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 manufaturer 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.

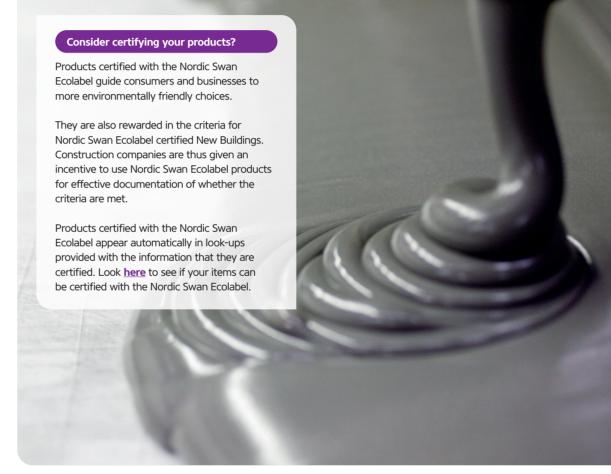
For more information, please see our FAQ and video quide in the **SCDP portal**

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.



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Nordic Ecolabelling

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.)

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.

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 etc.

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'.

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