

Proposal for hearing on the revised criteria for Swan labelling of photographic development services.

Nordic Ecolabelling has prepared a proposal for revised criteria for ecolabelling of photographic development services. Changes from previous versions of the criteria are described below.

The hearing takes place from January 12 2007 to March 16 2007. Nordic Ecolabelling welcomes anybody who may have comments or proposals for the proposed amendments.

History

The present criteria document was adopted by Nordic Ecolabelling 3 October 2002. The document has been revised twice in the period of validity and expires 30 June 2008. This means that Nordic Ecolabelling must prepare a new criteria document before 30 June 2007.

Market situation

The amount of analogue photographic film development has decreased dramatic through the period the photographic development services criteria has existed.

Photographic development services are rapidly changing. Previously the market consisted only of analogue film development and now the majority of photographs are digital. In defiance of this fact many photographic development services still offer analogue film development services. There has recently been a stabilization of the number of photographs developed on photographic paper both analogue and digital.

Why revise the criteria

The background for the revision is an evaluation of the valid criteria. The evaluation is from the 28 January 2005. The evaluation showed that the product group still has a potentiality for achieving environmental benefits.

One of the conclusions of the evaluation was that the requirements are too easy to fulfil since many photo shops have embraced modern digital development.

Because of the growing part of digital photography there have been changes in the trade and the goal for the revision of the criteria for photographic development is to consider new processes and opportunities in the trade. The improved technique means that requirements to chemical- water- and electricity-consumption can be made more stringent. The new consumption pattern makes it possible for new topics like “school photography” to be comprised by ecolabelling standards.

New criteria layout

The criteria follow the new layout for criteria from Nordic Ecolabelling. This has brought along significant less text in the document and a better overview concerning the individual requirements and the documentation required from Nordic Ecolabelling.

The requirements in the criteria can function as a checklist for an application thus the former appendix 6 (application instructions) is omitted from the proposal for hearing on the revised criteria.

Requirements are set for the same topics as before, however see below.

More demanding requirements

The following requirements are tightened;

Film production:

- Consumption of water and chemicals
- Working environment, dosing of chemicals

Paper photo production:

- Consumption of water and chemicals
- Specific energy consumption
- Working environment, dosing of chemicals

Photo shops (minilabs) can no longer obtain Swan labelling for film production. Though the shops are still allowed to have a film developer they can no longer promote the shop as a whole as Swan labelled, if all developer machines are not included in the license.

In excess the requirements to obtained number of points are changed for both minilabs and central laboratories. 'School photo' is added as a new group since it is possible to obtain 1 extra point in this group (for electronically ordering).

Type	Maksimum number of points	Required number of points	Percent of maximum number of points required to achieve a license.
Minilabs	13	11	85 %
Central laboratories	30	18	60 %
School photos	14	15	86 %

The requirements are balanced after the knowledge Nordic Ecolabelling has about both licence owners and other suppliers of photographic development services consumption.

The requirements for the number of points that an applicant must achieve has changed. In the valid criteria the applicant must have 64% and 68% (minilabs respectively central laboratories). Referring to this the level is the same for central laboratories where as rules for minilabs have been tightened. This must be seen in the light of the more rapid technological development in minilabs where investments in new machines are not economically as consuming as in central laboratories.

In requirements for water- and chemical consumption the balanced requirements to obtain maximum number of points are lowered by 60% and 50%. Therefore the requirements are stricter than before for film- respectively paper photo production.

For energy consumption in paper photo production the possibility for obtaining maximum number of points is lowered by 50%.

The opportunity to obtain points for good working environment is lowered from 4 to 2 points. At present chemicals are dosed differently and an evaluation on the impact of chemical dosing, compared to the other topics where points are available, makes the basis for this assess.

New requirements

Two new criteria are proposed. They both give the applicants the opportunity to obtain points by environmentally conscious behaviour.

Use of Swan labelled printed matters:

The first new requirement is the opportunity to obtain 1 point if more than 50% of the printed matter used by the applicant is made at a Swan labelled printing house. Printed matters can be both advertising material like brochures and the like and products with images, as for example school year books, calendars etc. The purpose is to promote Swan labelled printing house to the licence owner and thereby reduce environmental impacts from printed matter.

Ordering school photos by electronic means:

The other new requirement is the opportunity to achieve 1 additional point if the applicant offers costumers the opportunity to select and order single pictures for paper development by electronic means. The idea relates especially to school photos where all pictures are traditionally developed onto paper and the customer returns the pictures they do not want to the shop. This method results in a large amount of developed photos wasted. This waste of paper photos can be avoided if the customers can order single photos on the internet, or via other electronic media.