



Dagsorden

11.00-11.10 Kort velkomst

11.10-11.30 Præsentation af tilskudsordningen

11.30-12.15 Præsentation af Blomstens og Svanens miljømærkekrav

12.15-13.00 Frokost, sandwich og mulighed for networking

13.00-13.50 Spørgsmål til tilskudsordningen og miljømærkekravene

13.50-14.00 Afrunding v/Søren Mørch Andersen, Miljøstyrelsen

The Swan and the Flower

The entire product life cycle is included in the assessment when the requirements for Swan and Flower-labeled products are defined.



High awareness and preference of Denmark's official environmental labels

88% **56%** **42%**

of Danish consumers know the Swan label and 39% the Flower¹

of Danes look for the Swan label while shopping

Of Danes take interest in what they can do to care for the environment²

Campaign Activities and focus on eco-labels in the store raise both awareness and knowledge, increasing purchase intent.

1) Nordisk kemikalkulation 2014
2) You Gov analyse, april 2014



EU Ecolabel

Version 2014

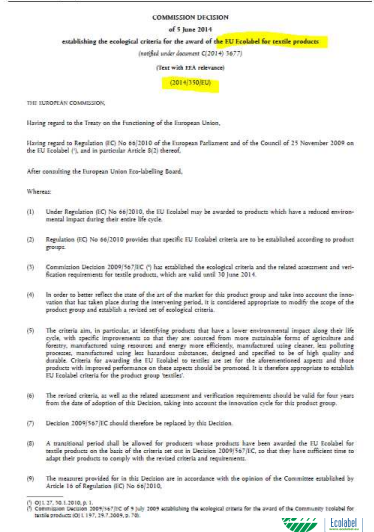
- Published June 2014
- Valid 4 years (2018)



EU Ecolabel: Documents

Two important documents:

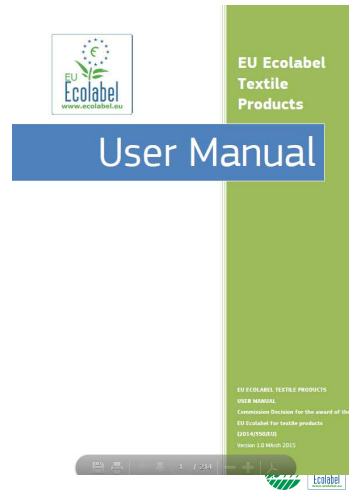
1. Criteria document
2. User Manual



EU Ecolabel: User Manual

Content:

- Introduction to the application process
- Criteria, and helpful information
- Declarations
- Checklist



EU Ecolabel: Criteria areas

2014 version

- Textiles fibres
- Components and accessories
- Chemical and processes
- Fitness for use
- CSR criteria



EU Ecolabel: Important criterion

Cotton,:

- 10 % organic
- Products like T-shirts, socks, jeans: 95%

Or

- 20 % IPM
- Products like T-shirts, socks, jeans: 60%
- All non organic / or IPM tested for pesticides



Nordic Ecolabel

Version 4.0

- Valid until December 2016



Nordic Ecolabel: Documents

- Criteria document
- Declarations

Documents:

<http://www.ecolabel.dk/da/blomsten-og-svanen/kriterier/vis-produktgruppe?produktgruppeid=39&projektgruppe=Svanen>

Nordic Ecolabelling of
Textiles, hides/skins and leather
Includes products for apparel and furnishings



Version 4.0 • 12 December 2012 - 31 December 2016



Nordic Ecolabel: Criteria areas

Environmental requirements

- Production of fibres
- Paddings/fillings
- Textile chemicals
- Leather chemicals
- Finishing
- Emissions
- Energy/water consumption
- Packaging/transportation

Quality/function (product)

CSR/ethical

Quality and regulatory requirement



Nordic Ecolabel: Important criterion

Cotton:

- 10 % organic
- All non organic tested for pesticides



Chemicals - most challenging

Different criteria

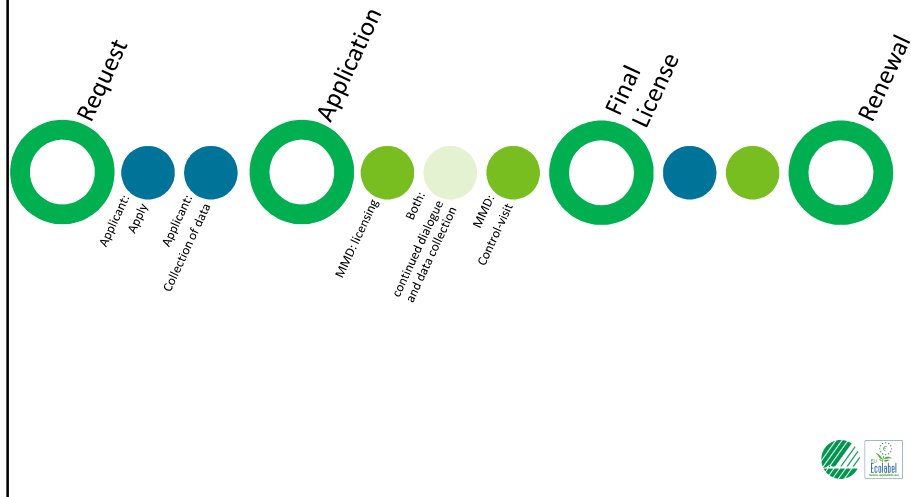
Needed documentation:

1. MSDS
2. Declaration

DECLARATION – DYES/PIGMENTS – EU ECOLABEL AND NORDIC SWAN	
I/we supplier of the dye/pigment _____ (specify product name) declare that:	
<input checked="" type="checkbox"/>	Nordic Swan criterion 26, EU Ecolabel - Criterion 13 (a) – RLS section f (iv) The product does not contain alkylphenol ethoxylates (APEOs), linear alkylbenzene sulfonates (LAS), behydrogenated tallow alkyl dimethyl ammonium chloride (DTDMAC), distaryl dimethyl ammonium chloride (DSDMAC), dihardened tallow dimethyl ammonium chloride (DHTDMAC), ethylene diamine tetra acetate (EDTA), diethylene triamine penta acetate (DTPA), 4-(1,1,3,3-tetrahydroxybutyl)phenol, 1-Methyl-2-pyrrolidone and nitro/isoacetic acid (NTA).
<input checked="" type="checkbox"/>	Nordic Swan criterion 25, EU Ecolabel Criterion 13(b) The product does not contain substances, which are listed on Reach's candidate list Link to the Reach's candidate list: http://echa.europa.eu/web/guest/candidate-list-table
<input checked="" type="checkbox"/>	Nordic Swan – Criterion 26 The product does not contain phthalates listed in REACH annex XVII. The list of the phthalates can be found in the appendix to this declaration.
<input checked="" type="checkbox"/>	Nordic Swan – Criterion 28 The product does not contain fluorinated compounds, such as PFDA (perfluorooctanoic acid and salts/esters thereof), PFO5 (perfluorooctyl sulfonate and its compounds), PFTE (polytetrafluoroethylene), etc.
<input checked="" type="checkbox"/>	Nordic Swan – Criterion 32 The levels for ionic impurities in the dye are not exceeding: Ag 100 ppm, As 50 ppm, Ba 100 ppm, Cd 20 ppm, Co 500 ppm, Cr 100 ppm, Cu 250 ppm, Fe 2500 ppm, Hg 4 ppm, Mn 1000 ppm, Ni 200 ppm, Pb 100 ppm, Se 20 ppm, Sb 50 ppm, Sn 250 ppm, Zn 1500 ppm
<input checked="" type="checkbox"/>	Nordic Swan – Criterion 35 and EU Ecolabel - Criterion 13 (a) – RLS section c (iv) The dyestuff is a metal complex dye based on: <input type="checkbox"/> copper <input type="checkbox"/> chromium <input type="checkbox"/> nickel
<input checked="" type="checkbox"/>	EU Ecolabel criterion 13 (a) – RLS section c (ii) The dyestuff do not cleave to any of the aromatic amines listed in the appendix to this declaration.
<input checked="" type="checkbox"/>	EU Ecolabel criterion 13 (a) – RLS section c (iii) The dyestuff is not carcinogenic, mutagenic or toxic to reproduction. See list of prohibited dyes in the appendix to this declaration.
<input checked="" type="checkbox"/>	EU Ecolabel criterion 13 (a) – RLS section c (iv) The dye does not contain any of the potentially sensitizing dyes that are listed in the appendix to this declaration.
<input checked="" type="checkbox"/>	EU Ecolabel criterion 14 (a) The dye is not classified with any of the hazard classes or risk phrases listed in the appendix to this declaration.
SUPPLIERS SIGNATURE	
Name _____ (Print, Capital)	Date: _____ (Month/Year/Day)



How to get a license



How to get started?

1. Decide the scope of the application
2. Decide which label, or both?
3. Identify the production chain
4. Contact suppliers (use the information material)
5. Finalize the application



Making an application

Important:

- Fill out a checklist
- Check the documentation from suppliers
- Structure of the application, example Swan version 4

Navn

- 📁 Chemicals
- 📁 Emissions
- 📁 Energy and water
- 📁 Ethical requirements
- 📁 **Fibres**
- 📁 Other materials
- 📁 Packaging, storage and transportation
- 📁 Paddings and fillings
- 📁 Product description and production process
- 📁 Quality and functionality requirements



Price: Nordic Ecolabel

Application fee:	2,000 Euro
Renewal fee:	1,000 Euro
Inspection visit:	1,500 Euro
Annual license fee:	0.3% of turnover
Min. Annual fee:	1,500 Euro
Max: Annual fee:	33,350 Euro
Extension of licence:	0 – 1,000 Euro



Price: EU Ecolabel ^(DK)

Application fee:	2,000 Euro
Applicatin fee, developing contries:	600 Euro
Inspection visit:	Refund of travel and accomandation cost, + 1,000 Euro/day
Annual license fee:	0.15% of the turnover in the EU
Min. Annual fee:	1,500 Euro
Max: Annual fee:	25,000 Euro



How can we help?

- Guidance: How to get started
- Guidance to the documents
- Help to use the labels in marketing



Application pack

E-mail to:

Jakob Waidtløw: jwa@ecolabel.dk

Or

Lena Stenseng: lst@ecolabel.dk



More information?

Useful Links

European commission Environment
www.ecolabel.eu



Nordic Ecolabel org.:

www.ecolabel.dk

<http://www.ecolabel.dk/da/in-english>

