



ECOLABELLING THE HOTEL INDUSTRY
The Nordic Ecolabel

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ABSTRACT

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Tourism is one of the fastest growing industries in the world, accounting for more than 200 million jobs worldwide, thus being also one of the main threats for the environment. However, sustainable tourism has an immense potential of reducing the negative impacts through its threefold character: environmental, economic and social.

Sustainable hotels are accommodation units that have adopted environmental policies as part of their corporate responsibility agendas, by making efforts to reduce energy and water consumption and to manage chemical products and waste more efficiently. These efforts are either part of own environmental programmes, developed and managed by the hotels themselves, or they follow criteria drawn up by third party environmental specialists and governmental agencies, for which the environmentally viable hotels are awarded an ecolabel.

Ecolabels are voluntary schemes that can label any product, not necessarily related to the tourism industry. They have as purpose to monitor environmental development, to raise awareness and to educate as well as to promote and to reward environmentally friendly companies.

The Nordic Ecolabel, or the Swan Ecolabel, is the official ecolabel of the Nordic countries, covering 67 product groups at the beginning of 2013, from toilet paper to furniture and accommodation units. Its main purposes indicate that technological development and more environmentally friendly production are the key steps towards reducing the negative impacts on the environment.

The research part was applying version 3.4 of the Nordic Ecolabel criteria for the hotel Cumulus Koskikatu, being part of the Restel hotel chain that follows its own environmental programme, but might consider applying for the Nordic Ecolabel in the future. The research was commissioned by the hotel's management to draw up a map of the requirements as well as to analyze at which stage the hotel is at the moment and what are the changes it needs to do. Due to confidentiality issues, the findings are presented in the appendix of this thesis and not published.

Key words: sustainable tourism, sustainable hotel, ecolabel, Nordic Ecolabel (Swan)

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1 INTRODUCTION

Sustainable tourism and sustainable development in general, is becoming more and more of an acute topic, considering the global warming and the continuous threat of completely depleting the planet of its natural resources through irrational development. However, even if tourism trends and travel preferences shift from long-haul to short-haul, from international to national and for shorter periods, tourism will still remain one of the most dynamic industries in the world.

There is a clear need for sustainable approaches in tourism, for ways of reducing our negative impacts on the environment while on holiday or business trips, abroad or in the neighboring town. And tourism cannot be discussed without approaching accommodation units, be it hotels, hostels, camping sites or bungalows. It is in this context that the desire to investigate closely what sustainable steps are taken in Finland in the hotel industry arose.

The solution is the Nordic Ecolabel, the official environmental programme of the Nordic countries, developed and monitored in Finland by Motiva Oy, an ecolabel that can be obtained not only for hotels, but for restaurants, conference centers and more than 60 other product groups. This ecolabel encourages companies to produce more environmentally responsible and to offer to the consumer markets environmentally friendly products and services at affordable prices, while promoting the values behind the production processes directly to consumers, explaining the benefits of environmentally viable products for the future.

Therefore, this thesis approaches the Nordic Ecolabel with its criteria for the hotels and youth hostels, applied for a hotel in Tampere, Cumulus Koskikatu. It has not considered yet applying for the ecolabel, as it follows internal environmental programmes of the Restel hotel chain, but it is more and more interested in the prospects in the future. Applying for the ecolabel can then be a suitable topic for further research.

2 RESEARCH AIMS AND PROCESS

2.1 The aims of the thesis and the rationale of the topic choice

The aims of this thesis are split into two different but much intertwined categories. The general aim was to familiarize with the concept of ecolabelling and in particular the requirements of the Nordic Ecolabel for a hotel in Finland and in the Nordic countries in general, the aspects that it refers to and the point system needed for application. The practical and therefore more applicable aim was to find out to which extent Cumulus Koskikatu would meet these requirements and what changes it would need to make inside the hotel in order to be able to apply for the certification in the future. The actual application process is not part of this research, being a good topic for further research.

The topic choice arose naturally from the author's interest in both sustainability issues and accommodation units. It was intriguing to notice how environmental sustainability requirements, directed by an outside board of experts, can be applied for an established lodging unit, part of a larger chain, which has its own internal environmental programme, based on best practices and requirements imposed by the times we are living.

But as purely the author's interest would not have been enough for a research topic, it was selected by the duty manager from a list of suggestions, bringing up the possibility for the Restel chain to apply for the Nordic Ecolabel in the future. When this research topic was chosen, the author was working in Cumulus Koskikatu, having thus first-hand access to written information, key-position workers (from cleaning staff and maintenance to duty managers and hotel and restaurant managers) and physical access to the rooms and all other facilities in the hotel (conference rooms, sauna/pool area and others).

A tertiary aim of this thesis was encouraging other students of tourism degree to undertake research topics related to sustainable tourism or ecolabels for their bachelor's thesis or other professional studies, as it is a very dynamic topic, with always improving standards and continuously changing and following main trends of tourism and environmental changes globally. The author's professional target and personal wish is that

this thesis offers a starting point for further studies, by raising questions and, at the same time, revealing some of the main issues and resources of the topic.

2.2 Research questions

The research questions are strictly related to the research topic and, as already mentioned in the previous subchapter, they follow three threads and can be succinctly described as:

- What is an ecolabel, what are the mechanisms behind it and how does it integrate in the tourism industry?
- What is the Nordic Ecolabel and what are the requirements for a hotel in Finland and in the Nordic countries for obtaining the Nordic Ecolabel?
- What are the areas of improvement and the changes Cumulus Koskikatu should make before applying for this certification?

2.3 Theoretical framework and concepts

Before analyzing the requirements of an environmentally sustainable label for an accommodation unit, it is needed to define the concepts and the theoretical framework behind the main research questions, specifically, it is important to have a look at the main characteristics of sustainability and sustainable tourism.

Sustainability has been a controversial topic for several decades now, raising both awareness for the exhaustion of our planet's natural resources as a result of their over-exploitation by human race and mixed feelings as to what the concept actually refers to, what are the direct results of our activities and the actions we need to take to protect the planet and ensure a future for the next generations. It has been proven very challenging to reach an agreement as to a universally valid definition for sustainability and sustainable development, because of its intangible character and the multifaceted approaches that can be taken into consideration in order to achieve it.

According to Hannam and Knox (2010, 128) the term sustainable development has been introduced internationally at the 1972 United Nations Conference on the Human Environment organized in Stockholm and was again the main concept in the World Conservation Strategy (WCS), published in 1980.

However, the widest spread definition of sustainable development does not date to recent years, but was formulated in 1987 by the UN Commission on Environment and Development, also known as the Brundtland Commission, named after its Chair Gro Harlem Brundtland. According to the definition published in the report *Our Common Future* (Chapter 2: Towards Sustainable Development, 1987)

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The report focused on three fundamental components of sustainable development which are to this day the three pillars of sustainability: environmental, social and economic sustainability. The commission focused on finding and implementing strategies to increase social and economic advantages in such ways that would least contribute to environmental degradation, pollution or over-exploitation of natural resources (EarthSummit2012). The global issues of sustainability arise from the three spheres of sustainable development mentioned above and include, according to UNESCO's International Implementation Scheme (2005) and other reports on sustainable development; water, energy and waste management (environmental), employment, human rights, gender equity (social), poverty reduction and corporate responsibility (economic), among others. More often than not, the sustainable strategies have intertwined approaches and cannot be defined strictly for one or another sphere, this creating the following model of the spheres of sustainability (figure 1).

The Three Spheres of Sustainability

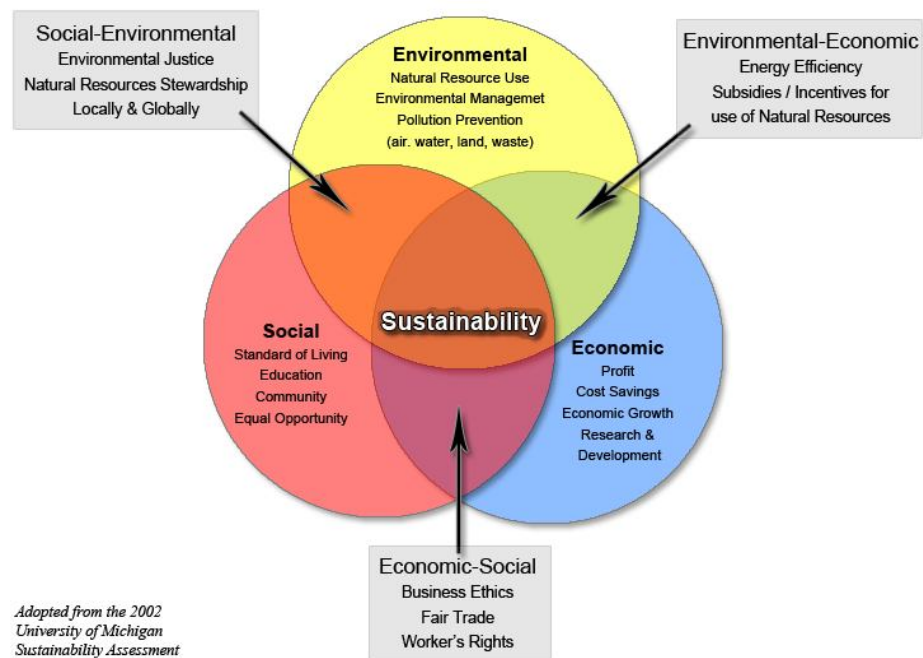


FIGURE 1. The Three Spheres of Sustainability (Vanderbilt University, What is Sustainability?)

The sustainable approach therefore focuses on the needs of the existing generations, with an effort to guide developments in a direction that will ensure that future generations will meet their own needs. Considering that in 2012, 20 per cent of the world's population, of which the Western World accounts for a clear majority, used 80 per cent of the resources (Nordic Ecolabelling Steps. 4), the prospects are negative and the need for sustainable strategies is obvious.

Chapter 3 tackles briefly issues of sustainable tourism and sustainable accommodations. Companies that operate within the tourism industry are interested to act and to be perceived as environmentally friendly from many angles, as it sells better to environmentally minded customers and it is also beneficial for the companies when dealing with third-parties and the public sector, such as non-profit organizations, governmental bodies and other traders in the industry.

Tourism and environment have a complex relationship, as many touristic activities around the world have damaging effects on the environment, but, on the other hand, tourism, with the right tools, has the potential to contribute to environmental protection and conservation and to raise awareness among tourists about the environmental chal-

lenges the world is facing and about different ways of reducing the negative impacts on natural resources.

Sustainable tourism is not limited to one type of tourism or another, but instead it applies to all forms of tourism that acknowledge the level of environmental, cultural and economic impacts tourism has on the society and the planet and channel the efforts into minimizing these impacts in the future, by turning negative impacts into positive prospects.

Other important steps towards environmentally sustainable tourism and accommodation are made through Corporate Social Responsibility (CSR) practices, regulated by third-party's social and environmental policies or self-imposed. CSR, applied with efficiency and transparency for the public, stakeholders and governmental authorities, ensures "corporate advantage through enhanced image" (Font & Buckley 2011, 11) and reduces negative impacts on the society and the environment.

Due to a recent shift in behavior and travel preferences, from mass tourism to environmentally friendly, or green, eco, ecological, sustainable tourism, nowadays travelers are interested to spend their holidays in destinations that are concerned with reducing the impact of the tourism industry on the environment. All the above issues are essential for the tourism companies in order to position themselves as sustainable and to gain competitive advantage through proper actions and communications to specific target markets.

Environmental labels have been introduced as the result of the growing need to distinguish between good marketing skills and good environmental practices, as environmental labels provide external and independent monitoring. These labels certify good practices, introduce standards and regulate environmental policies and activities in the tourism industry. The Organisation for Economic Co-operation and Development (OECD) defines environmental labeling as the "voluntary granting of labels by a private or public body in order to inform consumers and thereby promote consumer products which are determined to be environmentally more friendly than other functionally and competitively similar products". (Visser 2009, 145.)

Ecolabels are a type of environmental labels. The International Institute for Sustainable Development (IISD) has identified a number of major benefits of the ecolabels, among

which are mentioned: informing consumer choice, promoting economic efficiency, stimulating market development, encouraging continuous improvement, promoting certification and assisting in monitoring (Benefits of Eco-labelling 2013, iisd.org).

The Nordic Ecolabel is the official ecolabel for the Nordic countries, where it functions side-by-side with the EU Flower, the official ecolabel of the European Union. The Nordic Ecolabel is not restricted to tourism, it can be obtained for 67 product groups. Chapter 4 deals with ecolabels in tourism, the Nordic Ecolabel and its criteria for tourists' accommodation in Finland.

2.4 Data collecting methods

The thesis has two main analysis parts, one that concerns the requirements of the Nordic Ecolabel for hotels in Finland in general, and the second one, an analysis of the same criteria as they apply for Cumulus Koskikatu. For the first part, and the data on sustainable tourism and accommodation as well, a secondary research through literature review was the main data collecting method.

For the second part, however, the data collecting methods used were qualitative, through discussions with the key-positions holders in the hotel, for example the maintenance responsible, cleaning personnel and hotel and restaurant management, following closely the guidelines and criteria of the Nordic Ecolabel for each section of the requirements, described in detail in subchapter 4.2.2. Another tool for collecting the data was own observation and analysis, through repeated visits and checking different aspects of interest for the thesis.

Chapter 6 of the thesis analyses in depth the scores needed for certification and the scores obtained at the end of the year 2012 by Cumulus Koskikatu, together with recommendations for improvements, in order to ensure a successful application. Due to confidential information, the main content of the chapter is included in the thesis as an appendix and it is not available for consultation.

3 SUSTAINABLE TOURISM AND ACCOMMODATION

3.1 Sustainable tourism – a challenge for all

Tourism is one of the largest industries in the world, accounting for 235 million jobs worldwide, 30 per cent of the world's export of services, 5 per cent of direct global GDP and 980 million international tourists in 2011, according to the World Tourism Organization (UNWTO, 2011). It is arguably one of the fastest growing economic sectors in the world, bringing along inevitably a huge impact on the environment, economies and cultures in which it interacts, that is to be precise, everywhere in the world.

As seen in subchapter 2.3, sustainability concerns are three-fold, environmental, economic and social, but as the present thesis deals with environmental issues alone, the other two are not approached here. Negative environmental impacts arise from tourism when the development of tourism is greater than the ability of the environment to cope with such activities. For example, extensive building of roads, airports and tourism facilities puts a huge strain on an area and causes soil erosion, increases pollution, endangers species and natural habitats. Air travel accounts for 3-5 per cent of carbon dioxide emissions that are released internationally and the number of passengers is constantly growing, setting air transport to “become the world's largest single contributor to environmental damage and global warming” (Watson, M. *Environmental Impact of Air Travel* 2012).

Golf courses, touristic resorts and hotels' swimming pools are some examples of man-made transformations on the natural environment that use large natural areas and consume water resources, sometimes forcing local communities to suffer from the touristic use of natural resources, especially in draughty areas, for example in the Mediterranean countries, where mass tourism is developed and water scarcity an increasing problem. According to Gössling et al. (*Tourism and Water Use: Supply, Demand, and Security* 2011), previous studies have shown that on global average, an international tourist consumes 222 liters of water per day (2011, 9), but their study argues that “direct water use in tourism is anything from 80 to 2 000 liters per tourist per day, with a tendency for larger, resort-style hotels to use significantly more water than smaller, less luxurious establishments” (Gössling et al. 2011, 23).

Although tourism was said to be, already in 1980 in the Manila Declaration on World Tourism: “an activity essential to the life of nations because of its direct effects on the social cultural, educational and economic sectors of national societies and their international relations” (1), its effect on the environment was not taken into account at the United Nations Conference on Environment and Development (also known as Earth Summit) organized in Rio de Janeiro in June 1992, a summit which focused on the international efforts to reduce the effects of environmental degradation and “promote sustainable and environmentally sound development in all countries” (Hannam & Knox 2010, 129). This was to change in 2002 at the Johannesburg Earth Summit (Rio Plus 10), where tourism was discussed as an industry that can work towards sustainable development, with results that include improving lives of people and conserving natural resources in a world where demand for food, water, shelter, health services and economic security are ever-increasing.

Sustainable tourism is, according to the United Nations Environment Programme (UNEP) and World Tourism Organisation (WTO) in *Making Tourism More Sustainable – A Guide for Policy Makers* (2005), “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (2005, 11). Sustainable tourism is not a form of tourism, but all forms of tourism should struggle to be sustainable.

When speaking about sustainable tourism, however, most commonly it is misunderstood and addressed as ecotourism. The main difference between the two is that ecotourism is always a form of sustainable tourism, while not all forms of sustainable tourism are ecotourism.

Ecotourism is defined by the International Ecotourism Society (2012) as “responsible travel to natural areas that conserves the environment and improves the well-being of local people” (TIES 1990), a definition almost identical to the more comprehensive one of the World Conservation Union, published by Hannam and Knox (2010, 134), “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”. The characteris-

tics of ecotourism are, therefore, natural areas and their conservation, economic development, environmental awareness and local involvement.

The sustainable tourism criteria cover under the same “umbrella” almost all forms of tourism, such as rural tourism, adventure tourism and even mass tourism, as long as achieving sustainability is a target of that type of tourism.

Mowforth and Munt (Tourism and Sustainability 2003, 98-104), quoted in Hannam and Knox (2010, 130), have recognized four key concepts to sustainable tourism, which have been widely adopted, used and implemented in specialized literature, tour operators’ policies and local and national communities:

- Environmental sustainability: the need to minimize the environmental impact of tourist activities, especially in endangered areas, but not limited to that. It applies to all aspects of tourism and it requires actions to keep under control pollution of air, land and water and to conserve biological diversity and natural heritage.
- Social sustainability: the ability of a community to attract people from outside the community for shorter or longer periods of time, without creating disharmony in the daily life of that community and without imposing social change, which means also respecting human rights and ensuring equal opportunities for all societies.
- Cultural sustainability: the ability to interact with different cultures and still keep the particular features of own culture; it is a challenge of global tourism to maintain local cultural identity.
- Economic sustainability: the level of economic profit from tourism activities, which needs to be sufficient to cover the costs of tourism and the local needs of the community.

The same key objectives have been established by the EU Sustainable Development Strategy (SDS), as stated in Action for More Sustainable European Tourism – Report of the Tourism Sustainability Group (2007), together with the additional aim of applying the same principles at a global level. The Tourism Sustainability Group (TSG) was created in 2004 by the European Commission, formed by member state governments, regional and local authorities, international and professional bodies, the tourism industry

and environmental bodies and other members with expertise and experience in the sustainability of tourism, and having as main purpose “to stimulate action to make European tourism more sustainable and to maintain this as a continuous process” (2007, 1). The same report presents the agenda of 12 aims for sustainable tourism, as they have been formulated in 2005 by UNEP and WTO (2007, 5): economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community wellbeing, cultural richness, physical integrity, biological diversity, resource efficiency and environmental purity.

To underline once again the need for worldwide sustainable principles and guidance in tourism, UNEP, UNWTO and the UN Foundation launched in October 2009 the Global Sustainable Tourism Council (GSTC), whose vision is “to promote sustainability in tourism by fostering the increased knowledge, understanding, adoption and demand for sustainable tourism practices” (Travel Forever – Annual Report 2010). The strategic work of the GSTC involves international standard setting, education and training, market access and sustainability of travel destinations. Already developed and implemented are the GST Criteria for Destinations and the GST Criteria for Hotels and Tour Operators, which are sets of global sustainable criteria and standards in tourism, created with the close cooperation of tourism organizations, stakeholders and individuals.

As already mentioned, Corporate Social Responsibility (CSR) in tourism stands for different actions travel companies adopt to make tourism more sustainable. The European Commission published in October 2011 a new policy on corporate social responsibility, which provided also a definition of CSR as being “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (COM 2001/366 in COM 2011/681, A renewed EU strategy 2011-2014 for Corporate Social Responsibility 2011, 3). In brief CSR includes actions towards society and the environment that go beyond their legal obligations.

One example of tourism actors for whom CSR is an extremely useful tool are the tour operators, who integrate in their activities probably the most-faceted tourism operations, connecting tourists and service providers, permitting them to influence consumers’ choices, practices of suppliers and developments of destinations. The Tour Operators’ Initiative for Sustainable Development (TOI), founded in 2000 in co-operation with

UNEP, comprises more than 20 international tour operators who are committed to incorporate sustainable principles in their activities because they have understood that “sustainability is the only option for the tourism industry” (Sustainable Tourism: The Tour Operators’ Contribution 2003, 7).

3.2 Sustainable accommodation: eco-hotels or tree houses

With the exception of same-day visits, all other types of tourism include overnight accommodation in one form or another, being therefore a key component of the travel and tourism product. Middleton et al. (2009, 364) define tourism accommodation as “establishments offering overnight accommodation on a commercial or ‘quasi-commercial’ basis to all categories of visitors”. “Quasi-commercial” are generally non-profit bodies but for the rental of which a small fee is charged, such as youth hostels, colleges and universities, who offer accommodation services whenever students are not in residence. This definition does not include privately-owned accommodation, such as cabins, caravans, boats, unless they are rented through a marketing agency.

Tourism accommodation is further on divided into serviced and non-serviced units, depending on the existence on site, or lack of staff to cater for the travelers’ needs, such as cleaning, meals and others. For the purposes of this thesis, the author limits the field of interest to commercial serviced accommodation for both business and leisure travelers.

The hotels, motels and all other accommodation units comprise, according to Sloan, Legrand and Chen (2009), the largest sector of the tourism industry and, at the same time, they have the largest negative impact on the environment. The authors argue that an average hotel releases between 160 and 200 kg of CO₂ per square meter of room floor area per year, water consumption ranges between 170 and 440 liters per guest per night in a five-star hotel and waste is being produced on average 1 kg per guest per night. (Sloan, Legrand & Chen 2009, 2.)

Just as with the sustainable tourism and ecotourism ambiguity, there is no clear universal understanding about what sustainable accommodation stands for, one of the most common images in the consumers’ mind being probably an accommodation without electricity, running water or basic commodities, such as toilet facilities en suite, situated

in a natural un-spoilt environment, for example bungalows, cottages, tree houses. There is also the other usual misconception that a sustainable hotel is unaffordable for the average tourist, because sustainable practices involve high costs, which have a direct influence on the price level of the accommodation.

In reality, green, sustainable, environmentally friendly or ecological (eco) hotels cannot be categorized based on location, price level or number of stars. A sustainable hotel is any hotel that makes sustained efforts to minimize its impact on the environment, by making changes in its structure to reduce energy and water consumption, usage of chemical products and amount of waste, together with actions to raise awareness about sustainable issues to its guests, who are encouraged therefore to be a part of the process and to choose in the future also environmentally conscious hotels.

A sustainable hotel implements measures to reduce its carbon footprint and monitors periodically the consumption levels, in order to intervene and minimize them constantly. Local and organic food is preferred, supporting also the local community and society in general, avoiding serving endangered species of fish or animals. Non-disposable cutlery and crockery is preferred to disposable ones. Bed linen and towels are 100 per cent organic cotton and individually wrapped soaps and shampoos are eliminated, reducing plastic consumption dramatically. Energy-efficient light bulbs are preferred and presence-controlled lighting devices are installed. Waste is sorted at source into at least three sections (paper, metal, glass).

Environmental certification has been introduced also as a need to back up the hoteliers' environmental efforts, and all sources indicate that tourists should look for an environmental labelled hotel, if they want to stay at a sustainable accommodation unit. For the United States, for example, "LEED Certification, short for Leadership in Energy and Environmental Design (awarded by the US Green Building Council) [...] is an easy way to tell that a facility meets rigorous sustainability standards in energy efficiency, materials and water usage" (Martinelli. How to spot an eco-friendly hotel 2012).

The Tour Operators' Initiative (TOI) has developed in cooperation with Conservation International, A Practical Guide to Good Practice: Managing Environmental and Social Issues in the Accommodation Sector. The guide provides the contracted hotels worldwide with information on energy, water, wastewater and waste management, chemical

products, environmental management systems and contributions to community development and biodiversity and nature conservation (2003, 10). It explains what each issue represents and why addressing environmental matters is critical for the business, for the customers and for the environment itself. Avoiding or reducing negative impacts of the hotel's activities should be a priority to each hotelier in order to become sustainable.

As an example of the environmental efforts for accommodation units, a closer look can be taken to one of the members of TOI, specifically TUI Group, a major tour operator for the European markets. With 248 hotels and over 157 000 beds, TUI Hotels & Resorts is Europe's largest holiday hotelier (Destination Sustainability 2012, 3). As part of their Sustainable Development Programme, they mention among their aims continuing various projects and measures to reduce energy and water consumption and CO₂ emissions and to increase recycling rates per guest night (2012, 17-18.) in all of its chain hotels. Already in 2010/2011 56 hotels were ISO14001 certified (2012, 21). In the same period and compared to the previous year, CO₂ emissions decreased by 6 per cent, energy consumption decreased by 8 per cent (2012, 29) and water consumption by 3.6 per cent (2012, 30). Waste was maintained to the same level as the previous year, of 1.4 kg per guest night (2012, 31).

Sustainability in tourism and accommodation is not a one-way path, where only the service provider implements good environmental practices, but also the guests should behave sustainably. One challenge for hoteliers and tour operators is to educate the guests through information campaigns on the impacts that touristic activities have on the surrounding environment, as well as to present easy and efficient ways for the tourists to help, without compromising the quality of their holidays.

The Travel Foundation has introduced the campaign Sustainable Tourism is Good for Business (2010) that gives short and accurate tips for sustainable holidays for both tourists and hoteliers. To tourists it states "sustainable travel means protecting the natural environment and ensuring that local people benefit from your visit. This hotel takes simple but effective steps to reduce the consumption of energy and water during your holiday" (You can make a big difference 2010).

Ways of helping out in the sustainable endeavor as tourists include taking short showers, not baths and use water sparingly, reusing room towels and beach towels instead of

having them replaced daily, switching off the lights and TV, air conditioning and other appliances when leaving the room, reusing plastic bags, recycling used batteries, sorting waste into different types, where sorting is made available and using public transport, bicycles and walking instead of using taxis or rental cars for short distances.

4 ECOLABELLING THE TOURISM AND HOTEL INDUSTRY

4.1 Environmental labels and ecolabels: short history and definitions

Environmental labels stand for commitment to environmental sustainability. They are developed by independent bodies of authority in the environmental fields and are voluntary schemes, meaning that applicants, producers, manufacturers or service providers, choose to obtain one label or another, in order to communicate to their customers, suppliers and internal staff the environmental policies followed in their organization.

However, the multitude of environmental labels existing on the globe, together with other environmental symbols or claims stated by producers themselves about own products and services, makes it close to impossible for the consumer who wishes to reduce environmental impacts through his or her purchasing decisions, to distinguish between certified environmental efforts and just smart marketing skills. The website Ecolabel Index has tracked and organized in a global directory 432 ecolabels in 197 countries and 25 industry sectors, accessible for consultation at: ecolabelindex.com (read 24.12.2012).

As defined by the Global Ecolabelling Network, a non-profit association founded in 1994 to improve, promote and develop the ecolabelling of products and services (Visser 2009, 145), an ecolabel is “a label which identifies overall environmental preference of a product (i.e. good or service) within a product category based on life-cycle considerations, awarded by an impartial third party to products that meet established environmental leadership criteria” (GEN Introduction to Ecolabelling 2004, 1).

The first ecolabel, the Blue Angel, was created in 1978 by the Federal Ministry of the Interior of Germany (United Nations Office for Project Service (UNOPS) 2009, 5), but, as Mansvelt points out in *Green Consumerism: An A-Z Guide* (2011), environmental labeling was adopted as a principle only in 1992 at the United Nations Conference on Environment and Development to “encourage expansion of environmental labeling and other environmentally related product information programs designed to assist customers to make informed choices” (2011, 233). A year later, in 1993, the Canadian Standards Organization, in close cooperation with the International Organization for Standardization (ISO), established a technical committee to develop international environ-

mental labeling standards. The same source argues that “an environmental claim can be any statement, graphic, or symbol that refers to or creates the general impression that it reflects the environmental aspects of any product or service through packaging labels, product literature, technical bulletins, advertising, publicity, telemarketing, and digital or electronic media including the Internet” (2011, 233).

Environmental labeling standards are part of ISO 14000 series, under the name of Environmental Management, that “addresses various aspects of environmental management, provides practical tools for companies and organizations looking to identify and control their environmental impact and constantly improve their environmental performance” (iso.org, read 22.1.2013). ISO 14001:2004 and ISO 14004:2004 focus on environmental management systems, while the others focus on life-cycle of products, communication and auditing. ISO 14020 covers the environmental labels, classified under three types (table 1):

TABLE 1. Three types of Environmental Performance Labelling – ISO Definitions (GEN 2004, 2; Mansvelt 2011, 233)

Type I	environmental labeling: voluntary, multiple-criteria based, third party programs that award a license which authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a product category based on life cycle considerations eg: EU Flower, Nordic Ecolabel, Blue Angel (Germany), Ecologo (Canada)
Type II	informative environmental self-declaration claims , widely spread because of few government regulations and no licensing fee to pay
Type III	environmental declarations (report cards/information labels): voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, verified by that or another qualified third party

In its Guide to Environmental Labels (2009), UNOPS distinguishes between environmental labels and ecolabels, arguing that not all environmental labels are ecolabels, the latter being “a sub-group and they respond to special criteria of comprehensiveness, independence and reliability” (2009, 6).

According to Oxford Dictionaries, ecolabelling is “the practice of marking products with a distinctive label so that consumers know that their manufacture conforms to recognized environmental standards” (oxforddictionaries.com). For physical goods, it is easy to display the green message on the product’s packages, while for tourism services and especially lodging units, the focus of this thesis, the environmental convictions and efforts are to be found in brochures, ads, Internet pages and own marketing and promotional material.

Font and Buckley (2001) discuss ecolabelling in tourism and argue, quoting Font and Tribe (2001, 6) that “the development of ecolabels has been mostly a top-down approach, recognizing the industry’s need to clean up its act and introducing methods to do so, both in the tourism industry as well as other sectors, such as manufacturing and forestry” (2001, 6). The authors also develop a schema of the players in tourism ecolabels (figure 2), which reviews briefly the main actors in the ecolabelling process.

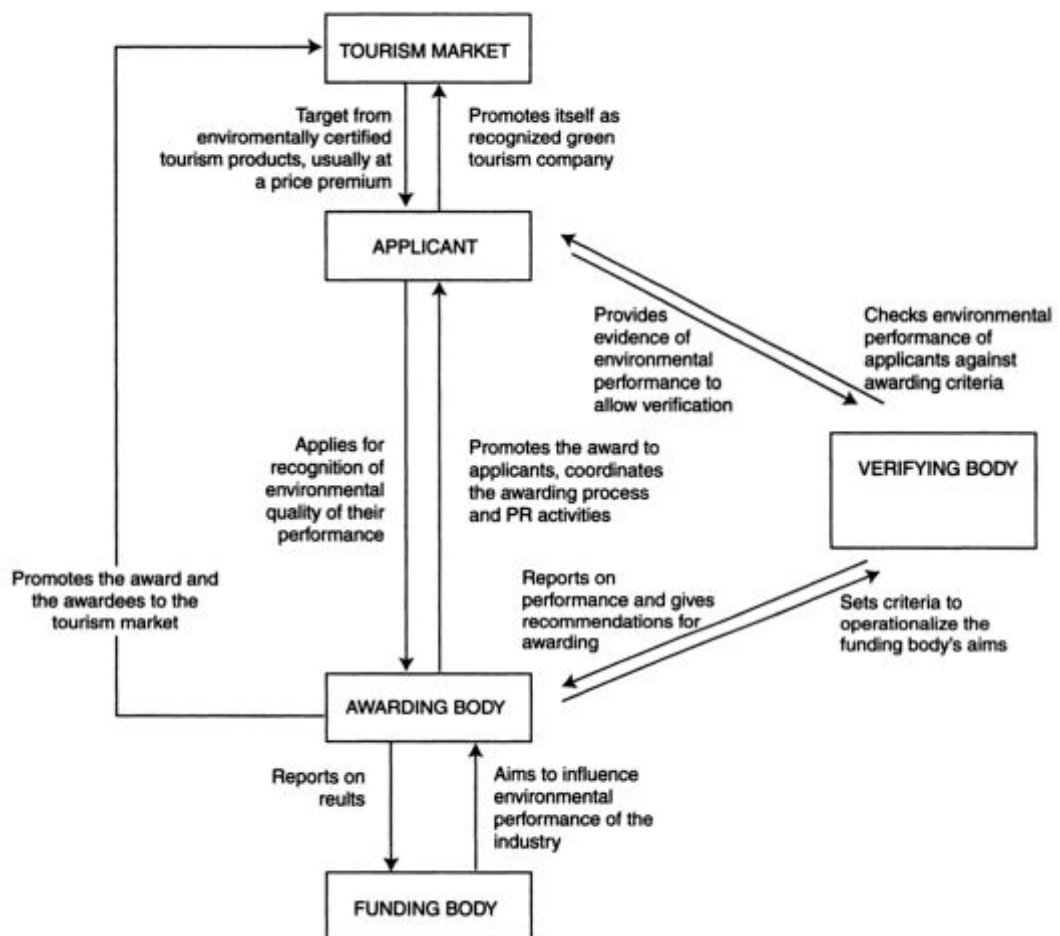


FIGURE 2. The players in tourism ecolabels (Font & Buckley 2001, 5)

The **funding body** is in most cases a governmental or non-profit organization that provides funds for the development of an ecolabel, and, according to Font and Buckley (2001, 7) the trend is to engage both public institutions as well as private bodies such as non-profit organizations, industry associations and large tourism companies “to guarantee credibility and transparency of the label”. This funding body is needed mostly because the price of the ecolabels for the applicants was low, at least a decade ago, and did not cover the expenses incurred with developing and implementing the ecolabel. Therefore, outside funding was necessary to run such a program, until the ecolabel became established and, therefore, self-sufficient.

The **awarding body** can be the same organization as the funding body, especially for smaller scale ecolabels, though more often than not, the task is outsourced to an independent organization specialized on environmental measures, which prepares the criteria and administers the ecolabel, leaving to the **verifying body** the difficult task of implementing the criteria on site.

This is one of the reasons why ecolabels in tourism industry are developed more for accommodation units and other tourism products, the **applicant**, than for destinations or travel agents, because it is easier to quantify and verify the environmental performance of a specific hotel or product, than to apply environmental criteria to whole destinations. For tour operators and travel agents, there are more general principles that favor more one accommodation unit than another, based again on their particular environmental behavior, thus encouraging other lodging units to become more sustainable and to aim for achieving an ecolabel. Finally, the **tourism market** encompasses all other tourism bodies, such as tourists, competitors, suppliers, destination marketers, that come in contact directly or indirectly with the other players described here, but who influence the dynamics of tourism at all levels. The tourism market has also a deep role on the ecolabel market, as it selects from the offer available those that have made environmental promises for their activity.

Ecolabels follow three main objectives (GEN 2004, 5): protecting the environment, encouraging environmentally sound innovation and leadership and building consumer awareness of environmental issues. Out of these, protecting the environment is the key element that unites all sustainable policies presented so far, and it is the main objective of the Nordic Ecolabel also, which is described in the next subchapter.

4.2 The Nordic Ecolabel

4.2.1 General description of the ecolabel

The Nordic Ecolabel, with its trademark, the Swan (figure 3), has been established in 1989 by the Nordic Council of Ministers and functions ever since as the official ecolabel of the Nordic countries, its stated purpose being to provide “an environmental labeling scheme that would contribute to a sustainable consumption”. (Nordic Ecolabelling. The Nordic Ecolabel – the official Ecolabel in the Nordic countries)



FIGURE 3. The Swan label in Finland. (Ympäristömerkki – kestävä valinta. ymparistomerkki.fi)

The ecolabel is known by several denominations, the official one being the Nordic Ecolabel, but also very common are the Swan Ecolabel and the combination of the two, the Nordic Swan. There is no difference between the terms and, although Nordic Ecolabel is the official one, any of the above mentioned ones is found in specialized literature.

According to Ecolabelling Sweden, the Nordic Ecolabel trademark was designed by the Finnish artist Kyösti Varis and originated from the Nordic Council of Ministers logo that he had designed four years earlier, in 1985, a swan with eight quills, symbolizing the five member states and the three autonomous territories, Faroe Islands (Denmark), Greenland (Denmark) and Åland (Finland). The four quills of the Nordic Ecolabel logo, however represent Sweden, Norway, Finland and Iceland. Denmark, who joined later in 1992, is not represented in the quills.

The environmental labeling schemes, the Nordic Swan and the EU Ecolabel, are run in Finland by Motiva Oy, who took them over on the 1st of January 2011 from the Finnish Standards Association. Motiva Oy has a history of 20 years of providing “a wide range of services and expertise aiming to promote the sustainable use of energy and materials, and increase the use of renewable energy sources”. (Motiva Annual Report 2011, 2.)

According to the same source, its “environmental labeling experts help to define labeling criteria, process applications, monitor the operations of the holders of labeling rights, and market and publicize these [two] schemes” (2011, 10).

The Nordic Ecolabel can be obtained for 67 product groups, from detergents to furniture and accommodation units, and a company can apply for certification within any of the product areas. After obtaining the Nordic Ecolabel, it can be used for marketing purposes on the labeled products, providing that its use complies with the regulations stipulated by the Nordic Ecolabelling Board for Environmental Labelling (see Appendix 1). Motiva Oy states that Nordic Swan labeling rights have been awarded by the end of 2011 to over 2 000 products sold in the Nordic countries, the number of licenses in Finland being 353 (Motiva Annual Report 2011, 10).

This ecolabel’s goal, as stated in Nordic Ecolabelling Steps (2001) is “to influence technical developments and to encourage the production of goods and services that are more environmentally friendly”. This can be achieved through application of sustainable criteria on various product groups, acquisition of products and services that have already proven to follow the criteria, education of the consumers regarding usage of resources and further on, development of new ways of producing sustainably and environmentally friendly.

A Nordic Ecolabelled hotel is voluntarily committed and able to comply with the strict requirements of the ecolabel, adopting a “life cycle approach to their environmental work” (Nordic Ecolabelling of Hotels and Youth Hostels, 3). The staff of the hotel works towards reducing environmental impact, and as a result the hotel successfully meets the limit values and other requirements imposed by the ecolabel. Energy consumption is the most significant area of environmental impact and the Nordic Ecolabel has not only requirements for reducing the energy consumption, but also for introducing the increasingly essential use of renewable energy sources. Other limit values concern the reducing of water consumption, quantities of waste and chemical products. Most, if not all, products recommended for the hotel to use are ecolabelled, which stands for environmentally friendly commitment of the producers of chemical products and other products.

At the end of 2012, around 400 hotels carried the Swan Ecolabel, over 250 hotels in Sweden alone, belonging to known chains such as Scandic, Best Western and Svenska Möten, according to Ecolabelling Sweden (Hotels&Hostels). The Nordic Ecolabel criteria for hotels and youth hostels was first introduced in 1999.

The Nordic Swan label is in growing demand for accommodation units in Finland, more and more hotels and hostels aiming to successfully apply for the certification. Below there is a list of the 37 hotels that were awarded the ecolabel by the end of 2012, classified by hotel chain (table 2).

TABLE 2. List of Nordic Ecolabelled hotels and other accommodation units in Finland. (Joutsenmerkki – kestävä valinta)

Chain	Accommodation unit	Location
Best Western	Hotel Haaga	Helsinki
	Raumanlinna	Rauma
Hilton	Helsinki-Vantaa Airport	Vantaa
Radisson BLU	Hotel Espoo	Espoo
	Hotel Oulu	Oulu
	Marina Palace Hotel Turku	Turku
	Plaza Helsinki	Helsinki
	Royal Hotel Vaasa	Vaasa
	Royal Hotel Helsinki	Helsinki
	Seaside Hotel	Helsinki
Scandic	Espoo	Espoo
	Grand Marina	Helsinki
	Jyväskylä	Jyväskylä
	Julia Turku	Turku
	Kuopio	Kuopio
	Marski	Helsinki
	Oulu	Oulu
	Paasi	Helsinki
	Patria	Lappeenranta
	Plaza Turku	Turku
	Rosendahl	Tampere

	Simonkettä	Helsinki
	Tampere City	Tampere
	Tampere Station	Tampere
	Vierumäki	Vierumäki
Sokos	Hotel Aleksanteri	Helsinki
	Hotel Flamingo	Vantaa
	Hotel Tammer	Tampere
	Hotel Tapiola Garden	Espoo
	Hotel Villa	Tampere
Others / Privately owned	Airport Hotel Oulu	Oulu
	Hotel GreenStar	Joensuu
	Hotel Savoy	Mariehamn
	Hotel Krappi Oy	Tuusula
	Hotel Lasaretti	Oulu
	Kokousmylly	Porvoo
	Putikon Hovi Oy	Putikko

The license is valid until a new version of the criteria is implemented and in that case, the accommodation unit must re-apply for the ecolabel, after verifying that it complies with the new requirements. On 14th June 2007, Nordic Ecolabel adopted version 3 of the criteria for Hotels and Youth Hostels, valid until 30th June 2012. At the moment of starting the writing process of this thesis, the version number was 3.3. with the validity until 30th June 2013, but on 10th May 2012 the Secretariat manager's meeting decided to prolongue the criteria with 16 more months, until the 31st October 2014, the new version number being 3.4. (Nordic Ecolabelling of Hotels and Youth Hostels, 39-40). According to the same source, the license is valid until the criteria expires, but as shown above, the criteria can be adjusted or extended, the licensee being informed accordingly. The new criteria has to be published at least one year before the present criteria expiration date, and the licensee is given the opportunity to apply again for the new one.

The application fees differ within the Nordic countries, for Finland the first application fee is EUR 2 000, that needs to be paid after the application but before its handling. The extension or renewal of the license during its period of validity is EUR 1 000 and additional fees may be applied for changes in the criteria, the amounts ranging from EUR 0

to 1 000, depending on the time spent with checking that the changes are applied. The annual fee is charged per license in advance and calculated according to the estimated turnover in the current year. In Finland, for both products and services the fee amounts to 0.3 per cent of the annual turnover for the ecolabelled product or service, minimum fee being EUR 1 500 and maximum EUR 34 000. VAT 24 per cent is to be added to the above mentioned fees and in case the application is not approved, no fees will be returned. (General fees in Finland 1.1.2012)

The Nordic Swan brand has a reliable and positive image, having ranked fifth in the 2011 annual survey of Finnish brands, alongside Fazer, Fiskars and the Finnish swan label for products produced in Finland. The survey was run by market research specialist company Taloustutkimus and the marketing trade magazine *Markkinointi & Mainonta* (Motiva Annual Report 2011, 11).

The ecolabel's logo is widely known in Finland, a research conducted by YouGov Norge in December 2011 (Motiva Oy. Joutsenmerkki tunnetuin ympäristömerkki. 23.3.2012) showed that almost nine out of ten interviewees recognized the Swan logo, the percentage being 96 per cent for the respondents belonging to the 15-22 year old category. Also the message that the Nordic Ecolabel strives to communicate has reached the consumers positively, 81 per cent of the Finnish respondents identified the labeled products as being environmentally friendly. 12 per cent of the respondents always check that the products they use carry the Swan Ecolabel, while 59 per cent admit to doing that every now and again. This is crucial information in understanding the growing potential of the consumers and the positive influence the logo can bring through marketing of the ecolabelled product.

4.2.2 Criteria for hotels and youth hostels

All the information included in this subchapter is taken from the Nordic Ecolabelling of Hotels and Youth Hostels version 3.4 (2012). The Nordic Ecolabelled products sold in Finland are available for consultation on the Nordic Ecolabel website ymparistomerkki.fi (Myönnettyt Käyttöoikeudet. Suomessa myytävät tuotteet 2012).

The criteria comprises three different parts, the general description of the accommodation unit (1), the class division and the four limit values: energy consumption, water consumption, chemical products and waste management (2) and, the most detailed part, the environmental requirements (3), which are subdivided into 15 distinct parts, describing all the requirements from rooms, cleaning, kitchen and conference center to environmental management. The environmental requirements include both mandatory requirements (marked with O) and point score requirements (marked with P).

Criteria fulfilling needs to be proven, therefore after each requirement, there is either the mark , meaning that specific documentation needs to be provided, or the mark , symbolizing checked on site by the ecolabel's inspections.

For successful application for the Swan ecolabel, the following are required (2012, 5):

- Submission of a general description of the hotel (1)
- Fulfillment of the limit value for energy consumption (2)
- Fulfillment of a further 1 out of 3 remaining limit values
- Fulfillment of all the obligatory requirements ("O" requirements)
- A score totaling at least 60 per cent of the point score requirements under Operation and Maintenance ("P" requirements)
- A score totaling of at least 65 per cent of all point score requirements (at least 50 per cent for the Icelandic hotels)
- Nordic Ecolabelling has checked that requirements have been met on site.

The general description of the hotel (1) must include the following information: type of establishment/general description, whether there are conference facilities, a restaurant, a pool and/or garden and a description of these, accommodation turnover per year, number of guest rooms, occupancy, the total size of the hotel (heated indoor areas) and any

garden areas, whether the establishment is connected to and uses municipal water and sewage. If there is a restaurant, the application must include restaurant turnover per year and, if possible, number of restaurant guests per year.

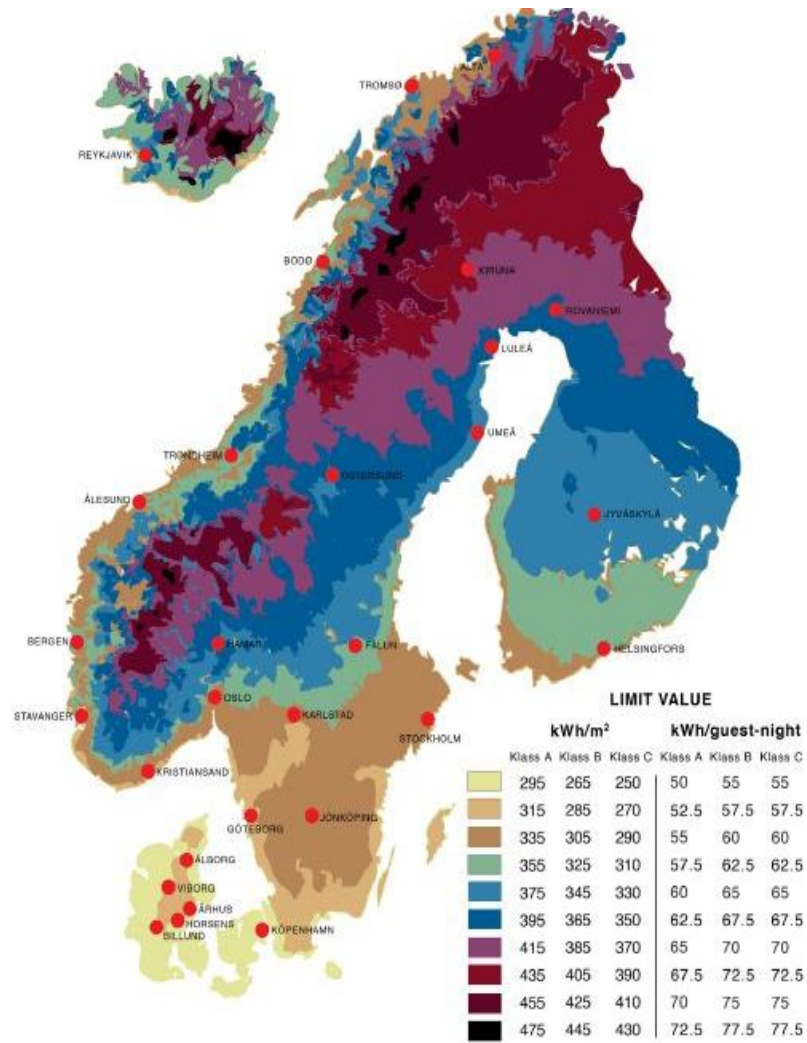
Class division and limit values (2) allow the establishment to calculate and verify whether the values of interest are within the limits imposed by the Nordic Ecolabel.

There are three classes, A, B and C. The accommodation unit is:

1. Class A – if at least one of the two parameters is satisfied: the establishment has a restaurant turnover greater than 45 per cent of the total turnover for restaurant and lodging or lodging occupancy is greater than 60 per cent
2. Class B – if Class A is not satisfied, but at least one of the following is: the establishment has a restaurant turnover of between 15-45 per cent of the total turnover for restaurant and lodging or lodging occupancy is between 40-60 per cent or there is a pool
3. Class C – other establishments

The limits for energy and water consumption, chemical products and waste management are set according to the class division. They are calculated for water consumption, chemical products and waste management based on the number of guest-nights per year, while energy consumption can be calculated either by guest-nights or by square meter. A guest-night is “one let bed per day (24 hours)” (2012, 7). For establishments with day-guests (such as conference guests, staying for at least 4 hours) accounting for more than 35 per cent of total number of guests, Nordic Ecolabelling may allow to count one day-guest as 0.5 guest-nights. Also for class A establishments that fulfill both conditions, restaurant guests may count as 0.25 guest-nights.

As shown above, the energy consumption limit has to be met in order to qualify for further investigation on fulfillment of the requirements. Two options are provided as to how to calculate the hotel’s energy consumption, (1) electricity and heating consumption per year and square meter and (2) electricity and heating consumption per year and guest night. The limit values are based on class division and geographical location of the hotel, as shown in figure 4.



Source: NORDKLIM 2001, Nordic climate maps, DNMI report 06/01

FIGURE 4. Energy consumption limit values based on class division and geographical location. Nordic Ecolabelling of Hotels and Youth Hostels. Version 3.4. (2012, 10)

Other three limit values can be seen in table 3.

TABLE 3. Limit values for water consumption, chemical products and waste management. (Nordic Ecolabelling of hotels and youth hostels, version 3.4. 2012)

	Limit value	Class A	Class B	Class C
Water consumption	liters/guest-night	300	250	200
Chemical products	grams/guest-night	35	30	25
Waste management	kg/guest-night	1.35	0.90	0.45

The environmental requirements are split into 14 sections that go through all areas of activity of the hotel, from guest rooms to restaurant, pool areas and conference facilities. The 15th section contains a resuming table, where the points acquired can be registered, presented in Appendix 2. As follows, the 14 sections will be briefly approached.

1 Operation and maintenance

At least 60 per cent of the maximum 25 points must be achieved from this section.

Refrigeration equipment, freezers, heat pumps and air conditioning equipment must not be refilled with CFC refrigerants and they all are HCFC and CFC-free (O2 and P4). The requirement covers free-standing equipment with a fill weight greater than 3 kg and manufactured before the year 2000, as later products fulfill already this requirement. CFC (Chlorofluorocarbon) refrigerant refers to its chemical composition and indicates that it contains Chlorine, Fluorine and Carbon, common CFC refrigerants being R-11, R-12, R-13, R-113, R-114 and R-115 (National Refrigerants 2013).

All outdoor lighting, except for emergency lighting or the hotel's entry and electric signs, must be either timer or demand-controlled and low-energy lamps must be used (O3). Also all sauna units must be timer or demand-controlled (O4).

An energy analysis has been carried out by an independent energy expert within the last five years or such analysis has been ordered and will be carried out during the following six months (P1). The purpose of this analysis is reducing the amount of energy used and/or making the facility carbon dioxide neutral. In order for the hotel to be CO₂ neutral, the sum of the hotel's CO₂ emissions and its CO₂ reductions must be zero. The requirement does not apply for buildings younger than three years.

The hotel must calculate the proportion of heat coming from renewable energy sources or industrial waste heat/heat pumps, but not from direct-acting electricity (P2). Heating refers to the energy used for heating the hotel's rooms and other areas.

However, electricity consumption is calculated in the next requirement (P3) and points are awarded for different proportions of electricity from renewable energy sources. Ecolabelled electricity is considered as 100 per cent renewable energy. In Finland the only ecolabel for electricity for consumers is EKOenergy, an ecolabel developed and

managed by “a network of European NGOs promoting consumption and production of sustainable renewable electricity” (EKOenergy.org 2013). In Finland it is managed by the Finnish Association for Nature Conservation (Suomen luonnonsuojeluliitto) and it was introduced in 2009 as a replacement for the Norppamerkki (author’s own translation: Ringed Seal Label) as seen in figure 5.



FIGURE 5. Norppamerkki being replaced by EKOenergy label (Ekoenergiamerkki 2013. fortum.com)

The ventilation system of the hotel must be described with regard to heat recovery and points are awarded if minimum 50 per cent of the ventilation is connected to the heat recovery system (P5). Furthermore, ventilation should be demand or timer-controlled in at least 90 per cent of the rooms that are ventilated and interior lighting is presence-controlled in at least 50 per cent of the rooms (P6).

Low-energy lamps must cover at least 40 per cent of the light sources (P7) and LED (Light Emitting Diode) or similar products must be used for minimum 10 per cent of the spotlights (P8) of the hotel. Additionally, newly purchased low-energy lamps or fluorescent tubes must have a service life of at least 10 000 hours for single-socket ones and at least 20 000 hours, for double-socket (O7).

According to AIRAM, a Finnish company founded in 1921 and official importer of Megaman, one of the largest companies focusing on energy saving lamps, in Finland, LED and energy saving lamps have higher luminous efficiency than incandescent bulbs and halogen lights, this being just one of their positive environmental impacts. They use only 20 per cent of the amount of energy that conventional lamps do to produce the same amount of light. LED lamps do not contain mercury at all, have an average lifespan of around 50 000 hours, turn on instantly and are not as affected by repeated on/off cycles as others. They are very resistant, functioning from -30 to 40 degrees Celsius. Energy saving lamps contain a small amount of mercury, less than 5 mg, which make them also compatible with EU-directives (Environmental issues 2013. airam.fi).

The cost of LED lamps is rather high, compared to other light sources, but considering the lifespan and low consumption, it can be said that in the future they will replace completely incandescent light bulbs and possibly even fluorescent tubes.

Toilets should be provided with two flush options (P10) and their consumption should be of maximum 6 liters per flush (P9). Water-saving taps must have a maximum flow rate of 8 to 10 liters/minute (P10).

2 Hotel's premises and purchased products

Newly purchased products used for renovation or new construction, such as floors, wallpapers, must not contain halogenated plastics (e.g. PVC) and newly purchased textiles may not be treated with halogenated flame retardants (O5, O6). 90 per cent of tissue products (kitchen rolls, toilet paper, paper towels) must be ecolabelled, providing that ecolabelled products are available on the market (O8).

At least 90 per cent of the office machines (computers, faxes, copiers) are operated with the standby function activated (P13). Empty toner cartridges are either collected for recycling by the supplier or they are taken to a recycling centre by the staff (P12).

The printed products of the hotel (such as brochures, writing paper and other paper material carrying the logo of the hotel) should be printed on ecolabelled paper in a proportion of at least 50 per cent or, at least at a printing firm that carries the Nordic Ecolabel (P14).

Soap and shampoo dispensers are installed in at least 50 per cent of the bathrooms (P16) and at least 50 per cent of the soap and shampoo used is ecolabelled (P15). For youth hostels, an extra point requirement (P24) mentions that if any soap and shampoo is sold, it should be ecolabelled.

Only reusable glasses and mugs are used by the hotel (P17), apart from conference facilities and restaurants, where certain exceptions apply.

Beer, soft drinks and mineral water are delivered in recyclable containers, such as bottles, barrels or tanks (P18).

The working environment has been analyzed by an independent ergonomic expert (P20) that draws a report of the analysis, including an action list. Work clothes must not be washed using traditional dry-clean methods (P19).

P21 and P22 are tables where the accommodation unit marks the ecolabelled products it purchases, P21 refers to consumable products (photocopying paper, napkins, candles, floor care agents, etc.), while P22 covers infrequently bought or durable goods (e.g. office machines, TVs, furniture, work clothes, etc.). Ecolabelled services are also listed in P23, awarding points for such services as alternative dry-cleaning, cleaning, car-wash, etc. Unless otherwise specified in the requirement, ecolabelled refers to products labeled with the Nordic Ecolabel, the EU Flower or the Good Environmental Choice Bra Miljöval (figure 6) label.



FIGURE 6. Good Environmental Choice / Bra Miljöval label

Bra Miljöval (<http://www.naturskyddsforeningen.se/bra-miljoval>)

3 Guest rooms

The mandatory requirement is that more than at least 60 per cent of the guest rooms must be non-smoking (O9).

Preference is given to bed linen and towels ecolabelled with the Nordic Ecolabel or the EU Flower and, in case this is not fulfilled, the bed linen and towels should at least be manufactured with organic fibres (P25).

Lighting in the room must be presence-controlled (P26), for example by installing a card holder for the key card that is connected to the electricity system. TV-sets, if existing in the rooms, should have been set to a passive standby setting of maximum 1 W or an active standby setting of maximum 9 W (P27). The difference between passive and active standby settings can be understood as the speed it takes a TV to be turned on and display programs. The minibars' electricity consumption is also measured and points are awarded if they consume between 0.8 and 1.3 kWh/day (P28). Points are also awarded to accommodation units that do not have minibars in the guest room.

Water-saving requirements award points if the guest bathrooms are equipped with single-lever mixer taps (P30) and if at least 90 per cent of the shower heads are of water-saving type, with flow rates of minimum 10 liters/minute and maximum 12 liters/minute (P29).

Waste paper bins are provided in all bathrooms (P33) and guests can sort their waste into at least three fractions or, alternatively, waste is sorted by the staff (P31). Importance is also given to the fact that there are no disposable items in the guest rooms (P31), this provision not covering shower caps or toothbrushes, which are available at reception, nor individually wrapped packs of tea, coffee, sugar or milk.

There must be at least one guest room equipped for physically disabled customers or adapted for allergy sufferers (P34).

4 Kitchen and dining room

If the hotel's restaurant is Nordic Ecolabelled, all requirements are fulfilled and the restaurant application accounts for the whole amount of points of this section (also P39).

The hotel's dining area must be non-smoking.

Disposable items, such as mugs, plates and cutlery, and individual portions or packs may not be used for breakfast or in the dining room (O10), with the exception of serviettes, toothpicks, artificial sweeteners (not sugar) and teabags.

At least 70 per cent of the amount of dishwasher detergent and drying agents must be ecolabelled, and for the products which are not ecolabelled, the chemical supplier must declare that they are not environmentally dangerous and they do not contain any of the substances mentioned in Appendix 3 (Declaration for supplier of chemical products). This is included in the mandatory requirements (O11) but also points are awarded if minimum 80 per cent of the dishwasher detergents and drying agents (calculated as active substances) are ecolabelled (P37).

Organic foodstuffs and beverages are awarded points based on their proportion in relation to the annual purchase volume or the number of organic products purchased. They are differentiated by country due to the different availability of organic products in each of the Nordic countries. For Finland, minimum 0.5 points are awarded for 3 organic

products and maximum 3.5 points for more than 30 products. Hotels in Finland may choose to have their organic products evaluated as a proportion of annual purchase volume, in which case, minimum score is obtained for 3 to 4 per cent and maximum for more than 25 per cent of the annual purchase volume, as it is also for Sweden.

It is considered an advantage if the restaurant always serves at least one Fairtrade product, marked Rättvisemärkt / Max Havelaar (figure 7).



FIGURE 7. Fairtrade / Max Havelaar logo (source: maxhavelaar.ch)

All large dishwashers must have automatic dosing of dishwashing detergents and the automatic dosing system must be inspected at least four times a year (P38).

5 Extra requirements for hotels with restaurant

The score for regional foodstuff and beverages are calculated based on one of the following methods (table 4). Organic foodstuff may be used to document the foodstuff's origin (P40).

TABLE 4. Regional foodstuff and beverage score calculation

No. of regional foodstuffs/ beverages of purchase volume	Regional foodstuffs / beverages as % of purchase volume	Score
10 or more main ingredients	20 per cent or more	1.5p
5 - 9 main ingredients	between 10 and 20 per cent	1p
1 - 4 main ingredients	between 1 and 10 per cent	0.5p

Nordic Ecolabel considers a certain foodstuff as regional if the product's origin or farm is known and all steps, such as cultivation, processing and storage have taken place within a radius of maximum 500 km of the hotel, calculated as "the crow flies and not as the actual transport route" (2012, 24.). For fish, the distance is from the fishing port.

The restaurant offers always at least one vegetarian meal (P41), included in the daily menu, for lunch and evening buffet, and it is a hot or cold main course, not a salad or side dish.

If any of the ingredients served contain GMOs, genetically modified organisms, this has to be stated in the menu (P42). The restaurant informs the country of origin of main ingredients (P43), for example, potatoes, pasta, meat, fish and beans.

Only tiger prawns that comply with FAO's principles of sustainability or an equivalent can be served (P44). FAO is the Food and Agriculture Organization of the United Nations (fao.org) and Fishery and aquaculture regulation is one of their core activities.

The kitchen's energy and water consumption of the restaurant must be measured and recorded separately at least four times a year and the stove must have induction or low-radiation hotplates. The main dishwasher's maximum consumption of the final rinse water must meet the limits imposed (P45) and the rinsing taps must be fitted with a "dead man's handle", meaning they shut off when the lever is released.

6 Cleaning and laundry

Disinfectants must be listed and accounted for by the chemical supplier (O14), they must be included in the total consumption of chemicals and must fulfill additional requirements mentioned in the criteria, with some particular exception. The hotel must provide a description of the procedures in the environmental management system for the use of disinfectants and other chemical cleaners. Furthermore, cleaning chemicals must be concentrated at least in proportion of 50 per cent (P51) and must be dispensed using an automatic dosing system (P50).

For the laundry washed by the hotel itself, 70 per cent of the laundry detergents must be ecolabelled (O15) or if not ecolabelled, the supplier must certify that they correspond to additional requirements in the criteria. Points are awarded if their proportion is more than 80 per cent (P47).

At least 50 per cent of the chemical cleaning products must be ecolabelled (O17) and for at least 65 per cent, points are awarded (P48). These products include toilet cleaner, all-purpose cleaner, soft soap, etc., otherwise said, products used daily for the hotel's

cleaning process. The non-ecolabelled products must fulfill the same additional requirements as other chemical non-ecolabelled products. Additional points are awarded if daily cleaning is conducted mainly without the use of chemicals (P46).

Bed linen and towels should be cleaned at a Nordic Ecolabelled laundry or even washed by the hotel (P49).

7 Waste

Hazardous and dangerous waste must be sorted at source and disposed of in the best way according to environmental rules and regulations (O19). Mandatory waste fractions include: paint, solvents, waste oil, and batteries, light sources that contain heavy metals, such as fluorescent tubes and low-energy lamps and electronic waste.

Additionally, all other waste must be sorted into at least four fractions (O20 and P52). Some examples include: uncoloured and coloured glass, food/organic waste, fat/cooking oil, cardboard packaging, metal packaging, textiles and light sources that are not considered hazardous or dangerous waste. It is valued more point-wise if waste is sorted in more than four fractions. Organic waste must be composted (P54), organically rotted or used for biogas production, which can be done also by the waste collector or the municipality.

It is also mandatory to offer battery collection facilities for guests (O21), which is easily realized through small collecting points, such as the one in picture 1.



PICTURE 1. Battery collecting box (recser.fi)

Minimum three suppliers supply goods in returnable packages, at least twice a month (P53). Returnable bottles are not included in this requirement.

8 Transport and distribution

For own vehicles, it is important that they are powered by renewable fuel, such as ethanol, biogas, etc., or the carbon dioxide emission rating for at least one five-seat passen-

ger vehicle is lower than 120 g/km or for a seven-seat passenger vehicle (or larger) is lower than 125 g/km. As important it is that the hotel does not own any vehicles (P55).

Information about public transportation is available at reception (P56), such as bus and train timetables, both locally and to/from airports, for example, with clear indication of bus stop and direction.

Bicycles, horses or other means of transportation should be available for loan or rental and guests are informed accordingly (P57).

9 Extra points from the limit values

The hotel can receive more points if three or even four limit values are satisfied and extra points if the energy consumption level is lower than the limit with starting from minimum 3 per cent.

10 Extra requirements for hotels with conference facilities

Conference guests must be offered the possibility to sort their waste paper and other waste in at least two more fractions, in addition to paper (O22 and P60).

All conference supplies, such as pads, flipcharts and pens, must be ecolabelled (P61, P62).

Drinking glasses must be reusable and at least 10 per cent of the fruits served must be organically grown (P63, P64).

11 Extra requirements for hotels with pool/hot springs

In the criteria, pool is considered a pool if the water is recirculated and disinfected. Chlorine is supplemented with an environmentally more sustainable option, such as ozone or UV light (P65). The lodging unit must provide a technical description that illustrates how the pool is cleaned and disinfected. There is to be found also automatic dosing equipment for pool chemicals, provided with clear instructions (P66).

Water and energy consumption, or at least water or energy consumption are measured separately for the pool facilities (P67).

The average temperatures are: maximum 27 degrees Celsius for indoor pools and maximum 25 degrees Celsius for outdoor pool (the same amount of points is awarded if the outside pool is not heated). The above are not compulsory if the pool is heated with geothermal or solar energy, the maximum amount of points being automatically granted (P68).

12 Extra requirements for hotels with garden

If the accommodation unit has a garden, no chemical pesticides (herbicides) may be used on the outdoor areas and garden waste must be composted. These are mandatory requirements and no point requirements are included in this section.

13 Extra requirements and adaptations for youth hostels

All chemicals for dishwashing and cleaning that are provided for the customers must be ecolabelled and clear instructions as to how guests should sort their waste must be provided. This section does not include any point requirements.

14 Environmental management

In order to fulfill all the Nordic Ecolabel requirements, the hotel or hostel must implement a written environmental management system that documents all the procedures requested. Accommodation units that already have an environmental management system certified by ISO 14001 or EMAS (The European Eco-Management and Audit Scheme, developed by the European Commission), that includes also the required procedures, are exempt from creating a new environmental management system.

The hotel management must appoint people for managing the Nordic Ecolabel license and its marketing as well as people responsible for all the areas covered in the sections above. An action plan needs to be drawn, presenting relevant practical measures to reduce the environmental impact of the hotel. Legislation on the working environment, health, hygiene and other aspects must be enforced and respected.

All employees must be trained and informed about the Nordic Ecolabel license and its requirements. New employees must receive the appropriate training within 30 days of starting work and seasonal employees must receive sufficient information as to enable them to work according to the requirements of the ecolabel. Furthermore, the employees

must be informed annually about the environmental management plans, results of the previous year as well as improvement measures for the future.

Guests must be informed of the hotel's efforts and also that by staying at a Nordic Ecolabelled hotel they are participating in reducing the environmental impacts of their stay. They can also be informed how they can help more, by using towels more than once, saving energy by putting off all appliances and lights when leaving the rooms, taking shorter showers and other measures that would not diminish in any way the quality of their stay.

Water, energy, waste and chemical products must be continually monitored and measured, water and energy monthly and waste and chemical products on a yearly basis.

The hotel must keep a transparent and thorough log of all energy-demanding equipment and the service done to it, as well as a list of the people authorized to service it. Such equipment includes refrigeration units, ventilation and heating systems, pool facilities. All employees responsible for these devices must be informed of all services done.

A written list of all chemical products used in the hotel for cleaning, dishwashing, laundry must be kept and updated at least once a year. It must contain clear instructions for the staff as to their dosage and handling.

All Nordic Ecolabel license documentation must be accessible and available at all times, but especially prepared for the annual follow-up. Usually the follow-up is done on some aspects in written, but visits at the site by Nordic Ecolabel specialists are not uncommon.

This last section contains only compulsory requirements (O27 to O36), giving clear tools regarding the aspects that need special attention, such as periodical monitoring of the limit values and also adding an emphasis on the employees and guests being an integral part of the process, as also shown above.

4.2.3 Nordic Ecolabel criteria in the future – version 4.0

As seen above, the ecolabelling field is very dynamic and it requires constant changes in order to ensure that the companies keep up their environmental efforts. To support that once more, at the beginning of December 2012, it was brought to the attention of the author, through email exchange with Sinikka Karpelin from Motiva Oy that a new Nordic Ecolabel version 4.0 of the criteria for hotels and youth hostels is under work.

According to the presentation held on the 15th January 2013 at Scandic Hotel Marski (Joutsenmerkin lausuntoseminaari. Hotellit, ravintolat ja kongressikeskukset 2013), the novelty is that the new criteria include restaurants and congress centers as well, the criteria for congress centers being introduced for the first time. Also, the Nordic Ecolabel is expanding to the Baltic countries.

The energy limit has been reduced and the Nordic Ecolabelling's Energy Tool has been introduced (evaluation.svanen.nu/energyToolHRC). It is software used by the hotels and other accommodation units to calculate their energy consumption according to the Nordic Swan's requirements. The limit value for chemicals has been eliminated.

Other significant changes are in the restaurant section, by introducing separate limit values for energy, water and waste. Vegetarian dishes are given more importance and certain types of endangered fish and tiger prawns have been forbidden, with the exception of those grown sustainably and specifically labelled as such. Locally and organically produced ingredients are to be used with priority.

The new criteria have been submitted for consultation at the beginning of 2013 and the hoteliers have time until the end of March 2013 to analyze the new requirements and return with their comments, suggestions and opinions. Motiva Oy expects comments especially on the aspects mentioned above. All in all, the requirements have been simplified, but the requirements and the limits have been tightened.

It is intended that version 4.0 would be taken into use already during summer 2013, giving the label holders one year to apply for the renewed Nordic Ecolabel. Version 3.4 is still valid until October 2014.

4.3 The EU Ecolabel



FIGURE 8. The EU Ecolabel (European Commission. Environment)

The EU Ecolabel, recognizable through the logo commonly known as the EU Flower (figure 8), is a Europe-wide voluntary environmental scheme launched in 1992 by the European Community. Its criteria were being developed through close cooperation of scientists, NGOs and stakeholders, aiming to help consumers “identify products and services that have a reduced environmental impact throughout their life cycle, from the extraction of raw material through to production, use and disposal” (European Commission. Environment, 2012). Both consumers and companies have access to EU Ecolabelled products and services catalogues on the European Commission website in order to gain awareness on the product categories awarded the Ecolabel.






Although the ecolabel scheme was introduced in 1992 for 19 product groups, its penetration on the market had a slow start, as late as 2002, “most of the 15 EU member states had designated fewer than three products to carry the flower logo” (International Institute for Sustainable Development, 2012) the most active countries being France, Denmark, Italy and Spain. By the end of 2011, however, more than 1 300 licenses have been awarded and the logo can be found on more than 17 000 products (European Commission. Environment. Facts and Figures, 2012).

The EU Flower and the Swan Ecolabel work side by side and are not excluding one another. Moreover, the same institutions are awarding, implementing and monitoring the use of the labels. According to the official site of the Nordic and European ecolabels, Ecolabelling Denmark (Why two labels, 2012), the EU-Commission aimed, when introducing the EU-Ecolabel, that all national and regional ecolabels of Europe would be brought together under the same logo, including the Nordic Ecolabel. Their environmental aims and standards are virtually identical, both ensure that the product labeled is environmentally friendly, making it easier for the consumer to choose and not ponder upon the differences between the labels. As for their main differences, the Nordic Ecolabel covers more product groups, while the EU Ecolabel is not restricted to the Nordic markets.

4.4 Other ecolabels

The multitude of programs that operate under the same concepts, sometimes under the same name (see The Green Key and The Green Key Eco-Rating Program), offers confusing overall picture to the great public, which might result in negative attitudes towards the sustainable efforts of the tourism players. In the following table, the author has selected and presented briefly some of the ecolabels that are used in the tourism industry in general, not all being applied for accommodation units.

TABLE 5. List of other widely spread ecolabels in the tourism industry

Ecolabel Name	Product / Service	Place and date of origin	Spreading	Logo
Blue Flag	beaches and marinas	France, 1985	3 850 beaches and marinas in 46 countries	 ¹
Green Tourism Business Scheme	any tourism sector	UK, 1997	2 352 members in the UK and Ireland	 ²
Green Globe 21	any tourism sector	World Travel and Tourism Council, 1993	certification in 83 countries	 ³
Green Key	accommodation, conferences and holiday centers	Denmark, 1994	over 1 800 units in 34 countries, mostly European, none in Finland	 ⁴
Green Key Eco-Rating Program	accommodation units	USA	over 3 000 units, mostly in USA and Canada	 ⁵

¹ source: Blue Flag. blueflag.org

² source: Green Tourism Business scheme. green-business.co.uk

³ source: Green Globe. greenglobe.com

⁴ source: Green Key. green-key.org

⁵ source: Green Key Global. greenkeyglobal.com

5 RESTEL AND CUMULUS KOSKIKATU

5.1 Restel and the environmental programme



RESTEL FIGURE 9. Restel logo (restel.fi)

Cumulus Koskikatu, the hotel under analysis of this thesis, is part of the Restel chain (figure 9). Restel operates 49 hotels in 27 cities, including the Finnish chains Cumulus and Rantasipi, the international Holiday Inn and Crowne Plaza Helsinki hotels, Ikaalinen Spa, Hotel Seurahuone Helsinki and Hotel Atlas Kuopio (added in 2012). The lodging units offer over 8 000 rooms, thus being arguably the leading company in the hotel and restaurant business, according to Restel's annual report (2011, 4). Their almost 250 restaurants "range from city pubs and family restaurants to event restaurants and night clubs" (Hotels in Finland 2012, 4), such as HuviRetki, Martina, Rax, Shell HelmiSimpukka, Hemingway's, event restaurants (for ex. Hartwall Arena, Helsinki Ice Stadium, Tampere Ice Stadium) etc. Restel employs almost 5 000 professionals (Restel Annual Report 2011, 4).

The company has adopted an environmentally sustainable approach to operations since 1995 and as part of that they implement Restel's Environmental Strategy and Principles as well as environmentally friendly work methods. According to Jari Laine, Vice President of the Restel's Hotel Division, "in 2011 we calculated the carbon footprint of about one third of our hotels and in 2012 we'll extend this calculation model to all of our hotels" (Restel Annual Report 2011, 12). The measuring of the carbon footprint and monitoring of the environmental management is done in cooperation with eCompter, a specialist in providing detailed figures for environmental management, their specific area focusing on hospitality industry (ecompter.com). Also, there have been improvements in energy efficiency, recycling and waste transport costs, with constant demand on the suppliers and partners to follow environmentally friendly practices as well.

Restel is involved in the EU Energy Efficiency Agreement project, organized in Finland by the Ministry of Employment and the Economy, having as aims a reduction in energy

consumption of 9 per cent by 2016 and of 20 per cent by 2020, compared to the consumption in 2005. The chain uses Fortum Carbon Free electricity, which is “100 per cent carbon dioxide-free electricity produced in the Nordic countries using nuclear power and renewable energy sources”. (Restel Annual Report 2011, 22.)

According to the same annual report of 2011, the environmental programme follows the principles of ISO 14001, although the system has not been certified. Some of the hotels and restaurants have been environmentally audited, with emphasis on procedures to minimize the environmental impacts. The environmental programme is implemented locally by the environmental supervisors of each hotel and restaurant, but the whole environmental work is guided by the Restel Management Group (Restel Annual Report 2011, 22).

Restel group aims to apply for a certified environmental label in the future, without mentioning clearly for which one, but the same source states that application for the Nordic Ecolabel will be done at least for the Lauantai concept (2011, 23) and recent information has shown that Cumulus Hakaniemi will apply for the Swan ecolabel, being the first environmentally labeled hotel of the chain, hopefully already by March 2013 (Restel Online, published 16.10.2012).

5.2 Cumulus Koskikatu



FIGURE 10. Cumulus Koskikatu logo (cumulus.fi)

The hotel Cumulus Koskikatu (picture 2) is the flagship of the four Cumulus hotels in Tampere, being not only the biggest but also the most known and having the most favorable location, on the shore of the Tammer Rapids in the center of Tampere.

The hotel was built in 1979 and an extension wing was added to the main building in 2008. In addition, room improvements and repairs have been done on several occasions, the last one dating as recently as 2012. It features 289 guestrooms on eight floors, out of which 107 are single rooms and 182 double or twin rooms. The superior rooms amount

to 30, out of which four are equipped with en-suite sauna and balcony. There are also two rooms equipped with wheel-chair access. In most rooms there is a possibility for an extra bed and for younger children mattresses or cots can be arranged, thus catering for family holidays all through the year, and especially the summer season.

The guest rooms and the hotel in its entirety are non-smoking. All rooms are equipped with TV-sets, ironing board, hairdryer and minibars, although in some rooms the minibars are empty, the customers using them as a fridge for own products. At the disposal of guests there are two saunas, one 12 meters long swimming pool as well as a small pool for children, a gym and the hotel's own parking lot at the basement, fitting as many as 30 cars. Breakfast is served in the restaurant HuviRetki, which seats 240 customers and is also open to non-resident customers.

For conferences and meetings, the hotel has five rooms: Koski and Virta on the ground floor, and Cumulus, Pouta and Pilvi on the basement level, with various table arrangements according to the customers' needs. Koski and Virta, as well as Pilvi and Pouta are provided with a removable wall between them, allowing for larger conferences, meetings or even fairs to be held in. Also in HuviRetki there is one restaurant cabinet for private functions. On the same premises operates also the Hemingway's bar, seating an additional 80 customers, with 100 seats more during the terrace season.



PICTURE 2. Cumulus Koskikatu (restel.fi)

6 CUMULUS KOSKIKATU: ANALYSIS AND RECOMMENDATIONS

This chapter includes the analysis of the Nordic Ecolabel requirements and whether they are met or not sufficiently by the hotel Cumulus Koskikatu, the case study of this thesis. Due to confidentiality issues, this chapter, in its entirety, does not include any findings. The findings are described in Appendix 3.

7 CONCLUSIONS

Sustainable tourism is not just an abstract concept, difficult to grasp and understand. It is made of the joint efforts of service providers and all the small things we do at the destination, as tourists, no matter where we are and for how long. We, as actors in the tourism industry, have to respect the natural and social environment, through sensible use of resources of any kind. Most of the times, it does not take anything away from the experience, but, on the contrary, diminishing the carbon footprint offers great satisfaction to most of us.

Analyzing the requirements of the Nordic Ecolabel for a hotel in Finland has been a very useful experience; it helped to understand to a large extent the mechanisms behind the ecolabel and the main areas of interest, such as energy, water, chemicals, waste, as well as promoting also the other product groups that carry the Nordic Ecolabel or the EU-Flower. Considering the recent boost for different product groups, it is rather self-evident that the Nordic Ecolabel is increasingly relevant for sustainable development, in the future also outside the Nordic countries, as it was shown that the criteria for hotels and youth hostels will expand during 2013 to the Baltic countries as well.

Even if it did not have as aim to help Cumulus Koskikatu to apply for the ecolabel, but only to draw the big outlines of the requirements and the current state of the hotel, the thesis can be considered as a first step towards a future successful application, which could be, for example, the topic of another bachelor's thesis. Also, even if the hotel would not currently be ready with all the requirements and conditions, it is needed to take into consideration the fact that the version 4.0 of the criteria will be released during the summer of 2013, which means that Cumulus Koskikatu has at least one more year to monitor and reduce consumptions, create procedures and introduce a sustainable policy for its staff, its guests and also its business partners.

Clearly the road to sustainability is difficult, but every day we are one step closer to saving the planet and every single step of the way is essential to take us there!

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APPENDICES.

APPENDIX 1.

Regulations for Nordic Ecolabelling. Nordic Ecolabelling Board for Environmental Labelling, 12 December 2001 (nordic-ecolabel.org)

This is a translation of the original document in Swedish (by the Nordic Ecolabel).

In any case of dispute, the original document should be taken as authoritative.

REGULATIONS ON THE USE OF THE NORDIC ECOLABEL

This appendix to "Regulations on the Ecolabelling of products" supplements Section 11 of the regulations. The criteria document for the individual product group may contain further rules on the use of the Label.

1. General rules

The Nordic Swan Ecolabel is the logotype of Nordic Ecolabelling and is a registered trademark, protected internationally through WIPO. The right to the Label is held by the Nordic Ecolabelling secretariats, and these in turn grant undertakings the right to use the Label on and in respect of products which have been granted an Ecolabelling licence in response to an application, for a limited licence period.

As well as following these rules, licence-holders must also respect the logotype as such. This means not distorting, incorporating other images, printing text over or in other ways interfering with the appearance of the Label. Nor may the Ecolabel be used in or form part of the logotype of the product or the undertaking itself.

The Ecolabel may be used only on products (goods and services) that are encompassed by a valid Nordic Ecolabelling licence and in connection with the marketing of these. The Ecolabel must not be used in such a way that it might come to be associated with the undertaking itself or to other, non-ecolabelled products of the undertaking.

Products that are to be processed and/or form part of other products must not be labelled if this might subsequently have a misleading effect. Such products may only be marketed as ecolabelled on covers, packaging, product catalogues or the like, and in marketing material.

The trade name(s) of the ecolabelled product must be reported to Nordic Ecolabelling. Any changes of name or parallel trade names must be reported as they occur.

It is the responsibility of the licence-holder to ensure that all labelling, marketing and advertising of the ecolabelled product complies with the rules on the use of the Ecolabel and to ensure that these rules are distributed to the undertaking's marketing department, advertising agency, retailers or other persons/undertakings that have an influence on the use of the Label.

All marketing of ecolabelled products must be conducted within the framework provided by the Marketing Act or other relevant statutes in the country in question. In addition, the International Chamber of Commerce International Code of Environmental advertising must be observed. Furthermore, guidelines on the use of environmental claims in marketing have been compiled by the ombudsmen for consumer affairs in the Nordic countries (TemaNord 1994:562).

2. The licence number

Each Ecolabelling licence is allotted a six-digit identity number (equivalent to the licence number) which allows the product to be identified. This number must be displayed in conjunction with the Label.

Advertising and marketing material for the ecolabelled product need not show the licence number in conjunction with the Label, provided that it is possible to find this information elsewhere in the marketing material or that identification is possible by other means.

3. The name of the product group and information texts

The criteria document for the individual product group may stipulate that the name of the product group or some other specified text must always appear in conjunction with the label. Even if this is not mandatory according to the criteria document, the licence-holder may specify the product group below the Label in order to clarify the meaning of the Ecolabel.

The criteria document may also specify that an explanatory information text must appear below the Label. Use of this text is voluntary and provides information on the contents of the criteria.

These supplementary texts must be written in the same language as the language used in the Ecolabel itself.

4. Position

The Label must be located in such a way that no doubt arises about what it refers to and in such a way that customers purchasing the product are able to see that the product is Ecolabelled.

Ensuring that the Label is employed correctly is the responsibility of the licence-holder. The Ecolabelling secretariat may ask to examine the design and position of the Nordic Ecolabel on the product during the licensing process.

In the case of ecolabelled services, the Label may be positioned in conjunction with the name of the undertaking providing the service and on material used in the marketing of the Ecolabelled service.

5. Checks on the use of the ecolabel

Nordic Ecolabelling may check that the label is used in accordance with these rules and may require the licence-holder to take corrective measures. In the event of a gross failure to follow the rules the Ecolabelling licence may be revoked.

6. The design of the label

The design of the ecolabel is as follows:



Product group name or wording
specified in the criteria document.

The word "ECOLABELLED" or an equivalent wording in some other language follows the curved outline of the top of the label. If the licence-holder wishes to use more than one approved language version, the text must be written around the label.

The word "ECOLABELLED" is upper case Helvetica type face, upright, semibold. Spacing and font size should be adapted to the size of the label.

The licence number must be positioned horizontally below the label or follow the curved underside of the label or be divided into two parts written on either side of the label.

The name of the product group or the voluntary explanatory text below the label provided for in the individual criteria document must be adapted in terms of size to the label and written horizontally or follow the curved underside of the label. Type face Helvetica, upright.

The size of the ecolabel must as a minimum be sufficient for the word "ECOLABELLED", the licence number, and where applicable, the product group name to be easily legible. A smaller ecolabel may also be permitted if the word "ecolabelled" "name of product group" and the licence number are written in a legible size next to the Label.

Examples:



Ecolabelled printed matter, 123 456



Ecolabelled hotel

123 456

The wording "ECOLABELLED" in various languages:

Denmark:	NORDISK MILJØMÆRKNING
Finland:	YMPÄRISTÖMERKKI - MILJÖMÄRKKT
Iceland:	UMHVERFISMERKI
Norway:	MILJØMERKET
Sweden:	MILJÖMÄRKTT
English:	NORDIC ECOLABEL
French:	ECOLABEL NORDIQUE
Dutch:	HET SCANDINAVISCH MILIEUKEUR
Italian:	ETICHETTA ECOLOGICA NORDICA
Spanish:	MARCADO AMBIENTAL NORDICO
German:	NORDISCHES UMWELTZEICHEN
Polish:	SKANDYNAWSKI ZNAK EKOLOGICZNY
Russian:	ZNAK EKOLOGITSHESKOI SERTIFIKATSII SEVERNYX STRAN
Estonian:	POHJAMAALDE ÖKOMÄRGIS
Lithuanian:	SIAURES SALIU EKO-ZENKLAS
Latvian:	ZIEMELU EKOZIME

Colours

The Nordic Ecolabel must be shown in green and white. The colour code PMS 347 is for the green colour, or during a transitional period (31 December 2003 at the latest), PMS 354.

PMS 347c (glossy paper) *PMS 347u* (matt paper)

APPENDIX 2.

Total score sheet Nordic Ecolabel requirements for hotels and youth hostels in Finland.
Nordic Ecolabelling of Hotels and Youth Hostels. Version 3.4. (2012, 38)

3.15 Total score**Part A**

Operations and maintenance, transfer points from section 3.1

Hotel's score	Max. possible score
<input type="text"/> P	25 P
<input type="text"/> P	20 P
<input type="text"/> P	13 P
<input type="text"/> P	7.5 P
<input type="text"/> P	11 P
<input type="text"/> P	6 P
<input type="text"/> P	3 P
<input type="text"/> P	85.5 P

Hotel premises and purchased products, transfer points from section 3.2

Guest rooms, transfer points from section 3.3

Kitchen and dining room, transfer points from section 3.4

Cleaning and laundry, transfer points from section 3.6

Waste, transfer points from section 3.7

Transport, transfer points from section 3.8

Total, part A

Part B

Does the hotel have a restaurant?

If yes, fill out maximum points: 7.5, and transfer points from section 3.5.

<input type="text"/> P	<input type="text"/> P
------------------------	------------------------

Does the hotel have conference facilities?

If yes, fill out maximum points: 6, and transfer points from section 3.10.

<input type="text"/> P	<input type="text"/> P
------------------------	------------------------

Does the hotel have a pool?

If yes, fill out maximum points: 4, and transfer points from section 3.11.

<input type="text"/> P	<input type="text"/> P
------------------------	------------------------

Total, part B

<input type="text"/> P	<input type="text"/> P
------------------------	------------------------

Part C

Transfer points from P58 (Energy consumption)

<input type="text"/> P

Transfer points from P59 (Limit values)

<input type="text"/> P

Transfer points from P39 (Nordic Ecolabelled restaurant)

<input type="text"/> P

Total, part C

<input type="text"/> P

Total points score,**total the points from the red and the blue cells in parts A, B and C**

Hotel's score	Maximum possible score
<input type="text"/> P	<input type="text"/> P

**At least 60% of the maximum point score for
Operation and maintenance is achieved?**

Yes No

At least 65% of the maximum total point score is achieved?

Yes No

50% of the maximum total point score must be met by Icelandic hotels?

Yes No