



Company Profile

Green Tick® Certification Limited

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**Green Tick® Certification
Limited**

Key Information

Purpose:	Provision of independent, authentic, life-cycle based, and obvious sustainability certification and labelling
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1 EXECUTIVE SUMMARY

The Green Tick® Certification Scheme was established in 1998 following a five-year privately funded research project in the Fast-Moving-Consumer-Goods sector in Australia and New Zealand. Successful market trials in Australia and New Zealand from 2004-2006.

Powerful, obvious, independent global green credential.

Automatic compliance with Government and consumer law "green claim" standards.

First presented internationally by invitation to the European Sustainable Production and Consumption Conference in Antwerp, Belgium 2005; and then at the International Sustainability Conference, Basel, Switzerland in 2005. Harvard University "Notable Innovation" in 2006. Approved by Australian and New Zealand Governments in 2007.

Life-cycle based, ISO platform, peer-reviewed, authentic, transparent certifications can apply worldwide. Recertification every three years. Spot reviews at any time with minimum 24 hours' notice. Independent from any government, industry, or lobby group.

Ecolabel options backed by certification standards that provide a clear definition of sustainability using relevant health, safety, environment, and social (ESG) criteria. Other customisable variants available. Applicants must provide science-based evidence of compliance with standards. Impeccable track record over 26 years' of operation.



Open access to Registry listings and certification reports. Eligibility Checks available to help save time and cost with applications. Pre-Application Check List can assist with application preparation. Transparent fees. On-line Application Form or email plus cloud link facility.

The complete certification package - Green Tick® Certification for organisations, products, services and projects, and GreenTracer® for sustainable supply.



Global showcase with powerful, obvious, and impeccable sustainability certification:
Green Tick® Certification - The Ultimate Ecolabel™.



2 BUSINESS PROFILE

Company Name:	Green Tick Certification Limited
Website:	www.greentick.com
Established:	1998, company registered 2004
Domicile:	New Zealand
Registered Company:	NZ 9429035374626
Type of Company:	Privately owned, limited liability
Business Activities:	Professional Services – Sustainability Certification
Scope of Operations:	All Industries (some exceptions, for example recreational drugs and weapons)
Experience:	26 Years
Registry:	Genuine Green Tick® Certifications listed by industry on the official Green Tick® Certification Registry located on our website. Any other ‘green tick’ claims are not issued or endorsed by us and have all appeared after the official launch of the Green Tick® Certification Scheme in 1998
Certifications:	50+ certifications: beverage holders, carbon credits, food, house design, household cleaners, web and office services
Certified products sold:	Australia, New Zealand, Europe, Japan, Korea, USA
Global Staff Network:	Local 6-12, LinkedIn Global – 3,000+ associates



3 FOUNDERS



Ashley Harris, Principal Forester, GreenXperts Limited, New Zealand
Susan Harris, Principal Scientist, GreenXperts Limited, New Zealand



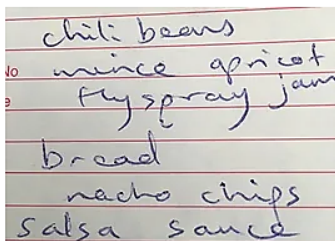
Professional Northland Resource Management and Planning Consultants

Jeff Kemp, Principal Planner (ret), Bay of Islands Planning Limited, New Zealand



Wayne Brown, Principal Engineer (ret), Brown & Thomson Limited, New Zealand

4 HISTORY



1. Five-Year Research Project

The original shopping list that sparked the idea for Green Tick®. A trip to the local supermarket on the way home from work in 1998 led to a five year research project backed by family and business associates.



2. Australasian Market Trials

Australasian market trials took place in 2004 in two countries and two markets. Damara Lamb was certified Green Tick® Natural in Queensland as a joint project with scientists from the Department of Primary Industries. The certified lamb sold out weeks before it was ready for market. Then, an 18-month nationwide supermarket trial with a cleaning products supplier in New Zealand yielded sales increases of seven certified products up to +233%, averaging +52%.



3. Presentation of Prototype at European and International Sustainability Conferences

Through science colleagues in the European Commission, Susan was invited to present the prototype of Green Tick® Certification to the European Roundtable of Sustainable Production and Consumption Conference in Antwerp, Belgium in 2005, and to the International Sustainability Conference in Basel, Switzerland, also in 2005.



4. Acceptance at Harvard

Other colleagues at Harvard University recognised Green Tick® Certification as a world-leading innovation, and it became part of their "notable innovation" programme in 2006.



5. Formal Papers

Formal scientific and marketing papers in the Green Tick® Certification Scheme and market responses to it were published by Emerald Insight in 2007. Links here: [Green Tick® System](#) and [Does Sustainability Sell?](#)



6. Global Launch

The Global Launch of Green Tick® Certification followed, with certified products sold in Australasia, Asia and the USA. The Green Tick® ecolabel remains unblemished after 26 years' operation, fulfilling our vision to provide the world with a science-based, obvious, and always authentic green ecolabel.

Please click on the image above to go to the [History](#) web page.

5 SCHEME



Obvious Green Brand

Our concept for the green brand started with the official 'tick' issued by government authorities when an activity complies with the law. Add a green colour to it to symbolise environment, design a 'blunt' nose - from the old-fashioned pen, put it inside a roundel with a base banner and there you have it - an official-looking Green Tick! We've never had to explain to anybody what it means.



Life-cycle Based

Any environmental certification system must be based on an accurate life cycle assessment (LCA) from cradle-to-grave or from cradle-to-cradle. Otherwise negative parts of a LCA may be left out, and the sustainability audit done would be inadequate. Not all LCA's are the same. Full disclosure is compulsory to present a true sustainability picture to consumers and courts.



Universal Performance Standards

Sustainability is a combination of health, safety and environmental factors. Rather than attempt the impossible task of writing prescriptive standards for every product and service in every industry, we focused on devising universal performance standards that set a required outcome, leaving the producer to create their own sustainable solution. This way, standards don't have to be forever re-written, and innovation is encouraged across every industry worldwide.



Three Yearly Independent Audit

Sustainability is a combination of health, safety and environmental factors. Rather than attempt the impossible task of writing prescriptive standards for every product and service in every industry, we focused on devising universal performance standards that set a required outcome, leaving the producer to create their own sustainable solution. This way, standards don't have to be forever re-written, and innovation is encouraged across every industry worldwide.



Parent "Sustainable" Ecolabel

The Green Tick® Certification System is founded on the parent "SUSTAINABLE" brand. There are eight (health and) safety performance standards, and 12 environmental standards. We find that legal compliance and accident rates are powerful proxies for sustainability performance.



"Child" Customised Ecolabels

"Child" labels are customised for carbon, natural and financial variants of Green Tick®. The parent "SUSTAINABLE" brand standards must be met, together with specialist standards for each child brand, for example, carbon standards for the carbon brands. In all cases, our standards are based on the appropriate ISO 14000 specification, so there is global continuity and no bias in any region or industry.

Please click on the image above to go to the [Scheme](#) web page.



6 ECOLABELS



Other customisable variants available



Please click on the images above to go to the [Ecolabels](#) web page.



7 CERTIFICATION STANDARDS



Booklet downloadable from the [Green Tick® Certification Standards web page](#).

The Green Tick® Certification Standards are based on the International Standards Organisation (ISO) standards for health and safety, environment, greenhouse gas reporting, life cycle, and conformity assessment. Standards are updated from time to time as international laws and preferences change. Please [Contact Us](#) for specifics on your application.

Green Tick® Certification is a *sustainability performance* certification. It is not a product performance nor is it a "fit-for-purpose" certification.



8 APPLICATION STEPS



1. Inquire

Talk with us about what you would like to have certified. Use our handy [Application Check List](#) to help guide you through the process. We recommend a video call to discuss your options. We then give you an initial price and timeline for your project. An optional Eligibility Check service is also available.



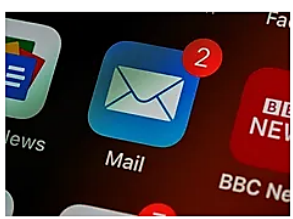
2. Select Ecolabel

Select the best [Green Tick® Ecolabel](#) for your business and market. Check that you can meet the ecolabel's [Standards](#).



3. Eligibility Check

(Optional Gap Analysis)
An Eligibility Check is a recommended step to assist you in understanding what information is needed to help you come up to certification standard. It will supply recommended actions to assist you in achieving certification. This service is provided by our consultancy arm - [GreenXperts Limited](#).



4. Application

Prepare your Life-Cycle or Sustainability Assessment showing compliance with the [Standards](#) of the ecolabel sought. Submit your application and supporting information using the [Application Form](#). Cloud links are available for large files. We will respond with a confirmed price and timeline.



5. Audit

Once your project is commissioned (application and audit [fees](#) paid), the appointed auditor conducts the audit, and sends the Audit Report to our Certification Board.



6. Award

Our Certification Board reviews the application and the Audit Report, and decides whether to award certification. If granted, a license number is issued to you for use of the Green Tick® ecolabel worldwide.

Please click on the image above to go to the [Application Steps](#) web page.



9 GREEN CLAIM COMPLIANCE

Green Tick® Certification is automatically compliant with Government and consumer law "green claim" codes and directives because of the legal compliance standard present in the parent *Sustainability Certification Standard*:

“Sustainability Standard 2.12 (i) 100% legal compliance with any environmental consents and applicable plan rules.”

Latest updates on our Green Claim Compliance in high margin markets here:

AUTHORITY	CODE OR DIRECTIVE	COMPLIANCE
	Australia - Making Environmental Claims 2023	 <p>Yes – certification can be customised to meet details of latest guidance</p>
	EU Green Claims Directive 2024/825	<p>Yes – certification can be customised to meet Directive and EU approval sought prior to release</p>
	CMA (UK) Guidance on Environmental Claims on Goods and Services 2021	<p>Yes – certification can be customised to meet details of latest guidance</p>
	Federal Trade Commission (USA) Guides 2012	<p>Yes – certification can be customised to meet details of latest guidance</p>

10 OUR ON-GOING MISSION

- **MAINTAIN THE INTEGRITY AND AUTHENTICITY OF OUR ECOLABELS**
- **ENDORSE AND PROMOTE BY POWERFUL GENUINE GREEN CREDENTIAL BRANDING TRULY SUSTAINABLE ORGANISATIONS, PRODUCTS, SERVICES, AND PROJECTS**
- **FOR THE BENEFIT OF PLANET EARTH AND SUSTAINABLE PRODUCERS AND CONSUMERS WORLDWIDE**



1998-2024: 26 YEARS AND COUNTING





www.greentick.com