



Confederation of Indian Industry

Sector: Manufacturing Sector

Region: Based in India, operates in India

The [Confederation of Indian Industry](#) (CII) works to support the growth of industry in India, partnering with industry and government through advisory and consultative processes.

Developed by CII, [GreenPro](#) – Green Product Certification is a product certification that helps consumers to make informed choices in the building sector. It is a seal of guarantee that the product bearing the GreenPro label is environmentally more sustainable throughout its life cycle.



GreenPro assesses 'how green a product is' based on a holistic framework, as well as proposing next steps to achieve excellence in environmental performance over time. The certification system guides manufacturers to showcase their products environmental performance and gain increased market reach in the green building sector.

Mindset

Life Cycle Thinking: GreenPro considers the following stages of the life cycle of the products: product design, raw materials, manufacturing process, product performance in the use phase, and at the end of life disposal / recycling. All stages are considered for awarding certification.

Hotspots Analysis: The GreenPro evaluation is based on a standard framework using life cycle approach and considering the most impactful stages within a product's life cycle.

Mainstreaming sustainability: By highlighting possible improvements that lead to better environmental performance, GreenPro ultimately helps companies improve their products' performance over time, while also encouraging them to apply this logic to other products in their portfolio.

Principle 1: Reliability



Gaining GreenPro certification requires third-party verification from the National Accreditation Board for Testing and Calibration Laboratories (NABL) for test reports, while CII also verifies the environmental claims made during a site visit. GreenPro Certification is valid for 2 years from the date of award of the certification for the product. At the end of the validity period, the manufacturer needs to apply for the renewal of the GreenPro certification.

The GreenPro certification is a type I ecolabel, based on an accepted methodology as per ISO 14024 in the relevant scientific field.

Principle 2: Relevance



A product needs to comply with certain specific mandatory requirements, which vary depending on the product category. The mandatory requirements address relevant aspects of [each product](#) in areas that make a difference to its overall sustainability performance.

The GreenPro certification highlights product characteristics that are integral to the product, i.e. its function, materials or performance. Additional improvements above the regulatory requirements in India are requested.



Principle 3: Clarity



Each certified product has a unique identification number, which makes it clear that the claim is only for the product at hand. The respective company is entitled to use the GreenPro certification logo in all their promotional activities of the certified product, either on the packaging or the product itself. This enables the architects, developers, builders, construction engineers, and consultants to identify certified products and guides their purchasing decisions.

Consumers can visit the website, enter the unique identification number and check the validity of the certification. Certified products are easily recognized through the use of the GreenPro certification logo.

Principle 4: Transparency



Consumers can trace the information on the standard and the certification process on the [website](#). A list of all stakeholders and bodies involved is also available publicly on the website, as well as a list of certified products and contact details of certified manufacturers.

With the information provided on the website, consumers are able to understand how and by whom the standard is developed. CII provides the evidence behind the certification, and the criteria utilized in the certification process.

Principle 5: Accessibility



Consumers can identify certified products through the GreenPro logo. Environmental features that are relevant to the GreenPro standard are communicated to consumers via newsletters and promotional media.

Monthly newsletters, awareness programs, webinars and regular e-mails are offered to promote GreenPro and educate consumers about the certification and its benefits to the environment. The details of certified products, standards and contact details are readily available on the website.

Principle 6: Three Dimensions of Sustainability



Environmental: The GreenPro certification system evaluates environmental features for products based on various performance criteria grouped under the following modules: product design, product performance, raw materials, manufacturing process, waste management, life cycle approach, product stewardship and innovation.

Social: The certification encourages the product manufacturers to incorporate or implement measures that would result in health and wellbeing benefits for the building occupants. These measures include, for example, elimination of hazardous substances and reduction in volatile organic compounds (VOC) content in the products.

GreenPro considers primarily the environmental dimension of sustainability, although it also aims to encourage social benefits.

Principle 7: Behaviour Change and Longer Term Impact



CII encourages behaviour change in the companies that want to be certified. After GreenPro's assessment, a report is provided for the companies with the aim of guiding them to adopt environmental measures across the product life cycle. The environmental impacts of the products are captured as part of the assessment report.

CII organizes workshops and develops activities targeted at creating awareness on sustainable procurement amongst architects, developers, builders, construction engineers, and consultants so that they can ultimately change their procurement practices. Product manufacturers are also involved in such awareness-raising initiatives.



Principle 8: Multi-Channel and Innovative Approach



CII employs multiple channels to reach out to various stakeholders through periodic webinars and awareness programs, regular newsletters featuring details of GreenPro certified products, conferences and training programs. The details of [all certified products](#) along with contact numbers and e-mail addresses are also available on the website.

GreenPro has a multi-channel approach for information dissemination that includes a website, newsletters, awareness and training programs and conferences. However, the product-level environmental performance is mainly communicated on the product itself through the label.



Cement is one of the products that can be certified by GreenPro.

Principle 9: Collaboration



The GreenPro standard is prepared through stakeholder consultation and the certification process is developed with the support of respective product committees formed under the aegis of the 'Green Products and Services Council' of CII. The participation of diverse stakeholders helps improve the public acceptance and trust of the standard process.

The product committee involves all major stakeholders of the respective product category, including product manufacturers, standard-setters, conformity bodies, architects and users. Each product committee is led by an external expert.

Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustain-able choices. In this standard, CII opted for not addressing this aspect.