



5 YEARS GREEN BUTTON

HOW WE CHANGE FASHION

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90% of our textiles are produced in countries of the Global South - often under inadequate conditions. An estimated 75 million people are involved in the production of textiles, the majority of whom are women. The Green Button therefore holds (textile) companies responsible for fulfilling their due diligence obligations and complying with human rights and environmental standards in their supply chains.

What is the Green Button?

The Green Button is a government-run label for sustainable textiles. It was introduced in September 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ) and established as the first German certification mark. The aim of the Green Button is to improve working and production conditions in textile supply chains by closing a significant gap: It is the first label that systematically checks whether companies take responsibility for complying with human rights and environmental standards in their supply chains - in other words, whether they fulfil their corporate due diligence.

www.gruener-knopf.de/en



The Green Button has shown for the first time: **Corporate due diligence** can be implemented and audited!



The experience of the Green Button companies has been incorporated into the development of the **German Act on Corporate Due Diligence** in Supply Chains and the European Corporate Sustainability Due Diligence Directive.



What makes it special: The Green Button checks whether companies, as a whole take responsibility for all their **textile supply chains**, not just for individual products.

Meta-label approach: Improving production conditions with higher standards

- The Green Button has recognised **20 labels** with which companies can prove that they comply with social and ecological **standards** in production. These labels have tightened their requirements through cooperation with the Green Button, including in the areas of child labour, occupational health and safety and the handling of chemicals.
- This means that workers in over **27,000 facilities**, including in India, Bangladesh and Turkey, benefit from the improved requirements in the recognised labels.

Continuous further development, improvement and harmonisation:

- ✓ The Green Button was further developed in 2022 in a broad-based process involving various experts. The result is the current Green Button Standard 2.0.
[Further development of the Green Button](#) [Green Button Standard](#)
- ✓ In addition, the Green Button's uniquely robust testing system is constantly being improved. It relies on the continuous learning of independent auditors and their monitoring by the German Accreditation Body (DAkkS), among others.
[German Accreditation Body \(DAkkS\)](#)
- ✓ A comparison of the Green Button requirements with the requirements of the German Act on Corporate Due Diligence in Supply Chains shows that the Green Button is 87% coherent. In some requirements, it even goes beyond the law
[Implementing corporate due diligence](#)
- ✓ Independent comparisons confirm this: The Green Button is largely coherent with international frameworks.



The Green Button is in demand

Over 425 million textiles sold - from bed linen and workwear to outdoor and fashion (as of 2024).

The Green Button is well known

2024, the Green Button is the **third best-known quality label** for clothing. 47% are familiar with the government-run textile label and 60% of them have already bought at least one product labelled with the Green Button.¹

The Green Button is visible

In retail and everyday life, it can be found on towels and bed linen in hotels, on work clothes in the food retail trade or on German railways, in hospitals and in the care sector.

¹ Source: Representative survey by the opinion research institute GfK, 2024 on behalf of GIZ

What's next for the Green Button?

Even after the introduction of the German Act on Corporate Due Diligence in Supply Chains and the European Corporate Sustainability Due Diligence Directive, the Green Button remains relevant. As a voluntary label, the Green Button goes beyond the minimum standards.

In addition, the Green Button is a broad-based approach to due diligence, as it also includes smaller companies that are not affected by the law. The Green Button will continue to evolve in the future. This is a central core of a credible label. The many legislative innovations at EU level are an important source of impetus here

Contact

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