

## 3rd-Party Certifications List Introduction

Global consumption of goods and services has produced negative consequences for the environment and human well-being, while putting strains on the natural and human capital required to create them. While certain harmful processes have been improved or outlawed, the scale of global consumption and its impacts continue to present major challenges on our journey towards a more sustainable society. Third-party certification systems have emerged becoming impactful tools with potential and validity, as well as indispensable symbols to some consumers.

Data from many studies indicate consumers are demanding companies use more sustainable practices and are more willing to pay a premium for products with sustainable certifications. More and more companies are considering the value of adding at least one or more sustainable certifications to build a more socially sustainable presence and increase their market potential. Sustainable products made in an ethical and environmentally maintained atmosphere can increase your triple bottom line (which allows organizations to measure their overall economic impact, by measuring their performance in three key areas - people, planet and profit.)

The types of sustainable certifications differ, from their foundations to the standards they examine. Preferably, your product and brand should reflect company values and values that will build enduring relationships with your consumers. You should assess how certifications can improve your triple bottom line.

To that end, the Pet Sustainability Coalition (PSC) has created this list of third-party sustainability certifications to help you find and determine which certifications can aid your company in achieving its sustainability goals. This list has been divided into six (6) categories to assist organizations in identifying their certification needs.

- Animal Welfare
- Business-Wide
- Environment
- Hard Goods
- Labor
- Packaging

### Please Note the Following:

1. This list is not meant to be comprehensive and will be updated annually.
2. A certification being on this list does not imply that PSC endorses this certification.
3. Some of the categories on this list align with those highlighted in [PSC's 4-Factor Framework](#) which was developed to help evaluate your supply chain (according to its environmental impact, social impact, nutrition, and animal welfare performance) and provide the pet industry with a common starting point for advancing sustainable sourcing practices.
4. A mix of certifications can be applied to a product to prove its ethical and environmentally sustainable status.

## Business Wide

Company operations and values

DESCRIPTION	LOCATION	LOGO
<p><b>1% FOR THE PLANET</b></p> <p>1% for the Planet was founded to prevent greenwashing, certify reputable giving and provide accountability. The 1% for the Planet certification is given to businesses and individuals that meet the commitment—donate 1% of annual sales or salary to environmental causes.</p>	International	
<p><b>ALLIANCE FOR WATER STEWARDSHIP (AWS)</b></p> <p>AWS certification is confirmation of having met the global benchmark for responsible water stewardship. Certification demonstrates the efficacy of their water stewardship practice by enhancing water stewardship capacity, and guiding, incentivizing and differentiating responsible water use.</p>	International	
<p><b>B CORPORATION CERTIFIED</b></p> <p>B Corp Certification is the only certification that measures a company's entire social and environmental performance. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment.</p>	International	
<p><b>CARBON TRUST</b></p> <p>A certification and mark of excellence that enables organizations to demonstrate their success in cutting their carbon, water and waste footprints. The verification and assurance services allow organizations to report environmental claims and data with confidence and credibility.</p>	International	
<p><b>CLIMATE NEUTRAL</b></p> <p>The Climate Neutral Certified label means you can be confident that you are buying from a brand that is taking responsibility to zero out its carbon emissions. Certification means a company takes responsibility for their carbon emissions via offsetting all of its emissions by investing in carbon reduction and removal projects like clean energy and reforestation.</p>	International	
<p><b>UN GLOBAL COMPACT</b></p> <p>The United Nations Global Compact is a voluntary initiative based on worldwide CEO commitments to implement universal sustainability principles and to undertake socially responsible policies, and to report on their implementation.</p>	International	

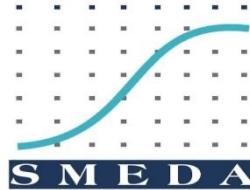
## Business Wide - Continued

Company operations and values

DESCRIPTION	LOCATION	LOGO
<b>FAIR FOR LIFE</b>  A certification program for fair trade in agriculture, manufacturing and trade. Certifies that stakeholders have chosen to act responsibly by implementing good economic, social and environmental practices throughout the supply chain.	International	
<b>INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)</b>  ISO certification certifies that a management system, manufacturing process, service, or documentation procedure has all the requirements for standardization and quality assurance. ISO is an independent, non-governmental, international organization that develops standards to ensure the quality, safety, and efficiency of products, services, and systems.	International	
<b>TRUE</b>  TRUE certified spaces are environmentally responsible, more resource efficient and help turn waste into savings and additional income streams. By closing the loop, they cut greenhouse gases, manage risk, reduce litter and pollution, reinvest resources locally, create jobs and add more value for their organization and community.	International	
<b>CENTER FOR RESOURCE SOLUTIONS - GREEN-E ENERGY</b>  Center for Resource Solutions' Green-e® certification program is the trusted global leader in clean energy certification. Certification means businesses and individuals purchase verified clean energy with confidence, and consumers are choosing sustainable products and services.	International	
<b>NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL, INC. (NMSDC)</b>  The National Minority Supplier Development Council (NMSDC) is an organization that is committed to integrating Minority Business Enterprises (MBE) equally in the public and private sector. This organization provides MBE certification for minority-owned businesses.	USA	
<b>SUPPLIER ETHICAL DATA EXCHANGE (SEDEX)</b>  SEDEX is a secure online database, as well as a supply chain management tool, helping companies to identify, manage and mitigate ethical risks in global supply chains. Members can share and manage information in four key areas: Labor standards, Health and Safety, the Environment and Business Ethics.	International	

## Business Wide - Continued

Company operations and values

DESCRIPTION	LOCATION	LOGO
<p><b>SMALL &amp; MEDIUM ENTERPRISE DEVELOPMENT AUTHORITY (SMEDA)</b></p> <p>SMEDA organizes training programs, seminars, workshops and conferences of short duration in major cities across the country for raising awareness and capacity building of SMEs. The programs are aimed at improving knowledge, skills and competencies in the technical, marketing, financial, compliance, policy, regulatory, legal, commercial and other important functions.</p>	International	 <p>The logo for SMEDA features a teal-colored line graph that starts at a low point on the left and rises to a plateau on the right, set against a background of a 5x5 grid of small teal squares. Below the graph, the letters "S M E D A" are written in a bold, black, sans-serif font.</p>

We hope that this list will help guide you as you choose which certifications are best for your company. If you notice there is a certification that should be added to this list, or would like to learn more about a certification, please contact us at [info@petsustainability.org](mailto:info@petsustainability.org).