



GREEN BRANDS

Awarded:	Worldwide
By:	GREEN BRANDS Organisation GmbH
Category:	Various categories
Products:	Brands such as ALANA, BAUFRITZ, Frosch, GoGreen, KNEIPP, lavera, SolarWorld, etc.
Number of labelled products:	130



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Particularly recommendable

 Requirement	<p>The award criteria significantly exceed the statutory provisions. The criteria of the label are reviewed in accordance with new findings and standards. The criteria of the label are suitable to enable relevant improvements in the area of the label (ecological, health, social, technical, cultural requirements, etc.).</p>
 Independence	<p>The criteria are developed by consulting competent entities mostly independent of the holding party. The awarding, holding and verifying parties are by large legally and economically independent from each other. Compliance with the award criteria is monitored by an independent and clearly identifiable entity.</p>
 Review	<p>Clear verifiable award criteria with a clear reference are in place. Compliance with the award criteria is extensively monitored. In case of any deadline with regard to the awarding of the label, any extension of the deadline shall only be granted after a new review of the compliance with the award criteria. In case of any infringement on the award criteria, rectification within an appropriate and clear time frame is demanded; possibly further sanctions up to the revocation of the label shall follow.</p>
 Transparency	<p>The objectives and responsible body are explained in publicly accessible information material. Award criteria, award procedure and control procedure are documented and published in a clear and transparent form and accessible free of charge for consumers. The logo of the label has been designed in such a way that it cannot be confused with another logo.</p>

Our evaluation

It is a challenging label which significantly contributes to ecological improvements along the value chain and marks ecologically trading companies as well as ecological brands and products. In individual cases, it may also contribute to social improvements.

The criteria for the awarding of the label have been co-developed by independent entities, the awarding procedure is transparent. Extensive and independent reviews, also randomly at site, make the label credible.

In case a holder of the label infringes on the awarding criteria of the label, the label can be revoked. Consumers may access all important information regarding the label free of charge.