

PROMOTING THE SUPPLY OF ECOLABELLED PRODUCTS

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The project

This project aims to examine and propose means for promoting ecolabelled textiles among Nordic producers and consumers.

The goal is to get a better selection of ecolabelled textiles and to increase their share of the market.



Participants in the project

Project group

- The project is being carried out by Nordic Ecolabelling

Steering group

- A subgroup of the *Nordic Sustainable Consumption and Production group* (HKP) as steering group.

The market analysis

- The market analysis was commissioned to Kantar TNS (marketing research bureau).

Official Ecolabels

The Nordic Swan – The official Nordic Ecolabel

- Founded by the Nordic Council of Ministers in 1989
- Used in all Nordic countries - Denmark, Norway, Sweden, Finland and Iceland.

EU-Ecolabel – The official European Ecolabel

- Founded by the European Commission in 1992
- Used in all European countries

Nordic Swan Ecolabeling

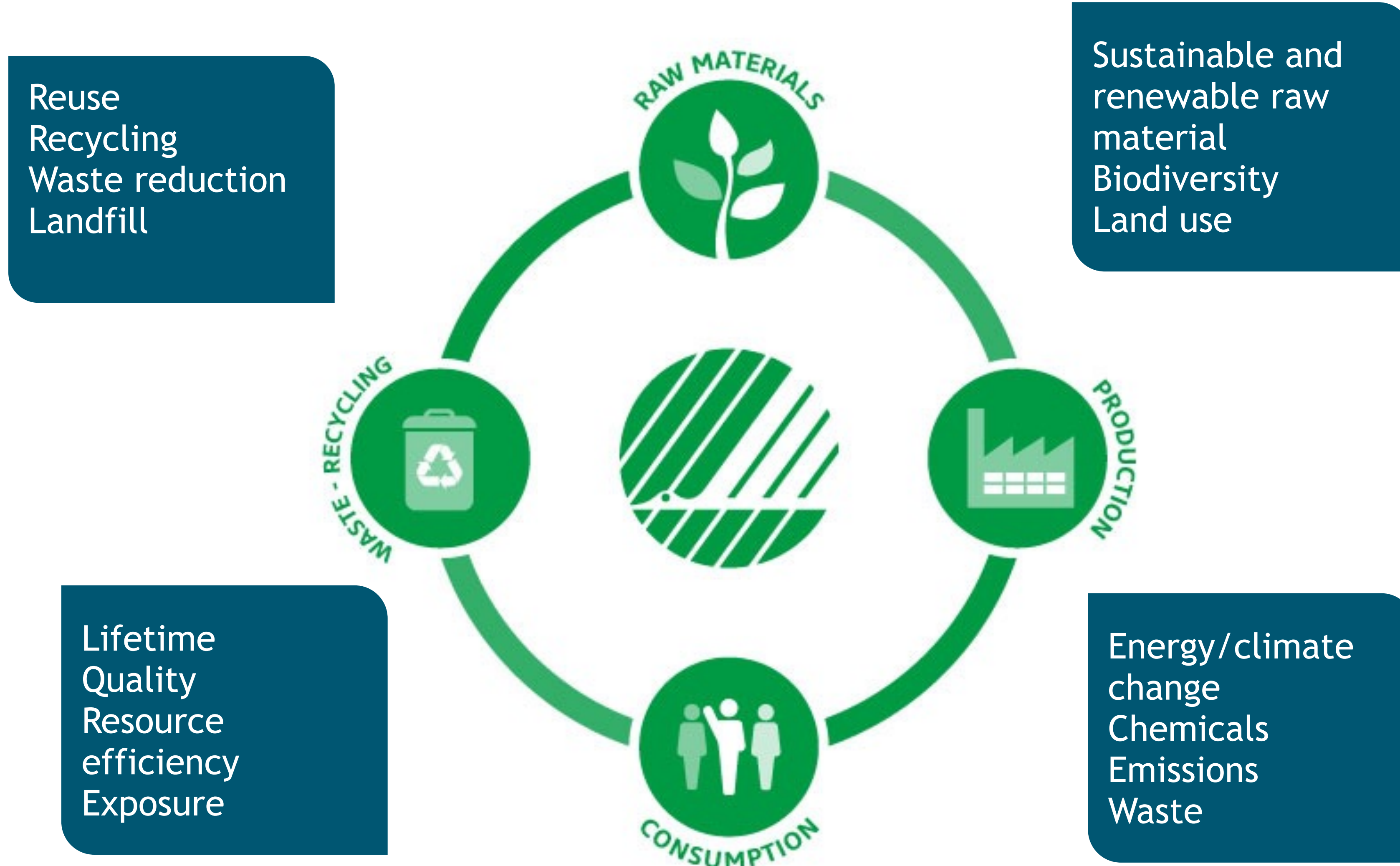
- Administrate the official ecolabels in the Nordic countries
- Non-Profit



Main activities:

- Handling applications for licenses
- Control and market surveillance
- Developing criteria
- Marketing and information about the Ecolabels

The “whole picture” - the strength of the ecolabels



Output from the project

- A market analysis with insights on drivers and barriers to a broader range of ecolabelled textiles
- **Four business cases** demonstrating what kind of markets effects producers have experienced when using the ecolabels
- An **action plan for the revision** of the Nordic Swan Ecolabeling of textile
- **Marketing materials** to assist Nordic Ecolabelling in better communicating and marketing textile ecolabels to the industry

Barriers located in the project

Lack of understanding of the potential business benefits is a barrier to applying for ecolabeling. A need for...

- Business cases to demonstrate what kind of effects existing customers have experienced from using the official ecolabels
- Consumer survey to document the value of the ecolabels on the consumer market

The time it takes to understand the requirements and what documentation is required

- Applicants ask for documents, that are more simple in design and less time-consuming to get an overview of the criteria document.
- Applicants ask for less technical language and more use of visual guides such as animation

Difficult for applicants to communicate the requirements to suppliers

- Better guidance of the suppliers and material designed for suppliers

Drivers and strengths located in the project

Drivers

- Increased focus on the need for more sustainable textile production from both media and consumers
- More textile brands want to reduce the environmental impact of their textile production
- The brand owners with license want to cooperate with Nordic Ecolabelling in branding the ecolabels

Strengths of the ecolabels

- License holders: “The “whole picture” is a strength of the official ecolabels (requirements regarding raw materials, chemicals, production processes and quality of the textile)
- The Nordic Swan Ecolabel is found to have particularly high credibility commercial potential



The future for the project

The project will continue during 2018

- A consumer survey to document the value of the official ecolabels (and the Nordic Swan Ecolabel in particular) for Nordic consumers
- Developing marketing materials to assist communication with the textile industry.

Revision of the Nordic Swan Ecolabel and the EU Ecolabel

- Recommendations from the project will be used in the revision of the Nordic Swan ecolabel for Textiles, hides/skins and leather.
- The overall recommendations will also be sent to the EU's Joint Research Center to assist in their review of the EU Ecolabel criteria for textiles.

Summing up

It is the whole package, that's important and have to be attractive

- It is not enough with good criteria - also a need for guidance in the application process, user-friendly application tools and strong selling points
- This will be a part of the revision project together with focus on chemical requirements and how the criteria can support the circular economy



Thank you!

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