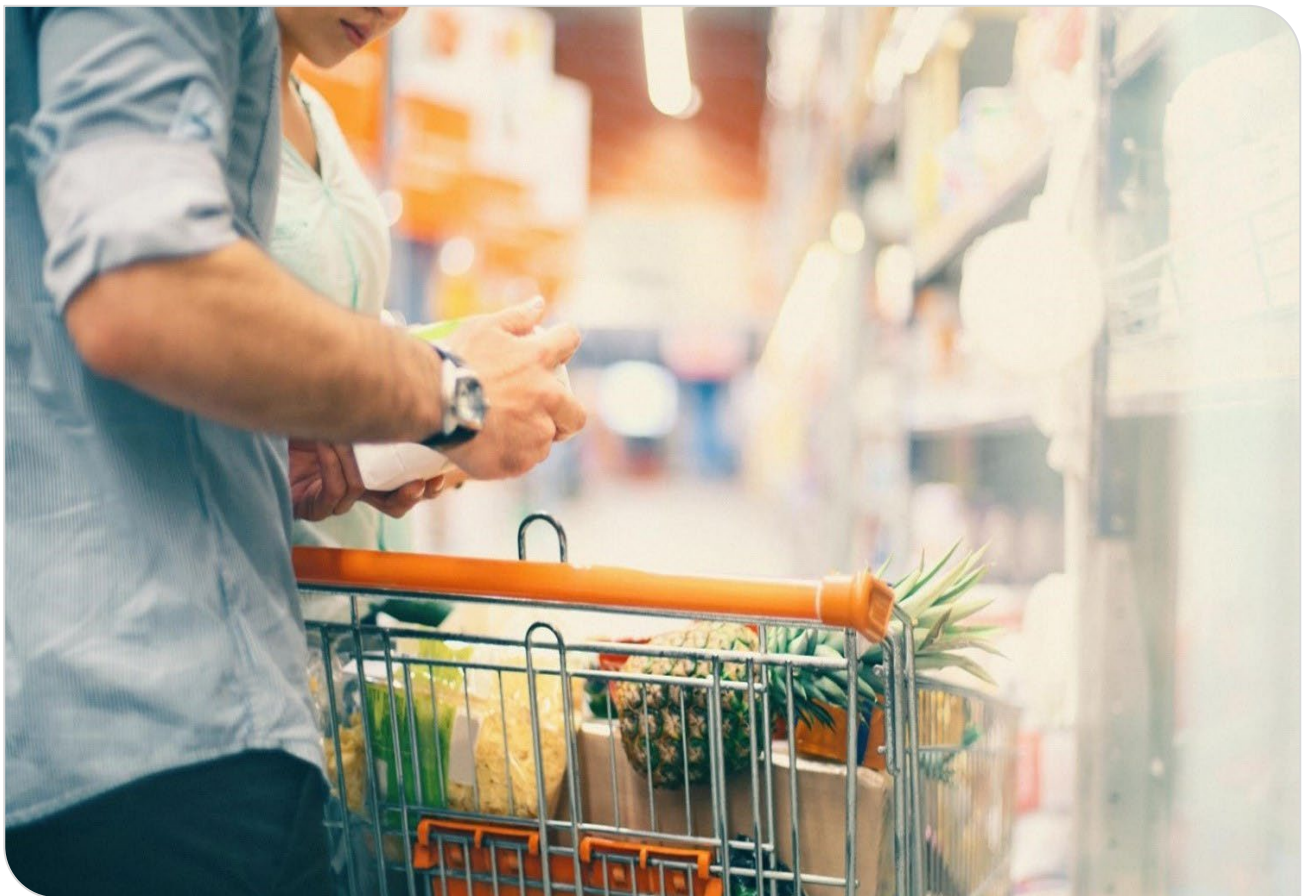


# Nordic Ecolabelling for **Grocery stores**



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Consultation

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This document is a translation of an original in Swedish. In case of dispute, the original document should be taken as authoritative.

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# Addresses

In 1989, the Nordic Council of Ministers decided to introduce a voluntary official ecolabel, the Nordic Swan Ecolabel. These organisations/companies operate the Nordic Ecolabelling system on behalf of their own country's government. For more information, see the websites:

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## What is a Nordic Swan Ecolabelled grocery store?

Nordic Swan Ecolabelled grocery stores meet strict environmental requirements within the industry and have taken a comprehensive approach to their environmental work. This means that they are among the environmentally best in their industry.

The stores work in a structured and active manner to offer a more sustainable range. The Nordic Swan Ecolabel is an effective tool for reducing the store's environmental and climate footprint and actively contributes to meeting several of the UN's sustainability goals, especially goal 12 on responsible consumption and production.

Nordic Swan Ecolabelled grocery stores:

- Offers a wide range of organic foods.
- Offers a wide range of eco-labelled goods.
- Offers food that contributes to more sustainable food production.
- Works actively with food waste prevention.
- Limits energy use and CO2 emissions.
- Implement measures to limit climate impact
- Recycle efficiently to reduce the amount of residual waste, as well as ensure the possibility of material recycling and resource utilization.
- Chooses eco-labelled when own consumption of goods and services.
- Trains employees so that everyone becomes involved in environmental work.

## Why choose the Nordic Swan Ecolabel?

- Swan-labelled grocery stores may use the Nordic Swan Ecolabel in their marketing. The Nordic Swan label has high credibility and is very well known in the Nordic region.
- With the Nordic Swan Ecolabel, it is easy to communicate environmental work and environmental commitment to customers.
- The Nordic Swan Ecolabel makes it easier to identify which environmental burdens are the greatest and thereby shows how businesses can reduce emissions, resource consumption and waste load.
- An environmentally adapted service provides a better starting point for future environmental requirements from the authorities.

- Nordic Swan labelling can be regarded as a guide for the work with environmental improvements within the business.
- The Nordic Swan Ecolabel contains not only environmental requirements but also quality requirements, because environment and quality often go hand in hand. This means that a Nordic Swan license can also be seen as a seal of quality.

## What can carry the Nordic Swan Ecolabel?

Stores whose turnover consists of at least 50% of daily goods and which sell goods in at least ten of the categories below can be Swan Ecolabelled. Daily goods are defined here as food, beverages, and consumables.

- Fruit and vegetables incl. fresh herbs and spices
- Meat and fish - fresh/canned: Clean meat and fish products, meat- and fish balls, hamburgers and fish sticks, sausages, canned herring, fresh pasta  
Convenience food: Pea soup, porridge, pancakes
- Spread: Cheese, tofu, jam, liver pate, ham, sausage, spiced butter, and caviar
- Dairy: Milk, sour cream, dairy products with lactic acid culture, yogurt, cream, crème fraiche, butter and eggs
- Bread and cookies: Fresh and frozen bread, cookies, crackers, biscuits and breadcrumbs
- Beverage: Beer, soda, juice, mineral water, juice, soy-, rice- and oat drinks
- Coffee, tea, cocoa
- Preserves in glass, metal or cardboard packaging, oil, spices, stocks and dry semi-finished products
- Baby food incl. porridge, gruel, snack, and drink
- Cereals and baked goods: Sesame, flour, rice, pasta, quinoa, couscous, breakfast cereals, sugar, icing sugar, syrup, honey, vanilla sugar, nuts and dried fruit
- Snacks: Chocolate, sweets, snacks, and potato chips
- Frozen goods: Vegetables, fish, meat, and ready meals
- Ice cream and frozen berries
- Animal feed

- Paper: Newspapers, magazines, office paper, notepads and envelopes
- Household and toilet paper, paper napkins, napkins, candles, parchment paper, muffin tins and coffee filters
- Household chemicals: Washing machine detergent, hand washing detergent, general cleaning, sanitary cleaning, laundry detergent and special cleaning
- Hygiene products: Shampoo, hand soap, shower gel, cosmetics, tampons, panty liners, nappies, cotton and cotton swabs

## Description of the store

### Basic information

In order to assess whether the store meets the requirements, the following basic information about the store is required:

- Total sales
- Area in square meters
- Opening hours

## 1 Assortment

### 01 Organic food and drink, and MSC-labelled fish

The store's proportion of sales of organic food and drink, and MSC-labelled fish must meet a minimum limit according to table 1.

*Organic means food and drink labelled according to EU regulations (EU) 2018/848, KRAV, Finnish "Solmark" (Luomu), Nyckelpigan, Debio, State-controlled organic (Ø mark), Demeter and Tún-lífrênt.*

The proportion of sales is calculated as follows:

$$x \% = \frac{\text{Sales of organic food and drink} + \text{sales MSC labeled fish}}{\text{Total sales of food and drink}}$$

The proportion of sales must be calculated based on turnover excluding VAT and must be based on sales statistics for the last year.

After agreement, Nordic Swan Ecolabelling can approve statistics for a shorter period. As a minimum, data from three months of operation can be used.

Annual follow-up: The store must ensure that Nordic Swan Ecolabelling's requirements are met throughout the license period.

**Table 1 Nordic limit values for the proportion of sales of organic food and drink, and MSC labelled fish.**

Country	Limit
Denmark	20%
Iceland	5%
Finland	5%
Norway	5%
Sweden	10%

**P1 Organic food and drink, and MSC-labelled fish**

The store receives points, according to the table below, if the store's proportion of sales of organic food and drink, and MSC labelled fish exceeds the mandatory limit value. A maximum of 4 points can be achieved in this requirement.

**Table 2 Nordic score table for sales of organic food and drink, and MSC labelled fish**

Country	1 point __	2 points __	3 points __	4 points __
Denmark (%)	≥ 22	≥ 25	≥ 30	≥ 35
Iceland (%)	≥ 6	≥ 7	≥ 10	≥ 15
Finland (%)	≥ 6	≥ 7	≥ 10	≥ 15
Norway (%)	≥ 6	≥ 7	≥ 10	≥ 15
Sweden (%)	≥ 12	≥ 15	≥ 20	≥ 25

**O2 Eco-labelled goods**

The store's proportion of sales of eco-labelled non-food goods must meet a minimum limit according to table 2.

*Eco-labelled non-food products mean products labelled with the Nordic Swan Ecolabel, EU Ecolabel, Good Environmental Choice, Blue Angel, TCO*

The proportion of sales is calculated as follows:

$$\% = \frac{\text{Sales of ecolabelled goods}}{\text{Total sales of non – food}}$$

The proportion of sales must be calculated based on turnover excluding VAT.

The sales percentage must be based on sales statistics for the last year.

After agreement, Nordic Swan Ecolabelling can approve statistics for a shorter period. As a minimum, data from three months of operation can be used.

Annual follow-up: The store must ensure that Nordic Swan Ecolabelling's requirements are met throughout the license period.

It is optional if the store wants to include turnover from durable goods in the calculation. Durable goods mean e.g. home furnishings, leisure goods, clothing and home electronics. See a more detailed list of durable goods in the background of the claim.

**Table 3 Nordic limit values for the proportion of sales of eco-labelled goods.**

Country	Limit
Denmark	25%
Iceland	15%
Finland	15%
Norway	20%
Sweden	25%

## P2 Ecolabelled goods

The store receives points, according to the table below, if the store's proportion of sales of eco-labelled goods exceeds the mandatory limit value. A maximum of X points can be achieved in this requirement.

**Table 4 Nordic score table for sales of eco-labelled goods**

Country	1 point __	2 points __	3 points __	4 points __
Denmark (%)	≥ 27	≥ 30	≥ 35	≥ 40
Iceland (%)	≥ 16	≥ 18	≥ 20	≥ 25
Finland (%)	≥ 16	≥ 18	≥ 20	≥ 25
Norway (%)	≥ 22	≥ 25	≥ 30	≥ 35
Sweden (%)	≥ 27	≥ 30	≥ 35	≥ 40

## O3 Genetically modified food (GMO)

The store may not sell genetically modified food\*.

The store's management must have made a principled decision not to sell genetically modified food. The decisions must be documented as routines in the store's purchasing policy.

\* *Genetically modified food means food which, according to national legislation, is labelled as containing genetically modified ingredients or ingredients produced from genetically modified organisms (GMOs). Current products are products where the raw materials are soy, corn, rapeseed, or sugar beet.*

## P3 Locally produced goods

The store receives points for each category in which they have one or more locally produced\* products. To earn points, products must be available for a full season. A maximum of 2 points can be achieved in this requirement.

- Dairy products (milk, cheese, etc.)
- Egg
- Cereals and pastries
- Fruit and berries
- Vegetables, root vegetables and mushrooms
- Beverages (juice, beer, etc.)
- Poultry (chicken, turkey, etc.)
- Fish and seafood
- Meat (cattle, pig, sheep, goat, game, etc.)
- Other (honey, oil, herbs, etc.)



*\* For food and drink to be considered locally produced, all production, cultivation, catching, harvesting, picking, processing and storage must take place within 250 km of the business. For operations north of 62° N, the limit is 500 km, apart from Icelandic operations, which can count all domestic production as locally produced. For fish, the distance to the fishing port is taken into account. There must be full traceability in the supply chain from store back to the manufacturer/production site. If the product is processed (whole/semi-manufactured), it is sufficient that the main ingredient is documented.*

#### P4 Deforestation-free meat

The store gets 2 points if it only offers beef\* from countries with a low risk of deforestation, or deforestation and conversion-free beef from countries with a medium or high risk.

*The store's management must have made a principled decision to sell only beef as per the requirement. The decisions must be documented as routines in the store's purchasing policy. Deforestation and conversion must not have taken place after 1 January 2015. The requirement is met when the meat does not come from areas that have been deforested, or from other natural ecosystems with high carbon storage and high biodiversity value, and which have been converted and degraded, such as other woodland, savannas, marshes, and wetlands. The meat must be traceable to the production area with GPS coordinates. Risk, deforestation and conversion must be assessed according to the EU's new deforestation regulation.*

*\*Pure meat products, does not include processed meat such as toppings and the like.*

Agricultural and forestry products are a major cause of deforestation worldwide and meat from cattle (beef) ranks third, after soy and palm oil, among agricultural products that lead to deforestation and are imported into the EU. Deforestation related to imported meat is greatest in Brazil and Argentina. The EU has adopted a regulation banning the import of products from seven raw materials that have been produced in areas that have been deforested after December 31, 2020, including beef. No later than two years after the regulations come into force, the EU must assess whether the ban should be extended to other wooded areas and ecosystems that have deteriorated, and that store a lot of carbon and have high biodiversity, such as savannas, bogs and wetlands. This requirement prepares the stores for stricter legislation and also sets a stricter limit on the timing of deforestation/degradation.

Nordic Ecolabelling is aware that there is still work to be done with regulation in the EU, such as the definition of countries with high, low and medium risk. It is also possible for us to define risk based on statistics that tell us which countries have the largest deforestation linked to beef.

#### P5 Sustainable food production

The store can receive a maximum of 4 points according to the table for various measures for which the store's management has made a decision of principle. The decisions must be documented as routines in the store's purchasing policy.

**Table 5 Measures that contribute to sustainable food production**

Actions that the store implements based on the store's purchasing policy	Point
Palm oil must be phased out in foods with own brands (Own Private Label) and must not be included in product news.	1 point
Offers agricultural products or fish produced according to standards that promote biodiversity and more sustainable farming and fishing*.	1 point per product (max 2 points)
All coffee, tea or cocoa products must be certified Fairtrade, Rainforest Alliance or Smithsonian Bird Friendly.	1 point per category (max. 3 categories)

*\*This applies to products labelled according to the Swedish Seal (the seal level, and the seal level with the option Climate or Natural Pasture), Debio Grasbasert and NaturSkånsom.*

## 2 Food waste

### O4 Measurement of food waste

The store must measure the amount of food waste that occurs and must record which product groups the food waste comes from.

The amount of food waste can be measured in different ways and the store can choose whether the food waste should be measured in kg, purchase value, lost costs, number of products or similar alternatives.

*Food waste refers to the store's food and drink that is produced for people, but which is either thrown away or taken out of the food chain for purposes other than human consumption.*

### O5 Analysis and actions

The store must at least once a month review the measurements of food waste and analyse why the food waste occurs.

Based on the analyses, measures must be taken to ensure reduced food waste in the future.

### O6 Prevent and reduce food waste

The store must have routines that ensure the prevention and reduction of food waste. The routines must contain at least:

- Preventive and reducing measures aimed at the product groups fruit and vegetables as well as bread and pastries.
- Preventive and reducing measures aimed at the product groups meat, dairy products and fresh ready-to-eat food.
- Preventive and reducing measures in general for all food and drink.
- Concrete measures and/or nudging that influence customers to reduce food waste.

*The routines must contain a description of what is carried out according to the points in the requirement.*

*Preventive measures can, for example, be a reduction of the supply towards the end of the store's opening hours, proper storage, correct packaging, good purchasing routines based on experience, analyses, forecasts and season, and more.*

*Reducing measures can be price reductions, return schemes, cooperation with food centres, alternative sales channels and more.*

*Nudging or "dulting" involves measures that influence the customer's behaviour to reduce food waste, such as to place goods with a short shelf life most easily accessible or similar. Concrete measures aimed at customers can be avoiding volume discounts on food, communication activities that encourage reducing food waste and the like.*

## 3 Energy and climate

### 07 Electricity consumption

The store must state annual consumption of electricity in kWh.

In addition, electricity consumption must be linked to the area and turnover.

Calculations must be made for:

- kWh per square meter and
- kWh per million turnover.

*As a starting point, the electricity consumption must be calculated per year/12 months.*

*Electricity consumption must be calculated based on purchased electricity\*.*

*Renewable self-produced energy\*\* shall not be included in the calculation. Self-produced energy that is sold can be deducted if it can be documented.*

*Electricity for charging electric cars can be deducted if it can be documented with own measurements, estimates made by third parties or other qualified calculations.*

*The area in square meters is documented in the requirement "Description of the store". The surface is defined as the internal area of the building that is heated more than 10 °C.*

*\* **Purchased electricity:** Energy (kWh), in the form of electricity delivered to the store. Renewable self-produced energy is not counted as purchased energy.*

*\*\* **Renewable self-produced energy:** Energy from sun, wind, land, air or water that is generated in or on the business's buildings, or on and near the site. That is, electricity from solar cells, wind power, heat/hot water from solar collectors.*

Annual follow-up: The store must state annual electricity consumption in kWh each year and link it to the area and turnover.

### 08 Daily energy saving

The store must carry out certain daily energy saving measures:

- Lighting must be switched off when public or staff areas are not in use.
- Outdoor lighting must be demand- or time-controlled.
- Doors on refrigerators and freezers must be kept closed.

- Doors to cold and freezer rooms must be kept closed.
- Refrigeration and freezer equipment is regularly defrosted.
- Open refrigerators and freezers must be covered at night.
- Electrical equipment in the kitchen and bakery must be switched off when not in use
- All lighting in stores and warehouses must be gradually changed to LED

## O9 New purchase of energy-intensive equipment

The store may not purchase new energy-consuming equipment with a worse class than energy class E.

Exceptions can be granted for the purchase of equipment with energy class F if the store can justify this.

*Nordic Swan Ecolabelling refers to Regulation (EU) 2017/1369 regarding energy labelling of refrigeration/freezer products with direct sales function.*

## O10 Climate action

The store must meet at least 4 points according to the table below. Approved actions are actions that have already been implemented, or actions planned in the coming years (at the latest within two years from the licensing date).

**Table 6 Climate action**

Theme	Measure	Point
Energy analysis	The store has undergone an energy analysis in the past three years or planned an analysis within the coming year. The analysis must either be according to EN 16247-1 or carried out by an independent energy expert, with a focus on energy saving. Based on the analysis, the store must have a written routine, which contains goals and action plans to reduce energy consumption.	4
Own measures	The store has its own energy-reducing measures that contribute to a 5% reduction in energy consumption, out of the total energy requirement. You can have one or more measures of your own. The measures must be approved by Nordic Swan Ecolabelling.	2
Refrigerants	The shop replaces all synthetic refrigerants with R744 (carbon dioxide)	2
Own production of energy	The store has its own energy production of energy. For example solar cells, solar panels or the like.	2
Plug-in disks	The store should not have plug-in counters unless they are well motivated. Plug-in disks may not have a worse energy class than E.	1
Demand- or time-controlled heating	The heating of the store is either demand- or time-controlled.	1
Demand- or time-controlled ventilation	The store's ventilation is demand- or time-controlled.	1
Electric car charging	Customers are offered a charging station for electric cars.	1
Heat recovery	The store has a heat recovery system that takes care of its excess heat from cooling plant or ventilation system for heating in other parts of the business	1
CO <sub>2</sub> calculation	The store carries out a CO <sub>2</sub> calculation according to a protocol approved by Nordic Swan Ecolabelling.	1

## 4 Waste

### O11 Residual waste

The store must meet the limit value for the annual amount of residual waste in relation to turnover according to the table below. The store must state the amount of residual waste generated from daily operations in kg per year. The information must come from the waste contractor.

Residual waste means all unsorted waste arising from daily operations, which goes to landfill or incineration.

**Table 7 The amount of residual waste**

Country	Currency	The amount of residual waste in kg per turnover (million kroner) according to local currency
Denmark	DKK	450 kg
Iceland	ISK	35 kg
Finland	€	4100 kg
Norway	ENOUGH	285 kg
Sweden	SEK	425 kg

#### **If the store cannot receive information about the amount of residual waste from the waste contractor:**

The limit value requirement does not apply to those who do not have the opportunity to receive information from the waste contractor about the amount of residual waste in kg per year.

Businesses that do not receive information about the amount of residual waste from the waste contractor must:

- Get a written confirmation from the waste contractor that they cannot obtain information on residual waste in kg per year.
- Establish an action plan that contains goals and associated measures to continuously focus on reducing the amount of residual waste from daily operations. The action plan must be approved by Nordic Swan Ecolabelling.

**Annual follow-up:** The store must document its amount of residual waste each year and compare it with the previous year.

### O12 Organic waste

The store must state the amount of organic waste generated from daily operations in kg per year. The information must come from the waste contractor.

The store must make a calculation for organic waste per sales of food and drink per year (number of kg of organic waste/total sales of food and drink per year).

Annual follow-up: the store must document the amount of organic waste each year and compare with the previous year.

Businesses that do not receive information about the amount of organic waste from the waste contractor must receive written confirmation from the waste contractor that they cannot obtain information about organic waste in kg per year.

**O13 Source sorting**

The store must separate all waste generated. The waste must be sorted into fractions that are relevant and in accordance with what the waste contractor offers for fractions for material recycling. See the table below for examples of fractions.

Organic waste must go to recycling/biological treatment, such as biogas production or compost. If the waste contractor cannot offer recycling of biological waste, this must be documented.

**Table 8 Examples of factions that may be relevant in the various Nordic countries**

Sweden	Norway	Denmark	Finland	Iceland
Non-coloured glass	Glass and metal	Glass (regardless of color)	Mixed glass	Smiling
Coloured glass				
Metal packaging		Metal waste	Metal packaging	Málmumbúðir
Organic waste	Food waste/(organic waste)	Organic waste	Bio-waste/organic waste	Lífrænn úrgangur
Paper	Paper	Paper	Paper	Paper
Corrugated cardboard and cardboard	Cardboard (corrugated cardboard and cardboard)	Pap	Cardboard (corrugated cardboard and cardboard)	Pappi
Paper packaging		Food and beverage cartons		
Plastic packaging	Hard plastic	Plastic (Hard and soft plastic together, but can also be simple fractions)	Hard plastic within mixed waste/residual waste	Plastic
Soft plastic	Foil plastic (soft plastic)		Foil plastic, plastic packaging	
Shortening	Frying oil	Cooking fat/oil	Frying fat/oil	Matarolía

**5 Purchase****O14 Purchase of services and products**

The following purchase requirements apply to the store's own purchases.

- Printed matter: 100% of purchased printed matter must be Nordic Swan Ecolabelled or labelled with the EU Ecolabel.
- Tissue paper: 100% of purchased tissue paper for own consumption must be eco-labelled. Tissue paper means toilet paper, kitchen towel paper, household paper and paper towels.

*Eco-labelled tissue paper means products labelled with the Swan Ecolabel or EU Ecolabel.*

**P6 Purchase of eco-labelled services and products**

The store receives points for the purchase of eco-labelled services according to the table below.

**Table 9 Scoring services**

Eco-labelled goods and services	Point
Cleaning services	2
Coffee services*	1
Workwear**	1
Washing of entrance carpets	1

\*Purchase of Nordic Swan Ecolabelled coffee service is worth points if the service is available in the front shop and/or in the staff area.

\*\*Environmentally labelled workwear means clothing labelled with the Nordic Swan, EU Ecolabel, Good Environmental Choice or GOTS.

## 6 The store's transport in the case of online service

The following requirements only apply **to stores where the online order is picked up in the store.**

### O15 New vehicle purchase

The store must have routines that ensure that newly purchased vehicles must either be powered by electricity, biogas, or hydrogen.

### O16 Logistics for efficient driving

The store must have routines to optimize transport with the aim of reducing the number of kilometres driven. The routines must contain a description of how the store optimizes its routes.

### O17 Eco-driving

All drivers must undergo training in economical driving (Eco-driving). The training must take place no later than three months after licensing.

New employees must receive training within three months.

The training must then be repeated annually.

## 7 Management's responsibility

### O18 Education and communication

All employees who participate in the day-to-day running of the store must be aware that the store is Nordic Swan Ecolabelled. The store must carry out a basic education of the employees, which must include at least:

- What it means that the store is Nordic Swan Ecolabelled.
- Information about the store's environmental work.
- What the employees can contribute to environmental work. For example, the work with reduced food waste, recycle and the purchase of organic goods.
- How to communicate the store's environmental work and that the store is Nordic Swan Ecolabelled to customers.

Education must occur within two months of licensing. All employees must then be informed every year about general environmental issues, the store's environmental work and about the Nordic Swan Ecolabel. New hires must receive the necessary training within two months.

**O19 Requirements for achieved points**

The store must meet at least 7 points according to the table below.

**Table 10 Score compilation**

<b>Score requirements</b>	<b>Highest possible number of points</b>
<b>P1 Organic food and drink, and MSC-labelled fish</b>	<b>4</b>
<b>P2 Eco-labelled goods</b>	<b>4</b>
<b>P3 Locally produced goods</b>	<b>2</b>
<b>P4 Deforestation-free meat</b>	<b>2</b>
<b>P5 Sustainable food production</b>	<b>4</b>
<b>P6 Purchase of eco-labelled services and products</b>	<b>5</b>
<b>Maximum points possible</b>	<b>21</b>