

## **INDEPENDENT ASSESSMENT OF EXTERNAL SUSTAINABILITY CERTIFICATIONS AND STANDARDS FOR INCLUSION IN THE CLIMATE PLEDGE FRIENDLY PROGRAM**

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Anthesis was retained by Amazon to conduct an independent review and assessment of standards and certifications considered for inclusion within its new Climate Pledge Friendly program. Anthesis has more than 25 years' experience advising and supporting global brands on sustainability, product standards and certifications, carbon footprinting and Life Cycle Analysis. Anthesis was a working group member to the 2017 UN Environment Programme "Guidelines for Providing Product Sustainability Information. Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice".

### **Objectives:**

Anthesis carried out a detailed independent review of over one hundred international sustainability certifications and standards for potential inclusion as part of Amazon's Climate Pledge Friendly program. We examined their relevance, credibility and requirements to ensure that the Climate Pledge Friendly program only uses certifications or standards that provide a demonstrable reduction in environmental impact including carbon reduction, are transparent, and are described in a clear and accurate way. This means that Amazon's customers can be assured that products with the Climate Pledge Friendly badge have a genuine claim to be more sustainable.

### **Documents Reviewed:**

The assessment considered publicly available information and evidence including the criteria published by the certifying bodies on their websites and in their specification documents and guidance relating to each standard and certification and associated related subcategories. The specific requirements of the standard and certifications were considered along with commentary on the effectiveness and credibility of the standard and certification.

### **Opinion:**


Following detailed review we consider that the standards and certifications identified are sufficiently rigorous, suitable and credible for inclusion in the Climate Pledge Friendly Program. We are satisfied that the standards and certifications provide a demonstrable reduction in environmental impact including carbon reduction, are transparent, described in a clear way and have a genuine claim to be more sustainable.

**Statement of independence, impartiality and competence:**

Anthesis has no financial interest in any of the standards or certifications reviewed and no conflict of interest arises in Anthesis conducting and reporting on the review.

Anthesis is the sustainability activator. We seek to make a significant contribution to a world which is more resilient and productive. We do this by working with cities, companies, and other organisations to drive sustainable performance. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative collaborative teams across the world. The company combines the reach of big professional services groups with the deep expertise of boutiques. The company brings together 500 experts operating in 40 countries around the world.

[www.anthesisgroup.com](http://www.anthesisgroup.com)



Chris Stanley

Director

06 October 2020