

Guidelines for what you can communicate, and when and how you can use the Nordic Swan Ecolabel logo in your communication

A strong communication tool

By using Nordic Swan Ecolabel certified building materials consumers and professional buyers are guided to make more environmentally friendly choices. These materials are automatically approved to be used in Nordic Swan Ecolabel certified buildings and are also rewarded in the Nordic Swan Ecolabel criteria for new buildings. Construction companies are thus given an incentive to use Nordic Swan Ecolabel certified building materials for effective documentation of compliance with the criteria.

By using the Nordic Swan Ecolabel actively on your product or service, you not only get an official proof of your environmental efforts, you also get an effective marketing tool which earns high credibility and recognition, and helps you position your product or service to consumers and professional buyers.

The rules are few and simple

The rules are few and simple, and the benefits are many when you tap into the strong position the Nordic Swan Ecolabel holds among the Nordic consumers and professional buyers. We have made two simple guides for you that outline the basic rules and give you ideas and inspiration for how to make the most of your Nordic Swan Ecolabel certification.

Need help?

We are always happy to guide you. If you have questions or need help, please contact your local ecolabelling organisation or visit their website.



Guidelines for use of the Nordic Swan Ecolabel logo on certified products

Once awarded the Nordic Swan Ecolabel certification, you can start using the logo on your certified products.

The rules are few and simple

These guidelines have been developed to illustrate the basic rules on how to use the Nordic Swan Ecolabel on products and product packaging.

You can download the guidelines here 



Guidelines and inspiration for marketing of ecolabelled products

In our Marketing guidelines, you can read about general rules and basic principles for using the Nordic Swan Ecolabel. You will also find illustrations and instructions on how to use the Nordic Swan Ecolabel on several types of marketing materials – as well as inspirational examples.

The guidelines have been developed 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 about your certified products.

You can download the guidelines here 