt's list of the most influential Twitter accounts

Social media play a key role in Nordic Ecolabelling's communications work. The organisation tweets, and has been ranked 21st out of 100 on the Swedish environmental news site Miljöaktuellt's list of the most influential Twitter accounts. Nordic Ecolabelling has its own pages on Facebook, Instagram and LinkedIn, and has recently launched a podcast.

ModUpp2020 driving sustainable procurement

Procurement is a hot topic, and Ecolabelling Sweden has sought to influence future legislation by means of Op-Eds, comments on proposals circulated for consideration and meetings. Two well-attended seminars on procurement were held in Malmö and Stockholm in autumn 2015, with Ardalan Shekarabi, the Swedish



The campaign "Save the world a little bit every day" in Stockholm subway stations.

minister responsible for public procurement as the keynote speaker at the latter. The seminars were a collaboration with New Wave Group, 2050 and ModUpp2020, which in turn is a collaboration with other third-party certification bodies, namely KRAV, Bra Miljöval, MSC, TCO Development and Fairtrade. The aim is to encourage the public sector to use procurement as a tool to attain environmental targets and global development goals.

Sustainable lifestyles

In November, Ecolabelling Sweden was involved in organising a National Workshop on sustainable consumption and production, with the focus on sustainable lifestyles. This is one of the UN’s ten-year framework programmes (10YFP) and particularly topical in connection with the UN’s new Sustainable Development Goals. The programme in question focuses on the 12th sustainability goal, which addresses responsible consumption and production. The Swedish Environmental Protection Agency is the main body responsible for this work in Sweden. Ahead of the conference, Nordic Ecolabelling met with a number of people working in the environmental area, and asked what ‘sustainability’ means to them and what we can do. The outcome was a short film that was shown at the conference and later published on YouTube.



One of Nordic Ecolabelling Sweden’s seminars during “Almedalen Week”.



Interviews



**Mikkel Egelund Jensen,
CEO,
DermaPharm**

“Consumers trust The Nordic Ecolabel, and its credibility supports our brand without further explanation.”

We chose the Nordic Ecolabel since it is one of the strongest ecolabels in the world. The fact that it is supported by The Ministry of Environment and Food of Denmark makes it extremely credible, reliable and easy to explain to our customers.

It also has a high value for us since consumers trust The Nordic Ecolabel, and its credibility supports our brand without further explanation. This saves marketing budgets and allows us to focus on other relevant aspects of our market plans. In the future, my hope is that the Nordic Ecolabel will help us explain the many benefits of the label also outside the Nordic countries – if that happens a prosperous future will open itself to the brand owners who have chosen to use the Nordic Ecolabel.

In the future it will be a big challenge if the proposal regarding new packaging requirements should pass. A high-end product in a tube or a jar without a box around it will be difficult for consumers to differentiate from a supermarket product. Consumers may think that all products with the Nordic Ecolabel are the same.

I know as a manufacturer that they are not. In my view the result may be that high-end products will not be marketed with the Nordic Ecolabel.

Today most Nordic Swan Ecolabelled products are supermarket brands, but the trend is that consumers are demanding more high-end products. It is important to be able to show consumers that a high-end ecolabelled shampoo is not the same as an ecolabelled shampoo from their local supermarket.

We plan on continuing with the Nordic Ecolabel since we are an environmentally conscious company. The label emphasizes that our products are environmentally friendly, and The Nordic Ecolabel keeps us up-to-date and helps develop our company in this area. It also helps us tell this story to end consumers better than we can.



DermaPharm Nordic Swan Ecolabelled products



**Juha Issakainen,
R&D Chemist,
KiiltoClean**

“Nordic Ecolabel also seems to be appreciated in other markets as well, in Russia and the Baltic countries.”

The image of Nordic Ecolabel is positive and sympathetic, so choosing it was not such a difficult decision for us. It is very well known and appreciated by our B2B customers. In practice when cleaners and cosmetic products are compared by towns and other public sectors, they do not have to perform detailed analysis on products again.

Nordic Ecolabel also seems to be appreciated in other markets as well, in Russia somehow and Baltic countries.

For us it is very challenging to work with a very limited list of preservatives. At the same time, I am afraid of unwanted reactions caused by some preservatives in a vast number of formulations. It is very good to have this criteria about the kinds of preservatives in our products.

KiiltoClean Oy will continue using the Nordic Ecolabel but will also continue to evaluate the costs and benefits carefully.



One of KiiltoClean's many Nordic Swan Ecolabelled cleaning products.



Camilla Køhler
Managing Director,
Frøya Trøya

“As a supplier of Nordic Swan Ecolabelled garments, we know that we are helping to make a difference.”

As a textile manufacturer, it's important for us to focus on the product's entire value chain. Our goal and vision is top quality at a competitive price, combined with environmentally friendly and sustainable production. We find it extremely positive that the public sector



It is important to look at a product's entire value chain.

is starting to emphasize environmental aspects in its tender processes. Using Nordic Ecolabel's stringent requirements gives us a competitive advantage and enables us to win tenders, such as the Norwegian Armed Forces' recent tender to provide underwear and T-shirts for Norwegian soldiers.

In autumn 2015, the Norwegian Armed Forces signed three contracts for deliveries of T-shirts and underpants for Norwegian soldiers. The Armed Forces set stringent requirements in terms of quality, price, function and sustainability. The tender was awarded to the Trøndelag-based company Frøya Trøya, which exclusively produces Nordic Swan Ecolabelled clothing. The Norwegian Armed Forces decided on choosing the Nordic Swan Ecolabelled garments because the requirements make it possible to evaluate the choices in quantitative terms and they take into account different types of fibres and compositions.

Producing high-quality, ethical and environmentally friendly clothing available at good prices, makes us a smart choice. As well as rationalizing our production, the Nordic Ecolabel makes us highly competitive in the open market, and is an extra value for us.

The fact that big, public-sector players are placing increasing emphasis on environmental aspects is a really positive step. This makes us a preferred manufacturer, so we're positive about the future.

We want to continue to produce clothing with an environmental focus throughout the value chain. As a supplier of Nordic Swan Ecolabelled garments, we know that we are helping to make a difference.



**Samuel Dalén,
Marketing Director,
Kährs Holding AB**

“The Nordic Swan Ecolabel fits our culture well”

“Beauty with a Conscience” is the best maxim to express our feelings and purpose for our work towards sustainability at Kährs and the Nordic Swan Ecolabel fits our culture well and with over so many certifications on the marketplace today the comprehensive Nordic Swan Ecolabelled provides a well-known, trusted and transparent way for our customers to make informed decisions.

It also carries a very high level of brand recognition, trust and acceptance for our business partners and consumers in Sweden and Norway. The value of the Nordic Swan Ecolabel licence at a global level is just starting to be understood, and we are not actively promoting it outside the Nordics yet. The label carries global potential since the Nordic Swan Ecolabel is comprehensive; covering areas including sourcing, emissions, energy, chemicals, durability and more; which makes it an interesting standard to work with as it covers more areas than any other known label today and the fact it is associated with the Nordics further adding credibility.

In the future we see many challenges ahead. The competition for ethically and sustainably sourced raw materials is ever increasing and we are constantly exploring new ways to meet this trend. The communication

element is also becoming more and more important as consumers are becoming more educated, increasing the need for relevant, short and timely communication of our portfolio.

We will continue to use the Nordic Swan Ecolabel as long as our customers realize the value of the label and as long as the Nordic Swan Ecolabel makes sustainable criteria improvements that encompass a real, 360 degree view of environmental aspects without causing negative, unintended consequences. Labels are not immune from making new criteria decisions that look good on paper but have not been thoroughly analyzed for their real environmental impact, locally and globally. The label should also work to incorporate more social responsibility into the criteria much as we are trying to do today working on CSR and ESG programs.



ECOLABELLING DENMARK

Fonden Dansk Standard
Göteborg Plads 1
Box 489
2150 Nordhavn Denmark
Telephone: +45 72 300 450
Telefax: +45 72 300 451
E-post: info@ecolabel.dk
www.ecolabel.dk

ECOLABELLING FINLAND

Urho Kekkonen katu 4-6 A
FIN-00101 Helsinki, Finland
Telephone: +358 9 6122 5000
E-post: joutsen@ecolabel.fi
www.ecolabel.fi

ECOLABELLING ICELAND

Sudurlandsbraut 24
IS-108 Reykjavik, Iceland
Telephone: +354 591 20 00
Telefax: +354 591 20 20
E-post: svanurinn@ust.is
www.svanurinn.is

ECOLABELLING NORWAY

Henrik Ibsens gate 20
0255 Oslo, Norway
Telephone: +47 24 14 46 00
e-post: info@svanemerket.no
www.svanemerket.no

ECOLABELLING SWEDEN

Västgötagatan 2, 7 tr
100 64 Stockholm, Sweden
Telephone +46 8 55 55 24 00
Telefax: +46 8 55 55 24 01
e-post: info@svanen.se
www.svanen.se