

## 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 development of responsible consumption and production progresses 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. The company may also complete the questionnaire itself 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 TEXTILE PRODUCTS

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

- at least 80% of raw materials used annually 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**

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

**OR**

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

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

- 40%-80% of raw materials used annually 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 are being certified by standards that does not allow the use of chemicals that are highly harmful to the environment and health<sup>1</sup> (e.g. Cotton Made in Africa, Fairtrade).

**OR**

- at least 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.).

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 WOOD AND WOOD-DERIVED PRODUCTS

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

- at least 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**

- at least 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

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

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**

- at least 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**

- at least 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:**

- at least 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**

- at least 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**

- at least 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**

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

**OR**

- at least 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:**

- at least 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 the final products 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 the final products which is confirmed with a reliable organic certificate (e.g. Ecocert Organic, ICEA Organic, Cosmos Organic, Soil Association, BioGarantie)

**OR**

- at least 80% of final products have been made mainly with the use of natural raw materials **and** synthetic substances are less than 5% of the final products 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**

- at least 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:**

- at least 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 the final products 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 the final products which is

confirmed with a reliable organic certificate e.g. Ecogarantie, Ecocert Natural Detergent Made With Organic, Soil Association)

**OR**

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

**OR**

- at least 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 TEXTILE PRODUCTS

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

- at least 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**

- at least 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**:

- at least 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**:

- at least 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**

- at least 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**:

- at least 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**

- at least 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**

- at least 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**:

- at least 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**

- at least 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**

- at least 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 80% of their manufacturing plants (e.g. EMAS or ISO 14100)

**OR**

- at least 80% of final products are certified with Ecolabel, GOTS, Cosmos Standard, Soil Association, Ecocert, FSC, Fairtrade or a similar certificate confirming a reduced environmental risk.

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)

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- 40%-80% of final products are certified with Ecolabel, GOTS, Cosmos Standard, Soil Association, Ecocert, FSC, Fairtrade or a similar certificate confirming a reduced environmental risk.

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 proposed assessment sent by the Buy Responsible Foundation.

### (4) PACKAGING

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

- at least 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 (at least 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 by 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 by 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 proposed assessment 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 (railway, sea freight) 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 proposed assessment 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, 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.)

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.)

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

- part of the supply chain (especially the part located in the countries of the Global South<sup>2</sup>) is covered with a reliable certificate/certificates on labour standards, with opinions/reports of 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, PEFC, Ecogarantie / for further stages of supply chain: SA8000, GOTS, Soil Association, Fair Wear Foundation membership, WFTO.)

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

- it belongs to a multi-stakeholder initiative aiming at improving labour standards in the global supply chain (e.g. Ethical Trade Initiative, Fair Labour Association) but there is no reliable evidence proving the brand observes high labour standards.

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 proposed assessment 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, **and** at least 40% of employees are people from disadvantaged backgrounds or facing social exclusion.<sup>3</sup>

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 employees are people from disadvantaged backgrounds or facing social exclusion.<sup>4</sup>

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 proposed assessment 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 the raw materials used and their processing, and discloses information about its suppliers.

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<sup>2</sup> These are the least developed and developing countries. According to the UN classification this category includes: Africa, South America, Central America, the Caribbean, Asia (excluding Japan), Oceania (excluding Australia and New Zealand) – <http://unstats.un.org/unsd/methods/m49/m49regin.htm> and the production stages that are the most labour intensive.

<sup>3</sup> 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.

<sup>4</sup> See the footnote above.

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 the raw materials used and their processing, and discloses information about 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 transparency and related to raw materials used and their processing, the company's suppliers 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.