

THE GREEN WAY TO LIFE

CODE of ETHICS

Members of the Association THE GREENWAY TO LIFE are subject to ethical behavior is a prerequisite for their effective integration into the Association.

The Code of Ethics issued by the Board of Directors of the Association THE GREENWAY TO LIFE is likely to be revised at regular intervals on the decision of the Board of Directors. It must indeed adapt to changing business, regulatory and technical context.

The Code of Ethics of the Association THE GREENWAY TO LIFE sets ethical standards that follow the spirit of the principles of Sustainable Development.

It focuses in particular to prevent any misuse of its action through misleading and deceptive - especially in the case of labels developed by the Association. This is why the first version of the Code of Ethics with particular emphasis on communication, the allegations and the reality of the commitment of its members.

It revolves around seven commitments

1. Adopt a responsible communication

Any Member of the Association THE GREEN WAY TO LIFE is committed to follow the recommendations of the Charter Communication issued by the Association. This Charter Communication is developed by the Association THE GREEN WAY TO LIFE following reference texts and best practices of European states in terms of communication and allegations relating to sustainable development initiatives.

2. Meet the standard use of the logo THE GREENWAY TO LIFE as well as labels produced by the Association

Any Member of the Association THE GREEN WAY TO LIFE undertakes to comply strictly Charters Graphs Association logos and labels that will be developed, which requires compliance with the use of these signs on all possible media communication: internet, packaging ...

3. Edit an Annual Sustainability Report

Association THE GREEN WAY TO LIFE undertakes to edit each year, commencing its second year, an annual report on its activities under the Sustainable Development of the three dimensions of sustainability: environmental, economic and societal . This report will be accessible to all audiences. It will be posted on the website of the Association and all its stakeholders.

4. Submit communications concerning the Association THE GREEN WAY TO LIFE and labels it develops to the approval of the Association

To ensure the integrity and excellence of its quality signs, the Association THE GREEN WAY TO LIFE must approve any communication initiated by Members relating to the Association or its activities.

5. Qualify all or part of a brand or product

Any trademark that use a label developed by the association THE GREENWAY TO LIFE must certify at least 50% of its products (by volume) in 3 years under this label.

6. Promote a more equitable society

Members of the Association THE GREENWAY TO LIFE undertake to promote the conditions for a more just and equitable society by establishing their businesses in pay scales that conform to a reasonable gap between the highest and lowest salaries. The company will maintain this gap in a ratio of 20 (excluding bonuses and variables) or adopting a social and ethical certification as SA 8000.

7. Act for a sustainable and responsible economy

Members of the Association THE GREENWAY TO LIFE is committed to supporting the transition to environmentally responsible industry approach by supporting its existing labels and integrity recognized as Ecolabel, Nordic Swan, Ecocert or labels that be developed by the Association THE GREENWAY TO LIFE.

They undertake to comply with the following requirements:

- In the case of detergents for professional use - Have certified at least 1% of their total production of detergents (volume and value). The goal is to reach a share of labeled products according to the definitions above at least 10% of the total production of detergents in 3 years.
- In the case of domestic cleaners - Have certified at least 10% of their total production of detergents (volume and value). The goal is to reach a share of labeled products according to the definitions above at least 50% of the total production of detergents in 3 years.