

To consultative bodies

Your ref.

Our ref.  
2023003/1.1.3/CPL/ba

Date  
02.02.2023

## Consultation – proposal for revised criteria for Nordic Swan Ecolabelling of Grocery stores

Nordic Ecolabelling is revising the criteria for Grocery stores and we hereby invite you to comment on our proposal. The consultation proposal is sent to a wide range of consultative bodies and the input will be used actively in further work to tighten and improve the requirements.

We are particularly interested in receiving views on the following:

- Proposed limit values for the proportion of organic, see requirement no O1 and P1.
- Proposed limit values for the proportion of ecolabelled, see requirement no O2 and P2. We welcome comments on proposed limit values, but also any suggestions for limit values based on your own calculations on the proportion of sales of organic and ecolabelled products.
- Locally produced goods, see requirement no P3. How likely is it to get points here?
- Deforestation-free meat, see requirement no P4. A new regulation from the EU regarding deforestation means that we are proposing requirements around this. As a first step at a point level, we gratefully accept opinions on this.
- Climate action, see requirement no O10. What does the opportunity look like for the store to get the mandatory 4 points?

Proposal for revised criteria for Nordic Swan Ecolabelling of Grocery stores is published on Ecolabelling Norway's website [www.svanemarket.no](http://www.svanemarket.no) where you also find the background document, calculation sheet and the submission form.

The proposed criteria have been prepared by representatives from the Nordic Ecolabelling offices under the leadership of Sanna Wihlborg. If you have questions about this consultation, please contact her at [sanna.wihlborg@svanen.se](mailto:sanna.wihlborg@svanen.se) or by phone at +46 76-941 28 49.

We appreciate your comments on the proposed requirements. We kindly ask you to send them to us no later than **02.04.2023**, via the submission form on our website, by mail, or by e-mail to [post@svanemarket.no](mailto:post@svanemarket.no). All consultation comments will be reviewed, and a summary of the received comments will be available at Ecolabelling Norway.

Best regards  
Ecolabelling Norway



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