

Verdure Sustainability Criteria

[Verdure](#) has guidelines on what can and cannot be listed on our marketplace to ensure sustainability is verified. Our process follows five principles:

1. Production Materials

To be listed on Verdure, products must be made with at least 80% sustainable materials. For clothing, this includes organic cotton, hemp, bamboo, recycled fibers, and sustainable synthetics like TENCEL™. We also welcome the use of upcycled or repurposed materials from previous product cycles.

We understand that even sustainable options (such as cotton) can carry environmental trade-offs like water consumption, which is why we assess sustainability holistically. Businesses are provided the opportunity to disclose the materials used in their products during onboarding. Other eco-conscious material choices include soy-based inks, biodegradable components, and recyclable packaging elements.

2. Labor for Production

All businesses on Verdure must comply with ethical labor practices. If a brand works with external factories, they must ensure workers are paid a **living wage** (see the living wage definition [\[here\]](#)) and operate in safe, healthy working conditions.

Verdure does **not** allow businesses that:

- Engage in forced labor or child labor
- Violate labor safety standards
- Fail to meet basic worker protection laws

We reference global standards on **Decent Work** (linked [\[here\]](#)) as a baseline for evaluating fair labor.

3. Shipping, Packaging and Processes

Shipping and packaging can be challenging areas, especially for smaller or growing businesses. That's why Verdure, alongside our nonprofit and student-led partners, evaluates a brand's shipping practices on a case-by-case basis.

We encourage companies to:

- Use minimal or recycled packaging
- Opt for biodegradable or compostable materials
- Choose sustainable shipping carriers when possible

While carbon offset programs are not required, we support and highlight brands exploring these initiatives. It's important to note that **offsetting emissions does not equate to a fully sustainable product**, but it can be a meaningful step toward climate responsibility.

4. No Animal Cruelty and Ecological Impact

Verdure does not support businesses involved in **animal testing or animal cruelty**. Products must be vegan-friendly and free from animal-derived materials, unless disclosed otherwise.

We also evaluate a business's **ecological footprint**, particularly in how product sourcing affects natural ecosystems. This includes:

- Avoiding harm to animal habitats
- Preventing deforestation
- Taking action against water and soil pollution in the supply chain

We prioritize brands that take a stand on environmental issues and actively reduce their ecological impact.

5. Transparency and Overall Impact

Transparency is at the heart of Verdure. All brands are required to provide accurate, detailed sustainability information during onboarding, which we cross-reference through independent research and public records.

We also consider a brand's **overall impact**, which may include:

- Circular economy practices (e.g., product take-back or repair programs)
- Biodegradable or refillable product design
- Support for local communities or charitable initiatives
- Low-carbon or carbon-neutral operations

We're building a platform where ethical, accessible, and future-forward shopping is possible—for everyone.

Please see additional places to learn more about good business standards. These have informed us on how to create this criteria specific for Verdure.

[B Lab](#)
[The Conscious Buyer](#)
[World Youth](#)