Good Shopping Guide – detailed evaluation criteria for brands and services

The following criteria are meant to evaluate the involvement of brands/companies in two areas: **environmental impact and social responsibility**.

The criteria can be subject to change as the knowledge about responsible consumption and production develops in Poland. Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie) reserves the right to change the criteria at any given moment without stating the cause.

The following criteria have been developed for **service providers.**

The assessment and verification are done on the basis of the description given by the company on the official website of the brand/company and in reports on social and environmental responsibility, or in other online sources (e.g. the brand's/company's social media account). The company may also complete the questionnaire available on the website (link) or provide information to the Foundation by e-mail or telephone. The Buy Responsibly Foundation informs the company by e-mail or telephone about the brand assessment. The company may supplement the information presented on the website and in the Good Shopping Guide application, which may change the brand's evaluation. No answer from the company within 21 days means the Buy Responsibly Foundation's evaluation is accepted.

COMMENTS:

1. The assessment can be expressed as fractional score (e.g. 2.5 points) – it is up to the evaluation team to decide.
2. If the brand meets two requirements included in one scoring range, the points are not added up.

1. ENVIRONMENTAL IMPACT

This category comprises four areas: (1) responsible services, (2) environmental education, (3) environmental management, and (4) carbon footprint.

The brand/company can receive a maximum of **7 points** in the environmental category. The points are awarded in each of the areas as follows:

- **Responsible services**: max **2** points
- **Environmental education**: max **2** points
- **Environmental management:** max **1** point
- **Carbon footprint**: max **2** points

5-7 points	**Very good**
2.5 – 4.5 points	**Satisfactory**
0-2 points	**Unsatisfactory**

(1) RESPONSIBLE SERVICES

CRITERIA FOR TOURISM

The brand/company is awarded **2 points** in the responsible services category, **if:**
- more than 80% of the offers presented to its users fit into the concept of sustainable and/or regenerative tourism[1]
AND
- within the last 12 months, the brand/company has carried out at least 2 environmentally friendly activities (fitting into the concept of sustainable and/or regenerative tourism), e.g. by means of financial and/or non-financial support. At the same time, the brand does not recommend (or include such recommendations in the offers presented) any activities with adverse environmental impact, such as offroad, quad riding, recreational hunting, driving mechanical vehicles in the forests for recreational purposes, etc.

[1] The main idea of regenerative tourism is to leave the visited place in the same or better condition.

The brand/company is awarded **1 point** in the responsible services category, **if:**
- 40%-80% of the offers presented to its users fit into the concept of sustainable and/or regenerative tourism[2]

AND

- within the last 12 months, the brand/company has carried out at least 1 environmentally friendly activity (fitting into the concept of sustainable and/or regenerative tourism), e.g. by means of financial and/or non-financial support. At the same time, the brand does not recommend (or include such recommendations in the offers presented) any activities with adverse environmental impact, such as offroad, quad riding, recreational hunting, driving mechanical vehicles in the forests for recreational purposes, etc.

The brand/company is awarded **0 points** in the responsible services category **if** it does not meet any of the above criteria **or if** information on promoting the idea of sustainable and/or regenerative tourism is not available on the brand's/ company's official website, **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

(2) ENVIRONMENTAL EDUCATION

CRITERIA FOR TOURISM

The brand/company is awarded **2 points** in the environmental education category, **if:**
- within the last 12 months, it has carried out at least 3 activities, including at least 2 that are performed on regular/cyclical basis, focusing on environmental education addressed at different target groups (e.g. tourists, tourism business owners, its own employees etc.)

OR

- more than 80% of the offers presented to users include attractions/activities/tools to raise their environmental awareness and enable tourists to gain new skills in environmental protection, environmental rights and ecology.

The brand/company is awarded **1 point** in the environmental education, **if:**
- within the last 12 months, it has carried out at least 2 activities, including at least 1 that is performed on regular/cyclical basis, focusing on environmental education addressed at different target groups (e.g. tourists, tourism business owners, its own employees etc.)

OR

- 40%-80% of the offers presented to users include attractions/activities/tools to raise their environmental awareness and enable tourists to gain new skills in environmental protection, environmental rights and ecology.

The brand/company is awarded **0 points** in the environmental education category **if** it does not meet any of the above criteria, **or if** information on environmental education is not available on the brand's/ company's official website, **or if** the brand/company did not respond to the proposed assessment sent by the Buy Responsible Foundation.

THE REMAINING CRITERIA ARE UNIFORM FOR ALL SERVICES

(3) ENVIRONMENTAL MANAGEMENT

The brand/company is awarded **1 point** in the environmental management category, **if:**
- an environmental management system has been implemented in more than 80% of their facilities (e.g. EMAS, ISO 14100, ISO 26000)

OR

- more than 80% of their facilities have been awarded a certificate confirming a reduced environmental impact (e.g. B Corp, WFTO, GSTC, Global Ecosphere Retreats).

The brand/company is awarded **0.5 point** in the environmental management category, **if:**
- an environmental management system has been implemented in 40%-80% of their facilities (e.g. EMAS, ISO 14100, ISO 26000)

[2] The main idea of regenerative tourism is to leave the visited place in the same or better condition.

OR
- 40%-80% of their facilities have been awarded a certificate confirming a reduced environmental impact (e.g. B Corp, WFTO, GSTC, Global Ecosphere Retreats).

The brand/company is awarded **0 points** in the environmental management category **if** it does not meet any of the above criteria **or if** information on environmental management is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(4) CARBON FOOTPRINT

The brand/company is awarded **2 points** in the carbon footprint category, **if:**
- more than 80% of the offers presented to users are short-distance trips (e.g. regional, domestic)
OR
- it encourages its users to use low-emission modes of transport (e.g. railway, water transportation), without air transport.

The brand/company is awarded **1 point** in the carbon footprint category, **if:**
- 40%-80% of the offers presented to users are short-distance trips (e.g. regional, domestic)
OR
- it encourages its users to use low-emission modes of transport (e.g. railway, water transportation), without air transport
OR
- it takes decisive action to reduce carbon footprint (e.g. by using renewable energy sources, eliminating or reducing plastic, carbon offset etc.)

The brand/company is awarded **0 points** in the carbon footprint category **if** it does not meet any of the above criteria **or if** information on carbon footprint is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

2. SOCIAL RESPONSIBILITY

This category concerns the brand's responsibility towards directly employed workers and towards those employed by the company's subcontractors. The category covers three areas: (1) **labour standards**, (2) **social economy** and (3) **transparency**.

The brand/company can receive a maximum of **7 points.** The points are awarded in each of the areas as follows:

- **Labour standards**: max **4** points
- **Social economy:** max **2** points
- **Transparency**: max **1** point

5-7 points	**Very good**
2.5 – 4.5 points	**Satisfactory**
0-2 points	**Unsatisfactory**

(1) Labour standards

The brand/company is awarded **4 points** in the labour standards category, **if:**
- it has a reliable labour standards certificate covering all of the company's activities, or/and it is a member of an initiative taking action to respect labour rights (examples of reliable certificates: B Corp, WFTO, GSTC), with opinions/reports of independent organizations confirming confirming labour standards are observed by the brand/company to a satisfactory extent,
OR
- all of the brand's/company's workers are employed in highly developed countries (European Union, United States, Australia, Japan, New Zealand) based on a permanent contract of employment, receive statutory social benefits and earn remuneration above the statutory minimum wage in the country, there are no known cases of violating the country's labour law (e.g. the right to organize), and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering.

The brand/company is awarded **3 points** in the labour standards category, **if:**
- all of the brand's/company's workers are employed in highly developed countries (European Union, United States, Australia, Japan, New Zealand), and there are no known cases of violating the country's labour law (e.g. the right to organize), and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering.

The brand/company is awarded **2 points** in the labour standards category, **if:**
- some of the brand's/company's workers are employed in the countries of the Global South, and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering, but there is no available data on working conditions of all the employees.

The brand/company is awarded **1 point** in the labour standards category, **if:**
- all of the brand's/company's workers are employed in the countries of the Global South, and the brand/company invests in its employees by improving their professional skills, providing them with high working standards or encouraging them to take up volunteering, but there is no reliable evidence proving the brand observes high labour standards,
OR
- all of the brand's/company's workers are employed in highly developed countries based on short-term contracts (mandate contracts, specific-task contracts, employment via temporary work agencies).[3]

The brand/company is awarded **0 points** in the labour standards category **if** it does not meet any of the above criteria **or if** information on labour standards is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

(2) Social economy

The company/brand is awarded **2 points** in the social economy category, **if:**
- it operates according to the rules of social economy (has the status of a cooperative, social cooperative, NGO etc.) and uses its profits for social/non-for-profit purposes,
OR
- more than 40% of its employees are people from disadvantaged backgrounds or facing social exclusion[4]
OR
- more than 40% of its activities includes financial, specialist or marketing support for small and local business owners/artisans/producers/farmers.

The company/brand is awarded **1 point** in the social economy category, **if:**
- it uses its profits for social/non-for-profit purposes
OR
- 20%-40% of its employees are people from disadvantaged backgrounds or facing social exclusion.[5]
OR
- 20%-40% of its activities includes financial, specialist or marketing support for small and local business owners/artisans/producers/farmers.

The brand/company is awarded **0 points** in the social economy category **if** it does not meet any of the above criteria **or if** information on social economy is not available on the brand's/ company's official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.

[3] This concerns companies employing more than 10 workers.
[4] The unemployed, the disabled, the homeless, alcoholics, drug addicts and other addicts, refugees, single parents, former convicts, people with no work experience or specific skills, facing unemployment.
[5] See the footnote above.

(3) Transparency

The brand/company is awarded **1 point** in the transparency category, **if:**
- it publishes detailed annual reports on its environmental impact and social responsibility, in a transparent way, clearly comprehensible for the consumers, or presents on its website exhaustive information on its impact on the environment and society (including data on the resources used, workers' employment conditions and the company's relations with its suppliers).

The brand/company is awarded **0.5 points** in the transparency category, if:
- it publishes general reports on its environmental impact and social responsibility, or presents on its website some information on its impact on the environment and society (including data on the resources used, workers' employment conditions and the company's relations with its suppliers).

The brand/company is awarded **0 points** in the transparency category **if** it does not meet any of the above criteria **or if** information enabling an assessment of the brand's/company's transparency is not available on its official website **or if** the brand/company did not respond to the request for information sent by the Buy Responsible Foundation.