



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.

The GDSN standard allows you to indicate the third-party certification symbol present on the product packaging through the attribute **"Third Party Accreditation Symbol on Product Package Code" / "Packaging Marked Label Accreditation Code"** (BMS ID: 2312; Technical name of the attribute: PackagingMarkedLabelAccreditationCode; Module: packagingMarking), to which it is associated relative code list (PackagingMarkedLabelAccreditationCode). This attribute is present in the European layer of the GS1 Global Data Model standard.

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 | Code value | Description | Image |
|---|-----------------------------------|---|---|
| Packaging Marked Label Accreditation Code BMS ID: 2312 Attribute technical name: PackagingMarkedLabelAccreditationCode Module: packagingMarking | PROTECTED_DESIGNATION_OF_ORIGIN | DOP – Protected Designation of Origin (for food or agricultural products) |  |
| | PROTECTED_GEOGRAPHICAL_INDICATION | IGP – Protected Geographical Indication (for regional foods) |  |
| | EU_ORGANIC_FARMING | EU ORGANIC FARMING (EU organic logo) |  |
| | TRADITIONAL_SPECIALTY_GUARANTEED | TRADITIONAL SPECIALTY GUARANTEED (Food) |  |

1.2 The most commonly used certifications related to the environmental sustainability

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

- **PEFC (Program for the recognition of national forest certification schemes):** it is 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 is 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 | Code value | Description | Image |
|---|-------------------------|---|---|
| Packaging Marked Label Accreditation Code BMS ID: 2312 Attribute technical name: PackagingMarkedLabelAccreditationCode Module: packagingMarking | BIODEGRADABLE | The product is biodegradable. There can be different variations of the logo. |  |
| | CERTIFIED_B_CORPORATION | Certified B Corporations voluntarily meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability. B Corps are certified by the non-profit organisation B Lab. |  |
| | PEFC | PEFC (Program for sustainable forestry through independent third-party certification) |  |
| | PEFC_CERTIFIED | PEFC Certified |   |
| | PEFC_RECYCLED | PEFC Recycled |   |

| Attribute | Code value | Description | Image |
|---|--|---|---|
| Packaging Marked Label Accreditation Code BMS ID: 2312 Attribute technical name: PackagingMarkedLabelAccreditationCode Module: packagingMarking | FOREST_STEWARDSHIP_COUNCIL_LABEL | FSC label for sustainable forestry (Forest Stewardship Council) |  |
| | FOREST_STEWARDSHIP_COUNCIL_100_PERCENT | FSC 100% |  |
| | FOREST_STEWARDSHIP_COUNCIL_MIX | FSC MIX |  |
| | FOREST_STEWARDSHIP_COUNCIL_RECYCLED | FSC RECYCLED |  |
| | EU_ECO_LABEL | EU ECO-LABEL |  |
| | RAINFOREST_ALLIANCE | RAINFOREST ALLIANCE CERTIFIED (for rainforest protection) |  |
| | RAINFOREST_ALLIANCE_PEOPLE_NATURE | RAINFOREST ALLIANCE PEOPLE NATURE |  |
| | FAIR_TRADE_MARK | FAIRTRADE fair trade certification mark |  |
| | COSMETICI_BIOLOGICI | Cosmetici Biologici (Organic Cosmetics) |  |
| COSMETICI_NATURALI | Cosmetici Naturali (Natural Cosmetics) |  | |

| Attribute | Code value | Description | Image |
|---|------------------------|---|---|
| Packaging Marked Label Accreditation Code BMS ID: 2312 Attribute technical name: PackagingMarkedLabelAccreditationCode Module: packagingMarking | ECOCERT_CERTIFICATE | Ecocert certification |  |
| | ECOCERT_COSMOS_NATURAL | Ecocert Cosmos Natural certification |  |
| | ECOCERT_COSMOS_ORGANIC | Ecocert Cosmos Organic certification |  |
| | LEAPING_BUNNY | Quality mark "Leaping Bunny" (brand of quality cosmetics that are produced without animal testing, in accordance with the directive of the "Humane Cosmetics Standard" (HCS)) |  |
| | ICEA | ICEA certification (Istituto di Certificazione Etica e Ambientale/ Institute of Ethical and Environmental Certification) |  |
| | MADE_GREEN_IN_ITALY | Made Green in Italy |  |

1.3 The most commonly used certifications related to diets

Among the most commonly used certifications related to diets we find:

- **Vegan Trademark:** international vegan standard managed by The Vegan Society, allows the consumer to identify that a product is free from ingredients of animal origin.



- **V-Label (European Vegetarian Union):** globally recognized vegetarian and vegan brand, today applicable to the world of food, cosmetics and catering.



| Attribute | Code value | Description | Image |
|--|-----------------------------|---|--|
| Packaging Marked Label Accreditation Code BMS ID: 2312 Attribute technical name: PackagingMarkedLabel AccreditationCode Module: packagingMarking | VEGAN_SOCIETY_VEGAN_LOGO | Vegan Trademark |  |
| | EUROPEAN_V_LABEL_VEGETARIAN | V-Label VEGETARIAN, European Vegetarian Union |  |
| | EUROPEAN_V_LABEL_VEGAN | V-Label VEGAN, European Vegetarian Union |   |