

Green Product Award · Green Concept Award

Full Scheme Rules

Version 1

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Purpose and regulatory context

This Full Scheme document explains the rules and how the Green Product Award and Green Concept Award are operated, how submissions are assessed, how jury and audience/editorial recognitions are separated, what evidence is expected, how the two seals may be used, and how Audience Award and Editor's Choice award recognitions may be communicated. They are intended to make the scheme transparent for applicants, certificate holders, badge users, consumers, competitors and authorities.

The rules are maintained with reference to Directive (EU) 2024/825 on Empowering Consumers for the Green Transition. The scheme is designed to support transparent, fair, non-discriminatory and independently assessed sustainability-label use. This document does not constitute legal advice and does not guarantee legal compliance of any applicant, product, service, process, concept, or claim.

The scheme distinguishes clearly between seals and award badges. The Green Product Award Seal and the Green Concept Award Seal are the only seals in the system. They are linked to certificate records and QR or web verification. Audience Award and Editor's Choice are award recognitions shown through visually distinct award badges; they are not seals, do not have seal certificates or QR verification, and must not be used as product sustainability proof, legal compliance approval or whole-company certification.

1. Scheme roles and responsibilities

The scheme separates operation, assessment, certification, jury evaluation, applicants and optional services. Assessment decisions are not influenced by commercial relationships or promotional services.

Function	Entity	Role
Scheme owner / operator / seal and badge licensor	White Lobster GmbH & Co. KG / Green Product Award	Operates the award platform, manages communications, events, participant relations, seal-use licenses and award badge permissions. It does not make individual assessment or certification decisions.
Assessment & certification body	Green Future Club gUG	Defines and oversees criteria, coordinates expert assessment and compliance monitoring under the published scheme rules, records certification outcomes and administers monitoring, renewal, correction, suspension and withdrawal procedures independently of applicants and commercial services.
Jury	Independent experts appointed and	Evaluates eligible submissions against the published criteria, subject to competence, conflict-of-interest

	coordinated by Green Future Club gUG (GFC) as the responsible scheme body	and recusal rules. For each eligible submission, at least two jury members assess the project; where applicable, a third juror or moderation may be used for divergence, close decisions or evidence questions.
Applicant / seal user / badge user	Company, start-up, student, graduate, designer or other eligible participant	Submits information through the online system. May use a seal only for the awarded subject, award route, category, validity period and seal-use rules. May use Audience Award or Editor's Choice badges only as the specific award recognition received and under the badge-use limitations.
Optional services	White Lobster / GPA Advisory, visibility, submission-support, communication, e-learning or product readiness services	Optional services are separate from assessment and certification decisions. Persons providing advisory or submission-support services to an applicant are excluded from assessment, moderation, monitoring and certification decisions for that applicant.

The Green Product Award is operated by White Lobster GmbH & Co. KG. Green Future Club gUG is a legally separate assessment and certification body responsible for criteria definition, expert assessment coordination, certification records and compliance monitoring under the published GPA Scheme Rules, independently of applicants and optional commercial services.

Certification decisions are made under the responsibility of Green Future Club gUG through documented assessment and certification procedures. White Lobster GmbH & Co. KG, as award operator and commercial service provider, has no right to alter jury scores, certification decisions, monitoring outcomes, suspension decisions or withdrawal decisions.

Any ownership, management or operational relationship between the scheme operator and the assessment body is managed through documented conflict-of-interest controls, role separation, decision records and exclusion of commercial staff from certification decisions.

2. Key terms

Term	Meaning
Award recognition	Recognition granted through the award process, such as Finalist, Winner, Audience Award or Editor's Choice. Award recognition alone does not automatically create a right to use a seal.
Green Product Award Seal	The seal for products or services already on the market that have been assessed under the published criteria and meet the applicable scoring, sustainability, evidence, validity and monitoring requirements. It is linked to a certificate record and QR or web verification.

Green Concept Award Seal	The seal for concepts that are not yet placed on the market. It recognizes the submitted concept at the assessed concept stage. It is an award seal for concept recognition, not product-market certification and not a product sustainability proof for marketed products.
Award badge	A visually distinct badge for Audience Award or Editor's Choice recognition. Award badges are not seals, do not have seal certificates or QR verification, and must not be used as product sustainability proof, legal compliance approval or whole-company certification.
Award route	The specific product, service or concept assessed, recognized and named on the certificate record or award communication.
Award scope	The named awarded subject together with the award route, award category and recognition level stated on the certificate record, for example Green Product Award, Consumer Goods, Finalist or Winner. It does not mean technical certification of packaging, materials, components or the company as a whole.
Certificate record	The verification record issued for Green Product Award Seal and Green Concept Award Seal use. It states the awarded project name, award route, category, recognition level, criteria version, validity, issuer and verification QR code.
Validity period	Green Product Award Seals are valid for 12 months from the date stated on the certificate record, unless a different period is expressly stated. Continued use requires renewal or re-review. Green Concept Award Seal use remains limited to the assessed concept stage and must not be used for product-level market communication once the concept enters the market.
Finalist / Winner	Recognition levels under the Green Product Award or Green Concept Award.
Audience Award Badge	A public-voting award badge reflecting audience preference among eligible jury-appointed Finalists. It is not a seal.
Editor's Choice Badge	An editorial award badge selected by the award editorial team independently of the jury score and public vote. It is not a seal.

3. Eligibility, award routes and categories

Eligibility applies to the two jury-assessed award routes: Green Product Award and Green Concept Award. Audience Award and Editor's Choice are not separate award routes. They are additional award badge recognitions described in section 9.

3.1 Green Product Award

The Green Product Award is for products or services already on the market. Applicants may include companies, start-ups and other eligible organizations that submit a specific product or service for assessment under the published criteria.

The Green Product Award uses jury evaluation against the published criteria and may lead to Finalist or Winner recognition. The Green Product Award Seal may be used only where the submitted product or service also meets the applicable scoring, Sustainability, evidence, validity and monitoring requirements.

The Green Product Award Seal applies only to the named awarded product or service, award year, category, recognition level, award scope and validity period shown on the certificate record. It is not whole-company certification, does not apply automatically to other products or services and does not guarantee legal compliance.

3.2 Green Concept Award

The Green Concept Award is for concepts that are not yet placed on the market. Applicants may include companies, start-ups, young designers, students and graduates submitting a concept at a defined development stage.

The Green Concept Award uses jury evaluation against the published criteria and may lead to Finalist or Winner recognition. The Green Concept Award Seal recognizes the submitted concept at the stage in which it was assessed. It is an award seal for concept-stage recognition, not product-market certification and not proof of sustainability for a marketed product.

If a recognized concept later becomes a marketed product or service, the Green Concept Award Seal may no longer be used for product-level market communication. The product or service must be submitted again under the Green Product Award before Green Product Award Seal use is possible.

3.3 Award categories

Categories include Architecture, Building Design, Consumer Goods, Fashion, Initiatives & Services, Interior & Lifestyle, Kids, Kitchen, Mobility, New Materials, Packaging, Personal Care, Sport and Workspace. The relevant category is stated in the submission process and, where applicable, on the certificate record.

4. Submission, assessment and certification process

Step	Process rule
Call for submissions	The scheme publishes a call for submissions, including relevant dates, applicant categories, fees, categories, criteria version and submission route.
Standardized online submission	Applicants submit through a standardized online form. Submitted information is stored in the award database and forms the primary basis of assessment.
Formal completeness check	The organizer checks submissions for formal completeness and eligibility. Participants may be invited or allowed to optimize, clarify or complete the submission before assessment.

Evidence review	Submitted information, files and evidence are reviewed against the published criteria. Unsupported claims are not accepted as substantiation for seal-relevant claims.
Independent jury assessment	Each eligible submission is assessed by at least two jury members through the online assessment system. Jurors score each criterion from 0 to 8 points. Scores, individual comments, averaged weighted points and jury quotes are retained as assessment records.
Green Product Award Seal eligibility check	After award scoring, Green Product Award Seal eligibility is checked separately against the awarded subject, award category, Sustainability threshold, substantiation rules, validity period, monitoring and seal-use conditions.
Public voting / Audience Award Badge	Public voting runs separately and may determine Audience Award Badges among eligible jury-appointed Finalists. It does not determine the jury score, criteria-based Finalist or Winner status, or Green Product Award Seal eligibility.
Moderation and close decisions	An in-person review, annual expert meeting and/or online meeting may be held to discuss close scores, evidence questions, category fit, inconsistencies or borderline decisions. Moderation clarifies application of the criteria; it does not replace the published criteria.
Outcome and documentation	Finalists and Winners under the Green Product Award or Green Concept Award receive a certificate record stating awarded subject, award route, category, recognition level, validity or concept status, QR/verification link, seal usage guidelines and permitted wording. Audience Award and Editor's Choice winners receive award badge communication guidance, not seal certificates.

5. Assessment independence and verification

Assessment and certification are coordinated by Green Future Club gUG as a legally separate body. Verification rests on documented procedures, competence of assessors, conflict-of-interest controls, retained assessment records and public criteria, rather than on unsupported self-declaration by the applicant.

The jury unites international experts from the fields of design, sustainability, business and science. Their diverse perspectives support balanced assessment and feedback. Jury competence is documented through an assessor competence matrix, jury appointment policy, conflict-of-interest declarations and recusal records.

The final assessment outcome and certification record are based on the weighted average of the juror scores, normally from at least two jurors and, where needed, additional assessment or moderation for close or divergent cases.

5.1 Conflict of interest and recusal

- Jury members and assessment participants must disclose personal, commercial, advisory or other relevant relationships with an applicant or submission.
- Anyone with a conflict in relation to a given applicant is excluded from assessment, jury deliberation, monitoring and certification decisions for that applicant.
- Where a person has provided advisory or submission-support services to an applicant, that person is excluded from assessment and certification functions for that applicant.
- Assessment records are maintained separately from commercial, advisory and promotional activities.
- For each submission, the scheme records whether any optional service was purchased, who delivered it, which assessors, jurors and certification decision-makers are excluded as a result, who assessed the project, the individual and averaged weighted points, and any approved jury quote used for communication.

5.2 Competence and independence documentation

Green Future Club gUG must maintain a documented competence and independence package for the scheme. This package must include the criteria version, assessor selection logic, jury appointment policy, assessor competence matrix, conflict-of-interest declarations, recusal records, assessment records, certification decision records, monitoring process and correction, suspension or withdrawal procedure.

The scheme requirements and criteria are reviewed with input from relevant experts and stakeholders, including jury experts and, where appropriate, sustainability, design, business, science, consumer communication and product-sector expertise. The assessment body keeps records of material criteria reviews and updates.

Where an external accredited verifier or separate verification body is used, that role must be identified in the relevant scheme documentation or certificate record. Where external accreditation is not used, the scheme must still be able to show documented competence, independence, third-party assessment and objective monitoring procedures. The scheme does not rely on unsupported applicant self-declaration.

Complaints and appeals may be submitted through the published contact channel service@gp-award.com. Complaints and appeals are handled separately from commercial and promotional activities.

6. Assessment criteria and scoring

Each submission is assessed across seven criteria. Each criterion is scored from 0 to 8 base points and is then weighted as set out in section 7. Sub-criteria guide the assessment; they are not automatically weighted equally unless expressly stated. The final score reflects the jury's assessment of the submitted materials and supporting evidence.

#	Criterion	Core question / role
1	Overall Approach	Is the idea clear, credible, original and relevant? This criterion supports award evaluation but does not replace evidence-based assessment of environmental or social characteristics.
2	Elaboration	Is the project well researched, developed and substantiated? Higher scores require documentation quality, transparency about assumptions and evidence traceability.
3	Impact	Does it create meaningful environmental, social, user or systemic benefit within a defined impact boundary?
4	Market	Is the target market clear, with credible demand, competitive positioning and potential to scale? Market does not substantiate sustainability performance and cannot compensate for weak sustainability evidence.
5	Design	Is it well designed in aesthetics, function, packaging, usability and communication? Design quality alone does not substantiate environmental or social performance.
6	Innovation	Does it introduce a meaningful novelty, improvement or new application? Novelty contributes to sustainability-related recognition only where the applicant explains and substantiates the sustainability benefit.
7	Sustainability	Are the sustainability benefits specific, lifecycle-aware and evidence-backed? This criterion has a mandatory gatekeeping function for Green Product Award seal eligibility.

6.1 General scoring scale

Points	Meaning
0	Not addressed or not assessable based on the submitted information.
1–2	Very weak, barely substantiated, marginally relevant or only generally claimed.
3–4	Solid; understandable, assessable and provides a clear basis for the criterion.
5–6	Good; easy to understand and supported by proportionate evidence.
7	Very strong; well evidenced, relevant and convincingly implemented.
8	Outstanding; exceptionally clear, well evidenced and exemplary for the criterion.

6.2 Criterion detail

Overall Approach (0–8)

- Clarity of the submitted product, service, process or concept and the problem it addresses
- Relevance of the problem addressed in the stated award category
- Credibility of the proposed solution based on the submitted information
- Originality of the approach, where this is linked to a clear product, service, process or concept contribution
- Quality and consistency of the concept framing, including the distinction between facts, assumptions and intended outcomes

- Reproducibility or transferability, where claimed and supported by the submitted materials
- Clear link between the overall approach and the specific subject submitted for assessment
- Note: this criterion supports award evaluation. It does not by itself substantiate environmental or social performance and cannot compensate for insufficient sustainability substantiation.

Elaboration (0–8)

- Depth of research and development behind the submitted product, service, process or concept
- Completeness of product, service, process or concept development at the submitted stage
- Quality, traceability and relevance of submitted documentation
- Evidence base, such as certificates, test reports, LCA, EPD, material data, supplier proof, calculations, technical documentation or comparable evidence
- Technical feasibility based on the submitted information
- Transparency about assumptions, limitations, exclusions and development stage
- Clear connection between submitted claims, supporting evidence and the assessed subject
- Note: higher scores require documentation that is specific to the submitted product, service, process or concept, or a clear explanation where evidence is category-level, supplier-level or representative.

Impact (0–8)

- Environmental improvement, where the claimed improvement is specific and linked to the submitted subject
- Social or working-condition improvement, where applicable and supported by appropriate evidence or explanation
- User-behavior improvement, where the mechanism and expected benefit are clearly explained
- Production-condition improvement, where the relevant production stage and evidence basis are identified
- Distribution, adoption or scaling potential, where this is linked to the claimed impact and not treated as impact by itself
- Systemic relevance, where the relevant system boundary is explained
- Clarity of the impact boundary, for example product, packaging, production, service delivery, use phase or end-of-life
- Consideration of relevant trade-offs, including whether a benefit in one area may create a negative effect in another lifecycle stage
- Note: impact claims must be specific, scoped and proportionately supported. A broad or aspirational impact statement alone is not sufficient for seal-relevant substantiation.

Market (0–8)

- Clarity of the target market and intended users
- Credibility of demand or need for the submitted product, service, process or concept
- Competitive positioning and differentiation
- Potential to scale, distribute or be adopted
- Realism of the route to market or adoption pathway
- Fit between the submitted subject and its intended market or user context
- Note: this criterion assesses market context and adoption potential. It does not assess or guarantee profitability, investment return, commercial success, legal compliance or sustainability performance.
- Note: Market points support award evaluation only and cannot compensate for insufficient Sustainability score, unsupported sustainability claims or a material sustainability substantiation gap.

Design (0–8)

- Aesthetic quality, visual language, coherence, material expression and desirability
- Usability and accessibility
- Functionality and ergonomics
- Packaging design, where applicable, including reduction, reuse, refill, elimination, material choice and product-system integration
- Communication clarity, including correct use, care, repair or disposal information without exaggerating sustainability claims
- Experience and behavior supporting longer use, lower waste or more responsible consumption, where the mechanism is explained
- Consistency between design features and the sustainability benefits claimed
- Note: design quality alone does not substantiate environmental or social performance. Sustainability-related design features contribute to seal eligibility only where their claimed benefit is specific, scoped and supported by proportionate evidence.

Innovation (0–8)

- Novelty in the relevant sector, market, product category or use context
- Significance of the problem addressed by the innovation
- Material, technical, process, service, social or business-model innovation
- Applicability beyond a single niche, where claimed
- Implementation feasibility based on the submitted information
- Improvement over existing alternatives, where the comparison basis is explained
- Relevance to sustainability transition, where the link to environmental, social or circularity benefit is clearly explained

- Note: novelty alone is not sufficient for sustainability-label use. Innovation contributes to seal eligibility only where the applicant explains and substantiates how the innovation supports a specific sustainability-related benefit.

Sustainability (0–8)

- Materials and sourcing, including the basis for any material-related claim
- Safer substitution, where the substituted substance, material or process and the benefit are identified
- Recycled, renewable or responsibly sourced content, where supported by appropriate proof
- Production impacts, including energy, water, emissions, chemicals and waste, where relevant to the submitted subject
- Supply-chain transparency, including the level of supplier information available
- Durability, repairability and upgradeability, where claimed and supported by product information, testing, guarantee terms, spare-part information or comparable evidence
- Use-phase impact, where the use scenario and claimed benefit are explained
- End-of-life, including reuse, recycling, take-back, compostability or biodegradability, only where the relevant conditions and evidence are provided
- Social conditions and fair production, where claimed and supported by suitable documentation
- Evidence quality and claim substantiation, including whether the main sustainability benefit is specific, scoped and proportionately supported
- Consistency between sustainability claims, submitted evidence, award category and permitted seal communication
- Note: the Sustainability criterion has a gatekeeping function for Green Product Award seal eligibility. A submission must reach at least 3 out of 8 base points in Sustainability to be eligible for seal use. Submissions scoring below 3 are not eligible for Green Product Award seal use, regardless of their total weighted score.
- Note: for Winner status, the submission must reach at least 5 out of 8 base points in the Sustainability criterion and the submitted sustainability benefits must not contain a material substantiation gap. A material substantiation gap exists where the main sustainability benefit communicated by the submission is unsupported, vague, materially overstated or not sufficiently linked to the submitted product or service and its award category or recognition type.

7. Score calculation, thresholds and moderation

Each eligible submission is assessed by at least two jurors. Each criterion is scored from 0 to 8 base points, generally calculated from the juror scores, and is then weighted to produce the final score.

The criteria are weighted as follows: Innovation and Market are weighted at 0.5 each; Sustainability is weighted at 2.0; Overall Approach, Elaboration, Impact and Design are each weighted at 1.0. This produces a maximum weighted score of 56 points.

- Finalist status in a category is awarded to the highest-scoring entry in that category, provided it reaches at least 18 out of 56 points. If no submission reaches this minimum score, no Finalist needs to be awarded in that category.
- Winner status in a category requires the highest score in that category, a minimum total score of 40 out of 56, at least 5 out of 8 base points in the Sustainability criterion, and no material sustainability substantiation gap. If no submission reaches these requirements, no Winner needs to be awarded in that category.

Sustainability threshold and Winner substantiation rule Green Product Award seal eligibility requires a minimum Sustainability score of 3 out of 8 base points. Submissions scoring below 3 in the Sustainability criterion are not eligible for Green Product Award seal use, regardless of their total weighted score. Winner status requires at least 5 out of 8 base points in Sustainability.

This threshold is a minimum eligibility floor. It prevents seal use where sustainability is not assessable, very weak, barely substantiated or only generally claimed.

For Winner status, the submission must reach at least 5 out of 8 base points in the Sustainability criterion and the submitted sustainability benefits must not contain a material substantiation gap. A material substantiation gap exists where the main sustainability benefit communicated by the submission is unsupported, vague, materially overstated, or not sufficiently linked to the submitted product or service and the stated award category or recognition type.

Scores in Overall Approach, Market, Design or Innovation cannot compensate for a Sustainability score below the minimum threshold or for a material substantiation gap in the main sustainability benefit.

Moderation meetings may be used in cases of close scores, significant discrepancies among jurors, questions regarding evidence, category fit, and consistency. Moderation clarifies the application of the criteria; it does not replace the published criteria.

8. Evidence requirements

Sustainability and impact scoring rest on substantiation. Each environmental or social claim must be supported by documentation appropriate and proportionate to the claim. Stronger or broader claims require stronger evidence.

- Acceptable evidence may include LCA, EPD, laboratory or performance tests, supplier declarations, chain-of-custody records, recycled-content proof, material safety data, repairability documentation, third-party certifications, audit reports and comparable documentation.
- Evidence does not need to be identical for every applicant or category, but it must be proportionate to the claim and suitable for the maturity level of the submitted subject.
- A claim made without proportionate evidence is not accepted as substantiation for seal-relevant claims.

- An unsupported, vague or overstated claim triggers a documented review and may reduce the score for the relevant criterion or prevent seal eligibility, depending on severity.
- Claims that cannot be substantiated must be excluded from the assessment and must not be repeated in permitted seal wording.

Specific, scoped claims only Applicants and seal users must state which characteristic is claimed, the scope it applies to and the evidence behind it. Standalone words such as “green”, “eco-friendly” or “sustainable” must not be used as blanket claims unless the exact scope and substantiation are clearly provided in the same communication context.

9. Award badge recognitions: Audience Award and Editor’s Choice

Audience Award and Editor's Choice are additional award recognitions shown through visually distinct award badges. They are not Green Product Award Seals or Green Concept Award Seals. They do not have seal certificates or QR verification and do not influence the jury score, category ranking, Finalist status, Winner status or Green Product Award Seal eligibility.

To be eligible for Audience Award or Editor's Choice, an entry must at least reach jury-appointed Finalist status. This eligibility requirement does not turn the award badge into a seal.

9.1 Audience Award Badge

The Audience Award is based on public voting among eligible jury-appointed Finalists. It reflects audience preference and recognizes the most popular eligible product and the most popular eligible concept among the eligible finalists.

The Audience Award Badge may be communicated only as the specific public-voting recognition received. It must not be used as product sustainability proof, legal compliance approval, whole-company certification, product-market certification or approval of other products or services.

9.2 Editor’s Choice Badge

The Editor's Choice is selected independently from the jury score and the public vote by the award editorial team. It recognizes submissions that are especially relevant, inspiring, timely or strong for communication.

The Editor's Choice Badge may be communicated only as the specific editorial recognition received. It must not be used as product sustainability proof, legal compliance approval, whole-company certification, product-market certification or approval of other products or services.

9.3 Award badge communication and limitations

Audience Award and Editor's Choice badges may be used in award announcements, press, social media, company news, presentations, winner communications and similar communications where the recognition type is clearly stated.

In consumer-facing product marketing, award badges must not be used in a way that suggests Green Product Award Seal status, legal compliance approval, whole-company certification or approval of other products or services.

Award badges must remain visually distinct from Green Product Award and Green Concept Award seals. The recognition type, for example "Audience Award" or "Editor's Choice", must remain clearly visible wherever the badge is used.

10. Seal use rules and award badge use rules

Binding rule The Green Product Award Seal and Green Concept Award Seal are the only seals in the system. Seal use is granted only for the named awarded product, service or concept, within the stated award route, category, recognition level and validity or concept status shown on the certificate record. Audience Award and Editor's Choice are award badges, not seals, and are governed by the badge-use limitations in sections 9 and 10.2.

10.1 Seal scope, QR verification and validity

The Green Product Award Seal may be used only during the validity period stated on the certificate record. Use must stop after expiry unless renewed or re-reviewed.

The Green Concept Award Seal may be used only for communication about the assessed concept and its concept-stage recognition. It must not be used for product-level market communication once the concept becomes a marketed product or service.

Seals may refer only to the named awarded subject, award route, category and recognition level. They must not be applied to other products, ranges or the company as a whole.

Seals do not certify overall company sustainability and must not be presented as whole-company certification.

Seals do not represent legal compliance. They must not be described as making a product EU-compliant or guaranteeing regulatory compliance.

Only Green Product Award and Green Concept Award seals have certificate records and QR or web verification. Audience Award and Editor's Choice badges do not have seal certificates or QR verification.

Where the Green Product Award Seal is used in direct consumer-facing product communication, including packaging, online product pages or point-of-sale material, it must be accompanied by a QR code, direct link or clearly visible reference to the awarded project page, certificate record or criteria page, unless technically impossible.

The issued certificate record for a seal must include a QR link or web link to the criteria page or certificate record, where the applicable scheme rules can be accessed.

A separate document on the use of seals and badges, complete with visual examples, outlines the practical guidelines for award winners. It must illustrate the different visual treatments for the Green Product Award seal, the Green Concept Award seal, the Audience Award badge, and the Editor's Choice badge, including permitted and prohibited uses aimed at consumers.

10.2 Permitted seal and badge wording

Use type	Permitted wording examples
Green Product Award Finalist Seal	"Finalist, Green Product Award [Year], Category [X]"
Green Product Award Winner Seal	"Winner, Green Product Award [Year], Category [X]"
Green Concept Award Seal	"Finalist, Green Concept Award [Year], Category [X]" / "Winner, Green Concept Award [Year], Category [X]"
Audience Award Badge / Editor's Choice Badge	"Audience Award Winner, Green Product Award [Year]" or "Editor's Choice, Green Product Award [Year]", with the badge recognition type clearly visible.

Seal and badge communication relates only to the named product, service or concept and the award route, category or recognition type shown. It does not certify the company as a whole and does not guarantee legal compliance with EU or national law. Audience Award and Editor's Choice badges must not be presented as equivalent to Green Product Award or Green Concept Award seals.

Where an award badge is used, the recognition type must remain clearly visible and must not be visually presented as a Green Product Award Seal or Green Concept Award Seal.

10.3 Prohibited or risky wording

Avoid	Use instead
Unlimited use of a seal or award badge	Use seals only during the applicable validity period or concept-stage permission, and use award badges only as the specific recognition received.
Future-proofed for EU regulations / ensures compliance with future EU standards	Assessed against published GPA criteria informed by current and upcoming EU sustainability-communication requirements. Not a guarantee of legal compliance.
Certified sustainable product as a blanket claim	For Green Product Award Seal use, communicate that the named product or service was assessed under the published criteria and met the applicable scoring, Sustainability and evidence requirements. Any sustainability-related statement must be specific and supported by proportionate evidence.
Green / sustainable / eco-friendly as standalone claims	Use a specific, award-scoped and evidenced statement. Avoid broad standalone wording such as "green", "eco-friendly" or "sustainable".

Audience Award or Editor's Choice used like a product seal	Use as award badge communication only, with the recognition type clearly visible. Do not use as product sustainability proof, Green Product Award Seal status, legal compliance approval or whole-company certification.
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10.4 Seal material-change duty, monitoring and withdrawal

Green Product Award Seal and Green Concept Award Seal holders must notify the assessment body if materials, suppliers, production method, packaging, claims or evidence behind an awarded submission change materially during the applicable seal-use period.

False, misleading or unsupported evidence triggers a documented review and may lead to correction, suspension or withdrawal depending on severity.

Use beyond the stated award route, category, recognition level or permitted seal or badge context, misleading use, failure to notify a material change, expiry without renewal or failure of a monitoring review triggers a documented review and may lead to correction, suspension or withdrawal depending on severity.

Monitoring is coordinated by Green Future Club gUG and is carried out at least annually during the validity period, including at or around the annual expert review cycle, and additionally on a risk-based basis, including complaints, material-change notifications, public claim reviews and sampling of active seal use. Monitoring may involve qualified jury experts or assessors with relevant competence. Monitoring outcomes, including correction, suspension or withdrawal decisions, are recorded separately from commercial award operations.

All active Green Product Award Seals and Green Concept Award Seals are subject to annual status review. Renewal applicants have two months from expiry or renewal invitation, as applicable, to apply and submit the materials requested for renewal review.

If a seal is suspended or withdrawn, the public certificate record is updated within 14 business days. The seal user must remove or correct digital use within 14 business days and physical use within a defined sell-through or correction period approved by the assessment body.

Continued physical use after suspension, withdrawal or expiry is handled under the applicable seal license, participation terms and enforcement procedure. This may include correction requirements, sell-through limitations, contractual fees or other enforcement steps where contractually agreed.

Continued use after the validity period requires re-review or renewal against the then-current criteria.

10.5 Complaints and appeals

Applicants may submit complaints about an assessment or appeal a certification decision through the published contact channel service@gp-award.com. Complaints and appeals are handled under the scheme rules, separately from commercial and promotional activities.

10.6 Green Concept Award Seal use

Green Concept Award recognition applies only to the submitted concept at the stage in which it was assessed. Historical recognition may remain listed without expiry, provided it remains clearly linked to the assessed concept, award year and concept status.

Any commercial use of the Green Concept Award Seal is limited to communication about the assessed concept and may not be used on, or in direct sales communication for, a marketed product unless that marketed product or service has been separately assessed under the Green Product Award route.

If a recognized concept enters the market, product-level use of the Green Concept Award Seal expires for that marketed product or service. The subject must be submitted under the Green Product Award before product-level Green Product Award Seal use is possible.

For this purpose, a concept is treated as entering commercial product communication where it is used for direct sales, pre-orders, paid reservations, crowdfunding sales, marketplace listings or comparable consumer-facing purchase invitations.

For student or graduate submissions made under the free student/graduate classification, the seal owner and permitted seal user is the student or graduate. If a student or graduate collaborated with a company, the external company does not receive a commercial seal license and may not use the seal unless separately assessed or licensed under the scheme rules.

10.7 Internal Pre-Publication Review for Seals, Certificates, and Award Badges

Before publication or handover, the organizer checks whether seal certificates, seal packages, badge files and public verification information are correctly separated. For seals, the check confirms the awarded project, award year, award level, category, validity period, issuing body, certificate or license ID, QR or verification link, applicable criteria version and seal-use limitations. For award badges, the check confirms that the badge is visually distinct, clearly states Audience Award or Editor's Choice and is not presented as a seal, product certification, market approval or whole-company certification.

Check point	Covered?
Project name stated	Yes / No
Award year stated	Yes / No
Award level stated	Yes / No
Category stated where applicable	Yes / No
Award route, category or badge recognition type stated	Yes / No
Validity period stated	Yes / No
Criteria version or criteria page linked for seals only	Yes / No

Certificate / license ID included for seals only	Yes / No
Issuing body stated for seals only	Yes / No
QR or verification link included for seals only	Yes / No
Optional project description included only where supported and approved	Yes / No
Disclaimer included: not legal compliance / not market approval / not whole-company certification	Yes / No
Seal-use or badge-use limitations included	Yes / No
Live public page wording consistent with scheme rules	Yes / No

11. Certificate record for seals

Certificate records and QR or web verification are issued for the Green Product Award Seal and Green Concept Award Seal. Audience Award and Editor's Choice are award badge recognitions and do not receive seal certificates or QR verification.

Field	Example
Certificate holder	Company / applicant name
Awarded subject	Product, service or concept name
Award route and category	Green Product Award or Green Concept Award, plus the award category stated on the certificate record. This is not a technical product-part certification and does not include Audience Award or Editor's Choice badges.
Award level	Finalist / Winner
Category	Packaging / Consumer Goods / etc.
Criteria version	GPA Criteria [year/version]
Assessment body	Green Future Club gUG
Validity	For Green Product Award Seal: 12 months, e.g. 1 June 2026 - 31 May 2027. For Green Concept Award Seal: concept-stage recognition status and limitations.
Status	Active / suspended / withdrawn / expired
Optional project description	Short specific award-related explanation only where supported by the submitted evidence and approved under the scheme rules; not mandatory for seal use.
Permitted wording	Exact seal wording allowed for Green Product Award Seal or Green Concept Award Seal use
Limitations	For example: does not certify the whole company; not legal compliance; concept-only where applicable.
Certificate / license ID	Unique certificate or license number
Issue date	Date on which the certificate is issued
QR / verification link	Public awarded project page, certificate record and/or scheme criteria page for seals only

12. Fees and assessment neutrality

Fees apply depending on applicant type and process stage. Students and graduates submit free of charge. All other participants pay a submission fee. Established companies additionally pay a finalist package fee upon nomination; for start-ups the finalist package is waived. Commercial seal-use rights are either included in the applicable package or stated separately in the call page or fee schedule. Current public amounts are published separately and must be confirmed before submission.

Assessment-neutrality rule Fees are based on applicant status and process stage. They do not influence eligibility, assessment, finalist status, winner status, certification or seal-use decisions. Optional services, submission review, promotional services and consulting do not influence assessment outcomes.

- No optional service influences eligibility, scoring, Finalist status, Winner status or seal rights.
- No paid upgrade from Finalist to Winner exists.
- Seal license fees apply only after successful certification or recognized seal eligibility, as stated in the applicable package or fee schedule.
- Renewal requires re-review against the current criteria.
- Commercial visibility packages are separate from certification decisions.

Stage	Fee logic	Notes
Submission registration	All non-student / non-graduate applicants, unless otherwise stated	Portal access, eligibility review and basic processing.
Finalist package	Established companies, on nomination; waived for start-ups	Finalist visibility, certificate, event/media package; may include seal license if stated.
Seal license	Green Product Award Seal or Green Concept Award Seal users, as stated in the applicable package or fee schedule	Time-limited or concept-stage-limited and limited to the awarded subject, award route and category; either included or separately stated. Audience Award and Editor's Choice are badge recognitions, not seal licenses.
Renewal / re-verification	Seal users continuing use after expiry	Requires re-review against current criteria; commercial terms are stated separately where applicable.
Optional add-on services	Applicants choosing extra services	No influence on assessment.

13. Independence of optional services

- Optional services are for preparation, communication, visibility, readiness or learning only.
- They do not guarantee nomination, finalist status, winner status, certification, seal-use rights or any regulatory outcome.
- Purchasing a service does not influence the assessment or certification of any submission.

- Where a person has provided such a service to an applicant, that person is excluded from the assessment and certification of that applicant's submission.
- For each submission, the scheme records whether optional services were purchased, who delivered the service, which assessors, jurors and decision-makers were excluded, who the jurors were for the project, the individual and averaged weighted jury points, and any approved jury quotes.

14. Review of scheme rules

These rules and criteria are reviewed periodically by Green Future Club gUG and updated to remain accurate and aligned with applicable requirements. Public call pages, fee pages, certificate records and seal-use guidance are kept consistent with the current scheme rules. The version applied to a given submission is the version stated on the certificate. Contact: scheme@greenfutureclub.com or +49 30 35527221.