The Nordic Ecolabel 2015 – synergies with other information systems

Following up on the Swan vision 2015

The Nordic Ecolabel 2015 – synergies with other information systems

Claus Egeris, Ecostory

The Nordic Ecolabel 2015 -synergies with other information systems
Claus Egeris, Ecostory

TemaNord 2012:538
ISBN 978-92-893-2387-1
<http://dx.doi.org/10.6027/TN2012-538>

© Nordic Council of Ministers 2012

Cover photo: Image Select

This publication has been published with financial support by the Nordic Council of Ministers. However, the contents of this publication do not necessarily reflect the views, policies or recommendations of the Nordic Council of Ministers.

www.norden.org/en/publications

Nordic co-operation

Nordic co-operation is one of the world's most extensive forms of regional collaboration, involving Denmark, Finland, Iceland, Norway, Sweden, and the Faroe Islands, Greenland, and Åland.

Nordic co-operation has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration, and aims at creating a strong Nordic community in a strong Europe.

Nordic co-operation seeks to safeguard Nordic and regional interests and principles in the global community. Common Nordic values help the region solidify its position as one of the world's most innovative and competitive.

Nordic Council of Ministers

Ved Stranden 18
DK-1061 Copenhagen K
Phone (+45) 3396 0200

www.norden.org

Content

Preface.....	7
The Nordic Ecolabel 2015 – synergies with other information systems.....	7
Dialogue on knowledge sharing and cooperation.....	8
Follow-up of the vision for the Swan2015.....	8
Definition of environmental information systems	9
Summary	11
List of Abbreviations.....	15
1. Recommendations to the Nordic Council of Ministers.....	17
1.1 Cooperation and synergies.....	18
1.2 Towards Sustainability.....	22
1.3 Communication and transparency.....	23
1.4 Regulation	26
2. Mapping of environmental information systems in the Nordic countries.....	29
2.1 Summary.....	29
2.2 Objectives, definitions and delimitations.....	31
2.3 Desk research.....	31
2.4 Mapped information schemes.....	32
2.5 Survey respondents and key persons	34
2.6 Cooperation with the official Ecolabels in Nordic countries.....	35
3. Stakeholder Survey	43
3.1 Summary.....	43
3.2 Objectives, approach and delimitations	47
3.3 Development needs and interest in knowledge sharing and cooperation.....	48
3.4 Focus areas for development of information systems.....	51
3.5 Trends in policy, market and community.....	56
4. Workshop on dialogue and cooperation	59
4.1 Pros and cons of various development scenarios.....	59
4.2 Development scenarios related to the four megatrends found in the stakeholder survey.....	59
4.3 Other challenges of importance to developing scenarios	63
4.4 Purpose, definitions and delineation.....	66
4.5 Workshop methodology and program.....	67
4.6 Themes to qualify and focus workshop dialogue.....	68
4.7 Reporting of the Workshop.....	70
4.8 Theme 2 Information overload.....	72
4.9 Theme 3 Legislation and regulation as a driver for voluntary labels.....	76
4.10 Theme 4 National and regional labels on global markets.....	79
5. Fact Sheet on dialogue and cooperation with SCP information schemes.....	83
5.1 Checklist on proactive coexistence	84
References	87
Dansk sammenfatning.....	91

6. Appendix 1 Overview of the mapped information schemes.....	95
7. Appendix 2 Interview guide to the stakeholder survey	97
7.1 Presentation and intro.....	97
7.2 Interview questions.....	97
8. Appendix 3 Brief introduction to participating schemes.....	103
8.1 Environmental Information Systems	103
8.2 EMAS.....	106
8.3 Organic labels	112
8.4 Responsibility labels	116
8.5 Other schemes.....	122

Preface

The Nordic Ecolabel 2015 – synergies with other information systems

The desire to identify and exploit synergies between different environmental information systems originates from various environmental policies: the Product Oriented Environmental Strategy, POMS, the Integrated Product Policy, IPP and latest the policy on Sustainable Consumption and Production, SCP, and has historically been intended to coordinate environmental policy instruments and create correlations between e.g. EMS systems, EPD and ISO type I ecolabels, in order to streamline, to spread and use the respective instruments.

Nordic Council of Ministers changing working groups has examined these synergies in the evaluations of Nordic Ecolabelling in 2001 and most recently in 2008. The conclusion in 2008 was that there exists a number of barriers to exploit synergies between different information systems, generally due the facts, that existing information systems have different objectives, goals, target groups have different focuses for example on companies or products. Information systems have different owners and are established in various public sectors such as the environment, energy and food sectors, and have held various national, regional or global deployments etc. The co-existing information systems within SCP can be considered as competing systems. The latest evaluation of the Nordic Ecolabel (TemaNord 2008:529) found no overarching, common or general synergies between the studied information systems.

Experience from the latest review in 2008 appears to be, that the examples of realized synergies and collaborations between the Nordic Ecolabel and other information schemes are due to personal references, and that synergies are realized when there is specific need for cooperation between owners of information systems.

Based on that insight, this project subject field is not so much definitions and criteria for information systems, rather than to focus on the owners of information schemes and their interests and needs for development and cooperation.

Dialogue on knowledge sharing and cooperation

The Nordic Ecolabel is one of the most successful voluntary information systems in the Nordic markets. In order to develop the Nordic Ecolabel further over the coming year, this project maps out other relevant information schemes to identify possible synergies between the Swan and other information systems.

The project consists of three parts: Mapping of labelling and information schemes in the Nordic countries, the execution of a stakeholder analysis among selected information schemes relevant to the SCP, as well as organizing an international workshop for exchanging knowledge and experiences among schemes, to facilitate dialogue and personal meetings, and to identify opportunities for utilization of synergies between labelling and other information systems in the Nordic markets.

Follow-up of the vision for the Swan2015

Communications Adviser Claus Egeris at Ecostory has in cooperation with the Swan Group under the Nordic Council of Ministers' Working Group for Sustainable Consumption and Production (NCMSCP) carried out this project "Nordic Ecolabel 2015 – synergies with other information systems" in the period May 2011 to February 2012.

The project is one of a series of initiatives initiated by NCMSCP Group to follow up on the vision for the Nordic Ecolabel (the Swan Vision 2015), adopted by the Nordic Ministers of the Environment in November 2010. The Swan Group is a subgroup within NCMSCP Group, and is solely working to follow up on the vision – in close cooperation with the Nordic Ecolabelling Board (NMN).

Definition of environmental information systems

In this project the Swan Group defines other relevant environmental information systems as various information schemes within environmental, organic, fair trade and ethical labelling, environmental product declaration systems (EPD), certified or registered environmental management systems (e.g. ISO 14001 or EMAS), quality labels and others information- and certification schemes with relevance to Sustainable Consumption and Production.

Bente Næss

Chairman of the Nordic Council of Minister's
Working Group on Sustainable
Consumption and Production

Summary

Seventeen Nordic, European and international labelling and certification schemes met for a workshop on dialogue and cooperation at Lund University in November 2011. With this meeting among labelling and certification schemes across fields such as the environment, ecology (organic), fair trade and sustainability, Nordic Council of Ministers Working Group for Sustainable Consumption and Production (NCMSCP) and Nordic Ecolabelling has taken a first step to create transparency and exchange of experience between label schemes with relevance for Sustainable Consumption and Production (SCP). Nordic Ecolabelling has until now at the Nordic level only had a few contacts with other labelling and certification schemes.

Nordic Council of Ministers wishes to engage in dialogue with the organizations behind relevant information systems. This project “Nordic Ecolabel 2015 – synergies with other information systems” has had two overarching objectives: to provide an overview of relevant information schemes within SCP on the Nordic markets; to conduct an international workshop for key persons, facilitate a dialogue on the challenges for information scheme owners and their users, and allow them to exchange experience and identify concrete opportunities for co-operation.

Prior to the workshop in Lund the Danish consulting firm Ecostory has conducted a mapping of the information and certification schemes relevant to SCP found in the Nordic markets, and with the help from the environment and consumer authorities from the Nordic countries’ prioritized 23 schemes, that participated in a stakeholder survey. The aim was to gain knowledge about development needs, focus for initiated development, the political agendas, market conditions and other factors in society, that label and information schemes are preoccupied with, and to examine whether there exists an interest in knowledge sharing and dialogue across schemes.

The mapping and stakeholder analysis shows that there exists interest in knowledge sharing and collaboration. Almost all respondents are involved in network cooperation and collaborate with stakeholders already. Many of the surveyed schemes, mainly other ecolabels, environmental product declarations (EPD’s) and green public procurement (GPP), already cooperates with the Nordic Ecolabel, the Swan. It is a

general observation that information and certification schemes within the field of SCP are cooperating with other schemes that are similar, while collaboration across sectors is rare.

The stakeholder survey found a number of priority development areas for labelling and information systems in particular within: external communications, networking, priority industries, the EU, new environmental agendas, already planned development initiatives, and new strategic initiatives. An example of the latter is that Nordic Ecolabelling and the Swedish Environment Management Council now initiates to develop new labelling and environmental product declarations with relevance for all important areas of household consumption, i.e. food, transportation and industrial products and services used in private homes.

The stakeholder survey found that political agendas are important for developing labels and information schemes. In the beginning political agendas influences the way a label scheme communicates, for example in relation to its climate relevance. In the longer term, the political agendas for example, environmental and sustainability issues have impact on the criteria development. A number of the investigated schemes within environmental and organic schemes are now beginning to set demands on social and ethical issues into their criteria. Several schemes are also working with a focus on resource efficiency, for example in relation to reducing water consumption, which is perceived as an agenda, which is rising politically.

The stakeholder survey found four megatrends that are important for labelling and certification schemes within SCP and which was the common frame of reference for the workshop dialogue on synergies and cooperation at the international workshop in Lund:

- Many label and information schemes evolve or converge towards sustainability
- A large number of labelling and certification schemes and large amounts of information within SCP reduces transparency for consumers
- Development of national labelling towards regional and global labelling
- Regulation is an important driver for voluntary market-based information schemes

The concept of the workshop in Lund was a hybrid of speed dating and café workshop. It was a specific objective that as many participants as possible had the opportunity to meet and talk during the workshop, as

most known examples of cooperation across labels are due to personal contacts. The theme sessions were run by cafe managers from Nordic Ecolabelling, who did moderate and document conversations and ideas about sharing knowledge and proposals for collaboration on specific challenges.

There was considerable interest in participation and the meeting led to a fruitful dialogue and exchange of views on the importance and impact of the 4 themes. The personal meeting took place, and there was talk about specific ideas and opportunities for cooperation, e.g. between the Nordic Ecolabel and Danish Initiative for Ethical Trade on the development of social and ethical requirements of ecolabelling and cooperation opportunities between the Nordic Ecolabel and GOTS, on mutual recognition of schemes and opportunities to collaborate on licensing and labelling of textiles.

The workshop resulted also in a number of statements on topics such as: cooperation and competition, development of criteria for social requirements, cooperation and enforcement regarding single issue labels, consumer information, relationship between information and regulation, compliance and control, authorities' role in driving SCP, statements regarding the importance and relevance of national labelling schemes in a globalized world and much more. Workshop findings are reported in the project report chapter 4.

Based on the stakeholder survey and workshop findings Ecostory discusses in this project pros and cons of various development scenarios and has outlined 10 recommendations and the policy response to the Nordic Council of Ministers, and describes tentatively 27 initiatives, such as the Nordic Council of Ministers and the Nordic Ecolabelling Board can utilize to reinforce the continued work to exploit synergies and cooperation with other information systems within Sustainable Consumption and Production. Such efforts can help execute the Swan Vision 2015, where it's said, that: "The Nordic Ecolabel holds a strong position through its high credibility and market penetration and leads other brands pro-actively in terms of its stringent criteria.. " and .."Sustainability criteria, in addition to those of the environment, are gradually being added to the Nordic Ecolabel". *Nordic Council of Ministers, November 2010, www.norden.org.*

The free market and freedom to develop and use labels and other information schemes is an important right. Many participants at the workshop at Lund's University argued that ecolabels and other voluntary schemes are supplements to legislation, not a substitute. Information systems must work to be relevant, credible and understandable. The authorities can help to reduce misinformation and information overload

by enforcing existing marketing legislation and not promoting unserious labels. And help to secure transparent, functional markets and the supply and demand of sustainable products by promoting serious labels and schemes within SCP. At the same time consumers must become knowledgeable themselves, and information system owners must become better to communicate multicriteria labels in a short and accurate way.

Cooperation amongst labelling and information schemes can help transparency. When label schemes and others compete on relevance and penetration in the market it is important, that they don't undermine each other on the cost of consumer trust and comprehension. The workshop in Lund concluded, that schemes can learn from each other and share knowledge and best practice.

There are several gains by exploiting synergies, cooperation and to coexist in a smart way. Coexistence includes both competition and cooperation at the same time. Dialogue, knowledge sharing and collaboration can take place on a scale from no contact to the coordination of schemes. Knowledge sharing and cooperation can take place on a broad front from joint development and coordination of criteria, business-driven cooperation such as licensing and audits, and can provide cost effective solutions for development and operations of information schemes.

As a tool for other labelling and information schemes within SCP a fact sheet and checklist for proactive co-existence has been prepared, based on the findings of this project. The objective for the fact sheet is to inspire information schemes to participate in dialogue, and to consider cooperation with other labelling, certification- and information schemes with relevance to Sustainable Consumption and Production.

List of Abbreviations

CSR	Corporate Social Responsibility
DIEH	The Danish Ethical Trading Initiative
DIFI	Agency for Public Management and eGovernment
DSD	Danish Standard
ECOSTORY	Danish consulting firm
EMAS	Environmental Management and Audit Scheme
EMS	Environmental Management System
EPD	Environmental Product Declaration
EUEB	European Union Eco-labelling Board
FBIF	Forum on Sustainable Procurement
FEE	Foundation of Environmental Education
FSC	Forest Stewardship Council
GBC-DK	Green Building Council Denmark
GEN	Global Ecolabelling Network
GOTS	Global Organic Textile Standard
GPP	Green Public Procurement
IPP	Integrated Product Policy
ISO	International Organization for Standardization
KRAV	Organic label in Sweden
LCA	Life Cycle Assessment
M1	Finnish Indoor Climate Label
MSC	Marine Stewardship Council
NCM	Nordic Council of Ministers (NMR)
NCMSP	NCM's Working Group on Sustainable Consumption and Production
NEB	Nordic Ecolabelling Board (NMN)
NGO	Non-Government Organization
PEFC	Programme for Endorsement Forest Certification
POMS	Product Oriented Environmental Strategy
SCP	Sustainable Consumption and Production
SEMC	The Swedish Environmental Management Council
SWAN	The Nordic Ecolabel
TCO	Ecolabel on IT and office equipment
UNEP	United Nations Environment Programme
WTO	World Trade Organization

1. Recommendations to the Nordic Council of Ministers

This section provides recommendations on how the Nordic Council of Ministers and the Nordic Ecolabelling Board may take action and help realize cooperation between the Nordic Ecolabel and other information schemes with relevance for Sustainable Consumption and Production.

The Danish consulting firm Ecostory has based its recommendations on the adopted vision for the Nordic Ecolabel, the Swan Vision 2015, and on findings from this project's mapping of information systems, the performed stakeholder survey and findings from the international workshop on synergies and cooperation, held at Lund University in November 2011.

Ecostory describes the 10 key challenges and recommends policy responses and describes 27 tentative proposals for follow-up initiatives that the Nordic Council of Ministers/ Nordic Ecolabelling Board can adopt to support cooperation between the Nordic Ecolabel and other information systems.

An upgrading of Nordic co-operation with other international information schemes will support execution of the Swan Vision 2015 for the Nordic Ecolabel, that among other is pursuing, that:

“The Nordic Ecolabel will hold a strong position through its high credibility and market penetration and lead other brands pro-actively in terms of its stringent criteria”. And “..Sustainability criteria, in addition to those of the environment, are gradually being added to the Nordic Ecolabel” towards 2015. *Nordic Ministers for the Environment, Vision for the Nordic Ecolabel 2015, November 2011*

The 10 recommendations and 27 suggestions for follow-up initiatives fall into four headlines:

- Cooperation and synergies
- Towards Sustainability
- Communication and transparency
- Regulation

1.1 Cooperation and synergies

Strengthening Nordic and international dialogue and cooperation

Nordic Ecolabelling (as a Nordic organization) only to a limited extent cooperates with other information systems. At national level, Nordic Ecolabelling is anchored in national ecolabelling boards, but not at regional level and internationally. The Nordic Council of Ministers / Nordic Ecolabelling Board have with this project initiated such enhanced cooperation by conducting the international workshop in Lund.

It is proposed that Nordic Ecolabelling, for example through NCMSCP / Swan Group, take initiatives to continue the international dialogue with other labelling and certification schemes relevant to SCP and thus contributes to that Nordic Ecolabelling executes its vision to be perceived as a scheme to “lead other brands pro-actively in terms of its stringent criteria”.

Initiative 1

Nordic Council of Ministers (NCM), Nordic Ecolabelling Board (NEB) and Nordic Ecolabelling can annually facilitate and host an international and cross sectorial meeting to exchange knowledge and ideas for cooperation, and thereby proactively help break the known barriers to the exploitation of synergies and cooperation, by building an inclusive, interestingly, person-borne networking among schemes to discuss challenges and solutions, including those that require a clear business case. The objectives of the meeting should be to exchange information and experience, and to identify concrete opportunities for cooperation. Annual meeting should have a theme, and NCM, Nordic Ecolabel and participants can benefit from being host and participants in an exclusive and high profile event.

Initiative 2

Initiatives from the European Commission are important for several respondents in the stakeholder survey, both in relation to their current operations and future development. EU Commission is working on revision of EU SCP, Eco Design of EuP Directive and DG Environment evaluation of the change in the EU Ecolabel business case, which is likely to be effective in the future. Nordic Council of Ministers (NCM), Nordic Ecolabelling can participate and collaborate with these EU initiatives through NMRSCP/Swan Group at a Nordic level.

Initiative 3

Nordic Ecolabelling can continue to be a proactive partner for the EU Ecolabel, contribute to export the Nordic experience with Nordic Ecolabelling for example, in collaboration with United Nations Environment Program, as it currently has happened in relation to countries in South America. Such an open collaboration can be extended to other information schemes and to several countries.

Initiative 4

Nordic Ecolabelling Board and the national ecolabelling organizations can take steps to realize the two concrete initiatives that are a direct result of this project stakeholder surveys. To initiate a dialogue with The Danish Ethical Trading Initiative (DIEH) on cooperation in setting requirements for social and ethical conditions in Nordic Ecolabelling. To initiate a dialogue with GOTS to explore opportunities for a business case for collaboration on the licensing and mutual recognition of labelling of textiles.

Interest for cooperation exist and depends partly on business cases

The stakeholder survey showed that there exist an interest in knowledge sharing and cooperation, and many already are cooperating with the Nordic Ecolabel, particularly within the environmental sector. Collaboration across information schemes, from other sectors is less common. The retail sector shows examples of cobranding across e.g. organic and fair trade schemes. Although most of the examined schemes are working for transition to Sustainable Consumption and Production, voluntary market driven information schemes are dependent on their business cases, so that realization of cooperation may include economic conditions.

Nordic Ecolabelling can work to expand and strengthen its cooperation with other information schemes to learn from best practice, to be up to speed with emerging challenges, and to promote cost-effective development of the Swan. Nordic Council of Ministers, Nordic Ecolabelling Board and NCMSCP / Swan Group can take the initiative to develop business-driven collaborations across information schemes. Thus, the Swan takes on a role others haven't yet taken, giving Nordic Ecolabel a role and profile as a responsible label that works to find solutions to sustainability challenges by recognizing and cooperating with other schemes.

Initiative 5

Nordic Ecolabelling can focus on mutual recognition between type 1 ecolabels and raw material labels e.g. organic, fish, wood in their criteria development and by initiating other cooperation within licensing, audit and communications. Nordic Ecolabel can proactively work for cobranding between labels with clear and different profiles.

Initiative 6

The retail sector has the lead in bringing schemes together on product packaging (in supermarkets) relevant to SCP. Nordic Ecolabelling can take this agenda, and work to define what other schemes and retailers they wants to cobrand with. The retail sector plays a key role in deciding whether an information scheme is used and will have success or fail on the market. Nordic Ecolabel can take the initiative to realize cobranding with other schemes and work with retailers to cobrand with their respective private labels.

Initiative 7

Synergies and collaborations between schemes within SCP can occur through coordination and regulation of the schemes criteria basis or by working in a business-driven manner. Nordic Ecolabelling may decide and be open to business-driven collaborations and show the way, for example in relation to strategic cooperation with GOTS, the Nordic Ecolabelling organizations can become GOTS accredited and offer GOTS certification for textiles.

Focus areas for development of information systems

The investigated schemes in this project have all for their innovation and development focused on a number of issues that the Swan can learn from, and which can serve as themes and concrete areas for knowledge sharing and cooperation.

At a Nordic level the Swan can strengthen its networking internationally and across sectors in order to exploit synergies.

Initiative 8

Nordic Ecolabelling Board, NCMSCP can take initiatives to renew and develop the external communication of the Nordic Ecolabel, its presence on the Internet, to use new media, new information technologies, use of self-explanatory labels etc.

Initiative 9

To avoid misinformation Nordic Ecolabel can launch an educational program, for companies that want to communicate their ecolabeled products and services on the market in an efficient and correct manner.

Initiative 10

Nordic Council of Ministers, Nordic Ecolabelling Board can take the initiative to develop GPP criteria in all new and revised Swan criteria as a concrete initiative to make the Nordic Ecolabel more useful in relation to tenders and procurement. Nordic Ecolabelling can prioritize areas where the EU hasn't yet developed GPP criteria.

Initiative 11

The Nordic Ecolabel and The Swedish Environmental Management Council are developing criteria within all important areas for private consumption (meals, transportation and housing). This expands the breadth of product portfolio, and products to be labeled. This change makes two new areas of consumption relevant for Nordic Ecolabelling: food and transportation, which are central to environmental impacts, resource and energy consumption and related emissions and climate impacts from private households.

Nordic Council of Ministers can proactively seek concrete cooperation between environmental and organic label schemes, to develop the respective systems towards sustainability in a cost effective and reliable manner. Development of environmental and organic schemes can occur by exploiting opportunities for cooperation, not least to the benefit for consumers, companies and label owners, and to avoid labels to undermine each other on the cost of consumer trust and comprehension

Coexistence of global and national/regional labels

Even as the EU takes on the coordinating and regulatory role more and more, and despite the fact that product groups and markets becomes global, it's a likely scenario, that global and national/regional labels will coexist in the future as they do today.

In fields where global schemes appear and stand strong, national and regional schemes have to specialize, covering more aspects or higher demands to maintain their relevance. In the coexistence scenario both global and national schemes may have benefits of cooperation and mutual recognition in relation to market penetration, consumer awareness and credibility.

Initiative 12

The Nordic Ecolabel is an example of an information scheme incorporating EU legal requirements before it is required and can thus drive the development of licensees. Nordic Ecolabelling Board can take the initiative to explore how the Swan can learn from other systems that evolve in areas where there is no mandatory EU regulations, and in markets outside the EU.

1.2 Towards Sustainability

Progress towards sustainability labelling

The interview survey showed that several labels and certification systems are working to develop their information system towards sustainability. Ecolabels are working to set requirements for social and ethical issues, and develop criteria for foodstuff. Organic labels set requirements for climate, environment and social conditions, and all in competition with existing fair trade and ethical labels. Progress towards sustainability labelling increases the complexity of the scheme's criteria, and makes it harder to communicate what the labels stands for. It also sets higher demand for expertise and credibility of system.

The Nordic Ecolabel follows the same trend towards sustainability by executing the Swan Vision 2015 and make requirements on climate, social, ethical and other sustainability issues. To maintain its credibility and relevance Nordic Ecolabel should maintain its core as an ISO type 1 Ecolabel.

Initiative 13

The Nordic Ecolabel can concretize its Vision 2015 by setting concrete goals for the incorporation of social issues in relation to new and existing criteria and by proposing cooperation with other schemes. Nordic Council of Ministers and NCMSCP can initiate cross sector cooperation with other schemes in e.g. organic, energy, electronics, fair trade and responsibility schemes to provide sustainability requirements for example, by defining and execute joint projects.

Initiative 14

Nordic Council of Ministers and NCMSCP can prioritize and develop sustainability information to consumers by formulating Nordic initiatives to develop external communication and marketing in relation with the Nordic Ecolabel, in times when the criteria base of the Nordic Ecolabel

widens. NCMSCP can initiate updating its handbook on environmental communication to consumers by including best practice regarding the use of new media, new information technology and expand the focus of the handbook from environmental to sustainability communications.

Initiative 15

Nordic Ecolabelling can prioritize more that social and ethical issues are taken into account when criteria are established, by working for agreements on minimum levels on social issues in label schemes.

Initiative 16

ordic Ecolabelling can systematize its recognition and cooperation with other reliable schemes for mutual benefit, and thus seek a cost-effective development of the Swan, for example in relation to incorporation of social issues in the criteria base of the Swan, and as the Nordic Ecolabel expands its product portfolio to include food and transportation.

1.3 Communication and transparency

Demands on green marketing and quality of consumer information

The number of labels and certification schemes are perceived as growing and it feels like there are more unreliable labelling and other information on the environment, organic and sustainability in the markets. At the same time it is experienced as if there has been an increase in the number of single issue labels on the market. This development may lead to loss of transparency for consumers and credibility for businesses

Many talk about the labelling jungle, misinformation and unlawful environmental marketing, but none or few are currently taking the lead in that agenda. Nordic Council of Ministers can put forward a Nordic agenda for law and order in its own labelling scheme, and by being a role model to lead and guide the use of environmental and sustainability claims in marketing in the Nordic countries and the EU. Nordic Council of Ministers can initiate to set requirements for the quality of market communication to consumers, and work to promote credibility and relevance in labelling and consumer information and thereby counteract misleading marketing. The initiative can be implemented as a Nordic cross sectorial initiative and it should be utilized at EU level according common legal framework within EU Marketing Directive.

Initiative 17

Nordic Council of Ministers can initiate that Nordic Ecolabelling keep a high self-justice in relation to licensee's compliance with rules for use of the Nordic Ecolabel and secondary claims in their marketing and NCM can initiate on a Nordic level to investigate, enforce and communicate about the abuse of the Swan. A significant increase in abuse of the Nordic and the EU Ecolabel in marketing in Denmark was reported in Ecolabelling Denmark audit report from 2010.

Initiative 18

Nordic Council of Ministers can respond to the Danish Consumer Ombudsman's guidelines on green marketing and cooperate with enforcement authorities in the Nordic countries and the EU, and work to ensure that the relevant authorities take legal action in relation to violations of the rules for good marketing with relation to SCP.

Initiative 19

Nordic Council of Ministers and the Nordic Ecolabelling Board can initiate that Nordic Ecolabelling systematic and proactively uses and cooperate with credible single issue labels. This initiative can promote good labelling schemes and disadvantage less credible schemes in benefit for markets transparency and consumer's ability to make informed purchasing decisions.

Initiative 20

Nordic Council of Ministers can initiate that unserious single issue labels will be held liable to the marketing law, The Unfair Commercial Practices Directive, and not promoted by Nordic government authorities.

Initiative 21

Nordic Council of Ministers can initiate, that Nordic government authorities supports the official labelling schemes in the Nordic countries and cooperate on a common definition of what is good labelling and good market based consumer information on sustainable products and services, for example by agreeing on a common code of conduct or best practice to follow.

Reliable market and consumer information

At the international workshop in Lund it was generally agreed on, that it's hard to communicate multicriteria labels in at short and accurate manner, and that consumers must become knowledgeable themselves. It's

important to communicate the content or meaning of multicriteria labels to consumers. Communication takes place in the market, maybe in competition with many similar labels and competing messages. It's a challenge to communicate the meaning of for instance ecolabeled products, when wording has to be short and accurate, and at the same time the labels sets many technical requirements in their criteria.

Labels are useful consumer information and leads to fewer unjustified claims. The Nordic consumer authorities (and other resorts) do not prioritize communication on sustainability to consumers very high. Since NCM shut down the Nordic Council of Consumer Ministers, there hasn't been a Nordic focus on consumer information regarding Sustainable Consumption and Production.

Initiative 22

Nordic Council of Ministers can take the initiative to prioritize consumer information regarding Sustainable Consumption and Production in the relevant Nordic action plans, working groups and projects.

Initiative 23

NCMSCP Group can work to make consumers knowledgeable themselves by prioritizing public consumer information in the Nordic countries and by ensuring that the Swan renews and increases its external communications.

Lack of knowledge about voluntary labelling

The participants at the workshop in Lund agreed on the existence of a large diversity and a large number of labels, and that this may be part of the reason why politicians/authorities and even label schemes themselves have a lack of knowledge about voluntary labels and who to trust. Many small labels are making a difference for companies and consumers in the field of SCP. But it can be difficult for smaller labels to get noticed.

The importance of recognition by authorities was highlighted at the workshop. There is a need for politicians to send strong signals in policy and support that voluntary schemes like labels have an important role to play regarding SCP. In 2012 and 2013 a number of initiatives and projects regarding globalization, green growth and development of standards and norms for GPP will be conducted by The Nordic Council of Ministers. In this work knowledge about labels and other voluntary information schemes is important to utilize, even across sectors.

Initiative 24

Nordic Council of Ministers can secure that the Nordic Committees of Senior Officials and working groups cross sectors are knowledgeable about and utilizes Nordic Ecolabelling and the work on SCP taking place in for instance NCMSCP in NCM initiatives and projects in 2012-13.

1.4 Regulation

EU competition law makes it difficult to impose requirements

Several schemes see the professional purchasers (GPP and companies) as a driver for their information schemes, and thus their impact in the market. EU competition law makes it difficult to impose requirements on environmental and social performance in public tenders and may seem limiting.

Nordic Council of Ministers can work to clarify how to utilize voluntary labels and other product information in GPP.

Initiative 25

Nordic Council of Ministers and Nordic Ecolabelling Board can take the initiative to describe and communicate practice in regard to interpretation and compliance to EU competition law, and communicate what opportunities and constraints EU competition law sets for the use of procurement criteria and the use of voluntary labels and 3. party certification schemes in GPP.

Initiative 26

Nordic Council of Ministers and NCMSCP can initiate the preparation of an overview of all laws, national regulations, policy areas, action plans, government initiatives and others in the Nordic countries, and thereby in a systematic manner be able to recommend the use of and compliance with the official label schemes in the Nordic countries, and thereby contribute to efficient markets, reliable and relevant consumer information.

Using regulation as a driver for voluntary schemes within SCP

Governments can work for transition to Sustainable Consumption and Production by using regulation as a driver within production, consumption and markets. Voluntary market driven schemes have a need for real market demand and public understanding of the sustainability challenges.

Nordic Council of Ministers and the Nordic governments can promote and support voluntary schemes within SCP by putting forward Nordic position on sustainability – and by debating and communicating on environmental issues.

Initiative 27

Nordic Council of Ministers can work to set common objectives and goals to aim at, for GPP in the Nordic countries and thereby stimulate demand and supply of sustainable products and services.

2. Mapping of environmental information systems in the Nordic countries

2.1 Summary

In chapter 2 the results of the project's mapping environmental information systems in the Nordic countries are reported including the following topics:

- Objectives, definitions and delimitations
- Desk research
- Mapped information schemes
- Survey respondents and key persons
- Cooperation with the official Ecolabels in the Nordic countries

Objectives, definitions and delimitations

The definition of environmental information systems is broader in this project, than previous studies, and includes schemes within: organic labelling, ethical labelling, fair trade, quality labelling etc. as defined in the report's preface.

This project was initiated with a mapping of information systems in the Nordic countries with relevance for Sustainable Consumption and Production. The objectives of the mapping were to identify relevant information schemes, contacts, and provide brief descriptions of information systems. The selection of which information systems are included in the project was made in cooperation with NCM's Swan Group. The aim has been to identify and involve information schemes with high market penetration, high potential and / or interest in cooperation with the Nordic Ecolabel.

Desk research

The mapping of environmental information systems in the Nordic countries was conducted as desk research and by involvement of the NCM's Swan Group national representatives. Internet search and involvement of key persons with knowledge of information schemes in the Nordic countries has been the main sources.

Mapped information schemes

The conducted mapping has identified 92 information systems. See also appendix 1. The survey is not exhaustive. The selected 31 information schemes shown in table 2 should not be taken as an indication that there are other relevant information schemes that could usefully be included in the project. Selection is due to a practical and resource delineation. The 16 highest prioritized national information systems and 15 highest prioritized international schemes are distributed as follows: Nordic system (1), Swedish (4), Norwegian (3), Icelandic (1), Finnish (3), Danish (4), Europe (4) and international systems (11). Thematically the selected information schemes distributes within five themes: environment (13), responsibility (8), ecology (7), health (2) and energy (1).

In appendix 3 brief descriptions are given of the information schemes that have participated in this projects stakeholder analysis.

Survey respondents and key persons

As preparations for this project stakeholder analyses and interview survey, mapping and selection of information schemes was conducted, key persons and resource staff was identified. An overview of reference individuals is given section 2.5.

Cooperation with the official Ecolabels in Nordic countries

Finally this chapter 2 tries to put cooperation and the utilization of synergies between information schemes in perspective. Results from previous Nordic studies on potential and realized collaborations are included, and based on updated information, the Nordic ecolabelling are discussed as an example of a collaborative and inclusive labelling scheme.

2.2 Objectives, definitions and delimitations

As mentioned, this project focuses on the owners of information schemes and their desire to develop their own label or certification schemes and thus their interest and need to cooperate or compete.

Specifically, this means that the mapping of environmental information systems in the Nordic countries primarily is performed to identify potential stakeholders and partners for the Nordic Ecolabel. The survey is not exhaustive and has not had the goal in detail to describe information systems as done in previous studies, e.g. TemaNord 2002:517 and TemaNord 2008:529.

The project was initiated with a mapping of information systems in the Nordic countries with relevance for Sustainable Consumption and Production. This project defines environmental information systems broader than previous studies, and includes schemes within: organic labelling, ethical labelling, fair trade, quality labelling etc. as defined in the report's preface.

The mapping should identify relevant information schemes, contacts, and provide brief descriptions of information systems. The selection of which information systems are included in the project was made in cooperation with NCM's Swan Group. The aim has been to identify and involve information schemes with high market penetration, high potential and / or interest in cooperating with The Swan.

2.3 Desk research

The mapping of environmental information systems in the Nordic countries was conducted as desk research and by involvement of the NCM Swan Group national representatives. Internet search and involvement of key persons with knowledge of information schemes in the Nordic countries has been the main sources.

The Swan Group members have contributed to a gross list of information systems in their respective countries, including information schemes in areas that are listed below in Table 1.

Table 1 Inspiration list for mapping information schemes in the Nordic countries

Ecolabelling
Organic labelling
Ethical labelling (e.g. fair trade, social conditions, etc...)
Environmental product declarations (EPD)
Certified environmental management systems (ISO / EMAS)
Quality labelling
Procurement guidelines (GPP)
CSR code of conduct for companies and organizations
Information on energy and / or climate
Health information
Information about other themes that are important nationally (e.g., hazardous waste, indoor climate, construction, etc.)

Subsequently the Swan Group has been involved in prioritizing the gross list, thereby limiting the group up to 25 information schemes that have been included in the stakeholder survey.

The delimitation of information schemes was conducted by asking the respective countries representatives in the Swan Group to rank the five major national information schemes in their own country. Further to rank the ten international information systems and national information schemes from the other countries. In light of this feedback an overall ranking and prioritization of information schemes was calculated.

2.4 Mapped information schemes

The conducted mapping has identified 92 information systems with relevance for SCP. The survey is not exhaustive, as not all members of the Swan Group have ranked the listed systems as described above. The gross list of information schemes is attached as appendix 1

Table 2 shows the information schemes that have been tried to include in this project's stakeholder analysis. A "thematic variable" has been attributed to all information schemes within the following themes: responsibility, animal welfare, energy and climate, communication, quality, environment, health and organic.

Information systems have only got these predicates to create clarity and display similarities between schemes. These predicates must not be taken as an indication that there has been conducted a technical / professional or legal evaluation of the systems business areas. They are instead based on how the schemes describe themselves.

The thematic variable "responsibility" is used for schemes providing sustainability requirements. The variable "sustainability" is deliberately excluded because of a widespread disagreement about what the term implies and what requirements must be complied with before a product can claim to be sustainable.

In appendix 3 brief descriptions are given of the information schemes that have participated in this projects stakeholder analysis.

Table 2 Priority information schemes

Name of Information scheme	Theme	Country
Nordic Ecolabel (The Swan)	Environment	S,IS,N,FI,DK
KRAV	Organic/climate	S
Good Environmental Choice (Bra Miljöval)	Environment	S
SEMCo's procurement criteria	Environment	S
TCO	Environment	S
Norwegian EPD-foundation	Environment	N
Debio	Organic	N
Difi's procurement criteria	Environment	N
TÚN	Organic	IS
Sun-mark (Luomu – valvottua tuotantoa –merkki)	Organic	FI
EKO (Ekoenergia)	Energy	FI
M1 (Finnish Indoor Climate Label)	Health	FI
DS49001	Responsibility	DK
Green Building Council Denmark	Responsibility	DK
ansvarligeindkob.dk (Forum on Sustainable Procurement)	Environment	DK
The Danish Ethical Trading Initiative (DIEH)	Responsibility	DK
The EU Ecolabel (+GPP)	Environment	EU
EU Energy Label/Eco design	Energy	EU
EMAS (Environmental Management and Audit Scheme)	Environment	EU
EU Organic Label	Organic	EU
FSC Label (Forest Stewardship Council)	Responsibility	International
ISO 14025 (Environmental Product Declarations)	Environment	International
PEFC (Program. for Endorsement Forest Certification)	Responsibility	International
Fairtrade Label	Responsibility	International
MSC Label (Marine Stewardship Council)	Responsibility	International
Green Key (Foundation for Environmental Education)	Environment	International
ISO14001 (Environmental Management)	Environment	International
The Green Yardstick (The Green Yardstick)	Environment	International
ISO26000 (Guidance on social responsibility)	Responsibility	International
Confidence in Textiles (ØKO-TEX Standard 100)	Health	International
GOTS (Global Organic Textile Standard)	Organic	International

The selected 31 information schemes should not be taken as an indication that there aren't other relevant information schemes that could usefully be included in the project. Selection is due to a practical and resource delineation.

The 16 highest prioritized national information systems and 15 highest prioritized international schemes are distributed as follows: Nordic system (1), Swedish (4), Norwegian (3), Icelandic (1), Finnish (3), Danish (4), Europe (4) and international systems (11).

Thematically the selected information schemes distributes within five themes: environment (13), responsibility (8), ecology (7), health (2) and energy (1).

The selected information schemes distributed on the following areas: organic label – food (5), procurement (3), ecolabelling (3), environmental certification (2), environmental management (2), EPD (2), forest certifica-

tion (2), textiles (2) , construction (1), CSR (1), energy (1), fair trade – groceries (1), fish (1), indoor climate (1), office and IT (1), tourist facilities (1)

2.5 Survey respondents and key persons

There are conducted interviews with resource staff from the respective information schemes in the project's stakeholder survey. Furthermore, the project has been in dialogue with key persons from a number of important labelling and certification schemes relevant to SCP at the international workshop held at Lund University in November 2011. These interviews and conversations constitute this project's main sources.

This section provides an overview of these reference individuals.

Table 3 Key persons who participated in the stakeholder analysis

Key person	Name of the information scheme	Position	Country
Charlotte Vincentz Fischer	ISO14025 (EPD)	Consultant	Int.
Dag Strømsnæs	Difi's procurement criteria	Department Director	N
Erik Van Dijk	Green Key	International coordinator	NL
Finn Bolding Thomsen	FEE (Green Key)	Director of FEE	DK
Gunnar Á Gunnarsson	Vottunarfostan Tún (organic labelling)	Director	IS
Harald Björn-Larsen	Debio	Development Manager	N
Jacek Truszczyński	EU Energy Label/Eco design	Policy Officer. DG Energy	EU
John Hansen	ØKO-TEX Standard 100	Textile expert Danish Tec. Inst.	Int.
Jonas Giersing	Fairtrade	Director	Int.
Kim Christiansen	DS49001	Senior Consultant	DK
Kim Christiansen	ISO26000	Senior consultant	Int.
Lars Nellmer	KRAV	Director	S
Loa Dalgaard Worm	FSC (Forest Stewardship Council)	Secretariat director	Int.
Michele Galatola	The EU Ecolabel (+GPP)	Policy Officer. DG Environment	EU
Mikael Koch	Green Building Council Denmark	Board Member	DK
Mr. Michele Galatola	EMAS	Policy Officer. DG Environment	EU
Peter Nohrstedt	SEMC's procurement criteria	Operations Manager	S
Rikke Dreyer	Forum on Sustainable Procurement	Chair	DK

Table 4 Key persons who participated in the survey and the workshop

Key person	Name of the information scheme	Position	Country
Beate Meinander	Luomu – Organic labelling	Head of Unit	FI
Björn-Erik Lönn	Nordic Ecolabel, the Swan	Nordic coordinator	Nordic
Camiel Derichs	MSC (Marine Stewardship Council)	Deputy Director Europe	Int.
Dagfinn Malnes	EPD	Leader of EPD Norway	Int.
Elisabeth Tosti	GOTS (Global Organic Textile Standard)	GOTS Nordic representative	Int.
Hanne Gürtler	DIEH (Danish Ethical Trading Initiative)	Secretariat Director	DK
Steven Tait	MSC (Marine Stewardship Council)	Senior International Manager	Int.
Sören Enholm	TCO	Managing Director	S
Tanja Olsen	PEFC	Secretariat director	Int.

Table 5 Key persons who participated in the international workshop in Lund

Key person	Name of the information scheme	Position	Country
Alvhild Hedstein	Ecolabelling Norway	Director	N
Anna S. Ragnarsdóttir	Ecolabelling Iceland	Expert	IS
Arne Ranneberg-Nielsen	Eco-lighthouse	Head of Department	N
Bente Næss	NCM Swan Group	Chair of NMRHKP group	Nordic
Claus Egeris	Ecotory	Project leader	Nordic
Elva Rakel Jónsdóttir	Ecolabelling Iceland	Expert	IS
Eva Eiderström	Bra Miljöval (Good Environ. Choice)	Head of Department	S
Helka Julkunen	Green Office/WWF	Head of Green Office	FI
Jean-Pierre Haug	ØKO-TEX Standard 100	Secretary General	Int.
Jonas Eder-Hansen	NICE fashion	Development Director	Nordic
Sune Prahl Knudsen	Fairtrade	Head of Communications	DK
Lisbeth Engel Hansen	Ecolabelling Denmark	Head of Criteria	DK
Louise Rabilloud	Green Key	Project leader	S
Mats Ekenger	Nordic Council of Ministers	Senior consultant	Nordic
Morten Leuch Elieson	Eco-lighthouse	Leader of Eco-Lighthouse	N
Nicolas Dubrocard	Green Key	International coordinator	Int.
Peer-Erik Carlsson	Environmental Diploma Gothenburg	Environmental analyst	S
Ragnar Unge	Ecolabelling Sweden	Director	S
Ragnar Unge	The EU Ecolabel	President EU Ecolab. Board	EU
Stefán Gíslason	Environice Consulting	Coordinator The Swan-Group	Nordic
Tuija Myllyntaus	NCM Swan Group	Member of NMRSCP Group	FI

2.6 Cooperation with the official Ecolabels in Nordic countries

The desire to identify and exploit synergies between different environmental information systems originates as previously mentioned from various environmental policies: the Product Oriented Environmental Strategy, POMS, the Integrated Product Policy, IPP and latest the policy on Sustainable Consumption and Production, SCP, and has historically been intended to coordinate environmental policy instruments and create correlations between e.g. EMS systems, EPD and ISO type I ecolabels, in order to streamline, to spread and use the respective instruments.

Synergies among EMS, EPD and ISO type 1 ecolabels

In 2002 the International Institute for Industrial Environmental Economics, iiee, at Lund's University conducted a study on the role of the Nordic Ecolabel, the Swan, in relation to other environmental information systems, primarily environmental product declarations and environmental management systems, reported as TemaNord 2002:517.

The purpose of the study was to demonstrate, by using information from case studies, such synergies between the Swan system and the other systems, which have already been, or could be utilized, and to indicate barriers and opportunities to implementing a vision, where EMS should

generate data to be used for the documentation and certification of satisfying the requirements for the Swan Label, where EPD's and ISO type 1 ecolabels are harmonized, so that EPD's easily can be used to document requirements in ISO type 1 certification, so that producers perceive that ecolabelling, environmental management and environmental product declarations are supplementing and complementary systems.

The study concludes that the vision may be implemented in parts but hardly in its entirety. Some companies use ecolabelling criteria as guidelines in their environmental management systems. The companies doing this are also those experiencing synergies with regard to demands on documentation. However, all the information needed for ecolabelling cannot be generated through the environmental management system. Part of the information has to be sought from subcontractors by the ecolabelling secretariats. There are several similar problems related to the role of certified environmental product declarations in the product chain. It is therefore difficult to see how these declarations and ecolabelling could, within the foreseeable future, become completely harmonized. The environmental criteria of the ecolabelling scheme are defined in such a manner that the information derived from the environmental management system or from existing certified environmental product declarations is not sufficient. There are several reasons for this. The lack of product-specific data is causing a use of general data that results in environmental product declarations not giving the information required for certifying ecolabelling.

Synergies are realized when there are specific needs

Nordic Council of Ministers changing working groups on POMS, IPP, SCP, has studied the benefits of these synergies in connection with evaluations of the Nordic Ecolabel in 2001 and last again in 2008, TemaNord 2008:529. The conclusion in 2008 was that there exist a number of barriers to exploit synergies between different information systems generally they are due to the facts, that existing information schemes have different objectives, goals, target groups. They have different focuses for example on companies or products. Information schemes have different owners and are established in various public sectors such as the environment, energy and the agriculture and food sectors, and have had various national, regional or global approaches, etc. These barriers to integrate systems and exploit synergies continue to exist in 2012.

The co-existing environmental information schemes can be regarded as competing schemes. The latest Swan evaluation found no overarching,

common or general synergies among the studied information systems. Experience seems rather to be that the examples of realized synergies and collaborations between The Swan and other information schemes are due to personal involvement and networking and synergies are realized when there is specific need for cooperation between the owners of information schemes

As an execution of The Swan Vision 2015, the Danish consulting firm Ecostory has mapped the Nordic markets for other relevant information systems, in order to identify possible synergies among the Swan and other information systems. The objective has been to create an overview of other information schemes relevant to SCP, as well as to facilitate and support the sharing of knowledge and experience among existing information schemes and identify potential for closer cooperation. The project results are published in this TemaNord Report 2012:538.

Use of labelling in policy-mixing

In 2011 consultants at Planmiljø investigated and mapped the use and prevalence of Ecolabels, Environmental Voluntary Agreements in the Nordic countries, and the inclusion of these specific tools in policy mixes, TemaNord 2011:538. The study was based on existing evaluations of Voluntary Agreements and Ecolabelling Schemes from which conclusions on cost effectiveness and examples of implemented policy mixes are extracted. The study comprises a broad selection of Voluntary Agreements and Ecolabels in function from 2005–2010 and evaluations carried through since 2005.

The study reveals that Voluntary Agreements and Ecolabelling Schemes are in use in all the Nordic countries. Especially Denmark, Sweden and Norway have made numerous experiences in the use of these soft regulatory instruments. Concerning Ecolabelling there are good examples and a large potential in using the labelling criteria in public tenders. This is practiced in the Nordic countries at times and there would be more potential for linking these instruments in the future. Policy-mixing between the implementation of the Eco Design Directive and the EU-flower and the Nordic Ecolabel has a clear potential. A main conclusion of the study is that there is a lack of national strategy in all Nordic Countries on the use of Voluntary Agreement and on the use of both Voluntary Agreements and Ecolabelling schemes in policy mixes.

Nordic- and the EU Ecolabel – an example of synergy and cooperation

The Nordic Ecolabel and the EU Ecolabel are both official ecolabels in all Nordic countries: Denmark, Sweden, Norway, Finland and Iceland. The Nordic and the EU Ecolabel are not considered as two competing schemes in the Nordic countries. Rather, they are perceived as two sides of same coin, according to Ecolabelling Denmark, www.ecolabel.dk.

The biggest difference among the Nordic Ecolabel and the EU Ecolabel is that they arise from two different authorities and covers different markets. Objectives and environmental standards are virtually identical. As the EU Commission established the Flower in 1992, the ambition was to develop a label that could gather all national and regional ecolabels, including the Nordic Ecolabel, which was established by the Nordic Council of Ministers in 1989. However, there are some practical considerations which make the two labels continue to coexist side by side. For example, there are still several product groups that only can be labeled with the Swan and not with the EU Ecolabel.

Nordic Ecolabelling and the EU Ecolabel collaborate and exploit synergies in virtually all areas, and cooperate on criteria development, mutual recognition of criteria, licensing, audit, management schemes, staffing, joint communication and marketing.

In practice, it's the national Swan secretariats in the Nordic countries, which manages both the Nordic Ecolabel and the EU Ecolabel. So there exist an administrative and staff overlap for the two schemes, which can ensure effective and coordinated cooperation among the schemes. The schemes are cooperating on criteria development to some extent, where the Nordic Ecolabelling makes its criteria available to the EU Ecolabel free of charge, and in practice Nordic Ecolabelling recognizes in some product groups the EU criteria, which then are adopted.

The Nordic Ecolabel and the EU Ecolabel are marketed together in the Nordic countries as the official ecolabels, like their national secretariats are licensing and approving use of both the Swan and the EU Ecolabel by manufacturers and retailers.

Cooperation between the two labels is an expression of environmental policy in the Nordic countries. Utilization of synergies, coordination and practical cooperation, are in other words politically prioritized. In practice it's basically Nordic Ecolabelling working to coordinate and harmonize with the EU Ecolabel and not vice versa. Just as it is the Nordic countries that finances Nordic criteria development and provide the knowledge base for the disposal of the EU Ecolabel free of charge.

The Nordic and European Ecolabel cooperation is an example of that cooperation occurs when there is a need, for example, a policy need. This example also shows that business cases are important preconditions for cooperation.

The fee for using the EU Ecolabel was prior to revision of the EU Ecolabel in 2009-10 considered a major barrier for more companies to choose labelling their products. As part of the revision the fee for using the EU Ecolabel was disconnected from corporate sales. The change has led to a significant drop in revenues for some member states Competent Bodies, who are responsible for certifying new products. If an EU member state Competent Body is not receiving additional national funding's it may be a problem for the EU Ecolabel business case. Therefore an evaluation of the change in the EU Ecolabel business case is pt. ongoing, and it's expected that possible changes can be implemented in 2012, EU DG Environment, pers.comm. 2011.

Nordic Ecolabel is leading in the Nordic markets

As shown in to tables below, the Nordic Ecolabel is in fact the leading official Ecolabel in the Nordic markets, both measured as the total number of licenses compared to the EU Ecolabel, and as the policy instrument, that provides environmental consumer information regarding 65 different product categories and a wide range of environmentally friendly products and services.

Table 6 Nordic Licenses within the Nordic and the EU Ecolabel, as at. January 2012

	Nordic Ecolabel		The EU Ecolabel	
	Licenses	present on market	Licenses	Sum
	issued in the country	issued other country	issued in the country	
S	1295	684	26	2005
N	348	247	3	598
DK	321	113	72	506
FI	170	197	11	378
IS	17	74	1	92
Sum	2151		113	

Nordic Ecolabelling, 3 February 2012

Nordic Ecolabel has issued 2151 licenses in the Nordic countries, or 19 times more compared to 113 licenses for the EU Ecolabel.

Table 7 Licenses within the Nordic Ecolabel, as at. January 2012

Product categories / Nordic country	S	N	IS	DK	FI	SUM
Supermarket	393	77		2		472
printing service	206	101	6	95	50	458
Hotels and Hostels	298	70	4	6	34	412
Cosmetics	16	3		51	1	71
Detergents	24	4		20	11	59
Restaurants	38	2	1		10	51
Shampoo, conditioner and soap	18	1		28	3	50
Laundry / Textile Service	15	23		3	1	42
furniture and furnishings	27	4		7	2	40
Laundry detergents and stain removers	10	12		15	3	40
Tissue	23			5	9	37
Cleaning Services	12	8	5	3	1	29
Digital photo printing	26					26
hand dishwashing detergents	11	1		12	2	26
Hygiene Products	14			6	1	21
Car and boat care products	10	3		2	4	19
Floor Care Products	8	2		4	5	19
Toner cartridges	13			4	2	19
Car wash facilities	15			1	2	18
Dishwasher detergent	7	3		5		15
Cleaning Products with microfiber	12	1			2	15
Indoor Paint and varnish	9	3		1	1	14
Building boards	7	3		2		12
Copying and printing paper	4	3			5	12
Textiles, fur and leather	5	3		4		12
Laundry detergents for professional use	2	1		7	2	12
Disposable Batteries	10	1				11
Dishwasher detergents for professional use	8	1		1	1	11
Industrial cleaning and degreasing agents	1	2	1	2	4	10
Envelopes	3	2			4	9
Floors	6			1		7
Chemical Building Products	3	2		2		7
parchment paper		1		2	3	6
Closed fireplaces	1	1		4		6
Sustainable / Resistant Wood	3	1		1		5
Coffee filters	3				2	5
Compost container	2	2			1	5
one- and multifamily houses and kindergarten buildings	3	1		1		5
Office Equipment	4					4
Toys	2	1		1		4
Light	2			1	1	4
Detergents for the food industry		1		2	1	4
Drain free toilets	1	2				3
Machinery for the park and garden	3					3
Writing instruments	2			1		3
Computers	2					2
Fuels	1				1	2
deicing agents				2		2
Boilers for solid biofuels	2					2
Rechargeable batteries and battery charger	2					2
Outdoor Furniture		1		1		2
Alternative dry clean	1					1
Dishwashers	1					1
Disposable bags, hoses and accessories for medical use	1					1
Vehicle tires	1					1
Windows		1				1
Compressors	1					1

Product categories / Nordic country	S	N	IS	DK	FI	SUM
Audio and video equipment	1					1
Lubricating oils					1	1
washing Machines	1					1
Heat pumps	1					1
Licenses for 61 criteria / product groups	1295	348	17	305	170	2135

Nordic Ecolabelling, 3 February 2012

In this perspective the Nordic Ecolabel is an important voluntary information scheme in the Nordic markets, for cooperation with the EU Ecolabel, and for other schemes regionally and global. This position corresponds well to the Swan Vision 2015, adapted by the Nordic Ministers of the Environment, where the Nordic Ecolabel is prioritized to develop and grow further towards 2015.

In November 2010 the Nordic Ministers for the Environment adopted a vision for the Nordic Ecolabel 2015:

It is envisioned that the Nordic Ecolabel, by offering a reliable tool for consumers who want to consume eco-friendly, will be recognized as one of the most effective voluntary consumer policy instruments for the environment by 2015. The Nordic Ecolabel holds a strong position through its high credibility and market penetration and leads other brands proactively in terms of its stringent criteria. Companies see the Nordic Ecolabel as an attractive and credible way to use the environment as a competitive edge and it is an obvious choice for consumers who place high demands on the environment and on quality. Consumers are aware that high demands on climate issues are part of the criteria for the Nordic Ecolabel. Sustainability criteria, in addition to those of the environment, are gradually being added to the Nordic Ecolabel. *Nordic Council of Ministers, <http://www.norden.org>*

3. Stakeholder Survey

3.1 Summary

In chapter 3 the main findings from the stakeholder survey are reported including the following topics:

- Objectives, approach and delimitations
- Development needs and interest in knowledge sharing and cooperation
- Focus areas for development of information systems
- Trends in policy, market and community

Objectives, approach and delimitations

Nordic Council of Ministers wishes to engage in dialogue with the organizations behind the relevant environmental information systems. As part of the mapping of information systems in the Nordic markets and as input to the international workshop, a stakeholder survey was conducted and 23 qualitative interviews were completed in the period between June and August 2011 with labelling, certification and procurement schemes and other present in the Nordic markets.

Development needs and interest in knowledge sharing and cooperation

- An interest in knowledge sharing and cooperation exists
- Many are already cooperating with the Swan
- Cooperation across schemes occur less frequently
- The retail sector brings labels together
- Proposals for new cooperation across
- Competitive information Systems

An interest in knowledge sharing and cooperation exists. Virtually all respondents are participating in networks and collaborating with stakeholders. 19 of 23 schemes in this study indicate that they already cooperate with other information systems. Generally labelling and certifica-

tion systems are cooperating with other schemes that are similar to themselves, while there are fewer examples of cooperation across fields.

Several respondents are working together with the Nordic Ecolabel, mainly in relation to other environmental labels, EPD's and GPP.

Cooperation across schemes occurs less frequently. A few labelling- and certification systems are cooperating with other schemes, even across the environmental, sustainability and organic fields. In the retail sector double labelling of organic products and Fairtrade products is relatively frequently seen. COOP's Ånglamark is among others cobranding with the Nordic Ecolabel.

The interview Surveys led to two concrete proposals for cooperation between responsibility, environmental and organic labels. Danish Initiative for Ethical Trade (DIEH) has expressed that they wish to cooperate with the Swan. Within organic labelling GOTS has invited the Nordic Ecolabel to a closer cooperation – and suggests that Nordic Ecolabelling becomes a GOTS-accredited certification organization.

The survey also showed, that “there exists an economic reality for all labels and others relevant to the operation of schemes, their business and continued development”. An important fact highlighted, and which also have significance for how synergies and cooperation can unfold with other information systems. Schemes that are fully self-financing are dependent on licensing revenues, and will have a hard time to collaborate and share knowledge with other schemes, if it means that the revenue base deteriorates.

Focus areas for development of information systems

- Innovative and important communication initiatives
- Networking and stakeholder involvement
- Building, construct. products industries and retailers are drivers
- Important new initiatives
- Influence from the EU is important
- Sustainability and resource efficiency
- Future initiatives
- Use of Social Media

Several schemes are innovating and prioritizing their external communication, like renewing their online presence on the Internet to make information easily searchable for businesses and consumers.

Stakeholder involvement and working with annual industry focus are commonly seen. Building and construction products industry is a focus

area for many, not least because of the large potential there exists for the transition to more sustainable consumption and production here. Retailers and large retail chains are experienced as key drivers for supply and demand for environmental, social and sustainable goods.

The Nordic Ecolabel and the Swedish Environmental Management Council are now starting to develop criteria within all important areas for private consumption (meals, transportation and housing). This change makes the schemes relevant to new areas of consumption that is important to environmental impacts, energy consumption and climate impacts from private households. Ethical trade is mentioned as an important focus area for several.

Especially initiatives from the European Commission are mentioned as important for several of those interviewed, both in relation to their current operations and future development. EU Commission is working on revision of EU SCP, Eco Design of EuP Directive and the EU Ecolabel, which is likely to be effective in the future.

Several of the interviewed environmental and organic labels mention that in their development activities they prioritize development towards sustainability. Focus on economic sustainability is mentioned

Nordic Ecolabel can develop GPP criteria in line with the EU Ecolabel, and should, according to some respondents focus on the environmentally important requirements and practical usability. The challenge is to advise purchasers on how they can make demands for documentation and verification of compliance with procurement requirements from environmental labels, without requiring that the product is labeled or certified.

The deployment and use of social media among the interviewed labels and other schemes is limited. Generally social media are considered less important in communicating with target groups as purchasers and companies where it is the experience that the direct and personal contact is the most important. Communication with purchasers and companies has generally highest priority. Respondents within responsibility labelling and other schemes in the field of sustainability perceive the use of social media more important than the other respondents.

Trends in policy, market and community

- Political agendas affect the development of systems
- Several schemes evolve towards sustainability
- Large number of labels and more inform. reduces transparency
- From national, regional to global labelling
- Regulation is an important driver

Initially, political agendas affects the way a labelling scheme communicates for example on its climate relevance. In the longer term, the priority policy agendas have an impact on the criteria development of a label scheme. Several respondents' mentions that they are now starting to set requirements for social and ethical considerations in their criteria. And that the need to increase resource efficiency, for example in relation to reducing water consumption is an agenda that is given priority more and more. EU regulation cannot be deviated but only supplemented by other requirements from voluntary schemes in the EU. Some respondents consider whether EU regulation makes their national schemes redundant. The Swan is an example of a voluntary label scheme that follows the EU's legal requirements and use them as benchmarks and incorporates the requirements quicker in own criteria than required by the EU. Other labels develop in areas not covered by any EU regulation.

Several labels and certification systems are working to develop their information system towards sustainability. Ecolabels are working to set requirements for social and ethical issues, and develop criteria for food-stuff. Organic labels set requirements for climate, environment and social conditions, and all in competition with existing responsibility labels. Progress towards sustainability labelling increases the complexity of the schemes' criteria, and makes it harder to communicate what the labels stands for.

The number of labels and certification schemes are perceived as growing and it feels like there are more unreliable labelling and other information on environment, organic and sustainability in the markets. At the same time it is experienced as if there has been an increase in the number of single issue labels on the market. This development may lead to loss of transparency for consumers and credibility for businesses

Several respondents mention that the EU in greater and greater extent takes on the coordinating and regulatory role, at the same time more and more product groups and markets become global (e.g. in consumer electronics and textiles) Again, national and even regional labels and information schemes must reflect on their future role.

Several schemes see the professional purchasers (GPP and companies) as a driver for their systems, and thus their impact in the market. EU competition law makes it difficult to impose requirements on environmental and social performance in public tenders and may seem limiting.

Four megatrends in the market are challenging and would be themes at the international workshop on dialogue and cooperation at Lund's University:

- Several schemes evolve towards sustainability
- Large number of labels and more information reduces transparency,
- from national, regional to global labelling
- Regulation is an important driver

3.2 Objectives, approach and delimitations

Nordic Council of Ministers wishes to engage in dialogue with the organizations behind environmental information systems relevant to Sustainable Consumption and Production (SCP). The project “Nordic Ecolabel 2015 – synergies with other information systems” has had three overarching objectives: to provide an overview of relevant information schemes with relevant within SCP on the Nordic markets; to conduct an international workshop for key persons, facilitate a dialogue on the challenges for information scheme owners and their users, and allow them to exchange experience and identify concrete opportunities for cooperation.

As part of the mapping of information systems in the Nordic markets and as input to the international workshop, a stakeholder survey was conducted in the period between June and August 2011 in the form of an interview survey. The interviews were conducted by telephone in English or Scandinavian, and documented as minutes. The interview guide is attached as appendix 2

The interview study was conducted to gain knowledge about: the development needs that information schemes have and their interest in sharing knowledge and experience with other information system owners; to learn about current focus for developments; and to gain knowledge about the trends of concern, such as political agendas, market conditions and other societal issues. There have been conducted 23 qualitative interviews with labelling, certification and procurement schemes and other present in the Nordic markets.

The interviews are not presented in their entirety. Instead, the trends of concern to respondents, their focus on development, and information about their interest in knowledge sharing and cooperation are reported in a summarized form. The purpose has been to provide an overview across 23 information schemes, across 5 countries, and across the six themes: responsibility, procurement, environment, organic, energy and health.

The main findings from the stakeholder survey are reported in this chapter including the following topics:

- Development needs and interest in knowledge sharing and cooperation
- Focus areas for development of information systems
- Trends in policy, market and community

Table 8 Overview of the respondents by topic

ID	Information System Name	Topic
1	Green Building Council Denmark	Responsibility
2	The Danish Ethical Trading Initiative (DIEH)	Responsibility
3	DS49001 / ISO26000	Responsibility
4	FSC (Forest Stewardship Council)	Responsibility
5	PEFC (Prog. for the Endorsement of Forest Certification schemes)	Responsibility
6	Fairtrade	Responsibility
7	MSC (Marine Stewardship Council)	Responsibility
8	EU Energy Label/Eco design	Energy
9	Forum on Sustainable Procurement	Procurement
10	Difi's procurement criteria	Procurement
11	SEMC's procurement criteria.	Procurement
12	The EU Ecolabel (+GPP)	Environment
13	FEE (Green Key/Green Flag/Blue Flag/Eco- Schools and others	Environment
14	ISO14025 (EPD)	Environment
15	Norwegian EPD-foundation	Environment
16	TCO	Environment
17	Nordic Ecolabel (The Swan)	Environment
18	OEKO-TEX Standard 100 (Confidence in Textiles)	Health
19	Luomu – valvottua tuotantoa -merkki (organic label)	Organic
20	GOTS (Global Organic Textile Standard)	Organic
21	TÚN	Organic
22	Debio	Organic
23	KRAV	Organic

3.3 Development needs and interest in knowledge sharing and cooperation

An interest in knowledge sharing and cooperation exists

Virtually all respondents are participating in networks and are collaborating with stakeholders. A number of information systems are in themselves network where networking is the core of the scheme. 19 of 23 schemes in this study indicate that they already cooperate with other information systems.

Knowledge sharing and networking can have an international perspective; it is typically seen within a common field such as cooperation between Ecolabels in the Global Ecolabelling Network.

Some labelling and certification schemes work with priority sectors. Several schemes have such a focus on sustainable building and construction products, and cooperation with retailers and businesses is highlighted as a key driver for several schemes.

Cooperation with companies, manufacturers and other stakeholders is crucial for schemes as SEMCo's procurement criteria and TCO, and a precondition for revising and developing their criteria.

The survey showed examples of international cooperation between labels such as EU Energy Label and Energy Star, or the EU Ecolabel and national ISO type I ecolabels such as Blue Angel and the Nordic Ecolabel. Another example is the UNEP and the UN World Tourism Organization (UN-WTO), which recognize the Green Key as a partner for labelling sustainable accommodation.

Many are already cooperating with the Swan

Generally labelling and certification systems are cooperating with other schemes that are similar to themselves, while there are fewer examples of cooperation across fields.

Cooperation between organic schemes is widespread. Perhaps due to the fact, that organic labels already cooperate within IFOAM and several schemes have a common challenge in implementing the EU Organic Regulation

Several respondents are working together with the Nordic Ecolabel, the Swan, mainly in the environmental field in relation to other environmental labels, EPD's and GPP.

The Swan can accept PEFC and FSC as documentation of requirements for sustainable timber. Within environmental product declarations EPD Norway cooperates with the Swan on enhancing consistency between the Swan and EPD's. In connection with GPP and procurement criteria The Swedish Environmental Management Council (SEMCo) collaborates with the Nordic Ecolabel, like DIFI cooperates with the EU and Nordic Ecolabel and uses label criteria in its procurement criteria. A cooperation that DIFI expresses can be expanded.

Cooperation across schemes occur less frequently

Forum on Sustainable Procurement (FBI) does not develop its own information tools, but they use credible and relevant information schemes available. "Procurement guidelines should not be unnecessarily complicated, such as academic best. Manuals must provide action-inputs, say, 10 specific requirements for requirements specification, 4 contract terms, and two specific objectives for evaluating the effects of a tender".

A few labelling- and certification systems are cooperating with other schemes, even across the environmental, sustainability and organic

fields. E.g. Forum on Sustainable Procurement (FBI) cooperates and uses the reliable and relevant information contained within GPP, Green Key, the Danish organic label Ø-label, the Nordic Ecolabel and others.

Another example is the FSC, which both competes and cooperates with PEFC within sustainable timber and carries out joint campaigns with the Fairtrade label.

The retail sector brings labels together

In the retail sector double labelling of organic products and Fairtrade products is relatively frequently seen. This doesn't express cooperation between labelling schemes. It is instead caused by the fact that retailers don't have room in their stores both to market a conventional product, and, respectively an organic, environmental and fair trade variant.

COOP's Ånglamark is among others cobranding with the Nordic Ecolabel, it is an example of a genuine private label, a feel-good label. Not a real competitor, but a label that promotes other labels.

Proposals for new cooperation across

The interview Surveys led to two concrete proposals for cooperation. There have been concrete proposals for cooperation initiatives between responsibility, environmental and organic labels. Danish Initiative for Ethical Trade (DIEH) has expressed that they wish to cooperate with the Swan, if in the future it will develop social requirements in its criteria.

Within organic labelling GOTS has invited the Swan to a closer cooperation – and in this connection suggested that Nordic Ecolabelling becomes a GOTS-accredited certification organization.

Competitive information Systems

“There also exists an economic reality for all labels and others relevant to the operation of schemes, their business and continued development”. An important fact highlighted, and which also have significance for how synergies and cooperation can unfold with other information systems.

A number of the investigated schemes also compete with each other or with other systems within and outside their field. A competition on which standards are to be used, for instance within sustainable construction, is taking place.

Some labelling and certification schemes can have different focus areas, and yet be in direct competition with each other to win the attention and interest from businesses and consumers.

Price competition is mentioned by several schemes as important to their customers. For many companies, price or cost, for example for using the Fairtrade Label is important for their decision of whether and which labelling- or certification system they chooses to apply.

Several respondents highlight their work for transition to sustainable consumption and production is prior to competition with other labelling- and certification schemes.

Some schemes such as TCO are entirely self-financing and depends on own resources to operate and develop. Schemes that are fully self-financing is dependent on licensing revenues, and will have a hard time to collaborate and share knowledge with other schemes, if it means that the revenue base deteriorates, for example, if other schemes freely can use a different scheme criteria basis and subsequently even get a license revenue.

3.4 Focus areas for development of information systems

Innovative and important communication initiatives

Several schemes prioritize and are working to renew their online presence on the Internet and simultaneously making relevant information easily searchable for businesses and consumers.

EU Commission works to utilize new information technologies in communicating the EU Ecolabel. For example, using smart phones, so consumers in the purchase situation easily can browse product-specific information on the Internet by creating a link between the product's bar code and relevant product information on the Internet.

MSC and the EU Ecolabel for example, has developed a self-explaining new label logo and replaced an existing and well known one.

The EU Ecolabel is working to develop environmental footprint as a simple way to show the 3-4 most important environmental performance or effects for ecolabeled products.

Fairtrade International works e.g. with a new technical infrastructure and international information system on the Internet that can document Fairtrade from the first link in the supply chain to penetration in the

market. MSC has developed a product tracker, so consumers can find specific products and retailers on the Internet.

EPD Norway has made all its existing EPDs available and easily searchable on the Internet so that businesses and others can compare EPDs. EPD Norway has also worked on an EU standard for the product category rules for construction products, and a predisposition to EPD's to support the ability to cooperate with and compare EPD's.

Networking and stakeholder involvement

Several information systems mention that they proactively involve stakeholders in their development activities.

DIEH is a multi-stakeholder initiative in which all stakeholders must be represented. Ethical trade is a complex challenge, so everyone must contribute. Sustainable development and ethical trade is not alone the responsibility of companies.

GBC has established 7 technical working groups with participation of experts from stakeholders who are in the dialogue on improving the GBC's system. Likewise, the Forum on Sustainable Procurement (FBI) has created three working groups within food, cleaning and construction.

DS49001 is the certifiable Danish sustainability standard, based on ISO26000. DS49001 is an umbrella standard, which can develop relationships with other standards and management systems, such as the Global Compact.

MSC opens offices to educate stakeholders and consumers in new markets in new countries, and prioritizes physical presence and direct contact with stakeholders.

Tún mentions that cooperation with other countries (among others Norway) is important to involve and use best practices in their work to develop organic and responsibility labels in Iceland.

Building and construction products industries and retailers are important drivers

Building and construction products industry is a focus area for many of the survey respondents, not least because of the large potential there exists for the transition to more sustainable consumption and production here.

Retailers and large retail chains were mentioned by several as a key driver for their system, and supply and demand for environmental, social and sustainable goods.

Several respondents mention that they work with annual industry focus on their business. Such is the FSC's overall goal that all wood and paper that comes in and out of Denmark must be FSC certified. Industry Focus resulting from analysis of the mass flows of wood and paper and specific industry analysis. One example is the kitchen industry, almost all is FSC labeled now. Next industry is the furniture business. PEFC gives priority to the areas: construction, packaging, paper and printing companies in their new marketing strategy. Forum on sustainable procurement (FBI) works with supply chain management, training programs for build warehouse and building materials industry.

MSC tells that the retail sector is currently the major driver in transformation to sustainable trade in fish products. Green Key has developed a policy on labelling international hotel chains.

Important new initiatives

The Nordic Ecolabel and The Swedish Environmental Management Council are developing criteria within all important areas for private consumption (meals, transportation and housing). This expands the breadth of product portfolio, and products to be labeled. The change makes the schemes relevant to two new areas of consumption: food and transportation, which are central to environmental impacts, resource and energy consumption and related emissions and climate impacts from private households.

Nordic Ecolabel has developed criteria for houses, fuels within transportation and criteria development for bread has started within meals. The EU Ecolabel is conducting a feasibility study to investigate possibilities in ecolabelling food, feeds and drinks.

Ethical trade is an important focus area for several. DIEH cooperate e.g. with the State and Municipal Procurement Services in Denmark (SKI) on ethical trade in their GPP. And Forum on Sustainable Procurement (FBI) gives priority to guide companies on how they can get started with their CSR efforts.

DG Energy has launched development of more understandable consumer information, and is prioritizing compliance with EU Energy Label requirements.

Tún focuses on fisheries and MSC accreditation of all fishermen and companies in Iceland, and Oeko-Tex 100 is working to develop the Oeko-Tex standard for footwear industry.

Influence from the EU is important

Especially initiatives from the European Commission are mentioned as important for several of those interviewed, both in relation to their current operations and future development. GBC mentions e.g. that it is important to focus on the CEN standards in the work on sustainable building – the EU is on track with market standards, and not all countries in the North are aware of this development.

An example of where EU regulation can be a driver for a labelling scheme is the forthcoming EU regulation and requirement that only legally harvested timber may be traded within the EU. The EU may recognize the PEFC label as approved documentation.

DIFI prepares pt. an overview and best practice portal of initiatives within the GPP in the EU.

Several national organic labels mention that an important challenge for them is to implement the EU Organic Regulation and develop their own schemes in areas not regulated by the EU.

EU Commission is working on revision of EU SCP, Eco Design of EuP Directive and the EU Ecolabel, which is likely to be effective in the future.

Sustainability and resource efficiency

Several of the interviewed environmental and organic labels mention that in their development activities they prioritize development towards becoming sustainable labels.

Debio develops its criteria outside the EU Organic Regulation and works generally wider with more products like timber and fish, in order to provide sustainability requirements for these products.

KRAV has developed climate criteria which must now be implemented. The next big challenge will be to reduce water consumption and waste.

TCO now focuses on CSR in its criteria and are working towards becoming a sustainable label

GOTS has focused on recycling of materials in production and consumption including purification and reuse of wastewater in production.

Future initiatives

A number of respondents have suggestions and ideas for future development initiatives. DIEH mention for example that there should be more focus on economic sustainability – Ethical trade must be profitable for all links in the product chain.

DIFI is working on a report to the Norwegian parliament Stortinget on climate and social responsibility in GPP with both policy recommendations and proposals for development of new tools.

The Nordic Ecolabel can develop GPP criteria in line with the EU Ecolabel, and should, according to DIFI focus on the environmentally important requirements and practical usability. The challenge is to advise purchasers on how they can make demands for documentation and verification of compliance with procurement requirements from environmental labels, without requiring that the product is labeled or certified.

Nordic Ecolabelling mentions that it would be desirable to have an overview over all policy areas relevant to SCP from the Nordic authorities. Having an overview of where the authorities may impose requirements and propose initiatives that can be drivers for the Swan and other official label schemes and others.

Use of Social Media

The deployment and use of social media among the interviewed labels and other schemes is limited. Generally social media are considered less important in communicating with target groups as purchasers and companies where it is the experience that the direct and personal contact is the most important. Communication with purchasers and companies has generally highest priority, and respondents consider that the use of social media is less important or neither important nor unimportant.

A number of respondents examine what options they have for using social media in their communications and are working to formulate a strategy for using social media.

In communication with consumers and in efforts to improve public understanding of ethical trade more respondents think that social media can be relevant to use especially to communicate with young people. Several have good experience of using Facebook and YouTube movie in consumer-oriented campaigns and in their web communications with consumers.

Respondents within responsibility labelling and other schemes in the field of sustainability area perceive the use of social media more important than the other respondents.

3.5 Trends in policy, market and community

Political agendas affect the development of systems

Initially, political agendas affects the way a labelling scheme communicates for example on its climate relevance. In the longer term, the priority policy agendas have an impact on the criteria development of a label scheme.

Several respondents' mentions that they are now starting to set requirements for social and ethical considerations in their criteria. And that the need to increase resource efficiency, for example in relation to reducing water consumption is an agenda that is given priority more and more.

National and EU regulation incorporates voluntary labelling and certification systems in legislation and other regulations as proof of compliance. An example of this is the PEFC label, which may become approved documentation of compliance to the forthcoming EU regulation on trade with timber and timber products. The MSC label is recognized as proof of procurement of sustainable fish. Green Key as proof of the procurement of environmentally friendly accommodation.

A more extreme example is a French legal requirement for EPD on all imports. When voluntary schemes are recognized as proof of compliance of national and EU regulation it has a major impact on those systems' development and deployment.

Mandatory regulation as the EU Organic Regulation makes absolute requirement for organic label schemes and organic production and products. The EU Eco Design Directive makes absolute requirements for energy efficiency of products and other environmental characteristics. The EU regulation cannot be deviated but only supplemented by other requirements from voluntary schemes in the EU. Some respondents consider whether EU regulation makes their national schemes redundant.

The Swan is an example of a voluntary label scheme that follows the EU's legal requirements and use them as benchmarks and incorporates the requirements quicker in own criteria than required by the EU. Other labels develop in areas not covered by any EU regulation. One example is organic labelling of farmed fish that is not regulated by the EU.

Several schemes evolve towards sustainability

Several labels and certification systems are working to develop their information system towards sustainability, maybe one can say that they converge towards becoming sustainability labels. Ecolabels are working to set requirements for social and ethical issues, and develop criteria for foodstuff. Organic labels set requirements for climate, environment and social conditions, and all in competition with existing responsibility labels.

Progress towards sustainability labelling increases the complexity of the schemes' criteria, and makes it harder to communicate what the labels stands for and what difference it makes to procure goods and services that meet a variety of environmental, organic, social and other requirements for sustainable development. It also sets higher demand for expertise and credibility of the system.

Large number of labels and more information reduces transparency

The number of labels and certification schemes are perceived as growing and it feels like there are more unreliable labelling and other information on environment, organic and sustainability in the markets. At the same time it is experienced as if there has been an increase in the number of single issue labels on the market, which are certifying and labelling products in relation to one parameter only, such as CO₂, climate, renewable energy, etc. Unlike multicriteria based schemes, a single issue scheme often has a clear and easily understandable objective.

This development may lead to loss of transparency for consumers and businesses, loss of credibility also for serious schemes, and a secondary negative impact on sales of sustainable products.

From national, regional to global labelling

Global schemes as GOTS, which is labelling organic textiles, relate to EU regulation and regulation outside the EU, for example GOTS is approved by the US government as currently the only official approved label for organic textiles in the US.

Several respondents mention that the EU in greater and greater extent takes on the coordinating and regulatory role, e.g. in relation to tenders, EU GPP, mandatory energy labelling and in relation to the EU Organic Regulation. This development means that Nordic or nationally-based schemes may need to redefine their roles.

Meanwhile, more and more product groups and markets become global (e.g. in consumer electronics and textiles) Again, national and even regional labels and information schemes must reflect on their future role.

Regulation is an important driver

Several schemes see the professional purchasers (GPP and companies) as a driver for their systems, and thus their impact in the market. EU competition law makes it difficult to impose requirements on environmental and social performance in public tenders and may seem limiting.

Other schemes such as PEFC and EPD are experiencing that other legislation and regulation, for example, national regulation of GPP recognize voluntary certification schemes and labels as proof of compliance with regulatory obligations.

Lack of knowledge among the purchasers of how to impose such requirements in tenders is highlighted as an important barrier to increase the green procurement.

4. Workshop on dialogue and cooperation

4.1 Pros and cons of various development scenarios

This chapter 4 discusses various development scenarios based on the megatrends identified in this projects stakeholder analysis and discussed at the international workshop in Lund, among representatives of various labelling and certification schemes relevant to SCP. This chapter discusses a number of scenarios for different development opportunities and their impact on business cases for information systems, significance for manufacturers, retailers and consumers, who uses the information schemes in their marketing or as information and guidance for their purchasing decisions and demand for sustainable goods and services.

4.2 Development scenarios related to the four megatrends found in the stakeholder survey

Label convergence

The interview survey showed that a number of schemes have initiated development activities to incorporate social and ethical requirements in their criteria basis and that this trend is seen e.g. in environmental and organic schemes. Schemes with focus on social responsibility also incorporate environmental and ecological requirements.

It seems as if political agendas initially affect the way labelling schemes communicates for example on its climate relevance. In the longer term, the priority policy agendas have an impact on the criteria development of a label scheme.

At the workshop in Lund it was discussed, if schemes with relevance for SCP becomes more alike, when they develop to relate to the same political agendas e.g. climate, resource efficiency and social responsibility. It was generally agreed at the workshop, that multicriterial schemes have a tendency to become more complex and it becomes harder to communicate what the schemes stand for, when their criteria base wid-

ens. On the other hand several argued that it is necessary to develop schemes for instance in relation to environmental, resource and sustainability challenges prioritized on the political agenda, and challenges important to media exposure, markets and consumer interest. I was generally agreed that it's important to preserve the profile and identity of for instance a multicriterial ecolabel, and develop it in relation to social and ethical issues to the extent it's relevant to the label core.

The trend towards broader multi-criteria schemes will put increasing demands on how the schemes are communicated to their users, both business and consumers. While there may be a number of interfaces where systems may choose to cooperate on joint development, mutual recognition of each other's schemes or where competition will be intensified, perhaps at the expense of the overall experience of clarity and transparency of SCP-related information in the market.

Nordic Ecolabelling has in its vision 2015 prioritized, that consumers I 2015 are aware that high demands on climate issues are part of the Nordic Ecolabel. And that sustainability criteria gradually has been added to the Nordic Ecolabel. As a consequence not only the criteria base is widened but also the product portfolio. Both the Nordic Ecolabel and the Swedish Environmental Management Council for instance are now starting to develop criteria within all important areas for private consumption (meals, transportation and housing). At the same time the EU Ecolabel is conducting a feasibility study to investigate possibilities in ecolabelling food, feed and drinks. This development could allow a number of cooperation on joint criteria development, mutual recognition of labels, collaboration on licensing and joint communication and marketing of environmental and organic schemes in the Nordic markets. A development that also can lead to that environmental and organic labels both assess the impact of production of raw materials, processing and manufacturing of products. At the workshop in Lund there were except for the Finnish Luomu organic label and GOTS no organic schemes represented. This may indicate that the organic schemes consider the development towards sustainability labels covering a larger field within SCP more as a competitive situation than as an opportunity for increased cooperation.

Information overload

The project's mapping of information systems relevant to SCP in the Nordic markets found 92 different schemes, which immediately can be seen as a large number. Participants at the workshop at Lund's University agreed on, that labels are useful consumer information and leads to

fewer unjustified claims in market communication. Consumers will use the credible labels and maybe not be confused by the rest. In this line of reasoning the market can and will determine which labels and information schemes will survive.

This development scenario corresponds very well to the development and reality in the market until now, where it has been legislation on marketing in the Nordic countries and the EU, which has been the general legal regulation of the use of labels and other SCP claims on the market. Recently, the Danish Consumer Ombudsman has published guidelines for environmental marketing in Denmark, which serve as a voluntary guideline in the use of environmental claims in marketing, and at the same time communicate who the Danish Consumer Ombudsman and thus the enforcement authority is interpreting existing legislation. The projects interview survey showed that the EU Commission is considering opportunities of relevance to regulate environmental labelling and other information by imposing requirements regarding the quality and validity of published consumer information and market information. Legislation and regulation of the market can counteract information overload.

The free market and freedom to develop and use labels and other information was highlighted as an important right by many participants at the workshop in Lund. It was said, that ecolabels and other voluntary schemes are supplements to legislation, not at substitute. This development scenario makes a number of requirements for information systems to be relevant, credible and understandable. The authorities here can help to reduce misinformation and information overload by enforcement of existing legislation and not promoting unserious labels. And help to secure transparent, functional markets and the supply and demand of sustainable products by promoting serious labels and schemes within SCP. Consumers must become knowledgeable themselves, and information system owners must become better to communicate multicriteria labels in a short and accurate way.

Cooperation can help transparency. When label schemes and others compete on relevance and penetration in the market it is important, that they don't undermine each other on the cost of consumer trust and comprehension. Schemes can learn from each other within consumer information, how schemes can become more useful for business, in marketing, or at least limit misinformation and information overload by ensuring that their own systems are relevant, transparent and valid.

Legislation and other regulation are drivers

Legislation and other government regulation as drivers for markets and voluntary information schemes were discussed at the workshop in Lund. It was generally agreed that GPP regulation is a good solution to give ecolabels and other information schemes a market boost, but also that GPP is a complex tool difficult to enforce, due to EU competition legislation. It was mentioned that there might be an inbuilt conflict in the question on how it is possible to regulate public procurement in free market and with use of voluntary labels. It was suggested that governments set minimum guidelines in GPP- and for example require official third party certification. GPP was mentioned as an opportunity for voluntary labels.

Labels can work as documentation of compliance with legal requirements and label criteria as input to regulatory requirements. But it's unclear how far it's possible to set requirements or use certified labels and criteria in public procurement, without violating EU Competition law. The EU Ecolabel and Nordic Ecolabel are now working to complete Ecolabel criteria documents with procurement criteria, which will make it convenient to set relevant requirements regarding SCP for public tenders, public and private procurement and other regulation.

EU is working on legislation to regulate trade with timber, where illegally logged timber will be banned from sales in the EU- from 2013. This can become a driver for development and market penetration regarding schemes like PEFC and FSC.

GPP regulation is an opportunity to give ecolabels and other information schemes a market boost. In a scenario where legislation uses and cooperate with voluntary schemes, governments can set minimum guidelines in GPP- and for example require official third party certification. GPP is a good tool but difficult to enforce due to EU competition law. It would be relevant to investigate and communicate best practice in this field. The transition to sustainable consumption and production can't be achieved by using labels and other voluntary information scheme as the only management tools, regulation is also important.

From national, regional to global labelling

The interview survey showed that the EU in greater and greater extent takes on the coordinating and regulatory role, e.g. in relation to tenders, EU GPP, mandatory energy labelling and in relation to the EU Organic Regulation. At the same time, more and more product groups and markets become global (e.g. in consumer electronics and textiles).

In some contrast to this development, the participants at the workshop in Lund reported back, that national and regional labels still have an important role to play for businesses, consumers and the market. National and regional anchored labels are by far still the most widespread voluntary information schemes. The workshop found, that there always will be local/regional labels because some substantial production will remain local, and not suitable for global labelling, and it might be easier to agree on and manage multiple criteria labels when a manageable number of countries must negotiate and reach agreements. In that sense global systems will have difficulties being democratic.

In addition consumers in various countries are very different, and demands are interpreted differently in various countries/regions. The workshop found, that it's essential for the success of a labelling scheme, that consumers trust the label, and that this speaks for national or regional labels. In that sense local labelling is easier to market. Even successful global labels like the MSC needs local representation and work with consumers, producers and retailers on a national level. Beyond ecolabelling and environmental standards – retailers decide about which voluntary information schemes are used in the market and thus will exist in the future.

So even as the EU takes on the coordinating and regulatory role, product groups and markets becomes global, it's a likely scenario, that global and national/regional labels will coexist in the future as they do today. In fields where global schemes appear and stand strong, national and regional schemes have to specialize, covering more aspects or higher demands to maintain their relevance. In the coexistence scenario both global and national schemes may have benefits of cooperation and mutual recognition in relation to market penetration, consumer awareness and credibility.

4.3 Other challenges of importance to developing scenarios

Strategic cooperation or full competition

In a scenario where labels and other information schemes can operate freely in the market, and only are subject to limited regulation and enforcement, it is largely competition among schemes that determine which systems will have sufficient market penetration and consumer awareness to survive and to evolve. "There also exists an economic reali-

ty for all labels and others relevant to the operation of schemes, their business and continued development". An important fact highlighted, and which also have significance for how synergies and cooperation can unfold with other information systems

A number of the investigated schemes in this project also compete with each other or with other systems within and outside their field. A competition on which standards are to be used, for instance within sustainable construction, is taking place. Some labelling and certification schemes can have different focus areas, and yet be in direct competition with each other to win the attention and interest from businesses and consumers.

Some schemes are entirely self-financing and depends on own resources to operate and develop. Schemes that are fully self-financing is dependent on licensing revenues, and will have a hard time to collaborate and share knowledge with other schemes, if it means that the revenue base deteriorates, for example, if other schemes freely can use a different scheme criteria basis and subsequently even get a license revenue.

In a cooperative scenario where schemes can work together to develop common criteria, where they are recognizing each other's criteria, collaborates on licensing and control, or where schemes cooperate to develop new and effective ways to communicate and market, it's important to focus on the business cases of the cooperating schemes. Perhaps the development of joint business cases for collaborative relationships are an operational starting point and a better opportunity to negotiate successful collaborations, than merely to seek partnerships where the academic, ideology or strategic objectives are the same.

In a scenario where for example, environmental, organic and fair trade labels co-existing and evolves towards becoming multi-criteria schemes which incorporates sustainability requirements in their criteria base, there must exist possibilities for cooperation and common interests of business-driven cooperation advantageous for scheme owners and scheme users among manufacturers, retailers and consumers.

Development of labelling, consumer information and new technology

This project's stakeholder analysis showed that knowledge sharing and networking is common between labels and information systems, and especially between schemes similar to each other or within the same sector. Both the stakeholder survey and the workshop showed, however, that there exists a lot of knowledge, best practices and development

needs, it would be appropriate to meet about and cooperate on, even across countries, sectors and focus areas.

There exists knowledge and experience for instance regarding cooperation with retailers, marketing, development of effective consumer information, and the use of new information technology on the Internet, the use of social media etc. There exist an opportunity for mutual inspiration and to learn from best practice from schemes, even those one isn't competing with.

From neutral to normative information

Common to most systems in this project is that they provide objective requirements, certify, verify, and communicate about product properties and their significance for SCP in the product chain until the cash register where goods and services are purchased. Then it is the consumer' own business to use the product, and in general show a consumer behavior that is appropriate in relation to sustainable consumption and production. In a scenario where resource efficiency, consumer purchasing power and consumer prices are political priorities and important issues for manufacturers, retailers and consumers, one can imagine that the existing labelling and other schemes also must respond to consumer behavior and communicate normative information about the purchase and use of products. Such a challenge will make great requirements for the development of schemes and their consumer communications. This may be an example of a common challenge for cooperation

Cooperation and coordination of schemes

The desire to identify and use synergies between environmental information systems arises from various environmental policies (POMS, IPP, SCP) and has historically aimed to coordinate environmental policy instruments and create relationships between e.g. EMS systems, EPD and ISO type I ecolabels in order to streamline and support the spread of the respective systems.

Nordic Council of Ministers changing workgroups has investigated these synergies in connection with evaluations of the Nordic Ecolabel in 2001 and most recently in 2008. The conclusion in 2008 was that there exists a number of barriers to exploit synergies between different information schemes, which in generally are due to the facts, that existing information schemes have different objectives, goals, target groups, and differs in focus for example on companies or products. Information sys-

tems have different owners and are established in various public sectors such as environment and agriculture sectors, nationally and regionally, etc... Experience from the last evaluation in 2008 appears to be that the examples of realized synergies and collaborations between the Nordic Ecolabel and other information schemes are due to personal relations and that synergies are realized when there is specific need for cooperation between the owners.

To follow up on the vision for the Nordic Ecolabel (the Swan Vision 2015) the workshop on synergies between different information systems was held at The International Institute for Industrial Environmental Economics, Lund's University on the 30th November 2011. The workshop was a first step to create openness and exchange experiences with other information systems. In a scenario where the Swan is following up its new vision 2015, cooperation and coexistence with other schemes is important, and the role as facilitator for schemes to meet and discuss common challenges and possibilities can be useful and a proactive initiative for the Nordic Council

4.4 Purpose, definitions and delineation

In November 2010 the Nordic Ministers for the Environment adopted a vision for the Swan 2015. It is envisioned that the Nordic Ecolabel, by offering a reliable tool for consumers who want to consume eco-friendly, will be recognized as one of the most effective voluntary consumer policy instruments for the environment by 2015. The Swan will hold a strong position through its high credibility and market penetration and lead other brands pro-actively in terms of its stringent criteria. Companies will see the Swan as an attractive and credible way to use the environment as a competitive edge and it will be an obvious choice for consumers who place high demands on the environment and on quality. Consumers will be aware that high demands on climate issues are part of the criteria for the Swan. Sustainability criteria, in addition to those of the environment, will gradually be added to the Nordic Ecolabel.

To follow up on the vision for the Nordic Ecolabel (The Swan Vision 2015) an international workshop on synergies between different information systems was held at The International Institute for Industrial Environmental Economics, Lund's University on the 30th November 2011.

The workshop was a first step to create openness and exchange experiences with other information systems. Nordic Ecolabelling at Nordic level has only few contacts with other systems. At national level, there

are several. The workshop was an important first step for presentation to another.

The workshop was one of a series of actions by the Nordic Council of Ministers' Swan Group and The Working group on Sustainable Consumption and Production (NCMSCP)

Purpose

The purpose of the workshop was to facilitate an open dialogue between relevant product labelling-, certification- and other information systems present on the Nordic market with relevance to Sustainable Consumption and Production, within areas as the environment, ecology (organic), energy, fair trade, responsibility and green public procurement. The objectives of the workshop were to exchange information and experience, and to identify concrete opportunities for cooperation between the systems.

4.5 Workshop methodology and program

The workshop was based on the findings from the interview survey carried out by the Danish consulting firm Ecostory in summer 2011 concerning existing needs for development of information systems, the megatrends of concern to the system owners and the interests that exist for exchange of experience and cooperation.

The concept for the workshop was a hybrid of speed dating and café workshop. It was a specific objective that as many participants as possible had the opportunity to meet and talk during the workshop, as most known examples of cooperation across labels are due to personal contacts. The theme sessions were run by café managers, who did moderate and document conversations and ideas for sharing knowledge and proposals for collaboration on specific challenges. The café manager presented the main findings in plenum at the end of the day, and could as the permanent person in the thematic sessions pass on points from one session to the next.

The conversation in the cafés were run as a round table with a short speaking time for each participant (3-5 minutes) with a subsequent common conversation and formulation of inputs to the workshop plenary debate, where the ambition was to draw a common picture of how participants can work with synergies and cooperation with other information schemes.

All participants were therefore asked, prior to the workshop, to make assumptions about how their own information scheme relates to the four workshop themes and prepare proposals for how knowledge sharing and collaboration with other schemes can take place.

4.6 Themes to qualify and focus workshop dialogue

Four overarching challenges or megatrends were identified in the interview survey among 23-labelling and certification schemes. These challenges were themes for open dialogue, exchange of information and experience across labelling and certification schemes during the workshop in Lund.

Theme 1 – Label convergence and single-issue labels (cooperation and co-existence?)

Several labels and certification systems are working to develop their information schemes towards sustainability, maybe they converge towards becoming sustainability labels. Ecolabels are including social and ethical issues into their criteria, and developing criteria for foods. Organic labels are adding climate, environment and social conditions to their criteria, all in competition with the existing responsibility labels.

What role shall the existing eco-, organic- and responsibility labels play if they all are developing to become sustainability labels? Shall they compete or cooperate? Shall it end with one or many labels? And how can such schemes co-exist?

At the same time it feels like there has been an increase in the number of single issue labels on the market, who certify and label products in relation to one parameter, such as CO₂, climate, renewable energy, etc.

What are the multi criteria labels relations to single issue labels?

Theme 2 – Information overload (how to ensure quality, reliability and compliance?)

The number of labels and certification schemes seems to be rising and it feels like there is more unreliable information about the environment, organic and sustainability in the markets.

How can serious and credible information schemes and others help to ensure that consumers and businesses are protected against misin-

formation and information overload and ensure against secondary negative impact on sales of sustainable products?

Another issue which determines the credibility of information systems is corporate compliance to label- and certification requirements. How can information schemes work to assure the quality of their certification, and how can companies and others ensure their compliance?

Theme 3 – Legislation and regulation as a driver for voluntary labels

EU competition law makes it difficult to make demands on environmental and social performance in public tenders. This may be seen as a limiting factor, while other laws and directives seem to favor voluntary schemes, e.g. by recognizing voluntary certification schemes and labels as proof of compliance with regulatory obligations.

How can regulation and authorities act as drivers for voluntary labels and other information schemes and thereby support a transition to sustainable consumption and production?

Theme 4 – National and regional labels on global markets

EU takes over coordination and regulatory role in larger and larger extent, e.g. in relation to tenders, EU GPP, mandatory labelling and in relation to the EU Organic Regulation.

What is the future role of Nordic or national based information schemes in this context?

At the same time more and more product groups and markets become global (e.g. in consumer electronics and textiles).

What is the relevance of national and regional labels and information schemes on global markets? And what are the opportunities for synergy and collaboration with labels that are global already?

4.7 Reporting of the Workshop

Theme 1 label convergence and single-issue labels

Within workshop Theme 1, participants were discussing what role the existing eco-, organic- and responsibility labels shall play, if they all are developing to become sustainability labels? Shall they compete or cooperate? Shall it end with one or many labels? And how can such schemes co-exist?

Compete and cooperate

The participants reported back from the workshop sessions on label convergence and single-issue labels and mentioned that competition can be healthy – and can help develop both sides, when label schemes compete within the same product group, and compete to be the most relevant scheme for the same manufactures and retailers. Environmental issues are not looked at exactly the same way within different schemes, so even amongst ecolabels, there is room for competition. A big number of labels, even if they develop in the same direction is not seen as a problem, but as an opportunity to compete and develop. In this competition retailers can be used to promote and exclude labels. It has worked for MSC, and could be used more proactively in other areas.

Better cooperation and mutual recognition between type I labels and raw material labels (organic, fish, wood, etc.) was mentioned, and several suggested that other types of collaboration should also be investigated – in efforts to use resources effectively.

It was highlighted that we all can learn a lot from other schemes even if the scope is very different – and then there are no conflicts of interest! Networking is important – informal and more formal gatherings.

The participants mentioned cobranding as a possibility between labels that have a clear and different profile. The possibilities for collaboration at a strategic level between GOTS and the Swan were mentioned, and should be investigated further. GOTS labels organic textiles and has suggested, that the Swan becomes an accreditation organization for GOTS.

Statements

- Competition can be healthy
- Retailers can be used proactively to promote and exclude labels
- Mutual recognition between type 1 ecolabels and raw material labels (organic, fish, wood etc.)

- Networking is important to learn even from very different schemes
- Cobranding between labels with clear and different profiles
- Nordic The Swan organizations can become GOTS accredited and offer GOTS certification for textiles

Incorporate social issues

It was suggested from the workshop sessions, that the Swan should listen to market and incorporate social aspects in its criteria. But to what costs is unclear, and it was discussed if it is possible to set relevant demands for social claims for products in general. There are no existing sustainability labels today – and it is not possible with one label that covers all types of products.

Sustainability is a “safety net” in environmental labels in the sense, that social and ethical considerations shall be discussed in establishment of criteria, to strength relevance and avoiding scandals, where eco-labeled products can be criticized as social and ethical bad products. Several mentioned a big need for reliable verified systems to include social issues in ecolabels, and it was suggested, that labels shall cooperate to reach agreement on minimum level on social issues.

Statements

- Listen to market and incorporate social aspects
- There are no existing sustainability labels today
- Take social and ethic into account when criteria are established
- There is a big need for reliable systems to incl. social issues in eco-labels
- Label schemes should agree on minimum levels on social issues

Cooperate and prosecute single issue labels

Participants in workshop Theme 1 were also discussing relations between the multi criteria labels and single issue labels. It was highlighted that credible single issue labels can and should be used by type I labels. It will create a demand for them – but they should stay within their limits!

Unserious single issue labels were discussed and seen on as dangerous schemes in the sense of burden shift within the considered single issue and disregarded negative environmental performance. Such single issue labels should be banned or at least not promoted by governments.

Misleading marketing claims from single issue labels should be “prosecuted” – the existing legislation in the Nordic countries and EU should be enforced! Several mentioned that there exists a need for regulation in society and on the market generally. Certification and voluntary

schemes themselves cannot solve all sustainability challenges regarding consumption and production.

Statements

- Credible single issue labels can and should be used by type I ecolabels
- Unserious single issue labels should be banned and not promoted by governments
- Ecolabels and other voluntary schemes is a supplement to legislation, not a substitute.

4.8 Theme 2 Information overload

Within workshop theme 2, participants were discussing how serious and credible information schemes and others can help to ensure that consumers and businesses are protected against misinformation and information overload and ensure against secondary negative impact on sales of sustainable products?

Consumers will manage

Several mentioned that labels are better than no labels. Labels are relevant and useful consumer information. Where there are labels, there are fewer general/unjustified claims in marketing.

It was discussed and highlighted as important to secure credibility of schemes, that labels are very comprehensive and looks at all aspects of their product category, and that labels are used to tell, where one product is better than the others on the market.

It was a general agreed that Information overload is negative but also believed that the market will solve it. One size does not fit all, and there was a general recognition of liberty to create and use labels in market communication, and the importance of that people have choice.

The consumer has to choose and become knowledgeable. The strong labels and other schemes will survive, when professionals and consumers will use the relevant and credible schemes and see through the fakes, or perhaps not notice them at all. It was discussed if consumers are confused about the big number of labels and the large amounts of information or if consumers manages information overload by not responding to irrelevant information

It was generally agreed on that it is important but hard to communicate the content or meaning of multi criteria labels to consumers. Communication takes place in the market, maybe in competition with many

similar labels. And when labels have many technical criteria – and the wording has to be short and accurate.

Statements

- Labels are useful consumer information and leads to fewer unjustified claims
- Labels must be comprehensive and used where products differ to secure credibility
- The market will solve with labels and information schemes there will survive
- The consumers must become knowledgeable themselves
- Consumers will use the credible labels and maybe not be confused by the rest
- It is hard to communicate multicriteria labels in a short and accurate way

Cooperation can help transparency

In workshop theme 2 it was mentioned that cooperation will happen, when it is meaningful. When there is a win-win situation by cooperating. And that it can be the best way to use resources, when labels work together.

Several mentioned that it's important for labelers to think about where they use their resources. It was mentioned that labels and other information schemes shouldn't undermine each other, to avoid consumer confusion and because there is enough space on the market.

More cooperation by recognition among the reliable schemes was mentioned as a way to help transparency in the market and a way to become better at communicating to the public.

It was e.g. discussed if The Green Key should try to win market shares by labelling hotels and accommodations on the Nordic markets, where the Swan is strong, or teach consumers to recognize the Swan there – and vice versa in markets, where The Green Key is strong.

Some schemes are working under an umbrella like EMAS and the EU Ecolabel, which is important in the B2B sector, easier to apply and evaluate and maybe less confusing the consumers.

Single issue labels were discussed in relation with misinformation. Single issue labels on products might not label the most important issue in regard to the product lifecycle, and can thus be misleading.

Statements

- Cooperation among schemes will happen when there is a win-win situation
- Cooperation secures cost-efficiency
- Labels shall not undermine each other on the cost of consumer trust and comprehension
- Strategic cooperation and mutual recognition among ecolabelling accommodations can help transparency

Information or regulation

Like consumers have a responsibility to become knowledgeable to deal with the labels and other schemes on the market, it was discussed under workshop theme 2, that for instance transition to sustainable consumption and production can't be achieved by using information as the only management tool, and that regulation also is important.

It was mentioned that it is a market failure that labels are needed to fulfill society goals – society needs to see the necessity to take care of the free-riders in the market. The government should be more clear on what they think is good – and to act also by regulation to avoid misleading the public.

It was discussed how much there shall be solved through labels and other information? It was generally agreed on, that using market based information schemes as tools for driving consumption and production of sustainable products is working for some frontrunners and consumer. But information schemes can't be stuck with the whole responsibility for the transition to sustainability. If consumers are confused by information overload, more legislation and regulation of the market can counteract this.

It was stated that it's a challenge to use the right mix of voluntary schemes and government legislation for instance in transition to sustainable consumption and production in society.

Statements

- Transition to sustainable consumption and production can't be achieved by using information as the only management tool, regulation is also important
- Governments shall be clear on what they think is good – and to act also by regulation
- Information schemes can't be stuck with the whole responsibility for the transition to sustainability
- Legislation and regulation of the market can counteract information overload

Compliance is in place

Participants in workshop theme 2 were also discussing how schemes work to assure quality of certification and compliance. It was generally agreed on that compliance is already in place – and that auditing systems within labels and ISO standards are functioning. If companies do not comply label license is withdraw and failure to comply is made public.

There has to be some trust that compliance is fulfilled if labelling shall work. It was mentioned that consumers don't believe in the producer's claim (20%), a little more in the authorities (40%) but most in incredible labels like the Swan (80%).

Auditing was mentioned as a necessity, but it's only once a year and often conducted as random sampling. Other means to control compliance are other companies and their feedback to label organizations regarding competitors' products and marketing.

It was mentioned equally important to consider whole supply chains. An example is organic labeled T-shirt. Eco doesn't mean the same in all countries! In Asia for instance, they do not have the Nordic reality of pressure for compliance. It was mentioned that in some countries it's important to have structures in place to ensure compliance – they comply because else it will be too costly.

In other countries compliance is obtained by making requirements regarding the working surroundings in a structured way instead of saying it has to be perfect. Some schemes use scores instead of absolute requirements. When working with African companies you have to make demands for positive progress and secure that production is going in the right direction. You have to watch out not to over claim.

MSC are auditing compliance by conducting product trace backs. MSC is taking random product samples from retailers and are testing fish product for origin and even DNA. They audit by using a hands on quality control system. To avoid misinformation MSC has launched an educational program for companies that want to communicate their sustainable fish product on the market. MSC is benchmarking and advices on good and reliable marketing.

Statements

- Schemes work to assure quality of certification and compliance. It's generally agreed on that compliance is already in place
- There has to be some trust that compliance is fulfilled if labelling shall work
- Auditing is a necessity. In addition Companies are regulation each other

- In some countries it's important to have structures like fines in place to ensure compliance
- To avoid misinformation MSC has launched an educational program for companies that want to communicate their sustainable fish product on the market

4.9 Theme 3 Legislation and regulation as a driver for voluntary labels

Within workshop theme 3, participants were discussing how regulation and authorities can act as drivers for voluntary labels and other information schemes and thereby support a transition to sustainable consumption and production.

Need for real demand and understanding of the sustainability challenges

Governments can work for transition to sustainable consumption and production by using regulation as a driver within production, consumption and markets. Governments can help a lot with putting forward their position on sustainability – and by talking about environmental issues. And of course governments can act as role models and work to create real demands themselves for sustainable products through public procurement. Timber industry was discussed as a case. Governments first started making procurement requirements – and existing timber schemes like PEFC has had a stepwise approach – and developed a legal, sustainable – and voluntarily procurement policy.

One of the key issues in setting legislation and regulation within the field of SCP is related to supply and demand. To have a successful legislation regarding SCP, there is a need for real demand and an adequate supply. Participants in workshop theme 3 discussed the importance of not to set standards too high in GPP because of that. Another important issue is to communicate and recognize of real sustainability challenges. For instance if there is no understanding of the problem of sustainable fisheries, there is no demand for it. Green Public Procurement has a huge potential and can work as a significant driver for SCP in markets. It was mentioned that in the end GPP is about politics. It was discussed that economic and environmental policy and policy objectives are competing. Like energy efficiency vs. visual quality with electronic equipment.

Participants in generally called for that politicians support to environmental matters and told political support and prioritization is needed. Fair Trade Cities was mentioned as a political initiative with the ability for instance to promote globally used ecolabels. One participant mentioned that The Nordic Council of Ministers as an example could take the initiative to make trains a real option in travel between Nordic countries and work for green public transportation.

Statements

- Supply and demand – a need to come in with legislation that will be supported.
- Government – Set objectives or goals to aim at, this will have an effect into society and business.
- Government – Be a role model to follow

Legislation and other regulation are drivers

Legislation and other government regulation and its implications as drivers for markets and voluntary labels and other information schemes were discussed. It was generally agreed that GPP regulation is a good solution to give ecolabels and other information schemes a market boost, but also that GPP is a complex tool difficult to enforce, due to EU competition legislation. It was mentioned that there might be an inbuilt conflicts in the question on how it is possible to regulate public procurement in free market and with use of voluntary labels. It was suggested that governments set minimum guidelines in GPP- and for example require official third party certification. GPP was mentioned as an opportunity for voluntary labels. Authorities regulate in specific fields for ex electrical equipment. Voluntary labels like the Nordic Ecolabel are taking that in earlier in their label criteria.

GOTS- global organic textile standard certifies more than 3000 companies worldwide. GOTS criteria for use of raw material have to be certified by EU organic regulation and/or US Gov. US DA NOP. Regulation also works as drivers for development of label criteria. Another example is Oeko-Tex standard 100 where Reach and other legislation on chemicals are a driving force.

EU is working on legislation to regulate trade with timber, where illegally logged timber will be banned from sales in the EU- from 2013. This can become a driver for development and market penetration regarding schemes like PEFC and FSC.

Ecolabels and other voluntary schemes have also been known as drivers for legislation that comes in later. For instance by setting a

standard for ecolabeled products that then become the regulatory norm a few years down the road. Labels were discussed as documentation of compliance with legal requirements and label criteria as input to regulatory requirements.

Statements

- GPP regulation a good solution to give ecolabels and other information schemes a market boost
- Governments should set minimum guidelines in GPP- and for example require official third party certification
- GPP is a good tool but difficult to enforce due to EU competition law
- Labels and voluntary schemes also work as driving forces for regulation

Legislation as a barrier

Participants in workshop theme 3 talked about legislation as a barrier for voluntary schemes. Sometimes –depending on different cultures – the interference of the government is seen as a negative thing, and it was mentioned that regulation isn't always the way to go.

The EU Ecolabel for instance is in some countries seen as too European- too governmental, and not a local anchored label. EU regulation in general was mentioned as complex and therefore a disadvantage and challenge for small labels and information schemes.

Label schemes are experiencing that sometimes there isn't room for being better than new EU regulation, where voluntary labels becomes obsolete. In other areas such as fisheries it's experienced, that very little is regulated. Some private owned labels highlighted that they prefer and needs to be their own driver, and governments shouldn't interfere too much.

Statements

- Regulation isn't always the way to go, for instance when it's viewed on as not local anchored
- Sometimes there isn't room for being better than new EU regulation

Lack of knowledge about voluntary labelling

The participants agreed on, that there exist a large diversity and a big number of labels, and that this may be part of the reason why politicians/authorities and even label schemes themselves have a lack of knowledge about voluntary labels and who to trust. Many small labels are doing a good job and trying to make a difference for companies and

consumers in the field of SCP. But it can be difficult for smaller labels to get noticed.

The importance of recognition by authorities was highlighted. There is a need for politicians to send strong signals in policy and support that voluntary labels have an important role to play regarding SCP.

Label awareness and credibility was highlighted as key issues for label schemes themselves.

In 2012 and 2013 a number of initiatives and projects regarding globalization, green growth and development of standards and norms for GPP will be conducted in the Nordic Council of Ministers. In this work knowledge about labels and other voluntary information schemes is important, even across sectors.

Statements

- Politicians, authorities and label schemes themselves have a lack of knowledge about voluntary labels and who to trust
- Label awareness and credibility was highlighted as key issues for label schemes themselves
- Nordic Council of Ministers conducts projects in 2012-13 where knowledge about labels and other voluntary information schemes is important, even across sectors

4.10 Theme 4 National and regional labels on global markets

Within workshop theme 4, participants were discussing the future role of Nordic or national based information schemes in a context, where EU takes over coordination and regulation in larger and larger extent and markets becomes global.

National and regional labels are here to stay

The participants reported back from the workshop sessions that national and regional labels still have an important role to play for businesses, consumers and the market. National and regional anchored labels are by far still the most widespread voluntary information schemes. It was agreed that there always will be local/regional labels because some substantial production will remain local, and not suitable for global labelling. It was said that It's a free world – and that we have to accept many labels.

Several advantages regarding local based schemes were mentioned. First of all environmental performance is not the same all over the world, and people and consumers, their preferences and interest are not the same. Local based and produced labels are one idea – and it's local by nature.

Multiple criteria label schemes are better local. It's easier to agree on and manage multiple criteria labels when a manageable number of countries must negotiate and reach agreements. In that sense global systems will have difficulties being democratic. It was mentioned that products and production with local risks and effects, needs local labelling.

The participants agreed on that consumers in different countries are very different, and that different demands are interpreted differently in various countries/regions. It was mentioned, that it's essential for the success of a labelling scheme, that consumers trust the label, and that this speaks for national or regional labels. In that sense local labelling is easier to market. Even successful global labels like the MSC needs local representation and work with consumers, producers and retailers on a national level.

Beyond ecolabelling and environmental standards – retailers decide about which voluntary information schemes are used in the market and thus will exist in the future. Timing was mentioned as very essential; at the right time you can succeed with labelling, local or global. To really make a change in the global market – you have (as a label) to be global. But sometimes you have to start in a smaller scale: "Think global – act local".

Statements

- National and regional labels still have an important role to play
- Multiple criteria labelling are better local
- The environment and people are not the same all over the world
- Consumer preferences are important
- Retailers and good timing decide about which voluntary schemes will exist
- National schemes can response to globalization

Participants in workshop session 4 also discussed the relevance of national and regional labels and information schemes on global markets, and the opportunities for collaboration with global labels. It was mentioned that national and regional schemes can "go abroad" and become international themselves. The Nordic Ecolabel for instance is e.g. working with UNEP in setting up ecolabelling in several countries in South America.

If global labels or standard exist and they are well established in specific countries, markets or within specific product areas – national labels have to specialize, or cover more aspects or higher demands, to maintain their relevance. On the other hand global labels could actually recognize local schemes to become known and recognized locally and may at the same time be helping local schemes to be promoted in foreign countries. Mutual recognition is a possibility for both global and national schemes, even when national labels are hindering global label to be established locally. It was mentioned that both national and global schemes can respond to globalization e.g. in their communication on the internet.

Some schemes are global

It was highlighted that global labels are more suitable for single issues like textiles, timber and fish. And that many products actually are produced local, and suitable for global trade and global labelling. It was mentioned, that some product (like textile) hence cannot be promoted by local labels. It was stated that labelling of raw material must be global, but must be market as raw materials. And that such global labels are good “subcontractors” for national and regional multiple criteria scheme. Global labels were mentioned as more usable schemes for B-2-B marketing and trade.

Statements

- National and regional schemes can “go abroad” and become international themselves
- National labels have to specialize, covering more aspects or higher demands if global labels exist
- Mutual recognition is a possibility for both global and national schemes
- Global labels are more suitable for single issues like textiles, timber and fish
- Raw material labels are good “subcontractors” for multiple criteria schemes

5. Fact Sheet on dialogue and cooperation with SCP information schemes

This Fact sheet is based on findings from the Nordic project “Nordic Ecolabel – Synergies with other information systems”, TemaNord 2012:538, and its mapping of information systems in the Nordic markets, a conducted stakeholder survey on possible synergies and cooperation, and results from an international workshop held at Lund’s University 1 November 2011, where Nordic and international information schemes actually met and exchanged experiences and had a dialogue on opportunities for cooperation.

The objective for the fact sheet is to inspire other information schemes to participate in dialogue and to consider cooperation with other labelling, certification- and information schemes with relevance to Sustainable Consumption and Production.

The free market and freedom to develop and use labels and other information schemes is an important right. Many participants at the international workshop held at Lund’s University in November 2011 argued that ecolabels and other voluntary schemes are supplements to legislation, not a substitute. Information systems must work to be relevant, credible and understandable. The authorities can help to reduce misinformation and information overload by enforcement of existing marketing legislation and not promoting unserious labels. And help to secure transparent, functional markets and the supply and demand of sustainable products by promoting serious labels and schemes within Sustainable Consumption and Production. At the same time consumers must become knowledgeable themselves, and information system owners must become better to communicate multicriteria labels in a short and accurate way.

Cooperation amongst labelling and information schemes can help transparency. When label schemes and others compete on relevance and penetration in the market it is important, that they don’t undermine each other on the cost of consumer trust and comprehension. The work-

shop at Lund's University concluded, that schemes can learn from each other and share knowledge and best practice.

There are several gains by exploiting synergies, cooperation and to coexist in a smart way. Coexistence includes both competition and cooperation at the same time. Dialogue, knowledge sharing and collaboration can take place on a scale from no contact to the coordination of schemes. Knowledge sharing and cooperation can take place on a broad front from joint development and coordination of the criteria, business-driven cooperation such as licensing and audits, and can provide cost effective solutions for development and operations of information schemes.

5.1 Checklist on proactive coexistence

1. Knowledge sharing and networking is common between labels and information systems, and especially between schemes similar to each other or within the same sector. Think cooperation out of the box, maybe learning and collaborative potentials are huge when working across sectors and with systems that do not resemble your own, and with whom you are not competing
2. There exist an opportunity for mutual inspiration and to learn from best practice from schemes, even those you aren't competing with. There exists knowledge and experience for instance regarding cooperation with retailers, marketing, development of effective consumer information, and the use of new information technology, the use of social media etc
3. Exploitation of synergies and cooperation can occur on many levels and for different purposes, ranging from knowledge sharing, to cooperation on joint projects, to strategic cooperation and partnerships. Cooperation on criteria development, mutual recognition (cobranding), joint business development, licensing, audit, communications, sales promotion, marketing, promotions, etc.
4. Although potential cooperation partners generally work for transition to Sustainable Consumption and Production, it's a fact, that voluntary and market-based information systems are dependent on their business cases. Collaborations can be made taking into account the economic conditions and a common business case can be a necessity
5. As environmental, organic and fair trade labels co-existing and evolves towards becoming multicriteria schemes which incorporates sustainability requirements in their criteria base, there exist

- possibilities for cooperation and opportunities for business-driven cooperation advantageous for scheme owners and scheme users among manufacturers, retailers and consumers
6. Fair competition and development of information systems on the market may take place under consideration and not at the expense of competitors. The purpose is to avoid any doubts about own and competing systems credibility and a following uncertainty for manufacturers and consumers
 7. Credibility and awareness are fundamental precondition for all schemes. To be perceived as a credible information system, all must deal with their relevance to users and benefit to the SCP. Schemes may be easy to understand and contribute to clarity in the market. They must be audited and sanctioned, and easily applicable to manufacturers and retailers. These preconditions are common to all schemes and exploitation of synergies and cooperation between schemes within the SCP can be based on these
 8. It seems necessary to develop schemes for instance in relation to environmental, resource and sustainability challenges prioritized on the political agenda, and in relation to challenges important to media exposure, markets and consumer interest. It's also important to preserve the profile and identity of for instance a multicriterial ecolabel, and for instance develop it in relation to social and ethical issues to the extent it's relevant to the label core
 9. When label schemes and others compete on relevance and penetration in the market it is important, that they don't undermine each other on the cost of consumer trust and comprehension. Cooperation between schemes can help market transparency. Schemes can learn from best practice regarding quality of consumer information, how to become more useful for business, in marketing, or at least limit misinformation and information overload by ensuring that their own systems are relevant, transparent and valid
 10. The Transition to sustainable consumption and production can't be achieved by using labels and other voluntary information scheme as the only management tools, regulation is also important. Labels can work as documentation of compliance with future and stricter regulatory requirements and label criteria can work as input to regulatory requirements. It would be relevant to cooperate and to communicate best practice in this field. Where it for the moment is unclear how far it's possible to set requirements or use certified labels and criteria in public procurement, without violating EU Competition law

11. Even as the EU takes on the coordinating and regulatory role, product groups and markets becomes global, national and regional labels still have an important role to play. Both global and national schemes may have benefits of cooperation and mutual recognition in relation to market penetration, consumer awareness and credibility
12. In fields where global schemes appear and stand strong, national and regional schemes may have to specialize, covering more aspects or higher demands to maintain their relevance

References

Chapter 1

- Bente Næss, NCMSCP Chairman, Senior Advisor at the Norwegian Ministry of the Environment, pers.comm
- Björn-Erik Lönn, Nordic Ecolabel Co-ordinator, NCM Swan Group member, pers.comm.
- Ingela Dahlin, the Swedish Consumer Agency, NCM Swan Group member, pers.comm.
- Jón Geir Petursson, NCMSCP Group member, Head of Division at the Icelandic Ministry of the Environment, pers.comm.
- Nordic Council of Ministers, TemaNord 2002:517, The Role of the Nordic Ecolabel, the Swan in relation to other environmental information systems and environmental management systems.
- Nordic Council of Ministers, TemaNord 2003:540, Environmental information as policy instrument – Feasibility study.
- Nordic Council of Ministers, TemaNord 2008:529, The Nordic Ecolabel, From past experiences to future possibilities, The third evaluation of the Nordic ecolabelling scheme.
- Nordic Council of Ministers, TemaNord 2011:538, Voluntary Agreements and Environmental Labelling in the Nordic Countries.
- Søren Mørch Andersen, Danish EPA, NCM Swan Group member, pers.comm.
- Stefán Gíslason, CEO at Environice Consulting, coordinator at the NCM Swan Group, pers.comm.
- Tuija Myllyntaus, NCMSCP Group member, the Finnish Consumer Agency

Websites

- Agency for Public Management and eGovernment,
<http://www.anskaffelser.no/dokumenter/recommended-criteria-in-english>
- Certification Tún, <http://www.tun.is/>
- Danish Standards, <http://www.ds.dk>
- Debio, <http://www.debio.no>
- EMAS, <http://ec.europa.eu/environment/emas>
- EPD-Norge, <http://www.epd-norge.no>
- European Commission, DG Energy, <http://ec.europa.eu/energy/efficiency>
- European Commission, DG Environment,
<http://ec.europa.eu/environment/ecolabel/>
- Evira – Finnish Food Safety Authority,
http://www.evira.fi/portal/se/evira/sakenheter/ekologisk_produktion/marknad_och_markning/sol_dvs_luomu_-market/
- Fairtrade Foundation, <http://www.fairtrade.org.uk/>
- Forum for Bæredygtig Indkøb, <http://www.ansvarligeindkob.dk/>

Global Organic Textile Standard, <http://www.global-standard.org/>
 Green Building Conusil Denmark, <http://dk-gbc.dk/>
 Green Key, Foundation for Environmental Education (FEE), <http://www.green-key.org/>
 ISO 14001:2004, http://www.iso.org/iso/iso_14000_essentials
 ISO 14025:2010, <http://webshop.ds.dk/product/M242635/dsen-iso-140252010.aspx?print=true>
 ISO 26000:2010, http://www.iso.org/iso/catalogue_detail?csnumber=42546
 KRAV, <http://www.krav.se/>
 Marine Stewardship Council, <http://www.msc.org/>
 Nordic Council of Ministers, <http://www.norden.org/>
 Nordic Ecolabelling, <http://www.nordic-ecolabel.org/>
 SEMCo, <http://www.msr.se/en/Upphandling/Kriterier>
 Swedish Society for Nature Conservation SSNC,
<http://www.naturskyddsforeningen.se>
 TCO Development, <http://www.tcodevelopment.com/>
 The Danish Ethical Trading Initiative, <http://www.dieh.dk/>
 The Forest Stewardship Council, <http://www.fsc.org>
 The International EPD® System, <http://www.environdec.com/en/The-EPD-system/>
 The International Oeko-Tex® Association, <http://www.oeko-tex.com/>
 The Programme for the Endorsement of Forest Certification, <http://www.pefc.org/>

Chapter 2 and 3

Alvhild Hedstein, Director, Ecolabelling Norway, pers.comm
 Anna S. Ragnarsdóttir, expert, Ecolabelling Iceland, pers.comm
 Arne Ranneberg-Nielsen, Head of Department, Eco-lighthouse, pers.comm
 Beate Meinander, Head of Unit, Luomu – Organic labelling, pers.comm
 Bente Næss NCMSCP Chairman, pers.comm.
 Björn-Erik Lönn, Nordic Ecolabel Co-ordinator, pers.comm.
 Camiel Derichs, Deputy Director Europe, Marine Stewardship Council, pers.comm.
 Charlotte Vincentz Fischer, Consultant at Danish Standards, ISO14025 (EPD),
 pers.comm.
 Claus Egeris, Project leader, Ecostory
 Dag Strømsnæs, Department Director, Difi's procurement criteria, pers.comm.
 Dagfinn Malnes, Leader of EPD Norway, pers.comm.
 Elisabeth Tosti, GOTS Nordic representative, Global Organic Textile Standard,
 pers.comm.
 Elva Rakel Jónsdóttir, expert, Ecolabelling Iceland, pers.comm
 Erik Van Dijk, International Coordinator, Green Key, pers.comm.
 Eva Eiderström, Head of Department, Good Environ. Choice (Bra Miljöval),
 pers.comm.
 Finn Bolding Thomsen, Director of FEE (Green Key), pers.comm
 Gunnar Á Gunnarsson, Director, Vottunarstofan Tún, pers.comm.
 Hanne Gürtler, Secretariat Director, Danish Ethical Trading Initiative, pers.comm.
 Harald Bjørn-Larsen, Development Manager, Debio, pers.comm
 Helka Julkunen, Head of Green Office Finland, WWF, pers.comm.

Jacek Truscynski, Policy Officer EU DG Energy, EU Energy Label/ Ecodesign, pers.comm.

Jean-Pierre Haug, Secretary General, ØKO-TEX Standard 100, pers.comm.

John Hansen, Textile expert at Danish Tec. Inst., ØKO-TEX Standard 100, pers.com

Jonas Eder-Hansen, Development Director, NICE fashion, pers.comm

Jonas Giersing, Director, Fairtrade DK, pers.comm

Kim Christiansen, Senior Consultant at Danish Standards, DS49001, pers.comm.

Kim Christiansen, Senior Consultant at Danish Standards, ISO26000, pers.comm.

Lars Nellmer, Director, KRAV, pers.comm.

Lisbeth Engel Hansen, Head of Criteria, Ecolabelling Denmark, pers.comm

Louise Rabilloud, Project leader, Green Key Sweden, pers.comm

Loa Dalgaard Worm, Secretariat Director, Forest Stewardship Council, pers.comm.

Mats Ekenger, Senior Consultant, Nordic Council of Ministers, pers.comm.

Michele Galatola, Policy Officer. DG Environment, the EU Ecolabel (+GPP), pers.comm.

Michele Galatola, Policy Officer. DG Environment, EMAS, pers.comm.

Mikael Koch, Board Member, Green Building Council Denmark, pers.comm

Morten Leuch Elieson, Leader of Eco-Lighthouse, pers.comm.

Nicolas Dubrocard, International coordinator, Green Key, pers.comm.

Peer-Erik Carlsson, Environmental analyst, Miljödiplomering Göteborg, pers.comm.

Peter Nohrstedt, Operations Manager, SEMCo's procurement criteria, pers.comm

Rikke Dreyer, Charirman, Forum on Sustainable Procurement, pers.comm.

Steven Tait, Senior International Manager, Marine Stewardship Council, pers.comm

Sune Prah Knudsen, Head of Communications DK, Fairtrade, pers.comm

Sören Enholm, Managing Director, TCO, pers. comm.

Tanja Olsen, Secretariat Director, PEFC DK, pers.comm.

Dansk sammenfatning

17 nordiske, europæiske og internationale mærknings- og certificeringsordninger mødtes til en workshop om dialog og samarbejde på Lunds Universitet i november 2011. Med dette møde mellem mærknings- og certificeringsordninger på tværs af områder som miljø, økologi, fair trade og bæredygtighed, har Nordisk Ministerråds arbejdsgruppe for Holdbar Konsumtion og Produktion (NMRHKP) og Nordisk Miljømærkning taget et første skridt til at skabe åbenhed og erfaringsudveksling mellem mærkningsordninger indenfor HKP (in english – Sustainable Consumption and Production – SCP). Nordisk Miljømærkning har indtil nu på Nordisk niveau kun haft få kontakter med andre mærknings- og certificeringsordninger.

Nordisk Ministerråd ønsker at gå i dialog med andre relevante informationssystemer og deres organisationer. Projektet „Svanen 2015 – synergier med andre informationssystemer“ har haft to overordnede målsætninger: at give et overblik over relevante informationssystemer indenfor Holdbar Konsumtion og Produktion (på dansk – Bæredygtig forbrug og produktion) på de nordiske markeder; og at afholde en international workshop for nøglepersoner fra sådanne ordninger. At facilitere en dialog om udfordringerne for disse ordninger og deres ejere, og give dem mulighed for at udveksle erfaringer og identificere konkrete samarbejdsmuligheder.

Forud for den internationale workshop, der blev holdt på Lunds Universitet i november 2011, har Claus Egeris fra konsulentfirmaet Ecostory gennemført en kortlægning af, hvilke informationssystemer med relevans for Holdbar Konsumtion og Produktion, der findes i de Nordiske Lande, og med hjælp fra landenes miljø- og forbrugermyndigheder prioriteret 23 ordninger, der har medvirket i en interessentundersøgelse. Formålet har været at få viden om andre mærker og ordningers udviklingsbehov, hvor de har fokus i deres udviklingsarbejde, hvilke politiske dagsordener, markedsforhold og andre forhold i samfundet de er optaget af og undersøge, om der findes interesse for videndeling og dialog.

Kortlægningen og interessentundersøgelsen viser, at der findes interesse for videndeling og samarbejde. Nærmest alle adspurgte ordninger deltager i netværkssamarbejder og samarbejde allerede med interessenter. Mange af de adspurgte ordninger, hovedsagelig andre miljømærker,

miljøvaredeklarationer (EPD's) og grøn offentlig indkøb (GPP), samarbejder allerede med det nordiske miljømærke, Svanen. Generelt samarbejdes der med ordninger, der ligner ens egen, mens samarbejde på tværs af sektorer er sjældne.

Interessentundersøgelsen fandt en række prioriterede udviklingsområder for mærknings- og informationssystemer indenfor bl.a. ekstern kommunikation, netværkssamarbejder, prioriterede brancher, EU, nye miljødagsordener, allerede planlagte udviklingsinitiativer, og nye strategiske initiativer. Et eksempel på det sidste er Nordisk Miljømærkning og det Svenske Miljøstyringsråd initiativer til nu at udvikle mærkning og miljøvaredeklarationer for alle vigtige områder af privat forbruget, dvs. fødevarer, transport og industriprodukter og tjenester, der anvendes i de private husholdninger.

Interessentundersøgelsen fandt at politiske dagsordener har betydning for udvikling af mærker og informationssystemer. I starten påvirker politiske dagsordener den måde en ordning kommunikerer på, fx i forhold til dets klimarelevans. På længere sigt har politiske dagsordener om fx miljø og bæredygtighed effekt på kriterieudviklingen. En række af de undersøgte ordninger indenfor miljø- og økologi- ordninger begynder nu at stille krav til sociale og etiske forhold i deres kriterier. Flere ordninger arbejder også med fokus på ressourceeffektivitet, fx i forhold til at reducere vandforbrug, der opfattes som en dagsorden, med stigende politisk interesse.

Interessentundersøgelsen fandt fire megatrends, der har betydning for mærknings- og certificeringsordninger indenfor HKP, og som blev den fælles referenceramme for den internationale workshops dialog om synergi og samarbejde i Lund:

- Mange mærker og informationssystemer udvikler sig eller konvergerer mod bæredygtighed
- Et stort antal mærknings- og certificeringsordninger og meget information om Holdbar Konsumtion og Produktion reducerer gennemslagskraften for forbrugerne
- Udvikling fra national, regional til global mærkning
- Regulering er en vigtig drivkraft for frivillige markedsbaserede informationsordninger

Konceptet for workshoppen var en hybrid mellem „speed dating“ og café workshop. Det var et selvstændigt mål at så mange deltagere som muligt fik mulighed for at mødes og tale sammen i løbet af workshoppen, eftersom de fleste kendte eksempler på samarbejder på tværs af mærknings-

ordninger er person relaterede. Workshopen havde de fire megatrends som temaer. Hvert tema blev diskuteret på café sessioner modereret og dokumenteret af repræsentanter fra Nordisk Miljømærkning.

Der var stor interesse for deltagelse, og mødet førte til en frugtbar dialog og udveksling af synspunkter om betydning og konsekvens af de 4 temaer. Det personlige møde fandt sted, og der blev talt om konkrete idéer og muligheder om samarbejde, fx mellem Nordisk Miljømærkning og Dansk Initiativ for Etisk Handel om udvikling af sociale- og etiske krav i miljømærkning og samarbejdsmuligheder mellem Svanen og GOTS, om gensidig anerkendelse af ordninger og muligheder for at samarbejde om licensiering og mærkning af tekstiler.

Workshopen resulterede derudover i en række statements om emner som: samarbejde og konkurrence, udvikling af kriterier for sociale forhold, samarbejde og håndhævelse i forhold til single issue labels, forbrugerinformation, forhold mellem information og regulering, compliance og kontrol, myndigheders rolle som drivkraft for HKP, om vigtighed og relevans af nationale mærkningsordninger i en globaliseret verden og meget mere. Workshoppens findings er rapporteret i projektrapportens kapitel 3.

På baggrund af interressentundersøgelsen og workshoppens resultater diskuterer dette projekt fordele og ulemper ved forskellige udviklings scenarier og har opstillet 10 anbefalinger og policy svar til Nordisk Ministerråd og beskriver tentativt 27 initiativer som Nordisk Ministerråd og Nordisk Miljømærkningsnævn kan tage for at styrke Nordisk Miljømærknings fortsatte arbejde med at udnytte synergier og samarbejde med andre informationssystemer indenfor Holdbar Konsumtion og Produktion.

En sådan indsats kan medvirke til at realisere Svane Vision 2015, „... Svanen intar en stark position genom sin höga trovärdighet och genomslag på marknaden och agerar som pådrivare för andra märken vad gäller kriteriernas skärpa...” og „... Hållbarhetsrelaterade kriterier utöver miljö tillförs successivt Svanen.“ *Kilde: Nordisk Ministerråd, november 2010, www.norden.org.*

Det frie marked og frihed til at udvikle og anvende mærker og andre informationsordninger er en vigtig rettighed. Mange deltagere i workshop i Lund fremhævede, at miljømærker og andre frivillige ordninger er vigtige supplement til lovgivning, ikke en erstatning for regulering. Informationssystemer skal arbejde for at være relevante, troværdig og forståelig. Myndighederne kan bidrage til at mindske misinformation og „information overload“ ved at håndhæve eksisterende markedsførings lovgivning, og undgå at fremme useriøse mærkningsordninger. Myndig-

heder kan medvirke til at sikre gennemsigtige, funktionelle markeder og udbud og efterspørgsel af holdbare produkter, ved at fremme seriøse mærker og ordninger inden for Holdbar Konsumtion og Produktion. Samtidig skal forbrugerne selv være velinformeret, og mærkningsordninger skal blive bedre til at kommunikere og forklare hvad multicriteria mærker betyder, på en kort og præcis måde.

Samarbejde blandt mærkningsordninger og andre informationssystemer kan føre til større gennemsigtighed og bedre forbrugerinformation. Når mærkningsordninger og andre konkurrerer på relevans og gennemslag på markedet er det vigtigt, at de ikke underminerer hinanden på bekostning af forbrugernes tillid og forståelse. Workshopen i Lund konkluderede, at ordninger kan lære af hinanden og udveksle viden og best practice.

Der er flere gevinster ved at udnytte synergier, samarbejde og at sameksistere på en smart måde. Sameksistens omfatter både konkurrence og samarbejde på samme tid. Dialog, videndeling og samarbejde kan finde sted på en skala fra ingen kontakt til koordinering af ordninger. Videndeling og samarbejde kan finde sted over en bred front fra fælles udvikling og harmonisering af kriterier, forretningsdrevet samarbejde om licensiering og audit. Samarbejder kan være omkostningseffektive løsninger til udvikling og drift af informationssystemer.

Som et værktøj til andre mærknings- og informationssystemer inden for Holdbar Konsumtion og Produktion, er der på baggrund af projektets resultater opstillet en tjekliste til proaktiv sameksistens. Formålet er at inspirere til dialog og samarbejde mellem mærker-, certificeringsordninger- og informationssystemer indenfor Holdbar Konsumtion og Produktion.

6. Appendix 1

Overview of the mapped information schemes

Gross list with 92 mapped information schemes on the Nordic markets

Name of Information scheme	Theme	Country	
Nordic Ecolabel (The Swan)	Environment	S,IS,N,FI,DK	
COOP Ånglamark (private label)	Communication	S,N,FI,DK	
Ecoprofile (Swedish environmental blog)	Communication	S,DK	
Animals Rights, animal-friendly app (Djurnes rätt)	Animal Welfare	S	
Environment Diploma (SMEs)	Environment	S	
Fair Flowers Fair Plants	Environment	S	
Good Environmental Choice (Bra Miljöval)	Environment	S	
SEMCo's procurement criteria	Environment	S	
Sweden Green Building Council	Environment	S	
TCO	Environment	S	
KRAV	Organic/Climate	S	
Best in test (Swedish Consumer Agency magazine Röd & Rån)	Quality	S	
The Swedish Seal of Quality (Svenskt Sigill)	Quality/Origin	S	
The Environmental Report (Miljörapporten)	Environment	S	
P-Märkning (based on CE)	Quality	S	
Enova SF (manager, the federal Finnish Energy Foundation)	Energy	N	
Difi's procurement criteria	criteria	Environment	N
Lighthouse Foundation (Miljøfyrtårn)	Environment	N	
Norwegian EPD-foundation	Environment	N	
Debio	Organic	N	
Best in test (Norwegian Consumer Council Forbrukerportalen)	Quality	N	
Godt norsk (Norwegian Quality)	Quality	N	
Living Forest (Levende Skog)	Responsibility	N	
The Norwegian Ethical Trading Initiative (IEH)	Responsibility	N	
ISO 1400	Environment	IS	
TÜN	Organic	IS	
EarthCheck	Responsibility	IS	
EKO (Ekoenergia)	Energy	FI	
Green Office/WWF	Environment	FI	
Allergy label	Health	FI	
M1 (Finnish Indoor Climate Label)	Health	FI	
Sun-mark (Luomu – valvottua tuotantoa –merkki)	Organic	FI	
Luomu (Ladybird label)	Organic/Origin	FI	
Hyvää Suomesta (Finnish Blue Swan)	Quality/Origin	FI	
Recommended by Dyrenes Beskyttelse (animal welfare NGO)	Animal Welfare	DK	
Climaware (CO2 neutrality printed matter)	Climate	DK	
CO2 neutral website (ingenco2.dk)	Climate	DK	
climate partnerships (DONG and other energy companies)	Energy	DK	
Go'energi (Danish energy label)	Energy	DK	
Green Store	Energy	DK	
ansvarligeindkøb.dk (Forum on Sustainable Procurement)	Environment	DK	
Corporate financial statements (mandatory)	Environment	DK	
Environmental Manuals	Environment	DK	
Green accounts	Environment	DK	
Green procurement guidelines (Go'energi, SKI, RBE)	Environment	DK	

Name of Information scheme	Theme	Country
Danish Indoor Climate Label	Health	DK
Green Salon	Health	DK
The blue circle (Danish Asthma Allergy NGO)	Health	DK
Demeter	Organic	DK
Official Danish Organic label (Ø-label)	Organic	DK
Best in test (The Danish Consumer Council magasin Tænk)	Quality	DK
Varefakta (The Danish Institute for Informative Labelling)	Quality	DK
DS49001	Responsibility	DK
Fairtrade Denmark	Responsibility	DK
Green Building Council Denmark	Responsibility	DK
Guidelines on sustainable procurement (RBE)	Responsibility	DK
The Danish Ethical Trading Initiative (DIEH)	Responsibility	DK
BDIH Health/Environment		D
Soil Association	Organic	UK
EU Energy Label/Ecodesign	Energy	EU
EMAS (certificeret miljøledelsessystem)	Environment	EU
EMAS label	Environment	EU
The EU Ecolabel (+GPP)	Environment	EU
EU Organic Label	Organic	EU
CE label	Quality	EU
Energistar	Energy	EU, USA
Carbon footprint	Climate	International
Climate Declarations (part of EPD)	Climate	International
WindMade	Climate	International
Better Place Energy		International
Green Key (Foundation for Environmental Education)	Environment	International
ISO 14025 (Environmental Product Declarations)	Environment	International
ISO14001 (Environmental Management)	Environment	International
The Green Yardstick (The Green Yardstick)	Environment	International
Confidence in Textiles (ØKO-TEX Standard 100)	Health	International
ECOCERT	Organic	International
GOTS (Global Organic Textile Standard)	Organic	International
IVN (International Association Natural Textile Industry)	Organic	International
BSCI (Business Social Compliance Initiative)	Responsibility	International
Cradle to Cradle	Responsibility	International
EKO (Based on Global Organic Textile Standard)	Responsibility	International
Fair Trade Federation	Responsibility	International
Fairtrade Label	Responsibility	International
FSC Label (Forest Stewardship Council)	Responsibility	International
GSCP (Global Social Compliance Programme)	Responsibility	International
ISO26000 (Guidance on social responsibility)	Responsibility	International
MSC Label (Marine Stewardship Council)	Responsibility	International
PEFC (Program. for Endorsement Forest Certification)	Responsibility	International
Rainforest alliance	Responsibility	International
The Global Compact (UN)	Responsibility	International
IP-label (Integrated Production)	Organic/Environ.	International
UTZ CERTIFIED	Responsibility	International

7. Appendix 2

Interview guide to the stakeholder survey

7.1 Presentation and intro

Ecostory is conduct a stakeholder analysis among ecolabels, organic labels, and other certification systems with relevance to Sustainable Consumption and Production

The Nordic Council of Ministers would like to engage in dialogue with the organizations behind the relevant information systems in the Nordic markets

The interview survey is conducted in order to gain knowledge about:

- The mega trends that is important to you like political agendas in focus, responding to market conditions and other community-related issue
- Your wishes and actions to develop your information system
- Your interests and needs for development, exchange of experience and cooperation with other labels and certification systems

The interview survey will be used as input to an international workshop I November 2011 – to which you will be invited

7.2 Interview questions

What megatrends are you as system owner occupied with? [Q1]

I will read a range of areas, please answer which trends you have in focus

- On the market
- Political agendas
- Professional challenges
- For your business case
- As information provider
- Among users of the information system

Which development initiatives have you launched recently (within to year)? [Q2]

Please name them and tell about the background, purpose and objectives?

Which development initiatives have you planned? [Q3]

Please name them and tell about the background, purpose and objective

How do you as system owner prioritize network cooperation? [Q4]

Please name networks you are part of and tell about the nature of the cooperation

How do you as system owner prioritize the use of social media?

[Q5]

On a scale from 1-5, where 5 is very important

1. not important
2. important in minor degree
3. neither/nor
4. important
5. very important

Are you as system owner cooperating with other information systems? [Q6]

Yes|No

[If Yes]

Please tell what the cooperation includes – about the purpose and your experience with this?

[If No]

Please tell if you have plans to – or previously have collaborated with other information systems?

Please tell if you are cooperating with other actors of importance, and what about?

Which information systems are you regarding as competitors? [Q7]

Please name them if any

Are you benchmarking against other information systems?

In what areas do you compete?

- awareness
- credibility
- dispersion
- clients |market shares

Are you aware of other information systems, which are overlapping your system? [Q8]

Please name them if any

Please tell in which areas there is an overlap

- criteria
- databases
- clients
- markets
- information needs of users

Are you aware of other information systems, which are completing your system? [Q9]

Please name them if any

Please tell in which areas the information systems are completing each other

- criteria
- databases
- clients
- markets
- information needs of users

What is your view on collaborative opportunities with other information systems? [Q10]

I will read a range of initiatives – please answer which are relevant for you

- Sharing experience
- Knowledge sharing of data and criteria
- Shared information and marketing
- Joint development in priority areas
- Strategic cooperation (endorsement, mutual recognition)
- New markets
- Other

How do you see the possibilities for cooperation with the Nordic Eco-label? [Q11]

I will read a range of initiatives – please answer which are relevant for you

- Sharing experience
- Knowledge sharing of data and criteria
- Shared information and marketing
- Joint development in priority areas
- Strategic cooperation (endorsement, mutual recognition)
- New markets

Other

The Nordic Council of Ministers would like to invite you to an international workshop on synergies and exchange of experience among information systems in the Nordic markets in November 2011?

Will you give your participation priority? [Q12]

Yes|No

[If no]

Can I contact another key employee in your organization, working on strategic / policy level?

Can you give me his/hers contact information?

What is in your opinion the most important topic for a workshop on synergies and exchange of experience among information systems? [Q13]

Are there topics you have come to mind during the interview which we should pay attention to? [Q14]

End of conversation

This was my final question. If you wish, I would like to mail you a brief summary of the interview, to give you the opportunity to comment [check e-mail address].

On behalf of the Nordic Council of Ministers Working Group on Sustainable Consumption and Production – I would like to thank you for your participation and for your time.

8. Appendix 3

Brief introduction to participating schemes

In this Appendix brief descriptions are given of the information schemes that have participated in this projects stakeholder analysis. The purpose is to provide summary descriptions of information systems and their objectives. The section will serve as a quick introduction to labelling and other schemes that have relevance to SCP and which may lie outside of the sector or subject areas most familiar to the reader.

8.1 Environmental Information Systems

Nordic Ecolabel

The Nordic Ecolabel is the official Ecolabel of the Nordic countries and was established in 1989 by the Nordic Council of Ministers with the purpose of providing an environmental labelling scheme that would contribute to a sustainable consumption. It is a voluntary, positive Ecolabelling of products and services. The Nordic Ecolabel was also initiated as a practical tool for consumers to help them actively choose environmentally-sound products. It is an ISO 14024 type 1 Ecolabelling system and is a third-party control organ. Each Nordic country has local national offices with the responsibility for criteria development, licensing, marketing and audits.

The Nordic Ecolabel is an effective and simple marketing tool that is a guarantee that products have fulfilled stringent environmental and climate criteria. Today there are 63 product groups, and companies who have products within these groups and who meet the criteria requirements, can apply for a Nordic Ecolabel license.

- Nordic Ecolabelling, <http://www.nordic-ecolabel.org/>

The EU Ecolabel

The European Ecolabel is a voluntary scheme, established in 1992 to encourage businesses to market products and services that are kinder to the environment. Products and services awarded the Ecolabel carry the flower logo, allowing consumers – including public and private purchasers – to identify them easily. Product groups include cleaning products, appliances, paper products, textile and home and garden products, lubricants and services such as tourist accommodation.

The criteria are agreed at European level, following wide consultation with experts, and the label itself is only awarded after verification that the product meets these high environmental and performance standards.

Ecolabel criteria are not based on one single factor, but on studies which analyses the impact of the product or service on the environment throughout its life-cycle, starting from raw material extraction in the pre-production stage, through to production, distribution and disposal.

Products bearing the Flower logo can be marketed throughout the European Union and the EEA countries (Norway, Iceland and Liechtenstein).

- European Commission, DG Environment,
<http://ec.europa.eu/environment/ecolabel/>

Good Environmental Choice

Bra Miljöval is the Ecolabel of the Swedish Society for Nature Conservation SSNC. It is referred to as “Good Environmental Choice” in English. SSNC started ecolabelling in 1988 on laundry detergent and paper. Currently the system covers 10 product areas, as well consumer goods as

services, for example electricity, transport, grocery stores, chemical products and textile

Both supply and demand of the labeled services are expanding rapidly, also geographically. The same criteria are working in Norway and Denmark in cooperation with SSNC. In 2007 SSNC launched criteria for district heat and got the first licensee in March 2008. The labelling of electricity and district heat is a part of the overall energy project of SSNC.

- Swedish Society for Nature Conservation SSNC,
<http://www.naturskyddsforeningen.se>

ISO 14025 Environmental Product Declarations

This International Standard establishes the principles and specifies the procedures for developing Type III environmental declaration programs and Type III environmental declarations. It specifically establishes the use of the ISO 14040 series of standards in the development of Type III environmental declaration programs and Type III environmental declarations. This International Standard establishes principles for the use of environmental information, in addition to those given in ISO 14020. Type III environmental declarations as described in this International Standard are primarily intended for use in business-to-business communication, but their use in business-to-consumer communication under certain conditions is not precluded.

- ISO 14025:2010, <http://webshop.ds.dk/product/M242635/dsen-iso-140252010.aspx?print=true>

8.2 EMAS

The EU Eco-Management and Audit Scheme (EMAS) is a management tool for companies and other organizations to evaluate report and improve their environmental performance. The scheme has been available for participation by companies since 1995 and was originally restricted to companies in industrial sectors.

Since 2001 EMAS has been open to all economic sectors including public and private services.

In 2009 the EMAS Regulation has been revised and modified for the second time. Regulation (EC) No 1221/2009 of the European Parliament and of the Council of 25 November 2009 on the voluntary participation by organizations in a Community eco-management and audit scheme (EMAS) was published on 22 December 2009 and entered into force on 11 January 2010.

- EMAS, <http://ec.europa.eu/environment/emas>

Norwegian EPD-foundation

The Norwegian EPD Foundation was established in 2002 by the Confederation of Norwegian Enterprise (NHO) and the Federation of Norwegian Building Industries (BNL). The reason for its establishment was an expressed desire from the Norwegian corporate sector relating to the development of credible, standardized and internationally valid Environmental Product Declarations for products and services.

An EPD, which is an abbreviation for Environmental Product Declaration, is a brief document whose objective is to sum up the environmental profile of a component, a finished product or a service in an objective standardized manner. An EPD shall provide information about the environmental properties of a product and provide its users with the environmental information that they demand and desire. Standardized

methods serve to ensure that environmental information provided for products within the same product category can be compared irrespective of region or country.

An EPD is lifecycle-based, providing detailed overviews of the environmental aspects linked to specific products or services – from raw materials production, manufacture, use and disposal.

An Environmental Product Declaration is not an environmental label. It provides objective information about the environmental aspects of a product, but does not specify whether or not the relevant product complies with certain environmental requirements.

- EPD-Norway, <http://www.epd-norge.no>

Forum on Sustainable Procurement

Forum on Sustainable Procurement is set up by the Danish Environment Minister to promote the environmentally conscious and responsible procurement of goods and services among professional buyers – both in public and private companies.

Sustainable procurement is the procurement of products, which in production, in use and disposal, are taking into account environmental, social and economic conditions. Products can be any kind of goods or services. Sustainable purchasing is all about choosing products and services that are environmentally friendly, socially responsible and profitable in the short and long term – whether the purchaser is acting as a company, organization or individual consumer

Forum on Sustainable Procurement communicates tools and guidelines to sustainable procurement. For public institutions there exist rules, laws and obligations to apply in connection with procurement.

- Forum for Bæredygtig Indkøb, <http://www.ansvarligeindkob.dk/>

Green Key (FEE)

The total of tourism activities in the world represents a major impact on the environment. The Green Key® was created to raise the awareness of owners and managers of tourism and leisure establishments on the necessity and possibilities of running a responsible business.

The Green Key is awarded to tourism and leisure establishments. The international baseline criteria cover hotels, campsites and attractions.

The Green Key is a programme of Foundation of Environmental Education (FEE). It aims to be the biggest global Ecolabel with a local base in each of the participating country. The Green Key is a non-governmental, non-commercial, independent programme recognized and supported by WTO en UNEP.

Getting awarded with The Green Key means that an establishment has fulfilled a list of requirements. These requirements are contained in mandatory and guideline criteria. Besides environmental demands the criteria include demands on: training staff, monitoring energy use, washing and cleaning, food and beverages, indoor environment, parks and parking areas, education and transportation.

- Green Key, Foundation for Environmental Education (FEE),
<http://www.green-key.org/>

ISO 14001

The ISO 14000 family addresses various aspects of environmental management. The very first standards, ISO 14001:2004 deal with environmental management systems and provides the requirements for an EMS.

An EMS meeting the requirements of ISO 14001:2004 is a management tool enabling an organization of any size or type to: identify and control the environmental impact of its activities, products or services; and to improve its environmental performance continually; and to implement a systematic approach to setting environmental objectives and targets, to achieving these and to demonstrating that they have been achieved.

ISO 14001:2004 does not specify levels of environmental performance. If it specified levels of environmental performance, they would have to be specific to each business activity and this would require a specific EMS standard for each business. That is not the intention.

ISO 14004:2004 provides guidelines on the elements of an environmental management system and its implementation, and discusses principal issues involved. ISO 14001:2004 specifies the requirements for such an environmental management system. Fulfilling these requirements demands objective evidence which can be audited to demonstrate that the environmental management system is operating effectively in conformity to the standard.

- ISO 14001:2004, http://www.iso.org/iso/iso_14000_essentials

Difi's procurement criteria

Agency for Public Management and eGovernment (Difi) aims to strengthen the Norwegian government's work in renewing the Norwegian public sector and improve the organization and efficiency of government administration.

In June 2007, the Government presented an action plan for environmental and social responsibility in public procurement. It is a goal that procurement in the public sector should be done with minimal environmental impact and respect for fundamental worker rights and human rights. Environmental and social considerations in public procurement will also be a tool that contributes to an efficient public sector and a competitive business. The government has ordered all state agencies to follow the specific requirements of the procurement and environmental management in the action plan from 2008.

Difi recommend criteria for Green Public Procurement for: cleaning services; clothing and textiles; criteria for classification of individual hazardous properties of chemicals; execution and construction of buildings; hotel services; ICT products; laundry services; office furniture; planning and project management of construction; and calculation of water consumption.

- Agency for Public Management and eGovernment <http://www.anskaffelser.no/dokumenter/recommended-criteria-in-english>

The Green Yardstick

The Green Yardstick. The logotype symbolizes a yardstick, a standardized tool for objective measurement. The EPD measure the environmental performance of products and services in an objective and standardized way. The international EPD®system is a member of the Global Type III Environmental Product Declarations Network (GEDnet) and cooperate to achieve the GEDnet objectives

Today, the global market has an increased demand for science-based, verified and comparable information about environmental performance of products and services. The demand comes from several market places, such as in the raw material supply-chain, for product development and green procurement.

The international EPD®system has, as a main objective, the ambition to help and support organizations to communicate the environmental performance of their products (goods and services) in a credible and understandable way.

The International EPD®system is: offering a complete programme for any interested organization in any country to develop and communicate EPDs according to ISO 14025, and supporting other environmental declaration programs (i.e. national, sectorial etc.) in seeking cooperation and harmonization and helping organizations to broaden the use of their environmental declarations on an international market.

- The International EPD® System,
<http://www.environdec.com/en/The-EPD-system/>

SEMCo's procurement criteria

The Swedish Environmental Management Council, SEMCo, is the Swedish government's expert body on environmental and other sustainable procurement. SEMCo's procurement criteria consist of proposals for environmental and social requirements to be used when purchasing goods, services and work contracts.

In 2006 SEMCo added social aspects to its range of criteria. The criteria are based on a holistic view of environmental aspects, which include life cycle analysis, and comply with Swedish procurement legislation.

The procurement criteria are developed through an open participatory process where private, public and third sector stakeholders attend expert group meetings. The main objective for developing ready-to-use criteria is to make environmental requirements available to a broad number of professionals. Also, suppliers and contractors are made aware of future processes. The final phase of the criteria process is a quality-assurance carried out by auditors.

Product areas are: vehicles and transport, IT and telecom, cleaning and laundry services, street and property, office, food, furnishing and textiles, energy, nursing and care and services.

- SEMCo, <http://www.msr.se/en/Upphandling/Kriterier>

TCO

TCO Development works to ensure that users of IT and office equipment have excellent products with a high degree of usability, while keeping environmental impact to a minimum. The TCO labelling system makes it easy to choose IT and office equipment that is designed for the benefit of both the user and the environment.

TCO labelling is internationally recognized and products bearing the TCO label can be found throughout the world. Approximately half of all displays in the world are TCO-labeled. The label takes legislation as well as voluntary agreements into consideration, and TCO often set stricter requirements to the benefit of users and the environment. The TCO label is independent of manufacturers and professional and industrial organizations.

TCO has 3rd party certification, and has testing procedures conducted by independent test laboratories. TCO criteria documents are set in consultation with users, manufacturers, researchers and other experts.

The company has its origins in TCO, Tjänstemännens Centralorganisation (the Swedish Confederation of Professional Employees), which at the beginning of the 1980s noted an increase in health problems among office employees. Problems related to poorly designed IT equipment brought about the creation of the TCO labelling system.

Today, TCO Development is a limited company owned by TCO. The head office in Stockholm employs 15 staff with regional representatives in the USA and in Taiwan. TCO international network consists of strategic partners, experts, users and scientists. TCO Development is a member of GEN, the Global Ecolabelling Network.

- TCO Development, <http://www.tcodevelopment.com/>

8.3 Organic labels

Luomu

EU Organic Label is mandatory for use on pre-packaged organic food products intended for home and industrial kitchens.

In addition to the EU organic label, it is possible to use the Finnish national organic label. The label Luomu – Tuotanto valvottua – controlled organic production is called Sun-mark (aurinkomerkki in Finnish) and indicates that the monitoring of a product with the label is operated by Finnish authorities. The mark can be granted to an operator who produces, manufactures or causes to produce, package or import organic products and is connected to the monitoring system for organic production. The Sun-mark is therefore not a guarantee mark for purely domestic raw materials and production, though it testifies to the Finnish regulatory supervision.

The right to the use of the Sun-mark is applied for separately. The use of the brand is controlled by its own regulatory framework. And operator's needs to become familiar with the rules for the use of sun-mark before the application of user rights is made.

- Evira – Finnish Food Safety Authority, http://www.evira.fi/portal/se/evira/sakenheter/ekologisk_produktion/marknad_och_markning/sol_dvs_luomu_market/

Debio

All providers of organic products in Norway are certified by Debio, who ensure that farms and fish farms, processing and marketing enterprises, importers and others follow the regulations for organic production, and meet the requirements for marketing organic products under Debio's Ø-label.

Most of Debio's services deal with the inspection of organic production in accordance with the Norwegian "Regulations on the Production and Labelling of Organic Agricultural Products". The inspection services are based on an agreement with the Norwegian Food Safety Authority, and the regulation is based on the EU Council Regulation 2092/91. It covers farming, processing, import and marketing of organic agricultural products.

Debio also labels Organic aquaculture includes the farming of various fish species in freshwater, saltwater and brackish water. The standards cover salmonoids (salmon, trout, rainbow trout and char), perch, pike-perch and cod.

Debio has developed standards for organic forestry and the harvesting of products from wild areas certified by Debio.

The Ø-label can be applied to imported products that are certified by an accredited body in the country of origin, in accordance with regulations that correspond to Norwegian rules and regulations.

- Debio, <http://www.debio.no>

Vottunarstofan TÚN

Vottunarstofan (Certification) Tún is an independent inspection and certification body for organic and sustainable production and resource utilization. Tún is an accredited body, committed to providing services to primary producers and processors in agriculture and fisheries. While based in Iceland, Tún actively works with clients in other countries and with other similar organizations in Europe and America.

Tún standards and rules on organic production methods in agriculture are based on Icelandic and European legal standards. Tún has developed its own rules, where standards still lacks for example regarding, aquatic plants and algae, fish farming and aquaculture. Vottunarstofan Tún also certify seafood in Iceland after the MSC standard

Tún was founded in 1994 as collaboration between farmers in organic farming, consumer and commercial organizations, municipalities, health and community development organizations and other interested stakeholders. TÚN is today a leading company in the field of organic and sustainable development, standards and certification in Iceland. TÚN has taken the initiative to promote organic production methods in Greenland and the Faroe Islands.

- Certification Tún, <http://www.tun.is/>

GOTS

The Global Organic Textile Standard (GOTS) was developed through collaboration by leading standard setters with the aim to define worldwide recognized requirements that ensure organic status of textiles, from harvesting of the raw materials, through environmentally and socially responsible manufacturing up to labelling in order to provide credible assurance to the consumer.

The International Working Group on Global Organic Textile Standard is comprised of four member organizations, namely OTA (USA), IVN (Germany), Soil Association (UK) and JOCA (Japan), which contribute to the GOTS, together with further international stakeholder organizations and experts, their respective expertise in organic farming and environmentally and socially responsible textile processing.

The standard covers the processing, manufacturing, packaging, labelling, trading and distribution of all textiles made from at least 70% certified organic natural fibers. The final products may include, but are not limited to fiber products, yarns, fabrics, clothes and home textiles. The standard does not set criteria for leather products.

All chemical inputs, dyestuffs and auxiliaries used must meet certain environmental and toxicological criteria and also the choice of accessories is limited under ecological aspects. A functional waste water treat-

ment plant is mandatory for any wet-processing unit involved and all processors must comply with social minimum criteria.

- Global Organic Textile Standard, <http://www.global-standard.org/>

KRAV

KRAV is a key player in the organic market in Sweden since 1985 by developing organic standards and promote the KRAV-label. The aided awareness of the KRAV-label is 98 percent among Swedish consumers. The KRAV-label stands for: Sound, natural environment; solid care for animals; good health and social responsibility.

KRAV's vision is: "All production and consumption is sustainable and comes from a healthy earth". The label promise is "You get more".

KRAV is organized as an incorporated association with, at present, 27 members. They represent farmers, processors, trade and also consumer, environmental and animal welfare interests. Around 3 000 farmers and approximately 450 companies in processing and trade are associated to KRAV. At present there are more than 5 500 KRAV-certified products. Five certification bodies carry out inspections according to KRAV standards.

KRAV is an active member of IFOAM – International Federation of Organic Agriculture Movements, an umbrella organization which gathers organizations for farmers, scientists, educationalists and certifiers from almost every country in the world. KRAV takes an active part in developing the IFOAM standards and also works to influence the EU organic production legislation.

- KRAV, <http://www.krav.se/>

8.4 Responsibility labels

Danish Standard 49001

DS 49001 is a management system for social responsibility that offers sustainable business practices. By becoming DS49001 certified, companies can demonstrate their CSR efforts, and thus have the opportunity to profile its work on sustainable development. DS49001 certificate demonstrating that the company meets a wide range of requirements within: good governance, human rights, working conditions, environmental conditions, good business practice; consumer affairs; local community development and involvement. The Danish standard for CSR, DS 49001, is based on the international management system standard ISO 26000.

All companies working in areas that require that they are examining or documenting their CSR efforts can use the DS49001. When a company markets itself on its social responsibility, it is crucial for corporate reputation, that their CSR profile is right. One of the great challenges of working with social responsibility is to ensure that company policies are complied with across the enterprise. A certification after DS49001 provides evidence of this. Companies that have implemented management systems for example ISO 9001 or ISO 14001 can be relatively simple DS49001 integrate into the existing system.

- Danish Standards, <http://www.ds.dk>

ISO26000

ISO 26000:2010 is intended to assist organizations in contributing to sustainable development. It is intended to encourage them to go beyond legal compliance, recognizing that compliance with law is a fundamental duty of any organization and an essential part of their social responsibility. It is intended to promote common understanding in the field of social responsibility, and to complement other instruments and initiatives for social responsibility, not to replace them.

In applying ISO 26000:2010, it is advisable that an organization take into consideration societal, environmental, legal, cultural, political and organizational diversity, as well as differences in economic conditions, while being consistent with international norms of behavior. ISO 26000:2010 is not a management system standard. It is not intended or appropriate for certification purposes or regulatory or contractual use.

ISO 26000:2010 provides guidance to all types of organizations, regardless of their size or location, on: concepts, terms and definitions related to social responsibility; the background, trends and characteristics of social responsibility; principles and practices relating to social responsibility; the core subjects and issues of social responsibility;

integrating, implementing and promoting socially responsible behavior throughout the organization and, through its policies and practices, within its sphere of influence; identifying and engaging with stakeholders; and Communicating commitments, performance and other information related to social responsibility.

- ISO 26000:2010,
http://www.iso.org/iso/catalogue_detail?csnumber=42546

FSC

The Forest Stewardship Council A.C. (FSC) is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. FSC was established in 1993 as a response to concerns over global deforestation.

FSC promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. Environmentally appropriate forest management ensures that the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes. Socially beneficial forest management helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans. Economically viable forest management means that forest operations are structured and managed so as to be sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected

communities. The tension between the need to generate adequate financial returns and the principles of responsible forest operations can be reduced through efforts to market the full range of forest products and services for their best value.

FSC certification and the FSC Label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

FSC is nationally represented in more than 50 countries around the world. FSC has membership status with the following organizations: International Social and Environmental Accreditation and Labelling Alliance (ISEAL); International Union for Conservation of Nature (IUCN).

- The Forest Stewardship Council, <http://www.fsc.org>

PEFC

The Program for the Endorsement of Forest Certification (PEFC) is an international non-profit, non-governmental organization dedicated to promoting Sustainable Forest Management (SFM) through independent third-party certification.

PEFC works throughout the entire forest supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards. Thanks to its ecolabel, customers and consumers are able to identify products from sustainably managed forests.

PEFC is an umbrella organization. It works by endorsing national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions. With about 30 endorsed national certification systems and more than 230 million hectares of certified forests, PEFC is the world's largest forest certification system. PEFC is an umbrella organization that endorses national forest certification systems.

National certification systems that have developed standards in line with PEFC requirements can apply for endorsement to gain access to global recognition and market access through PEFC International. To achieve endorsement, they need to meet PEFC's rigorous Sustainability

Benchmark. This “bottom-up” approach provides a high degree of independence of national processes, and allows for the development of standards tailored to the political, economic, social, environmental and cultural realities of their respective countries, yet in compliance with rigorous international benchmarks. PEFC framework allows for “sovereign” national systems to join forces to collaboratively promote sustainable forest management and the goods produced from sustainable forest management in the global market.

- The Program for the Endorsement of Forest Certification, <http://www.pefc.org/>

Green Building Conusil Denmark

GBC-DK is an independent non-profit organization and serves as an independent overall council for eco-friendly and sustainable construction. The organization is non-profit and funded through memberships and sponsorships. Any surplus is used in accordance with the association’s purpose.

Green Building Council Denmark is working towards establishing a Danish certification within sustainability. A sustainable certification scheme provides the necessary framework and criteria for the construction and property industry concerning new construction, rebuilding and improvement of existing properties in a sustainable manner.

Green Building Council Denmark works to create a basis for a Danish denominator for “green buildings”. The scheme works to create an understanding that new buildings and renovations should be as sustainable as possible, and to disseminate the available knowledge in the field of construction and building industry.

GBC-DK has chosen to pursue the DGNB Certification Scheme (Deutsche Gesellschaft für Nachhaltiges Bauen). The scheme makes specific analyses of buildings with regard to the three dimensions that together give a picture of sustainability: the environment, the social properties and economy. This means for instance that besides energy and material analysis, properties regarding indoor comfort, art and building spatial flexibility are assessed.

- Green Building Conusil Denmark, <http://dk-gbc.dk/>

DIEH

The Danish Ethical Trading Initiative (DIEH) was founded in February 2008. DIEH is the first Danish multi-stakeholder initiative that brings together trade unions, business associations, non-governmental organizations (NGOs) and companies to promote ethical trade and responsible supply chain management among Danish companies.

DIEH is a member organization and a resource center, which seeks to identify and promote good practices and develop practical solutions to ethical dilemmas. The overall aim is to promote international trade and responsible supply chain management that support the 10 principles of UN Global Compact. The focus is on implementing corporate codes of practice covering human rights and working conditions in the global supply chain, which contribute to sustainable development in developing countries and the new economies.

DIEH organizes workshops and seminars on topical issues and facilitate dialogue and exchange knowledge and experiences in relation to ethical challenges in the global supply chain. DIEH will also offer a number of services, which include developing specific tools for responsible supply chain management and guidance on how to develop ethical guidelines. DIEH is administered by a secretariat and the funding is provided partly by Danida under the Ministry of Foreign Affairs and partly by membership fees. The secretariat is working to coordinate and facilitate DIEH activities and guide the members in their work with ethical trade.

- The Danish Ethical Trading Initiative, <http://www.dieh.dk/>

Fairtrade

“Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system. If fair access to markets under better trade conditions would help them to overcome barriers to development, they can join Fairtrade.”

Fairtrade is a tool for development that ensures disadvantaged farmers and workers in developing countries get a better deal through the use of the international FAIRTRADE Mark.

Fairtrade Labelling was created in the Netherlands in the late 1980s. The Max Havelaar Foundation launched the first Fairtrade consumer guarantee label in 1988 on coffee sourced from Mexico. Here in the UK, the Fairtrade Foundation was established in 1992, with the first products to carry the FAIRTRADE Mark launched in 1994.

For a product to display the FAIRTRADE Mark it must meet the international Fairtrade standards. Fairtrade Labelling Organizations International (FLO) is the international organization responsible for setting and maintaining the Fairtrade standards that apply to producers and trading relationships. FLO is owned jointly by 21 national labelling initiatives covering 22 countries and producer networks representing certified producer organizations across Asia, Africa, Latin America and the Caribbean. Whilst FLO sets the standards, and works with producers to help them meet them, a separate international certification company (FLO-Cert) regularly inspects and certifies producers against these standards.

All producers, processors and exporters in the producer country are certified by FLO-CERT. The products of importers and companies in the supply chain outside of the producer country are certified either by FLO-CERT or by the local Labelling Initiative.

- Fairtrade Foundation, <http://www.fairtrade.org.uk/>

MSC

The Marine Stewardship Council's fishery certification program and seafood Ecolabel recognize and reward sustainable fishing. MSC is a global organization working with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood. The MSC is working with partners to transform the world's seafood markets and promote sustainable fishing practices. MSC standards for sustainable fishing and seafood traceability seek to increase the availability of certified sustainable seafood and the MSC blue Ecolabel makes it easy for everyone to take part. The MSC has developed standards for sustainable fishing and seafood traceability. Both

standards meet best practice guidelines and aims to transform global seafood markets.

MSC offer fisheries around the world a way to be recognized and rewarded for good management. By working in partnership with sustainable fisheries to create a market for sustainable seafood, other fisheries are incentivized to change their practices.

The MSC has joined forces with some of the world's leading retailers, brands and seafood businesses to help them meet customer expectations and increase their sustainable seafood offer. Many have placed the MSC at the center of sustainable seafood policies.

The MSC blue label gives consumers an easy way to make environmental choices when shopping or dining out. Communications and marketing activities raise awareness of the Ecolabel. Through MSC Fish & Kids project the MSC provides teaching resources on marine issues and work with school lunch providers to promote sustainable seafood served in schools. The MSC is encouraging developing world fisheries to take part in the MSC program and benefit from certification and ecolabelling.

- Marine Stewardship Council, <http://www.msc.org/>

8.5 Other schemes

EU Energy Label

The European Union harmonizes national measures relating to the publication of information on the consumption of energy and of other essential resources by household appliances, thereby allowing consumers to choose appliances on the basis of their energy efficiency.

The energy demand in households accounts for 25% of the final energy needs in the EU. Electricity used for domestic appliances in households show the sharpest increase. Higher standards of living and comfort, multiple purchases of electric appliances and the growing need for air-conditioning are main reasons for this trend to prevail. Energy consumption by consumer electronics and new media as Internet is also steadily growing. The EU response is to act in two complementary ways:

Mandatory Energy Labelling of household appliances: Seen that the market of household appliances such as washing machines, dishwasher, oven, air-conditioning systems etc. are highly visible to the consumer, the intention is to increase consumer's awareness on the real energy use of household appliances through a liable and clear labelling in their sales points.

Minimum Efficiency Requirements: Compulsory minimum efficiency requirements will encourage producers of household appliances to improve the product design in view to lower the energy consumption at their use.

- European Commission, DG Energy,
<http://ec.europa.eu/energy/efficiency/>

Confidence in Textiles

The testing and certification system of the Oeko-Tex® Standard 100 aims to combine the many and varied requirements consumers make of textile products and at the same time takes into account the complex production conditions in the textile industry: global organization, a strong tendency towards the international division of labor, different mentalities with respect to the use of potentially harmful substances. It's an objective for Oeko-Tex® Standard 100 to be a reliable product label for consumers who specifically aim to buy textiles which are harmless to health.

To implement the objectives of a reliable product label for consumers and a uniform safety standard for the assessment of harmful substances for textile and clothing manufacturers, the Oeko-Tex® system provides the following components: Globally uniform and scientifically-based (textile and human ecologically relevant) test criteria; annual re-evaluation and development of the stipulated limit values and criteria; testing and certification of textile products by independent test institutes with relevant expertise; testing of textile raw materials, intermediate and end products at all stages of processing (modular principle); use of Oeko-Tex® certified source materials leads to synergetic effects in testing, incl. reduced costs of testing; product conformity thanks to internal quality management within the companies; company visits to ensure optimum certification process and targeted support for opera-

tional quality assurance; and product monitoring by means of regular control tests on the market and site inspections by independent auditors from the Oeko-Tex® Association.

- The International Oeko-Tex® Association, <http://www.oeko-tex.com/>

The Nordic Ecolabel 2015 – synergies with other information systems

Seventeen Nordic and international labelling and certification schemes met at an international workshop on dialogue and cooperation at Lund's University in November 2011. With this meeting among schemes across fields such as the environment, organic, fair trade and sustainability, NCM Working Group on Sustainable Consumption and Production and Nordic Ecolabelling has taken a first step to create transparency and exchange of experience between label schemes with relevance for Sustainable Consumption and Production.

Prior to the workshop in Lund the consulting firm Ecostory mapped information schemes on the Nordic markets and carried out a stakeholder survey. Ecostory found four megatrends that are important for schemes within SCP: convergence towards sustainability, information overload, regulation as driver, and national/regional labels on global markets. This report presents findings from the mapping of schemes, the stakeholder survey and the workshop on dialogue and cooperation. Ecostory describes 10 key challenges and recommends policy responses and gives tentative proposals to follow-up and support cooperation between the Swan and other information systems.