

RESPONSIBLE BUSINESS Messaging

What is the Product Promise?

The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

What is the Key Statement?

A memorable, 1-sentence headline based on the product's core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

Ensuring due diligence.

Key Statement

Peace of mind:
responsibility in global business operations

Product Description

A certified OEKO-TEX® RESPONSIBLE BUSINESS looks beyond its own operations, with high standards and sustainable development maintained throughout its global supply chain. A company awarded this management process certification is dedicated to practising due diligence, protecting both human rights and the environment.

Ensuring due diligence.

OEKO-TEX® RESPONSIBLE BUSINESS:
Responsibility in global business operations.

This management process certification is awarded to companies which practice due diligence, protecting both human rights and the environment. RESPONSIBLE BUSINESS enables the integration of due diligence measures into companies' management systems. It supports them in preventing and mitigating existing and potential negative impacts of business operations within their activities, their supply chains and in their wider business relationships.

It is structured into two successive elements: an initial self-assessment tool and a certification process.

OEKO-TEX® RESPONSIBLE BUSINESS is designed for brands, brand groups, retailers and traders.



Human rights due diligence in global textile & leather value chains



Environmental due diligence in global textile & leather value chains



Evaluation of due diligence with respect to legal due diligence requirements

The following due diligence elements are the subject of evaluation:

- ✓ Business policy
- ✓ Risk analysis
- ✓ Integration of appropriate actions
- ✓ Continuous monitoring
- ✓ Transparent communication
- ✓ Complaint mechanism
- ✓ Environment / Climate

In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Product Information
- ✓ ...