

A hand holding a black compass against a sunset background. The sun is low on the horizon, creating a bright glow through the compass's sighting mechanism. The background shows a body of water and distant hills. A large, semi-transparent yellow circle is overlaid on the left side of the image, containing the title text.

# The Nordic Swan Ecolabel and the EU Ecolabel in the circular economy

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# The official ecolabels of Denmark

The Nordic Swan Ecolabel – the official ecolabel in the Nordics

- Founded by the Nordic Council of Ministers in 1989 – Denmark joined in 1997
- Used primarily in the Nordic countries
- Follow ISO14024

EU-Ecolabel – the official ecolabel in EU

- Established by the EU Commission in 1992
- Used throughout Europe
- Follow ISO14024

Ecolabelling Denmark

- Appointed by the Environmental Protection Agency to administrate and develop the official ecolabels
- Independent part of Danish Standards Foundation



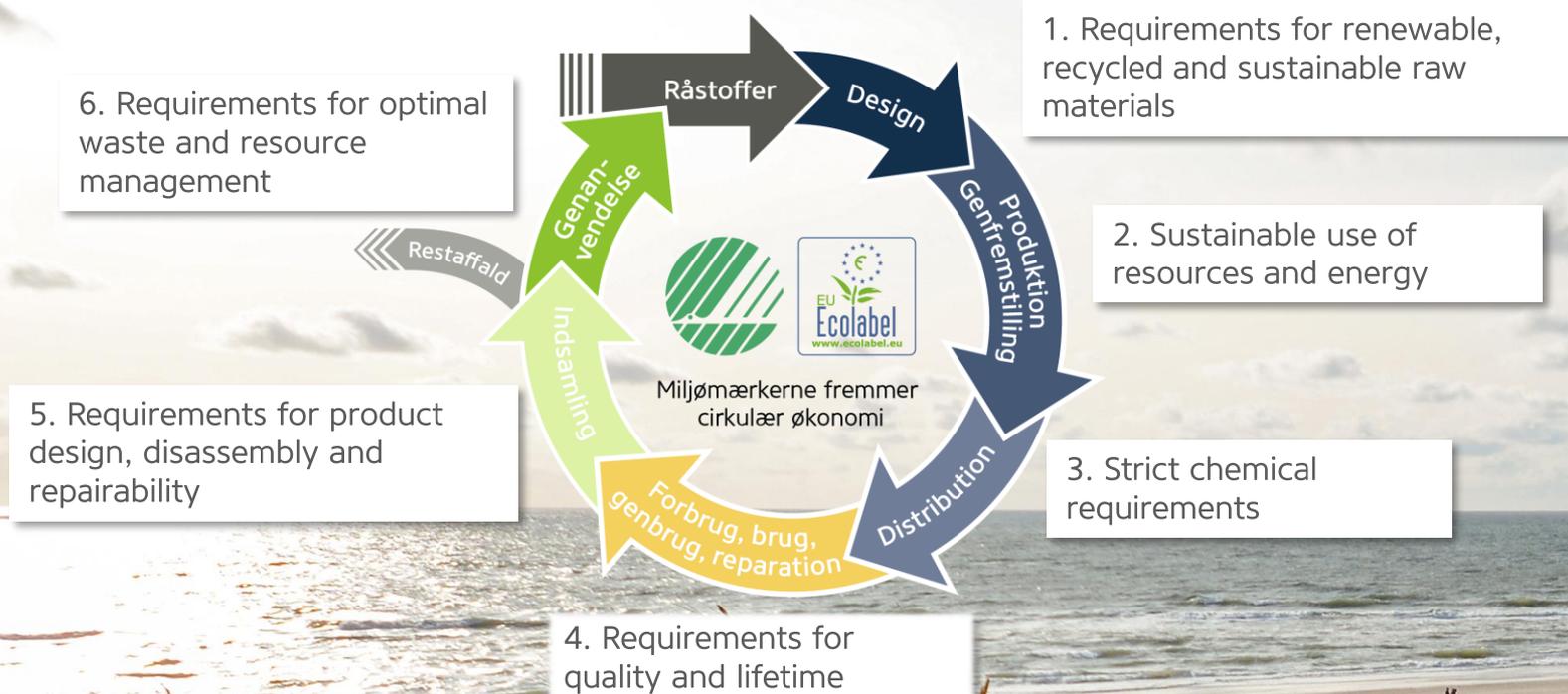
## Tasks

- Handling Ecolabel applications
- Monitoring and observing the market
- Marketing and guidance on the ecolabels
- Participation in development of criteria in the Nordics and internationally

The Nordic Swan Ecolabel and the EU Ecolabel has a circular approach to the life cycle, which is a premise for Circular Economy.



# Important Ecolabel drives for Circular Economy





## Circular initiative: Design requirements for plastic packaging

- Only plastics that can be recycled
- White or not colored plastic
- Only dyeing of recycled plastic
- No carbon black
- Limitation of filler in the plastic



## Circular initiative: Toner cartridges

- The toner cartridge must be remanufactured
- Established take-back system
- High quality
- Chemical requirements for toner



# Circular initiative: Renovation of construction

- Plan for recycling of eg materials and building parts
- Award for recycling
- Resource and waste plan requirements
- Chemical requirements for new materials
- Logbook / material passport



## Circular initiative: Textile service

- Responsibility and controllability for a larger part of the value chain
- Environmental requirements for purchased textiles and applied chemicals
- Requirements for environmentally efficient washing process
- Award for recycling of used textiles

# How to use ecolabels in procurement

By setting requirements for life cycle-based ecolabels with product-specific requirements, you achieve:

- ✓ You make demands where the greatest environmental effect can be achieved.
- ✓ You use the tools to promote circular economy that are mentioned in the Government's strategy for circular economy
- ✓ It will be easy to set environmental requirements because the tender material can simply refer to the labels
- ✓ More fair competition because there is a 3rd party certification with a type I eco-label.
- ✓ Contribute to standardization so that suppliers are not constantly met with new and different environmental requirements depending on which organization they submit tenders to
- ✓ Uses one of the strongest tools to communicate your efforts for green procurement



Nordic Council  
of Ministers

# **NORDIC GUIDELINES – GREEN PUBLIC PROCUREMENT**

How to use environmental management systems and  
ecolabels in EU tenders



Thank you!

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