

Welcome to webinar  
EU Green Deal and  
fighting greenwashing



# Program 23<sup>rd</sup> of January

Anna Linusson, CEO Ecolabelling Sweden: How Type 1 ecolabels are strong tools to empower consumers and for product development.

Louise Vølver, Public Affairs Senior Consultant, Ecolabelling Denmark: Combating greenwashing: Green claims, Empowering consumers and Ecodesign.

Mats Hägerström, Sustainability leader PPG, Europe, Middle East & Africa (coatings): Ecolabelling as a powerful tool for sustainability communication

Arba Kokalari, Member of European parliament (Swe, EPP): EU New Green Deal and the green transition.

Moderated by Cathrine Pia Lund, CEO, Ecolabelling Norway.



A close-up portrait of Anna Linusson, a woman with long brown hair, wearing black-rimmed glasses and a colorful floral scarf. She is smiling broadly, showing her teeth. The background is a blurred outdoor setting with green foliage and a building.

**Anna Linusson**

CEO Ecolabelling Sweden



”How Type 1 Ecolabels are strong tools to empower consumers and for product development.”





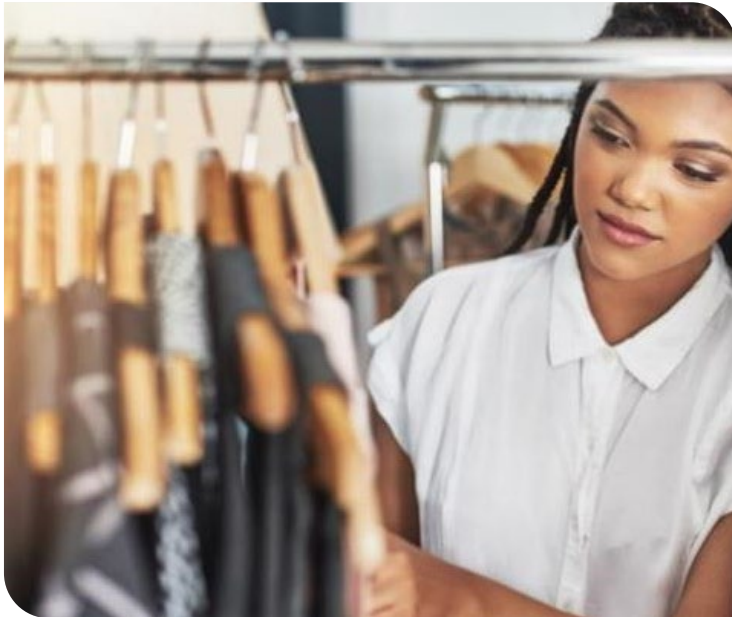
# The Nordic Swan Ecolabel

- Founded 1989 by the Nordic Council of Ministers
- All Nordic countries in cooperation
- Run independently on a non-profit basis
- Has a life cycle perspective on all criteria
- One of the world's toughest and most ambitious environmental certifications, third-party labeling according to ISO 14024
- Competent body for the EU Ecolabel





# We make it easy to make the environmentally best choice



## Consumers

The Nordic Swan Ecolabel inspires and makes it easier for consumers to make sustainable choices.



## Trade and industry

With the Nordic Swan Ecolabel's competence, our license holders can use "environment" as a competitive advantage and thereby contribute to a sustainable society.



## Public sector

Through the Nordic Swan Ecolabel's tough requirements, it is easier to make more sustainable purchases and procurements that contribute to a sustainable society.

# Independent labelling matters

**59 %**

think it is of vital importance that labelling schemes are objective and independent of the products they are certifying

**18 %**

trust a product to be a good environmental choice when it's labelled with the producers' own ecolabel

**95 %**

recognize the Nordic Swan Ecolabel

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We make it easy for companies with high environmental performance to communicate in a trustworthy way



Till Salu

KAJ 306  
Malmö, Universitetsholmen

Antal rum: Typ av bostad: Pris:  
1 - 5 rum Lägenheter 1 300 000 - 12 500 000 kr

Inflyttning: Från juni 2020

18 Hem till salu (av 95)

Hem från SKANSKA

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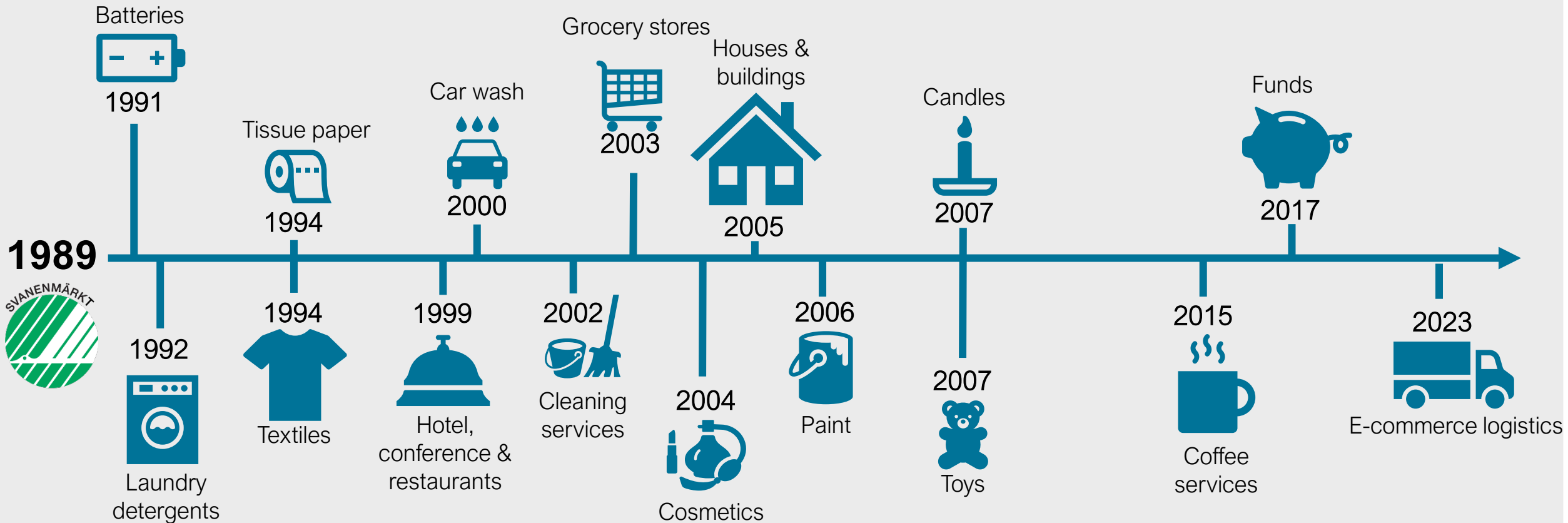


## Public sector

Through the Nordic Swan Ecolabel's tough requirements, it is easier to make more sustainable purchases and procurements that contribute to a sustainable society.



# The Nordic Swan Ecolabel has influenced industries for over 30 years and we drive innovation





## How can ecolabels and legislation support each other?

- Type 1 ecolabels have been pioneers in sustainable consumption and production. The Nordic Swan Ecolabel counts over 30 years of successful cooperation.
- We have built an ambitious, trustworthy and well-recognized ecolabel.
- We welcome that EU-legislation under the Green Deal now are being put into place with the same objectives.



# EU - Empowering the green transition together

- Welcome that the Nordic Swan Ecolabel is recognised in the Ecodesign regulation
- Welcome that the Construction Product Regulation is compatible with the Nordic Swan Ecolabel
- Welcome that the Empowering Consumers directive recognises the Nordic Swan Ecolabel as "excellent environmental performance"
- We hope that the Green claims proposal also will give full recognition to the Nordic Swan Ecolabel

A portrait of Louise Vølver, a woman with long, wavy brown hair and blue eyes, wearing a dark grey top. She is looking directly at the camera with a slight smile. The background is a plain, light grey color.

## **Louise Vølver**

Public Affairs Senior Consultant,  
Ecolabelling Denmark





# Combating Greenwashing: EU's Green Deal

Empowering Consumers, Green  
Claims and Eco-design





## The big prestige project

Published in 2019 after European Parliament elections and new Commission

Main elements:

- 1) Transforming EU's economy for a sustainable future
- 2) EU as a global leader
- 3) Making the Green Deal a pact



# Communication to consumers: Empowering Consumers for the Green Transition Directive

## Communication and marketing rules

Ban on generic green claims (e.g. "eco friendly", "green" etc.)

- Only allowed when backed up by *recognised excellent environmental performance*.
- Type 1 ecolabels demonstrate *recognised excellent environmental performance*



# Communication to consumers: Green Claims Directive

## Rules on how to substantiate green claims

- Green Claims need to be substantiated
- Compliance will be verified by third party
- Rules on how ecolabels should function → rules that Nordic Swan already abides

## Challenges ahead....

- Substantiation of green claims based on ecolabel
- Securing ecolabels a special status





# Requirements for environmental impact: Ecodesign for Sustainable Products Regulation

Framework for rules about more environmentally sustainable and circular products

- All physical products
- Previous rules only covered energy related products
- Requirements for everything from product durability, reusability etc.
- Digital passport

→ Product specific requirements will be set out later!

→ Expectation: Nordic Swan more ambitious than legislation!



A portrait of Mats Hägerström, a middle-aged man with short brown hair and blue eyes, wearing a dark grey blazer over a light-colored shirt. He has his arms crossed and is smiling slightly. His glasses are perched on his head. The background is a blurred office hallway with several glass-walled doors.

# Mats Hägerström

Sustainability leader PPG





# Nordic Swan webinar presentation

Mats Hägerström Sustainability leader PPG EMEA

Nordic Swan Webinar Jan 23<sup>rd</sup> 2024



We protect and beautify the world™

# PPG is a global maker of paints, coatings and specialty materials...



Aerospace



Architectural Coatings



Automotive OEM Coatings



Automotive Refinish Coatings



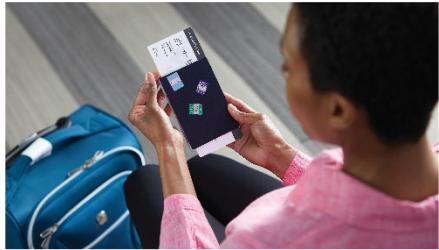
Industrial Coatings



Protective and Marine Coatings



Packaging Coatings



Specialty Coatings and Materials



Traffic Solutions



Founded in 1883



Headquartered in Pittsburgh, PA



50,000+ employees and operations in 70+ countries



Ranked 218 on the Fortune 500 in 2022

...with a diverse portfolio of products to meet the needs of customers across many industries





# PPG is focused on innovating solutions based upon these broad customer sustainability themes



**Responsible Sourcing**

Cradle to cradle  
Bioeconomy  
Circularity



**Chemical safety**

Toxicity and health  
Certifications



**Indoor Air Quality**

VOC emissions  
Water based  
Certifications



**Decarbonization**

Low-carbon solutions  
Energy efficiency



**Packaging**

Circularity  
Recycled content

Accelerating and expanding regulatory environment

# Nordic Swan Tikkurila PPG

- PPG Tikkurila has some 1200 stock keeping units (SKU) covered by the Nordic Swan Category 1 environmental label
- Brands with the Nordic Swan are
  - Tikkurila
  - Alcro
  - Beckers
- Key product/communication strategy to drive differentiation in the market





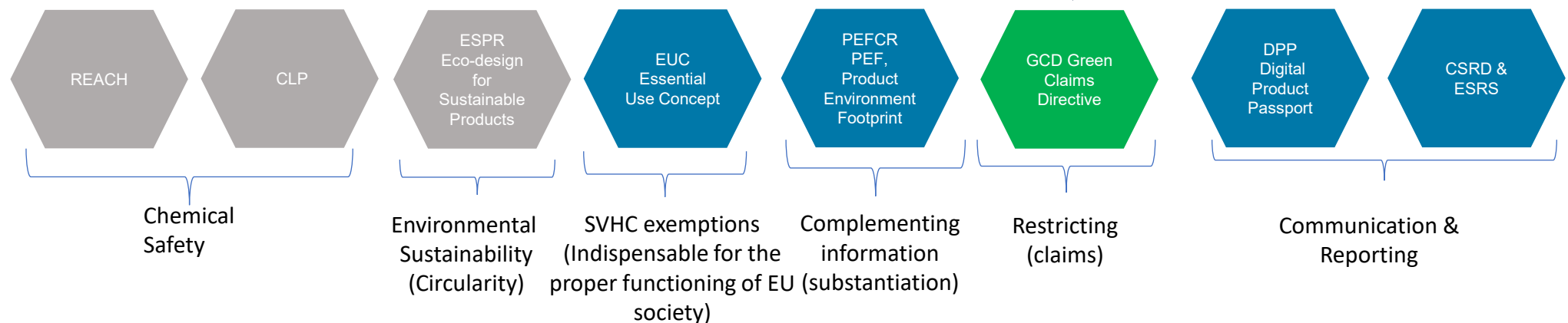
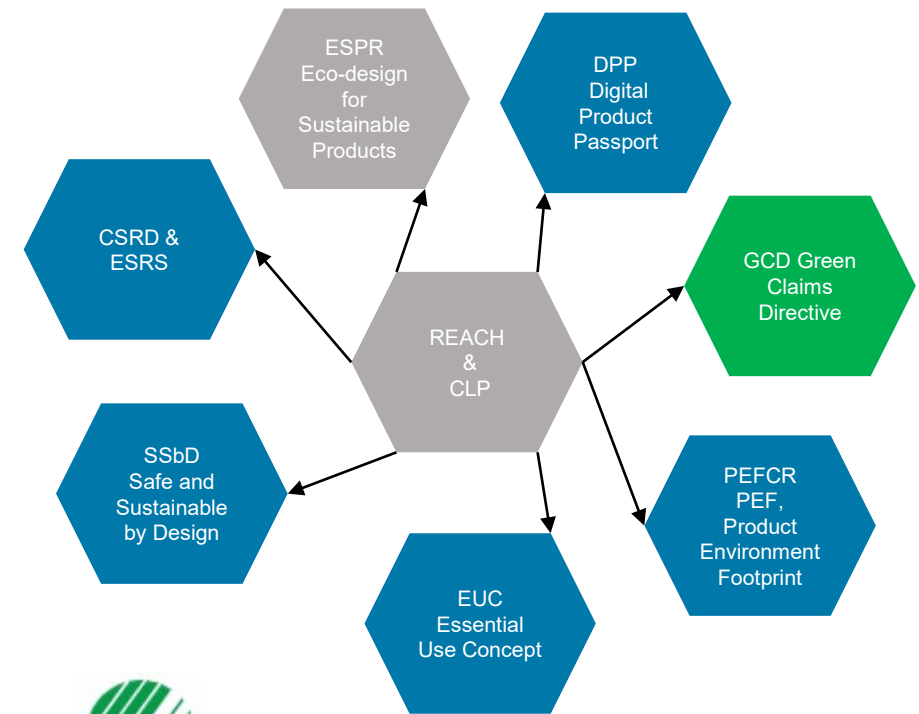
# Sustainability communication challenges - possibilities

- Product sustainability value propositions typically multivariable
- Product sustainability value propositions typically entail a wide product value chain
- Product sustainability claims to become attached to tougher scrutiny going forward
- Product sustainability claims are attached to legislative requirements
- Category 1 Environmental labels, like the Nordic Swan, provide a good tool for addressing the above
- Nordic Swan Product Type criteria allows for the combination of sustainability & functionality
- Nordic Swan can translate the complexities of sustainability into a simple assured consumer/customer message

# Going forward.....

The interconnectivity between the key product environmental / sustainability legislative files, namely:

- Registration, Evaluation, Authorization and restriction of Chemicals (REACH)
- Classification, Labelling & Packaging of chemicals (CLP)
- Eco-design for Sustainable Product Regulation (ESPR)
- Essential Use Concept (EUC)
- **Green Claims Directive (GCD)**
- Safe and Sustainable by Design (SSbD)
- Digital Product Passport (DPP)
- Disclosure requirements from CSRD and EU Taxonomy





# Looking towards the Nordic Swan

- Paints and coatings are complex products with multiple sustainability variables affecting the sustainability performance – Nordic Swan as a third party provides a tool for simplifying a complex message

## However:

- The Nordic Swan needs to secure the scope of claims that can be substantiated with a label
- Preferably, claims to be substantiated by the label not to be limited to core product environmental claims, but also to include e.g. safety, hazard (toxicity) manufacturing and packaging related sustainability claims
- Nordic Swan criteria to be aligned with the content of the key product legislative files, where practical



## **Arba Kokalari**

Member of European parliament  
(Swe, EPP)



# The team who can support you

- **Ecolabelling Denmark:** Louise Vølver, Public Affairs Senior Consultant, email: [lv@ds.dk](mailto:lv@ds.dk)
- **Ecolabelling Finland:** Karin Bergbom, Criteria manager, e-mail: [karin.bergbom@ecolabel.fi](mailto:karin.bergbom@ecolabel.fi)
- **Norway:** Ann Kristin Larsen, Senior environmental advisor, e-mail: Ann Kristin Larsen [akl@svanemerket.no](mailto:akl@svanemerket.no)
- **Sweden:** Anna Norberg, Head of Public affairs, e-mail: [anna.norberg@svanen.se](mailto:anna.norberg@svanen.se)



Thank you!