



# Lifecycle based criteria

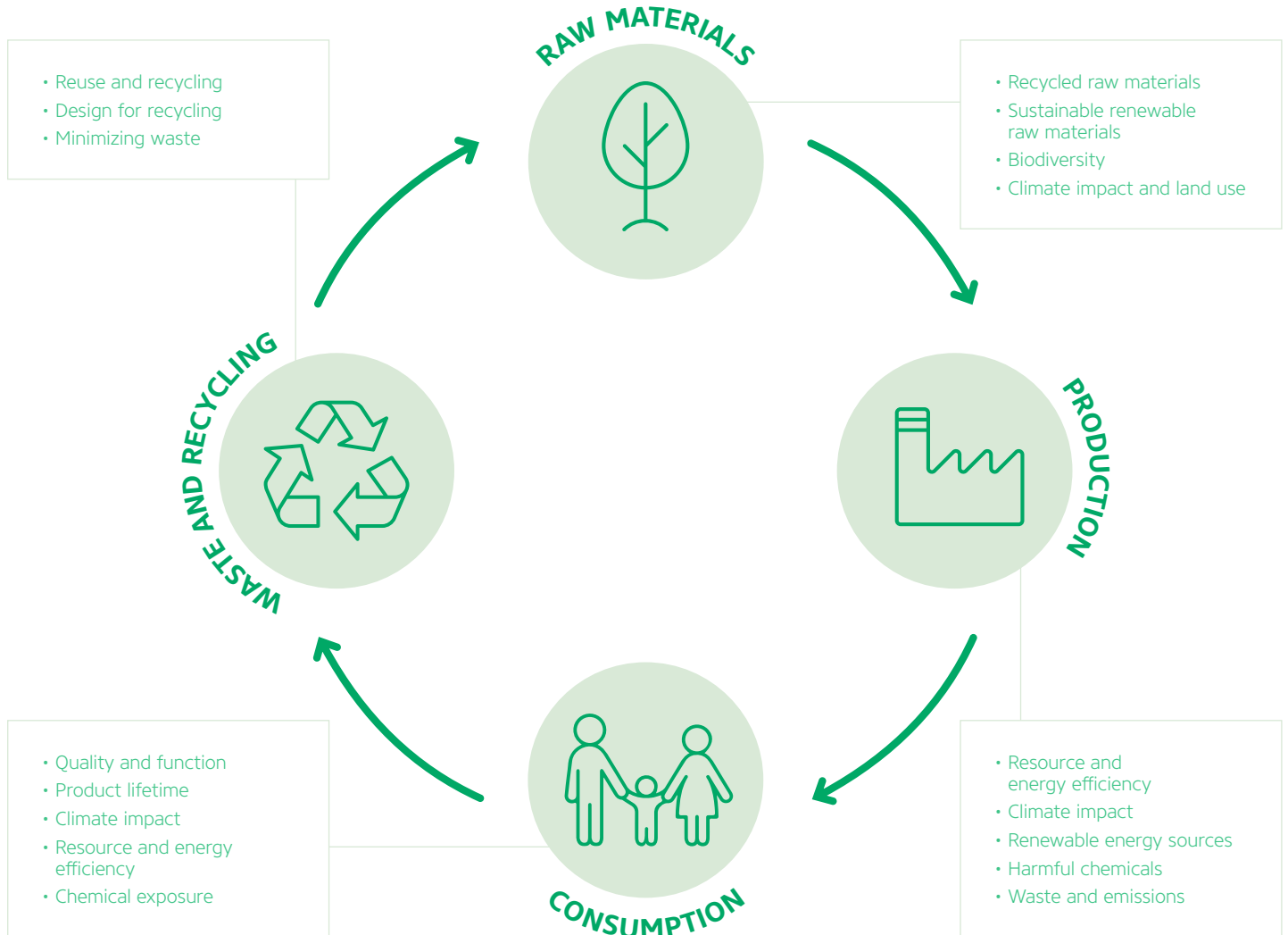
## The Nordic Swan Ecolabel covers the whole life cycle

The Nordic Swan Ecolabel makes it easy for consumers, businesses, and institutions to contribute to the green transition. As one of the world's toughest environmental certifications, the Nordic Swan Ecolabel is only awarded to products and services meeting ambitious environmental requirements.

The objective of the Nordic Swan Ecolabel is to reduce the overall environmental impact of production and consumption. The Nordic Swan Ecolabel is holistic. It promotes resource effi-

ciency, reduced climate impact, a non-toxic circular economy and conservation of biodiversity - always with a strong focus on harmful chemicals. The entire lifecycle is considered, from raw materials, production, and use to recycling and disposal. The Nordic Swan Ecolabel also sets requirements for product properties that ensure quality and durability

In this way, the most important environmental problems for each product type are addressed, thus ensuring maximum benefit for the environment.





# Setting requirements with impact

The Nordic Swan Ecolabel has developed a tool called RPS for achieving environmental change by setting strong requirements. For each product group, this tool is used for setting the requirements with the greatest positive environmental change in the life cycle

The Nordic Swan Ecolabel has developed a tool for achieving environmental change that can be documented. For each product group criteria are developed with this tool for setting requirements where the positive environmental change is greatest.

The tool includes the three parameters: environmental Relevance (R), environmental Potential (P) and the Steerability of the environmental impact (S). To set a requirement all three of these parameters, R, P and S must be considered and found to be high. The environmental challenge must be relevant for the product type, there must be a potential to influence the impact and the Nordic Swan Ecolabel can contribute to a positive change. The result is strong requirements with positive environmental impact. Hence contribution to a sustainable development.

This assessment hence necessitates a prioritization of environmental parameters so that the focus of criteria requirements is on those that results in a maximum environmental benefit.

## The RPS process

