

Supplier guideline — how to fill the KindNesta product template

Share this file with every supplier together with:

- partner-product-template.csv (the spreadsheet to fill)
- KINDNESS-SCORE-STANDARD.md (scoring rules)

Open the CSV in **Google Sheets** or **Excel**. Keep the header row unchanged. **One row = one SKU / variant.**

1. Before you start

1. Decide the exact **public claims** you want KindNesta to publish (specific only).
2. Gather PDFs: certificates, REACH letter, BOM, pack spec, photos.
3. Do **not** use words like *eco-friendly*, *green*, *sustainable*, or *climate neutral* unless you can prove excellent performance under EU EmpCo rules (e.g. EU Ecolabel) or you replace them with specific claims.

Good claim: Made from 100% GRS-certified recycled cotton paper

Bad claim: Eco-friendly hangtag

2. Column groups (what to fill)

A. Identity (required)

Column	How to fill
id	Unique lowercase id, e.g. brand-hangtag-001
sku	Your article / SKU code
title	Clear product name buyers will see
brand	Brand on the label
category	Exactly one of: hangtags hangers packaging bags polybags stationery labels trims
subcategory	Finer aisle, e.g. GRS Hangtags
productFamily	Family name for grouping
parentId	Same value for all variants of one product; blank if no variants

B. Listing content (required for the website)

Column	How to fill
shortDescription	1–2 sentences, specific claims only
bulletPoints	3–5 bullets separated by
description	Longer story; still specific, no generic green fluff
materials	What it is made of
dimensions / weight	Size and unit weight if known
image	Main photo filename
imageGallery	Extra photos separated by (include main first)
variantType / variantValue	e.g. Style / Style 1
ecoTags	e.g. grs-certified recycled fsc-certified
featured / inStock	TRUE or FALSE

C. Trade fields (optional — not shown publicly)

price, currency, priceBasis (ex-works or suggested-retail), unit (piece or meter),
packSize, moq, quality

D. Claims & certificates (required if you make green claims)

Column	How to fill
publicClaims	Exact sentence(s) allowed on the site
certNames	e.g. GRS FSC
certNumbers	Matching certificate numbers
certExpiryDates	YYYY-MM-DD
certScope	What the cert covers (must include this SKU)
certFileNames	PDF filenames you attach

Which cert is typical?

If you claim...	Usual proof
Recycled content	GRS or RCS
Organic cotton	GOTS
Responsible paper/forest fibre	FSC or PEFC
Tested for harmful substances (textiles)	OEKO-TEX Standard 100
Broad “excellent eco performance”	EU Ecolabel / Blue Angel

You can sell without eco-certs, but then **do not** make recycled/organic/FSC-style claims, and Kindness Score will stay low until evidence arrives.

E. Material evidence (required for Strong scores)

Column	How to fill
bomPercentByWeight	e.g. recycled cotton paper 98% coating 2%
recycledContentPercent	Number only, e.g. 100
recycledContentType	pre-consumer / post-consumer / mixed
recycledCertScheme	GRS / RCS / etc.
bioBasedPercent	If relevant
virginPlasticPercent	0 if none

F. Chemicals (required for EU)

Column	Values
reachCompliant	YES / NO
svhcAboveThreshold	YES / NO
svhcList	Names if YES
oekoTexOrEquivalent	Cert name or N/A
pvcFree	YES / NO / N/A

G. Circularity & shipped packaging

Fill design-for-recycling, end-of-life route, PPWR grade intent (if packaging), reuse/refill, and ship-pack material/weight/recycled plastic % / overpack / sorting label plan.

H. Traceability (DPP-ready)

countryOfManufacture , tier1SupplierName , mainMaterialOriginCountry ,
batchTraceability (YES / NO), careAndEndOfLifeInstructions

I. Gate checks A1–A7

Use PASS , FAIL , or N/A .

Any **FAIL** → KindNesta will cap score at **49** and block related claims until fixed.

J. Score proposal

Column	How to fill
proposedKindnessScore	Your estimate 0–100 (KindNesta confirms)
kindnessScoreNotes	Why
evidencePackFileNames	All attached files, separated
contactEmail	Who KindNesta should email
dateSubmitted	YYYY-MM-DD

3. Variants

Same product, different size/style/colour:

- Same `parentId`
- Different `id`, `sku`, `variantValue`, preferably different `image`
- Shared certs OK if **scope** covers every variant

4. What to send back

1. Completed `partner-product-template.csv`
2. Evidence ZIP/PDFs listed in `evidencePackFileNames`
3. Product images (clear background preferred)

Email subject suggestion: `KindNesta product submission – [Brand] – [Date]`

Send to: kindnesta@proton.me

5. How KindNesta uses your row

1. Validates Gate checks (A1–A7)
2. Scores pillars from your evidence (see `KINDNESS-SCORE-STANDARD.md`)
3. Publishes product + Kindness Score (provisional until evidence verified)
4. Only publishes **specific** claims you listed in `publicClaims`

6. Quick quality checklist before send

- ☐ No generic “eco/green/sustainable” wording
- ☐ Recycled/organic/FSC claims have cert number + PDF
- ☐ BOM % adds to ~100%
- ☐ REACH answered
- ☐ Country of manufacture filled

- ☐ Photos named exactly as in `image` / `imageGallery`
- ☐ One row per SKU

Questions? Email kindnesta@proton.me or use the website contact form.