

Frequently asked questions – Green Points

What are the Green Points?

The Green Points system is an internal navigation tool designed to evaluate our products across various environmental and social criteria, enabling you to make more informed and balanced decisions. It helps you navigate through our extensive product media collection and compare different products within the range. We do not believe that products are either “sustainable” or “unsustainable”, but that different factors should be considered. Therefore, we have identified 8 different elements, each assigned a weighted score to reflect its relative impact.

The 8 different elements that we have identified are:

- Materials
- End of life (recyclable in practice)
- Country of Origin
- Environmental certification
- Social audit
- Sustainable branding
- Packaging
- Traceable supply chain

Each element is assigned a score – the higher the score, the better the product performs on environmental and social levels. These individual scores are combined to give the product a total Green Points score, ranging from 0 to 98. This overall score is displayed on the product detail page, just below the product title. For more detailed information on how a product performs across each of the eight elements, you can refer to the Green Passport.

How are the 8 elements scored?

Materials

When we look at materials we have used available LCA data* to create 4 classes of materials mostly used in the product media industry. The contents of these materials in a product must be more than 50% of the product to be able to be scored in a particular class. Class 1 receives the most points, while class 4 receives the least points. For example, class 1 includes recycled materials, whereas class 2 consists of organic materials and FSC® certified materials. Class 3 contains biobased materials, such as biobased plastic, but also hemp, linen and jute. Finally, class 4 includes materials with the greatest negative environmental effects, like virgin fossil-based plastics and conventional cotton.

** Life Cycle Assessment data developed by RethinkRebels based on the Modint fibre matrix, HIGG index, and environmental data.*

End of life (recyclable in practice)

This score reflects on how easily the end-user can recycle the product. Products made from a single recyclable material, compatible with widely available recycling bins (based on European recycling facilities), get a higher score than those made from multiple materials with unclear recycling instructions.

Country of Origin

Here we look at the Environmental Performance Index (EPI) of the country of production. This index ranks 180 countries on their sustainability performance (click [here](#) for more information). The higher the EPI score of the country where the product originates, the more Green Points the product receives.

Environmental certification

We also award Green Points if a product is certified by third-party, such as GRS, RCS, GOTS, FSC®, OEKO-TEX® others. The stricter the certification standards, the higher the Green Point score.

Social audit

Points are assigned based on the type and score of third party social audits conducted at production facility. This includes reports from BSCI, SMETA or WRAP report, as well as SA8000. A higher audit score corresponds to a greater number of Green Points.

Sustainable branding

This element pertains to the possibility to the use of certified inks for branding the products, such as Eco passport by OEKO-TEX®, or certified printing techniques like GOTS or GRS. If it is not possible to use certified inks or techniques, no points will be awarded for this element.

Packaging

This element is scored in a manner similar to the product material. Packaging made from recycled and/or certified plastic, paper, or cardboard will receive a higher score compared to packaging made from conventional material.

Traceable supply chain

These points are determined by the level of transparency within the supply chain. The more visible the supply chain, the higher the Green Point score for this element. For instance, if the supplier is a trader using multiple unidentified factories, no points will be allocated. In contrast, if the entire supply chain is known and can be verified through technology of certification, the product will receive the maximum number of Green Points.

What are the Green Passports?

The Green Passport is a downloadable PDF file that displays the scores a product has received for each of the 8 elements. Below the scoring section, you will find a table providing an overview and brief explanation of the 8 elements.

In addition to the scores for the 8 elements, the Green Passport also provides the CO2 footprint (product carbon footprint).

Here is an example of how a Green Passport looks:



How do we score the 8 parameters?

Element	Score 0	Score 2	Score 5	Score 7	Max. score	Weight	Total score
Materials >50%	Class 4 (e.g. virgin plastic)	Class 3 (e.g. bamboo)	Class 2 (e.g. organic cotton)	Class 1 (e.g. recycled plastic)	7	3	21
End of life (Recyclable in practice)		>90% materials recyclable in EU with clear explanation to end user	100% recyclable in EU with clear explanation to end user (mono materials partner)	Circular (second life) take back systems in place (PF or partner)	7	2	14
Country of Origin	EPI score below 40	EPI score between 41-59	EPI score between 60-69	EPI score above 70	7	1	7
Environmental certification		OEKO-TEX®, part of BCI, ISO Organic, OCS Blended	Staff by OEKO-TEX®, Bluesign®, PETA-approved, Vegan, Soil Association, OCS 100	DETO TO 2880 by OEKO-TEX®, CAC, GOTS®, RCS, Carbon Neutral, FSC®, PEFC®	7	1	7
Social audit		3 rd party audit (membership) (BSCI, SMETA, SABOD, WRAP)	3 rd party audit high ranking (A/B or Gold etc.)	FWF, Fairtrade, B Corp, Ethical Trading Initiative	7	2	14
Sustainable branding			Rec passport by OEKO-TEX®	GOTS®, GRS®	7	1	7
Packaging >50%	Class 4	Class 3 (no virgin plastics)	Class 2 (no virgin plastics)	Class 1 (no virgin plastics)	7	2	14
Traceable supply chain	TIER 1: Vendor is a trader using multiple factories (not identified)	TIER 2: Production location (factory) is known	TIER 3 (and beyond): The raw material and processing suppliers are known	The whole supply chain is known and can be proven through technology or certification (from raw material to product)	7	2	14
Total					56		98

Where can I find the Green Passport?

If you scroll down on any product detail page, you will find a header labeled 'Green Points'. By clicking on this header, you can click on the PDF download button. In addition, clicking on the Green Point logo on the product detail page will also lead you to the downloadable PDF.

Product Details	Printing options	Printing prices	Stock	Catalogue prices	Green Points	Downloads
Downloads						
Template name			Download file			
Green Passport			Download PDF			

Can I receive all Green Points data for all products in your product media collection?

Yes, you can download a CSV file on the Green Points page on the website. This list includes all the models that are currently active in our collection.

Is the Green Points internal navigation tool certified?

No, the tool is not certified by a third party.

How often are the Green Passports updated?

The Green Points are constantly evolving with our products and sustainability requirements. Whenever there is a change in one of the 8 categories, the Green Points will reflect this, and the downloadable Green Passport PDF will be updated.