

## A strong communication tool

With the Nordic Swan Ecolabel certification, you not only get strong proof of your environmental efforts, you also get an effective marketing tool and access to a strong brand with high credibility and recognition. This makes it possible to position your building strongly against both consumers, investors, and professional buyers.

## Guidelines for what and when you can communicate

A building applicant may not communicate about the Nordic Swan Ecolabel or use the Nordic Swan Ecolabel logo until the licence is awarded. Requirements must be documented and reviewed before the licence can be awarded and before the licence holder can communicate that the building is Nordic Swan Ecolabel certified.

When the licence has been awarded, the licence holder may market and communicate about its licence for the specific building in question.

## Nordic Ecolabelling works with licences for new buildings in two different ways.

When and how you can communicate about your Nordic Swan Ecolabel-certified building project depends on the type of licence you have:

Project licence

Base licence

### Project licence

#### What is it?

A Project licence is linked to one specific project. There can be more than one building type included (apartments, terrace houses etc.), but only one category (e.g. residential, educational). In the case of a Project licence, requirements must be documented and reviewed before the licence is awarded, and before the licence holder can communicate that the building is Nordic Swan Ecolabel certified.

#### What and when you can communicate

- **Before the licence is awarded**, the licence applicant may not use the Nordic Swan Ecolabel logo, and only communicate their intention and plans to obtain a Nordic Swan Ecolabel certification and may not communicate as if the building is already certified.
- **Once the licence has been awarded** the specific project, the licence holder may use the Nordic Swan Ecolabel logo in their marketing and communication about that project.

### Base licence

#### What is it?

A Base licence is suitable for companies that provide standardised products and/or processes and plan to certify several building projects. With a Base licence, you obtain documentation that your construction is based on standardised processes that comply with the Nordic Swan Ecolabel requirements.

#### What and when you can communicate

- **Before the Base licence has been awarded**, the licence applicant may not communicate about the Nordic Swan Ecolabel or use the Nordic Swan Ecolabel logo.
- **Once the Base licence has been awarded**, the licence holder may communicate that the company builds Nordic Swan Ecolabel-certified buildings and may use the Nordic Swan Ecolabel logo in its marketing. With a Base licence, the licence holder may communicate about the Nordic Swan Ecolabel before the building in question is completed and inspected.

## What may your project partners communicate?

### What may a construction client communicate?

#### If the contractor is the applicant/licence holder for a project commissioned by a construction client

The construction client could for example be an investor or a municipality that commissions a construction company to build tenements. For example: XX municipality wants to build 100 Nordic Swan Ecolabel-certified rental properties. The contractor is Company B. The municipality is permitted to use the Nordic Swan Ecolabel logo together with Company B's licence number. This is to increase the traceability of the licence for Company B.

Same guidelines apply both for project licences and base licences. The Nordic Swan Ecolabel must always be linked to the project in question.

#### If the construction client is the applicant/licence holder

In case that the applicant/licence holder is the construction client, the right for using the Nordic Swan Ecolabel logo will though belong to the construction client and not to the contractor.

### What may an advisor, architect or similar project partner communicate?

If you are an advisor, architect or similar you may refer to the fact that you are involved in an ecolabelled project by mentioning the Nordic Swan Ecolabel. You must include an explicit reference to the project description of the licence holders by inserting a link to the project on the websites of the constructor or construction client. Advisors and architects or others may NOT make use of the Nordic Swan Ecolabel logo. This is for licence holders only.

# Make the most of your Nordic Swan Ecolabel certification

**Once you have been awarded your certification, there are numerous ways for you to use it in your marketing and communication.**

By using the Nordic Swan Ecolabel actively in your marketing communication, you not only get an official stamp of proof of your environmental efforts, you also get an effective marketing tool with a brand that enjoys high credibility and recognition, helping you to strongly position your building project(s) against 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 get the most out of your Nordic Swan Ecolabel certification.

## Need help?

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

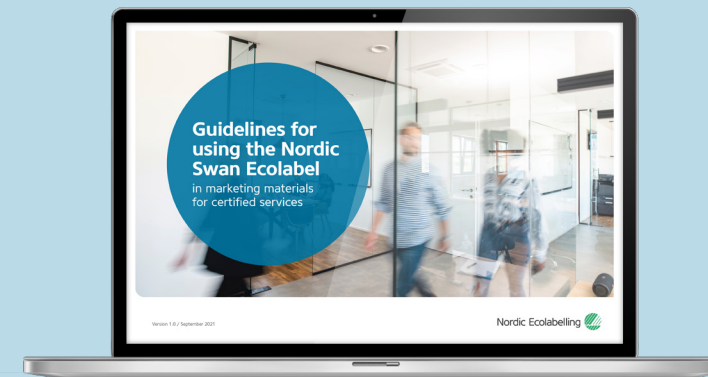


## Marketing toolbox specifically for certified buildings

This toolbox provides you with elements and ideas specifically designed for Nordic Swan Ecolabel certified buildings. It contains ideas for the constructor, the construction client, and the real estate agent.

Request the Toolbox as PDF from your local contact by Nordic Swan Ecolabel.

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## Guidelines and inspiration for marketing of certified services

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 guide has been developed to help you as a licence holder – as well as your agency or other partners – to use the Nordic Swan Ecolabel in marketing materials about your certified services(s).

[You can download the guidelines here](#)

