



Green Business Seal of Approval use policy UPDATED 9/05



**APPROVED
FOR PEOPLE
AND PLANET**

Members of Co-op America's Business Network have made extraordinary commitments to fair treatment of their employees and workers in their supply chain, to promoting healthy communities where they do business, to preserving the environment, and to delivering quality products to their consumers.

To recognize your commitments and accomplishments as a green business, Co-op America has created our Business Seal of Approval. This seal signals that you have passed Co-op America's screening process and have been admitted as an approved green business to our Business Network.

This seal is designed to:

- **Identify your business in the marketplace as a committed green business** and member of Co-op America's Business Network;
- **Increase your customer base** by making it easier for conscientious, values-driven consumers to identify you as a green business that shares their social and environmental concerns;
- **Grow the marketplace for green businesses.**

The following details the policy governing usage of the seal. Please feel free to contact Tish Kashani, Co-op America Business Network Member Services, at any time if you have questions. Tish can be reached by e-mail at tish@coopamerica.org.

Use Policy

The Co-op America Business Seal of Approval is a mark designed for use by members in the Co-op America's Business Network (CABN).

All active CABN members that have passed all the requirements of our screening process and have paid their membership dues are eligible to use the seal, including members of our affiliated organizations such as the Fair Trade Federation and the Social Investment Forum.

Businesses that are **not eligible** to use the seal include:

- Lapsed members or members that have failed to pay membership dues;
- Businesses that have been removed from Co-op America's Business Network because of complaints about unethical business practices (*i.e.*, customer fraud) or violation of social and environmental principles of membership (*i.e.*, sourcing products made with

forced child labor, engaging in unfair hiring practices);

- Applicant members that fail to pass Co-op America's screening process;
- Green Festival exhibitors that have not completed Co-op America's Business Network membership application or the screening process.

Placement of the Green Business Seal of Approval

The Co-op America Business Seal of Approval designates that your business has successfully completed Co-op America's screening process and continues to meet the current screening requirements for CABN membership.

Approval for membership is based on the social and environmental practices and policies of a business.

