

Guidelines for using the Nordic Swan Ecolabel

in marketing materials
for certified products

Welcome

Congratulations on your certification. You have gone through great efforts to obtain a Nordic Swan Ecolabel for your product(s).

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

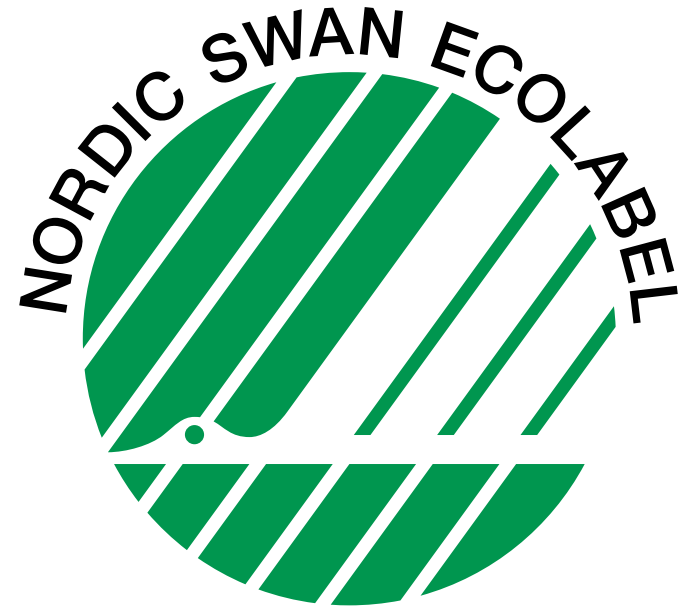
This document is intended as a guide and reference tool. With the help of the table of contents, you can find the sections that are most relevant to you.

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

Note!

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

- Use of the Nordic Swan Ecolabel mark on products and product packaging.
- Marketing materials for services with the Nordic Swan Ecolabel.



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

Show consideration for the environment if you print this guide



Need help?

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

**Ecolabelling Denmark,
Danish Standards Foundation**

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

**Ecolabelling Finland,
Ympäristömerkintä Suomi Oy**

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

**Ecolabelling Iceland,
Umhverfisstofnun**

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

**Ecolabelling
Norway**

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

**Ecolabelling
Sweden AB**

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

Table of contents

1. Make the most of your certification

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

2. General use guidelines

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

3. Use of the mark in marketing materials

- 3.1 Ads, billboards/outdoor
- 3.2 Commercials
- 3.3 Websites and online shops
- 3.4 SoMe
- 3.5 PoS / InStore
- 3.6 Brochures / catalogues
- 3.7 Tradeshows and fairs
- 3.8 Press releases
- 3.9 Annual / CSR reports



1.0

Introduction: Make the most of your certification

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

1.0 Make the most of your certification

1.1 A strong and effective marketing tool

A strong guide for more environmentally friendly choices

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

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

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



1.0 Make the most of your certification

1.1 Nordic consumers want to act

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

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

What they are lacking is easy access to attractive sustainable products and services.

Looking for national data?

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



93%

of Nordic consumers know the Nordic Swan Ecolabel*

70%

of Nordic consumers believe that the Nordic Swan Ecolabel makes it easier for them to make environmentally friendly choices*

60%

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

71%

of Nordic consumers are convinced that the choices they make regarding the environment makes a difference*

70%

say that their choices are not as environmentally friendly as they would like them to be**

66%

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

*) Nordic Consumer Survey on assignment from Nordic Ecolabelling (IPSOS 2019)

**) Nordic Swan Ecometer 2018 (CINT)

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

1.0 Make the most of your certification

1.2 A little inspiration: Examples of marketing materials

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

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

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

InStore



Ads



SoMe



Websites



Trade shows and fairs



1.0 Make the most of your certification

1.2 Examples of marketing materials:
Ads and billboards

TRYGG SÖMN FÖR HELA FAMILJEN - I EN SVANENMÄRKT SÄNG FRÅN HILDING

HÄR SÄNKAS FAMILJMEDLEMMAR FÖR ALLA SLÄGS SITUATIONER OAVSETT OM DET ÄR FÖR ATT LÄSA GODNATTSAGOR UNDER TÄCKET ELLER ATT SOVALÅNGE EN SÖNDAGSMORNING. DET STÄLLER GAVTIGT KRIV PÅ KOMFORT, BEKVÄMLIGHET OCH TRYGGHET. ATT VARA SÅNGAR (EVENTUELLT ÄR SVANENMÄRKA TENSORER ATT DU ÄVEN KAN NJUTA AV VETSÄPEN ATT DU HAR EN SÄNG SOM ÄR BYGGD MED OMTÄNKSE OM BÅDE HÄLSA OCH MILJÖ.

- KRITERIERNA ATT FÅ EN SÄNG SVANENMÄRKT ÄR ENDAST HÅRDA, FRAMFÖRALLT FÖR ATT DET ÄR MÅNGA OUKA MATERIAL SOM SKA GODKÄNNAS, VRENDRE DETALJ GRANSKAS, ALLTFRÅN PRODUKTION TILL MÅTERIALET I STOMMEN OCH SÖMMARNA I MADRASSEN, FÖR OGS BETYDER SVANENMÄRKNINGEN OCHKORT MYCKET. DET ÄR ETT KRYTTID PÅ DET HÅRDA MÅRETS FÖR MILJÖ OCH HÅLLBARHET V. KONTINUELLT STRÄVARE EFTER, Dessutom HAR VÅRA SÅNGAR KÄNNAR AV FSC-MÄRKT TRÄ OCH I SORTIMENTET FINNS RANGÅRÅRS REKOMMENDERADE AV KOSTMA- OCH ALLEGRIÖRUNDST. DET OGS GÖR LINDA OCH FINESSER KYTT DU KAN KÄNNA DIT TRYGGHET HAR DU SOVER I EN SÄNG FRÅN HILDING.

VÄLKOMMEN ATT BESÖKA HILDING.NU FÖR ATT SE VÅRA AKTUELLA KAMPANJER OCH Hitta till en av våra KENNINGA ÅTERSÖLSKÄPE NÄRA DIG.



AKTIVE BARN TRENGER KLÄR SOM ER MED PÅ LEKEN



**Pure Robert
merino
wool**

MYCKET SVANENMÄRKT OCH HÖGT GRÄS, BÄTTRE PRESTANSEN

För aktiva pojkar og flickor Pure Roberts ullunderkläder till barn er laget i mykt merinoull, med en rygg brodert passform som er skapt for bevegelse og aktivitet. Ullunderkleet er Svanemerket, som garanterer for tryggle og sikkerhetens standarder. www.puremerino.no

Merinoull er et naturligt materiale som er trygt og miljøvenligt.



morso

KUNSTEN AT HVILE I SIG SELV.



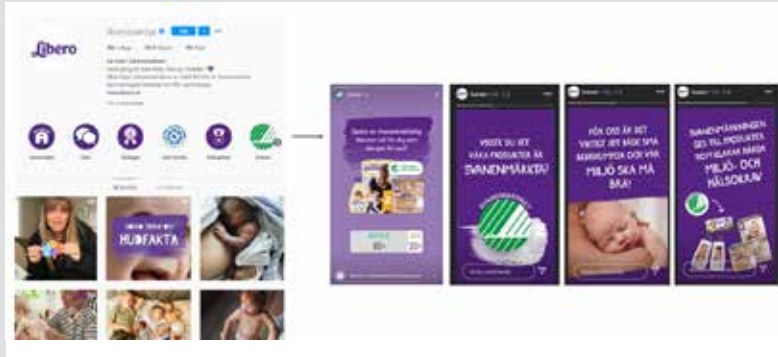
MORSO

Morso 7940

morsoe.com

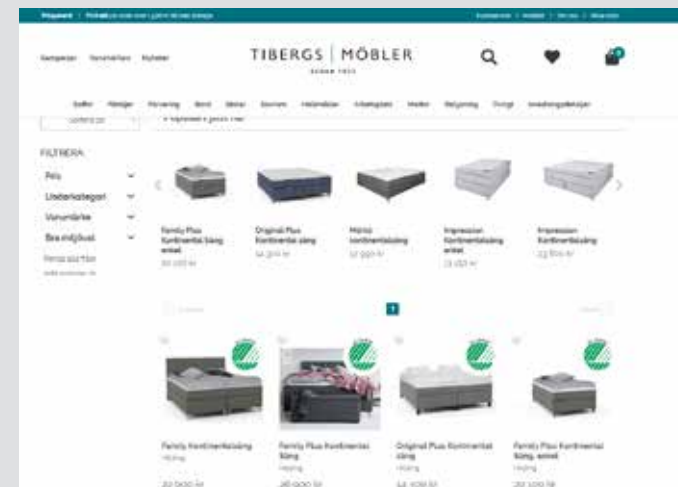
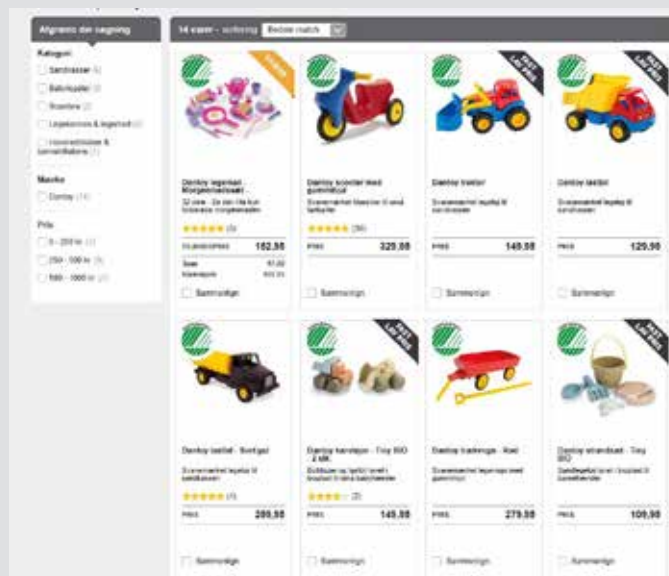
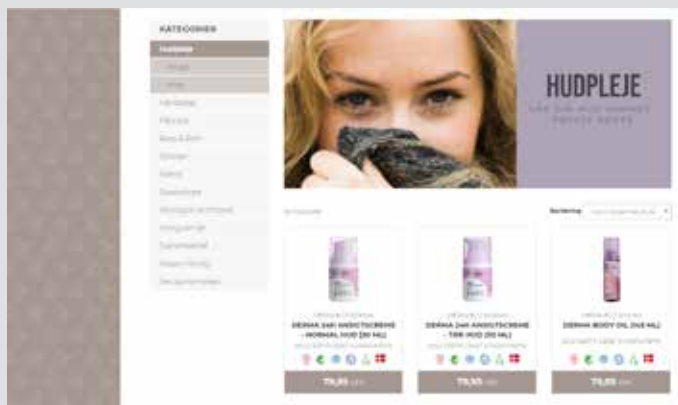
1.0 Make the most of your certification

1.2 Examples of marketing materials: SoMe



1.0 Make the most of your certification

1.2 Examples of marketing materials: Websites and online shops



1.0 Make the most of your certification

1.2 Examples of marketing materials:
Point-of-sale and in-store




1.0 Make the most of your certification

1.2 Examples of marketing materials: Brochures



Q20
mødebord fra
HOLMRIS B8

Q20 mødebordet er et moderne mødebord med en elegant og funktionel design. Det er ideelt til møder og konferencer. Bordet er lavet af massivt træ og har en glat overflade. Det er let at flytte og kan justeres i højde. Bordet er også udstyret med kabler og nettilslutninger for nemt at tilslutte projektor og andre tekniske udstyr.



Q22 arbejds-
bord fra
HOLMRIS B8

Q22 arbejdsbordet er et moderne og funktionelt arbejdsbord. Det er ideelt til kontorarbejde og møder. Bordet er lavet af massivt træ og har en glat overflade. Det er let at flytte og kan justeres i højde. Bordet er også udstyret med kabler og nettilslutninger for nemt at tilslutte projektor og andre tekniske udstyr.

67



RAW

START HER, NÅR DU SKAL VÆLGE DEN RETTE DØR.

**NORDENS FØRSTE
SVANEMÆRKEDE DØRE**

RAW har udviklet det bedste sortiment af døre og karme til det nordiske klima. Det er derfor også naturligt, at sortimentet af alle vores døre er svanemærkede. Svanemærket er verdens officielle miljømærke og en af verdens skrappeste miljøcertifikationer.

5031 0112

NORDENS FØRSTE LEVERANDØR AF SVANEMÆRKEDE DØRE - FORHANDLES EKSKLUSIVT I STARK OG PÅ STARK.BK



**Vet du hva
Svanemærket
betyr?**

Svanemærket er verdens officielle miljømærke og en af verdens skrappeste miljøcertifikationer. Det garanterer, at de produkter, der bærer svanemærket, er fremstillet af miljøvenlige materialer og er fri for skadelige stoffer.

**SVANEMÆRKEDE
DUNDYNER OG DUNPUTER**
et trygt valg for de minste!

Vi er stolte af å være et af de få svanemærkede dunder og dunputer. Vi har udviklet et sortiment af dunder og dunputer, der er fremstillet af miljøvenlige materialer og er fri for skadelige stoffer. Et trygt valg for de allerminste - og naturligvis, ønsker du å leve med et miljøvenligt hjem, er svanemærket det rette valg.

**AUTMA- OG
ALLERGI-FØRUNDET**

For alle allergi- og astma-ramte er svanemærkede dunder og dunputer et trygt valg. De er fremstillet af miljøvenlige materialer og er fri for skadelige stoffer.

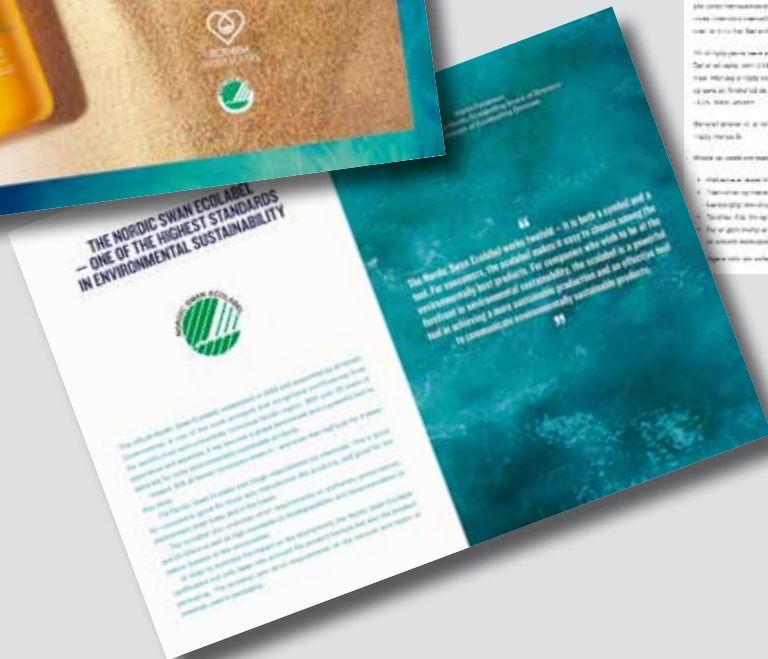
100x150 cm 1900	120x180 cm 2400	150x200 cm 4400
120x180 cm 2400	150x200 cm 4400	180x220 cm 6400
180x220 cm 6400	200x240 cm 8400	240x260 cm 10400

Priser inkluderer transport og installation. Prisene er vejledende og kan variere afhængigt af regionen.

PRENG

1.0 Make the most of your certification

1.2 Examples of marketing materials: Press releases





2.0

General mark guidelines

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

General guidelines

- Four simple steps to get you started

Use of the mark

- Checklist for marketing materials
 - Key benefits of following the guidelines
- The golden rule
- Logo guidelines
- Naming of products with the Nordic Swan Ecolabel
- Messages related to the Nordic Swan Ecolabel

Responsibilities

- Disclaimer, responsibilities and misuse information

2.1 Four simple steps to get you started

1 Get the Nordic Swan Ecolabel mark artwork files

As a licensee or brand owner with an active certification for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel mark in various file formats.

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

2 Check that your eight-digit licence number is valid

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

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

3 Place the mark correctly in your marketing material

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

Note!

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

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

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

If in doubt:

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

Note!

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

Attention

Do not use the mark if your licence has expired!

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

2.2 Language version of the Nordic Swan Ecolabel

National or international mark?

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

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

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



Note!

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

Denmark



Norway



Iceland



Sweden



Recommended

Alternativ

Finland



International



2.3 Checklist for marketing materials

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

Artwork approval

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



Note!

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

Share your marketing materials with us!

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



Checklist for marketing materials

1. Choose the mark in your preferred language version.

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

2. Follow the golden rule.

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

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

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

4. Consider including the licence number.

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

5. Place the mark on your website.

In order for customers/consumers to identify an ecolabelled product, the Nordic Swan Ecolabel mark should be placed on the product page on your website with a clear explanation of which – if not all – products are ecolabelled. To increase credibility and be transparent, we recommend that the license number is listed in the product description.

6. Never alter the Nordic Swan Ecolabel.

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

7. Choose ecolabelled materials and printing companies when possible.

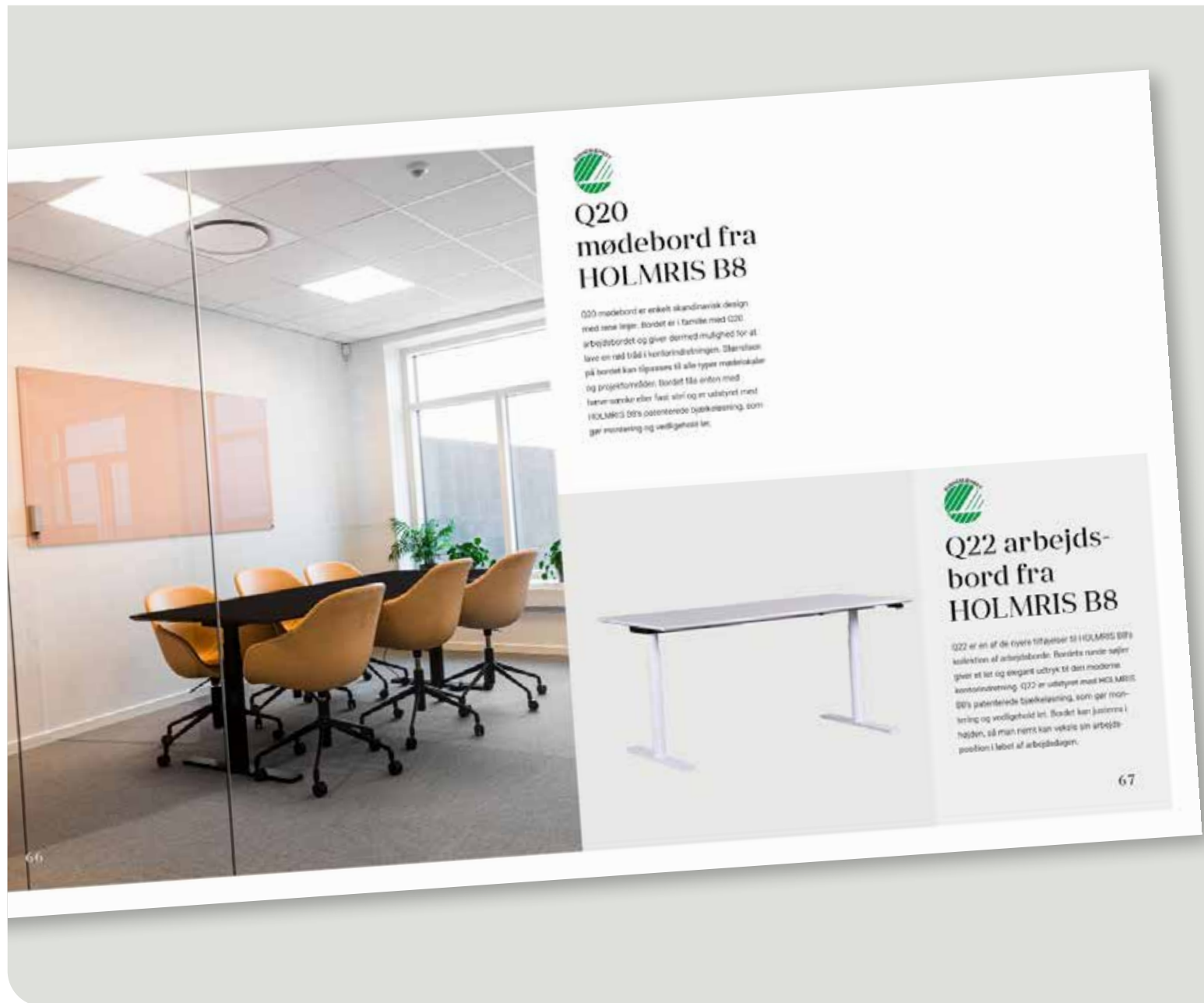
Check if the printing company, you are using for your marketing materials has a licence and whether the materials can be a Nordic Swan Ecolabelled printed matter – if so, use their licence number on your printed materials.

2.4 Key benefits of following the guidelines

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

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

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





2.5 The golden rule

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

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

Consider two things when producing your material:

#1

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

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

#2

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

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

Option A

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

Option B

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

2.6 Use of the Nordic Swan Ecolabel mark

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

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

DK: ecolabel.dk/retningslinjer

SE: svanen.se/regelverk

NO: svanemerket.no/regelverk

FI: joutsenmerkki.fi/saannot

IS: svanurinn.is/fyrir-leyfishafa

INT: nordic-ecolabel.org/regulations



Note !

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



2.6.1 Using the Nordic Swan Ecolabel without top text

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

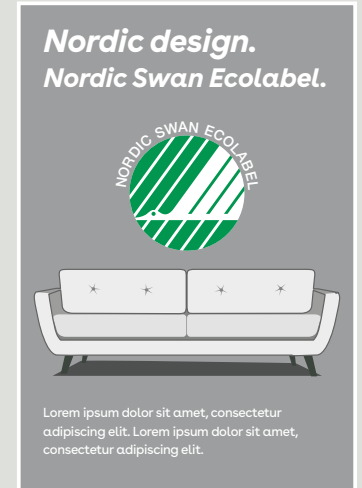
However a few simple rules apply:

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

For materials used in the Nordic markets only!



For materials used outside the Nordic markets!



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

2.7 Naming your ecolabelled products

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

You can

...refer to the product(s) as being Nordic Swan Ecolabelled,

You cannot

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



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

(Product name) is certified with the Nordic Swan Ecolabel

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



Don't:

Swan (BRAND) Jeans

(Brand) Swan Paint

2.8 Messaging and product claims

How to communicate the benefits of the Nordic Swan Ecolabel

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

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

Need help?

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

Example of claims for furniture

Meet our circular chair

UPHOLSTERY AND TEXTILE MEET STRICT CHEMICAL REQUIREMENTS

CURVED ARMREST MADE FROM RECYCLED PLAST

METAL FOOT CAN BE DISASSEMBLED AND REUSED

MADE WITH CERTIFIED WOOD FROM SUSTAINABLE FORESTRY

CERTIFIED QUALITY FOR A LONG LIFE
NORDIC SWAN ECOLABEL

  Furniture Brand Logo

2.9 Disclaimer, responsibilities and misuse information

Disclaimer

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

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

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

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

Responsibilities

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

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

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

Misuse of the Nordic Swan Ecolabel

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

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

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

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

Intellectual property rights:

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

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

3.0

Use of the mark in marketing materials



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

- 3.1 Ads, billboards/outdoor
- 3.2 Commercials
- 3.3 Webpages and online shops
- 3.4 SoMe
- 3.5 Point-of-sale and In-store
- 3.6 Brochures/catalogues
- 3.7 Trade shows and fairs
- 3.8 Press releases,
Annual reports/CSR reports

3.1 Ads and billboards/outdoors

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



Note!

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

It must be unmistakably clear which products are ecolabelled.

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

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

Outdoor where all products are ecolabelled



Ad where all products are ecolabelled



Outdoor where only some products are ecolabelled



Ad where only some products are ecolabelled



3.2 Commercials

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



Note!

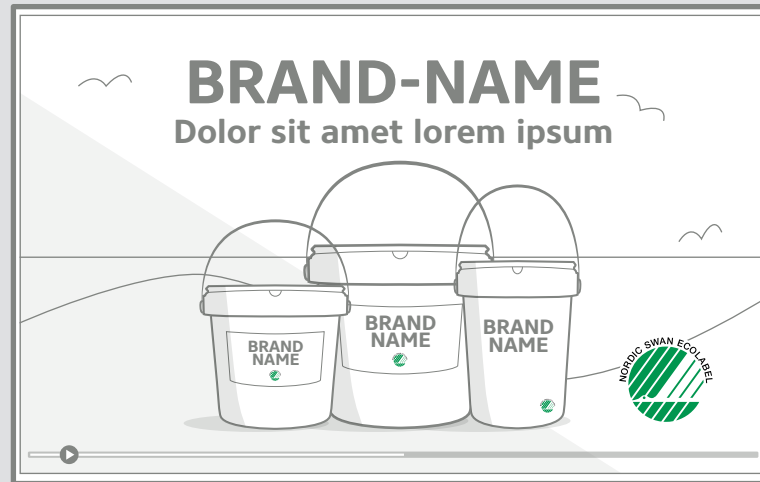
Placement of the Nordic Swan Ecolabel depends on whether all products in the commercial are ecolabelled or only some of them.

It must be unmistakably clear which products are ecolabelled.

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

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

TV-commercial where all products are ecolabelled



TV-commercial where only one product is ecolabelled



3.3 Websites

Placement of mark in your own website

You can use the Nordic Swan Ecolabel actively on your website, e.g., a subpage describing your certified product(s) and highlighting the benefits of the Nordic Swan Ecolabel - with a link to your national ecolabelling organisation.

To increase transparency, we recommend that you write the licence number in your product description.



Note!

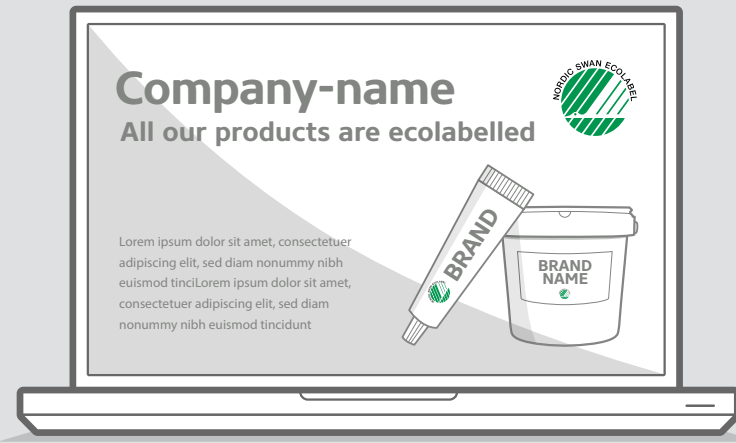
Placement of the Nordic Swan Ecolabel depends on whether all products on the website are ecolabelled or only some of them.

It must be unmistakably clear which products are ecolabelled.

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

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

Website where all products are ecolabelled.



Website where only some products are ecolabelled.



You can ...

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

3.3 Online shops

Placement of mark in your own online shop

Consumers look for the Nordic Swan Ecolabel when browsing products. You can help them by making the mark clear and visible in your online shop.

You can either incorporate the mark in your packshots and product images or as a mark next to the product description and price.

In both instances, we recommend linking the mark to a subpage on your own site with more information about the benefits of your ecolabelled products(s) and/or to the website of your national ecolabelling organisation.

If your certified products are sold online by retailers not owned or managed by you, remember to provide your resellers with the Nordic Swan Ecolabel mark and encourage them to show the mark in relation to your certified products.

Remember:



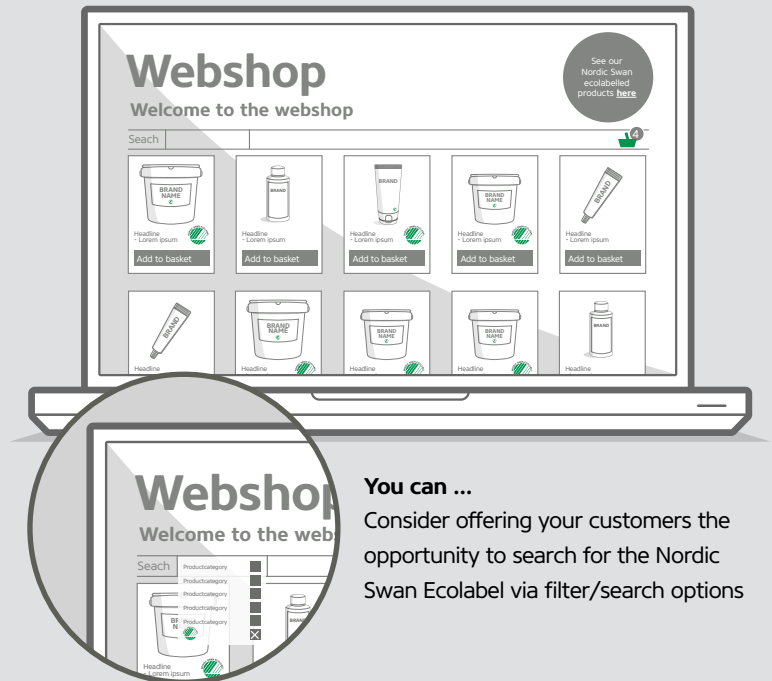
It must be unmistakably clear exactly which product(s) are ecolabelled.

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

Online shop where all products are ecolabelled



Online shop where only some products are ecolabelled



You can ...

Consider offering your customers the opportunity to search for the Nordic Swan Ecolabel via filter/search options

3.4 SoMe

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

Connect with us on social media!

- Remember to use national and international hashtags (see next page for overview). In that way we can follow your activities and interact to create more interest around your posts.
- You are welcome to post and link to relevant articles published by your local ecolabelling organisation.
- Follow us on SoMe (see overview on page 32) - and find inspiration for your own postings on our websites.

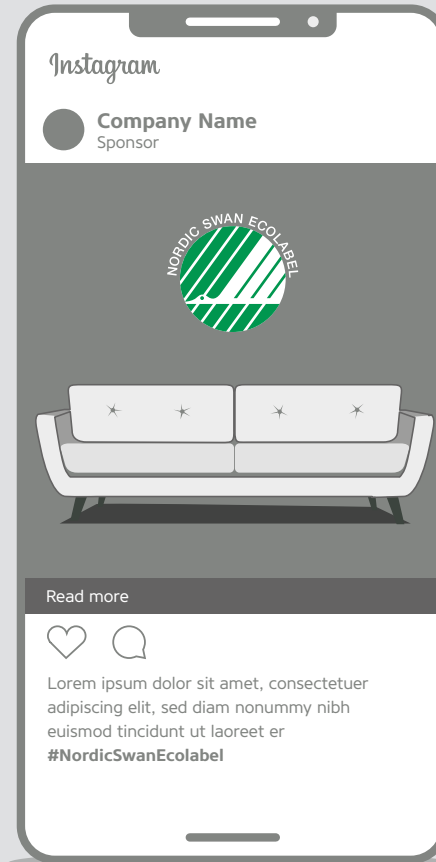


Remember:

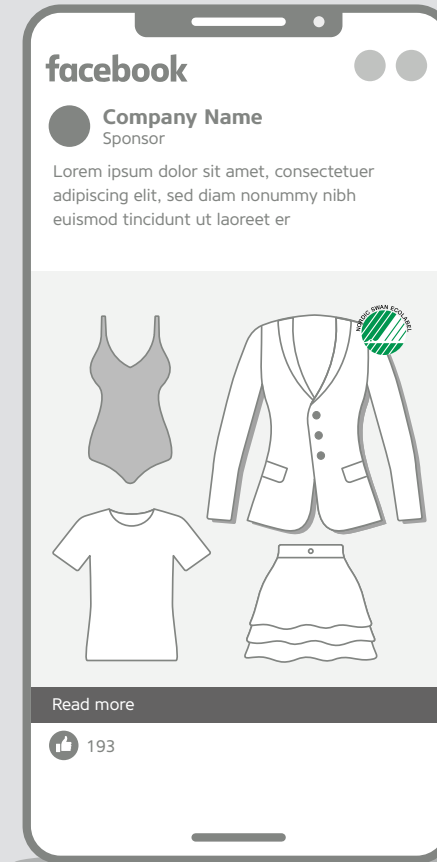
It must be unmistakably clear exactly which product(s) are ecolabelled.

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

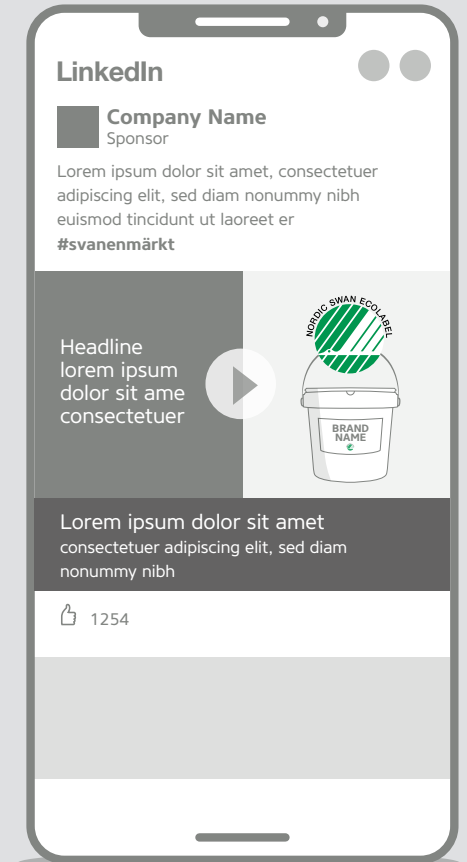
SoMe post where all products are ecolabelled



SoMe post where only some products are ecolabelled



SoMe post where all products are ecolabelled



3.4 SoMe: Guide to use of

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


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

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


INT: #NordicSwanEcolabel


DK: #Svanemærket

SE:


 /miljomarkningenSvanen


 @svanen

 /Miljömärkning Sverige

 /svanenmarkt

IS:


 /svanurinn


 /svanurinnisl

S: #svanenmärkt


N: #svanemerket

NO:


 /svanemerket


 @svanemerket


 /Miljømerking Norge


 /svanemerket

FI:

 /joutsenmerkki

 @joutsenmerkki


 /Joutsenmerkki


 /joutsenmerkkifi


SF: #joutsenmerkki

IS: #svansmerkt

DK:

 /svanemaerket

 /Miljømærkning Danmark

 /svanemaerket

3.0 Use of mark in marketing material for products

3.5 Point-of-sales/ In-store materials

You can use the Nordic Swan Ecolabel in relation to your ecolabelled products on all types of instore/ POS materials, such as displays, hangers and posters. Either as part of an instore promotion or to highlight your ecolabelled products on the shelves in a more permanent manner, thereby making it easier for consumers to find the products.

Please consider!

Walk the talk: If you find it necessary to produce instore promotional material, show your environmental responsibility by printing your material as Nordic Swan Ecolabelled printed material. Visit the website of your local ecolabelling organisation to find a certified printing company. Also please consider producing POS materials that can be used multiple times.



Remember:

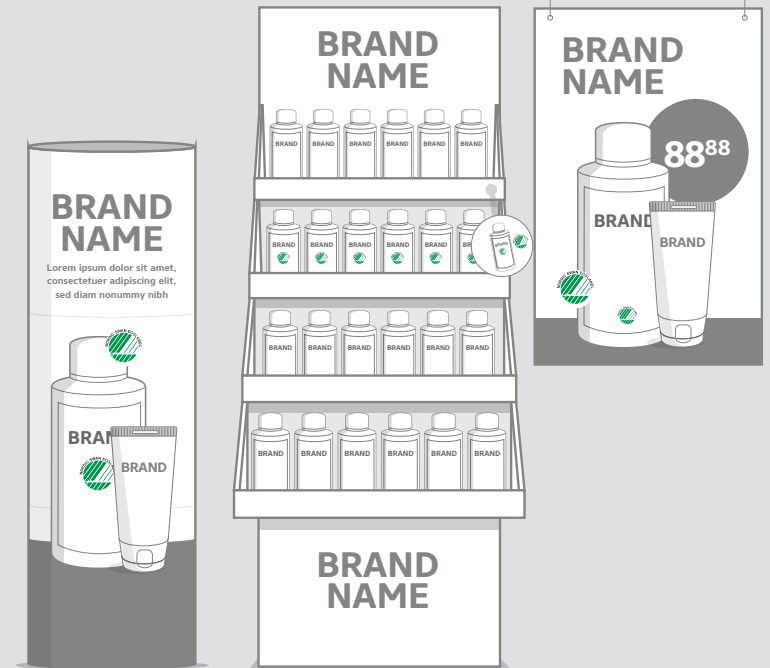
It must be unmistakably clear exactly which product(s) are ecolabelled.

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

POS material where all products are ecolabelled



POS material where only some products are ecolabelled



3.0 Use of mark in marketing material for products

3.6 Brochures, catalogues, fact-sheets or sales material

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

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

Please consider!

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



Remember:

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

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



Catalogue where all products are ecolabelled

Catalogue where only some products are ecolabelled

3.9 Trade show & Fairs

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

In both instances, we recommend to include more information about the benefits of your ecolabelled products(s) in your product specific materials.

Please consider!

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



Remember:

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

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

Trade show materials where all products are ecolabelled



Trade show materials where only some products are ecolabelled



3.10 Press releases

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

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

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

Additionally, we recommend to include:

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

Need input for your press release?

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

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



3.0 Use of mark in marketing material for products

3.11 Annual/CSR reports

Annual reports/CSR reports

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

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

Please consider!

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



Remember:

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

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

See page 20 for guidelines.

This layout shows a report page where all products are ecolabelled. The headline reads "Headline" and "All our products are ecolabelled". It features three buckets, each with the Nordic Swan Ecolabel and the text "BRAND NAME". A large Nordic Swan Ecolabel logo is positioned at the top right, with the number "1234 5678" below it. The main content area contains a line graph and a bucket labeled "BRAND NAME".

Report where all products are ecolabelled

This layout shows a report page where only some products are ecolabelled. The headline reads "Headline" and "nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim". It features three buckets, with the middle one having the Nordic Swan Ecolabel and the text "BRAND NAME". A large Nordic Swan Ecolabel logo is positioned at the top right, with the number "1234 5678" below it. The main content area contains a line graph and a bucket labeled "BRAND NAME".

Report where only some products are ecolabelled



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

For local contact information see page 3