

Ecolabeling, Environmental Standards,
and Certification.
A Green Seal guided tour.

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About Green Seal

- Non-profit, 13 years old, science-based
Green Seal's mission is to achieve significant environmental improvement by encouraging the purchase & production of products & services that work well & have less impact on the environment.
- Exclusive focus on products, services, purchasing
- Multiple product categories
- Multiple criteria (life-cycle approach)

Examples of Environmental & Social 3rd Party Labels

- ✓ Fair Trade
- ✓ Shade Grown / Bird-Friendly
- ✓ Wildlife Habitat (backyards, golf courses)
- ✓ Organic
- ✓ Pest Management / Pesticide Residue Free
- ✓ Salmon Safe / Dolphin Safe
- ✓ Sustainable Forestry
- ✓ Environmentally Responsible Products & Services
- ✓ Irradiation & Genetically Modified Organisms

Generally, these take the form of a certification awarded by a 3rd party when a given set of criteria are met.

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Why Use Standards?

- Define environmentally responsible for purchasers & manufacturers
- Lifecycle/multiple attribute approach to purchasing
- Single attributes sometimes "apples to oranges" (non-toxic vs. biodegradable – what about performance?)
- Insulation from complaints
- Help meet EPP mandates
- Make it easier to purchase green products that work
- Using private sector standards required by law & regulation (*PL 104-113, OMB A-119 & A-76, OFPP 92-4*)

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Guidelines for Type I "Seal of Approval" Ecolabels

- ISO 14020 Environmental labels and declarations – General principles
- ISO 14024 Type I Environmental labelling – Principles and procedures
- Global Ecolabelling Network membership criteria (Green Seal is US member of GEN)
- EPA Third Party criteria
- Consumers Union criteria for "What Makes a Good Ecolabel"

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Commonalities Among Guidelines

- ▶ voluntary participation
- ▶ run by organizations w/o conflicts of interest
- ▶ standards process that involves stakeholders & the public
- ▶ criteria, assumptions, methods & data used to evaluate products that are open & transparent (i.e., publicly available, easily accessed & understandable)
- ▶ legally protected logo
- ▶ criteria based on product lifecycle
- ▶ open access to licensees of all sizes from all countries
- ▶ authority to inspect manufacturing facility
- ▶ criteria that encourage products & services that are significantly less damaging to the environment
- ▶ periodic review of criteria, considering technology & marketplace

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The Global Ecolabelling Network (GEN)



How Green Seal Sets Environmental Standards

- Appoint Stakeholder Committee (incl. Users, Manufacturers, Trade Groups, Government, Environmentalists, Others)
- Study category
- Environmental Evaluation
- Draft standard
- Public review
- Response-to-Comments (119 on GS-37)
- Stakeholder ballots
- Publish standard

Stakeholder Committee for GS-37

Manufacturers

- Seventh Generation
- Spartan Chemical
- Clean Environment Co.
- Church & Dwight
- 3M

Users

- US Postal Service
- Aberdeen Proving Ground
- Int'l Exec Housekeepers Assn
- American Federation of State, County, & Munic. Employees
- ServiceMaster Industries

Government

- City of Santa Monica
- MN Ofc Of Env Assist.
- MA Exec Ofc of Env Affairs
- US EPA
- US GSA

Environmental

- INFORM
- Global Toxics Campaign, WWF
- Washington Toxics Coalition
- Environmental Health Coalition

Others

- UMass Toxics Use Reduction Institute
- John Paul Kusz
- Tom Barron

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Criteria for Industrial & Institutional Cleaners in GS-37

- Performance Tests
- Human Toxicity
- Carcinogens & Reproductive Toxins
- Skin & Eye Irritation
- Skin Sensitization
- Combustibility
- Smog Production/IAQ (VOCs)
- Aquatic toxicity
- Aquatic biodegradability
- Eutrophication
- Packaging
- Concentrates
- Fragrances
- Prohibited ingredients
- Training
- Animal Testing

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How to Get a Product Certified

1. Manufacturer reviews the Green Seal standard.
2. Confidentiality Agreement & Applic. for Certification.
Eval. Fee for large co's \$7500 + travel & testing
Eval. Fee for small co's or mult. products \$5000 + travel & testing
3. Green Seal evaluates data & schedules plant visit.
4. If the product meets the standard, Green Seal grants the use of the Green Seal Certification Mark. If product fails, Green Seal informs manuf. of the reasons. Green Seal keeps confidential test results & companies having products evaluated.
5. Green Seal reviews packaging & promotional mat'l.
6. Monitoring to ensure continued compliance.

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References to GS-37 by Government Purchasers/Users

- "The Department of the Interior is adopting Green Seal Standard No. GS-37 for janitorial chemicals used at its offices & parks. DOI recommends following Green Seal standards, which are the best known & most widely accepted guidelines available. Green cleaning is still a relatively new concept, & managers who follow Green Seal standards will be on the cutting edge of green cleaning..."
- EPA's EPP goals for 2005 & 2010 include "greening" janitorial & maintenance services contracts. "All janitorial services contracts should meet ASTM Cleaning Stewardship for Community Buildings Standard & specify use of products which meet the Green Seal Cleaning Products Standard."
- States, cities, counties, and national laboratories.

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References to GS-37 by Non-Government Purchasers/Users

- Center for Health, Environment & Justice report *Creating Safe Learning Zones: The ABC's of Healthy Schools* and "Green Flag" program for schools; the Healthy Schools Network.
- US Green Building Council's LEED for Existing Buildings (LEED-EB)
- INFORM's *Cleaning for Health: Products and Practices for a Safer Indoor Environment*, "...the plethora of differing standards has made it difficult for cleaning product manufacturers...INFORM recommends that purchasing entities consider using Green Seal's GS-37 standard in their purchasing specifications, rather than attempting to develop standards of their own."

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Products that meet GS-37

-  Rochester Midland Corporation
-  Hillyard Industries
-  EnvirOx
-  Several other companies with products being evaluated
- Additional products with data showing compliance submitted to organizations referencing GS-37

Currently no reference to GS-37 requires certification by Green Seal

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URLs mentioned

- Green Seal's GS-37 for Industrial & Institutional Cleaners
<http://www.greenseal.org/standards/industrialcleaners.htm>
- The Global Ecolabelling Network
<http://www.gen.gr.jp>
- Consumers Union "What Makes a Good Ecolabel"
http://www.eco-label.org/good_ecolabel.cfm
- Department of the Interior *Greening the Janitorial Business*
<http://webteam.nbc.gov/green/sustain/final2.html>
- EPA's EPP goals for 2005 and 2010
<http://www.epa.gov/opptintr/epp/pilot/13101%20goals.htm>
- INFORM's *Cleaning for Health*
<http://www.informinc.org/cleanforhealth.php>
- Consumers Choice Council
<http://www.consumerscouncil.org>
- FTC Environmental Marketing Guidelines
<http://www.ftc.gov/bcp/grnrule/guides980427.htm>

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2 reasons for green cleaning @ home



Deacon (floor cleaner)



Zaboo (washroom
& fixture cleaner)

Questions? Comments?