

SGS Environmental Claim Verification and Certification Schemes

BUILD MARKET SHARE WITH THE 'SGS GREEN MARK'



Ecolabeling is now common in consumer product markets. Environmental claims are made for everything from plastic cups to clothing and electronic devices. Making claims is easy, substantiating them is not. Globally, marketplaces are contaminated by 'greenwashing' (claims that communicate environmental benefits but are false, misleading, irrelevant or exaggerated), creating confusion and reducing consumer trust.

The SGS Green Mark helps you build trust in your product's sustainability claims.

Trust is being tested in all consumer product markets.

Sustainability has joined the traditional drivers of choice – price, performance and safety. 85%¹ of consumers are reporting changes in their purchasing habits, with 78%² saying they are willing to pay more for verified sustainable products.

A wide variety of voluntary ecolabeling schemes have appeared in recent years to help businesses striving to meet consumer demand for greener products and services. However, environmental claims will only help consumers if they are based on scientific evidence and can be trusted. This isn't always the case.

In 2021, an EU study found 42%³ of online environmental claims were either exaggerated, false or deceptive – 'greenwashing.'

Independent verification and certification by SGS enhance trust in your product or brand, delivering competitive advantage in complex global markets.

SGS ENVIRONMENTAL CLAIM VERIFICATION AND CERTIFICATION SCHEMES

Earn and maintain consumer trust for your product's environmental claims with our independent assessment scheme based on recognized standards and guidance such as ISO 17065, ISO 17029, ISO 14065, ISO 14021, U.S. Federal Trade Commission (FTC's) Green Guides, etc. Our comprehensive service ensures your product has passed all defined criteria, giving you the confidence to make a wide range of claims and allowing you to differentiate your product in competitive markets.

All protocols include a clearly defined product scope and verification/certification criteria, leaving the consumer in no doubt as to the meaning of the environmental claim.

We cover a wide variety of environmental attributes:


- Compostability
- Biodegradability
- Biobased content
- Hazardous substances assessed
- Recycled content
- PVC-Free

¹Global Sustainability Study 2021
²GreenPrint Business of Sustainability Index 2021
³Screening of websites for 'greenwashing': half of green claims lack evidence





SGS GREEN MARK

Products verified/certified under the Environmental Claim Verification and Certification Schemes will gain global recognition via the SGS Green Mark. This mark can be used on the product and in promotional materials and advertising to show end-users that the environmental claim is verified or certified by SGS.





Hazardous Substances Assessed

- ✔ > 300 substances
- ✔ TX-GMSA-100




Recycled Content

- ✔ Bottle
- ✔ ISO 14021
- ✔ > 95% Post consumer recycled content



Industrial Compostable

- ✔ EN 13432



BENEFITS FOR INDUSTRY

- Provides third party credibility to single-attribute environmental claims, facilitating trust and confidence
- Reduces the risk of greenwashing
- Differentiates your product from the competition
- Visualizes corporate commitment to ESG and leadership in green product development
- Facilitates access to new customers and markets
- Enhances brand image

BENEFITS FOR SOCIETY

- Enhances green claim transparency and relevancy
- Helps standardize content disclosure for environmental claims
- Ensures the product brings positive impact to the assessed environmental attribute
- Builds consumer confidence in 'green' product selection

WHY SGS?

SGS is a trusted, independent third-party service provider. We provide a single consolidated source for tailored services, consulting solutions and technical assistance to help you reduce risk while improving efficiency and quality.

With our unrivaled global network of experts and state-of-the-art laboratories, we will fulfill all of your testing, certification, technical assistance, audit, inspection and verification needs. Our comprehensive capabilities and expert industry knowledge allow us to provide reliable performance services to suppliers, manufacturers and retailers, both large and small.

OUR SUSTAINABILITY COMMITMENT

Sustainability is embedded in our culture and the way we do business. We believe we must use our scale and expertise to create a more responsible, balanced and sustainable future.

CONTACT US

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WHEN YOU NEED TO BE SURE

