

Europe's largest online database on eco-labels and quality labels!

Welcome to www.label-online.de – Europe's largest online database on eco-labels and quality labels!

Organic fruits, fair trade coffee, recyclable paper, sustainable fishing and ethical management – our global markets are flooded by a wide range of labels and management standards. But how trustworthy are eco-labels and management standards? What exactly do they stand for? Do they hold true to their claims? Who certifies them? Is my product or company eligible? What requirements have to be fulfilled? And are there independent audits?

www.label-online.de guides you through the label jungle by providing consumers, companies and stakeholders with expert information and evaluations of more than 400 eco-labels, CSR codes and selected management standards and certification systems.

www.label-online.de was first launched in 2000 and has since been growing to become one of the largest label search engines in the world.

www.label-online.de is brought to you by VERBRAUCHER INITIATIVE e.V. (consumer initiative). We are a German-based non-profit organization promoting critical consumerism. The initiative was founded in 1985 and has its head office in Berlin. Our mission is to provide consumers with in-depth information about consumer issues in order to enable them to make informed choices. VERBRAUCHER INITIATIVE's members are convinced that everybody can make a difference by choosing greener, healthier and socially responsible products and services and thus influence global market players towards sustainable business and socio-economic practices.

Quality labels

Whether you are looking for labels which certify organic food or want to learn more about "the blue angel" or the international Fairtrade label:

Our user-friendly search engine helps you find more than 400 labels sorted by label name, category, evaluation or alphabetically. Our 20 different categories include a wide range of fields such as food & beverages, computer & online shopping, clothing & shoes, cosmetics & sanitation or wood & materials.

www.label-online.de provides you with detailed information regarding each label, including the logo, the main objective of the label, the certifier, contact details and an expert evaluation (see below).

For a fun approach to green labels in your home, visit our flash player animated sustainable home (see "Nachhaltiges Zuhause" on our homepage). A walk through the different rooms helps you to make smart choices next time you are going shopping or planning to invest in or renovate your home.



Label

ONLINE



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Expert evaluation

Each label on www.label-online.de has been evaluated and graded by our team of experts. To ensure the credibility and transparency of this process we have developed a standardized evaluation scheme.

Our expert evaluation scheme consists of a total of 11 criteria categorized in four main groups: objective, independence, verifiability, transparency. The maximum number of points is 11.

	max. number of points
objective	
● allocation criteria go beyond legal prescriptions	1
● wide allocation basis in regards to content (ecological, health, social and technical aspects etc.)	1
● consideration of lifecycle (raw materials, production and manufacturing process, waste management) and the end product itself	1
independence	
● development of criteria occurs under enlistment of external and independent body	1
● allocation of label through external and independent body	1
● adherence to allocation criteria controlled by independent body	1
● issuer of label is independent	1
verifiability	
● presence of concrete and verifiable criteria with clear point of reference	1
● limited use of label	1
transparency	
● appropriately documented and accessible allocation criteria	1
● violations of allocation criteria are sanctioned and publicized	1
	11

Our grades:

11 - 10 points : recommendable (= empfehlenswert)

09 - 08 points: somewhat recommendable
(= eingeschränkt empfehlenswert)

07 - 06 points: not recommendable (= nicht empfehlenswert)

05 - 00 points: misleading (= irreführend)

Contact information

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Management standards

The world of management is rapidly changing. Over the past decades a call for standardization in the world economy has led to the growing implementation of standards developed as a form of international consensus on good quality management practice. A large number of standards and CSR codes have thus proliferated worldwide. Label-online.de therefore aims to offer guidance to individuals and companies trying to understand the landscape of corporate responsibility while managing their way through the jungle of sustainability, human rights and CSR standards by providing an overview of the most relevant management standards and norms that exist to guide sustainable corporate behavior.

While some organizations decide to go through independent, third party audits and get officially certified, certification is often not a compulsory requirement of management standards. Many standards are primarily used as guidelines to internally discuss, compare and improve management practices. Yet organizations which do decide to voluntarily certify usually earn the fruits of their proven credibility through enhanced customer satisfaction.

On www.label-online.de we have included some of the most important management standards and CSR codes, starting from globally relevant standards that provide requirements or give guidance on good management practices in large organizations, to locally relevant standards for small and medium sized enterprises.

Examples include general standards:

- ISO14001 which provides requirements for organizations wishing to operate in an environmentally sustainable manner.
- SA8000 is one of the world's preeminent social standards. It focuses on labor rights and is a recognized benchmark among the voluntary codes and standard initiatives that companies and factories use to measure their performance.

... and sector-based standards:

- Responsible Jewellery Council certification is designed to apply to all sectors of the diamond and/or gold jewellery supply chain, from mining to retail.
- Forest Stewardship Council certification system is addressed at companies and organizations interested in responsible forestry.

We have neither evaluated the management standards nor have we graded them (except with eco-labels). Nevertheless, our experts offer a detailed description – including the main focus and details of the certification process – on the individual standards for the readers to make their personal conclusions as to whether a particular standard is what they are looking for or not.

We hope that this service will be of interest to you. If you have further questions please do not hesitate to contact us.

Thank you for visiting www.label-online.de!