Criteria for classification of sustainable products

You have sustainable products in your product range and want to be found by visitors of Spielwarenmesse® searching directly for sustainability? Within the application for Spielwarenmesse® you may classify your product(s) in terms of sustainability in every product group according to the following criteria: renewable resources, renewable energies, circular product, circular packaging, playing and learning content.
For the sake of credibility, it is essential that your company's statements are well-founded and verifiable. Please find below further information on every criterion.

1. Renewable resources

The use of renewable resources, including agrarian and silvicultural resources and waste ("biomass"), allows the reduced use of finite fossil fuel resources and the reduction of emissions, especially harmful greenhouse gases (CO_2).

The criterion "**renewable resources**" is fulfilled, if **at least two of the following points** match your product(s):

- Significant portions or material components of the product are manufactured from renewable resources (at least 30%)
- The content of biogenic resources (biomass or bio-based carbon) is measured/indicated and certified as far as possible in accordance with standards (e.g., EN standards, DIN standards, TÜV, etc.)
- The origin of the biomass precludes harmful effects such as deforestation and repurposing of nature conservation areas (primeval forests, wetlands, etc.)
- The origin of the biomass is entirely clear, and the supply chain is certified as far as possible according to sustainability criteria (forestry raw materials: FSC and PEFC; agricultural raw materials: ISCC, RSB, RSPO, REDcert, Bonsucro, etc.)
- The use of renewable resources, the production location and the production standards are made transparent, e.g., through communication on the company and/or product website

2. Renewable energies

The use of renewable energies, including electricity and heating from biomass, wind, hydropower, geothermal energy, solar energy, allows the reduced use of finite fossil fuel resources and the reduction of emissions, especially harmful greenhouse gases (CO_2).

The criterion "**renewable energies**" is fulfilled, if **at least two of the following points** match your product(s):

- Significant portions of the process and transport energy come from renewable sources (at least 50% of the total energy consumption of the company or, in the case of large companies, of the product)
- Origin and use of renewable energy can be demonstrated, e.g., through ISO 50001
- Energy consumption and the use of renewable energies are made transparent, e.g., through communication on the company and/or product website
- Energy consumption is minimised overall, or energy efficiency is maximised

3. Circular product

In an ideal circular economy, products consist of renewable or recycled raw materials and can be utilised as new products at the end of their life cycle. The higher the proportion of these raw materials, the longer the useful life (longevity, repairability) and the higher the quality of utilisation at the end of the life cycle, the more sustainable the product is.

The criterion "**circular product**" is fulfilled, if **at least two of the following points** match your product(s):

- Statements about the use of recycled raw materials (recyclates) are verifiable and transparent (e.g. on the company or product website)
- Statements about repairability or lifespan are verifiable and transparent (e.g. guarantee statements, take-back obligations)
- Statements about recyclability are verifiable and transparent (e.g. oriented towards the criteria for the recyclability of packaging)
- The offering of take-back scheme services is verifiable and transparent (e.g. on the company or product website)

4. Circular packaging

With toys, the packaging is often very important and sometimes even part of the game. In an ideal circular economy, packaging consists of renewable resources or recycled raw materials and can be utilised as new products at the end of its life cycle. The more energy and resource-efficient the manufacture of the packaging is, and the higher the quality of utilisation at the end of the life cycle, the more sustainable it is.

The criterion "**circular packaging**" is fulfilled, if **at least two of the following points** match your product(s):

- Statements about the use of recycled raw materials (recyclates) are verifiable and transparent (e.g. on the company or product website)
- Statements made about later utilisation of the packaging (and parts thereof, as appropriate) separately according to type of material, comply with statutory requirements and practice in the location where marketed. In general, licensing under a recycling scheme is also necessary.
- Statements about recyclability are specific to the product and material, verifiable and transparent (e.g. oriented towards the criteria for the recyclability of packaging)

5. Learning and playing content

Games are very well suited for conveying knowledge to children and adults about sustainable development and environmental topics in a fun way. It must be obvious from the play concept and the description communicated that it focusses on aspects of sustainable development. This includes, e.g.:

- protection of the environment and nature (climate change)
- biodiversity (plants, animals)
- renewable energies (hydro, solar, etc.)
- circular economy (upcycling/recycling, manufacture, waste disposal, etc.)

Please note: The criterion "**learning and playing content**" is fulfilled, if **at least one of the above-mentioned points** matches your product(s). The design of the game (materials and packaging) must not obviously contravene the other sustainability criteria described here.

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