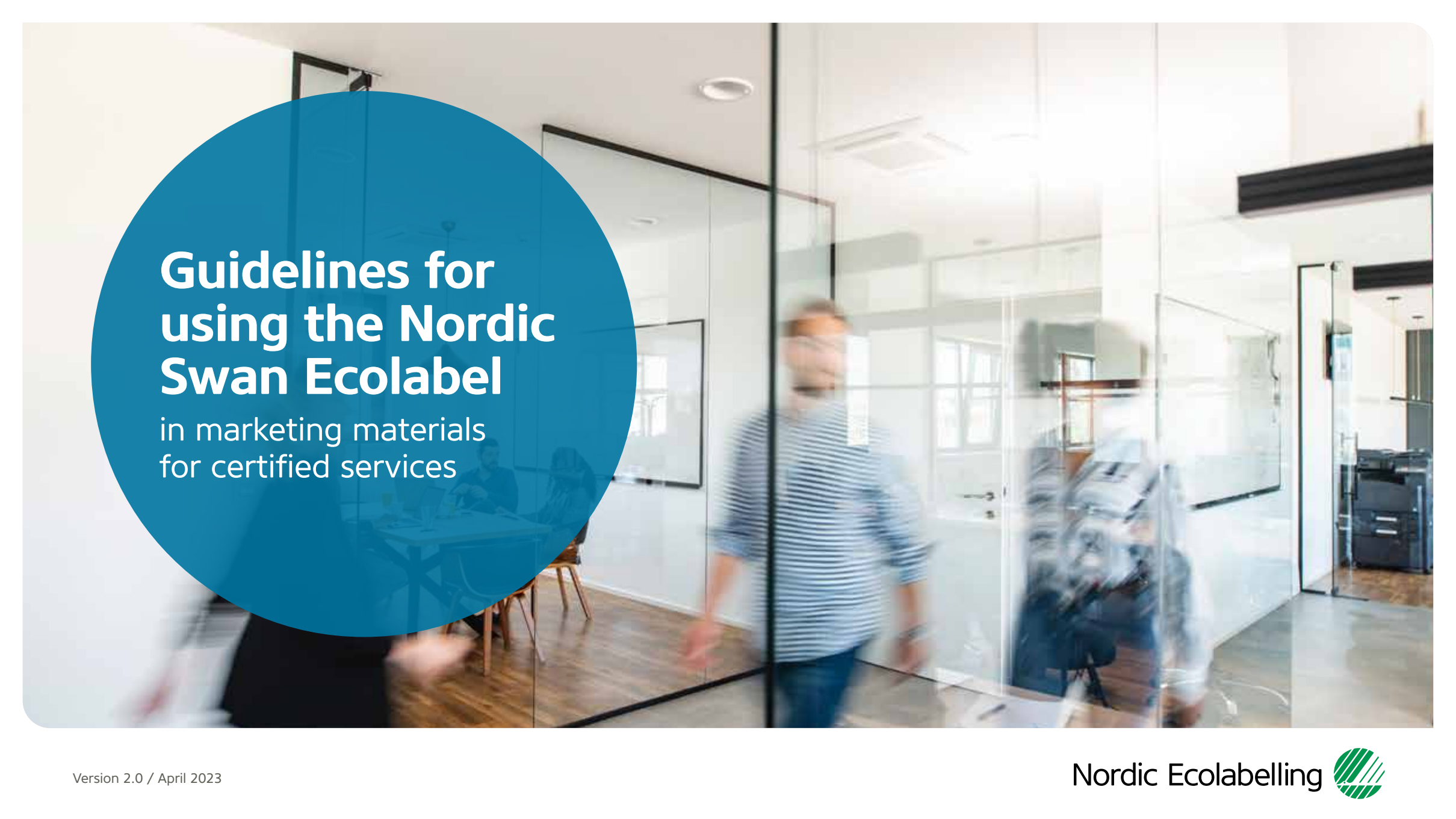




Guidelines for using the Nordic Swan Ecolabel

in marketing materials
for certified services

Welcome

Congratulations on your certification. You have gone through great efforts to obtain a Nordic Swan Ecolabel for services as well as for buildings and investment funds.

These guidelines have been created to help you as a brand owner and licence holder – as well as your agency or other partners – to use the Nordic Swan Ecolabel in marketing materials for your certified services(s).

This document is intended as a guide and reference tool. With the help of the table of contents, you can find the sections that are most relevant to you.

By using the Nordic Swan Ecolabel actively in your marketing communication, you not only get an official stamp of proof of your environmental efforts: you also get an effective marketing tool with a brand that enjoys high credibility and recognition, helping you to strongly position your service(s) towards consumers and professional buyers.

Note!

This guideline covers marketing materials for services with the Nordic Swan Ecolabel. Specific guidelines are available for:

- Use of the Nordic Swan Ecolabel mark on product packaging and services
- Marketing materials for products with the Nordic Swan Ecolabel
- Guidelines and recommendations for communicating Nordic Swan Ecolabel logistics for e-commerce vendors
- Guidelines for using the Nordic Swan Ecolabel on liquid foods packaging
- Guidelines for using the Nordic Swan Ecolabel on printed matter



These guidelines are updated on a regular basis and replace earlier versions.
The current version of the guidelines can be found at www.nordic-ecolabel.org/regulations.
Marketing materials that have been approved under previous versions can be used
and distributed as long as stock is available.

Show consideration for the environment if you print this guide

Copyright © Nordic Ecolabelling 2021



Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their website:

**Ecolabelling Denmark,
Danish Standards Foundation**

DK-2150 Nordhavn
DK-9670 Løgstør
Tel.: +45 72 300 450
marketing@ecolabel.dk
www.svanemærket.dk

**Ecolabelling Finland,
Ympäristömerkintä Suomi Oy**

FI-00100 Helsinki
Tel.: +358 9 6122 5000
marketing@ecolabel.fi
www.joutsenmerkki.fi

**Ecolabelling Iceland,
Umhverfisstofnun**

IS-108 Reykjavík
Tel.: +354 591 2000
marketing@ecolabel.is
www.ust.is

**Ecolabelling
Norway**

NO-0255 Oslo
Tel.: +47 24 14 46 00
marketing@svanemarket.no
www.svanemarket.no

**Ecolabelling
Sweden AB**

SE-100 64 Stockholm
Tel.: +46 8 55 55 24 00
marketing@svanen.se
www.svanen.se

Table of contents

1. Make the most of your certification

- 1.1 A strong and effective marketing tool
- 1.2 A little inspiration: Examples of marketing materials for certified services

2. General use guidelines

- 2.1 Important steps for correct use of the Nordic Swan Ecolabel
- 2.2 Language versions of the Nordic Swan Ecolabel
- 2.3 Checklist for marketing materials
- 2.4 Key benefits of following the guidelines
- 2.5 The golden rule
- 2.6 General guidelines for use of the mark
- 2.7 Naming of services with the Nordic Swan Ecolabel
- 2.8 Messaging and service claims
- 2.9 Disclaimer, responsibilities and misuse information

3. Use of the mark in marketing materials

- 3.1 Ads, billboards/outdoor
- 3.2 Commercials
- 3.3 Websites
- 3.4 SoMe
- 3.5 Brochures/catalogues
- 3.6 Promotional items
- 3.7 Other visibility materials
- 3.8 Trade shows and fairs
- 3.9 Press releases
- 3.10 Annual/CSR Reports



1.0

Introduction: Make the most of your certification

This section provides information and inspiring examples of how to use the Nordic Swan Ecolabel in marketing.

1.0 Make the most of your certification

1.1 A strong and effective marketing tool

A strong guide for more environmentally friendly choices

There is a high brand awareness among Nordic consumers and professional buyers when it comes to the Nordic Swan Ecolabel. They trust the label and use it to help navigate in a complex area because they know the Nordic Swan Ecolabel helps them make better environmental choices.

Businesses and policymakers face great opportunities to meet the needs of customers and consumers, and by providing more sustainable services, businesses are greatly rewarded in terms of a supportive customer base.

The rules are few and simple, and the benefits are many when you tap into the strong position the Nordic Swan Ecolabel holds among the Nordic consumers and professional buyers.



1.0 Make the most of your certification

1.1 Nordic consumers want to act

Nordic consumers are highly aware of the impact that their individual consumption has on the environment, and although the issues of climate change and environmental degradation can feel overwhelming, most Nordic consumers feel hopeful about the future.

They believe that they can make a difference by making better decisions and choosing better products and services. They want to be a part of the solution – to be better consumers by supporting brands and companies that offer more sustainable services.

Looking for national data?

We conduct research on Nordic consumers and sustainable living on a regular basis. To learn more about our consumer research, please contact the marketing team at your local ecolabelling organisation. See contact information on page 3.



95%

of Nordic consumers know the Nordic Swan Ecolabel*

67%

of those who know the label trusts the Nordic Swan Ecolabel*

60%

of consumers, look for the Nordic Swan Ecolabel when choosing products*¹

58%

of the Nordic consumers are concerned about what they personally can do to protect the environment*

64%

experience that it requires an extra effort to find environmentally friendly products*

61%

are often annoyed that products are marketed as "green" without any good explanation*

*) Nordic Consumer Survey on assignment from Nordic Ecolabelling (IPSOS 2022)

1) Share of consumers answering that they sometimes, often or always look for the Nordic Swan Ecolabel when choosing services



1.0 Make the most of your certification

1.2 A little inspiration: Examples of marketing materials

Use the Nordic Swan Ecolabel in marketing materials for your certified services

On the following pages you will find marketing examples from brand and companies who have used the Nordic Swan Ecolabel actively in their marketing and communication materials.

In section 3 of this guide you will find specific guidelines on how to use the mark correctly in various marketing materials.

Visibility



Outdoor



SoMe



Ads



1.2 Examples of marketing materials: Ads and billboards



**Sveriges enda
Svanenmärkta butikskedja
- City Gross, vem annars?**

Ein Schüler einer Schweizer Privatschule schreibt: „Ich bin 14 Jahre alt und wohne in der Schweiz. Ich bin ein Schüler der 8. Klasse. Ich bin ein Schüler der 8. Klasse. Ich bin ein Schüler der 8. Klasse.“



**Sverige behöver
fler fondmiljönärer.**

KACT Sverige (KACTS ETF). Genomsnittligt årets avkastande: Förvaltningsavgift 0,35%.



Smarta Reader App is supported



Svanenmärkning –
en självklarhet för ISS

ISS Svanencertifierade och stöddjurst 2014
och har sedan dess utvecklat metoder och
erbjudanden för att bli än mer hållbara
– ur alla perspektiv.

Disse er på EC New Summerlinningen og lever på en i januar på 100 nye med alle søt- og kalkkalkstoffer. Der er blevet lavet nogle af disse tingene og det bliver sagt om nogle af dem som er kommet til. De er alle meget lidt og det er på vej. De er i de fleste tilfælde af de andre og det er det som er blevet sagt om dem. De er alle meget lidt og det er på vej. De er i de fleste tilfælde af de andre og det er det som er blevet sagt om dem.

103 million people in Germany, including the urban
and rural areas, suffered from food shortages.
The government had to take measures to ensure
the food supply. The government had to take
measures to ensure the food supply.



Med storlek följer arvtaget

Seit dem 1. April 2005 ist die neue, überarbeitete Fassung der Richtlinie in Kraft. Die neue Richtlinie ist in der Anlage 1 dargestellt. Die neue Richtlinie ist in der Anlage 1 dargestellt.

1.0 Make the most of your certification

1.2 Examples of marketing materials: SoMe

Meyers Kantiner
1,399 followers
1w • 🌱

Vi er stolte over, at tre Meyers Kantiner hos [Rambøll](#) i dag har fået nordens officielle miljømærke, Svanemærket, efter et tæt samarbejde mellem Rambøll, [Miljømærkning Danmark](#) og Meyers Kantiner. ...see more

[See translation](#)



Tre Meyers-kantiner hos Rambøll certificeret med Svanemærket | Meyers
via.ritzau.dk • 3 min read

👍 🌱 🍷 191 • 1 comment

👍 Like 💬 Comment ➦ Share ↗ Send

Waterlogic Norge AS
201 🌱

Waterlogic er stolte av å være de første i Norge til å tilby Svanemærket Kaffetjeneste til bedriftsmarkedet. Ettersom det drikkes 584 milliarder kaffekopper i året, er kaffe viktig når det kommer til miljø, økologi og bærekraft. Waterlogic tar samfunnsansvaret på alvor og tilbyr kaffe som både er bra for miljøet og smakssansene.

#svanemerket #kaffepåjobben #kaffeopplevelse #kaffeeffekten #kaffe #waterlogic



Waterlogic er den første leverandøren i Norge med Svanemærket Kaffetjeneste

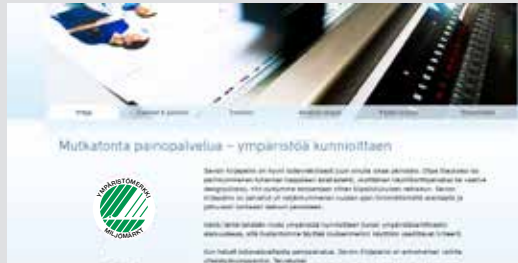
Waterlogic er stolte av å være de første i Norge til å tilby Svanemærket Kaffetjeneste til bedriftsmarkedet. Redd verden. Litt hver dag.

WATERLOGIC.NO



1.0 Make the most of your certification

1.2 Examples of marketing materials: Websites



1.0 Make the most of your certification

1.2 Examples of marketing materials: Visibility materials



1.0 Make the most of your certification

1.2 Examples of marketing materials: Brochures

NCC BOLIG

NCC Bolig er en del af den nordiske koncern NCC AB, som i 2012 havde en omsætning på over 37 mia. SEK og beskæftigede mere end 18.000 medarbejdere. NCC Bolig er en del af forretningsområdet NCC Housing, som sælger og udvikler boliger i Danmark, Norge, Sverige, Finland, Tyskland, Stk. Petersborg og de baltiske lande. Vi sætter en ære i at overholde budgetter, afvikle og indløse, som det er også det eneste punkt, hvor vi er lidt gammeldags.

NCC Bolig bygger boligprojekter op fra bunden, og vi støtter ikke ved "gode nok". Alle vores projekter er lidt ud over det sædvanlige, for det kræver vores kunder. Så enkelt er det.

NCC Bolig varetager alle led i kæden: fra grundide og projektsudvikling til færdigt byggeri og salg til både private og investorer, og det har vi stor erfaring med. Gennem det seneste årti har NCC Bolig bl.a. udviklet og bygget Gemini Residence, Torsholmen, Fyrtårnet, Tålborg Havnepark, Havnvejen og Knapers Plads.

Vi bygger fremtidens boliger i form af rækkehuse og lejligheder, og vi har altid vores kunder i fokus.

Der tages forbehold for endelig udførelse, materialer og ændringer i omgivelser. Standard for materiale og konstruktion fremgår af designprogrammet, der fås ved henvendelse til salgsstuen.

NCC Bolig A/S
Telefon: 2010 1700
nccbolig.dk

Tryksten er svanemærke-
produceret og produceret på
svanemærketilladt papir.





Tillykke med dit nye
svanemærkede hjem



Illustration af boliger er kun til orientering. Alle priser er vejledende og kan ændres uden varsel. NCC Bolig A/S, 2012. Alle rettigheder forbeholdes.



FREMTIDEN
ER SVANEMÆRKET

Kærlighed til det, at det er det bedste, mest bæredygtige
svanemærkede projekt, som understøtter de store,
svanemærkede ambitioner om at skabe fremtidens
bæredygtige boligbyggeri.

Svanemærket vil ikke slippe løs i hele byggesektoren.
Det er en udfordring, som kræver mange
strange, nye og gamle løsninger af byggesektoren, og som
kræver også for store investeringer på det her, som
afslutningsvis skal være i byggesektoren. Det er derfor
ikke nok, hvis man kun sætter sig i at sætte
svanemærket i de enkelte, der bygges.
Derfor skal der være et stort, stort, stort
bæredygtigt byggeri.

For dem, der skal have et svanemærket bolig, er det
afgørende, at det er et svanemærket, som er godt
kendt. Det er ikke blot, som det er, byggesektoren og
aflevering af bygningerne med et svanemærket, som
ikke byggesektoren og byggesektoren kan se et
svanemærket som et svanemærket, som det er. Det
betegner, at det er blot et af de mange
af bygning, byggesektoren og byggeri.

Illustration af boliger er kun til orientering. Alle priser er vejledende og kan ændres uden varsel. NCC Bolig A/S, 2012. Alle rettigheder forbeholdes.

1.0 Make the most of your certification

1.2 Examples of marketing materials:
Press releases

Bankinvest lancerer svanemærket aktiefond



I Bankinvest' fund af grønne aktier lancerer vi et nyt svanemærket aktiefond. Den nye aktiefond vil være den første af sin slags i Danmark. Den vil være den første af sin slags i Danmark. Den vil være den første af sin slags i Danmark.

Bankinvest lancerer den første af sin slags i Danmark. Den vil være den første af sin slags i Danmark. Den vil være den første af sin slags i Danmark.

TECHSAVE

Techsave opnår svanemærket for renserobot til smartphones og laptops

27/03/2021 10:44:40 CEST | Techsave A/S

Som den første virksomhed i verden har Techsave fået certificeret en serviceydelse, hvor man renser og redder vækkeskadede elektronik, med Svanemærket. Og potentialet er stort. Hvert år er det nemlig 20-30 % af alle smartphones og laptops, der bliver beskadiget, ca. 10 % af disse er vækkeskadede skader. Alene i Danmark svarer det til, at 48.200-73.800 vækkeskadede enheder kan repareres og genanvendes. Det sparer ressourcer, begrænser CO2-udledningen og mindsker mængden af elektroniskaffald.



Techsave er den første virksomhed i verden, der har fået certificeret en serviceydelse med Svanemærket. Den vil være den første af sin slags i Danmark. Den vil være den første af sin slags i Danmark.

2/23/2021 Svanemærket vuggestue: God og grøn start for de mindste | Mobilhouse A/S

VIA / ritzau / **Mobilhouse** **LOG IND**

Svanemærket vuggestue: God og grøn start for de mindste

22.2.2021 12:56:23 CET | Mobilhouse A/S

Del     

Mobilhouse står bag et godt 700 kvadratmeter stort nyt modul-byggeri i Horsens, som er certificeret med det officielle miljømærke i Norden, Svanemærket.



Kort før jul afleverede modul-leverandøren Mobilhouse A/S et nyt byggeri til Horsens Kommune. Byggeriet består af 21 moduler på samlet 718 kvadratmeter, der er beliggende på Ternevej 75 i den sydlige del af byen. Byggeriet er allerede taget i brug som vuggestue.

Projektet har gennemgået en certificeringsproces som gør at vuggestuen lever op til et svanemærket byggeri i kategorien huse, lejligheder, skoler og daginstitutioner.

- En svanemærket vuggestue er både et godt valg for miljøet og for de børn og voksne, der skal opholde sig i bygningen. Svanemærket ser nemlig på det, man kalder hele livscyklus. Det vil sige, at Svanemærket stiller krav til både materialer, byggeprocessen, brugsfasen samt affalds- og recirkuleringsfasen. Kravene skal bl.a. sikre, at vuggestuen får et godt indeklima, og at bygningen for en høj byggeteknisk kvalitet, siger Martin Fabiansen, direktør i Miljømærkning Danmark og tilføjer:
- Det vidner om, at Horsens Kommune ønsker at passe godt på de yngste borgere – både ved at tænke bæredygtighed ind, når de bygger, og ved at tilbyde en vuggestue, der lever op til skrappe krav, som gavner personale og børn i hverdagen. Og så vidner det om en

<https://via.ritzau.dk/pressemeddelelse/svanemærket-vuggestue-god-og-gron-start-for-de-mindste?publisher=13405297&releaseid=13613365> 1/7

General mark guidelines



This section explains the important rules when using the Nordic Swan Ecolabel and messaging related to the certification.

General guidelines

- Four simple steps to get you started

Use of the mark

- Artwork checklist
- Key benefits of following the guidelines
- The golden rule
- Logo guidelines
- Naming of services with the Nordic Swan Ecolabel
- Messages related to the Nordic Swan Ecolabel

Responsibilities

- Disclaimer, responsibilities and misuse information

2.1 Four simple steps to get you started

1 Get the Nordic Swan Ecolabel mark artwork files

As a licensee or brand owner with an active certification for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel mark in various file formats. The Nordic Swan Ecolabel mark for services should always be used with a descriptive subtext. You can find the descriptive subtext in the criteria document in the section: "Regulations for the Nordic Ecolabelling of services".

The Nordic Swan Ecolabel mark is available in five Nordic language versions and an English version for international use. You can find the latest version of the mark at the website of your local ecolabelling organisation. See information on page 3.

2 Check that your eight-digit licence number is valid

Each Nordic Swan Ecolabel licence is assigned an eight-digit licence number.

The licence number must appear on the website for the certified service. To increase transparency and credibility, we recommend that you also include the licence number on your in marketing materials, where applicable (e.g. in small print as a footnote).

3 Place the mark correctly in your marketing material

Follow the rules in these guidelines when you place the Nordic Swan Ecolabel mark in marketing material.

Note!

Remember to check the criteria document for your specific service group to see if there are special requirements on the use of the mark and to find the specific marketing claims you can make.

4 Check that use of the mark is in compliance with the guidelines

Use the checklist on page 17 to ensure that the artwork complies with the guidelines.

If in doubt:

Send the proposed artwork to the marketing team at your local ecolabelling organisation. See the contact information on page 3.

Note!

Always consult the marketing team of your local ecolabelling organisation if you produce marketing materials for use outside the Nordics.

Attention

Do not use the mark if your licence has expired!

The right to use the Nordic Swan Ecolabel expires at the end of the licence period, when the licence becomes invalid or when the relationship between the licensee and the ecolabelling organisation ends in any other way.

2.2 Language version of the Nordic Swan Ecolabel

National or international mark?

The Nordic Swan Ecolabel is available in five language versions and an international version for use outside the Nordic countries.

For marketing in the Nordic countries, we strongly recommend using one of the national marks as the brand name "Svanemærket/Svanenmärkt/Svanemerket..." is very strong and has a high level of recognition in all Nordic countries.

Outside the Nordic countries, we recommend using the international mark.



Note!

The licence number does not have to be part of the mark when used in marketing materials, but to increase transparency and credibility, we recommend that you include the licence number in marketing materials eg. in small print as part of a footnote or in the service description. The licence number must be easily found on your website. See page 29.

Denmark



Undertekst

Norway



Undertittel

Iceland



Undirtitill

Sweden



Undertext

Recommended



Undertext

Alternativ

Finland



Alateksti

International



Subtext

2.3 Checklist for marketing materials

Use this checklist to ensure that your marketing material are in compliance with these guidelines.

Artwork approval

If this is the first time you are using the Nordic Swan Ecolabel in your marketing materials or if you are in doubt as to whether your marketing material meets the guidelines, we recommend that you – or your agency – send the artwork for approval to the marketing team of your local ecolabelling organisation. See contact information on page 3.



Note!

Always consult the marketing team of your local ecolabelling organisation if you produce marketing materials for use outside the Nordics.

Share your marketing materials with us!

We are always happy to receive marketing materials from you. We collect all the good examples of how the Nordic Swan Ecolabel is used for marketing purposes - as a source of inspiration and for use in cases.

Checklist for marketing materials

1. Choose the mark in your preferred language version.

We recommend that you choose the UK version for international materials, and your local language version for national materials, as the recognition of the local language brand name is much higher than the UK brand name.

2. Follow the golden rule.

Balance the prominence of the Nordic Swan Ecolabel mark and your own logo and identity. It must be clear, which service(s) are ecolabelled, and who the sender of the communication is. See the golden rule on page 20.

3. Only use the mark in relation to ecolabelled services.

If not all services in the marketing material are ecolabelled, it must be clear, which services are ecolabelled and which are not. The Nordic Swan Ecolabel mark must never be used in a way that is confusing or misleading to the recipient.

4. Consider including the licence number.

We recommend that you consider to include the licence number in your marketing material to support your claims and to build credibility and increase transparency. Licence number can be placed as a foot note, where applicable.

5. Place the mark on your website.

In order for customers/consumers to identify an ecolabelled service, the Nordic Swan Ecolabel mark should be placed on the service page on your website with a clear explanation of which – if not all – services are ecolabelled, and with the licence number prominently listed in the description of each ecolabelled service. If all your services are ecolabelled, you can place the Nordic Swan Ecolabel on the front page of your website.

6. Never alter the Nordic Swan Ecolabel.

Never alter the Nordic Swan Ecolabel mark or attempt to make your own mark.

7. Choose ecolabelled materials and printing companies when possible.

Check if the printing company, you are using for your marketing materials has a licence and whether the materials can be a Nordic Swan Ecolabelled printed matter – if so, use their licence number on your printed materials.

2.4 Key benefits of following the guidelines

By using the Nordic Swan Ecolabel in your company's marketing and communication, your service will be positively associated with making better choices for the environment.

With the Nordic Swan Ecolabel as proof of your environmental efforts, you will get an effective marketing tool with a brand that enjoys high credibility and recognition, and helps you to strongly position your service(s) towards consumers and professional buyers.

By launching this guide, our ambition is to make it easier for you as a licensee to create attractive and business-driven marketing and communication with the environment as a means of competition.





2.5 The golden rule

The Nordic Swan Ecolabel mark **must never be used in a way that is misleading and/or creates doubt or confusion about which services are ecolabelled.**

This is essential to keeping the credibility of the mark and the value of the brand.

Consider two things when producing your material:

#1

Always balance the prominence of the Nordic Swan Ecolabel mark and your own logo and identity.

It must be clear, who the sender of the communication is.

#2

The placement of the Nordic Swan Ecolabel mark depends on whether all services in the marketing material are ecolabelled or only some of them.

In both instances, in order to increase transparency and credibility, you may consider to include the licence number, e.g. in a footnote or in a detailed service description. You can also choose to use the mark with the licence number below.

Option A

If all services in the marketing material are ecolabelled, your certification can be the main focus of the advertisement and, you can use the Nordic Swan Ecolabel mark in all relevant aspects, where you see fit.

Option B

If only some services in the marketing material are ecolabelled, the Nordic Swan Ecolabel mark must be placed immediately next to the ecolabelled services only.

Note!

The Nordic Swan Ecolabel for services should always be used with a mandatory descriptive subtext

2.6 Use of the Nordic Swan Ecolabel mark

We recommend to use the green mark with black or white top text. If placed on a photo or patterned background you can use the mark with a white circle behind for better visibility.

Go to the website of your local ecolabelling organisation to download files and general guidelines for how to work with the Nordic Swan Ecolabel mark:

DK: ecolabel.dk/retningslinjer

SE: svanen.se/regelverk

NO: svanemarket.no/regelverk

FI: joutsenmerkki.fi/saannot

IS: svanurinn.is/fyrir-leyfishafa

INT: nordic-ecolabel.org/regulations



Note!

Always use the Nordic Swan Ecolabel mark as provided by your local ecolabelling organisation. Never make your own.



2.6.1 Using the Nordic Swan Ecolabel without toptext or without subtext

In the Nordic markets, where brand recognition is high, the Nordic Swan Ecolabel mark can be used in e.g. ads, billboards and commercials without the descriptive subtext or the brand name top text.

However a few simple rules apply:

- Using the Nordic Swan Ecolabel without top text or subtext is only allowed in the Nordic countries.
- All services shown in the marketing material must be certified with the Nordic Swan Ecolabel.
- Both the descriptive subtext and the brand name top text must appear close to the mark – e.g. as an integrated part of the headline or marked in bold in a sub headline.

For materials used in the Nordic markets only!



For materials used outside the Nordic markets!



Outside the Nordic countries, marketing materials should always use the mark with top text - even if the brand name is also included in the headline/subheader.

2.7 Naming your ecolabelled services

When naming your ecolabelled services, it is important that there is a clear distinction between the service brand and the Nordic Swan Ecolabel.

You can

...refer to the service(s) as being certified with the Nordic Swan Ecolabel.

You cannot

...use the term Nordic Swan or Swan (in any language) as an integrated part of a service brand or sub-brand name.



Use the Nordic Swan Ecolabel in sentences in your service description:

(Service name) is certified with the Nordic Swan Ecolabel

(BRAND) is our range of services with the Nordic Swan Ecolabel



Don't:

Swan (BRAND) Service

(Brand) Swan Service

2.8 Messaging

How to communicate the benefits of the Nordic Swan Ecolabel

Stay true to the facts about the Nordic Swan Ecolabel and the claims for your specific service category.

You can find information about the claims in the criteria document for your specific service group which can be downloaded from the website of your local ecolabelling organisation.

Need help?

If you have doubts about how to best communicate the benefits of the Nordic Swan Ecolabel in your marketing material, contact your local ecolabelling organisation for input and guidance, see contact information on page 3.

Example of claims for cleaning service

Certified quality cleaning Nordic Swan Ecolabel

We only use ecolabelled
cleaning detergents

We limit our use of
chemicals for the benefit
of the environment

Our vehicles have a low
fuel consumption
– 50% our fleet is electric

We work systematically
to ensure high quality and
ongoing dialogue

Our staff are thoroughly
trained and covered
by collective agreement



2.9 Disclaimer, responsibilities and misuse information

Disclaimer

These guidelines have been developed by:
Nordic Ecolabelling,
Box 38114, SE-100 64 Stockholm, Sweden
Tel.: +46 8 55 55 24 00
fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel in marketing materials from licensees and brand owners that have a valid licence.

The right to use the Nordic Swan Ecolabel in marketing material is only granted for the services listed in the licence certificate. Use of the Nordic Swan Ecolabel in communication of services not listed in the licence certificate is not allowed.

These guidelines are updated on a regular basis and replace earlier versions. The current version of the guidelines can be found at www.nordic-ecolabel.org/regulations.

Responsibilities

The licensee or brand owner is the sole responsible for marketing and communication material. Also, it is the responsibility of the licensee to ensure that the marketing and communication material comply with national standards and legislation.

The licensee or brand owner is responsible for ensuring correct use of the Nordic Swan Ecolabel, and for ensuring that subtext, licence number and claims are accurate.

Nordic Ecolabelling does not take responsibility for any other marks or claims on the service or service.

Misuse of the Nordic Swan Ecolabel

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local ecolabelling organisation in the country where the misuse has taken place.

The misuse will be reported and logged into a register by the national ecolabelling organisation.

- The company misusing the Nordic Swan Ecolabel will be contacted – to investigate the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and on the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in ["Regulations for the Nordic Ecolabelling of Products"](#)

Intellectual property rights:

The Nordic Swan Ecolabel name and mark is a trademark belonging to the Nordic Ecolabelling organisations.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.

3.0

Use of the mark in marketing materials

This section provides specific guidelines for a wide range of different marketing materials.

- | | | | |
|-----|-------------------------|------|----------------------------|
| 3.1 | Ads, billboards/outdoor | 3.6 | Promotional items |
| 3.2 | Commercials | 3.7 | Other visible materials |
| 3.3 | Websites | 3.8 | Trade shows and fairs |
| 3.4 | SoMe | 3.9 | Press releases |
| 3.5 | Brochures/catalogues | 3.10 | Annual reports/CSR reports |



3.1 Ads and billboards/outdoors

You can use the Nordic Swan Ecolabel in all types of ads - in magazines, newspapers, as advertorials and on billboards.



Note!

Placement of the Nordic Swan Ecolabel depends on whether all services in the ad/outdoor are ecolabelled or only some of them.

It must be unmistakably clear which services are ecolabelled.

- Always comply with the golden rule on page 20.
- Use the Checklist for marketing materials on page 18 to make sure you comply with the guidelines.

Please contact your local ecolabelling organisation if in doubt. See contact info on page 3.

Outdoor where all
services are ecolabelled



Ad where all services
are ecolabelled



Outdoor where only some
services are ecolabelled



Ad where only some
services are ecolabelled



3.2 Commercials

You can use the Nordic Swan Ecolabel in all types of commercials and service videos – for TV, cinema, websites or social media.



Note!

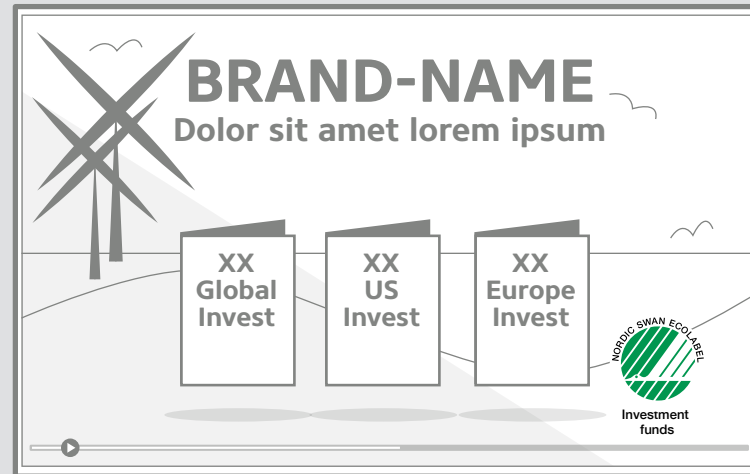
Placement of the Nordic Swan Ecolabel depends on whether all services in the commercial are ecolabelled or only some of them.

It must be unmistakably clear which services are ecolabelled.

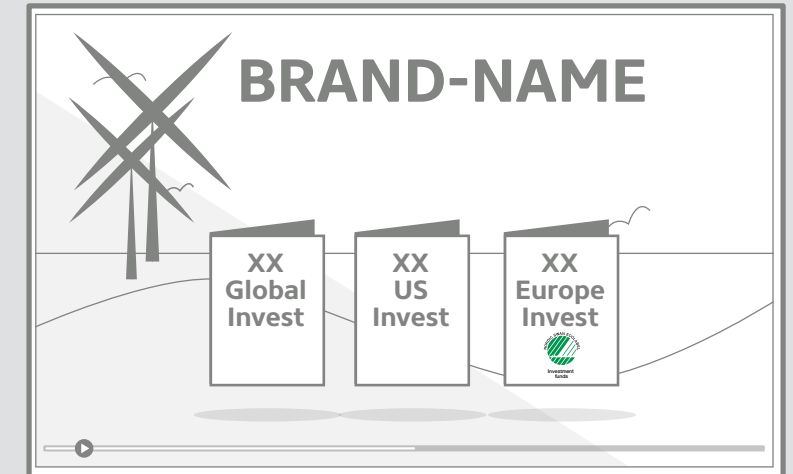
- Always comply with the golden rule on page 20.
- Use the checklist for marketing materials on page 18 to make sure you comply with the guidelines.

Please contact your local ecolabelling organisation if in doubt. See contact info on page 3.

TV-commercial where all services are ecolabelled



TV-commercial where only one service is ecolabelled



3.3 Websites

Placement of mark in your own website

When the Nordic Swan Ecolabel is used on your website, it must always be accompanied by the mandatory subtext from the criteria document. You can place the mark in e.g., a subpage describing your certified service and highlighting the benefits of the Nordic Swan Ecolabel - with a link to your national ecolabelling organisation.

Your licence number must be easily found on your website. We recommend writing it in your service description.



Note!

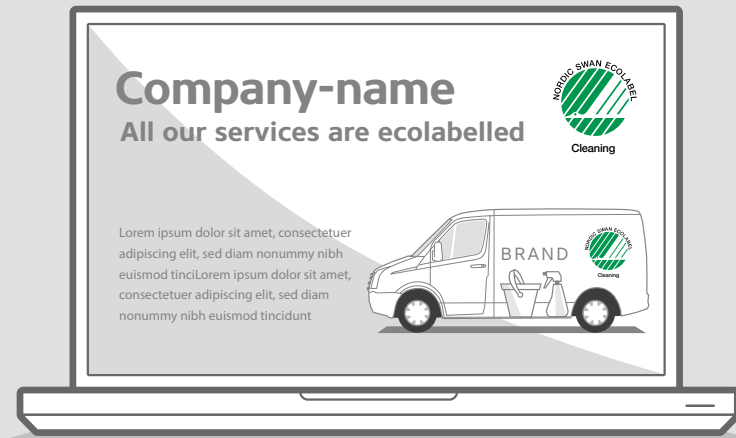
Placement of the Nordic Swan Ecolabel depends on whether all services on the website are ecolabelled or only some of them.

It must be unmistakably clear which services are ecolabelled.

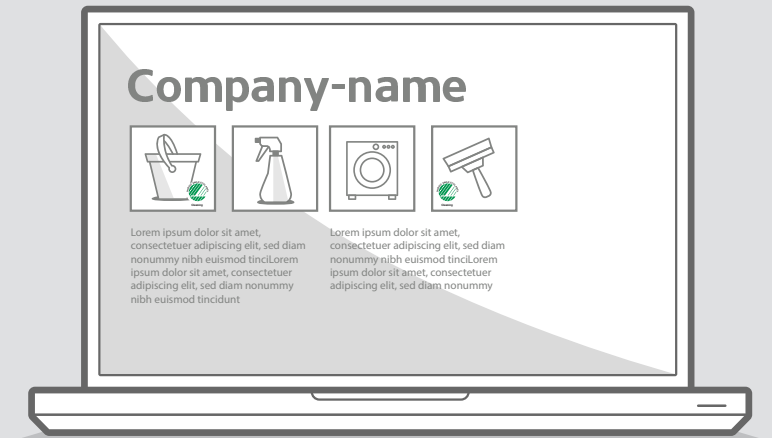
- Always comply with the golden rule on page 20.
- Use the checklist for marketing materials on page 18 to make sure you comply with the guidelines.

Please contact your local ecolabelling organisation if in doubt. See contact info on page 3.

Website where all services are ecolabelled



Website where only some services is ecolabelled



You can ...

If you want to direct attention to your Nordic Swan ecolabelled services, e.g. on the front page, you can write (in text only): “See our Nordic Swan ecolabelled services here” and make a link to the relevant page.

3.4 Social Media

Social media is one of the most powerful tools to engage today's consumers. Make sure to use the Nordic Swan Ecolabel mark to attract the attention of the growing share of environmentally conscious companies and consumers.

Connect with us on social media!

- Remember to use national and international hashtags (see next page for overview). In that way we can follow your activities and interact to create more interest around your posts.
- You are welcome to post and link to relevant articles published by your local ecolabelling organisation.
- Follow us on SoMe (see overview on page 31) - and find inspiration for your own postings on our websites.

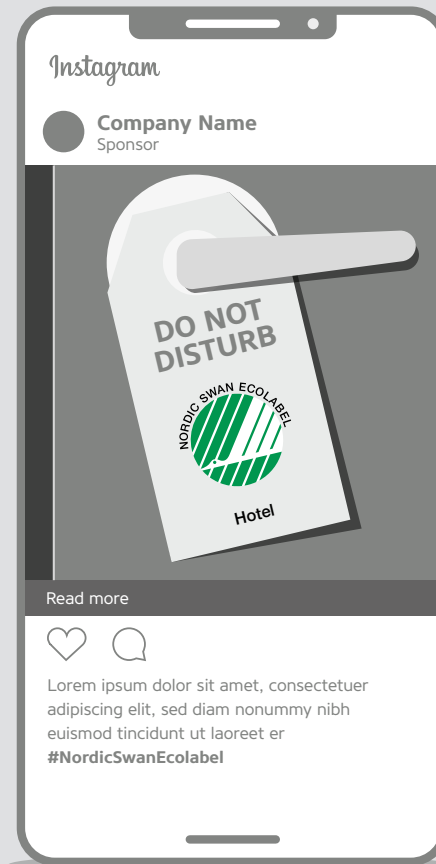


Remember:

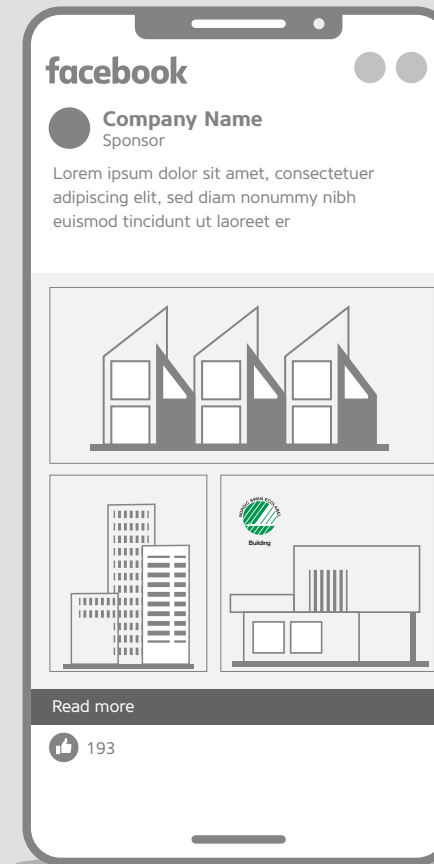
It must be unmistakably clear exactly which service(s) are ecolabelled.

Therefore, placement of the Nordic Swan Ecolabel mark depends on whether all services in the post are ecolabelled or only some of them. See page 20 for guidelines.

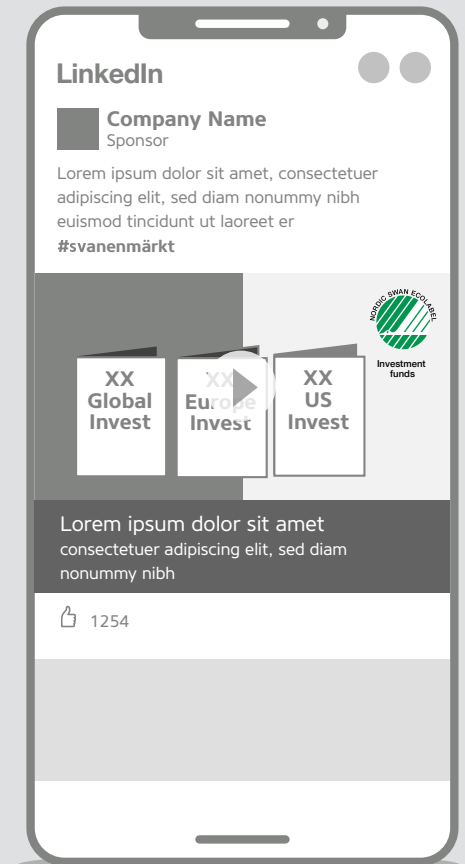
SoMe post where all services are ecolabelled



SoMe post where only some services are ecolabelled



SoMe post where all services are ecolabelled



3.4 SoMe: Guide to use of

When making posts about your certified services, you are welcome to link to relevant articles on our national ecolabel websites.

Follow us on Facebook and Instagram - and get inspiration for your own posts or share our posts when they are relevant to your service messages and environmental sustainability focus.

Remember to “tag” your local ecolabeling organisation so we can help like and share your posts. Follow the guide on which tags to use for which markets.

INT: #NordicSwanEcolabel

DK: #Svanemærket

S: #svanenmärkt

N: #svanemerket

SF: #joutsenmerkki

IS: #svansmerkt

SE:

 /miljomarkningenSvanen

 /Miljömärkning Sverige

 /svanenmarkt

IS:

 /svanurinn

 /svanurinnisl

NO:

 /svanemerket

 @svanemerket

 /Miljømerking Norge

 /svanemerket

FI:

 /joutsenmerkki

 @joutsenmerkki

 /Joutsenmerkki

 /joutsenmerkkifi

DK:

 /svanemaerket

 /Miljømærkning Danmark

 /svanemaerket

3.5 Brochures, catalogues, fact-sheets or sales material

Brochures and sales materials are often media where consumers and customers spend more time engaging with brands. Use the Nordic Swan Ecolabel mark to document your environmental efforts, for instance information about your Nordic Swan Ecolabel certification in a box next to your services.

In both instances, we recommend to have a page or section in the material with more information about the benefits of the Nordic Swan Ecolabel and your ecolabelled service(s).

Please consider!

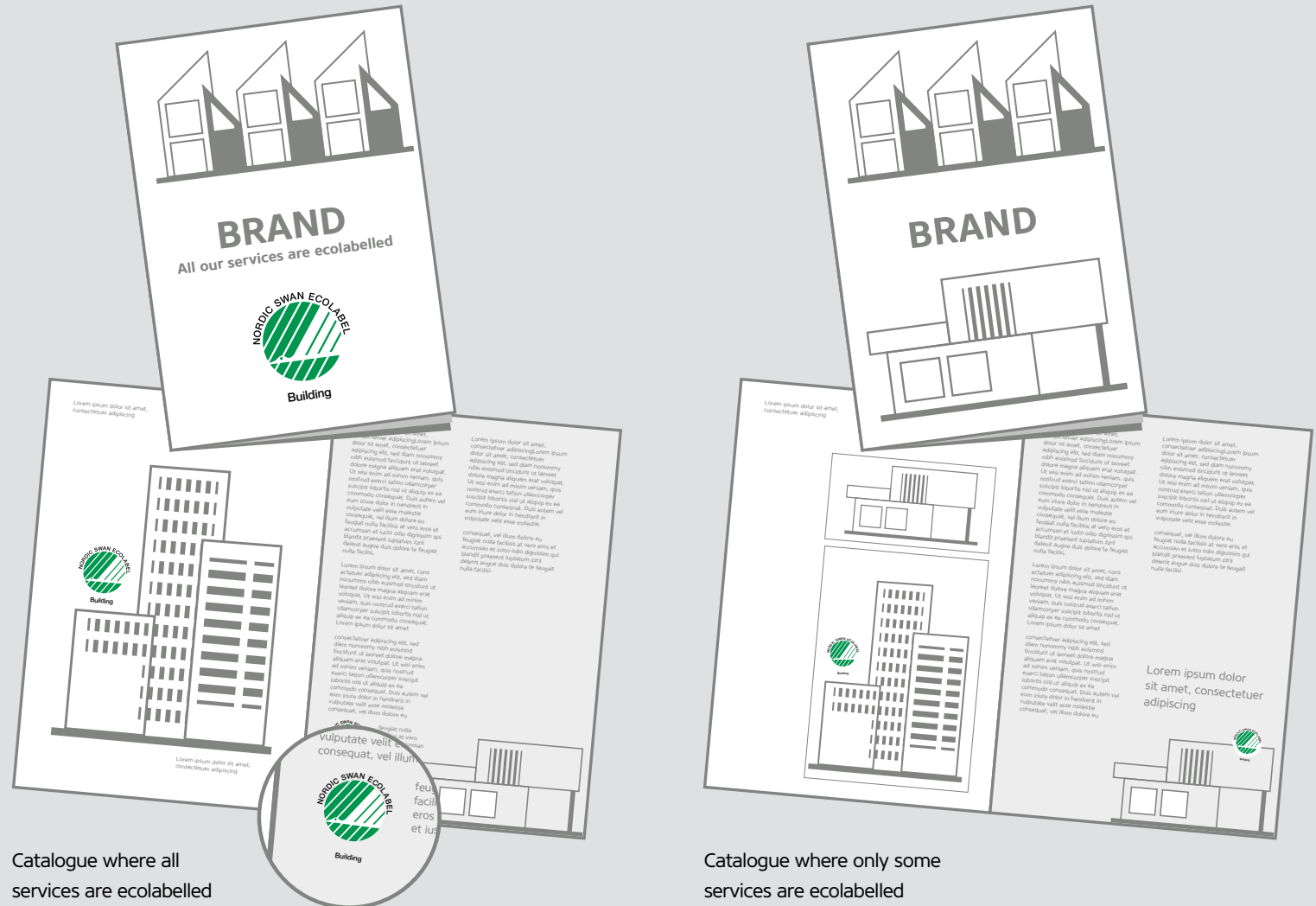
Walk the talk: Show your environmental responsibility by choosing a printing house certified with the Nordic Swan Ecolabel and make sure that your printed matters have the Nordic Swan Ecolabel mark. Visit the website of your local ecolabelling organisation to find a certified printing company.



Remember:

It must be unmistakably clear exactly which service(s) are ecolabelled.

Therefore, placement of the Nordic Swan Ecolabel mark depends on whether all services in the brochure are ecolabelled or only some of them. See page 20 for guidelines.



Catalogue where all services are ecolabelled

Catalogue where only some services are ecolabelled

3.6 Promotional items

Promotional items can be a strong and enduring communication channel, as they are often used for a longer period – both internally in your company and by the customers, you give them to. When promoting your certified service(s) on promotional items, the rules are simple:

- You should always use the Nordic Swan Ecolabel with the descriptive sub text.
- You should always balance the prominence of the Nordic Swan Ecolabel and your own logo/brand.

If you produce promotional items, show your environmental responsibility by choosing promotional items with the Nordic Swan Ecolabel when available (eg. pen, T-shirt, cup, work clothes or shopping bag). Visit the website of your local ecolabelling organisation to find certified suppliers and materials.

Promotional items for a brand where all services are ecolabelled



Please consider!

Walk the talk: From an environmental perspective, less is more, so please always consider the value carefully before producing promotional items.

3.7 Other visibility materials

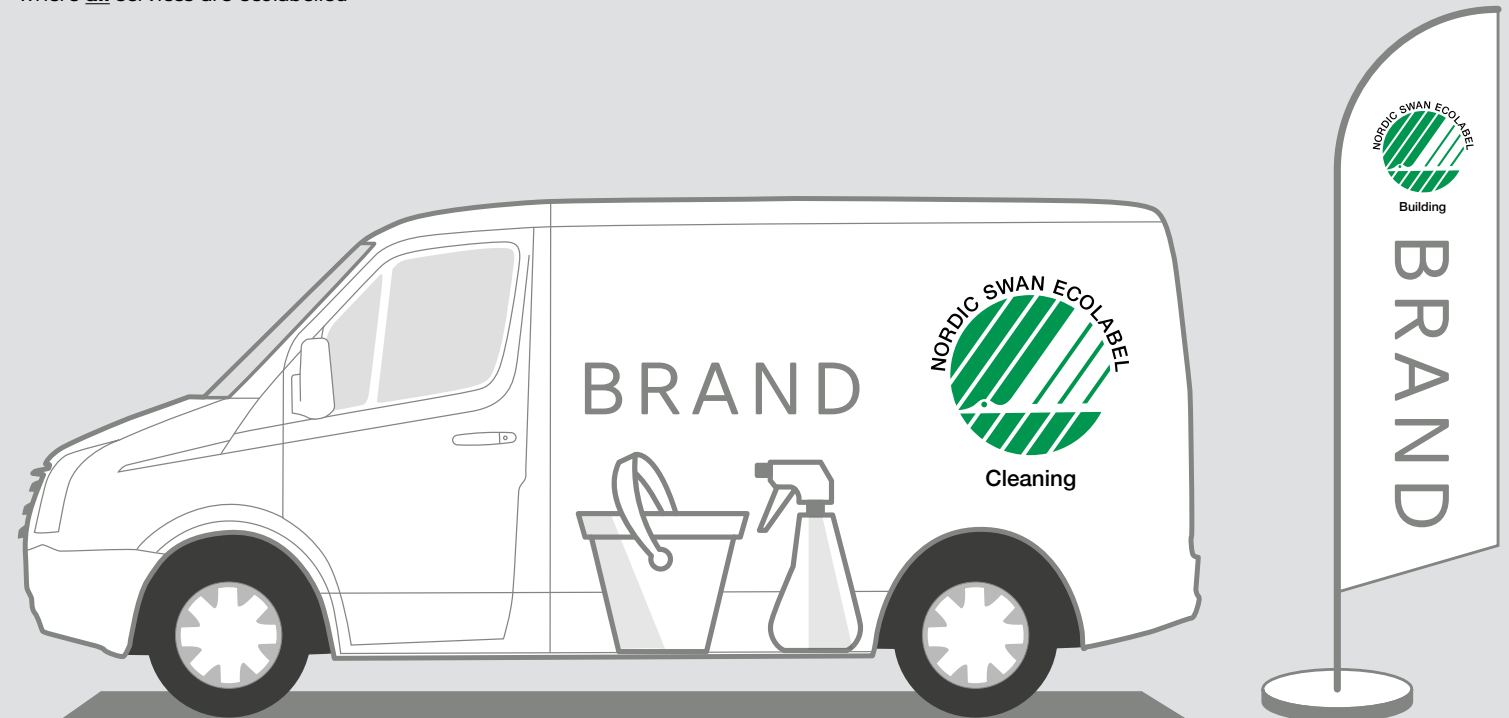
Remember that visibility materials such as vehicles, window streamers and flags also can be good communication channels for promoting your environmental efforts.



Remember:

- You should always use the Nordic Swan Ecolabel with the descriptive sub text.
- You should always balance the prominence of the Nordic Swan Ecolabel and your own logo/brand.

Promotional items for a brand where **all** services are ecolabelled



Please consider!

Walk the talk: Show your environmental responsibility by choosing visibility materials with the Nordic Swan Ecolabel when available. Visit the website of your local ecolabelling organisation to find certified suppliers and materials.

3.8 Trade show & Fairs

Use facts and core messaging about the Nordic Swan Ecolabel, when you communicate your certified services on trade shows and fairs.

In addition to the visibility materials on the fair, we recommend to include more information about the benefits of your ecolabelled services(s) in e.g. brochure materials etc.

Please consider!

Walk the talk: Show your environmental responsibility by choosing items with the Nordic Swan Ecolabel for your fair and booth when available. Visit the website of your local ecolabelling organisation to find certified printing suppliers and visibility materials. Prioritise materials that can be used multiple times.

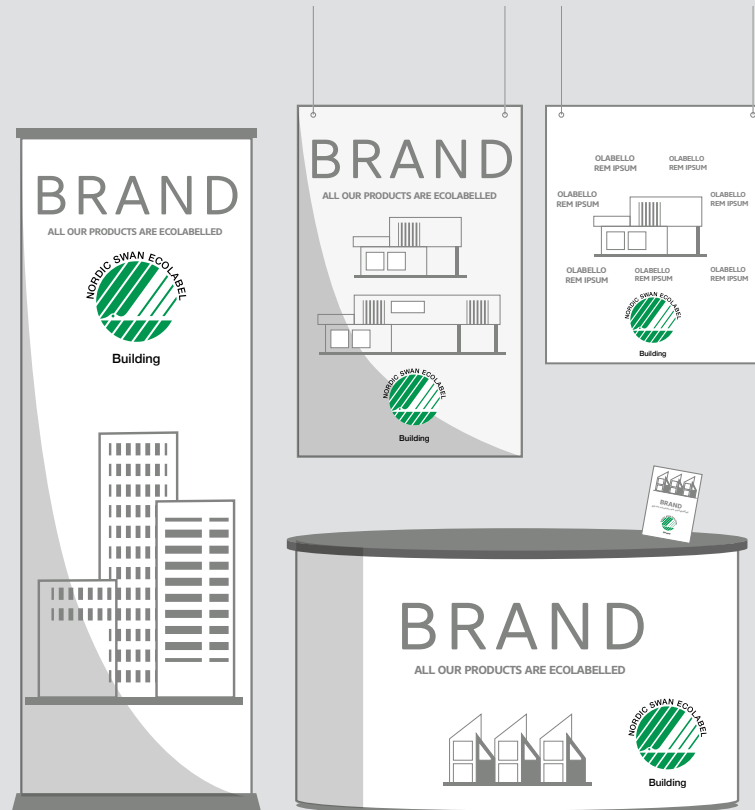


Remember:

It must be unmistakably clear exactly which service(s) are ecolabelled.

Therefore, how you can use the mark in a booth and/or on a trade show item, depends on whether all services displayed are ecolabelled or only some of them. See page 20 for guidelines.

Trade show materials where all services are ecolabelled



Trade show materials where only some services are ecolabelled



3.9 Press releases

Don't forget to use the Nordic Swan Ecolabel in your PR activities. It is a competitive advantage as well as documentation for your environmental efforts – no matter whether the efforts relate to a newly certified product, meeting an increased demand for your environmentally friendly products or entering new markets or addressing the needs of new target groups.

If you want to use the Nordic Swan Ecolabel mark in a press release, the rules are simple: The press release must refer to your ecolabelled service(s). Furthermore, you must...

1. clearly state which service(s) is/are certified and,
2. list your licence number in a footnote in the press release.
3. attach the Nordic Swan Ecolabel mark to your press material.
4. send the press release for approval at your local ecolabelling organisation.

Additionally, we recommend to include:

- A fact box on the benefits of your ecolabelled services - either in the press release or on a sub-page on your own website.
- A link to the website of your local ecolabelling organisation so the recipient can find more information about the certification.

Need input for your press release?

Positive effects from the certification such as increased sales, a more efficient serviceion process or increased employee satisfaction could provide interesting angles for your press release.

Contact us if you want to cooperate or need input or a message relating to your certification.



3.10 Annual/CSR reports

Annual reports/CSR reports

Investors, customers and consumers look to annual reports for accounts of companies environmental efforts.

We recommend to have a page in your annual / CSR report with information about the benefits of the Nordic Swan Ecolabel and your ecolabelled service(s).

Please consider!

Show your environmental responsibility by choosing a printing house certified with the Nordic Swan Ecolabel and make sure that your printed matters have the Nordic Swan Ecolabel mark. Visit the website of your local ecolabelling organisation to find a certified printing company.

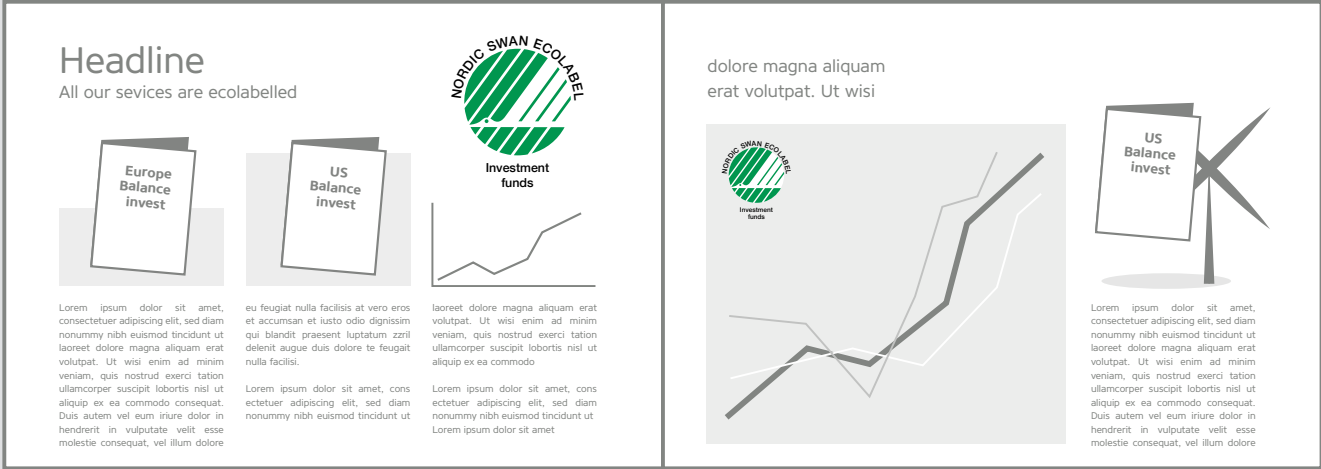
!

Remember:

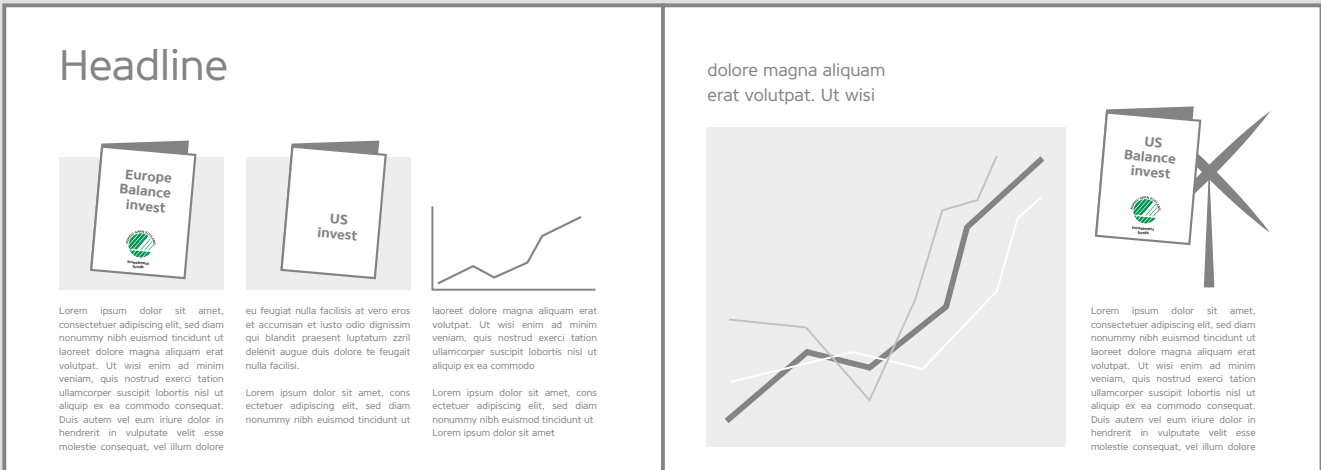
It must be unmistakably clear exactly which service(s) are ecolabelled.

Therefore, placement and usage of the Nordic Swan Ecolabel mark in annual reports depends on the messages communicated.

See page 20 for guidelines.



Report where all services are ecolabelled



Report where only some services are ecolabelled



Published by:
Nordic Ecolabelling
Box 38114
SE-100 64 Stockholm
Sweden
Tel.: +46 8 55 55 24 00
fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

For local contact information see page 3