



The certification label Green Button

GOOD FOR PEOPLE. GOOD FOR NATURE.

Sustainability is on trend

Seventy-five per cent of consumers say that sustainable fashion is important to them. They do not want to wear a T-shirt dyed using toxic chemicals or sewn by people paid a pittance for working a 14-hour shift.

Yet sustainably manufactured fashion is possible, as many companies are already demonstrating.

Shopping guide

The certification label Green Button helps consumers find these textiles. It is attached to the actual product and is therefore easy to spot.

Anyone wishing to buy clothes that are manufactured in line with high social and environmental criteria, can look out for the Green Button.

Government-run label instils trust

The criteria for the Green Button are defined by the German Federal Ministry for Economic Cooperation and Development – creating clarity and trust.

Stringent criteria

The Green Button is the first government-run label to lay down requirements which both the product (T-shirts, bedding) *and* the company must meet.

A product needs to fulfil 26 social *and* environmental criteria. These cover everything from upholding labour rights to testing for chemical residues.

Furthermore, the company *as a whole* is audited based on 20 *other criteria*: Does it disclose information about its suppliers? Does it have effective complaints mechanisms in place for its seamstresses? Does it really deal with any shortcomings?

Independent monitoring

The Green Button is a credible certification label. Independent auditors monitor compliance.

Straightforward compliance audits

Auditing is as efficient and straightforward as possible: companies can present proof of already obtained certificates or labels, or can draw on preliminary work carried out within the German Textiles Partnership.

Public procurement

The Green Button can provide orientation for sustainable public procurement.

Continuous development

Initially, the Green Button covers the most important production stages, i.e. “cutting and sewing”, and “bleaching and dyeing”. All of the 100 billion garments produced each year go through these stages. Worldwide 75 million people are doing this work.

With the help of an independent expert advisory council, the number of production stages covered will be increased over the next few years. One of our aims is to achieve living wages.

Our goal is to protect people and nature along the *entire* supply chain.