

## **TÜV Rheinland received the Outstanding Case Study Award from SPLC**

On May 16th, 2018, TÜV Rheinland received the Outstanding Case Study Award from the Sustainable Purchasing Leadership Council (SPLC) at the annual SPLC summit in Minneapolis, US. SPLC Outstanding Case Study Award was conferred in recognition of the contribution of TÜV Rheinland's Green Product Mark certification programme to the advancement of sustainable procurement in telecom industry.

TÜV Rheinland has been working with telecom operators and devices manufacturers since 2013 with its Green Product Mark, which has become one of the instruments used by telecom operators and devices manufacturers to align the efforts of actors on their value chain in achieving sustainable development goals. To induce the shift of consumers to a more sustainable lifestyle, telecom operators explicitly communicate the environmental preferability of its products at points of sales (e.g. Amazon) by featuring the endorsement of Green Product Mark. On the other hand, to mobilize its suppliers to offer more sustainable products and services, telecom operators and device manufacturers resorts to Green Product Mark in building the common understanding with its suppliers toward sustainable products. To develop products that could comply with Green Product Mark requirements, telecom operators' suppliers also bring their own suppliers of components and parts into the play by adopting Green Product Mark certification criteria as part of the binding contract clauses.

Green Product Mark is a Type I ecolabelling program operated by TÜV Rheinland, which has been recommended by US Environmental Protection Agency (EPA) as a multi-attribute ecolabel to use in US federal procurement. TÜV Rheinland is an ANSI (American National Standards Institute) accredited Program Operators of Type I Environmental Certification Labeling Scheme. TÜV Rheinland is also a full member of Global Ecolabelling Network.

Founded in 2013, the Sustainable Purchasing Leadership Council convenes buyers, suppliers, and public interest advocates to develop programs that simplify and standardize sustainable purchasing efforts by large organizations. SPLC's annual Leadership Awards recognizes public and private sector organizations for leveraging their purchasing power to advance the long-term health and vitality of society, economies, and the planet. SPLC Outstanding Case Study Award recognizes the business cases that demonstrate contributions to defining and measuring the 'business case' of sustainable purchasing, and of sustainable purchasing's contribution to the circular economy.