

Nordic Ecolabelling for
Grocery stores



Version 4.4 • 21 June 2023 – 31 August 2028

Content

What is a Nordic Swan Ecolabel grocery store?	4
Why choose the Nordic Swan Ecolabel?	4
What can carry the Nordic Swan Ecolabel?	5
How to apply?	5
Summary.....	7
1 Description of the store	8
2 Assortment.....	9
3 Food waste	17
4 Energy and climate	20
5 Waste	25
6 Purchase.....	29
7 The store's transport for e-commerce.....	31
8 Management's responsibility	32
9 Total points	33
Regulations for Nordic Ecolabelling of services	34
Follow-up inspections	34
The version history of the criteria.....	34

Appendix 1 List of which goods count as consumables

Contact information

The Nordic Council of Ministers decided in 1989 to introduce a voluntary official environmental label, the Swan.
The organizations/companies below are responsible for the official Swan ecolabel on behalf of the respective country's government. For more information see the websites:

Denmark

Ecolabelling Denmark
www.svanemaerket.dk

Finland

Ecolabelling Finland
www.joutsenmerkki.fi

Sweden

Ecolabelling Sweden
www.svanen.se

Iceland

Ecolabelling Iceland
www.svanurinn.is

Norway

Ecolabelling Norway
www.svanemarket.no

This document may only be copied in its entirety and without any type of change. It may be quoted from provided that Nordic Ecolabelling is stated as the source.

What is a Nordic Swan Ecolabel grocery store?

Nordic Swan Ecolabel 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 Ecolabel grocery stores:

- Meets a limit value for sales share of organic food and drink and MSC-labelled fish.
- Meets a limit value for sales share of ecolabelled goods.
- Offers food that contributes to more sustainable food production.
- Works actively with food waste prevention.
- Implements measures to limit energy use and climate impact.
- Sorts efficiently at source to reduce the amount of residual waste, as well as ensure the possibility of material recycling and resource utilization.
- Chooses ecolabelled when own consumption of goods and services.
- Trains employees so that everyone becomes involved in environmental work.

Why choose the Nordic Swan Ecolabel?

- Nordic Swan Ecolabel grocery stores may use the Nordic Swan Ecolabel in their marketing. The Swan Ecolabel has a very high level of familiarity and credibility within the Nordic region.
- The Nordic Swan Ecolabel is a simple way to communicate environmental work and environmental commitment to customers.
- The Nordic Swan Ecolabel clarifies which environmental burdens are most important and thus shows how companies can reduce emissions, resource consumption and waste load.
- Environmentally adapted production 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 Ecolabel licence can also be seen as a seal of quality.

What can carry the Nordic Swan Ecolabel?

Stores that have a wide assortment within several product groups and sell at least 50 % of groceries can be Nordic Swan Ecolabel. The grocery store can be an individual store, part of a larger chain, wholesale, or an online store.

If the store is part of a chain, the store can use central decisions and routines to fulfil and document requirements.

Online stores with multiple storage and picking locations and who want to market their entire business as Nordic Swan Ecolabel must apply as a chain regardless of the number of units. Online stores that use subcontractors in connection with the storage and picking of goods can be Nordic Swan Ecolabel if the subcontractor is Nordic Swan Ecolabel. If the goods pass through several operators before being picked, it is the last storage location that is covered by the licence.

How to apply?

Application and costs




For information on the application process and fees for this product group, please refer to the respective country's website. For contact information see the beginning of the document.

What is required?

The application must consist of a web form and documentation showing that the requirements are met.

The criteria for Grocery Stores consist of a combination of mandatory requirements and point requirements. The mandatory requirements are marked O + number and must always be met. The point requirements are marked P + number and for each point requirement that is met a certain point is given. The points are added together and for a licence to be obtained, a certain number of points must be met.

For each requirement, it is described how the requirement must be documented. There are also symbols used to facilitate the work. The symbols are:

-  Upload.
-  Fill out web forms.
-  Requirement checked on site.

To be awarded a Nordic Swan Ecolabel licence:

- All mandatory requirements are met.
- At least 9 of the total score is achieved, see requirement O16.
- Nordic Ecolabelling must inspect on site.

All information sent to Nordic Ecolabelling is treated confidentially. Subcontractors can send the documentation directly to Nordic Ecolabelling, which is also treated confidentially.

Licence validity period

The ecolabelling licence is valid if the criteria are met and until the criteria cease to apply. The criteria may be extended or adjusted, in which case the licence is automatically extended, and the licensee is notified.

No later than 1 year before the criteria cease to apply, it will be announced which criteria will apply after the criteria's last date of validity. The licence holder is then offered the opportunity to renew the licence.

Control on site

In connection with the application, Nordic Ecolabelling usually checks on site that the requirements are met. During the inspection, documentation for calculations, originals of submitted certificates, measurement protocols, purchasing statistics and similar prove that the requirements are met must be able to be presented.

Questions

If you have any questions, please contact Nordic Ecolabelling, see contact information at the beginning of the document. More information and help with the application can be found. Visit each country's website for further information.

Summary

Grocery stores that have a wide assortment within several product groups, and where groceries account for more than 50% of sales (based on turnover), can apply for the Nordic Swan Ecolabel. It can be a single store, a single store in a chain, online store or wholesale.

In generation 4 of the criteria for grocery stores, Nordic Ecolabelling has focused on setting requirements in the most relevant areas for a grocery store where the greatest environmental benefit can be made. At the same time, Nordic Swan Ecolabelling has placed great emphasis on creating requirements that provide added value for the store, are communicative and that in practice work to document.

The areas highlighted in generation 4 are assortment, food waste, energy and climate, waste, purchasing, own transport and education and communication.

Regarding the product range, Nordic Ecolabelling continues to require a %age of sales that is organic and ecolabelled, but with stricter limit values and no longer with the possibility of meeting the requirement with the number of items as in generation 3. The product range requirement has also been supplemented with additional requirements for GMO, locally produced and sustainable food production.

The area of food waste has been developed and sharpened. A Nordic Swan Ecolabel grocery store must in generation 4 measure, follow up and report the amount, as well as work with concrete measures to prevent and reduce food waste.

The energy and climate area are important and in generation 4 there have been some changes compared to the previous generation. Nordic Ecolabelling chooses to abandon the energy tool that was used to calculate the grocery store's energy efficiency with the associated limit values and instead set absolute requirements for implemented measures, routines and systems for reduced energy use. This is to make it more manageable for the store, more communicative and less dependent on updates.

A Nordic Swan Ecolabel grocery store must continue to work to minimize the amount of residual waste, this through stricter limit values and clearer requirements for source sorting. The store must also report the amount of organic waste.

Since a Nordic Swan Ecolabel grocery store must "practice what it preaches", there is also a continuing requirement that the store must use ecolabelled consumables and services.

If a store operates e-commerce where this accounts for at least 50% of the turnover, there are additional requirements for the store's transport.

To engage the store's management, there are also requirements for staff training and communication.

To ensure that a Nordic Swan Ecolabel grocery store meets the requirements throughout the licence period, they must carry out an annual follow-up to ensure that the requirements for Nordic Swan Ecolabelling are met.

1 Description of the store

O1 Description of the store

Only grocery stores can be Nordic Swan Ecolabel.

A grocery store is a store whose turnover consists of at least 50% of groceries and which sells groceries within at least ten categories.

Groceries are defined here as food, beverages and consumables. For definition of consumable, see Appendix 1.

The following categories of groceries are referred to:

- Fruit and vegetables incl. fresh herbs and spices.
- Meat and fish: fresh/canned/frozen.
- Prepared food.
- Toppings.
- Dairy.
- Bread and cakes: fresh and frozen.
- Drink.
- Coffee, tea, cocoa.
- Preserves in glass, metal or cardboard packaging, oil, spices, stocks and dry semi-finished products.
- Baby food.
- Cereals and baked goods.
- Snacks, sweets and chocolate.
- Frozen goods.
- Ice cream and frozen berries.
- Animal feed.
- Paper: newspapers, magazines, office paper, notepads and envelopes.
- Household and toilet paper, paper napkins, napkins, candles, baking paper, muffin tins and coffee filters.
- Household chemicals.
- Hygiene products.

- ☞ Yes or no. If No: The store cannot be Nordic Swan Ecolabel because the criteria are not intended for this type of store.
- ☞ Does the store's e-commerce account for at least 50% of the total turnover? If yes, the store must meet the requirements in chapter 7 The store's transport in e-commerce.

Background to O1

The criteria are intended and adapted for a grocery store. A grocery store is defined here as a store whose turnover consists of at least 50% groceries. A grocery is defined here as an item that is expected to be consumed within a limited period such as food, drink and consumables. A grocery store can be an individual store, an individual store that is part of a chain, a wholesaler or an online store.

If the individual store is part of a chain, the store can use central decisions and routines to fulfil requirements where these apply to the individual store. A central purchasing policy can e.g., be used to document requirements concerning the store's purchases.

2 Assortment

O2 Organic and MSC-labelled

The store's sales share of organic food, drink and MSC-labelled fish must meet the following limit value:

Country	Limit
Denmark	20%
Finland	2.5%
Iceland	2.5%
Norway	2.5%
Sweden	6%

The sales share must be calculated based on turnover excluding VAT and based on last year's sales figures.

Tobacco and snus shall not be included in the calculation.

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.

- ☞ Enter total sales of food and beverages.
- ☞ Enter total turnover of organic food, drink and MSC labelled fish.

- ☞ Documentation confirming the total turnover of food and drink.
- ☞ Documentation that confirms the turnover of organic food, drink and MSC labelled fish.

Background to O2

In industrial agriculture, the use of synthetic pesticides and fertilizers on monocultures has led to soil degradation, pollution and loss of biodiversity. Achieving the UN's sustainability goals requires a change to more sustainable food and agricultural systems that preserve ecosystems, are better adapted to climate change and improve soil quality. Organic farming is one way to achieve this. Synthetic pesticides and fertilizers are not allowed, and emphasis is placed on ecological balance, practices that care for the land and biodiversity, animal welfare and local cycles of nutrients, energy and other resources. Therefore, Nordic Swan Ecolabelling is working to increase the proportion of organic food.¹

The proportion of organic goods in relation to total food sales differs between the Nordic countries. The limit values are set based on the actual sales figures of different stores and with the aim of being slightly higher than the average. However, there are some difficulties in assessing the reasonableness of these limit values as organic sales have decreased in recent years. According to the industry organization Organic Sweden, the downward trend in the grocery trade continued in 2022. However, in the public sector, private restaurants and in farm sales, the sales value increased in 2022.²

With tightened limit values, NM wants to stimulate increased sales of organic foods in the grocery trade.

P1 Sales share of organic food, drink and MSC-labelled fish

The store receives points if the sales share of organic food, drinks and MSC-labelled fish exceeds the mandatory limit value.

Country	1 point	2 points	3 points	4 points	5 points
Denmark (%)	≥ 20	≥ 22	≥ 25	≥ 30	≥ 35
Finland (%)	≥ 2.5	≥ 3	≥ 4	≥ 6	≥ 8
Iceland (%)	≥ 2.5	≥ 3	≥ 4	≥ 6	≥ 8
Norway (%)	≥ 2.5	≥ 3	≥ 4	≥ 6	≥ 8
Sweden (%)	≥ 6	≥ 7	≥ 8	≥ 10	≥ 13

¹ <https://www.nordic-swan-ecolabel.org/nordic-ecolabelling/environmental-aspects/sustainable-raw-materials-and-biodiversity/organic-farming/>

² <https://www.mynewsdesk.com/se/organic-sweden/pressreleases/ekofoersaeljningen-2022-baettre-aen-vaentat-3239646>

O3 Ecolabelled non-food goods

The store's sales share of ecolabelled non-food goods must meet the following limit value:

Country	Limit
Denmark	25%
Finland	10 %
Iceland	12 %
Norway	20%
Sweden	25%





The sales share must be calculated based on turnover excluding VAT and must be based on the last year.

By ecolabelled non-food goods, we mean goods that are marked with the Nordic Swan Ecolabel, EU-Ecolabel, Good Environmental Choice, Blue Angel, TCO certified.

Non-food goods are goods that are neither food nor beverages and are defined in the context as consumables or non-durable goods.

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.

Postal and lottery services shall not be included in the calculation.

-  Enter total turnover of non-food goods.
-  Enter total turnover of ecolabelled non-food goods.
-  Documentation confirming the total turnover of non-food goods.
-  Documentation confirming the total turnover of ecolabelled non-food goods.

Background to O3

The production and use of most consumables has a negative environmental impact. The extent of that impact varies from one product to another. There are many different ecolabels on the market that guide consumers towards the best products in terms of the environment. Several of these are often seen in grocery stores.

NM wants to reduce the impact on the environment and help customers choose environmentally better alternatives by stimulating increased sales of ecolabelled products. We do this by tightening the limit on the sales share of ecolabelled goods. The requirement refers to the store's total sales of non-food goods, i.e., all goods that are not food or drink.

If the store has a high sales share of non-durable goods, the store may choose not to include this in the calculation, as within non-durable goods there are limited ecolabelled alternatives, but at the same time the share can be high in relation to total turnover.

Non-durable goods include: drawing books, books, wrapping paper, glue, pencils, hobby paint, watercolours, finger paints and crayons, clothes, shoes, terrycloth and bedding, furniture, outdoor furniture, toys, outdoor toys, flooring, wood stove, paint, degreaser, car care products and washer fluid, TV, PC, screens and printers.

In generation 3, requirements were placed on the store's assortment of durable goods if these accounted for more than 10 % of total turnover. NM assesses based on experience from generation 3 that there are no, or few stores whose turnover of durable goods is higher than 10 %.

P2 Sales share of ecolabelled non-food goods

The store receives points if the sales share of ecolabelled non-food goods exceeds the mandatory limit value.

Country	1 point	2 points	3 points	4 points	5 points
Denmark (%)	≥ 25	≥ 27	≥ 30	≥ 35	≥ 40
Iceland (%)	≥ 12	≥ 14	≥ 17	≥ 20	≥ 25
Finland (%)	≥ 10	≥ 12	≥ 15	≥ 18	≥ 23
Norway (%)	≥ 20	≥ 22	≥ 25	≥ 30	≥ 35
Sweden (%)	≥ 25	≥ 27	≥ 30	≥ 35	≥ 40

O4 Genetically modified food

The store is not allowed to sell genetically modified food.

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 foods contain the raw materials soy, corn, rapeseed or sugar beet.

The store's management must have decided not to sell genetically modified food. The decision must be documented in the store's purchasing policy.

Iceland: The store is exempt from the requirement.

- 🏠 Purchasing policy that substantiates the decision not to sell genetically modified food.

Background to O4

GMOs (genetically modified organisms) is a much-debated topic, and there are concerns about the consequences when genetically modified plants, animals and microorganisms spread in nature.

Topics discussed are food security, land use, lack of knowledge about long-term effects and effects under local agricultural/forestry conditions, and risk of negative environmental and health consequences. The use of harmful pesticides and monocultures in agriculture is one of the biggest threats to biodiversity today. Nordic Swan Ecolabelling emphasizes the precautionary principle and assesses sustainability, ethics and social benefit together with health and environmental risks from GMOs. Research has not shown that GMOs ³contribute to a development towards a more sustainable agriculture with less use of pesticides. Nordic Swan Ecolabel grocery stores are therefore not allowed to sell genetically modified food.

P3 Locally produced goods

The store gets 2 points if they buy one or more locally produced goods in four categories during the time, they are available.

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 store. For stores north of 62° N, the limit is 500 km, apart from Icelandic stores, which can count all domestic production as locally produced. For fish, the distance to the fishing port is considered. There must be full traceability in the supply chain from the store back to the manufacturer/production site. If the product is processed (whole/semi-manufactured), it is sufficient that the main ingredient is documented.

Categories of locally produced goods:

- 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.).

³ <https://www.nordic-swan-ecolabel.org/nordic-ecolabelling/environmental-aspects/sustainable-raw-materials-and-biodiversity/genetically-modifying-organisms/>

- Other (honey, oil, herbs, etc.).

🏠 Documentation or description confirming which goods are planned to be purchased and a confirmation showing the origin of the product.

Background to P3

To achieve the global goals for sustainable development, a transition to more sustainable food production and sustainable agricultural systems is required. The development of local production is part of this. Therefore, stores that support local farmers by selling locally produced food are rewarded, thus contributing to sustainable food production systems. Today's system means that a large amount of food is produced for global markets, but the production requires significant resources which has led to deforestation, water shortages, soil depletion, loss of biodiversity and emissions of greenhouse gases. Several UN reports and research projects on sustainable food production show that agriculture based on local resources and knowledge, local needs, local innovation, small-scale farming and short supply chains is an important component of future sustainable food systems. <https://www.globalamalen.se/om-globala-malen/>

P4 Sustainable food production

The store receives points for various measures that contribute to sustainable food production.

The store's management must have decided to implement these measures. Decisions must be documented in the store's purchasing policy.

Actions that the store implements based on the store's purchasing policy:	Point
Offers a brand in milk, eggs, beef, pork or poultry from animals that have not received genetically modified feed.	1 point
Offers two brands in milk, eggs, beef, pork or poultry from animals that have not received genetically modified feed.	2 points
Only offers RSPO-certified palm oil in own-brand foods.	1 point
No palm oil in product news for own brand foods.	2 points
All coffee the store offers must be certified.	2 points
All the tea the store offers must be certified.	2 points
All cocoa products the store offers must be certified.	1 point
Offers a product with a label that clearly takes biodiversity into account, such as Swedish Seal Climate & Natural Pasture, NaturSkånsom or Grass-based	1 point

Or	
Offers two products with labelling that clearly takes biodiversity into account, such as Swedish Seal Climate & Natural Pasture, NaturSkånsom or Grass-based.	2 points

Certified means that they must be certified according to KRAV, EU Organic, Fairtrade, Rainforest Alliance or Smithsonian Bird Friendly.

Cocoa products refer to powder.

- ☞ Mark which measures the store has decided to implement that contribute to sustainable food production.
- ☞ Purchasing policy with decision to implement measures for sustainable food production.

Background to P4

GMO-free feed

In many countries, consumers want to be able to choose both GMO-free food and food from animals that have not been fed with GMOs. The reason is that they must choose whether to support the use of GMOs in agriculture. Legislation within the EU/EEA requires labelling of food and feed containing genetically modified ingredients, but there is no requirement for labelling food from animals that have received genetically modified feed. When a Nordic Swan Ecolabel grocery store sells milk, eggs and meat from animals that have not eaten genetically modified feed, it gives consumers another opportunity to choose GMO-free, which they currently do not get through legislation. While all Norwegian and Swedish food is produced with GMO-free feed, the availability of milk, eggs and meat from a completely GMO-free production chain has also increased elsewhere in the Nordics within a few years. The range of processed products is also increasing, but it is currently not as large. Therefore, the requirement only covers the basic products milk, eggs and meat. It also does not include fish.

Palm oil

Palm oil plantations are often established at the expense of tropical rainforest and other protected areas. This is one of the biggest threats to biodiversity in Southeast Asia, leading to the loss of valuable species, habitats, ecosystems and landscapes. Deforestation also releases greenhouse gases. Local communities also experience social impacts such as conflicts over land use, little or no compensation and loss of livelihoods. The demand for and production of palm oil is constantly increasing. NM therefore wants to avoid the use of palm oil in products where sustainable alternatives exist, for example in foods, and therefore reward no palm oil the most. In some cases, it is difficult to replace palm oil with something that is sustainably better, in these cases the palm oil must be certified. NM assesses that RSPO is the best standard currently available.

Those who have replaced palm oil in their food have mostly used rapeseed oil, sunflower oil or soybean oil. Coconut oil is also a possibility.

Soy is also a raw material with risk linked to deforestation and degradation of valuable natural areas in South America. But this soy is mainly used in animal feed. It is not the same varieties of soy found in foods such as tofu, edamame beans, etc.

Sunflower oil, soybean oil for food and rapeseed oil are produced in Europe and countries in Europe that do not produce it mainly import it from Europe.

Lecithin, which is a fatty substance separated from soybean oil and acts as an emulsifier or stabilizer, may have originated in South America, but lecithin is not made from palm oil in any case.

Soybean oil used as an ingredient in food can also come from South America and in theory be GMO. However, since food manufacturers in Europe have agreed not to use GMO soy ever since it hit the market (which is why it is very rare to find foods labelled GMO in EU stores), soy is mostly probability GMO-free, and sustainability certified.

Among other things, REMA1000 in Norway sees soy, in addition to palm oil, as a raw material with special risk when they assess the environmental impact and working conditions where raw materials are produced. They require their suppliers that soy should not come from deforested areas, and that food should not come from animals that have been fed soy from deforested areas.

Agricultural products and fish that promote biodiversity and more sustainable agriculture and fisheries.

This requirement rewards stores that set environmental requirements even for food products that are not organic. In several of the Nordic countries there are labelling systems with third-party certification for more sustainable agriculture and fishing. Swedish Seal is the environmental label for Swedish food and flowers. Goods that meet certain requirements in addition to the legislation can be labelled (seal level), and other labels are given if additional requirements for natural grazing or climate are met. "Debio grasbasert" is a new Norwegian brand for milk and meat from grass-fed animals. Animals that eat grass make use of local resources that humans cannot use, and in the Nordic countries grazing landscapes are important for preserving biodiversity. NaturSkånsom is a Danish state-controlled brand for fish from healthy stocks, caught with nature-friendly gear.

Certified coffee, tea, cocoa products

In the production of cocoa, coffee and tea, there is a very high risk of violations of human rights in the form of child labour, forced labour and low wages.

⁴Production is also linked to environmental problems such as deforestation, soil erosion, water pollution, ecosystem degradation and biodiversity loss, and is vulnerable to climate change. ⁵Cocoa/chocolate and coffee are number five and six among raw materials imported into the EU and at the same time contribute to deforestation in tropical countries. ⁶Rainforest Alliance and Fairtrade are third-party certifications that set both environmental and social requirements, with different emphasis and can therefore contribute to more sustainable production. Smithsonian Bird Friendly is organic coffee that also comes from agroforestry, where different crops are grown together, which is better for biodiversity.





3 Food waste

O5 Measurement and analysis of food waste

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

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

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.

-  The store continuously measures its food waste.
-  The store analyses its food waste at least once a month.
-  The store acts based on the analysis.
-  Description of how the store measures and analyses its food waste and how to work with measures to reduce it.

Background to O5

Throwing away food is not sustainable. Food waste is a widespread problem throughout the world, and about a third of all food produced is thrown away. It is

⁴ Sharpe R (2018) Risk assessments for two categories of food and beverages. A report for the Directorate for Management and ICT (DIFI).
https://anskaffinger.no/sites/default/files/risikovurdering_for_brudd_pa_menneskerettigheter_-_mat_og_drikke.pdf

⁵ Eneroth H, Potter HK, Rööf E (2022) Environmental effects of coffee, tea and cocoa – data collection for a consumer guide for plant-based foods. Report 122. Swedish University of Agricultural Sciences. <https://pub.epsilon.slu.se/29466/3/eneroth-h-et-al-20221111.pdf>

⁶ Wedeux B, Schulmeister-Oldenhove A (2021) Stepping Up? The continuing impact of EU consumption worldwide. WWF.
https://wwf.eu.awsassets.panda.org/downloads/new_stepping_up_the_continuing_impact_of_eu_consumption_on_nature_worldwide_fullreport.pdf#page=4

neither ethical nor good for the environment and it is also very unprofitable. The goal of reducing food waste is one of the UN's sustainability goals (No. 12.3), which means that food waste per person must be halved by 2030. All Nordic countries are bound by this goal.

Food waste is defined somewhat differently in the Nordic countries and in the EU. Food waste is food produced for people, but not eaten by people.

Food waste in a grocery store is food that is not sold due to incorrect storage, incorrect packaging, exceeded the best before date or the like and which is therefore thrown away, composted, used for animal feed, biogas production or for energy recovery.

Measuring is the most important measure to achieve reduced food waste. In this way, the store becomes aware of how much food is thrown away and where it comes from, so the store can follow the trend to reduce food waste. Measurement can be carried out in several different ways, and it is up to the store to decide how food waste should be measured and in which unit.

To know where and why food waste occurs, the measurements of food waste must be analysed. By analysing food waste, targeted measures for prevention and reduction can be implemented. Nordic Swan Ecolabelling therefore requires regular analysis and measures so that grocery stores can adapt measures to seasonal variations. By working methodically in this way, the stores can gain valuable experience that can contribute to reducing food waste in the future as well.

Nordic Swan Ecolabelling also requires the store to state the amount of food waste generated during the past 12 months, so that in the future it will be possible to set a limit for how much food waste a Nordic Swan Ecolabel grocery store may generate.

O6 Amount of food waste

The store must state the amount of food waste that occurs per year.

The store can choose whether food waste should be measured in kg or kroner and the %age should be calculated based on food/beverage turnover. The figure must be calculated per year/12 months.

🔗 Total turnover of food and drink per year/12 months.

🔗 Amount of food waste that occurs per year/12 months.

O7 Prevention and reduction of food waste

The store must work with prevention and reduction of food waste. The measures must include 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 their food waste.

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" means measures that influence the customer's behaviour to reduce food waste, such as placing goods with a short shelf life as 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.

- ☞ Confirmation of implemented measures that ensure the prevention and reduction of food waste according to the requirement.

Background to O7

The amount of food waste from the grocery industry is high and is broken down into kg of food waste per inhabitant. In recent years, efforts have been made to reduce the industry's food waste, and developments show that the grocery trade has significantly reduced its food waste since 2015. Figures from the Norwegian grocery industry show a 21% reduction from 2015 to 2020. Still, too much food is thrown away ⁷. Fruit and vegetables as well as bread and pastries are the product groups where the reduction in food waste has been the least. Therefore, special preventive and reducing measures should be directed at these product groups. Food waste from these product groups is mainly due to short shelf life, but cultural factors such as high consumption of bread, expectations of how fresh the products should be and knowledge of what can be eaten also have an effect.

The climate impact per product group varies depending on where and how the raw materials are grown and produced, but if you categorize generally, it is also relevant to target product groups with a high climate impact such as e.g. meat, dairy products and fresh convenience foods.

Prevention and reduction of food waste can be done through correct storage, correct packaging, good control over purchases, overview of forecasts and seasonal variations, good control of the products' date stamping and more.

⁷Stensgård A, Prestrud K, Callewaert P, Booto G (2021): "Mapping report for the food industry, the education and care sector and the consumer sector"

The grocery industry is in direct contact with consumers and thus can influence consumers' attitudes towards the value of food and food waste. The stores have an important responsibility when it comes to influencing customers, for example by being able to influence the type of food that is purchased and in what quantities. With good customer information and nudging, stores can help reduce food waste at customers' homes as well.

4 Energy and climate

O8 Energy analysis

The store must have undergone an energy analysis with a focus on energy saving.

Based on the analysis, the store must have a written action plan with timed goals to reduce energy consumption.

The analysis must either be based on official national guidelines * or on standard EN 16247-1.

The analysis must be carried out by a competent energy expert with relevant knowledge of energy savings in buildings and/or store techniques. If knowledge exists within the store, an internally performed analysis is approved.

Analyses up to five years old are accepted if it does not conflict with standards or guidelines. A store that is in a building that is five years old or younger at the time of application is exempt from the requirement as it is energy optimized. During the period of validity of the criteria, the requirement also applies to the stores that were excluded at the time of application, when the building passes five years old.

* Sweden refers to the Energy Authority's guidelines
<https://www.energimyndigheten.se/guide-for-energieffektiva-foretag/Energikartlaggning/>.

🏠 Documentation confirming completed energy analysis.

🏠 Documentation that confirms the store's goals and action plan based on the analysis.

Background to O8

An energy analysis is mandatory as it is a systematic management and analysis, with the aim of identifying energy flows and giving suggestions for measures to use energy in a more efficient way. The analysis must be the basis for decisions

on how the company should proceed with implementing energy efficiency measures.

Energy analysis made with good practice includes a description of the company and its activities, information on energy consumption per energy type and breakdown of consumption by different activities. The analysis should point to possible ways to reduce energy use and guide technical staff to use energy-related activities in the most efficient way. The energy analysis must contain a description of planned energy-efficient measures, their implementation in daily operations and additional measures that are proposed to be investigated for better energy efficiency. Energy analysis is an effective way to discover opportunities for energy saving measures in existing buildings where operations, technical systems and needs are different between companies and buildings and therefore the opportunities for energy efficiency measures vary. Energy analysis will most likely lead to reduced energy consumption, which is also economically profitable.

The energy analysis must be based on EN 16247-1 or on official national guidelines and include relevant focus areas. The analysis may be carried out by someone internally if knowledge exists internally.

O9 Energy saving

The store must have carried out the following energy saving measures.

- 100% of the store's freezer units must be covered at all times.
- 80% of the store's refrigerator units must always be covered by December 31, 2026. *

The remaining 20% of refrigerator units can be exempted if they comply with any of the following:

- 1) Cannot have cover installed after unit installation.
 - 2) Owned by suppliers and only installed temporarily.
- Lighting in staff areas and in the grocery store's toilets must be needs-based.
 - The store must not have light sources with halogen and mercury in the grocery store and storage areas.
 - The store must have a functioning heat recovery system that takes care of excess heat from the cooling system for heating in other parts of the business.
 - Ventilation and heating must be demand driven.

** Deli counters are exempt from the cover requirement but must be covered at night.*

- 📄 Documentation confirming that the actions have been carried out, for example through routines, technical description of installed systems, invoices.
- 📄 Calculation on percentage of covered refrigerator based on cooling meters and action plan showing that the requirement on 80% covered units will be fulfilled no later than December 31, 2026.
- 🔍 The requirement is also checked on site.

Background to O9

A Nordic Swan Ecolabel grocery store must have taken certain measures with the aim of saving energy. One step is to ensure that refrigerator and freezer units are kept covered so as not to let cold into the store. The units must therefore have installed covers, doors or otherwise be able to be kept covered. Temporarily installed in this context means that units owned by suppliers can only be exempted from the requirement if they are installed in the store for a maximum of 6 months. The proportion of covered cooling units should be calculated based on the number of cooling meters/floor length.

Another measure the store must have taken is to have demand-controlled lighting in the store's toilets and in staff areas. Demand-controlled lighting also includes time-controlled lighting. The lighting in the store and storage space must not consist of light sources with halogen and mercury. Approved light source is e.g., LEDs. Another energy-saving measure is to have a functioning heat recovery system. Energy use in a grocery store can be reduced by recovering the heat released from the store's cooling system. Instead of cooling the heat away to the outside air, heat recovery is an opportunity to reduce operating costs for heating. The requirement for heat recovery only applies to stores that have a centrally connected cooling system.

Ventilation and heating

Control must be automatic and not manual. Using demand-adapted ventilation means that the air flow is adapted to the real need in a building. Typical ventilation systems have constant flow regardless of the need for air flow. Usually, the need for air flow varies over time and the ventilation flow can then be matched to the need. An example of a room with varying needs for ventilation flow is a store where the number of customers in the store varies throughout the day. By controlling the ventilation so that the ventilation flow is regulated according to the air quality in a room, i.e. the air flow varies depending on the pollution level or the pollution load, energy is saved without the air quality in the room deteriorating. The benefits of demand-controlled ventilation are e.g. reduced energy use for fans, reduced energy use for heating supply air and reduced energy use for cooling premises. Time-controlled ventilation and heating is a form of demand management and can be credited as long as it is controlled automatically and not manually.

O10 New purchase of energy-intensive equipment

When purchasing new energy-intensive equipment, the store must ensure that these are among the two most energy-efficient energy classes.

The requirement applies to the equipment where there is an EU energy labelling system and where there is available equipment in the relevant category and size.

Nordic Ecolabelling refers to the EU's product database for energy-labelled products, where updated information about available products on the market and their energy classes is available:

<https://eprel.ec.europa.eu/screen/home>

- ☞ Routine that confirms that the requirement for new purchases of energy-intensive equipment is met.

Background to O10

As a lot of electricity is consumed via the store's refrigeration and freezing facilities as well as via other energy-demanding equipment, it is important that the store takes the unit's energy consumption into consideration when purchasing new equipment. There must be a clear routine for new purchases that states that the store will choose between the two best in terms of energy class where there is an energy classification for equipment in the relevant category and size. From September 2023, it will only be permitted to buy and sell counters with energy class F and lower.

P5 Climate action

The store receives points for implemented measures according to the list below. A maximum of 6 points can be credited.

Measure	Point
The store has its own energy-reducing measures that contribute to a 5% reduction of the store's total energy needs.	2 points
The store has its own energy-reducing measures that contribute to a 10% reduction of the store's total energy needs.	3 points
The store has its own production of electricity, which accounts for 15% of the store's total electricity needs.	2 points
The store has its own production of electricity, which accounts for 25% of the store's total electricity needs.	3 points
The store has replaced all synthetic refrigerants with refrigerants with <GWP 5.	2 points
The store offers customers a charging station for electric cars. The charging post must be in the store's customer parking.	1 point
The store buys 100% ecolabelled electricity according to Bra Miljöval, EKOEnergy or similar. *	1 point

** Ecolabels for electricity must follow Nordic Ecolabelling's guidelines for certification systems. Good Environmental Choice and EKOEnergy meet the guidelines and are approved.*



Mark which measures have been implemented.



Description and confirming documentation of which measures have been implemented.

Background to P5

Own measures: The store gets points by showing one or more measures for reduced energy use. The measures must be measurable and demonstrate a reduction of at least 5% or at least 10% of the total energy demand. A theoretical calculation is approved as documentation.

Own production of electricity: The store gets points by producing its own electricity. To be able to get points, electricity production must amount to 15 or 25% of the store's total electricity needs. The own electricity production is related to the electricity demand and not the energy demand because solar cells produce electricity.

Self-produced electricity is best used when it is used directly in business and replaces purchased electricity. Solar cells are particularly suitable for stores because a large part of the electricity produced can be used directly in the store during times when the electricity demand is high.

Refrigerants: Synthetic refrigerants have a major impact on the greenhouse effect. According to the EU's F-gas regulation, refrigerants with a large environmental impact must be phased out and replaced with natural refrigerants, such as carbon dioxide.

Electric car charging: If customers who visit the store can charge their electric car, the store is rewarded with points. Points are awarded even if the store does not own the charging posts or has installed them.

Ecolabelled electricity: Nordic Ecolabelling wants to promote electricity production with as little environmental impact as possible. There are various environmental labelling systems for electricity, e.g., Good Environmental Choice and EKOEnergy, which ensures that renewable electricity production meets certain minimum environmental requirements. The systems are basically based on the EU's guarantees of origin for renewable electricity, but require additional environmental values, e.g., related to biodiversity and resource efficiency. To earn points for electricity, 100% of electricity purchases need to be ecolabelled. It is not enough to only buy renewable electricity because:

- There is no evidence that trade in renewable electricity based on the guarantee of origin system produces an environmental or climate effect.
- Biodiversity, resource efficiency and land use from electricity production are not considered.

5 Waste

O11 Residual waste

Option A

The store must state the amount of residual waste from daily operations per year in relation to turnover. The quantity must be substantiated with documentation from the waste contractor.

Country	Currency	Amount of residual waste in kg per turnover (million according to local currency)
Denmark	DKK	450 kg
Iceland	ISK	35 kg
Finland	€	4100 kg
Norway	ENOUGH	250 kg
Sweden	SEK	425 kg

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

- 🔑 Enter the amount of residual waste generated from daily operations in kg per year.
- 🔑 Enter the store's limit value for amount of residual waste in relation to turnover [kg residual waste/total turnover].
- 📁 Documentation from the waste contractor confirming the amount of residual waste.

Option B

Stores that cannot receive information about the amount of residual waste from the waste contractor must draw up 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 Ecolabelling.

- 📁 Action plan with goals and measures to reduce the amount of residual waste.

Background to O11

A large amount of waste is generated in a store. However, most of the waste can be sorted out for recycling. It is therefore important that a store can sort its waste into as many relevant fractions as possible. The waste that cannot be recycled ends up in the unsorted fraction and stores that sort in several fractions including an organic fraction generate a lower amount of unsorted waste. A

prerequisite for material recycling is source sorting, and therefore it is important that the amount of unsorted waste is limited. The amount of waste largely depends on the store's turnover. A store with high turnover is also expected to generate more waste than a store with lower turnover. A Nordic Swan Ecolabel grocery store must therefore be below the limit value for unsorted waste in relation to a million kroner turnover, which has been tightened since the previous generation.

O12 Organic waste

Option A

The store must state the amount of organic waste generated from daily operations in kg per year. The quantity must be substantiated with documentation from the waste contractor.

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

📄 Enter the amount of organic waste generated from daily operations in kg per year.

📁 Documentation from the waste contractor confirming the amount of organic waste.

Option B

The store must receive written confirmation from the waste contractor that they cannot supply information on organic waste in kg per year.

📁 Documentation from the waste contractor confirming that it is not possible to obtain information on the amount of residual waste in kg.

Background to O12

The fraction "organic waste", also called "food waste", consists of a combination of usable and unusable food in grocery stores. "Usable food" is defined in these criteria as food waste, that is, food that is thrown away but could have been eaten. Nordic Ecolabelling has special requirements to prevent food waste, but still wants the business to have an overview of the total amount of organic waste. EU regulations⁸ works with the concept of " food waste ", which includes both usable and unusable food, and a standard for measuring " food waste " is under development. ⁹Nordic Ecolabelling follows the development of the ISO standard and wants to prepare businesses to measure organic waste in this context. Organic waste must be measured in kg per year. A higher sale of food and drink

⁸ Directive 2008/98/EC

⁹ Commission Delegated Decision (EU) 2019/1597: https://eur-lex.europa.eu/eli/dec_del/2019/1597/oj

could explain the increased amount of organic waste and it is therefore desirable that this be seen in context.

Although food waste is often thrown away in the "organic waste" fraction, the amount of organic waste in kilograms cannot always be directly linked to food waste. Grocery stores can, for example, have return arrangements that oblige the supplier to take back food waste for certain product categories that occur, and in some cases food waste goes together with packaging in residual waste. One must therefore be careful in assuming that the amount of organic waste is the same as the amount of food waste. The amount of food wasted can in many cases be higher than the reported organic waste for a grocery store.

O13 Waste sorting

The grocery store must separate all waste generated.

The waste must be sorted into fractions that are relevant and must go to either recycling or reuse.

The grocery store must sort at least into the following fractions if they are generated and according to the local regulations that exist:

Sweden	Norway	Denmark	Finland	Iceland
Clear glass	Glass and metal	Mixed glass	Glass	Glass
Coloured glass				
Metal packaging		Metal waste	Metal	Metal packaging
Organic waste	Food waste/ (organic waste)	Organic waste	Bio waste/organic waste	Bio waste
Paper	Paper	Paper	Paper	Paper
Corrugated board and paperboard	Board (corrugated cardboard and paperboard)	Cardboard	Board (corrugated cardboard and paperboard)	Cardboard
Paper packaging		Food and beverage cartons		
Plastic packaging	Hard plastic	Plastic (Hard and soft plastic together, but can also be separate fractions)	Plastic packaging	Plastics
Soft plastics	Plastic foils (soft plastic)		Plastic film/soft plastics	
Cooking fat/oil	Cooking fat/oil	Cooking fat/oil	Cooking fat/oil	Cooking fat/ oil
Hazardous waste*	Hazardous waste*	Hazardous waste*	Hazardous waste*	Hazardous waste*
Textiles	Textiles	Textiles	Textile waste	Textiles

* *Hazardous waste includes chemicals, electrical waste, small electronics, light sources and batteries.*



Confirm that the store's waste is sorted into all relevant fractions.

- 🗑️ If no, state which fractions are not sorted and why.
- 📄 Documentation confirming that the fractions are sorted.
- 🔍 The requirement will also be checked on site.

Background to O13

Garbage can contain both dangerous and valuable substances. By sorting and recycling, we can protect ourselves from hazardous substances while reducing the consumption of our valuable natural resources. When we recycle, we reduce the consumption of our natural resources. In addition to saving energy and reducing pollution, recycling helps us save important raw materials and protect natural habitats for animals, plants and insects.

Not sorting your waste is an offense according to the Environmental Code and its regulations. Waste sorting is part of the EU's plan for how we should manage our waste so that the environment and people are not harmed.

A Nordic Swan Ecolabel store must sort out its waste into relevant fractions, and as an adjustment since the previous generation, the store is now also required to sort out organic waste.

P6 Measures to reduce the amount of packaging

The store gets points if measures are taken to reduce the amount of packaging. Each action gives 1 point and a maximum of 2 points can be achieved.

Examples of actions:

- The store sells products in bulk where the customer can fill up their own containers, e.g., nuts, beans, flour, cereals, milk and other milk products, cleaning agents, soap and other cosmetic products. This measure cannot be solved with loose weight where the store offers disposable packaging (e.g. candy bags).
- The store buys and sells goods without packaging that are normally sold with packaging, e.g., fruit and vegetables where sales are usually by packaging.
- The store has implemented projects aimed at using post-consumer materials to produce its own goods.
- The store can show that it actively informs customers about the correct recycling of packaging.
- The store can demonstrate that it actively informs customers about bringing their own bags/purses.
- The store has a routine where the 5 largest suppliers are annually encouraged by the store to use smaller packaging, not to use secondary packaging and that packaging used during transport is reusable.

🏠 Documentation that confirms actions taken.

Background to P6

As part of the EU Circular Economy Action Plan, the EU has submitted a proposal for a new packaging directive. The goals of a new directive in the area are first and foremost to reduce the amount of packaging, increase reusable packaging and ensure that all other packaging can be recycled. Grocery stores have a great influence in this area by finding solutions where households do not have to carry home and throw away a large amount of packaging. In line with the focus within the EU, NSE wants to highlight and encourage stores to participate in reducing packaging, e.g., with finding systems based on solutions where reusable packaging is used and ensuring that where disposable packaging is needed, it really ends up in material recycling. This can be done both with direct measures or projects within the stores as well as in the form of spreading information and nudging customers.

6 Purchase

O14 Purchase of services and products

The following requirements apply to the store's own annual purchases that are used within the business.

Broken/expired products and packaging from the store are not covered by the requirement.

Printed matter: 100% of purchased printed matter must be printed at a Nordic Swan Ecolabel printing house and be labelled with the Nordic Swan Ecolabel or EU Ecolabel.

If the store has no purchase of printed matter, the store is rewarded with points in P7.

🔑 Confirm that the printed matter meets the requirement.

🔑 Enter the name of the printing house and licence number.

Tissue paper: 100% of purchased tissue paper for the store's own consumption must be ecolabelled.

Tissue paper means toilet paper, kitchen towel paper, household paper and paper towels.

Ecolabelled means products labelled with the Nordic Swan Ecolabel or EU Ecolabel.

🔑 Confirm that purchased tissue meets the requirement.

🔑 Enter the name of tissue paper, environmental label and licence number.

Plastic film: Plastic film that the store uses for packing food must be free of PVC and PVDC.

- ☞ Confirm that purchased plastic film meets the requirement.
- ☞ Enter the name of plastic film.

Background to O14

Nordic Ecolabelling requires the purchase of ecolabelled products and services as these have a lower environmental impact compared to non-ecolabelled purchases. We require that 100% of all printed matter comes from Nordic Swan Ecolabel printers and is labelled with the Nordic Swan Ecolabel or EU Ecolabel. Printed matter means, for example, advertising leaflets, flyers and brochures. Please note that the store needs to request that the printed matter be ecolabelled, even if the printing house is ecolabelled, the printed matter is not automatically labelled. The Nordic Swan ecolabel or the EU Ecolabel logo and the printer's licence number must appear on the ecolabelled printed matter. Nordic Swan Ecolabelling's environmental requirements for tissue paper include everything from forestry and choice of raw materials to low energy consumption and low carbon dioxide emissions, purification emissions to air and water as well as control of chemical use as well as fertilizing and acidifying substances such as sulphur and nitrogen oxides.

PVC (polyvinyl chloride) and PVDC (polyvinylidene chloride) are often found in plastic film to make the plastic film soft and provide good adhesion. There are currently several alternative plastic films without PVC/PVDC that are suitable for wrapping food. Nordic Swan Ecolabelling therefore prohibits PVC/PVDC in plastic film at Nordic Swan Ecolabel grocery stores due to several environmental and health problems in connection with chlorine-based materials. PVC (polyvinyl chloride) is one of the most widely used thermoplastic materials. The environmental impact of PVC is primarily associated with the release of harmful organic chemicals from the entire PVC production chain, the use of endocrine disruptors such as phthalates as plasticizers in soft PVC, and challenges with waste management during production and disposal. Modern combustion plants in Europe have become much more efficient, and emissions of polyaromatic hydrocarbons (PAHs), benzo- α -pyrene, dioxins and furans have been significantly reduced. It is still the case that not all Nordic countries allow the incineration of used PVC due to the amount of neutralization waste it gives rise to. Denmark has a waste legislation that states that all PVC must first be sorted out and sent for recycling, otherwise it must be landfilled. And as mentioned there are other alternatives that are environmentally better, and it is therefore still relevant to ban the use of plastic film based on PVC/PVDC.

P7 Purchase of ecolabelled services and products


The store receives points for the purchase of ecolabelled services and products as below:

Ecolabelled means services and products labelled with the Nordic Swan Ecolabel or EU Ecolabel.

Ecolabelled goods and services	Point
Cleaning services	2
Coffee services*	1
Working clothes	1
Washing of entrance carpets	1
No purchases of printed matter	2

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

 Specify if the store does not purchase printed matter.

 Enter the name of service/product and licence number.

Background to P7


Nordic Ecolabelling rewards stores that use ecolabelled products and services through a flexible point requirement.

7 The store's transport for e-commerce

The following requirements only apply to stores where e-commerce accounts for at least 50% of turnover.


O15 New vehicle purchase

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

 Routine that ensures that newly purchased vehicles are either powered by electricity, biogas or hydrogen gas.

O16 Logistics for efficient transports

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.

 Routine for optimization of transports.

8 Management's responsibility

O17 Training and communication

All employees who participate in the daily operation of the store must be aware that the store is Nordic Swan Ecolabel. The store must carry out a basic training of the employees which must at least include:

- What it means that the store is Nordic Swan Ecolabel.
- Information about the store's environmental work.
- What the employees can contribute to the environmental work, such as reduced food waste, source sorting and purchase of organic goods.
- How the store communicates to customers about its environmental work and that the store is Nordic Swan Ecolabel.

Training 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 employees must receive the necessary training within two months.

🔑 Confirm that all employees receive training as required including annual updates.

📄 Description of training according to the requirement.

Background to O17

Training in Nordic Swan Ecolabelling's work is important to create commitment in the store during the licence period. It is important that the contact person does not feel alone in this work and that all departments are involved from the beginning. The store's management is the key to building good environmental work in the store from the beginning and to motivate the rest of the employees. The training must contain both basic environmental knowledge and knowledge that is necessary to maintain the Nordic Swan licence. Every year, all employees must be informed about the store's environmental work and what it means with the Nordic Swan licence - for example, which environmental improvements the company is working towards, the results of measurements and compliance with limit values, and changes that affect the Nordic Swan licence.

O18 Annual follow-up

The store must annually follow up and provide the information regarding:

- Proportion organic.
- Proportion ecolabelled.
- Amount of residual waste and total turnover.
- Amount of organic waste in relation to turnover of food.



Confirm that the requirement for annual follow-up is met.

Background to requirement O18

A requirement for annual follow-up is included to ensure that the store meets Nordic Ecolabelling's requirements throughout the licence's validity period. Nordic Ecolabelling can review all requirements, or only selected ones. It is always the latest version of the reporting that is the basis for ensuring that the criteria are met. If the annual report reveals that circumstances have changed, Nordic Ecolabelling must be informed of this.

9 Total points

O19 Mandatory requirement for achieved points

The store must fulfil at least 9 points out of 38 possible.

Score requirements	Number of points achieved	Maximum number of points
Organic food and drink, and MSC-labelled fish		5 points
Ecolabelled goods		5 points
Locally produced goods		2 points
Sustainable food production		11 points
Climate action		6 points
Packaging		2 points
Purchase of ecolabelled services and products		7 points
Amount		38 points



Summation of points.

Regulations for Nordic Ecolabelling of services

To easily identify Nordic Swan Ecolabel services, the licence number and a descriptive subtitle must be printed together with the Nordic Swan Ecolabel.

The descriptive subtitle for Grocery Stores is:

Grocery store

More information about rules, fees and graphic guidelines can be found at www.svanen.se/regelverk/

Follow-up inspections

Nordic Ecolabelling may decide to check whether the grocery store meets the Nordic Ecolabelling requirements during the licence period. It can e.g., take place through on-site visits or random checks.

If it turns out that the grocery store does not meet the requirements, the licence can be revoked.

The version history of the criteria

Nordic Ecolabelling established version 4.0 of the criteria for Grocery stores on 21 June 2023 and they are valid until 31 August 2027.

Nordic Ecolabelling decided on February 6, 2024, to adjust the requirement for sales share organic and MSC labelled for Swedish stores. The limit value for Swedish stores has been lowered from 8 % to 6 %. Furthermore, Nordic Ecolabelling decided on February 13, 2024, to adjust the requirement for energy analysis. As an alternative to standard EN-16247-1, analyses based on national guidelines are also approved. Analyses up to five years old are approved instead of up to three years and buildings that are five years or younger are exempt from the requirement until they have passed five years. This version is called 4.1.

Nordic Ecolabelling decided on September 24, 2024, to adjust the requirement for sales share organic and MSC labelled for Icelandic stores. The limit value for Icelandic stores has been lowered from 3 % to 2,5 %. The new version is called 4.2.

Nordic Ecolabelling decided on January 14, 2025, to adjust the requirement for the proportion of covered refrigerator units. The requirement has been lowered from 100% to 80% covered refrigeration units. The new version is called 4.3.

Nordic Ecolabelling decided on 20 January 2026 to prolong the validity of the criteria to the 31 August 2028. The new version is called 4.4.

Appendix 1 List of which goods count as consumables

The table below defines what counts as consumables. If an item is not on the list, it must be counted as a non-durable/special product. An expert can help determine whether an item is a consumable if needed.

Children	Hygiene products: Hair, shower, bath, skin, mouth, oil
	Diapers
	Wet wipes, drying wipes, washcloths
	Nursing pad
	Not to be counted as consumables: Pacifiers, feeding bottles, children's cutlery and plates, bibs
Paper	Household paper, toilet paper, paper towels
	Handkerchief
	Napkins
	Copy paper
	Writing pad, college pad
	Newspapers and periodicals
	Envelope
	Greeting cards and wrapping paper
	Coffee filters and tea filters
	Not to be counted as consumables: Drawing and colouring books, books and receipt pads
Chemicals	Textile washing: Detergent, fabric softener, stain remover, bleaching agent
	Dishwasher: Machine wash, machine detergent, hand dish detergent, rinse aid
	Cleaning: General cleaning, toilet cleaning, sanitary cleaning, oven cleaning, stove cleaning, steel wool, polishing agent, floor cleaning, floor care, clog remover and air freshener
	Not to be counted as a consumable: Biocides (e.g., mosquito repellent)
Cleaning equipment	Sponges, dish cloths, dish brushes and rags
	Microfibers: Cloths and mops (incl. accessories)

Hygiene	Intimate hygiene: Pads, tampons, panty liners, incontinence pads, contraceptives
	Skin and hair: Hand soap, shampoo, conditioner, shower gel, intimate soap, bath salts, bath foam, hair treatments, hair styling, hair dye, hair toning, perm, hair tonic, hair removal, facial cleanser, cream, foot care, sunscreen
	Oral care: Toothpaste, toothbrush, mouthwash, toothpick
	Cotton: Cotton sticks, cotton
	Wet wipes
	Deodorant
	Shaving: Foam, cream, aftershave, razors, razor blades
	Cosmetics
	Not to be counted as a consumable: Wound care
Bags and cases	Garbage bags, garbage bags
	For the customer to carry goods home in: Plastic bags and cardboard bags, shopping bag
Disposable items	Table setting: Glasses, cups, plates, cutlery, paper napkins
	Cooking: Baking paper, muffin tins, foil, plastic foil, aluminium foil, freezer bags, bread bags
Candle	Antique candles, tealights, scented candles, grave candles, cake candles
Miscellaneous	Barbecue charcoal and grill briquettes
	Batteries: Disposable batteries, rechargeable batteries, lithium batteries (including those sold with chargers)
	Lighting: Energy-saving lamps, LED, fluorescent, halogen
	Green: Plants, flowers and potting soil