

# **Ecolabelling**

**– a tool for sustainable  
consumption**

**Ragnar Unge, CEO**



MILJÖMÄRKNING SVERIGE AB



# The Swan

**Nordic Ecolabel, since 1989.**

**Sweden, Denmark, Norway,  
Finland and Island.**



MILJÖMÄRKNING SVERIGE AB



# Program idea

**Giving consumers a possibility  
to choose more environmentally  
friendly products.**

Offering companies to use  
environmental performance as  
a competitive tool.



# Program idea

Giving consumers a possibility  
to choose more environmentally  
friendly products.

**Offering companies to use  
environmental performance as  
a competitive tool.**



# Basic foundations

**Voluntary system**

**Open for companies all over the world**

**For consumers in the Nordic countries**

**Lifecycle based criteria**

**Selective criteria**

**3rd part control and licensing**



# Basic elements

Criteria development  
Marketing  
Licensing



MILJÖMÄRKNING SVERIGE AB



# Organisation

**A free independent organisation  
under guidelines**

***Ecolabelling Board***  
**- Decides the choice  
of product groups  
and their criteria**



# Product Groups

Are picked upon its

- Relevance
- Potential
- Steerability



# Criteria development

**Specific for each product group**

**Life cycle based**

**Aiming at 30% selectivity**

**Quality and function**



MILJÖMÄRKNING SVERIGE AB



# Developing process

**Preliminary study**

**Decision of upstart**

**Working group**

**Hearings**

**Open consideration process**

**Decision of criteria (3 years)**



MILJÖMÄRKNING SVERIGE AB



# **Licensing and control**

**Criteria document set  
documentation level**

**Test reports**

**Suppliers**

**Site audit**

**Full confidentiality**

**ISO/EN 45011**

**Archive filed**



# Information

**Consumers and professional  
buyers**

**The brand value of our ecolabel  
is essential**

**Web-site  
Newsletter  
Advertising**



MILJÖMÄRKNING SVERIGE AB



# Revise criteria

**Evaluation**

**New criteria process**

**1 year overlap**

**Review the licence**



# Fee structure

**Self financed program**

**Pay for the marketing  
advantages**

**Handling fee**

**Yearly licence fee**



MILJÖMÄRKNING SVERIGE AB



# Supporters

**Governmental authorities**  
**Environmental organisations**  
**Consumer organisation**  
**Branch organisations**



MILJÖMÄRKNING SVERIGE AB



# **The environmental benefits**

**Change of production process**

**Raised market shares**

**Following revised criteria**

**Benchmarking**

**Education base**



MILJÖMÄRKNING SVERIGE AB



# **International guidelines**

**ISO 14024  
Ecolabelling type  
I, II and III**

**EN 45011**



MILJÖMÄRKNING SVERIGE AB



# The Swan today

**Criteria for 65 product groups**  
**More than 1500 licenses**  
**100 employees**  
**95 % knowledge**



# Thank you!

[www.ecolabel.se](http://www.ecolabel.se)



MILJÖMÄRKNING SVERIGE AB

