
Eligibility Criteria 2021

Fashion (Textiles & Accessories), Beauty, Home and Food



At Selfridges, we know there's always more to be done to ensure sustainability is at the heart of how we buy, but we also must acknowledge that there is no such thing as a truly sustainable product. Every product has some form of impact across its lifecycle – be that at the raw material and ingredient stage, or the production, use and disposal stage. However, each Project Earth-labelled product has to go through a strict eligibility process to ensure it meets our criteria, which is in line with our 2025 commitments.

Selfridges takes guidance from third-party, globally recognised certifications (such as those developed by Textile Exchange) to ensure the credibility and integrity of any sustainability claims. We also recognise this isn't always possible, and so where the criteria doesn't directly relate to a third-party globally recognised certification, we have developed an in-depth assessment and evidence requirement process.

Label	Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (Unless the requirement is at brand level, at least 50% of each product must meet one of the following criteria)
Project Earth for Nature	Materials	Recycled content (Global Recycled Standard, Recycled 100 Claim Standard and Recycled Blended Claim Standard)
		Upcycled deadstock material
		Global Organic Textiles Standard (GOTS)
		Organic Content Standard 100 (OCS 100)
		Fairtrade Certified
		Cotton Made in Africa (CMiA) or Cotton Made in Africa Organic certified
		Better Cotton Initiative (BCI)
		myBMP certified accredited growers
		Regenerative Organic Certified™
		Forest Stewardship Council (FSC) fibre - FSC 100%, FSC Mix or FSC Recycled
		Waste or by-product sources of cellulose (preferred certification - FSC Recycled)
		TENCEL™
		TENCEL™ x REFIBRA™
		Lenzing Ecovero™
	Leather Working Group (LWG) audited tanneries	
	Ingredients (Food and Beauty)	All products sold by the brand contain no ingredients or derivatives of palm oil
		RSPO-certified (under the 'Identity Preserved' or 'Segregated' supply chain system)
		COSMOS Organic certified
		COSMOS Natural certified
		Organic (UK or EU standards)
		Demeter standard
		BASF EcoSun Pass
	Production Methods & Processes	Product is made using dyeing and/or finishing techniques which substantially reduce water footprint
		bluesign® approved fabric
OEKO-TEX MADE IN GREEN Standard		
Other	Cradle2Cradle standard	
Packaging (Home Only)	100% recycled plastic and is kerbside recyclable (excluding springs, caps and lids)	

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Project Earth for Animals	Materials	Responsible Wool Standard (RWS) certified
		Responsible Mohair Standard (RMS) certified
		Global Organic Textiles Standard (GOTS) certified
		Good Cashmere Standard (GCS) certified
		Sustainable Fibre Alliance (SFA) certified producer to Silver or Gold
		Merino Fibre (ZQ) certified grower (farm)
		Responsible Down Standard (RDS) certified
		Global Traceable Down Standard (Global TDS) certified
		Brand must have a publicly available statement online stating the complete brand is vegan
		Product must be certified vegan to Vegan Society standards
	Ingredients (Food and Beauty)	Leaping Bunny standard
		Product must be certified vegan to Vegan Society standards
		Ingredients, manufacture and/or development of all products sold by the brand must not involve, or have involved, the use of any animal product, by-product or derivative

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Project Earth for Communities	Materials	Fairtrade International - Gold Standard certified supplier
		Fairmined certified supplier
		IRMA 100 certified supplier
		Responsible Jewellery Council Chain of Custody (RJC CoC) certified supplier
	Production Methods & Processes	Product is made by a brand that manufactures at least 90% of their finished products in the same country as where the brand is head quartered, helping to preserve a local craft and/or support employment and education opportunities
	Ingredients (Food and Beauty)	Fairtrade Certified
		Rainforest Alliance/UTZ
		Direct sourcing or single-origin supply chain
		Brand has an internal global traceability programme that is third-party verified
	Other	Product is made by a brand that operates as a social enterprise
		Guaranteed Fair Trade Organisation (GFTO) standard
		Nest Seal of Ethical Handicraft
		Fair Wear Foundation

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Better Ways To Shop	RESELLFRIDGES	Product is made using upcycled pre-loved or archive garments
		Product is pre-loved
		Product is from an archive collection or unworn vintage
	RENTAL	Product is available to rent
	REFILLABLE (Home Only)	Product comes in refillable packaging
		Product is the refillable counterpart to a product that is designed to be refilled
	REUSABLE (Home Only)	Product is reusable and reduces/removes the need for a single use product

To find out more, please contact
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