

# United Green Cleaning Alliance

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## Trends and Insights on Environmental Certification

February 20, 2003



## Discussion Items

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1. The who and what of SCS
2. The why and when of environmental claims certification
3. The where and how of third-party selection



# Who and What is SCS

(Scientific Certification Systems)



## About SCS

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- Multidisciplinary scientific organization founded in 1984
- Internationally recognized third-party evaluation and certification organization
- Conducted operations in North, Central, and South America, Asia, Europe
- Programs span the economy: food and agriculture, energy, manufactured goods, forestry and fisheries.



## Food Safety and Agricultural Certification Programs

- Pesticide Residue Detection and Certification – ‘Nutriclean Certified’
- Organic Certification (Accredited certifier under the USDA Organic Program for Growers, Processors, Retailers)
- Food Safety Management Certification (HACCP)
- Import/Export Assistance



## Fisheries, Forestry & Energy

- Marine Certification (authorized certifier for Marine Stewardship Council)
- Forest Conservation (authorized certifier for the Forest Stewardship Council)
- FSC Chain of Custody (certification of downstream purchasers)
- Certified Environmentally Preferable Electricity



## SCS Certification Programs for Manufactured Goods

- Single Environmental Attributes (ie No VOCs, Biodegradability, Recycled Content, No Added Formaldehyde)
- Life Cycle Assessment (environmental accounting methodology)
- Environmentally Preferable Products and Services



## SCS Developed Certification Programs



•Highlights growers' and manufacturers' efforts to address specific environmental concerns

•Provides independent verification of environmental claims appearing on products and packaging (1000s of products)

•Specifications developed by SCS to establish scientifically defensible, field verifiable, performance thresholds



## SCS Accredited Certification Programs



- The Marine Stewardship Council (MSC) is a non-government organization whose purpose is to preserve marine resources worldwide

- The National Organic Program (NOP), directed by USDA, establishes standards for the production and handling of organic products (food and non-food).

- The Forest Stewardship Council (FSC) is an international non-profit organization founded in 1993 to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.



CERTIFIED BY  
SCIENTIFIC CERTIFICATION SYSTEMS  
SCS-COC-0036



## The SCS Staff - Overview

- A science based organization run by scientists
- 40 permanent employees (approximately 90% with a minimum 4-year college degree)
- 5 PhD's
- 11 Master's Degrees
- 50 worldwide auditors/affiliate companies



## The SCS Staff - Technical

- Degrees include:
  - Organic Chemistry
  - Marine Biology
  - Microbiology/Microchemistry
  - Wildland Resources Sciences
  - Industrial Science
  - Civil/Mechanical Engineering
  - Entomology/Toxicology
  - Agronomy/Pomology
  - Food Engineering
  - Forestry
  - Resource Systems Management
  - Economics
  - Business
- Licenses include:
  - Professional Engineer
  - Professional Forester
  - CPA
  - Independent Organic Inspector
  - NFPA Auditor
  - ISO 17025 Lab Auditor



## The SCS Evolving Network

- US Green Building Council (USGBC)
- American Society of Testing and Materials (ASTM)
- ISO 14042 Technical Advisory Committee (Life Cycle Impact Assessment)
- National Institute of Building Sciences (NIBS)
- US Environmental Protection Agency (USEPA)
- US Department of Agriculture (USDA)
- Department of Defense (DOD)
- California Air Resources Board (CARB)
- Forest Stewardship Guild
- Federal Trade Commission (FTC)
- .....



# Why and When of Environmental Claims Certification



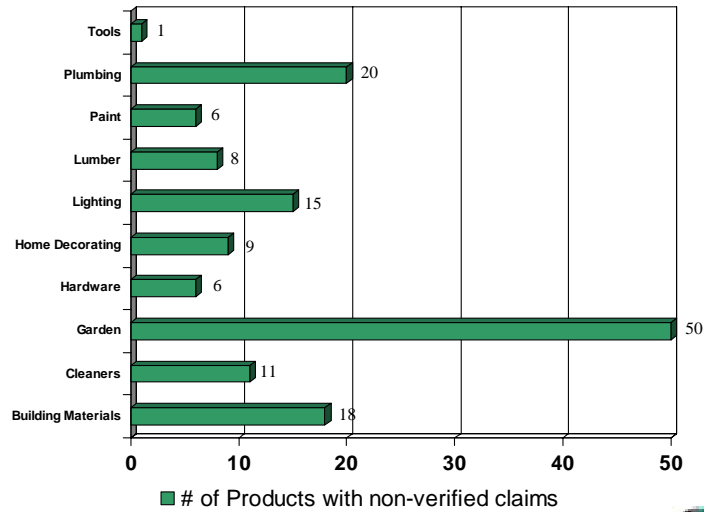
## Environmental Certification Drivers

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- **Truth in Labeling/Safe Harbor Liability:** Consumer and retailer protection from false and misleading claims
- **Purchaser Demands:** Increasing local, state and federal procurement requirements, as well as demands from leading private companies
- **Market Differentiation:** Targeting unique market segments and buyers



## Truth in Labeling – In store audit findings



### Product

### Claim

### Potential Problems

Fire Log

Non-toxic  
Env. Friendly

Carries prop 65 warning but no ingredient list on pkg. As a wood burning product, will generate smoke & particulates

Multipurpose Cleaner

Enviroeffective

Inaccurate claim. If there is an environmental attribute it is not explained

Carpenters Level

No old growth or rainforest wood, env. responsible, no CFC, no HCFC, no formaldehyde

Inappropriate claims, not relevant to materials typically used in a carpenter's level

Natural Mineral Supplement (Liq., Pellet)

Env. Sound, Does Not Pollute

Inaccurate Claim

Varnish

Clean Air Formula

Technical basis of claim is not provided



## Purchaser Demands – Who is Seeking 'Green' Products

- General Services Administration (GSA)
- Department of the Navy
- Environmental Protection Agency (EPA)
- United States Postal Service
- Department of Defense (DOD) and Pentagon
- City of Portland, Oregon
- The Commonwealth of Massachusetts
- State of California
- State of Ohio, State Office of Purchasing
- Kaiser Permanente
- The Home Depot
- GAP
- .....



## Market Differentiation – Who's Driving

- USGBC – LEED Building Rating Program
- Health Care Institutions – Need for Low/No VOC products
- Consumers with chemical sensitivities
- Janitorial Service Companies concerned about worker safety
- School Districts working to improve learning through construction and operation of high performance schools
- .....



# The Where and How of Third Party Selection



## Know what's Driving your Certification Requirements

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- Achieve Profitable Growth, eg increase customer satisfaction, increase repeat business
- Comply with Market Requirements
- Demonstrate Due Diligence
- Develop Brand Quality Perception
- Develop Integrity
- Enhance Retail Performance
- Improve Quality
- Reduce Purchasing Risks
- .....



## Identify Certification Program that meets your goals

- Environmental Management Systems (ISO 14001)
- Life Cycle Assessment (ISO 14040s)
- Product Labeling (ISO 14020s)
  - Green Seal GS37
  - SCS Biodegradability, No VOCs,...
  - Terrachoice, Nordic Ecolabeling,...



## Interview and Select Third-Party Certifier of your choice



- FOOD & AGRICULTURE
- MANUFACTURING
- FORESTRY
- FISHERIES
- ELECTRICITY
- ABOUT SCS



**Highlights**

- **Health Store's Market** joins multi-brand retailer program
- **Sustainability program** receives ISO 26000 SCS's seal of approval
- **Dr. Robert Mullen** is selected to lead certification challenges of growing mushrooms
- **SCS begins certification** operations for U.S. natural and wildflower and Chinese herbs

Scientific Certification Systems (SCS) is an independent, third-party evaluation and certification organization evaluating a wide variety of food safety and environmental claims. We're an established company, operating since 1984.

Using analytical scientific tools and techniques, our efforts are geared toward recognizing companies and organizations whose products and services meet the highest food safety and environmental standards. Independent certification by SCS gives companies an edge in the marketplace by highlighting their outstanding achievements. Certification likewise gives consumers, retail and business customers, and government and institutional purchasing agents the information they need to make the best-informed choices in this era of greenwashing.

In addition to certification, SCS evaluation and consulting services help companies and individuals identify the most effective strategies for achieving their environmental and food safety objectives, and benchmark on-going performance.

[View our website or contact us at the top right](#)

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