



# **LIFECYCLE ECOLABEL INFO PACK**



“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

## GECA IS AUSTRALIA'S LEADING INDEPENDENT, MULTI-SECTOR ECOLABELLING PROGRAM.

GECA helps organisations and individuals make, buy, and do better. Our holistic approach to sustainability encompasses environmental, human health, and social impacts, assessed across a product or service's entire lifecycle, from the extraction of raw materials to end of life. We support procurement and purchasing decisions across government, the built environment, hospitality, healthcare, education, and more.

Our team has developed 25 lifecycle ecolabel standards across a wide range of product and service categories. We also offer **Claims Authentication** — third-party assurance that a sustainability claim has been substantiated through in-depth review. Through our **Advisory** services, we help organisations develop sustainable procurement policies and roadmaps, implement responsible sourcing practices, and build internal capability through tailored training programs. Our advisory toolkit includes Sustainable Sourcing Scorecards, Environmental Hotspot Analysis, and Social Hotspot Assessments.



### OUR MISSION

Creating solutions for sustainable consumption and production



### OUR VISION

A sustainable future for people and planet



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



## PROUDLY CERTIFIED B CORP SINCE 2015

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?

## WHAT SETS US APART

GECA is Australia's only not-for-profit ecolabelling program following ISO 14024 principles, meaning our certification is robust, transparent, and independently audited by external Assurance Providers.

A GECA ecolabel signals that a product or service has been rigorously assessed for environmental, human health, and social impact across its entire lifecycle, and performs as promised. As Australia's first program of its kind, we have thousands of certified products across our 25 standards, all publicly available for consumers to verify.

“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 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**

# BENEFITS

## 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.



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 25 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.

# CERTIFICATION PROCESS

1

## Pre-Application

Review the 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, along with an ingredients template to fill out, to ensure you are ready for certification.

2

## 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.

3

## Accept Quote

Once you've received quotes from Assurance Provider Organisations, select one to conduct your assessment.

**A one-off application fee of \$985+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*

# CERTIFICATION PROCESS

4

## 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.

5

## 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.

6

## 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

Please note; All licensees undergoing recertification must finalise their assessment before certificate expiry, and if the assessment has started but not yet finalised and the certificate expires, they must hold a current letter of support.

Only 2 x letters of support will be issued, valid for 3 months each giving an additional 6-months post expiry, and these will now be charged at \$500 + GST.

# STANDARDS

GECA Lifecycle Ecolabel brings trust and products and eliminates ‘greenwash’

|                                                | <u>GBCA</u> | <u>ISC IS</u> | <u>WELL</u> |
|------------------------------------------------|-------------|---------------|-------------|
| Adhesives, Fillers & Sealants                  | ✓           | ✓             | ✓           |
| Building Insulation Materials                  | ✓           |               |             |
| Carpets                                        | ✓           | ✓             | ✓           |
| Cement, Concrete & Concrete Products           | ✓           | ✓             |             |
| Cleaning Products                              | ✓           |               | ✓           |
| Cleaning Services                              |             |               |             |
| Construction & Demolition Waste Services       |             | ✓             |             |
| 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                                   |             | ✓             |             |
| Sanitary Paper Products                        |             |               |             |
| Sanitary Products                              |             |               |             |
| Stationery & Office Supplies                   |             |               |             |
| Steel & Steel Products                         | ✓           | ✓             |             |
| Sustainable Products & Services                | ✓           | ✓             |             |
| Textiles & Leather                             |             |               |             |
| Waste Collection Services                      | ✓           | ✓             |             |

# TIMING & INVESTMENT

The time required for the Audit Process varies and takes on average **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<br>GECA CERTIFIED PRODUCTS                                                                                                                                                                                                                                                                   | ANNUAL LICENSE FEE |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| \$0.00 - 1M                                                                                                                                                                                                                                                                                                     | \$2,600            |
| \$1M - \$2M                                                                                                                                                                                                                                                                                                     | \$4,700            |
| \$2M - \$3M                                                                                                                                                                                                                                                                                                     | \$7,300            |
| \$3M - \$4M                                                                                                                                                                                                                                                                                                     | \$9,800            |
| \$4M - \$6M                                                                                                                                                                                                                                                                                                     | \$15,100           |
| \$6M - \$9M                                                                                                                                                                                                                                                                                                     | \$22,400           |
| \$9M - \$13M                                                                                                                                                                                                                                                                                                    | \$26,500           |
| \$13M - \$18M                                                                                                                                                                                                                                                                                                   | \$30,400           |
| \$18M - 35M                                                                                                                                                                                                                                                                                                     | \$34,400           |
| \$35M - \$70M                                                                                                                                                                                                                                                                                                   | \$40,700           |
| \$70M - \$100M                                                                                                                                                                                                                                                                                                  | \$48,100           |
| \$100M - \$300M                                                                                                                                                                                                                                                                                                 | \$54,100           |
| Above \$300M                                                                                                                                                                                                                                                                                                    | \$75,200           |
| <p>Please note: Prices are GST exclusive. The product revenue is calculated in Australian Dollars (AUD). If sales are sold/recorded in an alternate currency, please use the following <a href="#">currency conversion website</a>.</p> <p>These prices are reviewed annually,<br/><i>Updated July 2026</i></p> |                    |

# OTHER SERVICES

## GECA CLAIMS AUTHENTICATION

[Learn more](#)

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.

## VINYL CYCLE

[Learn more](#)

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.

## CONSULTATION AND ADVISORY

[Learn more](#)

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.

## STANDARDS DEVELOPMENT

[Learn more](#)

GECA-certified products meet ISO 14024 international principles and are recognised by GBCA, ISCA, WELL Building Institute, NABERS, and the Global Ecolabelling Network. As a multi-sector program, we continually expand our standards — if you can't find one for your product, get in touch.

# OUR LICENSEES

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

**90**

Ecolabel & Claims  
Licensees

**+1800**

GECA Certified  
Products

[View current licensees](#)

[Product & service directory](#)



## Everyone's a Winner with GECA (Subtitles)

GECA



Watch on YouTube

So everyone wins, the people and the planet.



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