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| **Credibility** Green wing of the Butterfly | **The Butterfly - Value, criteria, and points**Verification: Information should be available on the WEB or obtained at no cost by contacting the organization behind the label |
| **Transparency**  | **The scheme behind the label is clearly identified, and the public has free access to information about the label** Criteria and points:1. The organization of the certification and control system is described clearly (1 point)
2. The management and operation structure is described clearly (1 point)
3. Fees and total costs to achieve and use the label are described clearly (1 point)
4. Applicable criteria and standards to achieve the label are described clearly (1 point)
5. Overview of companies and existing licensees and products are available on the web (1 point)
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| **Third-party certification and control**  | **The scheme behind the label provides independent and third-party certification and control**Criteria and points1. Certification enquires about traceability from production to sales (1 point)
2. The scheme controls the certification as a warranty to fulfil the standard (1 point
3. Criteria compliance is controlled on the company prior to the award of license (1 point)
4. Corporate compliance of the label criteria is controlled during the license period (1 point)
5. The scheme has routines for market surveillance safeguarding correct use of the label (1 point)
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| **Multi-stakeholder**  | **The scheme behind the label engages relevant key stakeholders** Criteria and points1. Engagement happens during criteria development (1 point)
2. Engagement happens during criteria consultations (1 point)
3. Engagement happens during approval of final criteria (1 point)
4. Engagement happens during license approval to the company (1 point)
5. Engagement happens during managing of the scheme behind the label (1 point)
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| **Relevance**  | **The scheme behind the label provides solid criteria handling relevant challenges and impacts**  Criteria and points (Criteria 17 or 18)1. Criteria are determined by recognized knowledge and methods (2 point)
2. Criteria are evaluated and revised with routines and by defined procedures (2 point)
3. Criteria are evaluated and revised without defined procedures (1 point)
4. Criteria give measurable effects linked to essential objectives (1 point)
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| **Market relevance**Blue wing of the Butterfly |  |
| **Official status** | **The scheme behind the label is officially** Criteria and points1. Legislation establishes the scheme and its activities (2 point)
2. Public procurement uses criteria as requirements (2 point)
3. Public economy funding supports scheme activities (1 point)

**criteria 21 and 22 must be evaluated in country where commercial sale of labelled products or company happens**  |
| **Service** | **The scheme behind the label offers service to license holders** Criteria and points: 1. Guidance on criteria, their significance and effects (1 point)
2. Guidance on implementation and certification of criteria (1 point)
3. Counselling on how to do marketing of product labelling (1 point)
4. Support with regular information initiatives to raise label awareness (1 point)
5. Web-based overview of existing license and labelled products (1 point)
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| **Global coverage** | **The scheme behind the label has global market coverage** Criteria and points1. Organization established at least on four continents, helping with certification and marketing (3 point)
2. Organization provide international certification schemes at least on four continents (1 points)
3. Organization established regionally at least in four countries, helping with certification and marketing (1 point)
4. Regular international promotions and marketing initiatives (2 point)
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| **Awareness** | **The label and consumer awareness due to level of recognition** Criteria and points1. 100-81 % = 5 points
2. 80-61 % = 4 points
3. 60-41 % = 3 points
4. 40-21 % = 2 points
5. 20-1 % = 1 point

DO YOU HAVE ANY CONSUMER AWARENESS SURVEYS ?**criteria must be evaluated due to country of commercial sale of labelled products og company***This varies hugely across continents and countries and can be helped by branding on products but not restricted to product based promotion – website and blog use also helps promote the awareness of B Corps.* |

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|  | **The SDG Clover** Verification: Information should be available on the WEB or obtained at no cost by contacting the organization behind the label. |
| **3 Clover leaves** | The organization Identify the SDG, its targets and indicators relevant for its own goals and standard.  |
| **2 Clover leaves** | The organization identify the SDG and targets relevant for its own goals and standards.  |
| **1 Clover leave** | The organization identify the SDG relevant for its own goals and standards. |
| **No Clover leaves** | The organization does not identify the SDGs relevant for its own goals and standards. |