

# The Nordic Swan Ecolabel – an official Type I ecolabel



The Nordic Swan Ecolabel is the official Nordic ecolabel and one of the world’s toughest and most ambitious environmental certifications. The Nordic Swan Ecolabel can be used internationally as documentation for private and public procurers’ requirements for type I ecolabels.

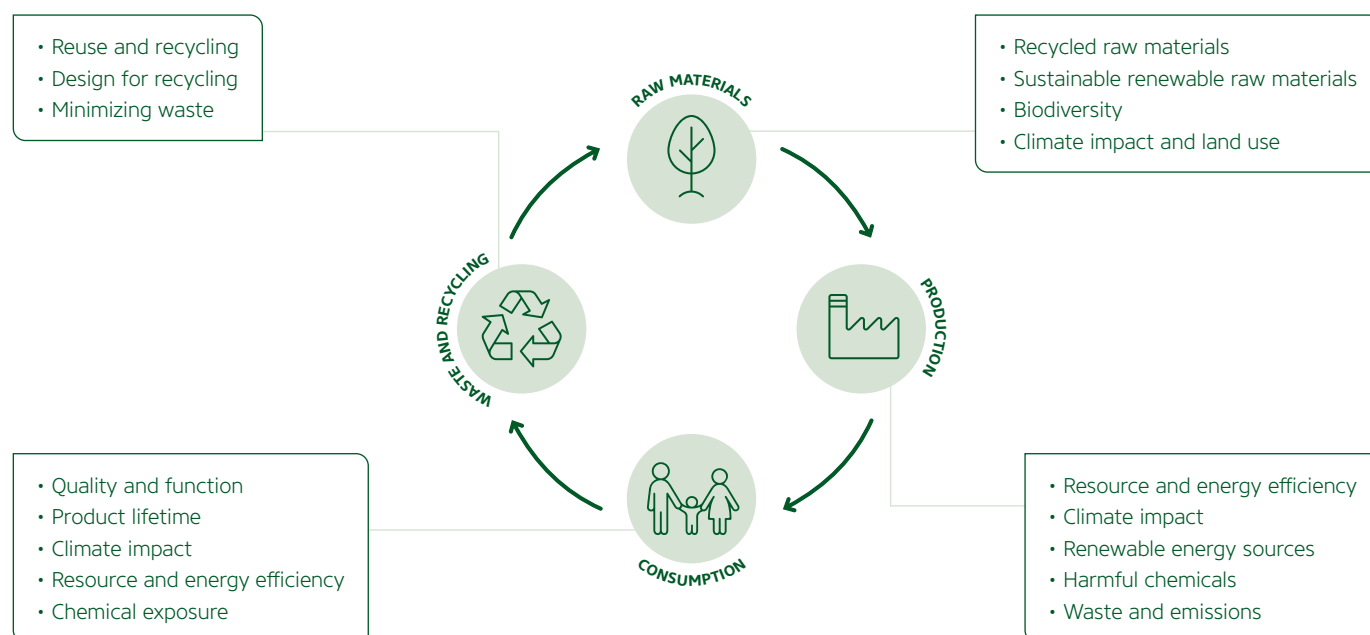
The Nordic Swan Ecolabel makes it easy for consumers, businesses, and institutions to contribute to the green transition.

As one of the world’s toughest environmental certifications, the Nordic Swan Ecolabel is only awarded to products and services meeting ambitious environmental requirements. The Nordic Swan Ecolabel is holistic. It promotes resource efficiency, reduced climate impact, a non-toxic circular economy and conservation

of biodiversity – always with tough requirements on harmful chemicals. The entire lifecycle is considered, from raw materials, production, use and re-use to recycling or waste.

The Nordic Swan Ecolabel, supported by all Nordic governments, is the official and most recognised environmental label in the Nordics. It is a trustworthy, independent, 3rd party certification providing companies with documentation on environmental excellence.

The Nordic Swan Ecolabel evaluates all relevant environmental parameters and the whole lifecycle



## The Nordic Swan Ecolabel is a Type I ecolabel

The Nordic Swan Ecolabel is a Type I ecolabel according to the standard ISO 14024 and is a member of the Global Ecolabelling Network. See the ISO Guiding Principles for a Type I Ecolabel on the *GEN webpage*.

The EU Public Procurement Directive sets out five cumulative conditions for labels used in public procurement. Type I ecolabels meet these conditions in cases where all underlying label requirements are linked to the subject-matter of the contract and are appropriate to define characteristics of the subject-matter of the contract.

- ISO 14024: Type I environmental labelling: Life-cycle based, multiple-criteria, mandatory requirements, third party verification
- ISO 14021: Type II environmental labelling: Self-declared environmental claims (often single issue)
- ISO 14025: Type III environmental labelling: LCA-based Product declarations, no absolute limits, third party verification

# Type I Ecolabel Checklist

## Important parameters in ISO standard 14024: Environmental labels and declarations - Type I environmental labelling and how the Nordic Swan Ecolabel complies.

### ☑ Life cycle-based

All stages from raw materials, production, use and re-use to recycling or waste are included in the assessment when the requirements are established. The Nordic Swan Ecolabel sets strict environmental requirements – in all relevant stages of the product's lifecycle.

### ☑ Focus on all relevant environmental indicators in the life cycle

The Nordic Swan Ecolabel evaluates all relevant environmental parameters and promotes resource efficiency, reduced climate impact, a non-toxic circular economy and conservation of biodiversity – always with tough requirements on harmful chemicals.

### ☑ Third party verification

A product that carries the Nordic Swan Ecolabel, has undergone a comprehensive certification process, including documentation and inspections on the production sites ensuring compliance with all requirements.

### ☑ Independent

The requirements for the Nordic Swan Ecolabel are approved by the Nordic Ecolabelling Board. The board is independent and represents national boards consisting of organisations representing trade, industry, environmental and consumer interests. Nordic Ecolabelling is a non-profit organisation, independent from specific branch interests.

### ☑ Absolute requirements

The Nordic Swan Ecolabel sets absolute requirements with absolute levels. The levels are reflected in tough requirements in all relevant stages of the life cycle, that all certified products for that specific product type must comply with.

### ☑ Transparent

Nordic Ecolabelling develops the requirements in an open process where everyone can provide input in a public consultation for all stakeholders. The final requirements are 100% transparent and publicly available on the Nordic Ecolabelling organisations' websites. This makes it easy for both consumers and professional procurers to see what the labels cover – and to identify products that are among the environmentally best.

### ☑ Product-specific requirements

The aim of a Type I ecolabel is to differentiate environmentally preferable products from others in the same product category. The Nordic Swan Ecolabel sets requirements specific to the product. This means that each product type has unique requirements. This is crucial for dealing with the most important environmental issues for the product type, thus ensuring maximum benefit for the environment.

### ☑ Quality and use are included

For many types of products, life cycle assessments show that product lifetime is the factor that influences the overall environmental impact the most. The Nordic Swan Ecolabel sets requirements for quality and function using generally accepted standards and methods. This is vital for ensuring effective products that have the desired function and potential for a long lifetime.

### ☑ Regular tightening of requirements

The Nordic Swan Ecolabel regularly evaluates and tightens the requirements based on the latest environmental knowledge and market developments. When the requirements are revised, all ecolabelled products are reassessed and companies must re-certify and document that their products comply with the new requirements. A new inspection of production sites is also performed by Nordic Ecolabelling.

### About Nordic Ecolabelling

- Nordic Ecolabelling is the non-profit organisation behind the Nordic Swan Ecolabel offering independent third-party certification and support for a wide range of product areas and services.
- Globally, more than 40,000 products are certified with the Nordic Swan Ecolabel.
- Products with the Nordic Swan Ecolabel, can be found within more than 50 different product groups counting more than 200 different product types.