

Information on the benchmarking process and certification label recognition for the Green Button 2.0

September 2022

The Green Button is only awarded to textile products that come from responsible companies and have been manufactured with sustainability aspects in mind. Building on the Green Button 1.0, **compliance with the requirements for sustainable production** is demonstrated by credible certification labels. For recognition, these go through a benchmarking process in which the certification label requirements are compared with the Green Button requirements for sustainable production. All credible certification labels that meet the requirements can be recognized. Detailed information on benchmarking and the requirements for recognition can be found in [Green Button Standard: Processes and Requirements for the Recognition of Labels \(Meta-Label Approach\)](#).

Recognized certification labels are displayed on the Green Button website.

The benchmarking is carried out on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). The [International Trade Center \(ITC\)](#) is in charge of the benchmarking. The Green Button Secretariat is responsible for supervising the implementation of the recognition process. For benchmarking, ITC uses its comprehensive standards database, the [Standards Maps](#), and works with independent, specially trained assessors. The assessors compare the requirements and write assessment reports on the outcome of each benchmarking process per certification label. The assessment reports serve as a basis for BMZ's decisions on the recognition or non-recognition of certification labels for Green Button 2.0.

To access the benchmarking process for the recognition of a certification label under Green Button 2.0, **five eligibility criteria** need to be met:

- 1) The standard-setting organization is not simultaneously eligible to apply for evaluation based on the Green Button Standard 2.0 (not a company-owned certification label).
- 2) It must be possible to label textile products with the certification label.
- 3) The standard system underlying the certification label must fulfil the German Government's credibility criteria as applied on the [Siegelklarheit.de](#) online platform.
- 4) The certification label shall include sustainability-related requirements for at least one of the recognition scopes manufacturing, wet processes and/or fiber and material use.
- 5) At the time of application, the standard system underlying the certification label shall have been applied in textile supply chains for at least 24 months.

If a certification label is approved for benchmarking, it is checked whether it fulfils the content-related recognition requirements in the respective recognition scopes. A certification label must at least fulfil the requirements of one of the three scopes of recognition (manufacturing, wet processes, fiber and material use) and can then be recognized for this scope.

Exemplary requirements:

- **Recognition scope manufacturing:** Prohibition of Child Labour, Right to Organize and to Collective Bargaining, Occupational Safety and Health
- **Recognition scope wet processes:** Ban of Hazardous Chemicals, Focus on Water and Energy Consumption, Reduce Waste
- **Recognition scope fibers and material use:** Prohibition of Genetically Modified Cotton, Fibers from Sustainable Forestry, Animal Welfare Requirements, Promotion of Recycled Fibers.

Evidence of compliance with the recognition requirements is documented in writing, which is available publicly or on request and is binding and directly applicable for the label. This evidence per recognition requirement is checked by the ITC assessors and documented in the assessment report.

Benchmarking procedure:

- 1) Application of the standard organization for benchmarking via an informal mail to info@gruener-knopf.de, opening meeting ITC, preparation of a work plan.
- 2) Initial assessment of the underlying data by ITC
 - a. Eligibility requirements
 - b. Recognition criteria:
 - Manufacturing (recognition scope 1) and/or
 - Wet processes (recognition scope 2) and/or
 - Fibre and material use (at least one of the ten sub-scopes) (recognition scope 3)
- 3) Communication of the preliminary results to the applicant
- 4) Applicant gives appropriate feedback
- 5) Review of the applicant's feedback and preparation of a final assessment report by ITC
- 6) Validation of the assessment report by BMZ and final meeting
- 7) Ad-hoc review of the assessment results by the ITC and the Green Button Secretariat

Application for benchmarking can be submitted by the standard organizations at any time. The processing of these takes place in the following time frames:

- First benchmarking round: From May 2022
- Second benchmarking round: From mid-October 2022
- Third benchmarking round: From March 2023
- Benchmarking for other interested certification labels after the end of the Green Button 2.0 transition period: From August 2023 onwards

As the data assessment for the recognition of a certification label under Green Button 2.0 runs via ITC, we recommend that applicants contact ITC in advance and submit or update their data there. This is the best preparation.

For further information and the access link to the application form, standard organizations interested in recognition should informally contact info@gruener-knopf.de.