

Environmental labels and issues

	Wood	Fibres	Chemicals	Emissions	Energy	Waste	Packaging	Recycling	Organisation	Reporting
ISO 14001									✓	
EMAS									✓	
EU Flower	✓		✓	✓	✓	✓				
ERA				✓	✓	✓				
Swan	✓		✓	✓	✓	✓				
Blue Angel		✓	✓	✓						
ECF			✓							
TCF			✓							
RCF		✓								
Sustainable forest	✓									
Forest certification	✓									
PEFC	✓									
FSC	✓	✓								
Grüne Punkt							✓	✓		
Paper Profile	✓	✓		✓	✓		✓	✓	✓	✓

Logos

Sustainable forest and forest certification have no logo to date



ISO
International
Organization for
Standardization



EMAS
Environmental
Management and
Audit Scheme



ERA
Environmental
Responsible Approach



FSC
Forest Stewardship
Council



EU Flower
European eco-label



PEFC
Programme for the
Endorsement of Forest
Certification schemes

Terminology

- ECF** Elementary Chlorine Free
- TCF** Totally Chlorine Free
- RCF** Recycled Fibres

Label information

Label	Background	Driving force
ISO 14001	ISO, a non-government organisation, is a federation of the national standards bodies of 149 countries.	Business worldwide
EMAS	Established in 1993, EMAS is a voluntary environmental management programme open to any company or organisation. It is based in the EU. Similar to ISO 14001, but has additional requirement: the public environment declaration.	Business within EU
EU Flower	Established in 1992. Managed by European Eco-labelling Board, with industry, environmental protection group and consumer organisation representatives. See more at www.eco-label.com	European Commission
ERA	An internal label established by UK Paper in the 1990's. Considers the entire product life cycle. Similar to EU Flower or Swan.	M-real
Swan	Established in 1989. Official Nordic eco-label, introduced by the Nordic Council of Ministers. See more on www.swanen.nu	Nordic Governments
Blue Angel	Involved bodies: German Institute for Quality Assurance and Certification (RAL), Federal Environmental Agency, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (and Environmental label jury for award procedure). See more on www.blauer-engel.de	German government
PEFC	Established in 1999. Independent, non-profit, non government organisation. PEFC is a global umbrella organisation for the assessment and mutual recognition of national forest certification schemes developed in a multi-stakeholder process. See more on www.pefc.org	ENGO & government bodies
FSC	Established in 1993. International association. In 2005, Board Director (Heiko Liedeker) is ex-WWF. 9 member board include 1 Greenpeace rep, 1 IG Metall rep, 1 Church of Sweden rep, 1 Smurfit Carton rep, 1 Global Forest Products rep. See more on www.fsc.org	ENGO
Grüne Punkt	Established in 1994. Involved bodies: authorities and companies. Financial contributions to the eco-packaging programme, ensure companies conform with recycling of product packaging legislation. Companies can also apply the green points to their products and collected money is given to local authorities to optimize selective collection of waste packaging.	Governments then European commission
Paper Profile	Environmental declaration scheme developed and provided by leading paper producers (for office papers: M-real, Stora Enso, UPM, IP). See more on www.paperprofile.com	Industry (papermakers)