

# NORDIC ECOLABELLING

## ANNUAL REPORT 2013



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# Make it simple but correct!



With an increased focus on climate and bio diversity issues, there has emerged an assortment of environmental claims and labels. Increased information about working conditions in developing countries has caused consumers to want assurance that manufacturing takes place within the limits of acceptable working conditions. This means that we can find labels and claims with different criteria levels and control whether or not those criteria are met. Most of these labels and claims are one-dimensional. They relate to the use of raw materials, occupational health, estimated carbon footprint, non-toxicity, waste, country of origin, or even a single claim of being "mercury free".

This proliferation of brands and claims is highest in markets with a traditionally strong advertising push such as in North America. The concept of "green-washing" has been studied in these markets and consumers and buyers are greeted by several hundred product label schemes.

In the Nordic countries, we have strong regulations on marketing claims. Cooperation between advertisers and producers and the Nordic Consumer Ombudsmen was previously closer than it is now, however, they are still well aware that specific environmental or ethical claims must be based on strong evidence.

The Nordic market is quite small, with only 25 million consumers. Here, it is easier for the authorities to both monitor competition in the market and the "labels and claims" that are used, as well as gain a strong position for serious "multicriteria" product labels such as the Nordic "Swan" Ecolabel.

In our work on environmental labelling, we primarily address environmental conditions but also take into consideration health and work issues whenever it is controllable and important to the label's credibility. The Nordic Ecolabel represents sustainability and we therefore also have requirements to follow for quality and good performance.

All of these requirements are communicated to consumers in one single, trustworthy label - we label the difference!

Björn-Erik Lönn  
*Nordic coordinator, Nordic Ecolabel*

*“The Nordic “Swan” Ecolabel is an excellent way to present the sustainability performance of our projects to our customers”*

**Mattias Lundgren,  
CEO at NCC  
Housing, Sweden**



**Our company's vision** is “to renew our industry and offer the best sustainable solutions.” As part of this vision, NCC seeks to achieve exceptional energy performance by going beyond official building requirements, providing a favourable indoor climate, and even acquiring third party certification regarding our products' sustainability performance.

At first, we simply wanted to challenge the established practices and test whether it was possible to get the Nordic “Swan” Ecolabel on NCC's housing projects, thereby taking the lead in influencing the industry to lean towards more sustainable products. Since then, we have seen that it is indeed possible; first in Denmark, then in Sweden, and now in Norway.

The Nordic Ecolabel is of interest to us not only because it relates to energy performance, but also because it strongly focuses on the materials used in construction and on indoor climates. This makes it easy for us to communicate the environmental benefits of our housing to our customers. The Ecolabel provides us with proof that NCC's purchasing procedures truly ensure that good materials are used in the construction of our homes.

From our perspective, it is important to work with the whole range of sustainability issues in mind. If we are to maintain a leading position in our market, we must be sustainable through economic viability without the environmental impact of our projects being greater than the earth's ecological system can bear. What NCC has achieved is the creation of extremely cost-effective Ecolabelled building systems in the areas of both single-family homes and apartment buildings.

Representing the Nordic Ecolabel is an excellent way to present the sustainability performance of our projects to our customers.

A number of other certification systems exist but they are often very complicated to understand for people outside the construction business. At NCC, we have found that the Nordic Ecolabel is a product labelling system that everyone can relate to, thus providing us with a larger market impact.

We are present in what is called “the 40 percent sector” – indicating that the building industry accounts for about 40 percent of the consumption of raw materials, 40 per cent of overall energy consumption and 40 percent of all CO<sub>2</sub> emissions. So obviously, it is important to us to handle our business in a responsible way.

NCC has survived world wars, oil crises, real estate crises, and financial crises. We are a long-term, stable party in the development of society. Our impact on society is enormous and so is our ability to make a difference and we intend to continue to make a difference!

## NCC

NCC is one of the leading construction and property development companies in the Nordic region. The Group reported sales of SEK 58 billion in 2013, with approximately 18,500 employees.

The NCC Group develops and constructs residential and commercial properties, industrial facilities, and public buildings, roads, civil engineering structures, and other types of infrastructure.

*"We use  
the Nordic Ecolabel  
on all packaging"*

## Evie Gaasholt, Regional Marketing Director at Jotun

We want to show everyone that we take both health and the environment seriously. There is a general misconception that paint contains more harmful substances than it actually does. It is therefore important for us to highlight that we have modern products that meet strict health and environmental requirements. We continuously strive to make our products even better.

Especially in terms of interior painting, people want environmentally friendly products. It is perceived as positive when products bear the Nordic Ecolabel symbol.

In 2011, we launched a brand new water-thinned oil paint for wood and panels, LADY Supreme Finish. It is an ecolabelled product produced without compromising the favourable characteristics of traditional solvent-based oil paints. The launch represented a quantum leap in the category of interior paints. Such things are noted by consumers.

Being ahead in environmental performance is very important to us. Jotun has Northern Europe's largest, private research park where more than 200 people work to find increasingly better solutions to all of Jotun's products so that we remain in the forefront throughout.

We use the Nordic Ecolabel on all packaging. It is especially important to our company and the industry when we make quantum leaps such as moving from solvent-based to water-based paints. In general, the market reacts positively to environmentally friendly products.

Sustainability will become an all important factor in the future. Modern consumers are placing ever more demands on producers and they want to make the right choices. Companies that will survive and prosper in the future must take this to heart.

### JOTUN

Jotun is no. 9 amongst the biggest paint companies worldwide.

The company was established in Sandefjord, Norway in 1926.

Jotun has global presence in over 90 countries and has more than 9000 employees worldwide.

Jotun reported NOK 15.8 billion in total operating revenue in 2012.





*“Companies that have sustainability in focus are the ones that will survive in the long run”*

Tone Edvinsen, HR-manager  
at ISS Facility Services A/S  
Norway

**ISS has been concerned** with environmental issues and has exercised "green" thinking for many years by being ISO 14001 certified. In many ways, it was natural progression to go one step further which finally landed us at the Nordic Ecolabel. This is a very specific environmental approval which is well adapted to our industry.

We are receiving good responses from many of our large and environmentally conscious customers. We are experiencing an increasing focus on environmental issues in the procurement process and environmental performance is a criterion that is increasingly decisive in influencing choices made by suppliers.

In Norway, we have approximately 6000 employees who clean using fewer agents that are hazardous to both human health and the environment, thus minimizing the consumption of chemicals, reducing consumption of plastic bags, and enhancing driving between customers. We believe that this has resulted in increased

pride among our employees. I have the impression that the whole organization feels that environmental work is exciting.

As a major actor in the cleaning industry, it is important for us to be ahead of the competition – this is also true when it comes to environmental issues. The Nordic Ecolabel ensures the traceability of all of our production elements and setting requirements for subcontractors regarding environmental adaptation of cleaning agents, washing machines, mops, and mats. As a major player as both a supplier and a purchaser, we affect the environment in a positive way. Focusing on environmentally friendly chemicals is also important for the health and safety of our employees.

We strongly believe that our long term success depends on maintaining a balance between social, environmental, and economic concerns. I believe that the companies that have sustainability in focus are the ones that will survive in the long run.



*“We cannot leave the task of cleaning up our mess on the shoulders of our grandchildren”*

Guðmundur Guðmundsson,  
CEO at ISS Iceland

**Being Nordic Ecolabel certified** increases environmental awareness among all of our employees. Our training procedures and daily tasks require all employees to take notice of environmental issues in one way or another.

It is often the market leaders or the largest players who "pull the wagon" for new approaches in the industry. This is important because "spin-offs" develop around these new approaches.

We pass environmental demands on to our suppliers and partners, who in turn do the same to their suppliers and partners. The wisdom behind spin-off marketing is that when someone differentiates within the market by being

environmentally responsible, competitors are then forced to do the same. The Nordic Ecolabel is the chosen system for driving change within our industry.

The Nordic Ecolabel logo is included in all of our advertisements and marketing material and we put emphasis on the certification when introducing our company. It has helped in landing some larger public contracts and raised acknowledgement of our company amongst larger customers.

Working with sustainability issues is now more important than ever. We cannot leave the task of cleaning up our mess on the shoulders of our grandchildren.

## ISS

The ISS Group is one of the world's leading Facility Services companies. ISS offers a wide range of services such as: Cleaning, Catering, Security, Property and Support Services, and Facility Management.

Global revenue amounted to DKK 78.5 billion in 2013 and ISS has more than 530,000 employees and local operations in more than 50 countries.



*"We are always proud to have the Swan logo on our products and to tell new customers about the Ecolabel when presenting our products"*

## Sven-Erik Rehnman, Partner Account Manager, Fujitsu Sweden

**Our first Swan Ecolabelled product** was introduced in 1996. Our company, which was called Siemens Computer at that time, was the first in the computer business to address environmental issues. We also launched our "One Earth" commercial which attracted a great deal of attention. We wanted to gain a market advantage by being upfront about environmental issues. When Nordic Ecolabel published their document stating environmental sustainability criteria regarding computers, we were the first company to fulfil those criteria. Even today, we aim to have the Swan Ecolabel on all of our 75 products.

The Nordic Ecolabel is a symbol of great importance, especially when presenting our products to the public for procurement. We have several examples of how the Swan has helped us win contracts. On the other hand, we are sometimes let down by public procurers who seem to ignore environmental performance.

Reducing environmental impact is of highest priority in the Fujitsu company strategy. In the Nordic countries, we educate our employees and our customers about environmental causes. We also have a company policy in place to reduce our own environmental impact which covers everything from reducing air travel to waste sorting at the source.



Our environmental effort is an important selling point for us. We want to stay ahead. An example is our zero-watt technology which was first achieved when we managed to make a computer screen with no standby power consumption. We have also ruled out the use of PVC in our keyboards and cables.

The Nordic Swan Ecolabel plays an important role in our environmental efforts. We are always proud to have the Swan logo on our products and to tell new customers about the Ecolabel when presenting our products.

Sustainability issues are important today but will be even more important moving into the future. It is despairing to see the difficulty the world has faced in achieving international climate agreements. Therefore, we believe that it is also important to do what we can ourselves because individual efforts can equate to big change in the same way that many small streams can form a large river.

### FUJITSU

Fujitsu is the leading Japanese information and communication technology (ICT) company and offers a full range of technology products, solutions, and services. Approximately 162,000 Fujitsu affiliates support customers in more than 100 countries. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.8 trillion yen (US\$46 billion) for the fiscal year ending March 31, 2014.

# 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. New criteria are developed by teams comprising of representatives from the different Nordic countries.

There is a Nordic Ecolabelling Board which 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.

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.

## 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:

*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.*

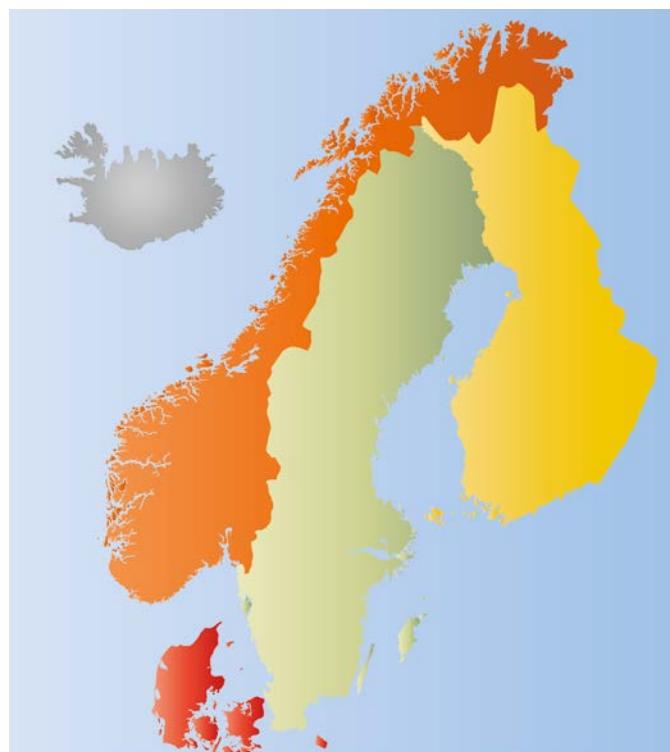
Furthermore, the Nordic Ministers for the Environment have adopted a vision for the Nordic Ecolabel for 2015:

*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.*

## NUMBER OF LICENCES

Our criteria contributes to reduce the environmental footprint thanks to our licence holders. At the end of December 2013,

Nordic Ecolabelling had 2,203 licences. 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](http://www.nordic-ecolabel.org). See [www-nordic-ecolabel.org/apply](http://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 all requirements.

# Criteria Documents 2013

<b>HOUSEHOLD CHEMICALS, WASHING, CLEANING</b>	<b>PAPER PRODUCTS AND SERVICES</b>
Cleaning agents for use in the food industry	Copy and printing paper
Cleaning Products *	Grease-proof Paper
Cleaning services	Paper envelopes
Dishwasher detergents	Printing Companies
Dishwasher detergents for professional use	Sanitary Products
Fabric cleaning products containing microfibres	Tissue paper
Fabric cleaning products containing microfibres	
Filmforming floor care products	
Hand Dishwashing Detergents	
Industrial cleaning and degreasing agents	<b>CAR AND BOAT RELATED PRODUCTS AND SERVICES</b>
Laundries/ Textile Services	Car and boat care products
Laundry detergents and stain removers	Fuel
Laundry detergents for professional use	Vehicle Tyres
	Vehicle wash installations *
<b>HOUSES, GARDEN PRODUCTS AND BUILDING MATERIALS</b>	<b>OFFICE EQUIPMENT AND SUPPLIES</b>
Biofuel Pellets	Computers *
Chemical building products	Printers, copying machines, scanners *
Closed Toilet Systems	Office and hobby supplies *
Compost bins	Toner cartridges
Durable wood Alternative to conventionally impregnated wood	
Floor coverings	<b>MISCELLANEOUS</b>
Furniture and fitments	Batteries, Primary
Heat pumps *	Batteries, rechargeable and battery chargers
Household appliances *	Candles
Indoor paints and varnishes	Cosmetic products
Machines for parks and gardens *	De-icers
Outdoor furniture and playground equipment	Disposable bags, tubes and accessories for health care
Panels for the building, decorating and furniture industry	Disposables for food
Small houses, apartment buildings and pre-school buildings	Grocery Stores
Solid Biofuel Boilers	Hotels, Restaurants and Conference Facilities *
Stoves	Photographic developments services *
Windows and exterior doors	Textiles, skins and leather
	Toys
	TVs and Projectors *

\* New/revised criteria in 2013

# Nordic Ecolabelling's Environmental Platform



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 consequences. 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



## FACTS NORDIC ECOLABEL AWARENESS SURVEY 2013

- 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



consumption goods, from where chemicals are emitted more slowly through what is known as diffuse emission.

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 materials (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 life-cycle 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.



# Marketing and Communication

A very important part of what Nordic Ecolabelling does is communicating with both manufacturers and consumers. More than 90 % of the Nordic population recognizes the Nordic Ecolabelling logo – The "Swan" logo. We strive to find new ways to interest people in environmental issues, to purchase ecolabelled products, and to influence manufacturers to adapt their production to the requirements of Nordic Ecolabelling.

## A WELL KNOWN LOGO

### Well Recognized

The Nordic Ecolabel is well known in the Nordic countries. When shown the logo, more than 90 percent of the population recognizes it. According to surveys, the Nordic Ecolabel is associated with the terms "Good environmental choice," "Strict requirements," "Official Label," and "A label that I like."

### Top of the Mind

When asked "Which ecolabels do you know?", 63 percent of the Nordic population first mentions The Nordic "Swan" Ecolabel.

Other labels are mentioned first by 5 percent of the population or less.

### Trust

78 percent of the population is confident that products carrying the Nordic Ecolabel are good environmental choices. 49 percent trust the manufacturer's own environmental claims.

### A Popular Brand

A further study of Finland's most reputable brands conducted by Taloustutkimus market research for the marketing and advertising magazine Markkinointi & Mainonta rated The Nordic "Swan" Ecolabel fourth out of 1,000 brands.

## ECOLABELLED NOBEL PRIZE BANQUET

Every year, a prestigious Nobel Prize banquet dinner is attended by 1,300 guests, including members of the academe, government, cultural and industry sectors, diplomatic corps, and the Royal Family of Sweden.

In 2013, the restaurant service that caters the banquet was certified as an Ecolabelled restaurant, proving that is it possible to pair the highest quality with environmental responsibility.

Photo: Helena Paulin-Strömberg



# Nordic Art Insight

The art competition “Nordic Art Insight” was arranged as a means to provide a challenge to artists in working with the topic of sustainable consumption. The competition was held in Sweden in cooperation with the ecolabelling offices in the other Nordic countries. There were 146 submissions from artists representing all of the Nordic countries ranging from installations, sculptures, paintings, pottery, and textiles. The finalists were presented at the Almedalen week and the public was then allowed to vote between them. The winner of the 11,000 euro prize was Lina Sofia Lundin. Her winning artwork was a textile installation entitled “The Textile Dye Manifesto” which raises awareness about using natural dyes in the textile industry in order to avoid dyes made from cadmium and other harmful substances.

The competition attracted attention to the role that art plays in promoting sustainable consumption and also raised a discussion about avoiding cadmium pigments in art schools.

## Social networking

Nordic Ecolabelling has more than 21,000 “likes” on Facebook and is also active on Twitter.



## The next generation

Children are important to us all. At Nordic Ecolabelling, we are helping parents both to choose products that are less harmful to the environment and also to educate their children about environmental sustainability. We want to help pre-school children appreciate how everything in nature is intertwined and interconnected. Everything we do has an effect on something or someone. And – there's a lot we can do in our everyday lives to combat the environmental problems we face.

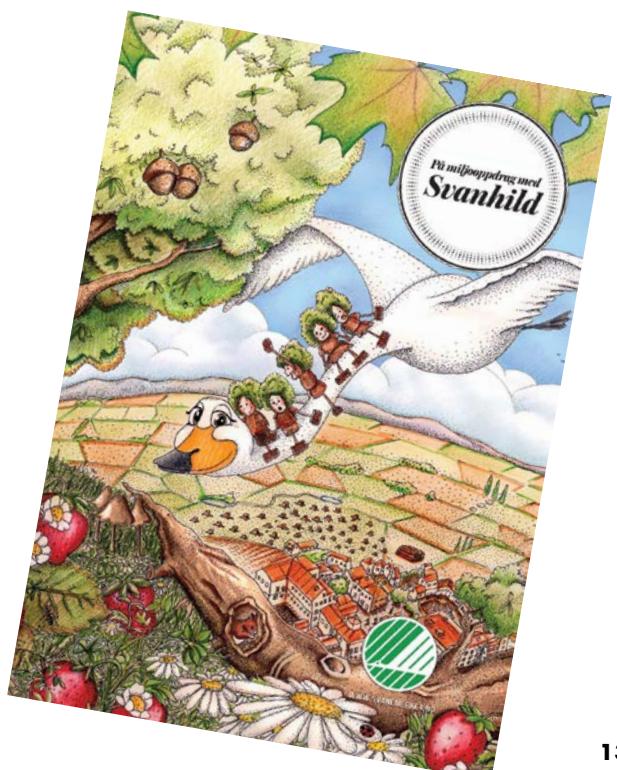
## GOODIE BAGS AND MORE

For several years, Nordic Ecolabel has distributed goodie-bags to new parents in Denmark, Norway and Iceland. The bags contain Ecolabelled baby care products and more.

Nordic Ecolabelling also distributes children’s books, fairy-tale-apps, and preschool activity kits.

## TRADE FAIR FOR BABY AND SMALL CHILDREN’S PRODUCTS

In Denmark, there is a large annual trade fair where Ecolabelling hosts a large booth offering information about ecolabelled products carrying the Nordic Ecolabel and EU Ecolabel. There have been more than 10,000 visitors.



# Events

## BUILDING GREEN

Building Green is Denmark's largest professional trade fair for buildings and building products. It is a meeting place for architects, contractors, engineers, and builders. At the trade fair, Ecolabelling hosted a large booth displaying ecolabelled building materials and promoting ecolabelled housing. They also helped with displaying the Nordic Ecolabel and the EU Ecolabel in the licensees' booths.

In Norway, Ecolabelling was present in the main construction trade fair, "Bygg Reis Deg," and in Sweden, Ecolabelling participated in the Ekobygg trade fair which is arranged in conjunction with the Sweden Green Building Conference.



In Finland, a Home Theme program for eco-labelled choices in interior design, renovation, and construction was launched with an eco-living challenge on Facebook in 2013, inspiring interior design bloggers to consider material choices, environmentally responsible products, recycling, and reconditioning while incorporating timeless designs and specialty goods that are made to last. Participants in the eco-living challenge can gain additional publicity as content providers for a new Home section of the Nordic Ecolabel website and by presenting their homes on the Good Morning Finland program, broadcasted daily on the MTV television channel.



## FURNITURE

Furniture is an important area for Nordic Ecolabelling and in 2013, all of the Nordic Ecolabelling organisations shared a common exhibition booth at the large Nordic furniture exhibition, "Stockholm Furniture & Light."

## SEMINARS

Ecolabelling has arranged seminars for procurers, manufacturers, and service providers in all of the Nordic countries. In 2013, the main topics were buildings, furniture, procurements, and hotel services.

## ANNUAL BRAND CONFERENCE

In both Norway and Sweden, there is an annual Ecolabelling conference held for Ecolabel licensees and procurers. In Norway, this event also includes presentation of the "Swan Award" in the categories of "Best Consumer Marketing," "Best Business to Business Marketing," "Procurer of the Year," and an honorary award.



Norwegian author and singer Jo Nesbø at "The Swan Conference".  
Photo: J.S.Halvorsen

## 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 was present and held two seminars, a come together party, hosted a booth in the streets of Visby, and participated in other arrangements.

One of the seminars featured a discussion regarding the roles of different groups: the public, the market, and the EU. The participants were Connie Hedegaard - EU commissioner of Climate, Oksana Mont - professor of sustainable consumption at the University of Lund, Johan Rockström - head of Stockholm Resilience Centre, Anders Wejryd – archbishop of the Swedish Church, and Ragnar Unge – Head of Ecolabelling Sweden. The other seminar discussed Public Procurement as a tool for achieving Sweden's environmental and climate goals.

EU commissioner of Climate, Connie Hedegaard with Head of Ecolabelling Sweden, Ragnar Unge

# Nordic Ecolabelling's Procurement Network

Nordic Ecolabelling's procurement network started in Sweden and Norway and, in 2012, it expanded to Denmark and Finland. In 2013, the network was also established in Iceland. 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 has participants from large and small companies alike as well as public procurement. The networks have resulted in an increased demand for ecolabelled products and services which in turn encourages manufacturers to apply for the Eco-label. The networks have played a significant role in ecolabelling success for hotels, cleaning services, office suppliers, and furniture.



As a part of providing meeting places for network members, seminars with different themes are organized in all of the Nordic countries.

In Norway, the large insurance company Storebrand was awarded "Ecolabel procurer of the Year." They purchased a large amount of ecolabelled furniture for their new office in Stockholm, Sweden. They also buy ecolabelled computers and stay at ecolabelled hotels.



Head of Ecolabelling Denmark, Martin Fabiansen (right), with Lars Peter Wilken of the company awarded "Green Procurer of the Year", Nykredit.



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