

The Government-run Textile Certification Label **Green Button** – Opportunities for textile manufacturer

The Green Button is a **government-run certification label** for sustainable textiles and is awarded on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). **It is issued to buying brands – not to manufacturers.**

However: As a producer, you play a crucial role in enabling your customers to meet the certification requirements. If your facility supports the requirements, you become a preferred partner for brands seeking certification with the Green Button.

What certification means for buying brands – and for you:

When brands apply for the Green Button, they take on binding corporate obligations, including:

1. Risk-based Due Diligence

Due Diligence requirements are at the core of the Green Button. Brands must:

- Conduct risk analysis for human rights and environmental protection
- Implement preventive and corrective measures
- Establish grievance mechanisms

2. Shared responsibility across the supply

Certified brands must ensure human rights and environmental standards are upheld throughout their supply chains – least on Tier 1 and 2. They are expected to cooperate with their partners on equal terms.

3. Wages

Brands are expected to work toward raising wages and must address wage gaps in cooperation with their suppliers.

4. Responsible purchasing practices

Brands must align purchasing practices with sustainability goals, including:

- Fair pricing
- Realistic lead times
- Long-term supplier relationships
- Avoiding purchasing practices that create social risks

This shows: **Manufacturers become strategic partners for brands** in fulfilling their Due Diligence obligations.



Why buying brands act now

Sustainability legislation is increasing worldwide. This means: Your customers will increasingly need reliable, transparent, and compliant manufacturing partners. For the Green Button, it is highly relevant that its requirements reflect the reality of manufacturers. The Green Button is currently under revision, the new version – the Green Button 3.0 – shall be closely aligned with the European Green Deal to streamline sustainability efforts.

In our workshop on 09 June 2026 in Faisalabad, we would like to discuss the contents of the new Green Button 3.0 draft, to ensure feasibility and practicality for manufacturers.