

Ecolabels as a tool for circular economy

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Nordic Ecolabelling

An environmental ”super brand”

91%	brand recognition amongst Nordic consumers
27 years	experience in ecolabelling
140 experts	across the Nordics
56	active criteria documents with...
... >200	different product types
>2,000	licences granted
>25,000	ecolabelled products & services



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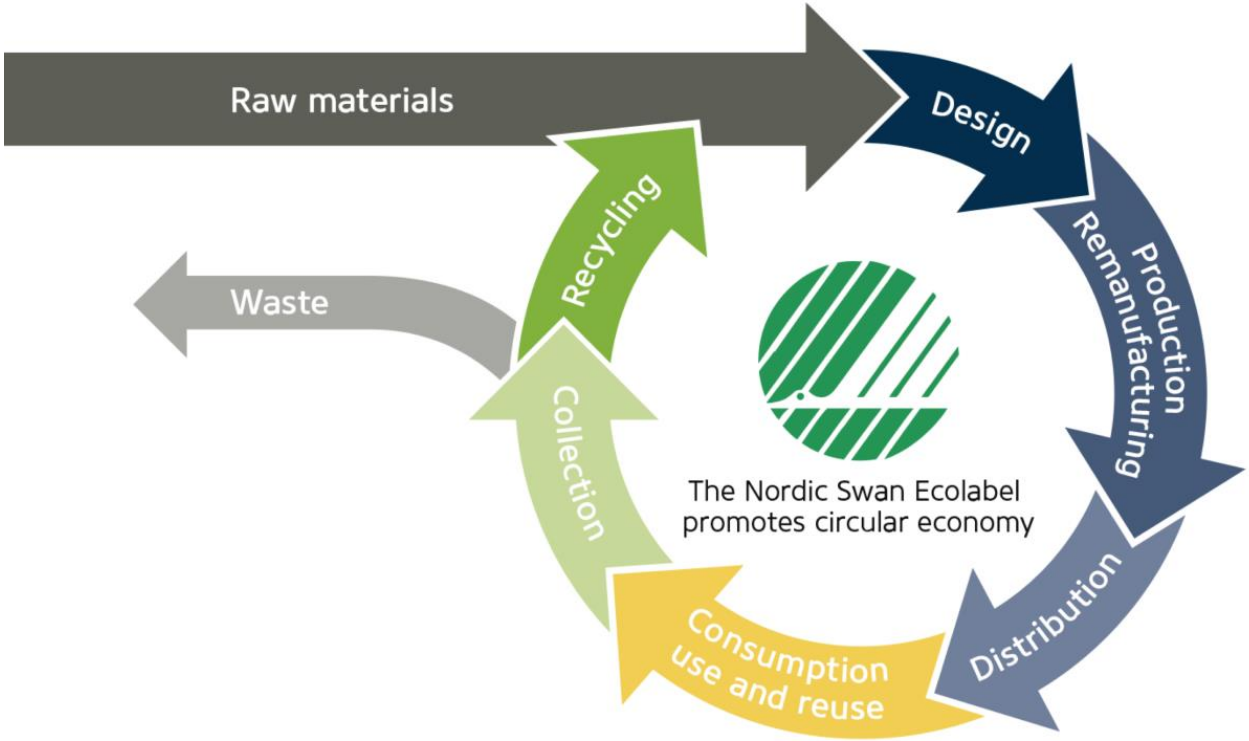
How Nordic Swan sees circular economy



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The Nordic Swan promotes Circular economy

Has a circular approach to the life cycle

- How actions in one stage can have a positive effect on several stages
- how to avoid moving negative environmental impact to other stages.



Based on the opportunities and boundaries in todays society

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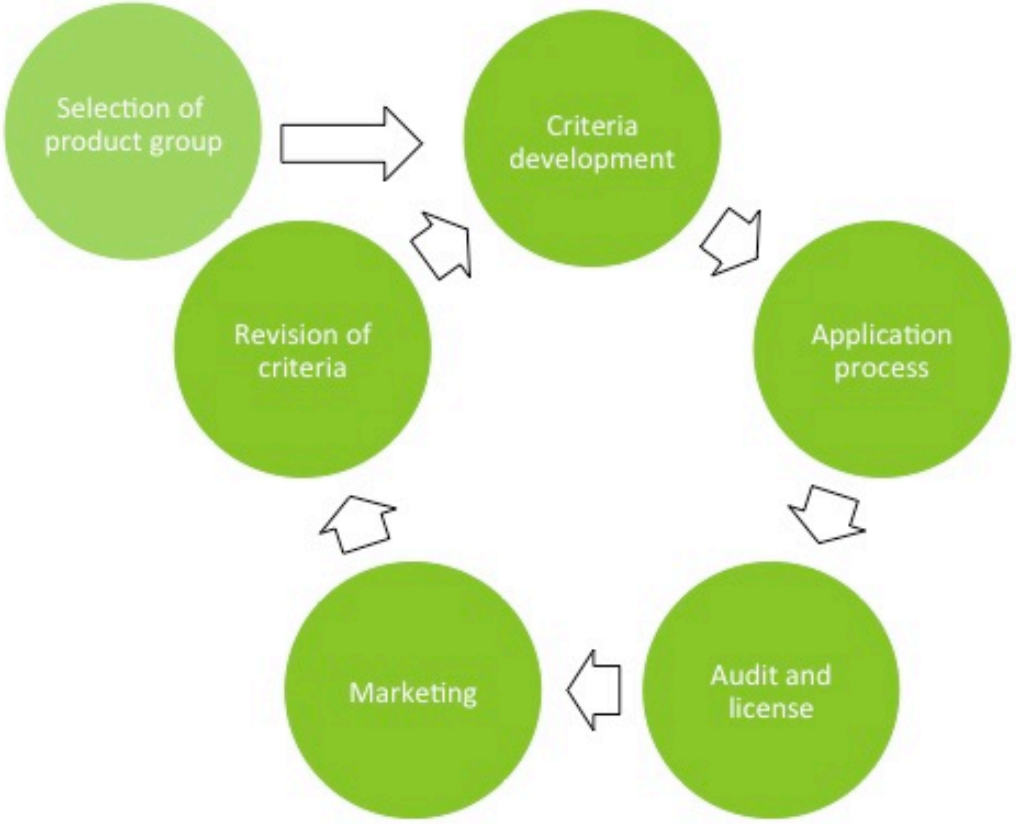
Step by step, pushing the limits for circularity

- Guide to develop products and services in a circular and sustainable way
- Guide consumers and professional procurement



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Important drivers for Circular Economy

The Nordic Swan Ecolabel

- Stimulates use of renewable, recycled and sustainable raw materials
- Restricts harmful chemical
- Limits use of resources and energy
- Contributes to quality
- Stimulates product design, dismantling and reparability
- Optimises waste handling

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Barriers on the road towards circularity

- The risk of residues/contaminations in recycled materials
- A lack of advanced resource sorting systems for post consumer materials.
- A lack of systems and standards for reusing building materials.

How the criteria promotes Circular economy





Criteria to Nordic Swan Ecolabelled furniture enables:
Repair, remanufacturing, dismantling and recycling.

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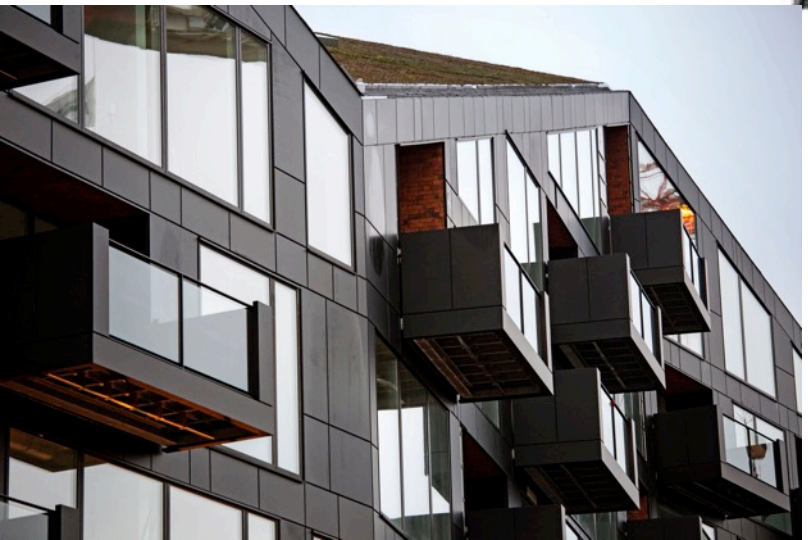
Large portfolio promotes Circular economy in many sectors

on both products and services













Thank you!

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