



The Global Language of Business

Guide to the GDSN attributes of products with certification marks and logos

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Introduction

This document is intended as a “mini-guide” for the compilation of the GS1 GDSN attributes related to the logos and the certifications that may be present on the packaging of some products.

1 Characterisation of products

On some products or types of products it's possible to find a logo or a graphic representation that refers to a specific certification or a quality mark, which certifies the quality of a specific product. The quality mark may relate to the product or the production process and denotes specific characteristics of the product, such as its origin. The quality mark is useful to identify the quality and the provenance of some products in a certified way. Among the most common certifications there are, for example: DOP, IGP, BIO.

1.1 The most commonly used certifications related to the quality of products

Among the most commonly used certifications related to the quality it's possible to find:

- **Protected Designation of Origin (DOP):** it indicates that production, transformation and processing take place in a specific geographical area. The quality of the product is therefore closely linked to the peculiarities of the geographical area, which give particular characteristics to the food product.



- **Protected Geographical Indication (IGP):** it indicates that production and/or transformation and/or processing take place in a limited geographical area. It differs from the DOP certification in that it's sufficient a single phase takes place in the specific geographical area.



- **Organic Certification (BIO):** it indicates an agricultural production method that provides for ecological and social sustainability, for example by banning the use of GMOs or chemicals (such as fertilizers, herbicides, insecticides) for soil fertilisation, for the control of weeds and plant diseases.



- Traditional Specialty Guaranteed (STG):** this is a certification for an agricultural product or foodstuff, which has a certain characteristic or a set of characteristics, clearly distinguishing it from other similar products or food products belonging to the same category. The product must be made using traditional ingredients or must be characteristic for its traditional composition, for its production or manufacturing process reflecting a type of traditional manufacture or processing.



The summary table shows some of the most commonly used marks for the certification of food products and the related GDSN codes.

Attribute	Module	Description	Code value
Packaging Marked Label Accreditation Code	packagingMarking	DOP – Protected Designation of Origin (For food or agricultural products)	PROTECTED_DESIGNATION_OF_ORIGIN
Packaging Marked Label Accreditation Code	packagingMarking	IGP – Protected Geographical Indication (For regional foods)	PROTECTED_GEOGRAPHICAL_INDICATION
Packaging Marked Label Accreditation Code	packagingMarking	EU ORGANIC FARMING (EU organic logo)	EU_ORGANIC_FARMING
Packaging Marked Label Accreditation Code	packagingMarking	TRADITIONAL SPECIALTY GUARANTEED (Food)	TRADITIONAL_SPECIALTY_GUARANTEED

1.2 The most commonly used certifications related to the environmental sustainability

Among the most commonly used certifications related to the environmental sustainability it's possible to find:

- **PEFC (Program for the recognition of national forest certification schemes):** it's a certification system for sustainable forest management. It indicates that the woody raw material for paper and wood products comes from sustainably managed forests.



- **FSC (Forest Stewardship Council):** this mark identifies products made of wood or paper from responsibly managed forests following environmental, social and economic standards. There are three different labels:
 1. FSC 100%, related to products whose material comes exclusively from FSC certified forests.
 2. FSC Recycled, which indicates that the wood or the paper of which the product is composed come from recycled material.
 3. FSC Mixed, for products containing not less than 70% wood or wood fibre certified and/or recycled materials.



- **EU ECOLABEL:** it's an European mark used to identify products or services with a reduced environmental impact during the entire life cycle.



- **RAINFOREST ALLIANCE:** this "green" certification provides for compliance with certain social and environmental criteria aimed at protecting biodiversity and ensuring sustainable living conditions by placing the emphasis on the transformation of land use and consumer behaviour.



The summary table shows some of the most commonly used marks for product certifications and the related GDSN codes.

Attribute	Module	Description	Code value
Packaging Marked Label Accreditation Code	packagingMarking	PEFC (Program for sustainable forestry through independent third-party certification)	PEFC
Packaging Marked Label Accreditation Code	packagingMarking	FSC label for sustainable forestry (Forest Stewardship Council)	FOREST_STEWARDSHIP_COUNCIL_LABEL
Packaging Marked Label Accreditation Code	packagingMarking	EU ECO-LABEL (EU Flower for the Environment)	EU_ECO_LABEL
Packaging Marked Label Accreditation Code	packagingMarking	RAINFOREST Alliance certified (for rainforest protection)	RAINFOREST_ALLIANCE