



GreenMark Criteria Summary

| Criteria | Focus | Objective |
|------------------------------|---|--|
| Product Impact | 1. Carbon and environmental performance | Demonstrate that the digital product meets recognised environmental performance expectations, aligned with ISO 14067 (Product Carbon Footprint), ISO/IEC 21031 (Software Carbon Intensity), and the GHG Protocol ICT Sector Guidance and Product Standard. Performance is assessed across Release and Use stages to provide a credible, product-level sustainability signal. |
| | 2. Skills and capability | Build sustainable software engineering, green design, and responsible AI capability across delivery teams through CPD-accredited training. This ensures teams understand how design, engineering, and operational choices influence environmental impact and can apply this knowledge in practice. |
| Team Maturity | 3. Leadership and accountability | Embed clear leadership and responsibility for digital sustainability within the product or service, ensuring ownership, visibility, and accountability for sustainability outcomes across the delivery lifecycle. |
| | 4. Ongoing assessment and relevance | Ensure environmental impact data remains current and meaningful by committing to regular reassessment within the two-year GreenMark certification period, reflecting changes in usage, architecture, or delivery practice. |
| Continuous Commitment | 5. Action and improvement | Translate assessment into action through product-level sustainability action plans that set out clear efficiency and environmental improvement measures. Plans must define specific actions to reduce environmental impact, named owners, and delivery timelines, enabling sustainability to be operationalised within day-to-day product delivery and governance. |