



# THE ULTIMATE ECOLABEL™

**Authentic sustainability certification since 1998**

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# Green Tick<sup>®</sup> Certification Scheme

- **Independent** – no government or industry ties
- **Powerful** – instant consumer recognition of brand
- **Proven** – unblemished 26-year track record
- **Global** – one certification applies worldwide, global [Green Tick<sup>®</sup> Registry](#)
- **Compliant** – with legal standards for green claims and green credentials
- **Comprehensive** – any product or service
- **Science-based** – ISO 14000 series platform, life cycle assessment (LCA)
- **Transparent** – audit and certification process, free reports online
- **Sustainability** – no permanent harm to people or the environment

**THE ULTIMATE ECOLABEL<sup>™</sup>**



# Green Tick<sup>®</sup> Ecolabels



**Choose your *ULTIMATE ECOLABEL***<sup>™</sup>



# Certification Standards

- **Sustainable** – parent label with 8 health and safety and 12 sustainability standards
- **Natural** – sustainable and tests zero for artificial substances
- **Organic** – sustainable and is certified organic according to an IFOAM® standard
- **GE-Free** – sustainable and tests GE-Free
- **Fair Trader** – sustainable and complies with United Nations fair trader criteria
- **Carbon ecolabels** – carbon neutral, carbon negative, climate-positive, certified carbon credits
- **Green Bond** – certification of genuinely sustainable financial instruments and projects
- **Green Tracer** – certification of genuinely sustainable supply chains

*Note: Minimum 12 months' record of performance required. For more detail, see [Green Tick® Standards](#) booklet downloadable on-line.*



# Certification Types

- **Corporate** – where a corporation wishes to be certified as genuinely committed to sustainability
- **Site** – where a manufacturing or operational site is certified
- **Product** – where a product is certified (product's manufacturing site must also be certified)
- **Project** – where a specified project, eg. wind farm, is certified
- **Service** – where a service is certified (operational sites, eg. professional offices also certified).

*Note: Minimum application comprises one product/service/project and one site.*



# Certification Examples





# Green Claim Enforcement



AUSTRALIAN  
COMPETITION  
& CONSUMER  
COMMISSION



FEDERAL TRADE COMMISSION  
PROTECTING AMERICA'S CONSUMERS



Competition & Markets Authority



EUROPEAN  
COMMISSION

Brussels, 22.3.2023  
COM(2023) 166 final

2023/0085 (COD)



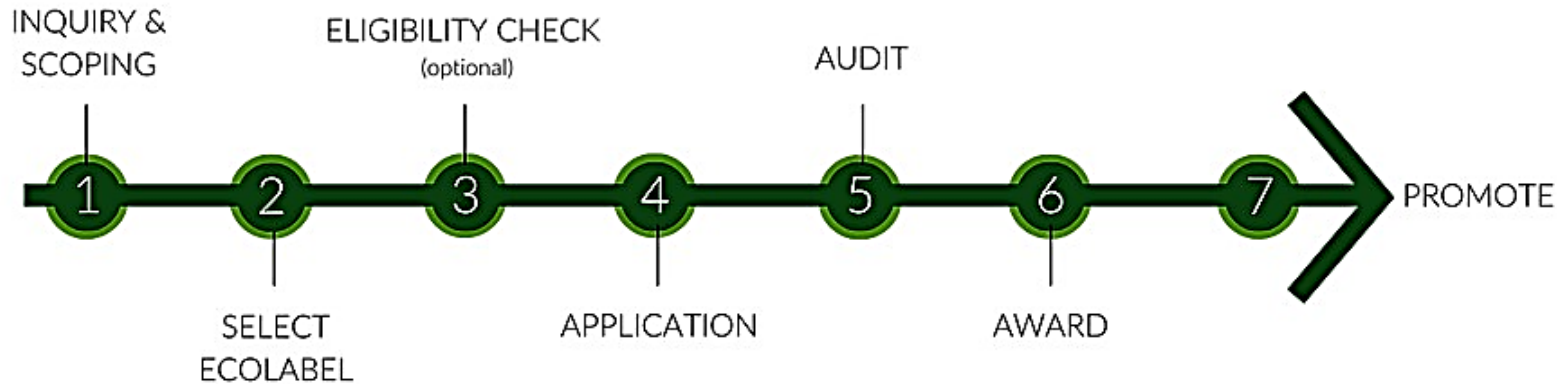
COMMERCE  
COMMISSION  
NEW ZEALAND  
*Te Komihana Tauhokohoko*

Proposal for a

**DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**on substantiation and communication of explicit environmental claims (Green Claims Directive)**



# Application Steps

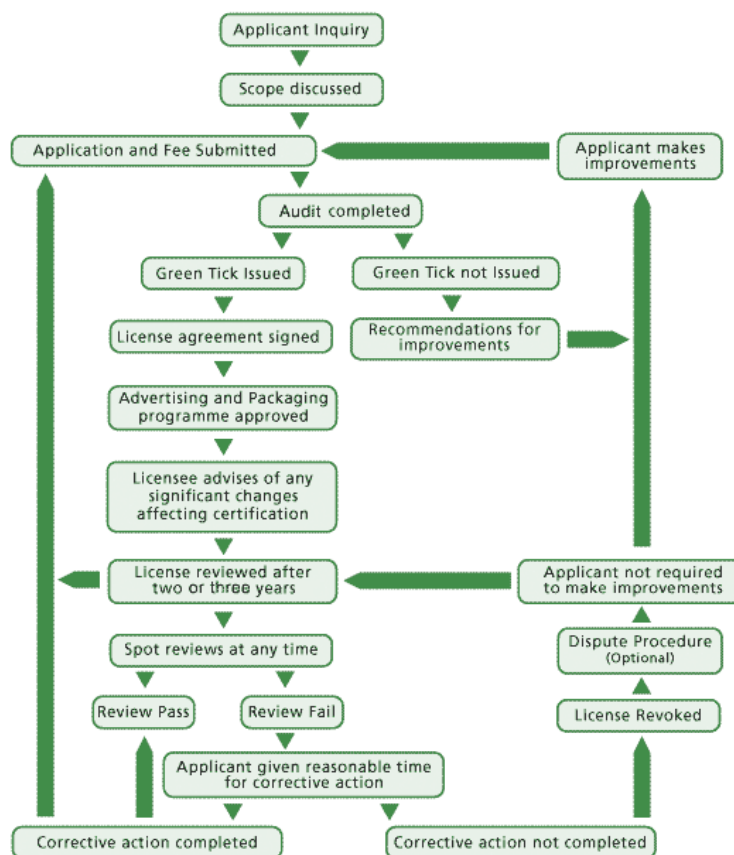


[Learn More](#)





# Full Certification Process





# Fees and Timeframe

Eligibility Check	Product or Service Application	Corporate, Project, or Site Application Fee	Audit Fee	Royalty Fee for use of Green Tick® brand
\$500	\$50	\$500	Specified for each application	<b>0.15% net sales</b> paid quarterly in arrears; or fixed annual fee paid in advance

Note: Minimum fees shown \$USD. [Application Fees](#)

**Certification timeframe:** 2-3 months if all compliance evidence available. Timeframes depend on size of application and availability of compliance information.



# Summary

- **Green Tick® Certification** – powerful, proven, instantly recognised
- **Choice of ecolabels** – choose The Ultimate Ecolabel™ best for you
- **Performance-based certification** – based on ISO platform of health, safety, and environmental performance against the Green Tick® standards (Green Tick® is not a fit-for-purpose certification)
- **Minimum application** – one product or service or project, with one operational site
- **Minimum evidence of compliance** – 12 months evidence of compliance with standards of the ecolabel sought (special process for start-up companies)
- **Certification scope** – global for three years, then re-audit
- **Fees** – specified for each application on a fixed price basis, payment on commission. Royalties paid quarterly in arrears or annually in advance by negotiation
- **Certification timeframe** – normally 2-3 months if all required information available



# More Information

- Email inquiries to [info@greentick.com](mailto:info@greentick.com)
- Phone inquiries to +64 4 389 9669 (business hours New Zealand time)
- More information on our website [www.greentick.com](http://www.greentick.com)
- [Apply On-line](#)

**Contact Us for help with your application for THE ULTIMATE ECOLABEL™ !!!**

**Authentic sustainability certification since 1998**

*Environmental excellence and integrity into the 21<sup>st</sup> Century*