



## Validation Procedure for Products (non-food)

### General Information

The questionnaire/the criteria catalogue has been developed in collaboration with the Sustainable Europe Research Institute **SERI** and **ALLPLAN** (both located in Vienna), an international consulting company working in the sectors of energy and environmental management, and the Austrian jury members.

The **GREEN BRANDS Quality Seal** ensures that the awarded brands are genuinely eco-friendly and sustainable, and consequently contributes towards the protection of the environment, nature and the climate as well as preserving our precious natural resources. The **GREEN BRANDS Quality Seal and the complete evaluation process is now a registered EU Certification Mark of GREEN BRANDS Organisation GmbH** since 27th November 2019 and its copyrights are legally protected!

The **GREEN BRANDS Organisation GmbH** is strictly neutral and independent. It does not compete with the suppliers of any goods or services. The decision as to whether the test criteria are met cannot be influenced by any kind of separate monetary allocations.

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### Confidentiality

Any information indicated in the questionnaires will be treated with absolute confidentiality. The results and data will only be accessed by the person responsible for the validation procedure as well as of a small number of members of the **GREEN BRANDS** management and the jury members. – All these persons are bound to absolute confidentiality.

### The Company's Obligations

The Company is obliged to make truthful statements and is prepared to allow random verification of the data on location.

Any queries regarding the data as well as the verification of documents (certifications, measurement results, etc.) will be accepted by the Company.

Making provably, intentionally incorrect statements leads to the immediate exclusion from the procedure and in case of having received the award to the subsequent dispossession of the award!

### Evaluation

In any case, the Company will carry out a transparent evaluation of the validation including the disclosure of the achieved points/per cent.

The result may, however, not be publicly announced, neither by the company, nor by **GREEN BRANDS!** – This is to avoid any possible competition regarding the ranking, which might lead to confusion of the population.

There is the chance of receiving the award or the seal upon reaching or exceeding the **benchmark of 51%** of the **GREEN BRANDS Index!**

The final decision, however, lies with an independent jury!



## **GREEN BRANDS Organisation GmbH**

Wacholderbergstr. 29 \* 90587 Veitsbronn (bei Nürnberg) \* **Germany**

Geschäftsführer / Managing Directors: Norbert Lux, Manlio Celotti

Handelsregister/Trade Register: AG Fürth HRB 15512 \* USt-IdNr.: DE305182339

Website: [www.Green-Brands.org](http://www.Green-Brands.org)

### **Austria**

Knollgasse 1a

1170 Wien

Tel.: +43 (0)1-486 30 05

E-Mail: [office@Green-Brands.org](mailto:office@Green-Brands.org)

Website: [www.Green-Brands.org](http://www.Green-Brands.org)

### **Czech Republic and Slovakia**

Contact Person: Agneša Gašperanová

Karmelitská 18

118 00 Praha

Tel.: +420 228 883 583

E-Mail: [czech@Green-Brands.org](mailto:czech@Green-Brands.org)

Website: [www.Green-Brands.cz](http://www.Green-Brands.cz)

### **Hungary**

Contact Person: Agneša Gašperanová

Keleti Károly utca 13/B

1024 Budapest

Tel.L: +36 1 781 9483

E-Mail: [hungary@Green-Brands.org](mailto:hungary@Green-Brands.org)

Website: [www.Green-Brands.hu](http://www.Green-Brands.hu)

### **Germany**

Wacholderbergstr. 29

90587 Veitsbronn (bei Nürnberg)

Tel.: +49 (0)911 – 97 99 5 99

E-Mail: [office@Green-Brands.org](mailto:office@Green-Brands.org)

Website: [www.Green-Brands.org](http://www.Green-Brands.org)

### **Switzerland**

Contact Person: Peter Jossi

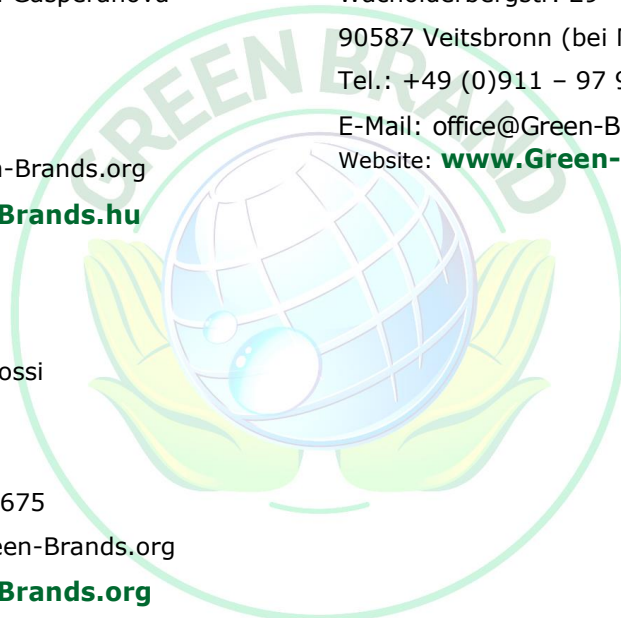
Murbacherstrasse 34

4056 Basel

Tel.: +41(0)61-322 03 675

E-Mail: [Peter.Jossi@Green-Brands.org](mailto:Peter.Jossi@Green-Brands.org)

Website: [www.Green-Brands.org](http://www.Green-Brands.org)



## Data on the Company

Company name

Address  
(street name/postal code)

Industrial sector

Description of the  
chosen product

Contact person/function

E-Mail

Telephone

The indication of a contact person serves the purpose of clarifying ambiguous or missing data which is required for the evaluation of the questionnaire. For this reason, this should be a person who can easily be contacted by the analysing team.

Please describe how the given information applies exclusively to the product to be certified and to what extent the production processes differ from other products of the company. In doing so, you please make the system boundaries clearly visible and understandable for outsiders. Please note that the boundaries of the selected system should be clear and understandable to outsiders.



Are there any significant corporate links or majority owners? Please present disaffiliations with any parent companies in regards to sustainability.

Why should **your product** receive the award or the seal **GREEN BRANDS** for particular ecological measures? (max. 1000 characters)

Please make sure your company and your Product does not fall under the **exclusion criteria** published on our website. Please explain your compliance with the listed criteria and confirm this compliance. (up to 1000 characters)

Please point out any **violations of the law** and court-related complaints

## Introduction

This questionnaire is structured in such a way that it inquires the environmental impact along the entire production and product life cycle. **GREEN BRANDS** demands a consequent environmental performance at all life stages on the one hand, based on the ISO standards 14040/44 (see illustration) and, on the other hand, in additional defined areas which are relevant for an integral consideration.



Hence, these are the categories with the corresponding percentage weighting:

- |   |     |
|---|-----|
| - Ecodesign   | 8%  |
| - Production of Raw Material and Transport of Raw Materials | 15% |
| - Production  | 25% |
| - Packaging   | 15% |
| - Distribution  | 5%  |
| - Utilisation Phase   | 12% |
| - Recycling & Disposal                                      | 12% |
| - Product-related Certifications                            | 8%  |

You can reach a total of 100 points in the questionnaire. At the end, the jury will evaluate whether the reasons given live up to your self-assessment. The committee reserves the right to make individual product-specific decisions for individual validations, taking account of all eventualities.

You are welcome to include documents for illustration purposes

## Ecodesign

- 1. Have measures been taken during the development of the product in order to reduce the environmental impact of the production?**  
 Yes  
 No
- 2. Have measures been taken during the development of the product in order to improve the environmental impact of the utilisation phase?**  
 Yes  
 No
- 3. Have measures been taken during the development of the product in order to improve the environmental impact of the disposal?**  
 Yes  
 No

## Production of Raw Material & Transport of Raw Materials

- 4. Are most of the raw materials which you use for your product (> 75% of the raw materials used) regionally (also across borders) available?**  
 Yes  
 No
- 5. Do you import any required raw materials which would also be regionally (also across borders) available?**  
 Yes  
 No



**6. Which means of transport are used to transport the raw materials to the production site?**

*In case several means of transport are used, we ask you to indicate the percentages of the distance, e. g. 20% by vessel, 80% by lorry*

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**7. Are most of the raw materials used (> 75% of the raw materials used) renewable resources?**

Yes

No

**8. Are most of the raw materials used (> 75% of the raw materials used) recyclable resources?**

Yes

No

**9. Do you use raw materials which bear environment and/or social labels?**

Yes,

No

**10. Does the product contain substances which are dangerous for humans or the environment? Please note the obligation to inform Green Brands regarding toxic components in your products.**

Yes,

No

## Production

11. Is the largest part of the manufacturing of the product (> 75% of the production stages) carried out regionally (also across borders)?

Yes

No

12. Where are further process steps of the manufacturing carried out?

13. Which energy sources do you use for manufacturing your product? Please differentiate between electricity and heat energy carriers.



**14. How many per cent of the energy used come from renewable energy sources?**

- 0-25%
- 26-50%
- 51-75%
- 76-100%

**15. Are any measures taken during production - which exceed the obligatory statutory standard - in order to handle water and sewage as efficiently and environmentally friendly as possible?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

**16. Are any measures taken during production - which exceed the obligatory statutory standard - in order to make your energy consumption (electricity and heat energy) as efficient as possible?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

Please differentiate clearly between measures for saving electricity or saving heat energy.

**17. Are any measures taken during production - which exceed the obligatory statutory standard - in order to handle other resources (materials, auxiliary materials, aggregates, etc.) as efficiently and environmentally friendly as possible?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

If you save different materials, please differentiate these clearly in your comment.

**18. Are any measures taken during production - which exceed the obligatory statutory standard - in order to avoid or reduce waste (amount of waste, type of waste)?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

**19. Are any measures taken during production - which exceed the obligatory statutory standard - in order to avoid or reduce air emissions (pollutants and greenhouse gases as for instance CO<sub>2</sub>, NO<sub>x</sub>, etc.)?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

**20. Are any measures taken during production - which exceed the obligatory statutory standard - in order to avoid or reduce dangerous substances (pursuant to the Waste Management Act - Abfallwirtschaftsgesetz - AWG)?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

Please also indicate any saving in per cent due to introducing the measure as well as whether the saving has been measured (if so, how) or estimated.

## Packaging

**21. Have any measures been taken already in order to reduce the environmental impact caused by packaging (reduction of weight, material exchange, etc.)?**

- Yes
- No
- Not relevant because

**a. Which measures have been taken?**

**22. Do you obtain most of the packaging materials (> 90% of the total weight of the packaging) regionally (also across borders)?**

- Yes
- No
- Not possible because

**23. How many per cent of the total weight of your product (including any packaging materials) are allotted to packaging?**

- 0-5%
- 6-10%
- 11-15%
- > 16%

## Distribution

**24. How many per cent of the annual production amounts are distributed supra-regionally?**

- 0-25 %
- 26-50 %
- 51-75 %
- 76-100 %

**a. Where are these products distributed?**

- Nationally but supra-regionally
- In Europe
- In other countries

**25. Which means of transport are used primarily for distribution (> 50% of the annual production amount)?**

**26. Are measures taken to make logistics more efficient with regard to the environment?**

- Yes
- No
- Not relevant because

**a. Which measures are taken and which environmental impact has been reduced?**

## Utilisation Phase

**27. Do you inform the customer about an environmentally friendly way of using the product directly on the product? (e. g.: Indication on paper: "Double-sided printing saves paper!")**

- Yes
- No
- Not relevant because

**28. Do any manuals for sustainable utilisation (e. g. energy- and resource-efficient utilisation as well as careful handling for long-term utilisation) exist for your product ranges?**

- Yes
- No
- Not relevant because

**29. Have any measures been taken during the development of your product in order to improve its working life and reparability?**

- Yes
- No
- Not relevant because



**30. Are repairs and maintenance services offered in-house?**

- Yes
- No
- Not relevant because

**31. Is there any guarantee which exceeds the statutory requirements?**

- Yes
- No
- Not relevant because

**32. Are your products also rented instead of sold?**

- Yes
- No
- Not relevant because

### **Recycling and Disposal**

**33. Is the product made of recyclable materials?**

- Yes
- No
- Not relevant because

**34. Can the product easily be dismantled into its individual parts in order to enable professional recycling of the materials?**

- Yes
- No
- Not relevant because

**35. Do any dangerous substances emerge during disposal?**

- Yes
- No
- Not relevant because

### Product-related Certifications

**36. Are there any existing certifications or environment or social labels for your product?**

*Examples for environment or social labels:*



- Yes
- No
- Not relevant because

## **Definitions**

### AWG:

Waste Management Act (German Version) at

<http://www.lebensministerium.at/article/articleview/30826/1/6968>

### Ecodesign

Ecodesign is configured upon a total consideration of product life. This means that during the production of raw material, manufacturing, distribution, utilisation and finally the disposal of a product, the expected impact on the environment is always considered and significantly reduced.

