

Good Shopping Guide – detailed evaluation criteria for brands and products

The following criteria are meant to evaluate the involvement of brands/companies in two areas: **environmental impact and social responsibility**.

The criteria can be subject to change as the knowledge about responsible consumption and production develops in Poland. Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie) reserves the right to change the criteria at any given moment without stating the cause.

The following criteria have been developed for **producers**, not distributors or sellers.

Unless stated otherwise, the percentages refer to the quantity of the given product or raw material in comparison to the company's total annual sales of this type of products.

The assessment and verification are done on the basis of the description given by the company on the official website of the brand/company and in reports on social and environmental responsibility, or in other online sources (e.g. the brand's/company's social media account). The company may also complete the questionnaire available on the website ([link](#)) or provide information to the Foundation by e-mail or telephone. The Buy Responsibly Foundation informs the company by e-mail or telephone about the brand assessment. The company may supplement the information presented on the website and in the Good Shopping Guide application, which may change the brand's evaluation. No answer from the company within 21 days means the Buy Responsibly Foundation's evaluation is accepted.

COMMENTS:

1. The assessment can be expressed as fractional score (e.g. 2.5 points) – it is up to the evaluation team to decide.
2. If the brand meets two requirements included in one scoring range, the points are not added up.

1. ENVIRONMENTAL IMPACT

This category refers to the environmental impact of (1) raw materials used, (2) production technology, (3) environmental management, (4) packaging used, and (5) carbon footprint.

The brand/company can receive a maximum of **7 points** in the environmental category. The points are awarded in each of the areas as follows:

- **Raw materials:** max 2 points
- **Production technology:** max 2 points
- **Environmental management:** max 1 point
- **Carbon footprint:** max 1 point
- **Packaging:** max 1 point

5-7 points	Very good
2.5 – 4.5 points	Satisfactory
0-2 points	Unsatisfactory

(1) RAW MATERIALS

This criterion refers to the production of raw materials only. **Thus, it does not include the processing of the raw material.**

CRITERIA FOR FOOD

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of the raw materials used were produced in accordance with the principles of organic farming, which means a ban on the use of soluble fertilizers, mineral nitrogen fertilizers, hydroponic cultivation, seeds of genetically modified plants, a significant reduction in plant protection products, as well as the use of crop rotation, humus, organic fertilizers and seeds from organic farming crops,

which was confirmed by a certificate from an independent certification body that meets the criteria of Council Regulation No. 834/2007 (e.g. European organic food logo, Ekoland, USDA, Naturland, Soil Association, Bio Siegel, Demeter).

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of the raw materials used were produced in accordance with the principles of organic farming, which means a ban on the use of soluble fertilizers, mineral nitrogen fertilizers, hydroponic cultivation, seeds of genetically modified plants, a significant reduction in plant protection products, as well as the use of crop rotation, humus, organic fertilizers, and seeds from organic farming, which was confirmed by a certificate from an independent certification body that meets the criteria of Council Regulation No. 834/2007 (e.g. European organic food logo, Ekoland, USDA, Naturland, Soil Association, Bio Siegel, Demeter).

OR

- more than 80% of the raw materials used were produced with significantly reduced consumption of plant protection products and synthetic fertilizers, with care for the surrounding water and forest ecosystems (e.g. not in areas created as a result of logging tropical forests), which was confirmed by a credible certificate (e.g. Fairtrade, Rainforest Alliance, UTZ, RSPO).

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR TEXTILE PRODUCTS

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of raw materials used come from organic farming, i.e. have been produced without the use of pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful to the environment, sustaining forest ecosystems and biodiversity, which is confirmed with a reliable organic certificate (e.g. GOTS, Soil Association, Organic Exchange OE 100, FSC 100% etc.)

OR

- more than 80% of raw materials used have been recycled or upcycled

OR

- more than 80% of textile raw materials are those proven to be less harmful to the environment (e.g. linen, hemp, tencel).

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of raw materials used come from organic farming, i.e. have been produced without the use of pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful to the environment, out of concern for sustaining forest ecosystems and biodiversity, which is confirmed with a reliable organic certificate (e.g. GOTS, Soil Association, Organic Exchange OE 100, FSC 100% etc.)

OR

- 40%-80% of raw materials used have been recycled or upcycled

OR

- 40%-80% of textile raw materials are those proven to be less harmful to the environment (e.g. linen, hemp)

OR

- more than 80% of raw materials are such that do not require – at the stage of raw material production – the use of environmentally hazardous chemicals (e.g. bamboo, wool, silk etc.), or have been certified with labels proving no chemicals that are highly harmful to the environment and health have been used¹ (e.g. Cotton Made in Africa, Fairtrade).

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

¹ According to the WHO classification (<https://apps.who.int/iris/rest/bitstreams/1278712/retrieve>)

CRITERIA FOR WOOD AND WOOD-DERIVED PRODUCTS

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of the timber comes from sustainable forest management which means striving for conservation of forest ecosystems in their natural state, limiting logging to the level which makes natural regeneration of forests possible, avoiding the use of pesticides and artificial fertilizers, not introducing GMO, protecting rare species, and is confirmed with a certificate issued by an independent certifying body, meeting the criteria of the Forest Stewardship Council "Pure/100%" certificate (including: FSC "Pure/100%," Soil Association, Rainforest Alliance, Fairtrade)

OR

- more than 80% of timber or wood-derived materials comes from recycling or has been upcycled.

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of the timber comes from sustainable forest management which means striving for conservation of forest ecosystems in their natural state, limiting logging to the level which makes natural regeneration of forests possible, avoiding the use of pesticides and artificial fertilizers, not introducing GMO, protecting rare species, and is confirmed with a certificate issued by an independent certifying body, meeting the criteria of the Forest Stewardship Council "Pure/100%" certificate (including: FSC "Pure/100%," Soil Association, Rainforest Alliance, Fairtrade)

OR

- 40%-80% of timber or wood-derived materials comes from recycling or has been upcycled

OR

- more than 80% of timber comes from sustainable forest management or from legal, documented sources, which is confirmed with a certificate meeting the criteria of the Forest Stewardship Council Mixed certificate or the PEFC

OR

- more than 80% of raw materials is timber from the European Union, Australia, New Zealand, Canada and the United States.

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR PAPER PRODUCTS

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of the timber comes from sustainable forest management which means striving for conservation of forest ecosystems in their natural state, limiting logging to the level which makes natural regeneration of forests possible, avoiding the use of pesticides and artificial fertilizers, not introducing GMO, protecting rare species, and is confirmed with a certificate issued by an independent certifying body, meeting the criteria of the Forest Stewardship Council "Pure/100%" certificate (including: FSC "Pure/100%," Soil Association, Rainforest Alliance, Fairtrade)

OR

- more than 80% of the raw materials is recycled production or consumption waste with a documented legal source, confirmed with the Blue Angel or the FSC Recycled certificate.

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of the timber comes from sustainable forest management which means striving for conservation of forest ecosystems in their natural state, limiting logging to the level which makes natural regeneration of forests possible, avoiding the use of pesticides and artificial fertilizers, not introducing GMO, protecting rare species, and is confirmed with a certificate issued by an independent certifying body, meeting the criteria of the Forest Stewardship Council "Pure/100%" certificate (including: FSC "Pure/100%," Soil Association, Rainforest Alliance, Fairtrade)

OR

- 40%-80% of the raw materials is recycled production or consumption waste with a documented legal source, confirmed with the Blue Angel or the FSC Recycled certificate

OR

- more than 80% of the wood comes from sustainable forest management or from documented legal sources, confirmed with a certificate meeting the criteria of the Forest Stewardship Council Mixed or PEFC

OR

- more than 80% of the raw materials is wood from the European Union, Australia, New Zealand, Canada and the United States

OR

- more than 80% of the raw materials are recycled production or consumption waste.

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR COSMETICS

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of final products have been made mainly with the use of natural raw materials, with 20% of all ingredients originating from organic farming, which means using no pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful, sustaining forest ecosystems and biodiversity, **and** synthetic substances constitute less than 5% of all the substances in the final product, which is confirmed with a reliable organic certificate (e.g. Ecocert Organic, ICEA Organic, Cosmos Organic, Soil Association, BioGarantie).

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of final products have been made mainly with the use of natural raw materials, with 20% of all ingredients originating from organic farming, which means using no pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful, sustaining forest ecosystems and biodiversity, **and** synthetic substances constitute less than 5% of all the substances in the final product, which is confirmed with a reliable organic certificate (e.g. Ecocert Organic, ICEA Organic, Cosmos Organic, Soil Association, BioGarantie)

OR

- more than 80% of final products have been made mainly with the use of natural raw materials **and** synthetic substances are less than 5% of all the substances in the final product, which is confirmed with a reliable environmentally friendly certificate (e.g. BDIH, Ecocert Natural, ICEA Natural, Cosmos Natural) or based on the manufacturer's declaration.

OR

- more than 80% of final products is Ecolabel certified.

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR CLEANING PRODUCTS

The brand/company is awarded **2 points** in the raw materials category, **if:**

- more than 80% of final products have been made mainly with the use of natural raw materials, with 10% of all ingredients originating from organic farming, which means using no pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful, sustaining forest ecosystems and biodiversity, **and** synthetic substances constitute less than 5% of all the substances in the final product, which is confirmed with a reliable organic certificate (e.g. Ecogarantie, Ecocert Natural Detergent Made With Organic, Soil Association).

The brand/company is awarded **1 point** in the raw materials category, **if:**

- 40%-80% of final products have been made mainly with the use of natural raw materials, with 20% of all ingredients originating from organic farming, which means using no pesticides, GMO, artificial fertilizers or other chemicals proven to be harmful, sustaining forest ecosystems and biodiversity, **and**

synthetic substances constitute less than 5% of all the substances in the final product, which is confirmed with a reliable organic certificate e.g. Ecogarantie, Ecocert Natural Detergent Made With Organic, Soil Association)

OR

- more than 80% of final products have been made mainly with the use of natural raw materials **and** synthetic substances constitute less than 5% of all the substances in the final product, which is confirmed with a reliable organic certificate (e.g. Ecocert Natural Detergent) or based on the manufacturer's declaration.

OR

- more than 80% of final products is Ecolabel certified.

The brand/company is awarded **0 points** in the "raw materials" category **if** it does not meet any of the above criteria **or if** information on raw materials used is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

(2) PRODUCTION TECHNOLOGY

CRITERIA FOR FOOD

The brand/company is awarded **2 points** in the production technology category, **if**:

- more than 80% of the products have been produced using mechanical methods, natural chemical processes (e.g. fermentation), without the addition of synthetic substances (dyes, emulsifiers, stabilizers or preservatives, except for those listed in Annex VIII to Commission Regulation No. 889/2008), without genetically modified organisms, without irradiation, which is confirmed with a reliable organic certificate (e.g. European Organic Food Logo, Ekoland, USDA, Naturland, Soil Association, Bio Siegel, Demeter) or manufacturer's declaration.

The brand/company is awarded **1 point** in the production technology category, **if**:

- 40%-80% of the products have been produced using mechanical methods, natural chemical processes (e.g. fermentation), without the addition of synthetic substances (dyes, emulsifiers, stabilizers or preservatives, except for those listed in Annex VIII to Commission Regulation No. 889/2008), without genetically modified organisms, without irradiation, which is confirmed with a reliable organic certificate (e.g. European Organic Food Logo, Ekoland, USDA, Naturland, Soil Association, Bio Siegel, Dmeter) or manufacturer's declaration.

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR TEXTILE PRODUCTS

The brand/company is awarded **2 points** in the production technology category, **if**:

- more than 80% of fabrics have been produced without the use of chemicals harmful to the environment and human health, such as azo compounds, formaldehyde, heavy metals, chlorine bleach, which is confirmed with a reliable organic certificate (e.g. GOTS, Soil Association, IVN Best etc.) or based on the manufacturer's declaration.

The brand/company is awarded **1 point** in the production technology category, **if**:

- 40%-80% of fabrics have been produced without the use of chemicals harmful to the environment and human health, such as azo compounds, formaldehyde, heavy metals, chlorine bleach, which is confirmed with a reliable organic certificate (e.g. GOTS, Soil Association, IVN Best etc.) or based on the manufacturer's declaration

OR

- more than 80% of fabrics have been produced with limited use of chemicals harmful to the environment and human health, such as azo compounds, formaldehyde, heavy metals, chlorine bleach, which is confirmed with a reliable organic certificate (e.g. Ecolabel, Nordic Ecolabel, Oeko-Tex Standard 100) or based on the manufacturer's declaration.

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR WOODEN AND WOOD-DERIVED PRODUCTS

The brand/company is awarded **2 points** in the production technology category, **if:**
- more than 80% of final products have been manufactured without – or with very limited – help of environmentally hazardous and harmful substances, such as volatile organic compounds in paints and varnishes used, glues containing toluene and formaldehyde, impregnating agents containing chromium, which is based on the manufacturer's declaration.

The brand/company is awarded **1 point** in the production technology category, **if:**
- 40%-80% of final products have been manufactured without – or with very limited – help of environmentally hazardous and harmful substances, such as volatile organic compounds in paints and varnishes used, glues containing toluene and formaldehyde, impregnating agents containing chromium, which is based on the manufacturer's declaration.

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR PAPER PRODUCTS

The brand/company is awarded **2 points** in the production technology category, **if:**
- more than 80% of products are manufactured with no use or limited use of environmentally hazardous and harmful substances such as chlorine and its compounds, lead-based paints and dyes, azo dyes, dyes containing mercury, cadmium, aluminum, copper, chromium, nickel, optical dyes and bleaches, volatile organic compounds etc., which is confirmed with a reliable certificate (e.g. Blue Angel, FSC Recycled) or based on the manufacturer's declaration (e.g. the TCF or PCF abbreviation etc.).

The brand/company is awarded **1 point** in the production technology category, **if:**
- 40-80% of products are manufactured with no use or limited use of environmentally hazardous and harmful substances such as chlorine and its compounds, lead-based paints and dyes, azo dyes, dyes containing mercury, cadmium, aluminum, copper, chromium, nickel, optical dyes and bleaches, volatile organic compounds etc., which is confirmed with a reliable certificate (e.g. Blue Angel, FSC Recycled) or based on the manufacturer's declaration (e.g. the TCF or PCF abbreviation etc.)

OR

- more than 80% of products are manufactured with limited use of environmentally hazardous and harmful substances such as chlorine and its compounds, lead-based paints and dyes, azo dyes, dyes containing mercury, cadmium, aluminum, copper, chromium, nickel, optical dyes and bleaches, volatile organic compounds etc., which is confirmed with a reliable certificate (e.g. Ecolabel) or based on the manufacturer's declaration (e.g. the ECF abbreviation).

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR COSMETICS

The brand/company is awarded **2 points** in the production technology category, **if:**
- more than 80% of final products do not contain such substances as:

- Formaldehyde and its derivatives
- Methylchloroisothiazolinone and methylisothiazolinone

- Nanoparticles
- Organic chlorine compounds
- Parabens
- Ethoxylated compounds (PEG, PPG)
- Silicones
- Sodium Lauryl Sulfate and other irritating surfactants
- Substances irradiated with x-rays or gamma rays
- Petroleum-derived substances (e.g. paraffin and mineral oils)
- Synthetic dyes and synthetic aromatic agents

which is based on the manufacturer's declaration

OR

- more than 80% of final products meet the COSMOS Standard criteria (e.g. Cosmos Natural/Organic, ICEA Natural/Organic, Ecocert Natural/Organic, Soil Association, BDIH etc.).

The brand/company is awarded **1 point** in the production technology category, **if:**

- 40%-80% of final products do not contain such substances as:

- Formaldehyde and its derivatives
- Methylchloroisothiazolinone and methylisothiazolinone
- Nanoparticles
- Organic chlorine compounds
- Parabens
- Ethoxylated compounds (PEG, PPG)
- Silicones
- Sodium Lauryl Sulfate and Sodium Laureth Sulfate
- Substances irradiated with x-rays and gamma rays
- Petroleum-derived substances (e.g. paraffin and mineral oils)
- Synthetic dyes and synthetic aromatic agents

which is based on the manufacturer's declaration

OR

- 40%-80% of final products meet the COSMOS Standard criteria (e.g. Cosmos Natural/Organic, ICEA Natural/Organic, Ecocert Natural/Organic, Soil Association, etc.)

OR

- more than 80% of products have been processed in a more environmentally friendly way than their standard market alternatives, which is confirmed with a suitable certificate (e.g. Ecolabel).

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

CRITERIA FOR CLEANING PRODUCTS

The brand/company is awarded **2 points** in the production technology category, **if:**

- more than 80% of final products do not contain such substances as:

- Formaldehyde and its derivatives
- Nanoparticles
- Halogens (chlorine, fluorine, bromine, iodine, astatine)
- Silicones
- Petroleum-derived substances
- Phosphates
- Phosphonates

which is based on the manufacturer's declaration

OR

- more than 80% of final products are certified with such certificate as e.g. Ecogarantie, Ecocert or Soil Association.

The brand/company is awarded **1 point** in the production technology category, **if:**

- 40%-80% gotowych produktów nie zawiera substancji takich jak:

of final products do not contain such substances as:

- Formaldehyde and its derivatives
- Nanoparticles
- Halogens (chlorine, fluorine, bromine, iodine, astatine)
- Silicones
- Petroleum-derived substances
- Phosphates
- Phosphonates

which is based on the manufacturer's declaration

OR

- 40%-80% of final products are certified with such certificate as e.g. Ecogarantie, Ecocert or Soil Association

OR

- more than 80% of products have been processed in a more environmentally friendly way than their standard market alternatives, which is confirmed with a suitable certificate (e.g. Ecolabel, Ecologo etc.).

The brand/company is awarded **0 points** in the "production technology" category **if** it does not meet any of the above criteria **or if** information on production technology is not available on the brand's/ company's official website **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

THE REMAINING CRITERIA ARE UNIFORM FOR ALL THE PRODUCT GROUPS

(3) ENVIRONMENTAL MANAGEMENT

The brand/company is awarded **1 point** in the environmental management category, **if:**

- an environmental management system has been implemented in more than 80% of their manufacturing plants (e.g. EMAS or ISO 14100)

OR

- more than 80% of final products are certified with a certificate confirming a reduced environmental impact (e.g. Ecolabel, GOTS, Cosmos Standard, Soil Association, Ecocert, FSC, Fairtrade).

The brand/company is awarded **0.5 point** in the environmental management category, **if:**

- an environmental management system has been implemented in 40%-80% of their manufacturing plants (e.g. EMAS or ISO 14100)

OR

- 40%-80% of final products are certified with a certificate confirming a reduced environmental impact (e.g. Ecolabel, GOTS, Cosmos Standard, Soil Association, Ecocert, FSC, Fairtrade)..

The brand/company is awarded **0 points** in the "environmental management" category **if** it does not meet any of the above criteria **or if** information on environmental management is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(4) PACKAGING

The brand/company is awarded **1 point** for packaging, **if:**

- more than 80% of packaging is made of more environmentally friendly materials (e.g. recycled paper or cotton, biodegradable materials, certified wood, genetically unmodified corn etc.)

OR

- the brand has introduced significant restrictions in the use of plastic packaging, for instance for most products (more than 80%) it has applied specific solutions reducing the environmental footprint of the packaging used (e.g. the possibility of refilling the product) or is certified with standards which reduce the negative impact of the packaging on the environment.

The brand/company is awarded **0.5 point** for packaging, **if**:

- 40%-80% of packaging is made of more environmentally friendly materials (e.g. recycled paper or cotton, biodegradable materials, certified wood, genetically unmodified corn etc.)

OR

- the brand has introduced some restrictions in the use of plastic packaging, for instance for part of the products (40%-80%) it has applied specific solutions reducing the environmental footprint of the packaging used (e.g. the possibility of refilling the product) or is certified with standards which reduce the negative impact of the packaging on the environment.

The brand/company is awarded **0 points** in the "packaging" category **if** it does not meet any of the above criteria **or if** information on packaging is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(5) CARBON FOOTPRINT

The brand/company is awarded **1 point** in the carbon footprint category, **if**:

- 80% of (1) the sourcing of raw materials and of (2) raw materials processing as well as of (3) the distribution of final products is contained within the territory of Poland.

The brand/company is awarded **0.5 point** in the carbon footprint category, **if**:

- 40%-80% of (1) the sourcing of raw materials and of (2) raw materials processing as well as of (3) the distribution of final products is contained within the territory of Poland

OR

- 80% of (1) the sourcing of raw materials and of (2) raw materials processing as well as of (3) the distribution of final products is contained within the territory of Europe

OR

- the company whose one or more stages of the production and distribution chain are located outside Europe takes firm action towards carbon footprint reduction, e.g. by using renewable energy sources, low-emission transportation (e.g. railway, sea freight), eliminating or reducing plastic, carbon offset etc.

The brand/company is awarded **0 points** in the "carbon footprint" category **if** it does not meet any of the above criteria **or if** information on carbon footprint is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

2. SOCIAL RESPONSIBILITY

This category concerns the brand's responsibility towards directly employed workers and towards those employed by the company's subcontractors. The category covers three areas: (1) **labour standards**, (2) **social economy** and (3) **transparency**.

The brand/company can receive a maximum of **7 points**.

The points are awarded in each of the areas as follows:

- **Labour standards**: max **4** points
- **Social economy**: max **2** points
- **Transparency**: max **1** point

5-7 points	Very good
2,5 – 4,5 points	Satisfactory
0-2 points	Unsatisfactory

(1) Labour standards

The brand/company is awarded **4 points** in the labour standards category, **if**:

- the entire supply chain (sourcing of raw materials, processing of raw materials, manufacturing of final products) is covered with reliable certificates concerning labour standards or an initiative taking action to respect labour rights, with opinions/reports by independent labour organizations confirming labour standards are observed by the brand/company to a satisfactory extent (examples of certificates and initiatives for the first stage of supply chain: FSC, Fairtrade and PEFC / for further stages of the supply chain: SA8000, GOTS, Biogarantie, Fair Wear Foundation membership, WFTO / for all the stages of the production chain: Soil Association Ethical Trade.)

OR

- the entire supply chain is located in highly developed countries (European Union, United States, Australia, Japan, New Zealand) and the vast majority of workers are employed based on a permanent contract of employment, receive statutory social benefits and earn remuneration above the statutory minimum wage in the country, there are no known cases of violating the country's labour law (e.g. the right to organize), and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering.

The brand/company is awarded **3 points** in the labour standards category, **if:**

- the entire supply chain is located in highly developed countries (European Union, United States, Australia, Japan, New Zealand.) and there are no known cases of violating the country's labour law (e.g. the right to organize), the raw materials sourced from the Global South have certificates confirming that the basic labour standards according to ILO are met (e.g. Rainforest Alliance etc.), and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering.

The brand/company is awarded **2 points** in the labour standards category, **if:**

- some stages of the supply chain are located in the countries of the Global South and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering, but there is no known data on the working conditions of all the employees.

The brand/company is awarded **1 point** in the labour standards category, **if:**

- all the stages of the supply chain are located in the countries of the Global South, and the brand/company belongs to a multi-stakeholder initiative aiming at improving labour standards in the global supply chain (e.g. Ethical Trade Initiative, Fair Labour Association) or invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering, but there is no reliable evidence proving the brand observes high labour standards,

OR

- the entire supply chain is located in highly developed countries and most of the people manufacturing products are employed based on short-term contracts (mandate contracts, specific-task contracts, employment via temporary work agencies).²

The brand/company is awarded **0 points** in the "labour standards" category **if** it does not meet any of the above criteria **or if** information on labour standards is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(2) Social economy

The company/brand is awarded **2 points** in the social economy category, **if:**

- it operates according to the rules of social economy (has the status of a cooperative, social cooperative, NGO etc.) and uses its profits for social/non-for-profit purposes,

OR

- at least 40% of its employees are people from disadvantaged backgrounds or facing social exclusion.³

The company/brand is awarded **1 point** in the social economy category, **if:**

- it uses its profits for social/non-for-profit purposes

OR

- more than 40% of its employees are people from disadvantaged backgrounds or facing social exclusion.⁴

² This concerns companies employing more than 10 workers.

³ The unemployed, the disabled, the homeless, alcoholics, drug addicts and other addicts, refugees, single parents, former convicts, people with no work experience or specific skills, facing unemployment.

⁴ See the footnote above.

OR

- it offers financial, specialist or marketing support to small and local business owners/artisans/producers/farmers.

The brand/company is awarded **0 points** in the "social economy" category **if** it does not meet any of the above criteria **or if** information on social economy is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(3) Transparency

The brand/company is awarded **1 point** in the transparency category, **if**:

- it publishes detailed annual reports on its environmental impact and social responsibility, in a transparent way, clearly comprehensible for the consumers, or presents on its website exhaustive information on its impact on the environment and society (including data on the raw materials used and their processing, workers' employment conditions and the company's relations with its suppliers).

The brand/company is awarded **0.5 points** in the transparency category, **if**:

- it publishes general reports on its environmental impact and social responsibility, or presents on its website some information on its impact on the environment and society (including data on the raw materials used and their processing, workers' employment conditions and the company's relations with its suppliers).

The brand/company is awarded **0 points** in the "transparency" category **if** it does not meet any of the above criteria **or if** information enabling an assessment of the brand's/company's transparency is not available on its official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.