

# Introducing GreenTag

Construction, Interiors, and Infrastructure



GLOBAL  
GREEN TAG  
INTERNATIONAL PTY LTD

green product certification  
trust brands

ARCHITECTURE  
**DESIGN** 2015  
TRUSTED BRANDS  
TOP 100 BRAND

ARCHITECTURE  
**DESIGN** 2016  
TRUSTED BRANDS  
TOP 100 BRAND



“The GBCA recognises the importance of independent, well-governed third party certification schemes such as Global Green Tag to verify best practice, improve procurement processes and contribute to green fitout, building and community ratings and sustainable places for everyone. Green Tag Green Rate is already recognised within the Green Star rating tools and industry collaboration with GBCs and third party certifiers can help to reduce environmental impacts across the Asia Pacific.”

**Romilly Madew, Chief Executive Officer,  
Green Building Council of Australia**

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# What is Global GreenTag<sup>Cert™</sup>?

Established in 2010, Ecospecifier Global GreenTag<sup>Cert™</sup> is an Australian, USA and Canada registered Certification Mark and multi-award winning third party, multi-criteria, consensus based and externally verified Type 1 Ecolabelling Program. It is also a Type III Environmental Product Declaration (EPD), Material Health Transparency Declaration and Manufacturer Claims Verification Program.

Voted one of the Top 100 Most Trusted Brands in Australia now more than 3 years running, there are 4000+ Global GreenTag products under certification on 400+ certificates for over 100 companies from factories in 22+ countries being used in buildings and offices in the USA, Australia, China and all over the world.

Global GreenTag is the only 'One Stop' Product Sustainability Certification, Product Health Transparency, Environmental Product Declaration & Manufacturer Claim Verifications Program Operator relevant to all four of the major green building rating tools in the world (and others) as well as your end user marketing needs:

- LEED®
- International WELL™ Building Standard
- Green Star®
- BREEAM®

## Services Summary

Global GreenTag<sup>Cert™</sup> comprises a number of certifications and declarations for different purposes:

- **LCA Rate™** helps manufacturers market and end users understand the complexity of sustainability with simple graphics, real metrics and usable LCA data, using tiered **LCARate Marks, Product Scorecards and EPDs with unique Life Cycle Benefit Analysis to power the Circular Economy.**
- **GreenRate™** is for all products and project requiring recognised provider 'Sustainable Product' Certification in a variety of specific international rating tools and programs. GreenRate is recognised for a key WELL™ Feature;
- **Environmental Product Declarations** are part of Global GreenTag's ISO 14025 and EN 15804 **LEED® and BREEAM® compliant EPD Program Operation** also using **unique Life Cycle Benefit Indicators, to measure Net Positive and Circular Economy benefits.**
- **Product Health Declarations (GreenTag PhDs)** are unique WELL™ recognised and LEED® compliant material health transparency/optimization reports that also come with HealthRATE™ rating Tags;
- **HealthRATE™** ratings are a unique 'Healthiness in Use' assessment that provides BronzeHEALTH™, SilverHEALTH™, GoldHEALTH™ or PlatinumHEALTH™ rating Tags;
- **CarbonRATE™** Tags are an option for products with LCARate™ assessments based on '% Saved', 'Net Zero' and 'Carbon Credit % (Benefit)' claims;
- **Manufacturer Claim Verifications (McV):** are single issue verification Tags for environmental and health claims marketing support and risk management.
- **Best Environmental Practice PVC (BEP PVC) Verification** is for products seeking recognition under Green Star®, Defence Australia & Lend Lease etc. projects. Certified by Vinyl Council of Aust.

## What is GreenTag Governance Structure?

The Global GreenTag group is a wholly owned network of privately held limited liability corporations. Formed in 2010 GreenTag's Standards have been formed with ongoing broad consensus based stakeholder engagement together with detailed inputs from sector specific International Expert Panels and National Advisory Committees constituted with 12 representatives of academia, key manufacturing industry and professional associations together with community organisations and in some instances Government representatives. Global GreenTag continues to be overseen by these same independent stakeholder bodies.



Global GreenTag is externally certified to ISO 9001 and externally verified to ISO 14024 and as an ISO 17065 compliant Conformance Assessment Body by DNV.

## What is a Certification Mark?

A certification mark (designated by <sup>Cert</sup>™, <sup>CM</sup> or <sup>CTM</sup>) is different to the plain <sup>TM</sup> or <sup>®</sup> mark you usually see on products. Global GreenTag Certification Marks are registered by the United States Patent and Trademarks Office. This means you can confidently market the sustainability, health, environmental and Corporate Social Responsibility qualifications of your product based on the Certification or Verification outcomes.

## What are the unique features?

- deal with one certification program for all your global sustainability certification needs;
- clear fee structure and no ongoing royalty payments;
- allows you to easily differentiate your product and build brand trust in the marketplace;
- enables easy communication of your product sustainability credentials;
- easy-to-understand and distinctive point-of-sale and product swing tags;
- unique, transparent and robust;
- meets all conventional evidence needs and introduces positive disruptive change to Health Declarations, LCA and EPD programs.
- recognised by rating tools in 70+ countries including USA, Canada, Mexico, China, Australia, New Zealand, UK, Vietnam, Malaysia and Africa;
- relevant to all building construction, interiors, infrastructure and building cleaning & consumables sectors;

Securing GreenRate certification has translated into increased sales as customers choose Armstrong ceiling products which meet the Green Star criteria. We see this trend continuing as the demand for high-performing sustainable buildings grows in the coming months and years.'

Armstrong Ceilings

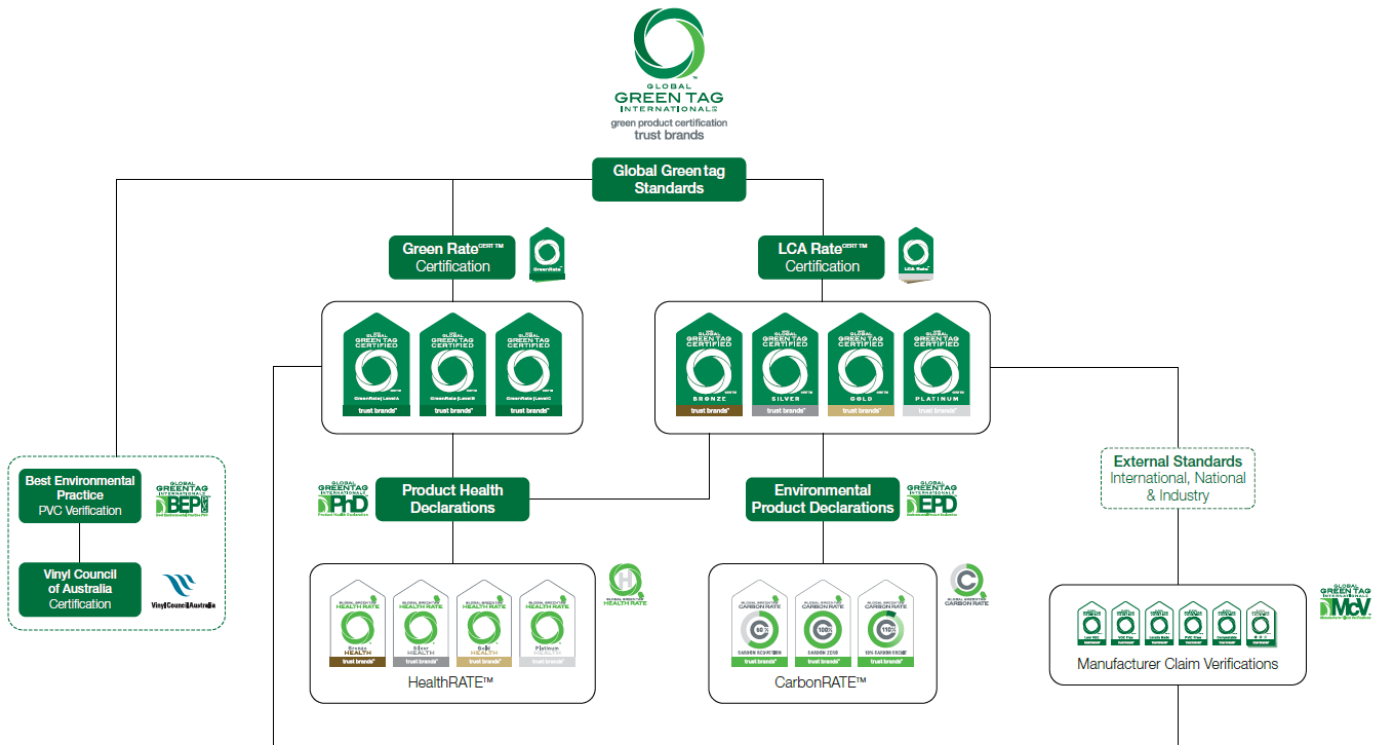
# What are the benefits of GreenTag?

These benefits justify your motivations to enter the green product category and use GreenTag as your passport to new markets.

<b>Leading Trust Mark</b>	<ul style="list-style-type: none"> <li>GreenTag is a Global Trust mark of choice by market leaders with many lower quality products unable to achieve certification;</li> <li>GreenTag is aspirational for many brands and products;</li> <li>Achieve GreenTag certification and you automatically become a market leader in your category and industry;</li> <li>GreenTag has deep market credibility and a quality global reputation that will benefit your products.</li> </ul>
<b>Global Leader- 'One Stop' Certification</b>	<ul style="list-style-type: none"> <li>GreenTag's LCARate™, GreenRate™, recognised EPD and PhD product sustainability, transparency reporting and Claim Verifications future proof your business and are key to green project and consumer access.</li> </ul>
<b>Knowledge of Green Building &amp; Infrastructure Certification Processes</b>	<ul style="list-style-type: none"> <li>We research and know the global green building and Infrastructure certification processes, so you don't have to;</li> <li>We understand all the credits, materials, measures and processes. We reduce all that confusion and complexity.</li> </ul>
<b>Automatic Market Entry</b>	<ul style="list-style-type: none"> <li>GreenTag certification allows automatic entry to green commercial, infrastructure and some residential building markets.</li> </ul>
<b>Market Differentiation</b>	<ul style="list-style-type: none"> <li>GreenTag certification provides clear differentiation between lesser quality products and imports;</li> <li>Trusted and well known POS and brand;</li> <li>Also identifies areas for improvement.</li> <li>Claims Verification option allows you to make specific environmental or health based claims backed by robust independent verification.</li> </ul>
<b>Financial Benefits</b>	<ul style="list-style-type: none"> <li>GreenTag adds another quality dimension to price only negotiations. With the potential to increase market share, price and return on investment;</li> <li>GreenTag also has a transparent low cost to certification. The certification fee is set with annual renewals for three years.</li> </ul>
<b>Efficient and Clear Process</b>	<ul style="list-style-type: none"> <li>The GreenTag certification process is:                             <ul style="list-style-type: none"> <li>Easy to follow and transparent;</li> <li>Robust and thorough;</li> <li>Partnership approach to compliance;</li> <li>Independently verified and certified;</li> </ul> </li> <li>Certification lasts three years (renewed annually).</li> </ul>
<b>New Marketing Opportunities</b>	<ul style="list-style-type: none"> <li>Tailored marketing programs allow you to target building and infrastructure projects aiming for green building certification;</li> <li>Receive preferential treatment over uncertified products;</li> </ul>

# Which GreenTag services are for you?

LCARate, GreenRate and our other services address different types of credits in different rating tools – and some products require both certifications – we can help you clarify which is best for your product!



## LCARate™

LCARate™ is our first ISO 14024 Verified compliant Type 1 ecolabel. It does things for you that no other scheme does, rating products across all aspects of sustainability, communicating meaningful results simply, delivering usable metrics and EPDs uniquely programmed for the circular economy.

This globally unique program supercharges your marketing enabling green products to robustly use sustainability claims to market products, all while massively mitigating or eliminating risk.



LCARate™ Marks (shown here combined with a GreenRate™ result) are US, Canada, Australia and South Africa registered Certification Marks that provide certified products more than just 'pass/fail' type ecolabel.

**GreenTag Trust Mark Ratings** are based on a weighted average of six sustainability assessment criteria (SAC) scores explained over page to also produce:

- **GreenTag EcoPOINT score;**
- **LCARate Product Scorecard;**
- **LCA based CarbonRATE™ Tag;** and
- **ISO compliant EPDs** claimed suitable for all major rating schemes including:
  - LEED®
  - BREEAM® & BREEAM® International
  - Green Star®
  - Green Globes

This deeply scientific process clearly indicates your product's detailed sustainability performance giving your customer's easily understood performance claims *and* increasingly more product performance indicators as needed.

The Corporate Social Responsibility (CSR) assessment is suitable for use in **Modern Slavery** legislation risk assessments. The **Health and Ecotoxicity** assessment allows the production of **Product Health Declarations** (GreenTag PhDs) and **HealthRate™ Marks**.

**LCARate™ is recognised:**

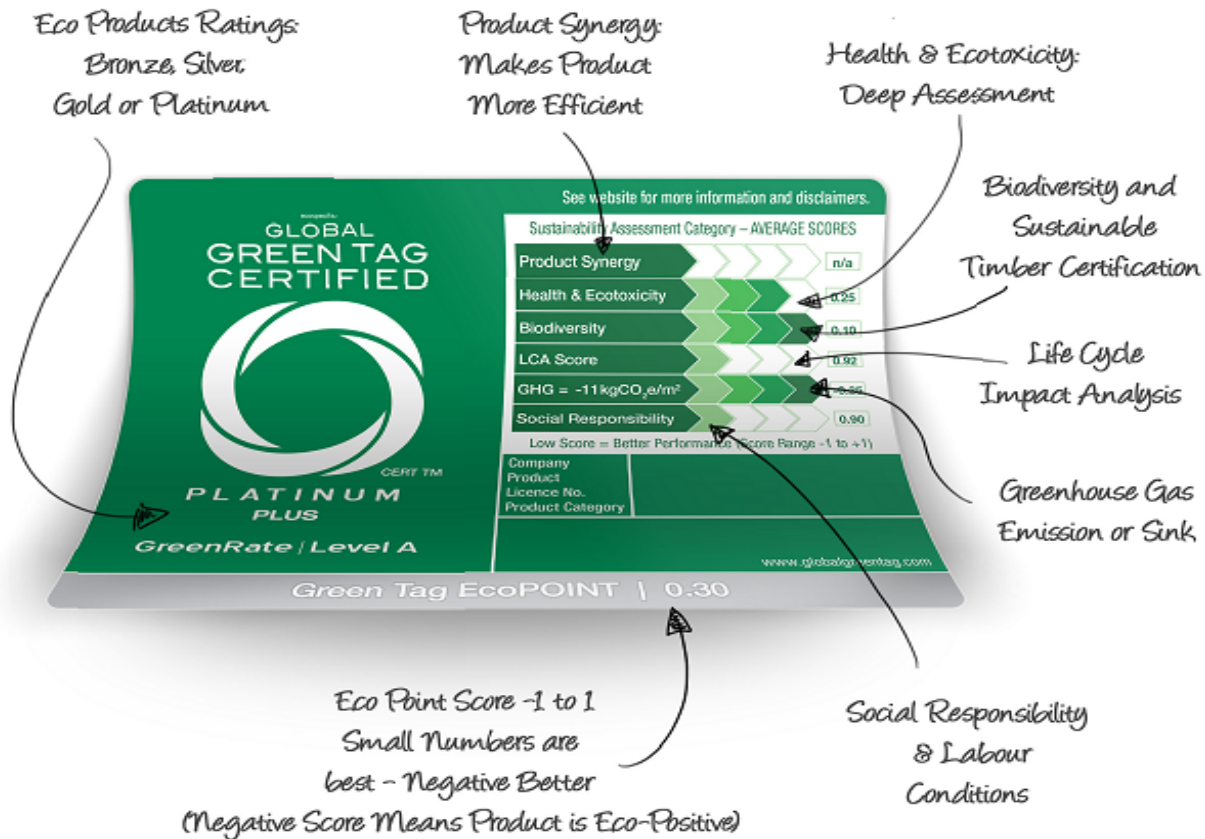
- WELL™ for Feature 04 certification;
- EC3's EarthCheck® Hospitality and Tourism assessment tool – 'Preferred Certifier' (70+ countries);
- ISCA's 'IS' rating tool (Infrastructure Sustainability in Australia and New Zealand);
- GBCNZ's HomeStarNZ® rating tool
- GreenTech Malaysia's MyHIJAU eco-labeling program;
- Singapore BCA's Green Mark® International rating tool; and
- Vietnam Green Building Council's LOTUS® rating tool.



"I have been involved in many LCA projects in my time at Visy and am yet to find a peer-reviewed LCA with so many indicators at such a cost effective price. The great labeling, certification process and marketing benefits could be seen as an added bonus,"

**VISY Recycling**





Global GreenTag<sup>Cert™</sup> is registered Certification Mark of Ecospecifier Pty Ltd

## Explaining The Global GreenTag<sup>Cert™</sup> Product Score Card & Tags

### Environmental Product Declarations - EPDs

LCARate<sup>™</sup> certified products are certified using ISO 14040 and 14044 compliant LCA with additional reporting provided.

As an Environmental Product Declaration (EPD) Program Operator Global GreenTag provides recognised and compliant EPDs for all major rating tool requirements.



An EPD is a summary Life Cycle Assessment report produced in accordance with ISO 14025 and EN 15804. GreenTag's EPDs for Green Star<sup>®</sup> are ISO 14025 compliant. If required for LEED<sup>®</sup>, BREEAM<sup>®</sup> or Green Globes<sup>®</sup> projects can be registered for recognition should that be desired. Global GreenTag's General Program Rules and PCRs are freely published online.

## Life Cycle Benefit Analysis - LCBA

When appropriate Global GreenTag issues EPDs that include our World First LCBA restorative or circular economy relevant benefit metrics. Developed by our LCA team we use the unique EVAH 2020 LCBA impact measures to generate the world's first product EPDs to declare **Positive Benefit metrics** for projects to use to assess project level benefits of concepts like water cleaning, carbon braking, soil restoration, green roofs or walls or air cleaning technologies.

## CarbonRATE™

CarbonRATE™ communicates carbon impacts and benefits, simply to end users wanting to reduce the carbon impacts of their purchases.

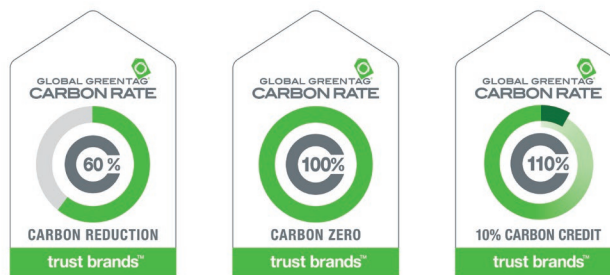
CarbonRATE™ is derived exclusively from LCARate™ certification or EPD data.



The 'Carbon Reduction' Tag is a comparative assessment of the carbon intensity or sink potential of a product against the BaU product used as a benchmark for the LCARate assessment.

They represent an ISO 14067 compliant product greenhouse calculation and are derived from the ISO compliant LCA studies of both products.

The 'Carbon Zero' and 'Carbon Credit' Tags are absolute comparisons of the product against its own embodied manufacturing energy inputs and equate to statements of the embodied carbon characteristic or benefit of the product itself.



When you have CarbonRate™ Tags on your products, end users can relax in solid knowledge that the product they are buying is better for reducing climate change.

"Very friendly, knowledgeable and helpful staff at all levels of the business"

Karndean International

## GreenRate™

GreenRate™ is our other ISO 14024 Verified Compliant type 1 Ecolabel Program.

GreenRate™ is the most cost effective and simple of our two certification schemes, that robustly provides a whole-of-sustainability assessment without requiring LCA.



GreenRate's major focus for its highest outcome, i.e., LEVEL A, is **either** Supply Chain CSR conformance or the availability of LCA from **any compliant source**. It is a highly recognised third party Sustainable Product Certification scheme that does not require any LCA for certification at LEVELS B or C.

GreenRate™ provides Levels A, B and C Certification recognised internationally as follows in:

- WELL™ Feature 04 certification (38+ countries);
- GBCA's Green Star® Australia;
- NZGBC's Green Star® New Zealand;
- GBCSA's Green Star® Africa;
- ISCA's 'IS' rating tool (Infrastructure Sustainability in Australia and New Zealand); and
- NZGBC's HomeStarNZ® rating tool for Sustainable Product and Materials Calculator credits; and:
- Malaysian Government Agency GreenTech Malaysia's MyHIJAU ecolabelling program;
- Singapore BCA's Green Mark® International rating tool; and
- Vietnam GBC's LOTUS® rating tool.



In the **Green Star® Australia and New Zealand** programs:

**Level A = 100%** of the credit points;  
**Level B = 75%** of the credit points;  
**Level C = 50%** of the credit points.

In the **Green Star® Africa** programs: Both GreenRate and LCARate are used in various combinations to yield:

**GBCSA Level A = 100%** of the credit points;  
**GBCSA Level B = 75%** of the credit points;  
**GBCSA Level C = 50%** of the credit points.

The **Corporate Social Responsibility (CSR)** assessment is suitable for use in **Modern Slavery** legislation risk assessments. The **Health and Ecotoxicity** assessment allows the production of **Product Health Declarations** (GreenTag PhDs) and **HealthRate™ Marks**.

## Product Health Declarations™ (PhDs)

Global GreenTag PhDs take material ingredient transparency and optimization reporting to the next level. They help manufacturers and professionals by not only presenting the WELL™ recognized and LEED® compliant ingredient hazard and optimization reporting, but undertaking risk assessment at each life cycle stage and translating it all into a plain language, easily understood report.



Instead of just being presented by a jumble of toxicological jargon, GreenTag PhDs explain it all, and then re-assess the ingredients once they are combined together, and then explain the outcomes and their potential impacts on workers in the factory, once again in simple language.

**GLOBAL GREENTAG HEALTHRATE MARKS RATE THE HEALTHINESS OF PRODUCTS IN USE**  
The back of the PhD Certificate contains information for medical practitioner advice if users have specific medical concerns.

**Certificate Currency, Product Name and Standard version. Transparency and Disclosure Level.**

**Scope and Limitations of the GreenTag PhD Service.**

**Plain English explanation of product safety by life cycle stage.**

**Hazard Assessment of individual ingredients (Raw).**

**Health & Safety Assessment after risk analysis- site or remote audits.**

**In Use Health Assessment (Including VOCs)**

**Spectrum Graph Colour Key:**  
Explains the significance of each colour.  
Note: There will be no black colours in any graph because by definition, BLACK represents, banned ingredients and no product will be certified if it contains banned components above 100ppm.

**Plain English description of the health and environmental ingredient risks related to life cycle stage and steps taken to mitigate risks:**  
Declaration can be at 2 levels  
**LEVEL1:** Full Declaration of Ingredients + 100% HAZARDS  
**LEVEL 2:** Functional Description Declaration + 100% HAZARDS

**HealthRATE Marks**  
Good, Very Good, Excellent, World Leading

**Certificate Front**

**Certificate Back**

Finally a third assessment is undertaken in relation to the products 'healthiness in use'.

## HealthRATE™

**HealthRATE™ Marks** show an assessment and rating based on the impact on a normal healthy person. Even BronzeHEALTH™ certified products are deemed healthy in use under the best currently accepted science.





## Manufacturer Claims Verification

**Manufacturer Single Criteria Environmental and Health Claim Verification Tags**, are based around individual criteria from the:

- Global GreenTag Standard;
- Recognised International or National Standards;
- Green or Healthy Building, Interiors or Operations Rating Tools.



Products demonstrated by audit to meet the adopted requirements of the relevant Standard are turned into simple, single statement verification marks, backed by the Global GreenTag ISO 14024 Type 1 Ecolabel program.

These Single claim verification Tags support manufacturers' need for third party scientific assessment, to support the marketing of product characteristics while providing evidence (and risk protection) for compliance with ISO 14021 or National Consumer Protection Legislation.

Examples of such Manufacturer Claims Verified Tags include:

- 'X% Post Consumer Recycled Content';
- 'X% Post Industrial Recycled Content';
- 'Low VOC';
- 'VOC Free';
- 'Locally Made';
- 'Locally assembled';
- 'PVC Free';
- 'Eo Formaldehyde';
- 'Eo Formaldehyde';
- 'E1 Formaldehyde';
- 'Rapidly Renewable Resource';
- 'Readily Biodegradable';
- 'Compostable';
- 'Ethical Labour Sourcing';
- 'Modern Slavery Reporting';
- 'X% Profits Donated';
- '?kgCo2e/? Carbon Footprint'
- 'Legally Sourced Wood'.

These Tags can be used in addition to any other Global GreenTag Mark or as needed in any context for the certified manufacturer globally within the Licensed Period and potentially, sales and marketing organisations downstream.



"It was challenging, but we are happy with the (LCARate™ and GreenRate™) results and look forward to working on more projects with you."

Tarkett

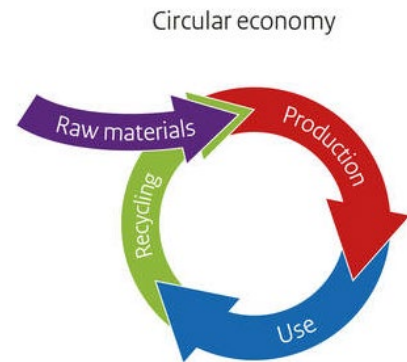
# Net Positive, Restorative & Circular Economy Benefits

GreenTag LCARate™ opens up the world's first product 'net positive' or 'restorative' product metric.

Manufacturers and Projects looking to measure how much a product 'puts back' can use their GreenTag EcoPOINT score to measure how much positive contribution any product is making in key sectors such as Greenhouse Gases, Biodiversity, CSR and Toxics.

**Hint:** look for a negative EcoPOINT score in the Product Scorecard.

Together with our LCA consultants EVAH Institute, Global GreenTag has been developing and commenced using a unique set of Life Cycle Benefit Analysis (LCBA) indicators to measure positive contributions using 'standard' LCA impact measures to quantify circular economy and restorative benefits and publish them as an extension to our EPD Program.



## What can be certified?

Any product – as long as it complies with the GreenTag Standards' requirements, from:

- All construction, interiors and infrastructure products;
- flooring to furniture,
- health, beauty and hygiene products,
- cleaning products and systems;
- paper and packaging,
- fabrics and textiles,
- mattresses and bedding,
- uniforms and fashion,
- food and beverage containers and
- commercial consumables.

## How can GreenTag reduce my marketing risk?

**We make green marketing of your products and their performance simple and legally robust.** It now relates to WELL™, LEED® and Green Star® projects. That said, any organisation marketing their green credentials and products needs to comply with FTC Consumer Law and Green Guideline requirements and this is where GreenTag gives you a decided advantage when your claims are assessed and approved. GreenTag becomes the proof that your claims are correct, provided we have approved the wording in advance, we will stand behind the claims.

Your marketing risk is also reduced by making your clients' jobs easier and project management more efficient by promoting your GreenTag Certificates, EPDs and PhDs. GreenTag provides all the evidence they need to comply with the vast majority of rating tool compliance needs.

# Sample of Client Organizations.



# Rating Scheme Recognitions Summary

'Performing carbon and whole of LCA on materials used in construction and operations, GreenTag helps connect the dots for EarthCheck's tourism asset owners by making LCA audited products easier to access and understand.'

EC3 EarthCheck

The commercial green built environment is being led by members of the World Green Building Council. Many of these GBCs administer voluntary environmental building rating systems award points or credits to projects using green certified products. Some GBCs also administer residential rating systems. See the full detail on each of these schemes from page 17.

## US and Global Schemes

The **WELL™ Building Standard** is administered by the International WELL™ Building Institute and has recognised Global GreenTag in their Equivalency notifications for a significant number of core Features globally. The Equivalency requirements relate mostly to products with PhDs but for the VOC Feature GreenTag Certification is sufficient evidence. WELL™ currently operates in approx. 40 countries including approx. 350 in USA, 120 in China and, 60 projects in Australia/NZ.

The US Green Building Council (USGBC) administers Leadership in Energy and Environmental Design, **LEEDv4** rating tool and GreenTag EPDs enhanced ISO 21930 and Peer Reviewed EN 15804 compliant EPD services supports the Life Cycle Impact Reduction credits in this commercial building rating system. Likewise GreenTag's Product Health Declarations comply with the GHS compliant criteria in the LEED Product Transparency and Optimization credits. There are LEED certified projects in over 167 countries and with 32,500 certified and 80,000 registered projects worldwide.

The BRE Environmental Assessment Method, **BREEAM International** rating tool from the UK. BREEAM International is administered by BRE Group and acknowledges GreenTag's Environmental Product Declarations (EPDs). There are BREEAM certified projects in over 78 countries and with over 560,000 certified and 2,265,400 registered projects worldwide.

**EC3 Global's EarthCheck certification** program operates in Australia and over 70 other countries. LCARate is EarthCheck's preferred certification system.

## Australia, New Zealand and Africa

**Australia:** The Green Building Council of Australia (GBCA) administers a national building rating system called **Green Star®**. Rating tools assess the environmental sustainability of building projects at the design, construction and as built phases (Green Star® - Design & As Built), interior fitout (Green Star® – Interiors) and operational phase (Green Star® – Performance). GreenRate is recognised to certify all products in all projects under the following Green Star® rating tools and their respective 'Sustainable Products' credits:



It is also recognised under the Legacy Tools' Materials Calculator credits relating to furniture, flooring, cleaning products and assemblies as well as VOCs and Formaldehyde Reduction credits.

### **Life Cycle Impacts credit in the Interiors and Design and As Built rating tools.**

In the case of the 'Interiors' tool the 'Life Cycle Impacts' credit is an alternative pathway to the 'Sustainable Products' credit and entire Materials Section respectively. In the 'Design & As Built' tool it can be used in addition to the 'Sustainable Products' credit. Projects that adopt this credit will require products with Environmental Product Declarations (EPDs) such as those produced by GreenTag's LCARate program.

**Australia:** The **Urban Developing Institute of Australia's (UDIA) enviroDEVELOPMENT** tool recognises the use of specific materials used in commercial and major residential projects. GreenTag is recognised for various credits and for the comparable LCA performance of products in the Materials Alternative Pathway credits.

**Australia & NZ: The Infrastructure Sustainability Consortium (ISCA) of Australia's 'IS' Tool** recognises both GreenRate and LCARate certification in the Materials credit for 'Environmentally Labelled products and supply chains'. There are currently over \$80 billion worth of projects undergoing certification in this rating tool.

**New Zealand:** The Green Building Council of New Zealand administers the commercial building rating system, **Green Star**<sup>®</sup>, and the domestic dwelling certification tool, **HomeStarNZ**. Both of these rating systems automatically accept the GreenTag certification marks so that projects using GreenTag receive maximum available points for the level certified. The ISCA **IS Tool** and **EarthCheck** also operate in New Zealand.

**Africa:** The Green Building Council of South Africa (GBCSA) administers approaching 400 projects undergoing **Green Star AFRICA**<sup>®</sup> certification throughout the whole of Africa. Different combinations of GreenRate and LCARate Certifications have been recognised by GBCSA to their LEVEL A, B or C, for 100%, 85% and 75% of Sustainable Product credits score respectively and Green Cleaning credits GBCSA is recognised and active throughout Africa.

**EC3 Global's EarthCheck certification** program operates in Australia. LCARate is EarthCheck's preferred certification system.

## **Other country based schemes**

### **Malaysia**

The Malaysian GreenTech Corporation, under the auspices of the Malaysian Government's Ministry of Energy, Green Technology and Water has awarded verifier status to both Global GreenTag certification schemes

### **Vietnam**

The Vietnamese green Building Council's LOTUS rating tool recognises both GreenRate and differentially recognises each of the LCARate tier ratings in its Lotus Interiors and Small Interiors rating tools.

### **Singapore Green Mark International**

The Singapore BCA's Green Mark International rating tool recognises Global GreenTag LCARate™ and GreenRate™ when used outside Singapore, in countries that also recognise GreenTag in their local schemes.

## Other sectors

### Building Consumables: Health, Hygiene & Paper

As an LCA based certification system, Global GreenTag is a Standard with high levels of additional rigor when it comes to health and eco-toxicity issues, especially for critical applications such as 'on skin' applications:



#### Personal Products

Recognised by WELL™ and Green Star® internationally and compliant with LEED®, this standard sets out the standards for health, beauty and hygiene products including:

- sun protection;
- cosmetics and skin care;
- hair, eye and nail care;
- baby care;
- sanitary paper;
- dental care products; as well as
- men's care; and
- aged care products;



including the Apelles Range of shower amenities and skin care products by Vanity Group (Sydney, Los Angeles, Shanghai, Dubai, Singapore) and the DWS range by BUNZL Outsourcing (International) as well as GOJO hand washes and PURELL hand sanitisers.



#### Cleaning Products

Recognised by WELL™ and compliant with LEED® requirements for Certified Cleaning products and consumer concerns about how to know what products are truly healthy and environmentally preferred, Global GreenTag Cleaning Product Standard sets out the requirements for a wide range of cleaning products including:

- cleaners, sanitizers & disinfectants;
- enzyme based products;
- wipes and scourers;
- microfibre systems;
- mechanical equipment;
- activated water cleaners;
- air fresheners, etc.



The RIDOV brand of Hospital grade surface sanitisers used for residual action and defense of MRSA and VRE infections was the first product certified under this standard and has been followed by many beneficial microorganism cleansers and deodorants from GreenWorx, Citraforce, Lanotec and others.

GreenTag certified cleaning products are also recognised in the GBCA and NZGBC Green Star® Performance tool's 'Consumable Materials' credit as well as the Green Star Africa® Existing Building Performance rating tool's Green Cleaning and related consumable materials credit.



'GreenTag really has been fantastic for us...it has gained access to, and won projects for us that wouldn't have happened otherwise'.

**TAG a Bolon Partner**



# Rating Scheme Recognitions in Detail

## IWBI WELL™ Building Standard

The International WELL™ Building Institute WELL™ Building Standard is a global standard with a strong and growing footprint in USA, China and Australia, it is moving very fast into the market and having a big impact on products and procurement.

WELL™ does not use a points system, a project achieves 'Features' or not. Outside the USA an 'Equivalency' system is used for recognition of certification systems not mentioned in the manual.

**Global GreenTag's Certification and PhDs now have equivalency recognition and/or provide appropriate evidence in the following Features:**

**Feature 04 VOC Reduction** (Requires only GreenTag GreenRate or LCARate Certificate -except for GreenRate Level C Schemes 1-7 where an 'on Certificate claim is required)).

- PART 1: Interior Paints and Coatings
- PART 2: Interior Adhesives and Sealants
- PART 3: Flooring
- PART 4: Insulation
- PART 5: Furniture and Furnishings

**Feature 09 Cleaning Protocol** (via GGT on Certificate claim)

**Feature 11 Fundamental Material Safety** (PhD as evidence)

- PART 1a: Asbestos & Lead Restriction

**Feature 25 Toxic Material Reduction**

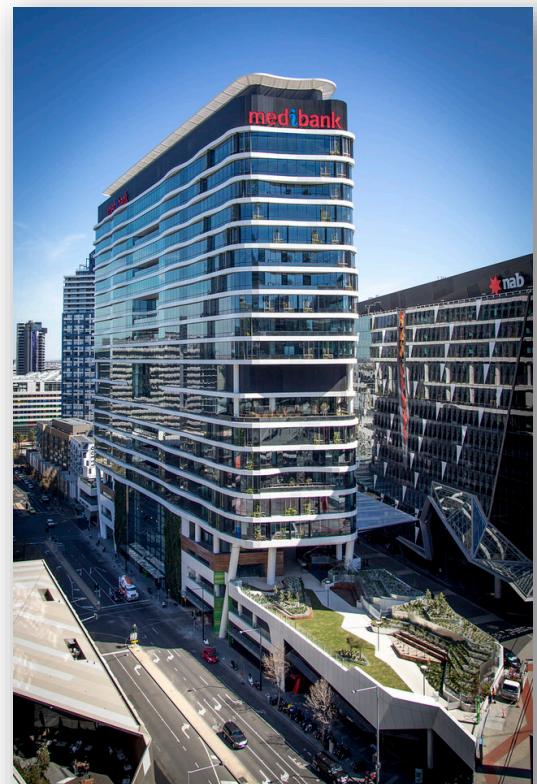
- PART 1: Perfluorinated Compound Limitation (PhD as evidence)
- PART 2: Flame Retardant Limitation
- PART 3: Phthalate (plasticisers) Limitation
- PART 4: Isocyanate Based Polyurethane Limitation
- PART 5: Urea Formaldehyde Restriction
- [PARTS 2-5: (via Certificate claim or Claim Verification)]

**Feature 26 Enhanced Material Safety** (PhD as evidence)

**Feature 41 Hand Washing** (via GGT on Certificate claim)

**Feature 97 Material Transparency** (PhD as evidence)

- PART 1: Precautionary Material Selection
- PART 2: Accessible Information (by project claim supported by GGT Certification or PhD)





## USGBC LEED® v4

The US Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) is geographically the world's most successful green building rating tool with certified projects in over 162 countries and more than 32,500 certified and 80,000 registered projects.

It is the dominant scheme in USA, Canada, Mexico, China, India and many other countries.

LEED Version 4.0 credits can be facilitated by GreenTag Certification, LCA and enhanced ISO 21930 or EN 15804 EPDs (subject to separate quotation) as well as GreenTag's Product Health Declarations (PhDs).

**GreenTag's EPDs and PhDs are compliant with the following credits in the Materials and Resources category.**

- i. Building life cycle impact reduction (support)
- ii. Building product disclosure and optimization credits:
  - EPDs (2pts) (EPD as evidence)
  - Material ingredients (2pts) (PhD as evidence)
  - Sourcing of raw materials (2pts) (PhD as evidence)

In addition to the above credits also in LEED BD+C: Healthcare, Global GreenTag certified products also meet:

- Furniture and medical furnishings (*PhD as evidence*)
- PBT source reduction. (*PhD as evidence*)

In LEED O+M: Existing Buildings, GreenTag Certified Products meet the requirements for:

- Purchasing- Ongoing

GreenTag is currently in negotiations with USGBC about potential brand recognition of GreenTag's PhDs in several LEEDv4 credits.



## EC3 EarthCheck®

EarthCheck is the leading benchmarking, certification and environmental management program used by the travel, tourism and hospitality industry including projects like hotels, restaurants, conference and exhibition centres, airports, tourism venues etc.

EarthCheck certifies more than 1300 travel and tourism venues in over 84 countries including companies such as ACCOR Group and Melbourne, Sydney, Adelaide and Brisbane Convention and Exhibition Centres, Taj Hotels, Sandals, Rydges, Langham Hospitality Group, Banyan Tree, Angsana, Intercontinental, Park Hyatt and Emporium Hotels.

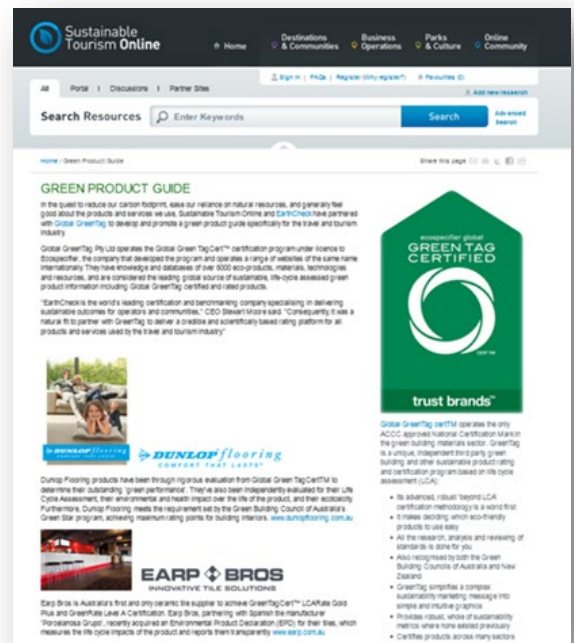
LCARate is the preferred certifier for EarthCheck and its 'Green Product Guide' housed on the Sustainable Tourism Online Portal and offering building, interiors and operations products including:

- Construction & décor
- FF&E
- Cleaning and Sanitation
- Linen & Bedding
- Room amenities etc.

If your product relates to any hospitality venue or program, this exciting opportunity opens access to real decision makers in this vibrant sector.



**EARTHCHECK**



## BRE Global BREEAM® & BREEAM® International

The British Research Establishment Environmental Assessment Method (BREEAM) system has nearly 600,000 buildings certified, nearly 2.3 million buildings registered for assessment in the UK and is in use in over 78 countries since it was first launched in 1990.

It has three types of tools, UK centric tools, BREEAM Gulf (Middle East) and the BREEAM International tool for other countries who wish to develop their systems based on BREEAM.

**BREEAM is relevant to GreenTag because of its LCA and EPD programs in BREEAM domestically in the UK and BREEAM International outside the UK.**

### Mat 01 Life cycle impacts

ISO 14040 compliant LCA assessment of materials recognise and encourage the use of construction materials with a low environmental impact (including embodied carbon) over the full life cycle of the building. Further credit points (up to a total of 3) are available for ISO 14025 compliant Environmental Product Declarations.

BREEAM International formally recognises the GreenTag EPD Program and its EPDs for these credits.





## GBCA Green Star® (Australia)

The Green Building Council of Australia's (GBCA) 'Design and As Built', 'Interiors', 'Performance' and 2009 Legacy rating tools encompasses all projects (except single dwellings) and products, in one or two major credits relevant to Global GreenTag.

All three rating tools include the 'Sustainable Products' recognised third party certification scheme requirements:

- The Sustainable Products credit recognises GreenTag GreenRate for all construction, interiors and building consumables (including handwash, cleaners and sanitary paper) products.**

The GreenTag GreenRate™ scheme has 44 approved schemes relating to:

Level	Factor
• 28 Level A schemes	100% of Credit Points
• 8 Level B schemes and	75% of Credit Points
• 8 Level C schemes	50% of Credit Points

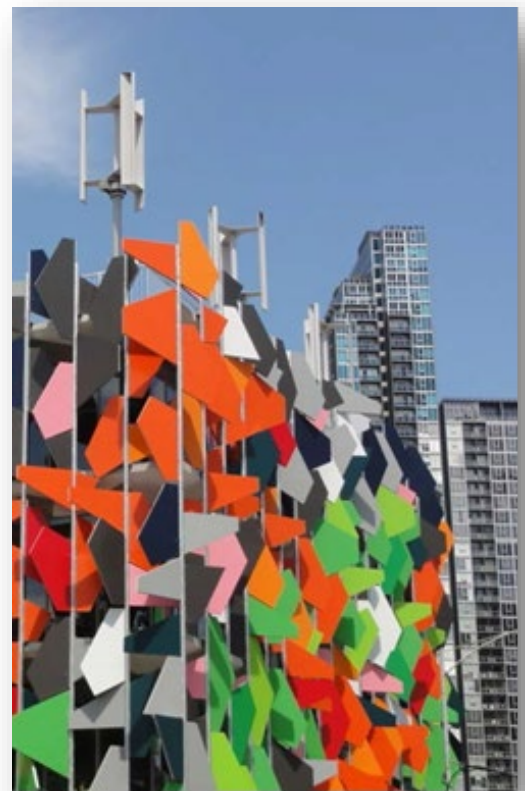
For projects already registered under the Legacy tools, all levels yield 100%.

This makes GreenRate the most flexible at recognising your product achievements in ecological, health and social sustainability in the process of being certified against relevant Green Star®\* Materials Calculators, IEQ credits for VOCs and Formaldehyde Minimisation.

GBCA's 'Design and As Built' and 'Interiors', rating tools 'Life Cycle Impacts' credits are supported by products using Global GreenTag's LCARate EPD services.

- The 'Life Cycle Impacts' credit relates to projects committing to reducing their life cycle footprint.**

**GreenTag's LCARate EPD reporting is compliant evidence for these projects LCA calculations.**





## GBCA Best Environmental Practice PVC

The Green Building Council of Australia in association with the Vinyl Council Australia has agreed to a set of criteria to recognise Best Environmental Practice PVC (BEP PVC) Certification under the new Green Star® rating tools 'Responsible Products- PVC' credit.

After a full literature review the GBCA came to the following conclusion:

*"A life cycle assessment is a useful tool for comparing the relative merits of products made from different materials. From the studies summarized above, PVC cannot be ruled out as a material for use in the built environment."*

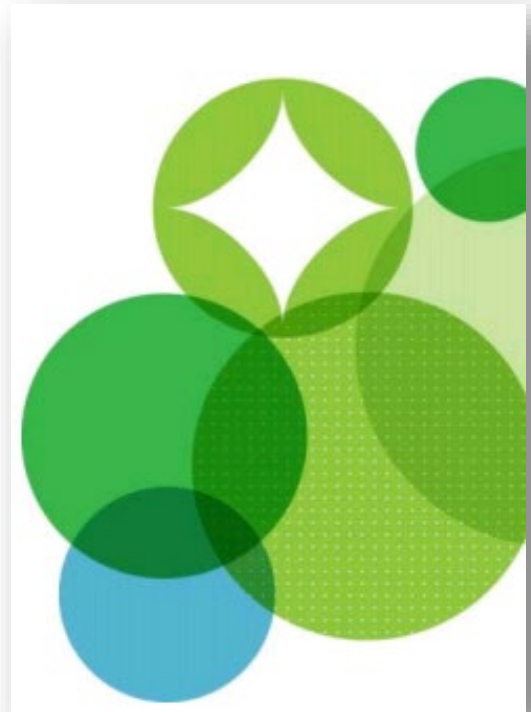
As a result, the GBCA has included the BEP PVC credit criteria in all of its 2016 Green Star® rating tools in both Australia and New Zealand.

The product categories that are specified as relevant are:

- Flooring
- Cables
- Pipes
- Blinds
- Permanent Formwork

Recently the Australian Defence Forces (ADF) announced it would once again include PVC in its tenders provided it was BPPVC certified. Lend Lease has taken a similar approach as we understand it. This has created an increased demand for the certification.

Global GreenTag now certifies BEP PVC under its Version 4+ Standards released since 2016.



## GBCSA Green Star® Africa

The Green Building Council of South Africa (GBCSA) Interiors v1.1 Rating Tool is now committed to use in all African countries. It is uniquely adapted for the African context.

**Green Star® Africa recognises different levels and combinations of GreenTag GreenRate and LCARate to GBCSA LEVELS A, B and C.**

The Existing Buildings Performance tool also recognises Global GreenTag to certify a broad range of cleaning and consumables related products used in building operations.

GBCSA announced they would be updating the Green Star Africa tool in 2018 to reflect more closely the Australian Green Star credits.

Global GreenTag has established a strong local operation in South Africa and an African National Advisory Committee that has localised content within the GreenTag International Standard.

## NZGBC Green Star® New Zealand

Operated by the New Zealand Green Building Council (NZGBC) Green Star® NZ v3.2 and Material update for the 2009 Interiors tool is an adaption of the Australian scheme.

**NZGBC also recognizes GBCA recognized Sustainable Product certification programs including GreenTag GreenRate Levels A and B all credits and Level C. GreenRate.**

They are recognised for all project types including Interiors, across the following product sectors:

- Applied coatings;
- VOC compliance all relevant products (exception of Level C Flooring and Furniture);
- Engineered wood products (Formaldehyde);
- Flooring;
- Insulation;
- Internal walls and partitions.



## NZGBC HomeStar®

HomeStar® is a National Program for residential projects being operated by the NZGBC and taken up by Local Governments as part of their Development Policy requirements.

Credit points are awarded where there is a selection of eco-preferred and responsibly sourced products certified by a recognized certification program including GreenRate™ and LCARate™.

Certification relates to any part of 13 construction systems: adhesives & sealants, foundations, floor slab, frame, walls, insulation, windows, ceilings, floor coverings, finishes (paints) and joinery (kitchens and bathrooms) and engineered wood products.



**homestar.org.nz**

## GreenTech Malaysia MyHIJAU

The Malaysian GreenTech Corporation, operates this National Ecolabel under the auspices of the Malaysian Government's Ministry of Energy, Green Technology and Water.

GreenTech Malaysia has awarded Approved Verifier status to Global GreenTag (Malaysia).

All GreenTag's LCARate and GreenRate certifications qualify recipients for registration of **GreenTech's MyHIJAU** (MyGREEN) label and the related MyHIJAU Products Database online. Global GreenTag Sdn Bhd is the local operator of the GreenTag System in Malaysia.



## Infrastructure Sustainability (IS) Tool

The Infrastructure Sustainability Council Australia's (ISCA) 'IS' and 'IS International' rating tools certify some of Australia's and New Zealand's largest and most prestigious infrastructure projects and are taking hold in countries like China.

**IS Rating Tool currently has over \$80+ billion worth of projects undergoing certification.**

The IS Tool certifies projects like:

- **Elizabeth Quay**, a 10 Ha residential and commercial mixed use development in downtown Perth;
- **North West Rail Link- \$8B project** with 15kms of rail tunnel and 8 new stations in Western Sydney;
- **City Rail Link** – Auckland a NZ\$2.4B project.
- Auckland Airport – Operations.

Infrastructure is not just about pipes, roads and railways, it also includes associated facilities such as retail precincts, pedestrian areas, landscaping, lighting, energy management, carriages and even public area furniture.

IS V1.2 has 2 materials credits, one life cycle based and the other relating to ecolabelled products.

Both GreenTag certification schemes are recognised by the IS tool.

GreenTag EPDs are compliant with IS tool EPD requirements, and GreenTag's LCARate™ certification already uses a Business as Usual product benchmark comparison that avoids the need to create project specific BaUs.

The range of GreenTag certification services will increase in significance with the release of the IS v2.0 standard and its increased emphasis on Sustainable Procurement and ISO 20400. Ask us for help on how your product relates to the various IS tools.





## LOTUS™ Vietnam

The Vietnam Green Building Council's LOTUS rating tool's INTERIORS and SMALL INTERIORS rating tools recognised both GreenRate and LCARate and are the first ratings tools globally to recognise each LCARate tier rating with unique scores.



**LOTUS Interiors can be used for single use or mixed-use fit-out for all projects:**

Global GreenTag is recognised in the following credits:

M-1 Sustainable Materials	1
M-2 Sustainable Furniture Products	4
H-3 Low-VOC Emissions Products	4
H-6 Green Cleaning	1

**LOTUS Small Interiors** uses the same credits and can be used for small scale single use or mixed-use fit-out projects.

The Sustainable Products credit relates to the following product types:

- Walls and partitions (non-load bearing space dividers);
- Ceilings and floorings;
- Toilet partitions; shower partitions including shower screens;
- Internal stairs;
- Wall coverings, such as ceramic tiles;
- Skirting.

### Sustainability Factors

Materials third-party certified based on whole lifecycle analysis (such as LCARate) •

Platinum & Gold (or equivalent): 100% • Silver (or equivalent): 80% • Bronze (or equivalent): 60% • Basic (or equivalent): 40%

Other third-party certified materials (Non LCA based such as GreenRate) 20 %



# What is the process and how long will it take?

Once you have the completed application process and provided all your product documentation and answered subsequent questions, the process only takes 4-6 weeks for GreenRate and 4-6 months for LCARate (this is a more in-depth process). Below are the two different process flows. At each stage we keep you posted on how your application is going and let you know immediately if there are any issues.

## GreenRate™ Process

**Application 1:** The applicant requests and completes the GreenTag Scoping Questionnaire and GreenTag provides Initial Conformance Assessment indicative of feasibility of Approval and prepares proposal.

**GreenTag Proposal:** Is provided, accepted by Applicant and invoice requested by Applicant. Invoice is prepared and issued by GreenTag along with Information Request and Declaration templates and data gathering instructions.

**Application 2:** Payment received and completed Declarations, Agreements and Data Requests submitted digitally in accordance with detailed Guidelines provided at invoice stage.

**Submission Review:** Continues until Applicant notified all questions answered and all data is complete.

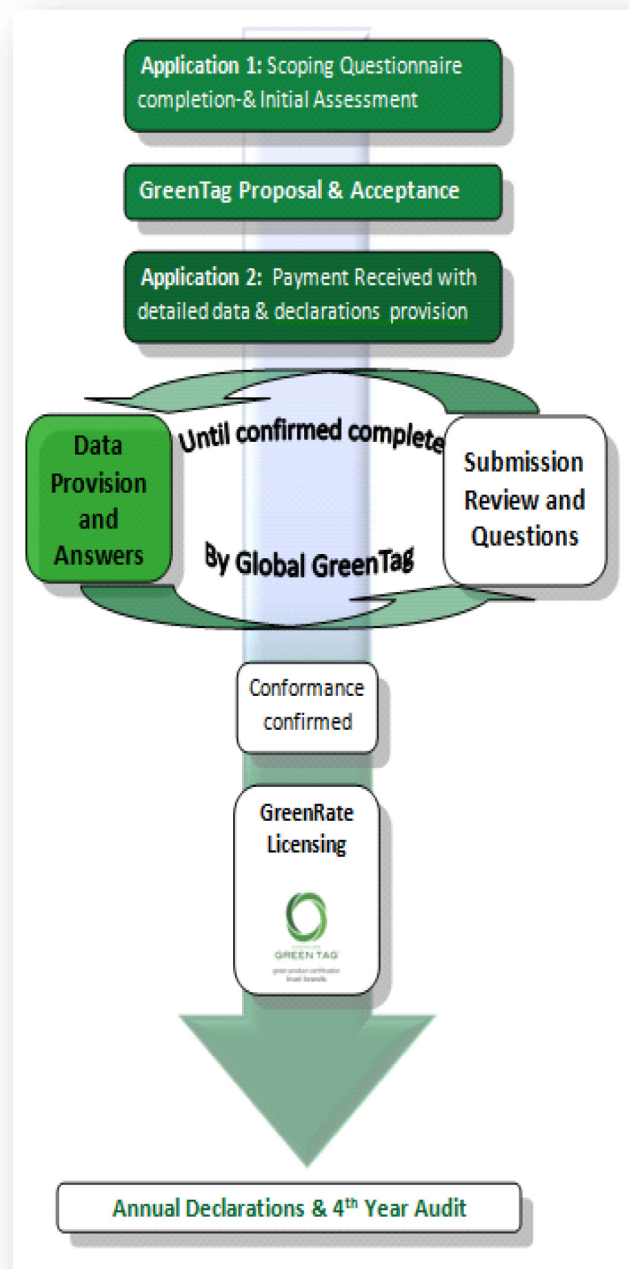
**Remote and Onsite Audits:** Where feasible remote audit is undertaken. Onsite & international audits are undertaken by major International Audit Partners such as SGS, DNV and Bureau Veritas, from one of nearly 2000 local offices in the country of audit. The Auditor undertakes the onsite audit to GreenTag detailed brief.

**Conformance to GreenTag Standard confirmed:** Licensed Marks & Certificate prepared and Draft Product Assessment Report (PAR) provided for Applicant approval. Once Applicant has approved the PAR and all GreenTag Licensing signed off, and Customer Survey completed, Certification Marks, Graphics and Certificates are issued with 'GreenTag Style Guide' and 'Rules for Use of the Mark'.

**Audit & Surveillance cycle:** Audit cycle is every fourth year, but surveillance is annual, spot declarations required if changes made or detected by GreenTag.

**GreenRate Assessment Time:** Once all data is submitted and confirmed to be correct and complete by Project Certifier, GreenRate Certification can be completed within 4-6 weeks. In extreme circumstances this may be able to be reduced on request.

PhD HealthRATE™ Tags production time is in addition to this timeframe: +1-2 weeks.



# LCARate™ Process

Is the same as the GreenRate Process except for the following:

**Application 2:**

Applicant must also submit full description of manufacturing process and gather detailed manufacturing data on resources used to manufacture a functional unit (e.g. unit, Kg, tonne, or m<sup>2</sup> basis). In LCA terms this is called 'Gate to Gate' LCI Data Submission.

On submission data is reviewed by GreenTag Certifier, questions submitted and further data received for review.

Review continues until Applicant is notified all questions answered and all data is complete. Life cycle inventory (LCI) development: Consultants prepare LCI for use in the LCA and provide EPD for peer review. Once Peer Review is completed and submitted to GreenTag, Audit is commissioned if required.

**Remote and Onsite Audits:**

Remote audit/s are undertaken in conjunction with onsite audits usually by GreenTag RABQSA Senior Lead Auditors.

The Auditor undertakes the onsite audit to GreenTag detailed brief. Where Applicant already has audited LCA data an additional audit may not be required.

**Conformance to GreenTag Standard confirmed:**

Licensed Marks & Certificate prepared and Draft Product Assessment Report (PAR) and EPD provided for Applicant approval.

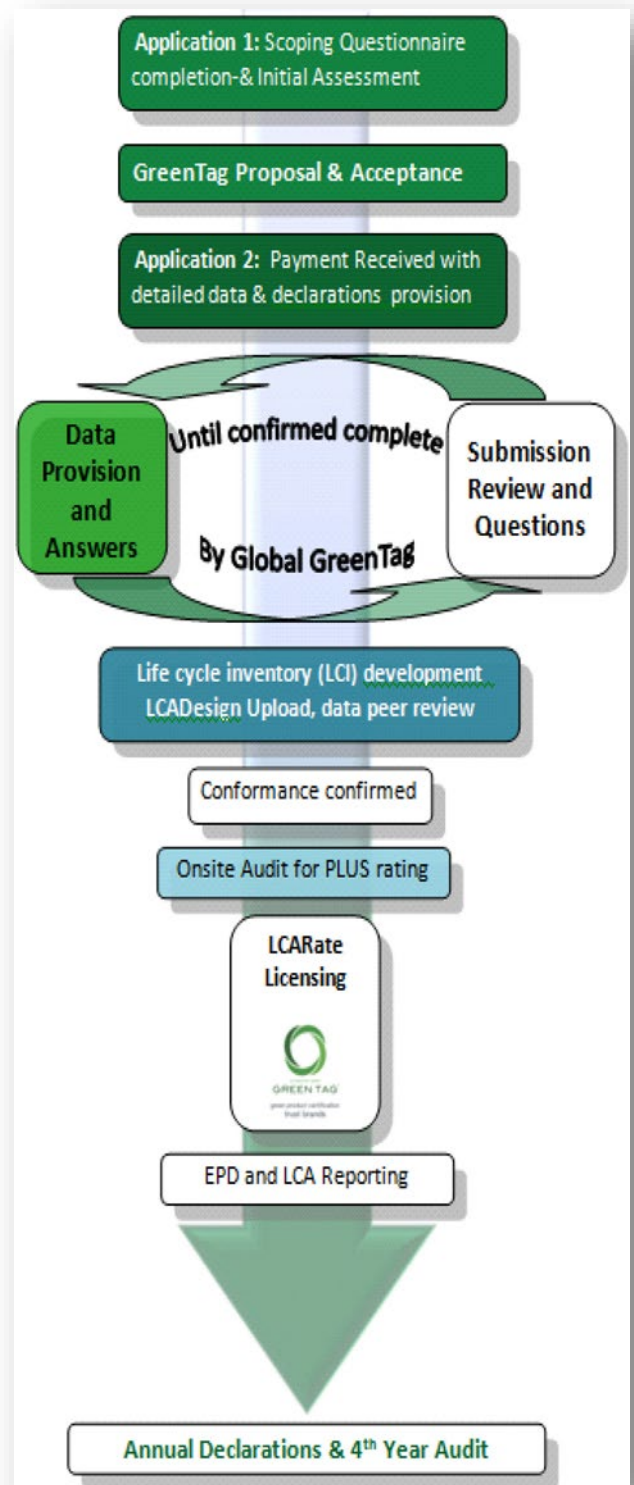
Once Applicant has approved PAR and EPD, all GreenTag Licensing requirements are signed off and Customer Survey completed, Certification Marks, Graphics and Certificates are issued with 'GreenTag Style Guide' and 'Rules for Use of the Mark'.

**International Use of GreenTag LCARate and EPDs:**

LCARate certification can be used globally if the Mark is recognised. If ISO 14040 and ISO 14044 LCA or ISO 14025 EPD compliance is required, region specific transport, energy, ISO 21930 compliance and peer review may be required (e.g. by LEED, BREEAM, DGNB etc.). This will be subject to further quotation on request.

**LCARate Assessment time:** LCARate takes 4-6 months from completed information provision by Applicant.

**EPD, CarbonRATE™ Tags and PhD production time is in addition to this timeframe:** typically 2-4 weeks and +1-2 weeks respectively after LCARate assessment is completed.



## How much does it cost?

**Full GreenTag** certification is both GreenRate and LCARate undertaken together. There are significant financial and certification outcome benefits in applying for both simultaneously. This approach is the best value for money.

**GreenRate** undertaken discretely is typically cost competitive with other Type 1 ecolabels, but does not charge a turnover based fee.

**LCARate** provides the lowest cost LCA and EPD reporting service you are likely to find and the certification is effectively a bonus!

**Reduced Scope Assessments:** Both GreenRate and LCARate can be applied for as a reduced scope assessment.

This effectively means your product is assessed only as either or both, GreenRate Level C or LCARate Bronze. These are the lowest cost options. As an example of a simple product certification of a product to either of these reduced scope levels costs USD3,300\*.

To find out how much an assessment of your product or products will cost, please complete the relevant Scoping Questionnaire at the back of the document.

## Take the next step

GreenTag takes all the worry and stress out of accessing green markets and understanding your products' global footprint. You don't need to understand Green Star or any of the International rating systems in order to market your GreenTag certified product. You just need to know that we have taken all their criteria into consideration when developing GreenTag and that we provide the metrics and evidence that industry needs to choose, specify and purchase your products.

GreenTag is your marketing partner, your quality partner and your certification partner. We work with you to ensure that your customers can easily choose to use only world-class products in world-class projects. So if you want access to these same projects, then contact us today to start your GreenTag certification journey.

Complete the application form on next page or give us a call and we can send an editable digital copy of the form for you to complete or walk you through the application process.

**...this may be the single most important step you have ever taken for your business.**

\* Subject to formal Application.



## Want a proposal?

### Call us ...or ...Complete the Application over

Your next step to enable us to prepare a proposal is to help us understand which certification service and scope you wish to apply for and provide some basic detail about the product and your supply chain.

Without divulging any trade secrets before we complete a confidentiality agreement, please request a digital copy or complete the Scoping Questionnaire on the last page. This will enable us to provide a fully detailed, obligation free proposal.

...or access the digital copy of the Application Scoping Questionnaire [online](#).

## Contact us

### Global GreenTag International Pty Ltd

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W: [www.globalgreentag.us](http://www.globalgreentag.us)

W: [www.globalgreentag.cn](http://www.globalgreentag.cn)

W: [www.globalgreentag.africa](http://www.globalgreentag.africa)



# Global GreenTag<sup>Cert</sup>™ Application: Scoping Questionnaire

**Purpose:** To obtain information relevant to the product certification and assist Global GreenTag in developing an accurate proposal and fee estimates for GreenTag certification.

**Process:** Please fill in all details on this [sheet](#) and return via email. If you have any queries, please call +617 33999 686 and one of our friendly Certification Team will assist you. **For complex products use this [sheet](#).**

**1. Company Details**  
 Name of Key Contact:.....Role:.....  
 Company Name: .....City/Suburb: .....  
 State:.....Country:.....  
 Website:..... Phone:.....  
 Email:..... Mobile/Cell:.....

**2. Products Details**

Fill in the following table with a list of all products within the range seeking certification. Include in the description the main product features and applications. Under composition list the main material components of the product and an approximate percentage in the final product. Complete a section for each product range, copy and pasting additional tables or adding additional lines if required. Which type and scope of assessment (tick box or boxes)?

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> LCARate Assessment                      | <input type="checkbox"/> GreenRate Assessment           | <input type="checkbox"/> BEP PVC                                   |
| <input type="checkbox"/> Environmental Product Declaration (EPD) | <input type="checkbox"/> Reduced Scope (Bronze/Level C) | <input type="checkbox"/> Product Health Declaration (GreenTag PHD) |

Product or Range Name	Manufacturing Site (Location/s)	Composition		Number of suppliers and Country Source of Component
		Name of component	% of final product	If multiple, please specify
Example: ABC Ceiling Grid		e.g. Aluminium rails	10%	1 – China 2 - Australia
Product 1 Name and Description				
Product 2 Name and Description				

**3. Marketing of Under Global GreenTag<sup>Cert</sup>™ Certification**

Please tick if you would like to have your product/s marketed as “Currently Undergoing Global GreenTag<sup>Cert</sup>™ Certification” on the GreenTag website and newsletter once Certification process is commenced and preliminary product review is completed.

**4. Environmental Management System**

We have an Environmental Management System in place. The factory is ISO 14001 Certified?

- Yes    No    Yes    No

The Factory has ISO 18001 (OH&S) or ISO 26001 (CSR) or OSHAS 8000 in place? (Not required).

- Yes    No

I understand that if the above information is incomplete or incorrect, the quote provided may change.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Position: \_\_\_\_\_

