



# Label information

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