

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)
- Food : Eco-score
- Food and others: Products that can be purchased with eco-cheques
- Electrical appliances : Energy label
- Mobility : CO2 emission and weight
- Energy suppliers: 100% renewable energy
- Reuse, recycling and waste prevention
- 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.

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



FOOD

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 retailer's brand).

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



FOOD & OTHERS

Eco-cheque

Products that meet the eco-voucher specifications are eligible.

- Sustainable use of water and energy
- Energy efficient electrical appliances (Energy Label)
- Products and services that have the European Eco-label
- Organic products
- Environmentally friendly products with FSC or PEFC labels
- Sustainable mobility and leisure
- Reuse, recycling & waste prevention
- Short circuit

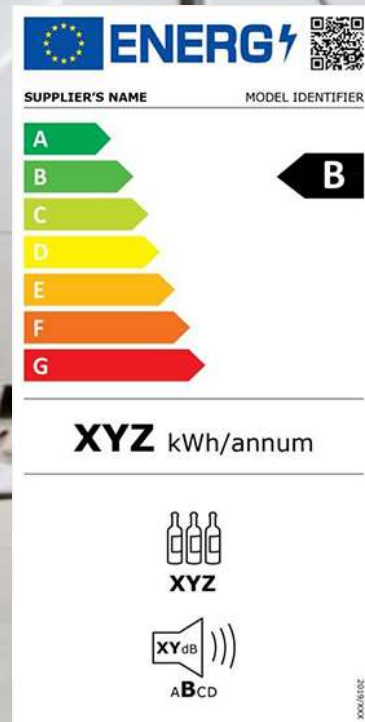
ELECTRICAL APPLIANCES

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





MOBILITY

Emissions and weight

Only transports emitting less than 60g CO₂/km and weighing less than 1,500 kg are eligible.

Public transport and active transport are also eligible.



ENERGY SUPPLIERS

100% renewable

100% renewable energy suppliers are eligible.



REUSE, RECYCLING & WASTE PREVENTION

Actors aiming at reuse (short circuit), recycling and waste prevention are also eligible.

What **impact** is measured by PEF & OEF?



climate change



water scarcity



land use



acidification



ozone depletion



human toxicity
non cancer effects
health risk



marine eutrophication



eco-toxicity
freshwater



terrestrial eutrophication



particulate matter
respiratory inorganics



resource use
mineral



resource use
energy carriers



aquatic freshwater eutrophication



human toxicity
cancer effects



ionising radiation



photochemicals
ozone formation

OEF / PEF Scoring

If the organization or product has an OEF or PEF score as recommended by the European Commission, it can be compared with the eligibility thresholds per product category established by the independent company GLIMPACT, a partner of RMB.

A calculator is being developed with GLIMPACT to facilitate this exercise.

More information on obtaining an OEF or PEF score via www.glimpact.com

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



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move ahead

Thank you!