

The Siegelklarheit Quick Check

Five criteria on the basic trustworthiness of a label

Introduction

The quick check gives consumers an initial indication of whether a label takes important requirements for trustworthy sustainability labels into account. Its criteria are based on the requirements of EU Directive (EU) 2024/825, 825 “Empowering consumers for the green transition” (ECD). From 27 September 2026, stricter requirements will apply to sustainability labels.

Siegelklarheit is responding to this regulatory development by introducing the quick check, helping to ensure that consumers receive appropriate information at all times. The quick check is positioned between non-assessed company-owned logos and the labels subject to detailed assessment using the Sustainability Standards Comparison Tool (SSCT). The detailed assessment also reflects these regulatory developments.



The quick check is intended as an orientation tool only.

It does not involve a legal review of labels for compliance with applicable legislation.

Five criteria

With the support of an external expert organisation, the following five credibility criteria from the SSCT were classified as particularly relevant in view of the requirements of the directive:

1. **Availability of the Standard (SSCT-ID B.01 / ITC-ID 700138):** Are the standard documents made publicly available free of charge?
2. **Scheme Accessibility (SSCT-ID C.1.02 / ITC-ID 7000168):** Is the application for certification open to all potential applicants within the scope of the system?
3. **Independent Conformity Assessment (SSCT-ID C.2.02 / ITC-ID 700236):** Does the standard require a third-party conformity assessment of all label holders to ensure compliance?

4. **Procedure on Non-Conformities (SSCT-ID C.2.05 / ITC-ID 700175):** Does the standard organisation require assurance providers to have a procedure in place for how label holders are required to address non-conformities?
5. **Claims and Labelling Policy (SSCT-ID D.2.01 / ITC-ID 700077):** Does the standard organisation have documented requirements for the use of its symbols, logos and/or claims related to its standard and make these publicly available?

Assessment Process

When assessing a label, the first step is to search for publicly available standard documents. If these are not publicly accessible, the standard organisation is contacted. Since transparency is an overarching requirement of the ECD as well as of the internationally recognised [ISEAL credibility principles](#), assessment of the four remaining criteria is suspended until the relevant standard documents are publicly available.

Based on the public documents, each criterion is answered with “Yes”, “No” or “No information”. The first criterion is an exception, as here the standard documents are either publicly accessible (“Yes”) or not (“No”; there is no third response option).

The number of criteria fulfilled provides information on how trustworthy the checked label is in principle. All five criteria and the extent to which they are met are presented in a transparent and easy-to-understand way for each label with a quick check in the respective label profile within the [label directory](#).

Outlook:

If a label meets all five criteria of the quick check, it may in future be considered for a detailed assessment using the SSCT. This requires that the standard organisation has entered its data with the International Trade Centre (ITC). You can find more information on the detailed assessment and the data collection procedure [here](#).



The quick check only provides information about the basic trustworthiness of a label, namely, whether it is based on a sound and robust system. It does not cover any substantive claims made by labels regarding environmental friendliness or social responsibility. The detailed assessment examines these areas in greater detail.

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Verbraucherzentrale Nordrhein-Westfalen e.V., Helmholtzstraße 19, 40215 Düsseldorf

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