



Campaign guide

How to participate in the campaign

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A few words from our marketing & communications manager

In the summer of 2023, the Nordic Swan Ecolabel's first ever Nordic campaign concept was launched. With a common Nordic voice and a coherent expression, we communicate the same message, in the same way.

The purpose of the campaign concept is to explain what the Nordic Swan Ecolabel is, how we work and how we differ from other labels. The Nordic Swan Ecolabel, as the official ecolabel of the Nordics, wants to tell you how tough our requirements are, that the requirements are based on a life cycle perspective and a holistic view. That we do our work with commitment and dedication and that we never skimp on the requirements.

The concept shows the wide range of products labelled with the Nordic Swan Ecolabel, everything from detergents to paints, candles and hotels.

It tells you what an incredible job you, as licence holders, have carried out to meet our requirements and that the Nordic Swan Ecolabel is hard to get but easy to choose.

We hope that you, as a licence holder, want to join in and spread the campaign's message by talking about your goods and services that carry the Nordic Swan Ecolabel. How difficult it was to get a Nordic Swan Ecolabel, but that you passed every single requirement and that you thereby made it easier for consumers to make good choices for the environment.

Read through this campaign kit and use the assets in your communication. The more of us who communicate the same message, the stronger the impact of choosing the Nordic Swan Ecolabel becomes.



Christian Quarles van Ufford
Marketing & Communication Manager
Ecolabelling Sweden

The Nordic Swan Ecolabel is a well-known brand that Nordic consumers recognise and trust



95%

of the Nordic consumers know the Nordic Swan Ecolabel.

67%

of those who know the Nordic Swan Ecolabel trust the label.

60%

of the Nordic consumers look for the Nordic Swan Ecolabel when they are to choose among products.

58%

of the Nordic consumers are concerned about what they personally can do to protect the environment.

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



The first campaign had an impact



70%

have understood the message that the Nordic Swan Ecolabel makes it easier to choose goods or services that are better for the environment.

48%

have gained a greater understanding of the importance of the Nordic Swan Ecolabel.

48%

say they will look more often for the Nordic Swan Ecolabel in the future.

63%

have understood the message that the Nordic Swan Ecolabel is found on many different types of goods or services.

1 out of 3

have acted after seeing the campaign, e.g. by looking for the Nordic Swan Ecolabel in stores.

Campaign measurement conducted by Annalect, June 2023



Campaign concept

Concept description and tagline

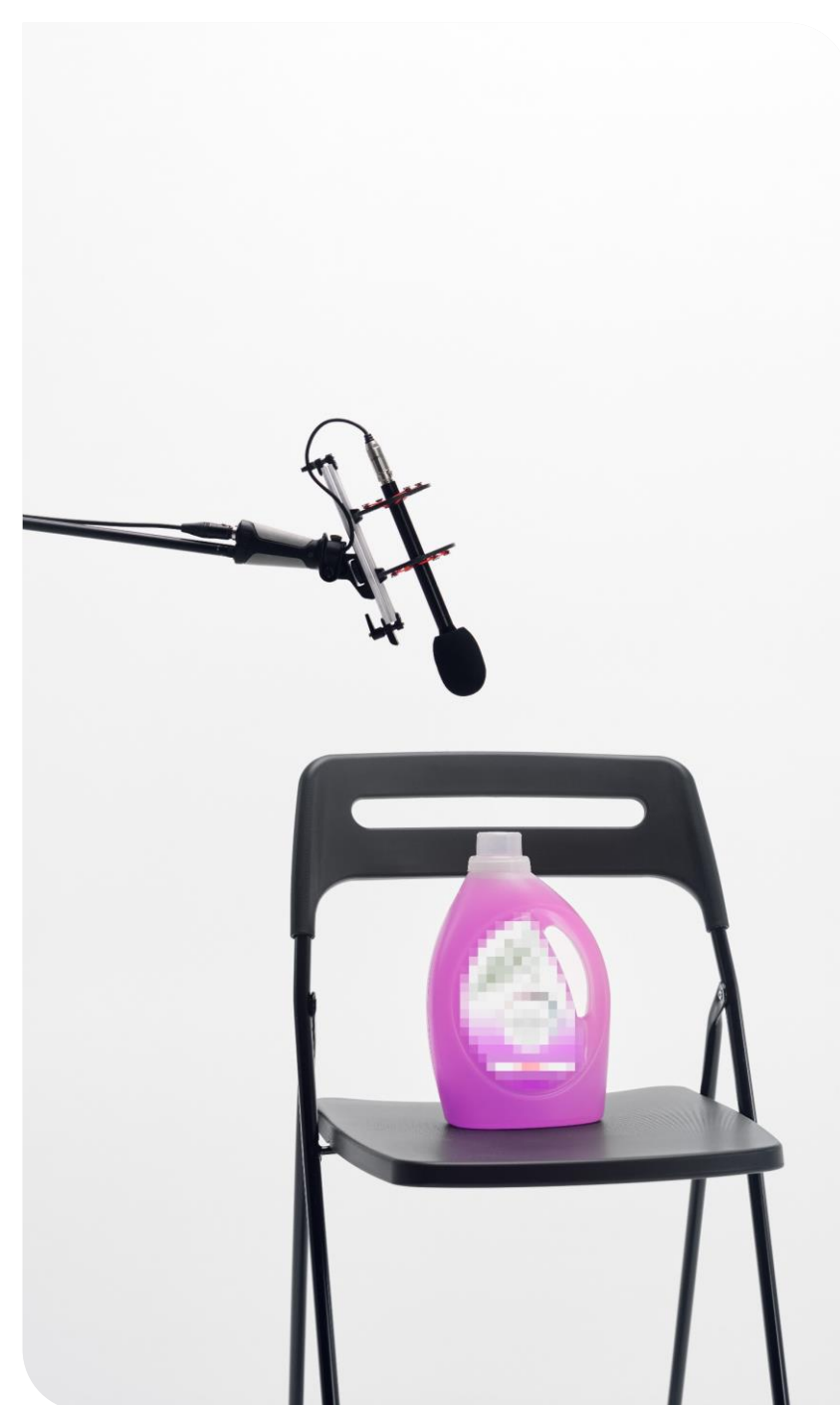
The requirements of the Nordic Swan Ecolabel

With this campaign concept, we want to highlight how difficult it is to achieve a Nordic Swan Ecolabel. How strict we are and what differentiates us from other labels.

At the same time, we want to showcase the wide range of goods and services that carries the Nordic Swan Ecolabel.

In the campaign, we tell people about the Nordic Swan Ecolabel through testimonies from goods and services that have tried to get a Nordic Swan Ecolabel license. Not by those who have succeeded and passed the requirements, but by those who did not.

You have put a lot of effort into meeting all of the Nordic Swan Ecolabel's requirements. It is worth highlighting this effort to an audience that is becoming increasingly interested in making good choices for the climate, the environment and health.



An aerial photograph of a dense forest, likely a boreal forest, with a road or path cutting through the center. The trees are mostly evergreens, with some bare, grey branches visible in the upper left quadrant. The lighting is natural, suggesting a bright day.

Tagline

**Hard to get.
Easy to choose.**

Positions the Nordic Swan Ecolabel as the stricter ecolabel and tells our audience that we make it easier for the consumers in their everyday choices.

Campaign kit

Logos and texts to use in your own material

How to get the most out of the material

Be proud of your Nordic Swan Ecolabel!

Use copy texts and the campaign logo! The texts are made to fit all types of goods and services. If you want to highlight your specific product or service labelled by the Nordic Swan Ecolabel, and the requirements you have fought so hard to achieve, use the texts on the criteria page for your product or service.

[You can find them here.](#)

Use the new tagline

Use Nordic Swan Ecolabel's new tagline "Hard to get. Easy to choose" (which is also available as a campaign logo). It positions the Nordic Swan Ecolabel as the stricter environmental label, which highlights the hard work you have done to reach our requirements.

Tell your story

Use the campaign period to take the opportunity to tell the story of your product and the Nordic Swan Ecolabel. By communicating and talking about your products labelled with the Nordic Swan Ecolabel, you make it easier for consumers to make good choices for the environment, climate and health.

Use the units in this campaign kit and make your own material. They can be used in ads, in your own channels, well basically everywhere.

And feel free to share our videos and SoMe posts in your channels.

Copy

We have created copy in three different lengths. Feel free to use these texts as you like when you communicate your products or services that are labelled with the Nordic Swan Ecolabel.

Mini

We chose the Nordic Swan Ecolabel because it is one of the world's toughest environmental certifications.

We did it for you.

And the environment.

We are proud we made it.

Midi

We chose the Nordic Swan Ecolabel because it is one of the world's toughest environmental certifications.

We did it for you.

And the environment.

Considering only one environmental aspect is difficult enough, but the Nordic Swan Ecolabel considers all the relevant ones, from resource efficiency and chemicals to climate and biodiversity – throughout the entire product's life.

We are proud we made it.

Maxi

We chose the Nordic Swan Ecolabel because it is one of the world's toughest environmental certifications.

We did it for you.

And the environment.

Considering only one environmental aspect is difficult enough, but the Nordic Swan Ecolabel considers all the relevant ones, from resource efficiency and chemicals to climate and biodiversity.

To further complicate things: Have you heard the term "lifecycle perspective"? Well, we have. It means to consider all stages of a product's life from raw materials, production, and use to re-use, recycling and waste.

We are proud we made it.

The campaign logos

The various campaign logos collected – feel free to use them when you communicate your products or services that are labelled with the Nordic Swan Ecolabel

The different versions:

Black top text,
white text below



Hard to get.
Easy to choose.

Black top text,
white text
right aligned



Hard to get.
Easy to choose.

Black top text,
black text below



Hard to get.
Easy to choose.

Black top text,
black text
right aligned



Hard to get.
Easy to choose.

Green top text,
white text below



Hard to get.
Easy to choose.

Green top text,
white text
right aligned



Hard to get.
Easy to choose.

Green top text,
black text below



Hard to get.
Easy to choose.

Green top text,
black text
right aligned



Hard to get.
Easy to choose.

**Also available as animation
on national pages.**



Hard to get.
Easy to choose.



Hard to get.
Easy to choose.

Graphic guidelines

Only use the campaign logo in relation to products or services who are labelled with the Nordic Swan Ecolabel.

It must be clear, which products or services are eco-labelled, and who the sender of the communication is.

The placement of the campaign logo depends on whether all products or services in the marketing material are eco-labelled or only some of them.

If not all products or services in the marketing material are eco-labelled, it must be clear, which products are eco-labelled and which are not.

Balance the prominence of the campaign logo and your own logo and identity.

The campaign logo can be used in all kind of your marketing material.



Hard to get.
Easy to choose.

Example mock-up ads



Complete Colour

We chose the Nordic Swan Ecolabel because it is one of the world's toughest environmental certifications.

We did it for you.
And the environment.



Svår att få.
Lätt att välja.

Yes, we made it!

We chose the Nordic Swan Ecolabel because it is one of the world's toughest environmental certifications

We did it for you.
And the environment.

Considering only one environmental aspect is difficult enough, but the Nordic Swan Ecolabel considers all the relevant ones, from resources and chemicals to climate and biodiversity.

To further complicate things: Have you heard the term "lifecycle perspective"? Well, we have. It means to consider all stages of a product's life from raw materials, production, and use to re-use, recycling and waste.

We are proud we made it.



Svår att få.
Lätt att välja.

Further inspirational texts

These are some examples of texts that you can use both in print and in digital channels. Use them as inspiration to get your creativity flowing. If you get stuck, just get in touch. We will help you further.

Example 1

We choose the Nordic Swan Ecolabel not because it's easy, but because it's hard.

We may not go to the moon, but we work every day to make more environmentally conscious choices easier for you to choose.

The Nordic Swan Ecolabel – hard to get, easy to choose.

Example 2

We choose the Nordic Swan Ecolabel – and they chose us! Many/dozens/all of our products have passed the Nordic Swan Ecolabel's tough criteria.

We've done the hard work to push ourselves forward – and to make better choices easier for you.

The Nordic Swan Ecolabel – hard to get, easy to choose.

Example 3

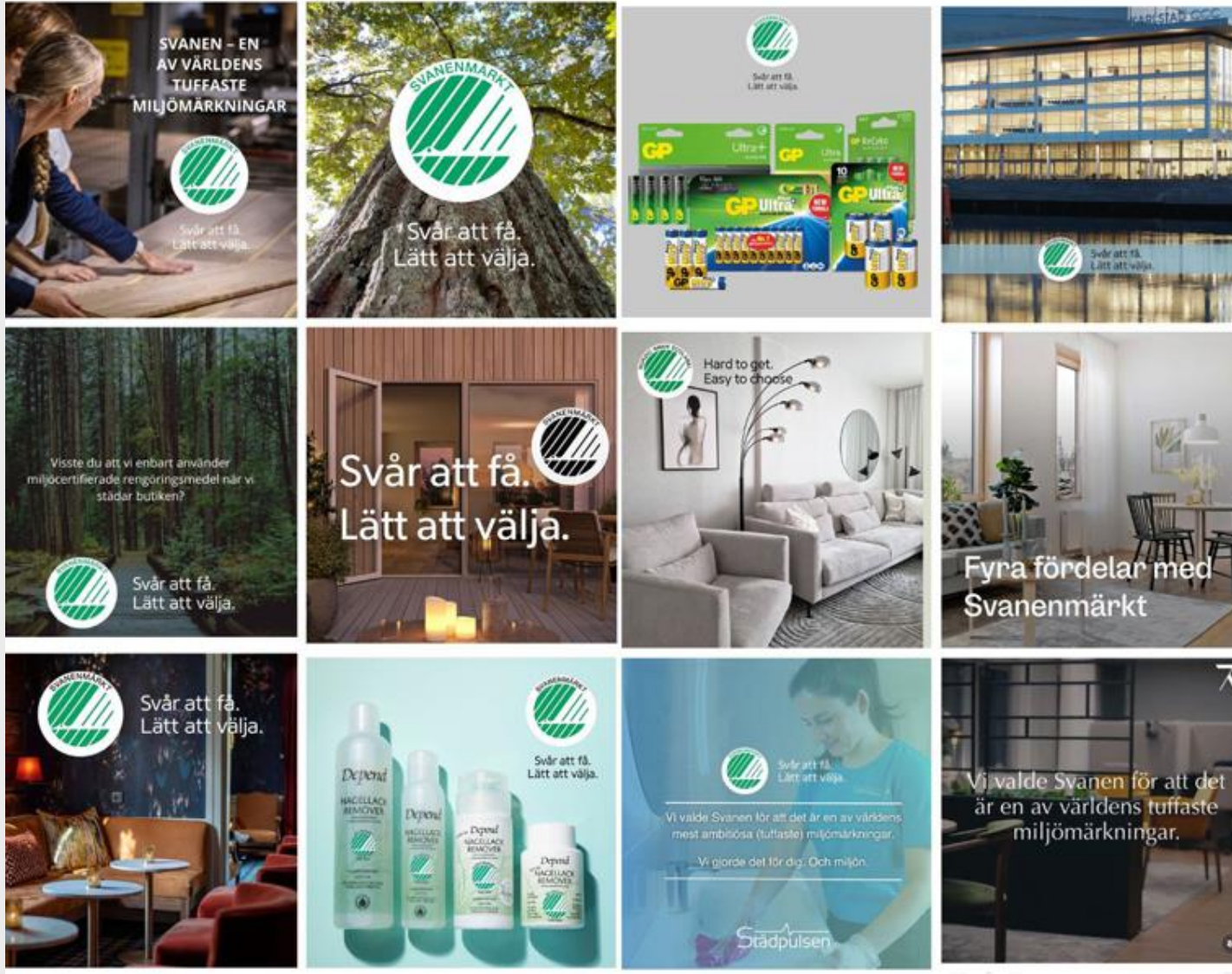
It's not easy being green. But we're not looking for easy, we want to do better – better for the environment, better for you.

That's why the Nordic Swan Ecolabel and its tough environmental criteria are so important to us.

Read more about what the Nordic Swan Ecolabel means for us/Get to know the Nordic Swan Ecolabel/Check out our ecolabelled products/services: [link](#)

The Nordic Swan Ecolabel – hard to get, easy to choose.





Get inspired by others

Here are some examples of how the campaign kit can be used.

The majority of the examples are from social media, but it is of course possible to communicate in the channels that suit you best – in advertisements, on the website, on the store shelf, on packaging, in information material or via retailers.

Get inspired by others – The Nordic Region

Examples from the Nordic countries



Country: **Norway**
Producer: Kährs Norway



Country: **Denmark**
Producer: Stadsing



Country: **Sweden**
Producer: Depend Cosmetic



Country: **Finland**
Producer: Gasum Oy

#svanenmärkt

Remember to use the hashtag and tag our accounts on your social media posts! Many posts at the same time, with the same message; to choose products and services with the Nordic Swan Ecolabel – will make a great impact.

Instagram: @svanenmarkt

Facebook: @MiljomarkningenSvanen

LinkedIn: @Miljömärkning Sverige AB

You are welcome to link to our campaign site:

www.svanen.se/svar-att-fa



Contact information Sweden

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