

# GECA



L I F E C Y C L E  
E C O L A B E L  
I N F O P A C K

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[WWW.GECA.ECO](http://WWW.GECA.ECO)



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## **OUR VISION**

IS FOR A SUSTAINABLE  
FUTURE FOR PEOPLE  
AND PLANET.

## **OUR PURPOSE**

IS TO CREATE  
SOLUTIONS FOR  
SUSTAINABLE  
CONSUMPTION AND  
PRODUCTION.



"We view GECA certification as the highest level of Australian certification. GECA's high standards match the product and service standards at Spectrum Floors. GECA also maintains international connections to certifications around the world which ties in with our manufacturers. The GECA team provide excellent support to their licensees!" - ***Spectrum Floors***

"GECA is a leading authority on global sustainable solutions, and our goal is to innovate acoustic architectural designs for a greener, simpler life. So, for us, GECA certification ensures we're developing products with tomorrow in mind."

- ***Decor Systems***

# ABOUT GECA

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GECA is an **independent not-for-profit** organisation with a vision to achieve a sustainable future for people and planet.

**To create this brighter future, we help organisations and individuals to make, buy and do better!**

Our uniquely holistic approach to sustainability encompasses environmental, human health and social impacts. One way we practice this is via our lifecycle ecolabelling program, which looks at impacts across a product or service's entire lifecycle, from the extraction of raw materials to the end of its life.

Our team has developed 27 lifecycle ecolabel standards for various product and service categories. We also offer a Claims Authentication service, which provides third-party assurance that a claim has been substantiated through an in-depth exploration. In addition, our GECA LCA Suite includes Life Cycle Assessments (LCA) and Environmental Product Declarations (EPDs), and we offer training and consultancy services.

“We felt that GECA was the best certification system for us to work with as GECA offered some flexibility within parameters for our range which do need to be customised for projects at times. It’s really important to us that we have independent certification about the environmental credentials of our products. It’s meaningful to us and to many of our clients.” – **Koskela**



GECA is proud to be a certified B Corporation and one of the

## Best For The World™ B Corps of 2022!

Certified B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. There are over 4,000 B Corps across 77 countries and 153 industries, unified by one common goal: transforming the global economy to benefit all people, communities, and the planet.



At GECA, we've excelled in the area of Governance.

We're incredibly proud of the governance structures we have put in place, as they ensure we are continually adhering to our values of **integrity**, **independence** and **impact**.

GECA's commitment to stakeholder engagement, trust, and transparency **translates across all levels of the supply chain**, from manufacturers to retailers, procurement professionals, community groups, government agencies, and individuals.

# WHY GECA?

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“GECA certification is for us, the most effective way for Sustainable Living Fabrics to remain accountable to our commitment to sustainable practices as well as keeping our fabric at the highest quality. Sustainable Living Fabrics has been GECA certified since 2005. It’s a privilege to go beyond the bottom line and take responsibility for our part in caring for the natural environment.”

- **Sustainable Living Fabrics**

## WHAT SETS US APART

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GECA is the only not-for-profit organisation in Australia that follows ISO 14024 principles for global best practices in ecolabelling.

That means our certification program is robust, transparent and independently audited by external Assurance Providers.

The GECA lifecycle ecolabel shows that your product or service has been assessed for environmental, human health and social impact across its entire lifecycle while proving that they perform as promised.

**Meaning they’re a better choice for people and planet!**

Our certification scheme was the first of its kind in Australia, and has thousands of certified products.

GECA standards and certificates are publicly available to consumers.



**1 Trust**  
Certifying against our robust, transparent and trustworthy standards instil trust in your brand and products, eliminating 'greenwash' and providing you with a competitive edge.

**2 Green Building Schemes Recognition**  
GECA standards are recognised by green building schemes such as the Green Building Council of Australia (GBCA), Infrastructure Sustainability Council (ISC), WELL Building Standard, National Australia Built Environment Rating System (NABERS) and Living Future Institute Australia (LFIA). It also aligns with some criteria requirements from Leadership in Energy and Environmental Design (LEED).

**3 International Recognition**  
GECA is the only Australian member of the Global Ecolabelling Network (GEN), the leading network of the world's most credible and robust lifecycle ecolabels. With GECA, we may be able to support recognition to international ecolabels, or minimise assessments if you have existing certifications.

**4 SDGs**  
GECA certification process helps companies improve their sustainability practices, progressing toward Sustainable Development Goals (SDGs) and showing leadership in the area.

**5 Procurement**  
GECA certified products and services are highly recommended by procurers and listed through various procurement channels in government, education, hospitality and business.

**6 Marketing**  
With your certification comes added marketing opportunities via our marketing channels, advocacy and recognition within green building schemes.

**7 Collaboration**  
GECA licensees are invited to collaborate on our standard development, industry projects and research, environmental programs, trade shows, conferences, editorials and a range of marketing and communications opportunities.

# THE GECA LIFECYCLE ECOLABEL

We're proud to run Australia's only not-for-profit multi-sector lifecycle ecolabelling program. Our standards are developed and revised through a multi-stakeholder process.



## One ecolabel says it all



GECA certified products and services must meet criteria for a wide range of environmental, human health and social impacts across their entire lifecycle while proving that they perform as promised. Meaning they're a better choice for people and the planet!

Implementation of the standards lead to more sustainable practices, contributing to progress on SDGs.



Our team has developed over 27 lifecycle ecolabel standards for various product and service categories.

GECA standards are independently assessed by our Assurance Providers.



Markets, consumers and governments value and prefer sustainable products and services.



Standards	GBCA	ISC	WELL
Adhesives, Fillers & Sealants	✓	✓	✓
Building Insulation Materials		✓	✓
Carpets	✓	✓	
Cement, Concrete & Concrete Products	✓	✓	
Cleaning Products		✓	✓
Cleaning Services			
Construction & Demolition Waste Services		✓	
Copying Machines, Printers, Fax & Multifunctional Device			
Floor Coverings	✓	✓	✓
Furniture, Fittings, Foam & Mattresses Level A	✓	✓	✓
Furniture & Fittings Level B		✓	✓
Hard Surfacing	✓	✓	
Infant Mattress			
International Ecolabelled Products			
Paints & Coatings	✓	✓	✓
Panel Boards	✓	✓	
Personal Care Products			
Recycled Products	✓	✓	
Refrigerants	✓		
Reusable Plastic Bags			
Sanitary Paper Products			
Sanitary Products			
Stationery & Office Supplies			
Steel & Steel Products	✓	✓	
Sustainable Products & Services	✓	✓	
Textiles & Leather			
Waste Collection Services	✓	✓	

**GECA Lifecycle Ecolabel brings trust and products and eliminates 'greenwash'**

We have an array of standards ranging from flooring, furniture and cleaning products to waste collection services, steel and concrete.

# CERTIFICATION PROCESS



## 01 Pre-Application

### *Meet with the GECA team.*

Review relevant GECA standard and meet with the GECA team to discuss the certification process.

You will then be sent the pre-assessment survey for you to complete, to ensure you are ready for certification.



## 02 Request a Quote

Once your pre-assessment survey has been approved by the GECA team, you will be sent further details on how to obtain a quotation within the GECA Portal.

You will then receive an **obligation free** quote from our third-party Assurance Providers.



## 03 Accept Quote

You will then need to decide which quote you would like to accept from the Assurance Provider Organisation, who will then conduct the assessment.

**A one-off application fee of \$950+GST** is payable to GECA prior to the commencement of the assessment.

*This fee only applies if you are not an existing ecolabel licensee.*

**New certifications:** Once you approve the proposal, the assessment must be completed within 12 months from the date of allocation of assessor with the Assurance Provider. If the conformance assessment is not achieved within 12 months, you may be required to re-apply for certification and restart the assurance process, which will result in additional costs.

*Note: if you need to address major non-conformances or exceptions that cannot be completed within the normal timeframe, a clearly defined extension period may be agreed on a case-by-case basis*



## 04 Assessment

A **conformance assessment** is conducted.

All standards except, GECA's International Ecolabelled Products standard, **require an onsite audit**.

A verification report is produced as a result of the conformance.

All product information remains confidential.



## 05 GECA Certified

Upon completing your successful assessment, you will be awarded a **GECA licence certificate**.

You will receive a **licence agreement to sign**, the **GECA certified logos** with a brand guideline, and a **GECA Marketing Toolkit** to assist you in communicating your globally recognised GECA certification.



## 06 Recertification

To uphold your certification, an annual licence fee is required and **re-assessment is required every 3 years**.

This process is then repeated.

\*Please note our Sustainable Products and Services (SP&S) standard requires an LCA and so the process differs to the above. You can view this certification process and learn more about this standard [here](#).

**Re-certifications:** Licensees must complete re-certification before their current certificate expires. If the licensee has not completed recertification within this additional timeframe, the licensee's GECA certification may be withdrawn, their company profile page taken off the GECA website, and the licensee will be required to re-apply for certification bearing any additional costs.

*Note: if the licensee needs to address major non-conformances or exceptions that cannot be completed within the normal timeframe, a clearly defined extension period may be agreed on a case-by-case basis.*

# TIMING & INVESTMENT

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The time required for the Audit Process varies and can be anywhere between **3 - 6 months**, assuming all data and documentation have been provided. Please see conditions for completion of assessments on page 9 to 10.

Our pricing model aims to make GECA certification achievable and fair for all business sizes and sectors.

It is an annual fee reflective of that year and only the revenue of your GECA certified products. As a not-for-profit, revenue is put back into developing more standards and initiatives to create solutions for sustainable consumption and production.

"It's always been important that we back up our eco-friendly claims with respected third-party certification to build and maintain trust with our customer base...GECA provides a rigorous and detailed approach to certification that not only challenges us as a brand to continue to improve; it also holds us accountable as we grow." - **Koh**



Annual Revenue for GECA certified products	Annual License Fee
\$0.00 to 1M	\$2,350
Above 1M - 2M	\$4,350
Above 2M - 3M	\$6,750
Above 3M - 4M	\$9,000
Above 4M - 6M	\$14,100
Above 6M - 9M	\$20,800
Above 9M - 13M	\$24,600
Above 13M - 18M	\$28,100
Above 18M - 35M	\$32,000
Above 35M - 70M	\$38,000
Above 70M - 100M	\$44,800
Above 100M - 300M	\$50,400
Above 300M+	\$70,100

Please note: Prices are GST exclusive. The product revenue is calculated in Aust. dollars (AUD). If sales are sold/recorded in an alternate currency, please use the following [currency conversion website](#).

*\*These prices are reviewed annually  
\*Updated June 2024*

# OTHER SERVICES



## GECA CLAIMS AUTHENTICATION

Conscious consumers want to be able to confidently differentiate your product, service or organisation from others that may have false or misleading claims.

With a GECA Authenticated Claim, you and your customers will have an independent third-party assurance that your claim has been substantiated through an in-depth exploration.

[LEARN MORE](#)



## VINYL CYCLE

The VinylCycle Label and verification process represent a collaborative partnership between the Vinyl Council of Australia (VCA) and GECA to verify recycled PVC content claims, encouraging recycled PVC uptake and related innovation.

[LEARN MORE](#)



## STRIP OUT WASTE PROGRAM

With support from the Better Buildings Partnership (BBP), this program will improve the accuracy and transparency of stripout waste data.

It aims to substantiate best practice and encourage sustainable stripout waste management processes.

[LEARN MORE](#)



### **CONSULTATION AND ADVISORY**

We provide a customised range of consulting services to meet your own organisational needs.

Get in touch with us to find out how we can help your business make better choices.

[LEARN MORE](#)



### **EDUCATION AND TRAINING SERVICES**

We provide a range of experiences for education and information through webinars, online presentations and face to face engagement.

We also have a partnership with Marque Lawyers to provide Environmental Claims training

[LEARN MORE](#)

# OUR LICENSEES

Our lifecycle ecolabel licensees demonstrate their continued commitment to having a lower environmental, health and social impact via independent GECA certification.



**110**  
ECOLABEL & CLAIMS  
LICENSEES



**+2000**  
GECA CERTIFIED  
PRODUCTS







# GECA



## CONNECT WITH US

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