

# Charter

For responsible consumption  
and responsible behaviour

---



# Introduction

The impact of everyday consumer products accounts for nearly 70% of greenhouse gas emissions.

As part of the development of new advertising offers aimed at distinguishing products (goods and services) with a lower impact on the environment, RMB proposes a positioning grid to help advertisers identify products that could benefit from these offers.

This grid is based on various criteria:

- B Corp certification for organisations
- Products with a public or private environmental label (exhaustive list by sector)
- Eco-score (Food)
- Energy label (electrical equipment)
- CO2 emission and weight (transport sector)
- OEF/PEF score (Glimpact)

This grid may be completed as new data becomes available, such as the reparability index or environmental labelling.

In addition, the RMB requires a commitment from the advertiser that its product, throughout its life cycle, will not harm human rights, the health and safety of others, the environment, biodiversity and animals. And that it respects the rights of its workers and the rules of good governance.

Messages about carbon neutrality and future promises are automatically excluded from these offers.

# B Corp Certification

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. In order to achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing a risk review. Multinational corporations must also meet baseline requirement standards.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

**Certified**



**Corporation**

**This company meets high standards of social and environmental impact.**

# Liste of labels per sector (1/6)

## Food

### Coffee

Agriculture Biologique  
Fairtrade Max Havelaar  
Rainforest Alliance  
UTZ certified

### Vegetable farming

Agriculture Biologique  
Bio Cohérence  
Fairtrade Max Havelaar  
HVE  
Nature & Progrès

### Beef meat

Agriculture Biologique  
Bio Cohérence  
Demeter  
HVE  
Nature & Progrès

### Wine

Agriculture Biologique  
Bio Cohérence  
Bodyvin  
Demeter  
HVE  
Nature & Progrès

### Fishing

MSC

## Furniture

### Wood and wood-based furniture

Ecolabel Européen  
FSC  
NF Environnement  
Nordic Swan Ecolabel  
PEFC

### Metal furniture

Ecolabel Européen  
NF Environnement  
Nordic Swan Ecolabel

### Plastic furniture

Ecolabel Européen  
NF Environnement  
Nordic Swan Ecolabel

### Upholstered furniture, textile and leather, mattresses

Ecolabel Européen  
NF Environnement  
Nordic Swan Ecolabel

# Liste of labels per sector (2/6)

## Publishing and stationery

### Transformed paper items: diary, notebook

Blue Angel - The German Ecolabel  
Ecolabel Européen

### Converted paper products: envelopes

Blue Angel - The German Ecolabel  
Ecolabel Européen  
NF Environnement

### Paper glues

Nordic Swan Ecolabel

### Writing instruments: pens, markers, pencils

NF Environnement

### Graphic papers / unprinted cardboard

Blue Angel - The German Ecolabel  
Ecolabel Européen  
FSC  
Nordic Swan Ecolabel

## Clothing, textiles and footwear

### Footwear

Ecolabel Européen

### Textile products

BioRe  
Bluesign®  
Demeter  
Ecocert  
Ecolabel Européen  
Fairtrade Max Havelaar  
GOTS  
Made in green by oeko-tex®

# List of labels per sector (3/6)

## Hygiene and beauty

### Rinse-off cosmetics

Cosmos Natural, cosmos organic  
Ecocert  
Ecolabel Européen  
Nature & Progrès

### Leave-on cosmetics

Cosmos Natural, cosmos organic  
Ecocert  
Nature & Progrès

### Disposable cotton pads

Ecocert  
Fairtrade Max Havelaar  
GOTS  
Nordic Swan Ecolabel

### Washable make-up remover discs

Ecocert  
GOTS

### Papers for personal hygiene

Ecolabel Européen  
FSC

### Absorbent sanitary protection

Ecolabel Européen  
GOTS  
Nordic Swan Ecolabel

### Sanitary towels and nappies for babies

Ecolabel Européen  
GOTS  
Nordic Swan Ecolabel

## Gardens and flowers

### Trees and plants

Fairtrade Max Havelaar  
MPS ABC  
Plante Bleue

### Composts, manures, soils containing compost or manure

Ecolabel Européen

### Cut flowers and foliage

Fairtrade Max Havelaar  
Kenya Flower Council  
MPS ABS  
Plante Bleue

### Soil builders, mineral amendments and mulches

Ecolabel Européen

# List of labels per sector (4/6)

## Toys

### Toys

Nordic Swan Ecolabel

## Bedding

### Duvet and pillow

Ecolabel Européen

GOTS

Made in green by oeko-tex®

### Bed linen

Ecolabel Européen

Fairtrade Max Havelaar

GOTS

Made in green by oeko-tex®

## Mattresses

Ecolabel Européen

## Multimedia

### Computers, tablets, monitors

EPEAT Gold, EPEAT Silver

TCO

### Mobile telephony

EPEAT Gold, EPEAT Silver

## TV

Ecolabel Européen

EPEAT Gold, EPEAT Silver

## Construction and decoration products

### Candles

Ecocert

Nordic Swan Ecolabel

### Paintings

Natureplus

### Paints, stains, varnishes

Ecolabel Européen

### Paints, varnishes, stains, coatings

NF Environnement

### Wooden floor coverings

Ecolabel Européen

FSC

PEFC

# List of labels per sector (5/6)

## Cleaning products

### Dishwasher cleaner

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

### Floor cleaner

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

### Toilet cleaner

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

### Textile cleaner

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

## Universal multi-purpose cleaner

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

## Hand dishwashing detergent

Ecocert  
Ecolabel Européen  
Nature & Progrès  
Sustainable Cleaning

## Window cleaners

Ecocert  
Ecolabel Européen  
Nature & Progrès



# List of labels per sector (6/6)

## Home textiles

### Home textiles

Ecolabel Européen

Fairtrade Max Havelaar

### Furnishing fabrics and household linen

GOTS

Made in green by oeko-tex®

## Tourism

### Campsite

Clef Verte

Ecolabel Européen

Green Globe

### Gîtes and guest rooms

Clef Verte

Ecogîtes

Ecolabel Européen

Gîte Panda

### Accommodation : Hotels

Clef Verte

Ecolabel Européen

Green Globe

Hôtel au Naturel



## Eco-score

The Eco-Score is based on a model similar to the Nutri-Score: it is a score from A to E that summarises 15 environmental impacts.

The Eco-Score is represented by a coloured logo in the shape of a leaf with a letter from A (very low impact) to E (very high impact).

To be eligible for the BlusScreen, products must have obtained the maximum score (A) and be produced by the advertiser (own brand).

Examples : <https://fr.openfoodfacts.org/eco-score/a>

# Energy label

Only A and B rated products are eligible for the offer.

This grid applies to the following products, among others:

- Washing machines
- Tumble dryers
- Dishwashers
- Refrigerators
- Freezers
- Ovens
- Hoods
- Televisions

The diagram illustrates the transition from the old energy label (left) to the new one (right). The old label shows a scale from A+++ to D and a consumption value of 266 kWh/annum. The new label shows a scale from A to G, a consumption value of XYZ kWh / 100, and various product-specific icons and values.

**Ancienne étiquette** (Old label) and **Nouvelle étiquette** (New label) are labeled with callouts.

**1 Un QR Code** renvoie vers la page du produit, dans la base de données européenne sur l'étiquetage énergétique (Eprel).

**2 L'échelle de notation se durcit** et est utilisée complètement, de A à G. Le niveau A est extrêmement difficile à atteindre et les catégories A+, A++ et A+++ disparaissent.

**3 La consommation électrique est indiquée** pour 100 cycles (lave-linge, lave-vaisselle), pour 1000 heures (téléviseur, ampoule) ou pour un an (réfrigérateur, congélateur, cave à vin).

**4 Des informations spécifiques au produit** (durée des cycles, consommation en eau, taille de la diagonale d'écran...) sont présentées.

**5 Le niveau sonore** est noté sur une échelle de A à D – jusqu'à présent, seul le nombre de décibels était mentionné. Il s'agit du moment où l'appareil se montre le plus bruyant (pour un lave-linge, l'essorage).



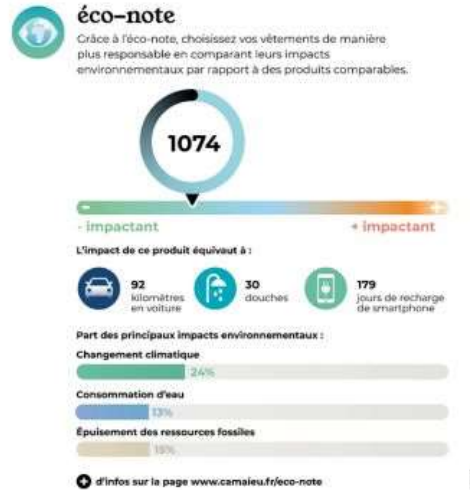
## Emissions and weight

Only transports emitting less than 60g CO<sub>2</sub>/km and weighing less than 1,400 kg are eligible.



# OEF / PEF Scoring

Calculator under development with GLIMPACT.



# Advertiser's commitment

The advertiser undertakes to ensure that its product, throughout its life cycle, does not harm :

- human rights,
- the health and safety of others,
- the environment,
- biodiversity and animals.

And that it respects the rights of its workers and the rules of good governance.

Want to know more

# Get in touch



[v.janssens@rmb.be](mailto:v.janssens@rmb.be)

[v.binon@rmb.be](mailto:v.binon@rmb.be)

 [@RMB Regie Media Belge](#)

 [@regiemediabelge](#)

**move ahead**

Thank you!