

A person wearing a blue jacket and a red backpack stands on a sandy beach, looking out at a large, rugged mountain range under a cloudy sky. The ocean waves are visible in the distance.

Nordic Swan Ecolabel and substitution of chemicals

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**The Nordic Swan Ecolabel is one of the
strictest tools to limit harmful chemicals
– ahead of legislation**



Nordic Swan Ecolabel

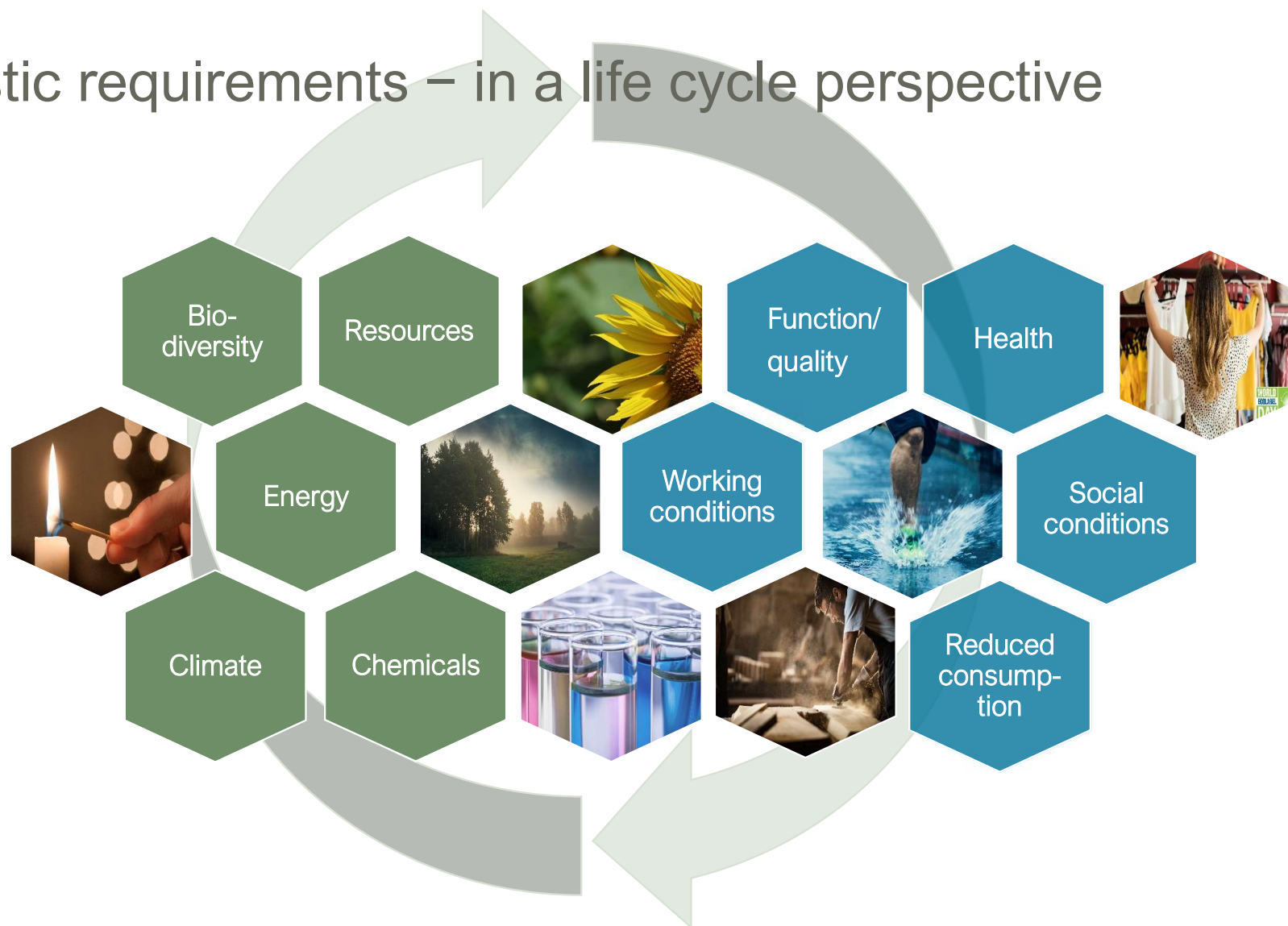
- Official
- Nordic
- Non-profit
- Life-cycle based
- ISO 14024
- Tool for consumers and procurers
- > 60 product groups



Holistic requirements



Holistic requirements – in a life cycle perspective



Life-cycle perspective for a circular economy

- We evaluate the whole lifecycle of products and services, from raw materials, via production, to use, maintenance and disposal, and reduce the amount of hazardous chemicals where it's most relevant
- It is important not to move a problem from one stage of the lifecycle to another and to keep products and materials in the loop as long as possible.
- Hazardous chemicals must be designed out from the beginning of the lifecycle. It is difficult to reuse and recycle products when they contain harmful chemicals
- Example from textiles: pesticides used in cotton cultivation, chemicals in production (dyes, pigments, detergents, surface treatments) and packaging, emissions from synthetic textile production





72 %

think companies should remove harmful
chemicals not required by law

9 out of 10 are (very) concerned

8 out of 10 want more information on product labels

(Survey by Swedish Consumers' Association (Sveriges Konsumenter) 2020)


**Precautionary
principle
– ahead of
legislation**






Precautionary principle – ahead of legislation

- Promote substitution to best available alternative
- Hazard based
- No shift to other harmful chemicals
- Public consultations about criteria
- Efficient products of high quality
- Example: substitution of endocrine disruptors in sunscreen, phase-out of perfumes and preservatives in sunscreen, lotion, soaps etc.

An underwater photograph of a school of salmon swimming in clear, blue water. The fish are seen from various angles, some swimming towards the camera and others away. The lighting is bright, creating a serene and naturalistic scene. The text is overlaid on the left side of the image in a white, sans-serif font.

Nordic Swan Ecolabel prohibits and limits the use of harmful chemicals based on inherent properties and lists of (groups of) substances



Inherent properties and lists of (groups of) substances

- SVHC
- CMR, PBT, vPvB
- CLP classifications
- Endocrine disruptors
- Antibacterial substances
- Nanomaterials/particles
- Etc.

Nordic Swan Ecolabel excludes or limits:

Parabens
Siloxanes (D4, D5, D6)
Phtalates
Musk
Triclosan
Bisphenols
Methylisothiazolinone (MI)

Flame retardants
PFOS, PFAS and other
fluorine compounds

Formaldehyde
Heavy metals
Organo-tin compounds
Microplastics

Nordic Swan Ecolabel also restricts chemicals based on:



Emissions



Working environment



Wastewater discharge

Excluded means not there

- 0 ppm in chemical products
- < 100 ppm in solid products in Nordic Swan Ecolabelled houses
- Documented by receipts and declarations from producers of chemicals
- Safety datasheets and environmental declarations (EPDs) are not enough!



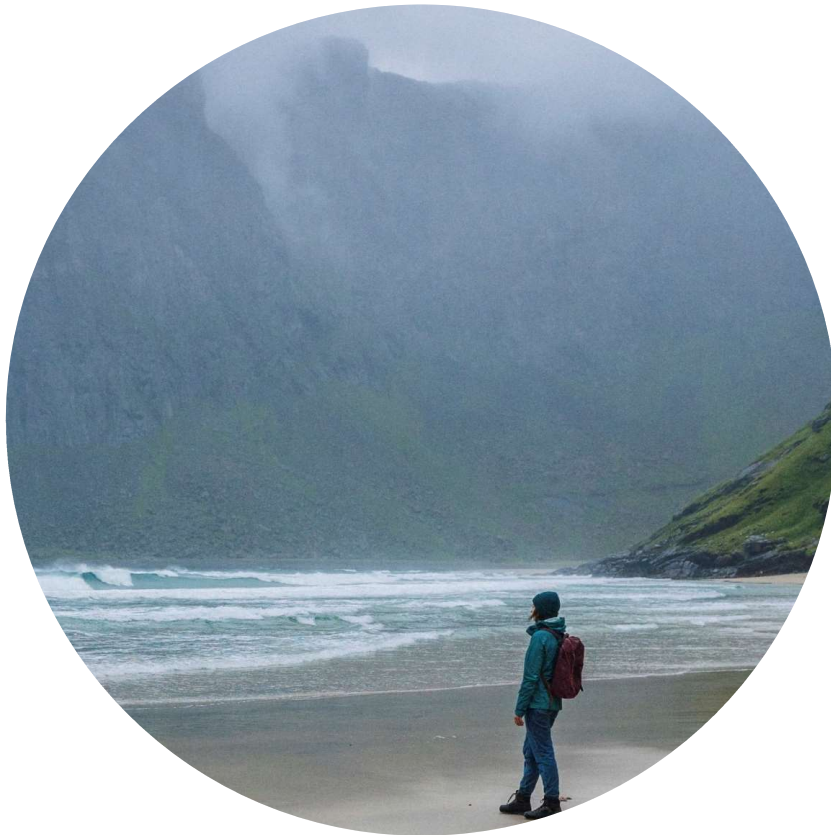
Ecolabelled products in public procurement

- EU directive: Ecolabels can be used to document green public procurement
- Danish strategy 2020 makes ecolabels compulsory when buying:
 - Cleaning products
 - Hygiene products
 - Paper
 - Printed matter



The Nordic Swan Ecolabel is one of the strictest tools to limit harmful chemicals – ahead of legislation

- Precautionary principle
- Hazard based
- Product specific
- Inherent properties of chemicals
- Lists of (groups of) substances
- No shift to other harmful chemicals



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