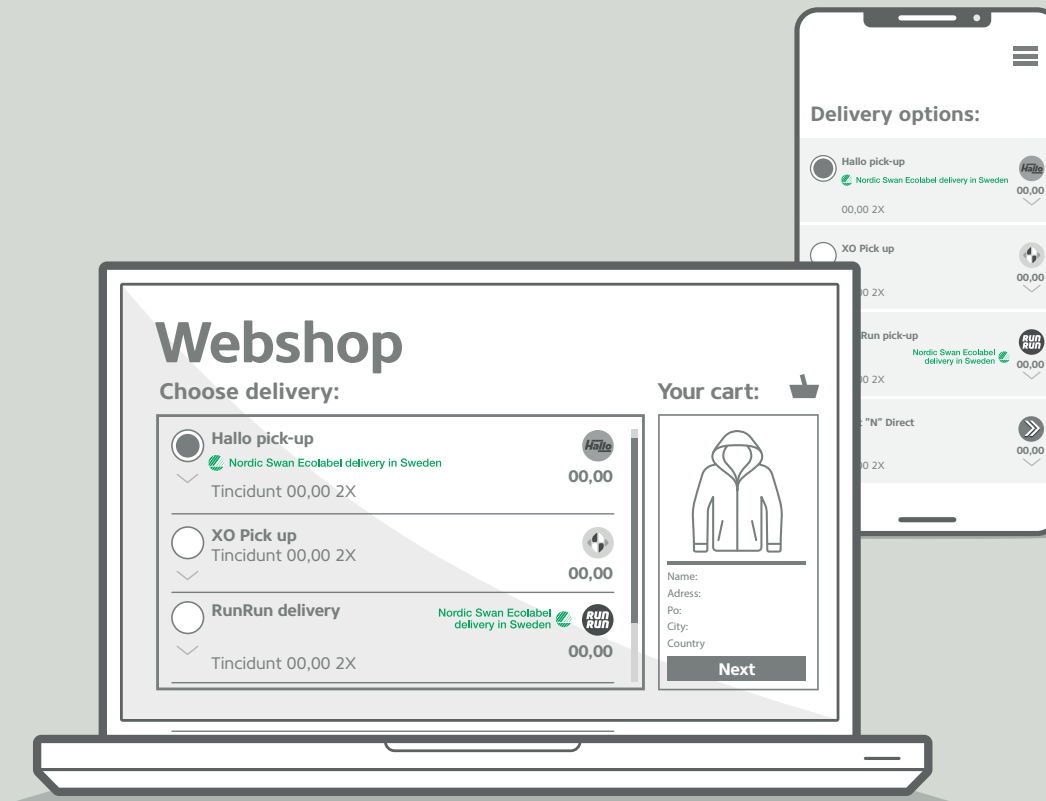


# Guidelines and recommendations

for e-commerce vendors communicating Nordic Swan Ecolabel deliveries



# Welcome

... and thank you for choosing to offer the Nordic Swan Ecolabel delivery option to your customers!

## A powerful marketing tool

By using the Nordic Swan Ecolabel actively in your e-commerce checkout you get an effective marketing tool which enjoys high credibility and recognition, and helps you position your service options to consumers.

## Make the most of the mark

These guidelines have been created to provide you with inspiration for where to communicate the availability of the Nordic Swan Ecolabel delivery option to your customers.

It also illustrates the basic rules to follow when using the Nordic Swan Ecolabel mark.

## We are here to help!

We are always happy to help you, if you have questions. Please contact your local marketing department. See the contact information on page 11.



This project is part of Sustainable Living, an initiative funded by the Nordic Council of Ministers.



## Find inspiration

- 01 Nordic consumers want to act
- 02 Make the most of the ecolabelled delivery option

## The simple guidelines

- 03 Logo mark options
- 04 Placement options
- 05 Description of claims
- 06 Checklist

## Please note

- 07 Disclaimer, responsibilities and misuse information
- 08 Need help? – Our contact information

Use of the Nordic Swan Ecolabel for e-commerce deliveries

### Inspiration

## 01 Nordic consumers want to act

Nordic consumers are highly aware of the impact that their individual consumption has on the environment, and although the issues of climate change and environmental degradation can feel overwhelming, most Nordic consumers feel hopeful about the future.

They believe that they can make a difference by making better decisions and choosing better products and services. They want to be a part of the solution – e.g. by supporting brands and companies that offer more sustainable solutions.

### Looking for national data?

We conduct research on Nordic consumers and sustainable living on a regular basis. To learn more about our consumer research, please contact the marketing team at your local ecolabelling organisation. See contact information on page 11.



**95%**

of Nordic consumers know the Nordic Swan Ecolabel\*

**61%**

trust a product to be a good and sound eco-choice if it is labelled with the Nordic Swan Ecolabel\*

**60%**

of consumers look for the Nordic Swan Ecolabel when choosing among products\*

**51%**

of Nordic consumers are convinced that the choices they make regarding the environment makes a difference\*

**57%**

in the Nordics try to keep the environmental impact of their life at a minimum\*

**58%**

experience that it requires an extra effort to find environmentally friendly products\*

\*) Nordic Consumer Survey on assignment from Nordic Ecolabelling (IPSOS 2022)



Use of the Nordic Swan Ecolabel for e-commerce deliveries

## Inspiration

### 02 Make the most of the ecolabel delivery option

The Nordic Swan Ecolabel is a strong communication tool and a great way to communicate your sustainability actions and nudge consumers to make choices that are better for the environment.

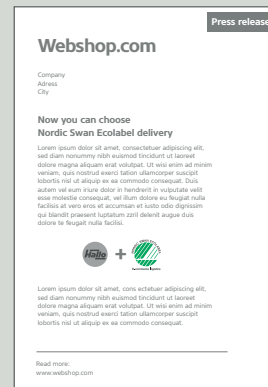
To make the most of the mark, think about communicating it also outside the checkout. Are there other places where your consumers could appreciate more information about the delivery option? Add information there!

#### The basic rule

- When you communicate about the Nordic Swan Ecolabel delivery option, it must always be mentioned in direct connection with the licensed operator and the name of their licensed service.
- When you communicate the Nordic Swan Ecolabel delivery option outside the checkout, you must use the version of the mark with the brand name above the swan.



#### 1 Press release



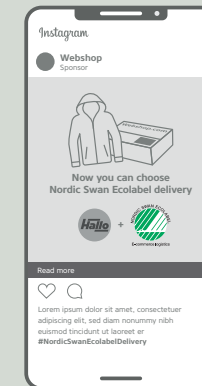
#### 2 Newsletter



#### 3 Post purchase communication



#### 4 SoMe



#### Need help?

If you have doubts about how to best communicate the benefits of the Nordic Swan Ecolabel in your marketing material, contact your local ecolabelling organisation for input and guidance, see contact information on page 11.

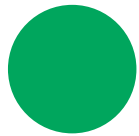


## Use of the Nordic Swan Ecolabel for e-commerce deliveries

### Guidelines

## 03 Mark options

- The mark is available in green and black. The all green is the recommended version.
- The mark is available in 5 languages, see next page. We recommend that you always use your local language version.
- Never alter the mark, but use the original file provided by your freight partner or download it from your local organisation's website (see page 11)
- Make sure you use the right colour:



Pantone: 347  
CMYK: 100/000/090/000  
RGB: 000/154/068  
HTML: #009a44



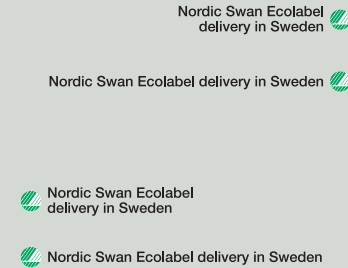
Pantone: Black  
CMYK: 000/000/000/100  
RGB: 000/000/000  
HTML: #000000

### Logos for use in checkout

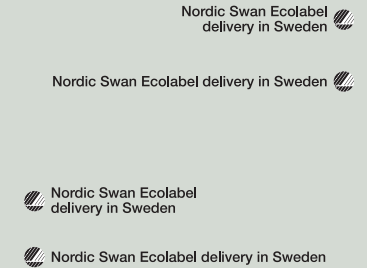
#### All green



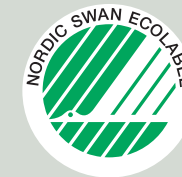
#### Black/Green



#### All black



### Logo for use in communication



E-commerce logistics



E-commerce logistics



E-commerce logistics

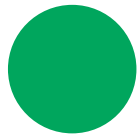


E-commerce logistics

## Guidelines

### 03 Mark options - languages



- The mark is available in 5 languages.  
We recommend that you always use your local language version.
- The mark is available in green and black, see previous page. Green is the recommended version.
- Never alter the mark, but use the original file provided by your freight partner or download it from your local organisation's website (see page 11)
- Make sure you use the right colour:



Pantone: 347  
CMYK: 100/000/090/000  
RGB: 000/154/068  
HTML: #009a44



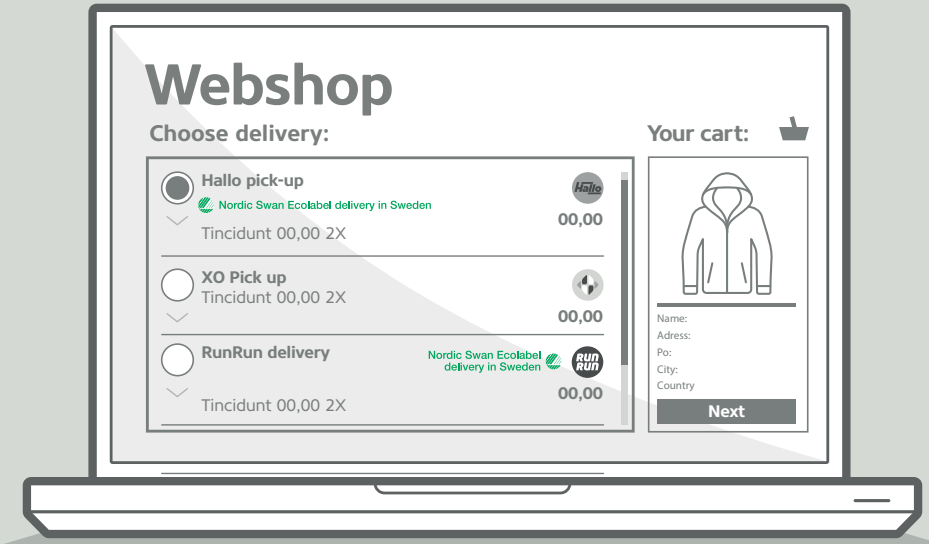
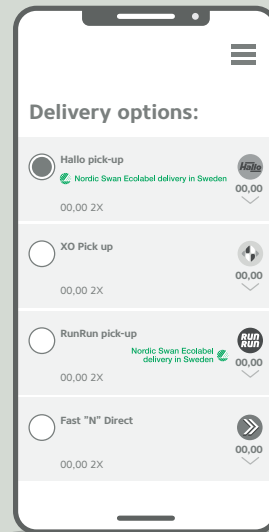
Pantone: Black  
CMYK: 000/000/000/100  
RGB: 000/000/000  
HTML: #000000

Logos for use in checkout	Swedish	Danish	Norwegian	Finnish
	Nordic Swan Ecolabel delivery in Sweden 	Nordic Swan Ecolabel delivery in Denmark 	Nordic Swan Ecolabel delivery in Norway 	Nordic Swan Ecolabel delivery in Finland 
	Nordic Swan Ecolabel delivery in Sweden 	Nordic Swan Ecolabel delivery in Denmark 	Nordic Swan Ecolabel delivery in Norway 	Nordic Swan Ecolabel delivery in Finland 
	Nordic Swan Ecolabel delivery in Sweden 	Nordic Swan Ecolabel delivery in Denmark 	Nordic Swan Ecolabel delivery in Norway 	Nordic Swan Ecolabel delivery in Finland 
	Nordic Swan Ecolabel delivery in Sweden 	Nordic Swan Ecolabel delivery in Denmark 	Nordic Swan Ecolabel delivery in Norway 	Nordic Swan Ecolabel delivery in Finland 
	Svanemärkt leverans i Sverige 	Svanemærket levering i Danmark 	Svanemerket levering i Norge 	Joutsenmerkitty toimitus Suomessa 
	Svanemärkt leverans i Sverige 	Svanemærket levering i Danmark 	Svanemerket levering i Norge 	Joutsenmerkitty toimitus Suomessa 
	Svanemärkt leverans i Sverige 	Svanemærket levering i Danmark 	Svanemerket levering i Norge 	Joutsenmerkitty toimitus Suomessa 
	Svanemärkt leverans i Sverige 	Svanemærket levering i Danmark 	Svanemerket levering i Norge 	Joutsenmerkitty toimitus Suomessa 
Logo for use in communication	 E-handelstransport	 E-handelstransport	 E-handelstransport	 Verkkokauppa-kuljetukset
	 E-handelstransport	 E-handelstransport	 E-handelstransport	 Verkkokauppa-kuljetukset

## Guidelines

### 04 Placement options in e-commerce checkout

- Place the mark including the descriptive text in direct connection to the certified delivery option.
- Balance the size of the Nordic Swan Ecolabel mark and the description/identity of the delivery service provider.
- The Nordic Swan Ecolabel mark must never be used in a way that is misleading and/or creates doubt or confusion about which services/products are ecolabelled.
- The mark must be placed with respectful 'safe-space' distance to other labels/symbols and/or items in the delivery option section.
- We recommend that a short description of what a Nordic Swan Ecolabel delivery entails is available somewhere on your site – see next page for the approved alternative descriptions you can use.



## Guidelines

### 05 Description of claims

- We recommend that the short description is available somewhere on your site, either as an overlay information (mouseover, info pop-up) in the delivery options section or via link to a separate page, describing the Nordic Swan Ecolabel delivery option claims.
- Your are only allowed to use the claims specified on this page.
- Do not ad additional claims.
- The Nordic Swan Ecolabel delivery cannot be combined with claims or tags such as “Klimatsmart frakt”, ”Klima-kompenseret fragt”, ”Klimakompenseret pakke” or ”Klimanøytral levering”.  
The only exception is on the Swedish market where verified claims such as Fair Transport and “Fossilfri leverans” which are based on compliance with the industry agreement for fossil-free deliveries ([www.svenskhandel.se](http://www.svenskhandel.se)), can be combined with the Nordic Swan Ecolabel.

	Option #1	Option #2	Option #3
<b>English</b>	Nordic Swan Ecolabel delivery in XX* with strict requirements on climate performance and high energy efficiency.	Nordic Swan Ecolabel delivery in XX* is a delivery choice that meets strict requirements for climate performance and high energy efficiency.	Nordic Swan Ecolabel delivery in XX* is a delivery choice that meets strict requirements on climate performance and high energy efficiency. The Nordic Swan Ecolabel ensures: <ul style="list-style-type: none"> <li>• Reduced greenhouse gas emissions by strict requirements on energy efficiency, renewable fuel, and electrified vehicles.</li> <li>• Employment contracts in line with collective agreements or similar.</li> </ul>
<b>Swedish</b>	Svanenmärkt leverans i Sverige med stränga krav på klimatprestanda och hög energieffektivitet.	Svanenmärkt leverans i Sverige är ett leveransval som uppfyller stränga krav på klimatprestanda och hög energieffektivitet.	Svanenmärkt leverans i Sverige är ett leveransval som uppfyller stränga krav på klimatprestanda och hög energieffektivitet. Svanenmärkingen säkerställer: <ul style="list-style-type: none"> <li>• Minskade klimatutsläpp genom stränga krav på energieffektivitet, förnybara drivmedel och eldrivna fordon.</li> <li>• Anställningsvillkor i enlighet med kollektivavtal eller motsvarande.</li> </ul>
<b>Danish</b>	Svanemærket levering i Danmark med skrappe krav til reduceret klimabelastning og høj energieffektivitet.	Svanemærket levering i Danmark er et leveringsvalg, der lever op til skrappe krav til reduceret klimabelastning og høj energieffektivitet.	Svanemærket levering i Danmark er et leveringsvalg, der lever op til skrappe krav til reduceret klimabelastning og høj energieffektivitet. Svanemærket sikrer: <ul style="list-style-type: none"> <li>• Reduceret udledning af drivhusgasser via skrappe krav til energieffektivitet, fornybare brændstoffer og andel el-køretøjer.</li> <li>• Vilkårene i ansættelseskontrakter er på niveau med nationale overenskomster indenfor området.</li> </ul>
<b>Norwegian</b>	Svanemerket levering i Norge med strenge krav til redusert klimabelastning og høy energieffektivitet.	Svanemerket levering i Norge er et leveringsalternativ som oppfyller strenge krav til redusert klimabelastning og høy energieffektivitet.	Svanemerket levering i Norge oppfyller strenge krav til redusert klimabelastning og høy energieffektivitet. Svanemerket sikrer: <ul style="list-style-type: none"> <li>• Reduserte klimagassutslipp grunnet strenge krav til energieffektivitet, fornybart drivstoff og elektriske biler.</li> <li>• Bedre arbeidsvilkår utover nasjonale arbeidsmiljøbestemmelser.</li> </ul>
<b>Finnish</b>	Joutsenmerkitty toimitus Suomessa – täyttää tiukat vaatimukset ilmastovaikutuksista ja energiatehokkuudesta.	Joutsenmerkitty toimitus Suomessa on tiukat ilmasto- ja energiavaatimukset täyttävä vaihtoehto.	Joutsenmerkitty toimitus Suomessa on tiukat ilmasto- ja energiavaatimukset täyttävä vaihtoehto. Joutsenmerkki tarkoittaa: <ul style="list-style-type: none"> <li>• Pienempiä kasvihuonepäästöjä – tiukat vaatimukset energiatehokkuudelle sekä kaasu- ja sähköautojen käytölle.</li> <li>• Hyviä työoloja – kansallisia työehtosopimuksia noudatetaan.</li> </ul>

\*Use the country where the licensee offers Nordic Swan Ecolabel delivery.



## Guidelines

### 06 Checklist

Use this checklist to ensure that you communicate the Nordic Swan Ecolabel correctly.

If in doubt, reach out to one of our national marketing departments, contact information can be found on page 11.

- 1 Choose the mark in your preferred version.**

We recommend that you choose the local language version for national materials, as the recognition of the local language brand name is much higher than the UK brand name.
- 2 Choose the right logo for the specific communication task.**

Use the small logo version with Nordic Swan Ecolabel delivery in XX (use the country where the licensee offers Nordic Swan Ecolabel delivery) in the checkout, where space is limited. Use the normal size logo with toptext Nordic Swan Ecolabel and the subtext E-commerce logistics in all other communication.
- 3 Place the mark in direct connection to the certified delivery option.**

Balance the prominence of the Nordic Swan Ecolabel mark and the identity/description of the delivery service.
- 4 Only use the mark in relation to certified Nordic Swan Ecolabel delivery options.**

The Nordic Swan Ecolabel mark must never be used in a way that is confusing or misleading to the receiver. It must be clear, which services are ecolabelled.
- 5 Never alter the Nordic Swan Ecolabel mark.**

Never alter the Nordic Swan Ecolabel mark or attempt to make your own logo.
- 6 Make sure the descriptor is readily available for the customer.**

We recommend that you give your customers easy access to the description of what a Nordic Swan Ecolabel delivery option entails. Use one of the approved descriptors on page 8.
- 7 Make sure there are no conflicting climate claims linked to the Nordic Swan Ecolabel delivery.**

Check that the delivery option description on your site does not contain other claims aiming to describe climate or environmental aspects. The Nordic Swan Ecolabel delivery cannot be combined with claims or tags such as "Klimatsmart frakt", "Klima-kompenseret fragt", "Klimakompenseret pakke" or "Klimanøytral levering". The only exception is on the Swedish market where the verified claims such as Fair Transport and "Fossilfri leverans" which are based on compliance with the industry agreement for fossil-free deliveries ([www.svenskhandel.se](http://www.svenskhandel.se)), can be combined with the Nordic Swan Ecolabel.

**Please note**

# 07 Disclaimer, responsibilities and misuse information

## **Disclaimer**

These guidelines have been developed by:

Nordic Ecolabelling,  
Box 38114, SE-100 64 Stockholm, Sweden  
Tel.: +46 8 55 55 24 00  
fnm@nordic-ecolabel.org  
www.nordic-ecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel related to delivery options that have a valid licence.

The right to use the Nordic Swan Ecolabel for e-commerce deliveries is only granted for the services listed in the licensee's licence certificate.

Nordic Ecolabelling reserves the right to change the guideline. All licensees will be informed of such a change in writing, and are obligated to inform their customers.

## **Responsibilities**

You as an e-commerce vendor, who offers the certified delivery option on your website, are responsible for ensuring correct use of the Nordic Swan Ecolabel mark, and for ensuring that claims, as stated in these guidelines, are accurate on your site.

Nordic Ecolabelling does not take responsibility for any other marks or claims in the service description.

## **Misuse of the Nordic Swan Ecolabel**

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local ecolabelling organisation in the country where the misuse has taken place.

The misuse will be reported and logged into a register by the national ecolabelling organisation.

- The company misusing the Nordic Swan Ecolabel will be contacted – to investigate the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in Regulations for the Nordic Ecolabelling of products.

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### **Intellectual property rights:**

The Nordic Swan Ecolabel name and mark is intellectual property belonging to the Nordic Ecolabelling organisations.

Only organisations that have obtained a licence for the Nordic Swan Ecolabel are allowed to display the Nordic Swan Ecolabel on their products.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.

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## Guidelines and recommendations for e-commerce vendors communicating Nordic Swan Ecolabel deliveries



Nordic Ecolabelling

Version 12.0 / March 2024

# Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their website:

### **Ecolabelling Denmark, Danish Standards Foundation**

DK-2150 Nordhavn  
DK-9670 Løgstør  
Tel.: +45 72 300 450  
marketing@ecolabel.dk  
www.svanemarket.dk

### **Ecolabelling Finland, Ympäristömerkitä Suomi Oy**

FI-00100 Helsinki  
Tel.: +358 9 6122 5000  
marketing@ecolabel.fi  
www.joutsenmerkki.fi

### **Ecolabelling Iceland, Umhverfisstofnun**

IS-108 Reykjavik  
Tel.: +354 591 2000  
marketing@ecolabel.is  
www.ust.is

### **Ecolabelling Norway**

NO-0255 Oslo  
Tel.: +47 24 14 46 00  
marketing@svanemarket.no  
www.svanemarket.no

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www.svanen.se



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For local contact information see page 3

These guidelines are updated on a regular basis and replace earlier versions. The current version of the guidelines can be found at [www.nordic-ecolabel.org/regulations](http://www.nordic-ecolabel.org/regulations). Marketing materials that have been approved under previous versions can be used and distributed as long as stock is available.

Show consideration for the environment if you print this guide.

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