

GREEN BRANDS – Exclusion Criteria

Exclusion criteria are knock-out criteria ensuring that only those brands participate in the **GREEN BRANDS** validation process which do not violate social, ecological and economic sustainability principles and which respect the right to freedom and happiness.

With regard to the criteria, it is required to distinguish between product and company level. Criteria of the product level may not be included in the product to be certified itself, whereas criteria of the company level may not play a key role in the entire company. The "key role" lies in the scope of discretion of **GREEN BRANDS** or the jury members.

Palm oil (from non-sustainable/-organic cultivation; fair trade) is a criterion on product level - for instance, margarine containing palm oil may not be certified, whereas another product in the company may still be eligible for certification.

For example, for a company being involved in the production of pornographic material, it is not possible to certify products or the company itself, as this constitutes an exclusion criterion at company level.

The Exclusion Criteria are:

At Product Level

Toxic substances: products containing ingredients which verifiably have a massive human or/and ecotoxicity

Green genetic engineering: products with genetically modified seeds

Palm oil: products containing palm oil (**from non-sustainable, conventional cultivation or/and not fair traded**) as ingredient



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At Company Level

Nuclear energy: Promoting nuclear energy, components of nuclear power plants and uranium

Gambling: Providers of controversial forms of gambling (e. g. casinos or betting offices, manufacturing of gaming machines). Providers of other forms of gambling (e. g. lotteries, television or radio raffles and guessing games) where there is significant involvement

Controversial environmental behaviour: Companies that, either themselves or their suppliers and subcontractors, massively violate environmental laws or generally accepted minimum ecological standards / codes of conduct. These include for example large-scale projects (e. g. pipelines, mines, dams) which have a particularly harmful effect on ecosystems in the affected region.

Violations of human rights: Companies that, either themselves or their suppliers and subcontractors, violate internationally recognised human rights principles. This includes particularly actions with a massive endangerment of the health or life of human beings, human trafficking, child labour, handling with violence, and actions that strictly violate the right of self-determination.

Pornography: Promoting pornographic material. Providers of pornographic services. Traders of pornographic material.

Armament: Producers and traders of arms and other ammunitions

Tobacco: Producers of all types of tobacco products (cigarettes, cigars, loose tobacco, chewing tobacco)



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