

5 tips: Pros and Cons of Ecolabelling

 NTNU | Norwegian University of
Science and Technology

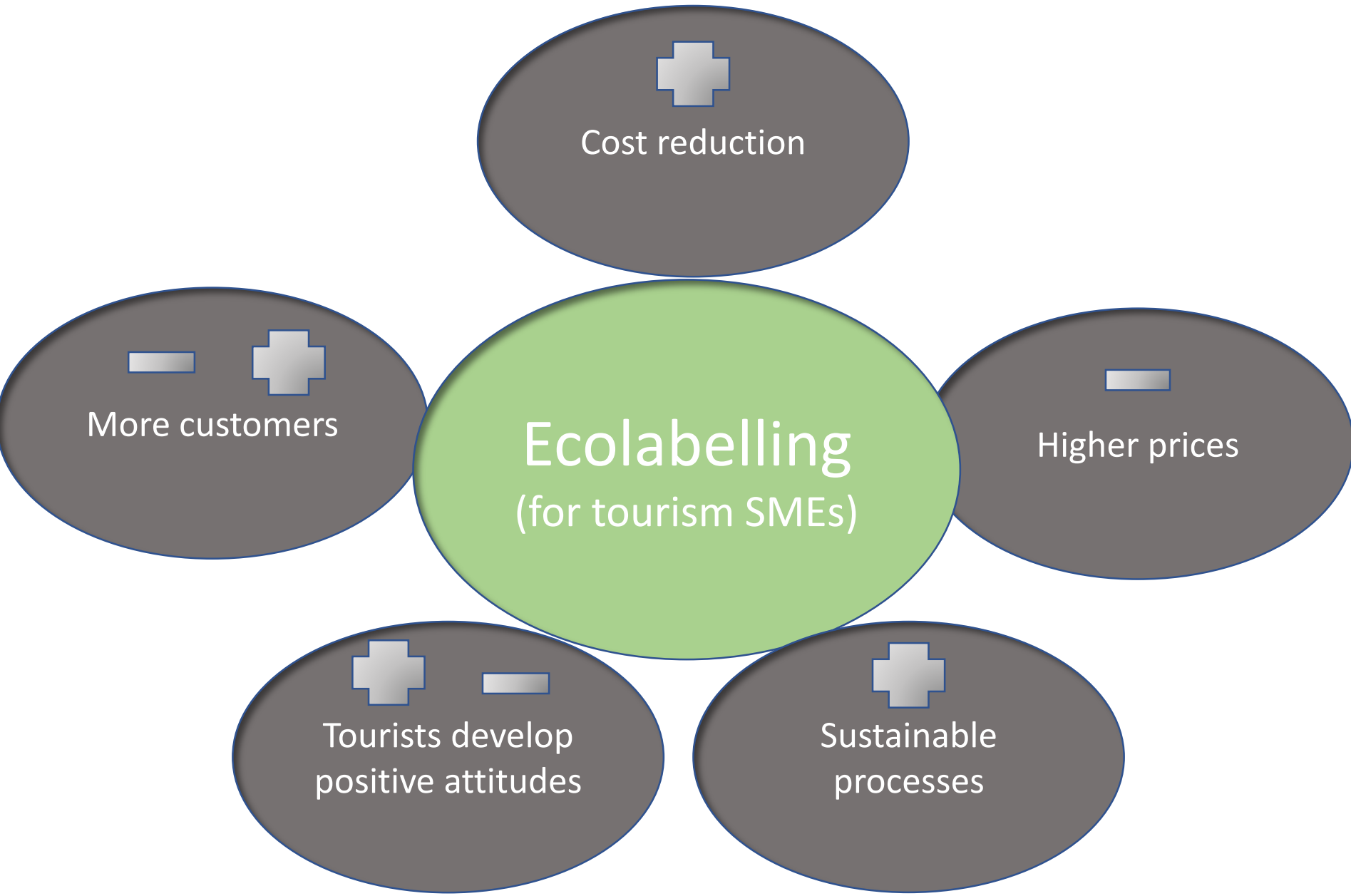
Webinar, December 8, 2020

Else Ragni Yttredal, NTNU

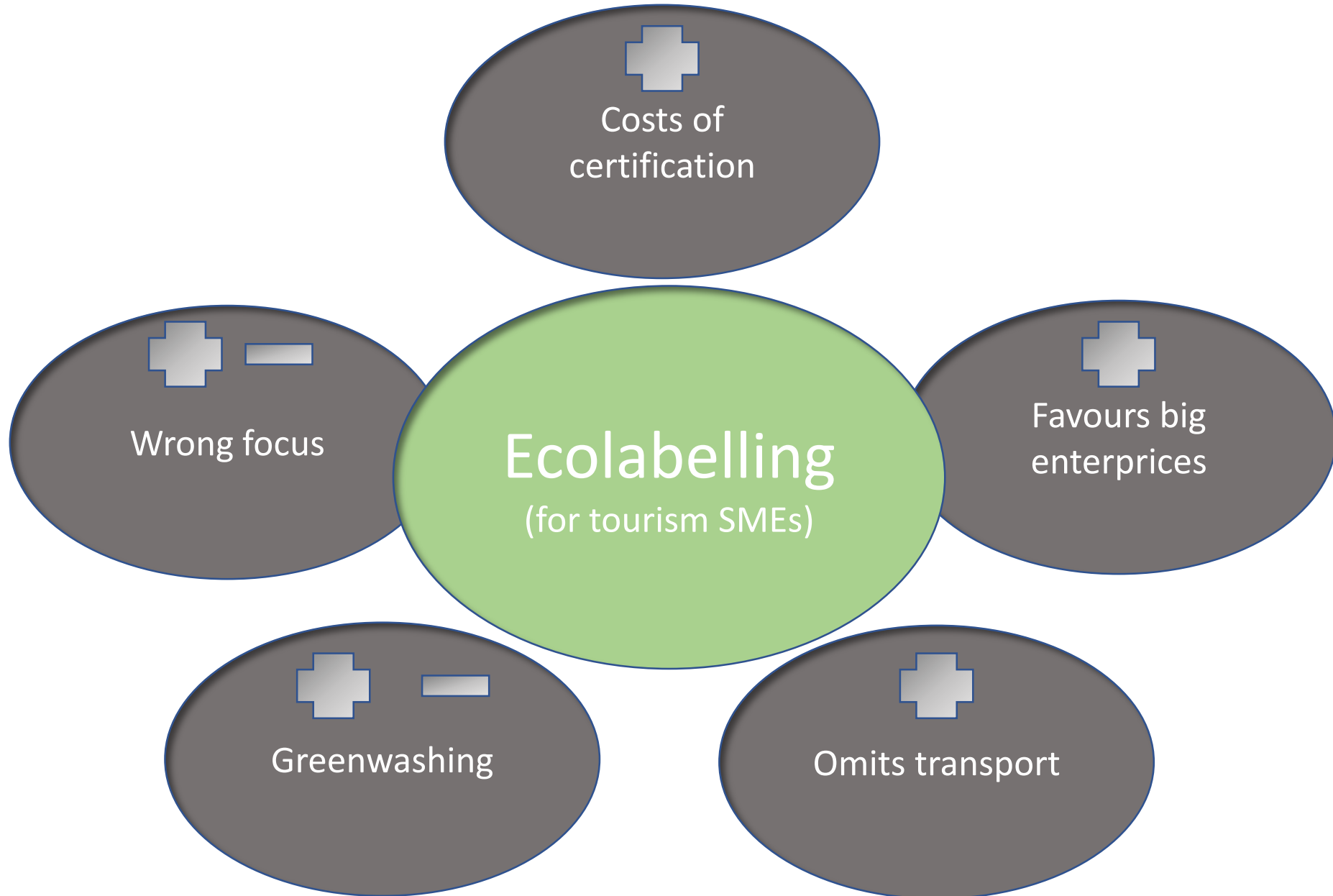
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Potential pros, support in literature



Potential cons, support in literature



5

Tips

On ecolabelling

1

Ecolabel to:

- a) **Learn** about and **improve** sustainability of your business
- b) Learn how to **cut expenses** on for instance **energy**
- c) Improve your **sustainability routines**
- d) Give your business **credibility**

2

If your aim is to get market advantages of an ecolabel...

make sure that the ecolabel **fits** your market.

Check the list of ecolabels for tourism businesses and then the label thoroughly.

3

If your aim is to have a more sustainable business strategy..

make sure that the ecolabel **fits your company's** line of business and your sustainability aims.

Check the list of ecolabels for tourism businesses and then the label thoroughly.

4

Do not expect
ecolabelling to lead to
higher prices for
your products...

or **attract more**
customers..

unless the ecolabel
is **part of a totality** of
branding and
marketing

5

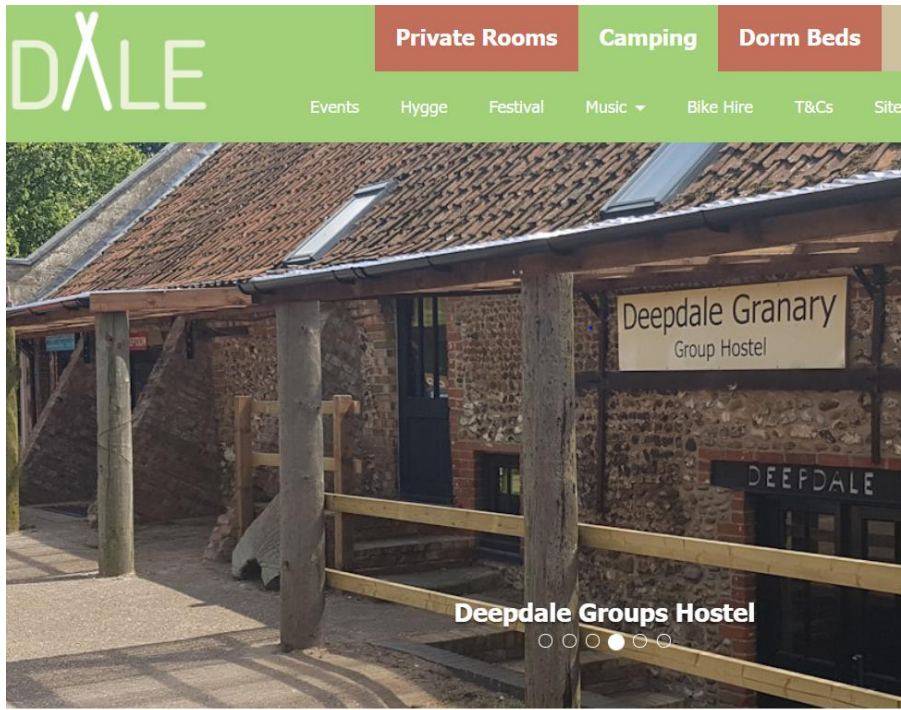
For hotels or other
tourism
**businesses in
longer value
chains...**

Ecolabels can give
credibility and
may lead to **new
contracts**



Thank you!

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Jason Borthwick: Experiences on ecolabelling
