

How you may communicate about  
**building materials declared in the Nordic Ecolabelling Supply Chain Declaration Portal**

**The status of declared items**

"Item" is a general term for various construction products, goods, materials, and chemical products. The fact that an item has been declared in the Supply Chain Declaration Portal (SCDP) simply means that specific information about the item has been declared by the manufacturer. An item may not be used in a Nordic Swan Ecolabel-certified building, until it has been evaluated by an evaluator and has the status "Ready to use" in the declarant view of the SCDP portal.

Information on the declared items is used by an applicant in their application for a Nordic Swan Ecolabel licence. Nordic Ecolabelling will in turn use the declared information when processing the application for Nordic Swan Ecolabel New Building licence.

The declared information will be used in context with other items specified by the applicant in the application. It is the final building that is certified – not the ingoing items.

**Note: Items declared in the SCDP are therefore neither certified nor approved.**

**Why declare items?**

The advantages for you as a building materials manufacturer declaring information on your items in the portal are many:

- You will only need to provide information once – as opposed to every time a licence applicant wishes to use your company's items in an application.
- You will be able to monitor and manage all your declared items in the SCDP portal, including specific security settings allowing you to set restrictions on the access to your data.
- A contractor/advisor/developer will be able to search for and easily find the items that have been declared in the Nordic Ecolabel Portal.

For more information, please see our FAQ and video guide in the [SCDP portal](#)

**Consider certifying your products?**

Products certified with the Nordic Swan Ecolabel guide consumers and businesses to more environmentally friendly choices.

They are also rewarded in the criteria for Nordic Swan Ecolabel certified New Buildings. Construction companies are thus given an incentive to use Nordic Swan Ecolabel products for effective documentation of whether the criteria are met.

Products certified with the Nordic Swan Ecolabel appear automatically in look-ups provided with the information that they are certified. Look [here](#) to see if your items can be certified with the Nordic Swan Ecolabel.

## Guidelines for what you can communicate, where and when

We want to avoid creating misinformation and misunderstandings about the status of declared items and avoid creating the impression that a declared item is evaluated as strict as a product certified with the Nordic Swan Ecolabel. Therefore, the guidelines for what you can and cannot communicate about your items being declared, are very clear.

## What you can communicate about your declared items

As a declaring company you may inform licence applicants and licensees directly – and preferably via the SCDP communication channel – on the items you have declared. You are only allowed to use the following exact phrase/reference in #1-#4 below:

### What is meant by 'inform directly'?

1:1 written or oral communication  
E.g. mentioned as a product feature in price lists, product information in web or web shop, data sheets - but only with the exact written phrases (no additional headlines, claims, marks, logos etc.)

#1 Properties of item XX has been declared in the Nordic Ecolabelling Supply Chain Declaration Portal

#2 Properties of this item have been declared in the Nordic Ecolabelling Supply Chain Declaration Portal and may be used in Nordic Swan Ecolabel certified New Buildings generation 4. The product is not certified under the Nordic Swan Ecolabel.

#3 (Product name) is accessible in the Nordic Ecolabelling Supply Chain Declaration Portal and may be used in Nordic Swan Ecolabel certified New Buildings generation 4. The product is not certified under the Nordic Swan Ecolabel.

#4 Accessible in the Nordic Ecolabelling Supply Chain Declaration Portal and may be used in Nordic Swan Ecolabel certified "New Buildings generation 4. The product is not certified under the Nordic Swan Ecolabel.

### Important:

The sentences MUST always be used in their full length – shortening is not allowed. Any reference to Nordic Swan Ecolabel Buildings MUST be followed by the phrase - "The product is not certified under the Nordic Swan Ecolabel". Only #1 phrase is allowed to use without this add on.

### Hardware stores and other 3rd party suppliers

"Hardware stores and other 3rd party suppliers of building materials declared in the Nordic Ecolabelling Supply Chain Declaration Portal, may not actively communicate about the declared items in their marketing and communication\*. However, they are permitted to mark declared items with \*(asterix) and in small letters (max. size 8), refer to one of the four above standard phrases - in explaining text – e.g. in bottom of pricelist or product text on website.

## What you cannot say or do

- Any other marketing or communication\* is prohibited. This includes any kind of reference to Nordic Ecolabelling, the Nordic Swan Ecolabel, the EU Ecolabel, or to any product/service certified with the Nordic Swan Ecolabel or the EU Ecolabel.
- You may **not** use the Nordic Swan Ecolabel logo in any way and may not use the words "Nordic Swan Ecolabel" or similar words/phrases with regards to your declared items, beside the official sentences

These marketing and communication rules are also stated in the '[Terms and Conditions for Declarations](#)' agreed to by the declaring company when entering items in the supply chain declaration portal.

\*) E.g. advertisement, press, in-store communication, on-pack information, social media etc.

## MISCONDUCT?

In case of misconduct the declared items will be removed from the Nordic Ecolabelling Supply Chain Declaration Portal according to the '[Terms and Conditions for Declarations](#)'.