



Green Tick[®] Certification

The Business Case

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Clean Technology Centre of Excellence, 48 Miro St, Otaki 5512
PO Box 41 013, Eastbourne 5047 | Wellington, New Zealand
Telephone: +64 4 938 6003 | info@greentick.com | www.greentick.com



The Need:

Robust, Life Cycle Based Green Certification

- **Europe** – life cycle assessment (LCA) based proof of green claims required (EC2005). Rolling out in France from mid 2011, rest of EU follow
- **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)
- **New Zealand** - LCA based proof of green claims (New Zealand Commerce Commission)





The Solution: Green Tick® Certification

- **Visually powerful** – instant consumer recognition
- **Total integrity** - world's first government-approved, LCA-based, independent sustainability certification
- **Comprehensive** – any product or service anywhere
- **Global** – one certification applies worldwide
- **Scientifically sound** – LCA based, ISO standards
- **Compliant** - international standards for sustainability, environmental auditing, “green claims”, and advertising
- **Transparent** – audit and certification process.



Green Tick® Brands

- certification options -



sustainable



sustainable + organic



sustainable + carbon neutral*

*carbon negative also available



sustainable + GE-free



sustainable + natural



sustainable + fair trader





Queensland Government

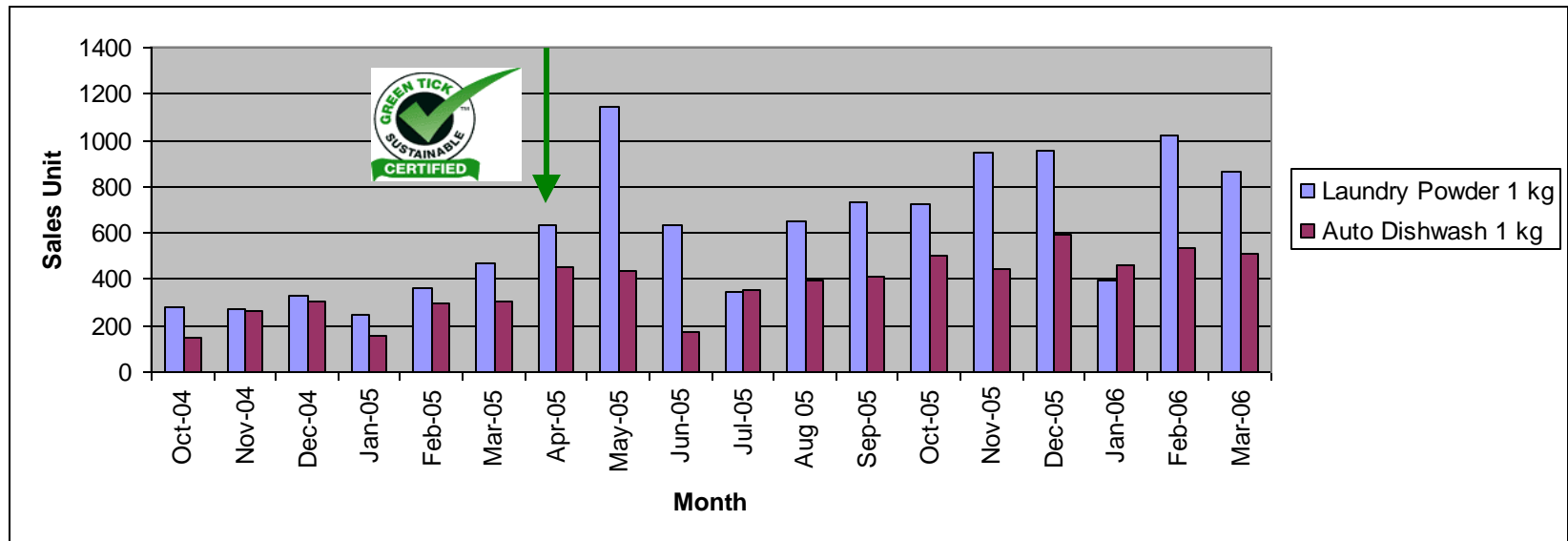
DAMARA

NATURALLY TASTIER LAMB



With the Green Tick™ Natural label of approval certifying its eco-friendly status, Damara is premium quality, environmentally friendly lamb. Free-range and chemical free, Damara lamb is lean, tender and delicious – not to mention healthy for you and the environment. Choose Green Tick™ Natural Damara lamb and experience the ultimate Sunday roast.

Green Tick® Sales Performance



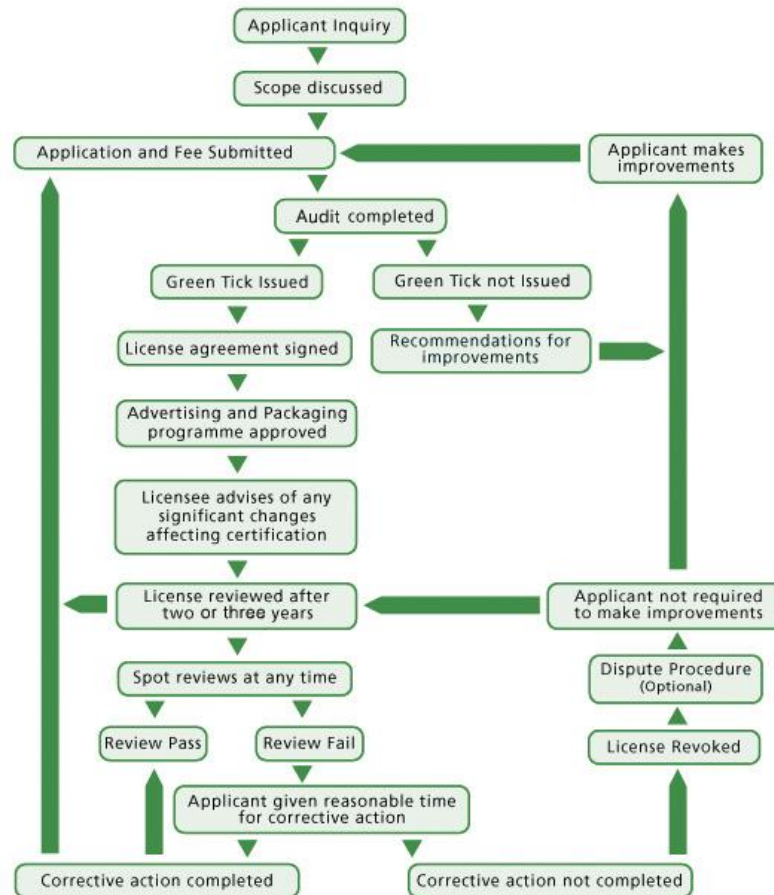
Source: Harris SM (2007), Journal of Management of Environmental Quality

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.



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.





Benefits

- **Powerful green branding**
- **Independent, robust certification**
- **Green Tick® credibility never challenged**
- **Access to high margin, environmentally sensitive markets in EU, USA and Asia**
- **Powerful competitive edge**
- **Positive association with The Ultimate Ecolabel.**



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!

