

How you may communicate about building materials declared in the Nordic Ecolabelling Supply Chain Declaration Portal

The status of declared items

"Item" is a general term for various construction products, goods, materials, and chemical products. The fact that an item has been declared in the Supply Chain Declaration Portal (SCDP) simply means that specific information about the item has been declared by the manufacturer. An item may not be used in a Nordic Swan Ecolabel-certified building, until it has been evaluated by an evaluator and appears in the "Declared Items" menu, in the declarant view of the SCDP portal.

Declared items is used by applicants in their application for a Nordic Swan Ecolabel licence. Nordic Ecolabelling will in turn use the declared information when processing the application for Nordic Swan Ecolabel New Building licence.

The declared information will be used in context with other items specified by the applicants in the application. It is the final building that is certified – not the ingoing items.

Why declare items?

The advantages for you as a manufacturer of building materials declaring information on your items in the portal are many:

- You will only need to provide information once – as opposed to every time a licence applicant wishes to use your company's items in an application for a Nordic Swan Ecolabel-certified building.
- You will be able to monitor and manage all your declared items in the SCDP portal, including specific security settings, allowing you to set restrictions on the access to your data.
- A contractor/advisor/developer will be able to search for and easily find the items that have been declared in the Nordic Ecolabel Portal.

For more information, please see our FAQ and video guide in the [SCDP portal](#)

What is a declared item:

An item where properties specific to requirements have been declared by the manufacturer and is available for use in Nordic Swan Ecolabel applications.

Note:

Items declared in the SCDP are therefore neither certified nor approved.

Consider certifying your products?

Products certified with the Nordic Swan Ecolabel guide consumers and businesses to more environmentally friendly choices.

They are also rewarded in the criteria for Nordic Swan Ecolabel certified New Buildings. Construction companies are thus given an incentive to use Nordic Swan Ecolabel products for effective documentation of whether the criteria are met.

Products certified with the Nordic Swan Ecolabel appear automatically in look-ups provided with the information that they are certified. Look [here](#) to see if your items can be certified with the Nordic Swan Ecolabel.

Guidelines for what you can communicate, where and when

We want to avoid creating misinformation and misunderstandings about the status of declared items and avoid creating the impression that a declared item is evaluated as strict as a product certified with the Nordic Swan Ecolabel. Therefore, the guidelines for what you can and cannot communicate about your items being declared, are very clear.

What you can communicate about your declared items

As a declaring company you may inform licence applicants and licensees directly – and preferably refer to the SCDP communication channel – about the items you have declared. When communicating you are only allowed to use the following exact phrase/reference in #1-#2 below:

#1: Product information declared to Nordic Ecolabelling by New Buildings gen. 3 and 4. The product is not certified under the Nordic Swan Ecolabel.

#2 [Item name] or: [The product] is a declared item in the Supply Chain Declaration Portal (or short "SCDP") for New Buildings generation 4.

What is meant by 'inform directly'?

1:1 written or oral communication in your own materials/channels - E.g. subtly mentioned as a product feature in price lists, product information in web or web shop, data sheets - but only with the exact written phrases (no additional headlines, claims, marks, logos etc.) and the information are not to be highlighted in the form of headlines, banners, boxes or other graphic elements.

Important:

The sentences MUST always be used in their full length. Only shortening of the "Supply Chain Declaration Portal" using the acronym "SCDP" - is allowed.

What you cannot say or do

- Any other communication* is prohibited. This includes any kind of reference to Nordic Ecolabelling, the Nordic Swan Ecolabel, the EU Ecolabel, or to any product/service certified with the Nordic Swan Ecolabel or the EU Ecolabel.
- You may **not** use the Nordic Swan Ecolabel logo in any way and may not use the words "Nordic Swan Ecolabel" or similar words/phrases with regards to your declared items, beside the official sentences.
- If you have more than one declared product, you cannot create compilations or lists using filters or similar tools on your website. However, you may create lists or overviews for one-on-one communication with customers. These lists must not be shared with a broader audience.

These marketing and communication rules are also stated in the ['Terms and Conditions for Declarations'](#) agreed to by the declaring company when entering items in the supply chain declaration portal.

*) E.g. advertisement, press, in-store communication, on-pack information, social media, compilations and/or listings of products either on print or on web, or filters on web etc.

Products declared in HPP (Gen. 3)

For a product declared in both HPP (for generation 3) and in SCDP (generation 4) you need to follow these guidelines and can no longer use the old communication. If your product is only declared in HPP you can follow the old guidelines, but as soon as you declare the product in the SCDP you need to comply with the current guideline instead.

Obligations as a third party

If you have a contract with Nordic Ecolabelling with access to the portal (API), then you need to follow the terms in that contract. If you do not have a contract, you need to comply with the rules in these guidelines, including not making compilations and/or lists or using filters or similar on your web shop. You are only allowed to give information on each products information page, in which case you then need to use one of the two approved sentences.

You are allowed to give general information about the Nordic Swan and to let customers know, that you can assist in finding products, that can be used in a Nordic Swan Ecolabel building, but only on a case-by-case approach.

MISCONDUCT?

In case of misconduct the declared items will be removed from the Nordic Ecolabelling Supply Chain Declaration Portal according to the ['Terms and Conditions for Declarations'](#).