



Green Tick[®] Certification

A Summary for Inquirers

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What is Green Tick®?

- **World's only independent sustainability certification brand**
- **Comprehensive** – any product or service anywhere
- **Global** – one certification applies worldwide
- **Scientifically sound** – Life Cycle Assessment (LCA) based
- **Compliant** - international standards for sustainability, environmental auditing, “green claims”, and advertising
- **Crystal clear branding** – instant consumer recognition
- **Transparent** – audit and certification process.



History of Green Tick®

- Invented by New Zealand scientists and engineers in 2001
- Supported by Australian and New Zealand Governments
 - Queensland Department of Primary Industries and Fisheries 2004 certified lamb trial
 - New Zealand Minister for the Environment 2004 Letter of support
- Invited papers well received by UK/EU/UN officials at the:
 - 2005 European Roundtable on Sustainable Production and Consumption, Antwerp, Belgium
 - 2005 International Sustainability Conference, Basel, Switzerland.



Definition of Sustainability

- Operations occur without causing any permanent or net harm to people or the environment
- Specific sustainability standards are stated for each certification brand
- A Green Tick[®] audit is generally based on an assessment of the life cycle effects of an operation down its supply chain
- We focus on the **materiality** of a company's sustainability management – are the key elements of an operation that the company is responsible for managed so they cause no permanent or net harm to people or the environment?
- Robust scientific evidence of this type is essential to satisfy government and consumer requirements for proof of sustainable practice.



Green Tick[®] Brands

- certification options -



sustainable



sustainable + organic



sustainable + carbon neutral*

*carbon negative also available



sustainable + GE-free



sustainable + natural



sustainable + fair trader





Certification Standards

- **'Sustainable'** – meets 8 safety and 12 sustainability standards (parent standards*). Minimum 12 months' record of performance required
- **'Carbon neutral'** – meets parent standards and is carbon neutral (*carbon negative also available*)
- **'Natural'** – meets parent standards and tests zero for artificial substances
- **'Organic'** – meets parent standards and is certified organic according to an IFOAM® standard
- **'GE-Free'** - meets parent standards and tests GE-Free
- **'Fair Trader'** - meets parent standards and complies with UN fair trader criteria.

*For more detail, see Green Tick Standards in Appendix 1.



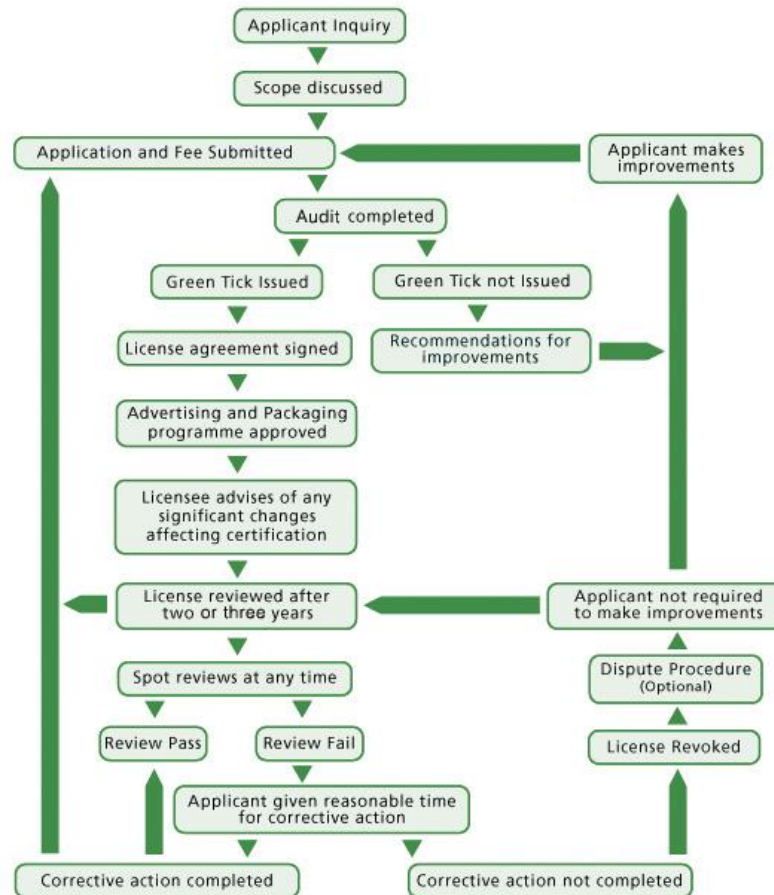


Certification Types

- **Corporate** – where a corporation wishes to have its entire operation, or part of its operation, certified
- **Site** – where a manufacturing site is certified
- **Product** – where a product is certified (manufacturing site/s along supply chain must also be certified)
- **Service** – where a service is certified (operational sites, eg. professional offices, certified).



Certification Process





Costs and Timeframe

■ Costs

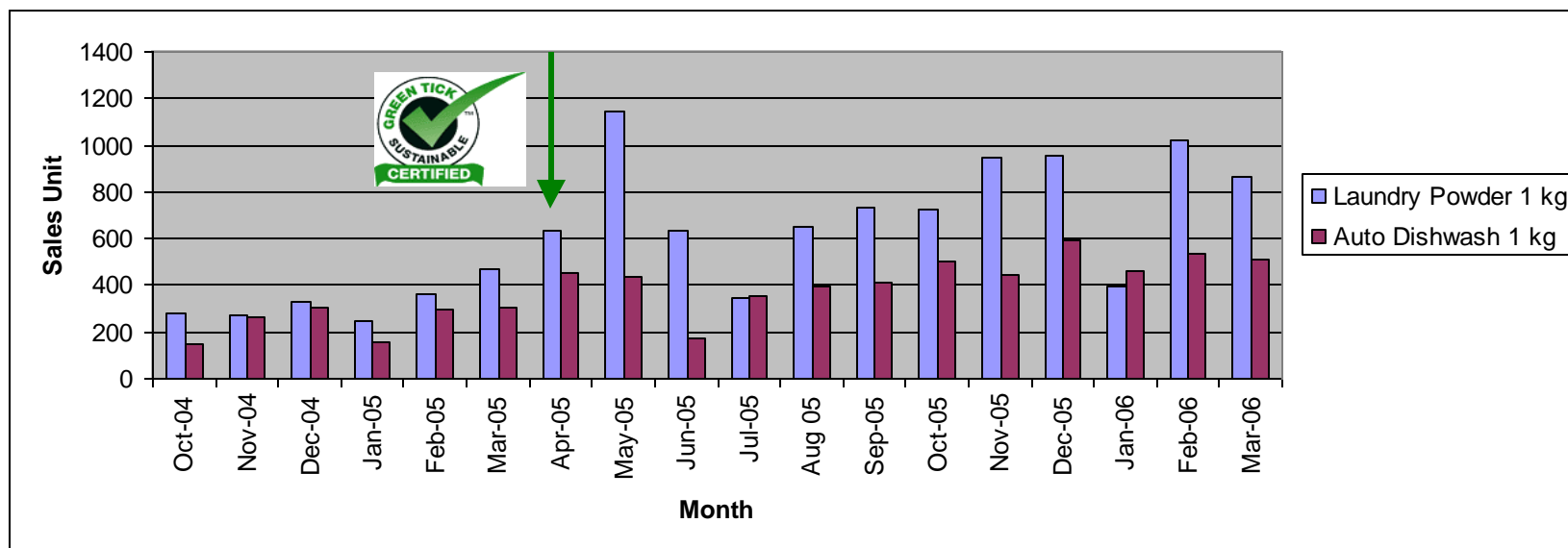
- Application fee \$NZ1,125 (including GST) per corporate or site, \$NZ281.25 (including GST) per product or service (paid once every 2 or 3 years to Green Tick Certification Limited)
- Auditor's fee varies according to size and scope of the audit (this is a matter between the applicant and auditor. Paid once every 2 or 3 years to auditor)
- Royalty fee of 0.5% of net sales (50c in every \$100), negotiable, paid quarterly to Green Tick Certification Limited

■ Timeframe

- Time to achieve certification – 3 months to 2 years, depending on size of operation and how complete records are
- Certification period 2 years minimum, 3 years maximum.



Green Tick® Sales Performance



Source: Harris SM (2007), Journal of Management of Environmental Quality

Two trials: LCA-based certification of seven household cleaning products in New Zealand supermarkets 2004-2006, and certified lamb in the Australian (Queensland) market 2005

- Household cleaning products - sales up +52% average p.a. (details of two products shown)
- Certified lamb sold out six months prior to becoming available.



More Information

- Inquiries to us direct at info@greentick.com
- Phone inquiries to +64 4 938 6003 (business hours NZ time)
- More information on our website www.greentick.com
- Apply On-line at www.greentick.com
- Downloads of application forms, brochures, documents, papers, audit reports and presentations on our website at *Getting the Green Tick/Downloads*.

We look forward to hearing from you!



Appendix 1: Green Tick® Standards

1. SAFETY

1.1 Accident Record

- No major harm (2 days or more in hospital) accidents, incidents, injuries recorded in past 12 months.

1.2 Staff Health and Safety

- No continuing or unsatisfactorily addressed staff complaints about working conditions in past 12 months.

1.3 Supplier Health and Safety

- No continuing or unsatisfactorily addressed supplier issues with on-site working conditions in past 12 months.

1.4 Customer Health and Safety

- No continuing or unsatisfactorily addressed customer complaints about health or safety issues (including product quality) in past 12 months.

1.5 Safety Management System

- Occupational Safety and Health regulation-compliant health and safety management system in place.



Appendix 1: Green Tick® Standards

1. SAFETY continued...

1.6 Minimising Risk

- Annual reviews of potential risk areas and mitigation taken.

1.7 Safety Performance Record

- Less than five minor non-conformances per 100 workers to H&S management system reported in past 12 months.

1.8 Safety Legal Compliance

- i) 100% compliance with all legal requirements;
- ii) No successful enforcement actions by government health and safety agencies in past 12 months.

2. SUSTAINABILITY

2.1 Product Origin

- All product content identified by country of origin.

2.2 Product Quality

- Product meets all quality standards of industry or government food authority.





Appendix 1: Green Tick[®] Standards

2. SUSTAINABILITY continued...

2.3 Product Labeling

- Labeling meets required legal standards.

2.4 Resource Use

- Programme in place to maximise resource use efficiency with defined performance targets;
- Resources used at lowest practical for site/s with current technology per sales unit;
- Programme in place to identify and use recycled materials where appropriate;
- Where resource use is extractive, relevant industry or government sustainability standards met.

2.5 Chemical Use

- Chemical residues comply with industry or government standard.

2.6 Energy Use

- Programme in place to minimise energy use with defined performance targets;
- Energy resources used at lowest practical for site/s with current technology per sales unit.





Appendix 1: Green Tick[®] Standards

2. SUSTAINABILITY continued...

2.7 Nuisance Effects

- No continuing or unsatisfactorily addressed complaints from neighbours about nuisances in past 12 months.

2.8 Contaminant Discharges

- i) Programme in place to minimise contaminant discharges with defined performance targets;
- ii) Contaminant discharges at lowest practical for site/s with current technology per sales unit.

2.9 Waste Management

- i) Waste minimization and recycling programme in place with defined performance targets;
- ii) Wastes reduced, re-used, recycled, or properly disposed of to authorised facilities.

2.10 Environmental Management System

- Environmental management programme in place with defined performance targets consistent with industry or government standards.





Appendix 1: Green Tick® Standards

2. SUSTAINABILITY continued...

2.11 Environmental Management Performance

▪ Less than five minor non-conformances per 100 workers with Environmental Management System reported in past 12 months.

2.12 Legal Compliance

- i) 100% legal compliance with any environmental consents and applicable plan rules;
- ii) No successful enforcement actions by government environmental agencies in past 12 months.

