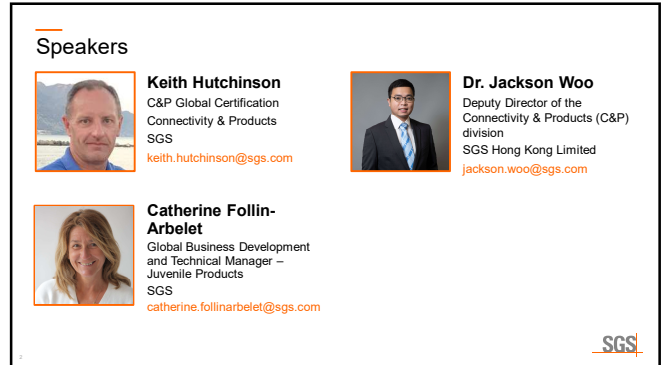


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### Current market situation of "green" product

**The Global Sustainability Study 2021**  
85% of people indicate they have shifted their purchasing behavior towards greater sustainability in the past 5 years.

**The European Commission**  
conducted a **website sweep** to analyze online green claims from various business sectors including garments and fashion, cosmetics, and household equipment.  
**42%** of cases, claims were exaggerated, false or deceptive, and could qualify as greenwash.

**Green Print survey**  
**64%** consumers are happy to pay more for sustainable products.  
**78%** more likely to buy products that are labeled as "environmentally friendly."  
**74%** don't know how to identify eco-friendly products and nearly half confessed they seldom or never actually believe eco-claims.

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### SGS Green Mark & Greenwashing

Problems of GREENWASHING	Features of SGS Green Mark
<b>No proof:</b> committed by an environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification	<b>Independent third-party certified/verified:</b> The certification/ basis is grounded on testing, audit and evaluation approach by independent approved laboratory.
<b>Vagueness:</b> committed by every claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer	<b>Well defined:</b> The certification/verification based on various international standards (e.g. ISO 14021), FTC Green Guide, etc. which definition is clearly defined
<b>Irrelevance:</b> committed by making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products	<b>Relevance:</b> Technical committee of SGS Green Mark consists of experts from different expertise, fully understand the requirements of different products in related to eco aspect.
<b>Fibbing:</b> committed by making environmental claims that are simply false (e.g., products falsely claiming to be Energy Star certified).	<b>Applicability:</b> The assessment protocol clearly defines the scope of product, assessment criteria, etc.
<b>False labels:</b> committed by exploiting consumers' demand for third-party certification with fake labels or claims of third-party endorsement	<b>Traceability:</b> Each SGS Green Mark contains a QR code, customers could easily access to the details of the relevant information via mobile phone.

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### "SGS Green Mark"

- Geographical coverage
  - International
- Scope
  - Based on ISO 17065/17029 framework
  - Reference to environmental claims/information as defined in
    - ISO 14021 Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)
    - ISO 14025 Environmental labels and declarations — Type III environmental declarations — Principles and procedures
    - ISO 14065 General principles and requirements for bodies validating and verifying environmental information
    - US Federal Trade Commission's Green Guides
    - Relevant national requirements to the our best of knowledge
- Out-scope
  - ISO14024 (Type I environmental labelling)
  - E.g. Eco product mark

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### Certification Workflow (HSA as example)

**Application**  
- New case  
- Renewal

**2nd year surveillance**  
- Applicants shall submit max. 3 sets of product for high-risk substances testing at 23rd month after the granting the certificate

**1st year surveillance**  
- Applicants shall submit max. 3 sets of product for high-risk substances testing at 13th month after the granting the certificate

**Testing / Report review**  
- Full testing QR  
- Valid test reports will be accepted (supplementary testing may be required)

**Certification decision**  
- The test reports will be reviewed by evaluator(s)  
- Final decision will be made by certifier(s)

**Certificate Issuance**  
- Certificate will be granted to the applicant  
- Green Mark will be approved to use on the product  
- The traceability of mark could be found via QR code

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### "SGS Green Mark"

Certification	Verification
<ul style="list-style-type: none"> <li>ISO17067 and ISO17065</li> <li>For conformance proof</li> <li>Certificate</li> <li>Consider the quality management system</li> <li>Ongoing surveillance involved</li> <li>Examples...                             <ul style="list-style-type: none"> <li>Compostable</li> <li>Biodegradable</li> <li>Biobased content</li> <li>Hazardous substances assessed</li> <li>Recyclability</li> <li>Recycled content</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>ISO17029 and ISO14065</li> <li>For specification reporting purpose</li> <li>Verification statement</li> <li>Examples...                             <ul style="list-style-type: none"> <li>Product carbon footprint</li> <li>Product carbon reduction</li> <li>Carbon neutral</li> <li>Energy efficient</li> <li>Other environmental attribute specified by customers but without an internationally recognized standard</li> </ul> </li> </ul>

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### Deliverables (Biodegradability as example)

**Biodegradability**  
Controlled composting  
ISO 14855-1  
90% at 180 days

**Details for Certificate [ECCS/22/BIO/003]**

Biodegradability  
Certification Scheme: Environmental Claims Certification (ECCS) - Biodegradability  
Certificate Number: ECCS/22/BIO/003  
Order Number: 14742872206691 001  
Certified Product: 100% Materials  
Trade Name: ABC 00000A  
Applicable: ABC  
Technical Data: 100% at 180 days  
Validity: 90% at 180 days  
Standard: ISO 14855-1  
Date of Issue: 2022-03-09

**ENVIRONMENTAL CLAIMS CERTIFICATE**  
ECCS/22/BIO/003

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### Current environmental attribute coverage

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### Summary

Scheme Name	Sub-product Category	Audit	Testing	Certification Validity (year(s))	No. of Surveillance (time(s))
Compostable Material	Nil	N	Y	3	1 (1 per 1.5 year)
Biodegradability	Nil	N	Y	3	2 (1 per annum)
Biobased Content	Nil	N	Y	5	2 (1 per 1.5 year)
Hazardous substances assessed	General Market for Softline Products	N	Y	1	N/A
	General Market for EE Products	N	Y	3	2 (1 per annum)
	SL RPET from water bottle	Y	Y	3	2 (1 per annum)
Recycled Content	Recycled content for EE	Y	Y	3	2 (1 per annum)
	Formulation/chemical	Y	Y	3	2 (1 per annum)

Pricing information will be available on request

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### Considering 2<sup>nd</sup> hand market for Juvenile Products ?

**Scope**

- Valuable products: products with a high value, such as pushchairs, children's furniture ...
- Products with stable regulatory and standard requirements
- Exclusion: products at risk i.e. car seats, baby walking frames; recalls

**Assessment**

- Strength and durability: extending cycles of test...
- Repairability: spare parts, washability ....
- Process of reconditioning

Program expected 2023

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### Questions?

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Thank you for listening

Download the materials from the webinar at [www.sgs.com/forum2022](http://www.sgs.com/forum2022)

## JUVENILE PRODUCTS SAFETY FORUM

For inquiries, email us at [consumer.products@sgs.com](mailto:consumer.products@sgs.com)

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