



Green Seal Leadership Awards Application

The Green Seal Leadership Awards recognize organizations that demonstrate meaningful leadership in advancing safer, more sustainable products and services and actively promoting Green Seal certification.

Applications are reviewed against defined criteria. Recognition is awarded to partners who meet the established standards of commitment, impact, and leadership.

Applications must reflect activities and accomplishments occurring between January 1, 2025, and December 31, 2025. All metrics, examples, and supporting documentation should relate to this reporting period unless otherwise noted.

Estimated completion time: 2–3 hours.

Section 1: Organization Information

Organization name *

Primary contact name *

First Name

Last Name

Title *

Email *

Phone

Website



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Organization type (select one) *

Manufacturer

Are all Green Seal certifications currently active and in good standing? *

☐ Yes

☐ No

Applicants must meet all Core Criteria and at least one Leadership Criterion. Please complete the section corresponding to your applicant category.

Organizations that qualify under more than one applicant category may submit separate applications for each category. Applications submitted in multiple categories must describe substantially different activities, accomplishments, and impacts relevant to the criteria for that category.

A. Manufacturers

Core Criterion 1: Certification Commitment

Applicants must demonstrate certification commitment through at least one of the following criteria. Select all that apply and provide data.

Option 1: At least 20% of eligible product portfolio is currently Green Seal-certified. Eligible product portfolio includes all products sold by the applicant in categories for which Green Seal standards currently exist.

eligible

certified

% certified



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Option 2: At least 5 percentage point increase in the share of eligible product portfolio certified year-over-year (e.g., from 5% to 10%).

Calendar year 2025 %

Calendar year 2024 %

Increase (percentage points)

Option 3: At least 3 new Green Seal-certified products or branded product lines launched in calendar year 2025 (excluding packaging size and configuration variants)

Number of new products

Option 4: At least 10% year-over-year growth in sales of Green Seal-certified products (from calendar year 2024 to calendar year 2025)

% growth

Briefly describe how this growth was calculated (e.g., revenue, units sold, internal reporting period)

Core Criterion 2: Active Promotion

Applicants must demonstrate visible promotion of Green Seal certification in at least 3 of the following channels:



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- Product packaging
- Website product pages
- Sustainability report
- Sales or distributor materials
- Trade shows or industry events
- Social media or digital campaigns

Please select and provide brief descriptions and provide links or attachments (include at least one example for each channel claimed)

Example 1 Channel

Example 1 Description

Example 1 File Upload



sample.pdf

Example 2 Channel

Example 2 Description



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Example 2 File Upload



Example 3 Channel

Example 3 Description

Example 3 File Upload



Leadership Criterion

Select at least one of the following areas and describe a specific initiative or achievement during the reporting period that demonstrates leadership above and beyond certification requirements. Leadership is demonstrated through a specific initiative, improvement, innovation, campaign, policy, program, or investment that advances safer and more sustainable products and goes beyond routine operations or certification requirements.



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Leadership Criteria

- ☐ Safer chemistry advancement
- ☐ Responsible sourcing improvement
- ☐ Sustainable packaging improvement
- ☐ Low-impact manufacturing improvement
- ☐ Market leadership campaign promoting Green Seal certification

(select at least one and describe)

Include what was done, why it matters, and any measurable outcomes or impact.

B. Distributors / Retailers

Core Criterion 1: Portfolio Representation

Applicants must demonstrate commitment to Green Seal certified products through at least one of the following criteria.

Option 1: At least 10 Green Seal-certified SKUs stocked

Number

OR

Option 2: At least 10% growth in certified SKUs year-over-year

% growth



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Core Criterion 2: Visible Promotion

Applicants must demonstrate visible promotion of Green Seal certification in at least two qualifying channels. Select and provide examples.

Example 1

- ☐ In-store signage
- ☐ Online filtering or labeling
- ☐ Dedicated landing page
- ☐ Buyer guides or catalog callouts
- ☐ Sales team education

Describe and provide link or documentation:

File Upload



Example 2

- ☐ In-store signage
- ☐ Online filtering or labeling
- ☐ Dedicated landing page
- ☐ Buyer guides or catalog callouts
- ☐ Sales team education



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Describe and provide link or documentation:

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Leadership Criterion

Select at least one and describe.

Leadership Criterion

- ☐ Major campaign featuring certified products
- ☐ Preferred product designation
- ☐ Procurement guidance encouraging certified products
- ☐ Adoption of Green Seal criteria into internal policies or standards

Description

C. NGOs / Institutions / Policymakers / Purchasers

Core Criterion

Applicants must meet the following core criteria.



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1. Formal integration of Green Seal into policy, procurement, or specifications. Describe and provide link or documentation

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2. Demonstrated implementation or purchasing impact. Describe and provide link or documentation

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3. Public acknowledgement and communication of Green Seal in organizational materials, policies, reports, or communications. Describe and provide link or documentation

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sample.pdf



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Leadership Criterion

Select at least one and describe.

Leadership Criterion

- ☐ Adoption of procurement policies that apply across multiple sites, agencies, or institutions and create sustained market demand for certified products
- ☐ Education initiatives reaching stakeholders
- ☐ Public advocacy tied to safer product adoption

Description

In 500–750 words, describe how your organization has advanced Green Seal's mission in the past year. Include measurable results where possible.

Please provide quantitative indicators that demonstrate your organization's impact over the reporting period. Complete fields that are relevant to your organization type.

Number of Green Seal-certified products

New Green Seal certifications in the reporting period



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% of eligible product portfolio certified (if applicable)

% year-over-year growth in sales of Green Seal-certified products (if applicable)

% of total company sales represented by Green Seal-certified products (if available)

Amount of Green Seal certified products purchased in the reporting period

Estimated audience reach of promotional or educational efforts

Other measurable impact (e.g., number of buildings serviced, locations offering certified products, institutions adopting policies, etc.)

I certify that the information provided in this application is accurate to the best of my knowledge.

Authorized representative name *

First Name

Last Name

Title *



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Signature *

Date *

dd-MMM-yyyy