



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

## The Business Case

**Green Tick<sup>®</sup> - The Ultimate Ecolabel**  
**Powerful, obvious, reliable, independent**

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# The Need:

## Genuine Life Cycle-Based Green Certification

- **Europe** – life cycle assessment (LCA) based proof of green claims required (EC2005).
- **USA** – carbon footprint required for every product sold to US Federal Government from mid 2011 onward
- **UK** – LCA based proof of green claims (UK Advertising Standards Authority)
- **Australia** – LCA based proof of green claims (Australian Competition and Consumer Commission). False claims fines up to \$AU1.1 million
- **New Zealand** - LCA based proof of green claims (New Zealand Commerce Commission). Onus on business to provide evidence *at the time the claim is made*.





# The Solution: Green Tick® Certification

- **Powerful** – instant consumer recognition
- **Obvious** – everybody understands it
- **Reliable** - world’s first government-approved, LCA-based, independent sustainability certification, 23 years in operation
- **Independent** – auditors independent of any industry or government
- **Universal** – any product or service anywhere
- **Global** – one certification applies worldwide for 3 years
- **ISO 14000 based** – ISO framework used in sustainability audit
- **ESG** – appropriate environment, social and governance standards specified
- **Transparent** – audit and certification process
- **Simple** – sustainability definition: *“operating without permanently damaging the environment.”*



# Green Tick® Brands

- certification options -



sustainable



sustainable + organic



sustainable + carbon neutral\*

\*carbon negative also available



sustainable + GE-free



sustainable + natural

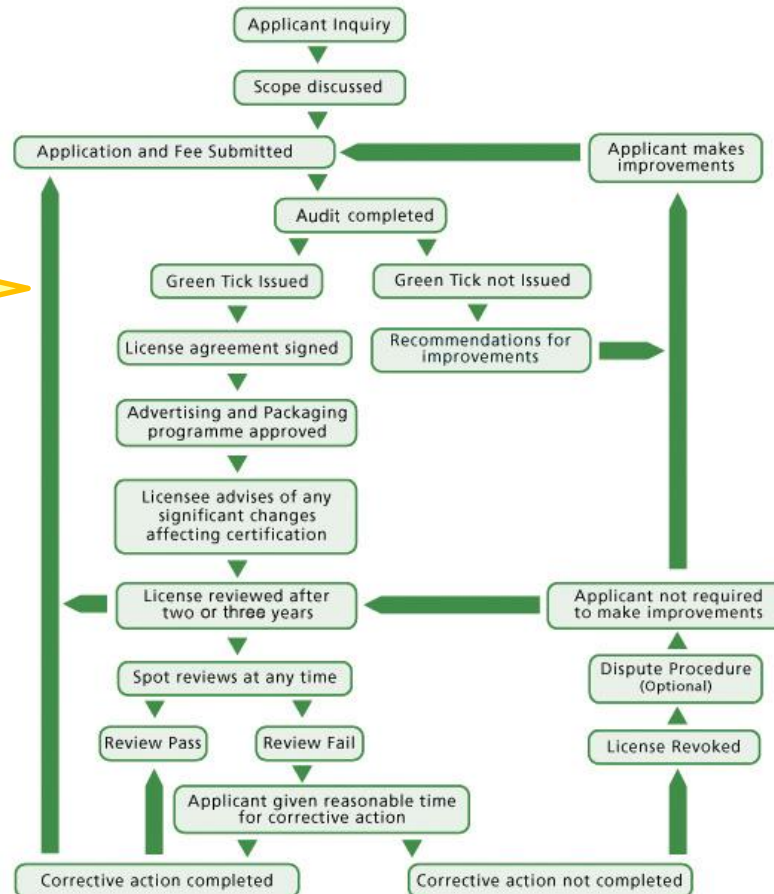


sustainable + fair trader



# Certification Process

**Timeframe to certification:**  
1-3 months where all information available



# Benefits

- Legal compliance with environmental and consumer laws
- Government approved\*
- Powerful, obvious green branding
- Independent, robust, global certification
- Green Tick® credibility never challenged in 23 years' operation
- Market access to high margin, environmentally sensitive markets in Australasia, EU, USA and Asia
- Powerful competitive edge
- Proven sales success *Does Sustainability Sell?*
- Positive association with The Ultimate Ecolabel.

\* Australia and New Zealand



# Global Certification Fees

From 1 April 2021  
\$USD (excluding GST in New Zealand)

Product or Service Application Fee	Manufacturing Site or Corporation Application Fee	Audit Fee Sustainability Audit Fee	Royalty Fee for use of Green Tick brand
\$500	\$2,000	Specified for each application	<b>0.2% net sales</b> of certified product or service, or fixed annual fee

Notes:

1. Full *Terms and Conditions of Green Tick® Certification* are on our web site [here](#).
2. Fees are for a global Green Tick certification. There is no need to apply country-by-country.
3. Application and audit fees paid on application.
4. Royalty fees paid quarterly in arrears, 0.2% = 20c in every \$100 of certified sales or negotiated fixed Annual Fee paid in advance.



# More Information

- Email us: [info@greentick.com](mailto:info@greentick.com)
- Phone inquiries: + 64 4 382 9669
- How to Apply, certification standards, fees, application forms, brochures, documents, guidelines, papers, audit reports and presentations on our website [www.greentick.com](http://www.greentick.com)

***We look forward to hearing from you!***







## The Ultimate Ecolabel

[www.greentick.com](http://www.greentick.com)

