

## GREEN BUTTON LABEL IS CONTRIBUTING TO CHANGE THE FASHION INDUSTRY IN GERMANY AND IN THE WORLD

In 2025 the [Green Button Label celebrates five years of the initiative](#). Ninety of textiles are produced in countries of the Global South, often under inadequate conditions. An estimated seventy-five million people are involved in the production of textiles, the majority of whom are women. The Green Button therefore holds (textile) companies responsible for fulfilling their due diligence obligations and complying with human rights and environmental standards in their supply chains.



The Green Button is a government-run label for sustainable textiles. It was introduced in September 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ) and established as the first German certification mark. The aim of the Green Button is to improve working and production conditions in textile supply chains by closing a significant gap: It is the first label that systematically checks whether companies take responsibility for complying with human rights and environmental standards in their supply chains - in other words, whether they fulfil their corporate due diligence.



Since its launch, the new Label has pursued the goal of making the textile industry more sustainable. In 2025 Green Button celebrates the milestones of the last five years of the initiative. [As a result, more than 100 small and large companies have implemented the Green Button's corporate due diligence obligations over the past five years](#). Together with other labels, the Green Button has raised the bar for production standards in the supply chain and made requirements on issues more demanding. And last but not least: With more than 425 million Green Button textiles, the label has also taken consumers on a journey towards a more sustainable economy and way of life.

The Green Button is the first label that systematically assesses whether companies take responsibility for compliance with human rights and environmental standards in their supply chains - the corporate due diligence processes. The Green Button has shown that companies of all sizes can implement due diligence and that these can be evaluated and certified. This added value was recognized by 27 pioneering companies when the Green Button was piloted. Five years later, over 100 companies have successfully completed the Green Button Standard audits. The Green Button has an impact beyond its own label and the textile industry. Through its meta-label approach, the Green Button has recognized 20 trustworthy labels. On the way to recognition (certification), the Green Button has worked with these labels to impose stricter requirements on the labels in areas such as child

over **100**

**Companies** companies have passed the Green Button certification audit since its introduction. Over 60 companies currently fulfil the requirements of the Green Button 2.0.

over **6.500**

**suppliers** of Green Button **certified companies** potentially benefit from shared responsibility. This has an impact in 30 production countries in favour of greater sustainability in textile production.



labour, maternity protection, handling of chemicals and labour law. This benefits workers in over 27,000 factories worldwide.

With the Green Button, not only does the company have to deal responsibly with the risks in the supply chain as a matter of principle, but the specific product must also be produced sustainably. To prove this, companies can use certification labels recognized by the Green Button. These are labels that fulfil credibility criteria and impose social and ecological requirements on the production process defined. The most important criteria include:

- A ban on chemicals
- Biodegradability
- Pollution thresholds of waste water
- Less air pollution through CO2
- Natural fibres tested for harmful substances
- Chemical fibres tested for harmful substances

These include requirements for the production stages of cutting and sewing as well as bleaching and dyeing. For the latest version of the standard, the Green Button 2.0, requirements for the fibres and materials used must also be met.

Since its introduction in 2019, the Green Button has been under constant development. The latest version of the standard has been published since July 2022 and the first companies are being evaluated since then. By the end of the transition phase all companies must meet the requirements of the new version of the standard. For the requirements on the due diligence processes the transition phase ends on 31st July 2023. The end of the transition phase for the requirements on production processes is in July 2024, with the exception of the production stage fibres and materials. The transition phase for this stage ends in July 2026. [Green Button Standards are available on the website](#)

In Germany, the Green Button has become an integral part of the public sphere: whether on bed linen or towels in hotels and hospitals or on uniforms on trains and at supermarket checkouts, the textile label can be found everywhere. The success of the Green Button shows that consumers want to consume more sustainably. And the government-run textile label gives them the opportunity to contribute towards better working conditions and environmentally friendly production when shopping.

Green Button has adopted a meta-label approach, improving production conditions with higher standards. The Green Button has recognised 20 labels with which companies can prove that they comply with social and ecological standards in production. These labels have tightened their requirements through cooperation with the Green Button, including in the areas of child labour, occupational health and safety and the handling of chemicals. This means that workers in over 27,000 facilities, including in India, Bangladesh and Turkey, benefit from the improved requirements in the recognised labels

Five years after its launch, the Green Button label is considered by all the participating actors to be a pioneer in the transformation of the textile industry.

#### To know more

[Green Button website](#)

[Green Button criteria](#)



[Green Button brochure](#)

[Green Button project description GIZ 2019](#)

[Green Button in LinkedIn](#)

[Button Label in Ministry of Economic Cooperation and development of Germany website](#)

[Green Button in Fashion United UK website](#)

[Article in Fashion United uk website](#)

[Green Button in oecd.org website](#)

[OECD Brochure on Green Button](#)

[Article in textile Today website](#)

[Green Button in ispo.com](#)

[The state of fashion 2020 Report by McKinsey](#)

[Article The long road to sustainable fashion in dw.com website](#)

[The European market potential for sustainable materials incbi.eu](#)

