Life Cycle Thinking in Ecolabelling

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What is the function of ecolabels ?

- Trustworthy simple information on environmental quality of products
- A marketing tool for a producer/ retailer to the consumer/purchaser
- A benchmark for the producers
- A guide towards sustainable consumption

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An ecolabel

- Should be

  - technically up-to-date

  - exclusive

  - eco-oriented

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- But not

  - fictitious

  - rare

  - deteriorate the quality

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Characteristics of the Nordic Swan

- Truly multinational
- Multistakeholder scheme
- High trademark value
- Broad-scoped (more than 60 criteria)
- High market accept (more than 1,300 licences)

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Ecolabels are based upon

- Life Cycle Thinking
- Absolute levels of acceptance
- Market demand (for information)
- Regular, stepwise changes
- High market acceptance and value
- “Relevance, Potential, Steerability” - the characteristics of ecolabelling

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