Evaluating the potential for ecolabelling a new product group, for example as a result of new analysis of environmental effects and markets.

Proposals for requirements, prioritising the most important areas. Inclusion of stakeholders.

When criteria are passed, it is possible for businesses to certify their products or services. This gives them permission to use the Nordic Swan Ecolabel in their marketing.

Central stakeholders receive proposals, which are also published on the national websites.

The criteria are continually revised (approximately every 4-5 years), and in order for a business to continue using the Nordic Swan Ecolabel, they must document that their product meets the revised requirements.

Evaluation of criteria while including stakeholders (focus on environmental standards, business usage etc.)