



The Ultimate Ecolabel
Any product or service, anywhere

Environmental Excellence and Integrity

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Environmental excellence and integrity



What is Green Tick® ?

Green Tick® is a certification brand that symbolises environmental excellence and integrity.

The Green Tick® certification brand instantly tells consumers that a product or service has been independently certified as genuinely sustainable.

What does “sustainability” mean?

As a minimum, sustainability means that products and services are produced in a way that does not permanently degrade the environment.

Ideally, sustainability leads to improvements in the environment.

Why use Green Tick® ?

Consumer Demand
Worldwide, consumers are demanding independent assurance that products and services are genuinely sustainable. Green Tick® certifies that these expectations have been met against the Green Tick® Sustainability Standards.

Consumer Confidence
Market surveys consistently show that consumers place their greatest trust in independent assessment programmes. Green Tick® independent certification reinforces consumer confidence in a company's products and services.

Points of Difference
Green Tick® exhibits an immediate point of difference from the competition. The Green Tick® brand on a company's products instantly marks them out from the rest.

Market Position
Green Tick® can facilitate forward-thinking companies in maintaining their market leadership, and it can help put a company into a leading market position.

Market Access
Environmental standards are being used more frequently as market access requirements, and as trade barriers. Green Tick® helps companies facilitate and maintain their market access in environmentally-sensitive markets and locations.

Environmental Assurance
Green Tick® provides a comprehensive system for sustainability assurance, based on accepted international standards. Process efficiencies and brand reputation enhancement are just two benefits of the Green Tick® quality approach.

Climate Change
Climate Change is a global issue of critical importance. Green Tick® provides a framework for companies to have their climate-friendly status independently certified as part of their overall Green Tick® certification.

Sustainable Business is Smart Business
Sustainable business is smart business, creating business for the long term. Green Tick® provides companies with the opportunity to demonstrate to their customers - and their competitors - that they are seriously committed to sustainability.

Green Tick® Brands

Green Tick® Sustainable
- the standard SUSTAINABLE brand
This brand shows that a product or service has been certified as genuinely sustainable against the Green Tick™ Sustainability Standards.

Green Tick™ Climate Friendly
- the CLIMATE FRIENDLY brand
This brand shows that a product or service has been certified as genuinely sustainable, and also that it is climate-friendly.

Green Tick™ Organic
- the ORGANIC brand
This brand shows that a product or service has been certified as genuinely sustainable, and that it holds a current organic certification.

Green Tick™ GE-Free
- the GE-FREE brand
This brand shows that a product has been certified as genuinely sustainable, and that it contains no genetically engineered content.

Green Tick™ Natural
- the NATURAL brand
This brand shows that a product has been certified as genuinely sustainable, and that it contains only natural product content.

Green Tick™ Fair Trader
- the FAIR TRADER brand
This brand shows that a product or service has been certified as genuinely sustainable, and that it is produced according to fair trading principles.

Green Tick® Sustainability Standards

The Green Tick® Sustainability Standards follow international principles for sustainable management, according to ISO protocols.

The standards are life-cycle based “from cradle-to-grave”. This way the consumer gets the whole story about a product or service.

The standards cover:

- site, employee, supplier and customer health and safety;
- product origin, quality, and labelling;
- resource, chemical, and energy use;
- nuisance effects;
- contaminant discharges;
- waste management;
- environmental management systems and performance; and,
- legal compliance.

Types of Certification

There are three types of certification.

- Corporate, Site and Product

Certification Process

The Certification Process involves four steps:

- Preparing for certification;
- Making an application;
- Undergoing an audit by an independent auditor; and,
- Entering into a license agreement to use the Green Tick® Brand.

Costs and Timing

Costs comprise:

- Application Fee of \$US200 minimum per site or product;
- Independent Auditors Fee - this will vary according to the location, size and status of the operation; and,
- Royalty Fee for use of the Green Tick® trademark - negotiable, usually based on a small percentage of net sales of the certified product or service.

Timing - certification normally takes about 3 months to achieve, with longer timeframes for some products and services.

Where to from here?

More information is available on our website, or please contact us at:
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