

Showroom for environmental products – a win-win situation

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Focus on the future

The project aims to increase the introduction of sustainable solutions on the market.

We want to create showrooms for products that have a high level of environmental performance; places where, following product verification, the products are tested, displayed and marketed to the public sector.

Simplified workflow

1. Select twenty products with high environmental performance from SME.
2. Perform an independent verification of each product, comparing it to other products. The verification we have developed is an environmental assessment, which includes:
 - **Life cycle** assessment – energy, climate, pollutants, water...
 - **Chemical** assessment – exposure, risk, phase out, alternatives...
 - **Sustainability** assessment – seven generations, resources...
3. Arrange meeting places for disseminating information and matchmaking between companies and potential customers.
4. Give individual support to the participating companies, such as communication and finding showrooms.



Four examples out of twenty:

WOODEN CARDS

Replacing PVC cards with cards made of birch wood. Pass cards, keycards and other areas in which plastic cards are currently used.

USE ONLY 1/3 OF THE OIL YOU CURRENTLY USE
Kleenoil is a filter that cleans the oil in your vehicle. The oil is cleaned from soot and dirt, so instead of changing oil it's possible to continue to drive for up to four times as long. Besides reduced oil consumption, cleaning also results in less engine wear and reduced fuel consumption. The City of Östersund has installed two of these filters in garbage trucks.

BAMBOO VISCOSE PYJAMAS

Compared to other textiles as conventional cotton bamboo viscose is less harmful to produce and use. Mutual development of the pyjamas for new born babies is underway at a maternity ward that is managed by Jämtland County Council.

GREENER CLEANING FOR HEAT EXCHANGERS

Reconditioning of a heat exchanger with a whey-based cleaning agent. The real estate company bought the product before the showroom time expired due to the large reductions in heating costs.

Results

Increased knowledge about the environmental aspects of the products will prevent the use of green wash and may suggest further product development.

Several products have obtained showrooms at private companies and in the public sector.

The barrier to customers trying new products is lowered through independent assessment.

The method helps procurement officers and other buyers to set tougher environmental requirements.

Testing a new product is an excellent opportunity for purchases to make their own assessment and to develop the further product with the company.

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