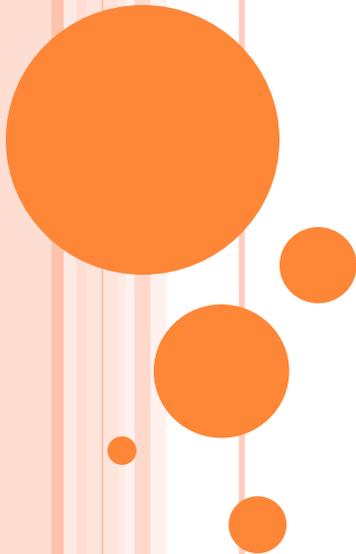


ENVIRONMENTAL CLAIMS IN THE MARKETPLACE: THE WILD WEST VS. GREEN PRODUCTS RATING SYSTEMS

**MRW Coordinators Statewide Meeting
May 4, 2010**



LET'S TALK ABOUT THE GREEN MARKETPLACE:

- **The Wild West**
- **The world of green marketing**
- **How to identify a reliable standards and certifications program**
- **How to use standards and certifications**



MARKET CONFUSION RAMPANT!

- Seven “sins” of greenwashing.
- Over 300 ecolabels.
- Orphan products.



SIN OF NO PROOF



- A claim that can't be proven through reliable third party certification or other easily accessible data.

TerraChoice graphics

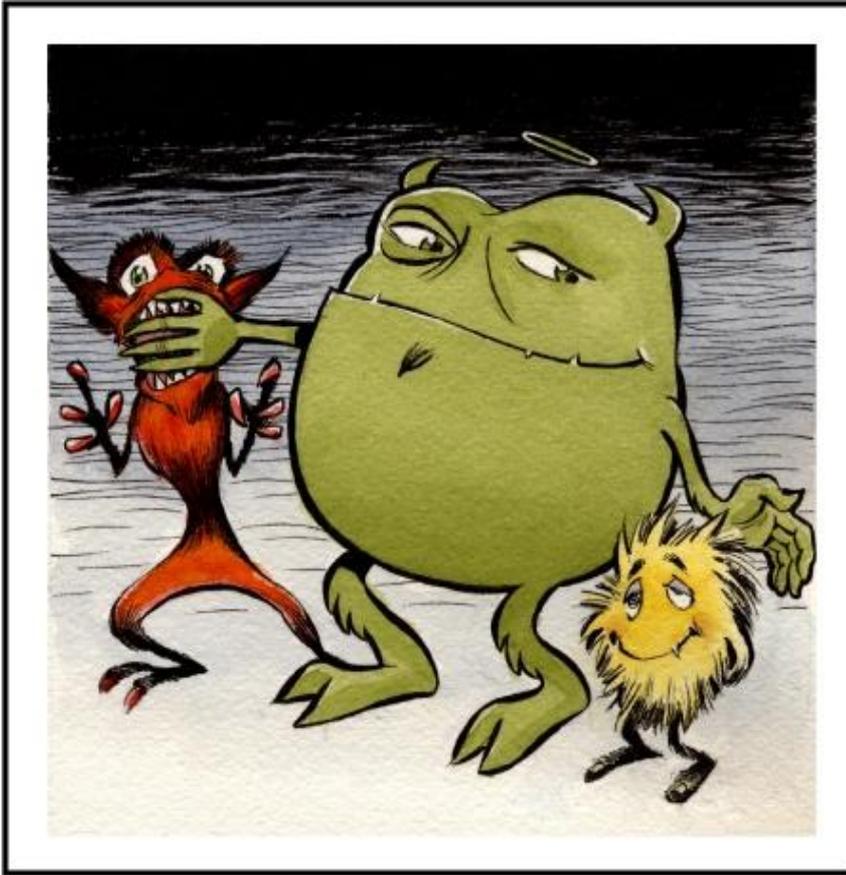


SIN OF VAGUENESS

- So poorly defined or broad that the real meaning is likely to be misunderstood



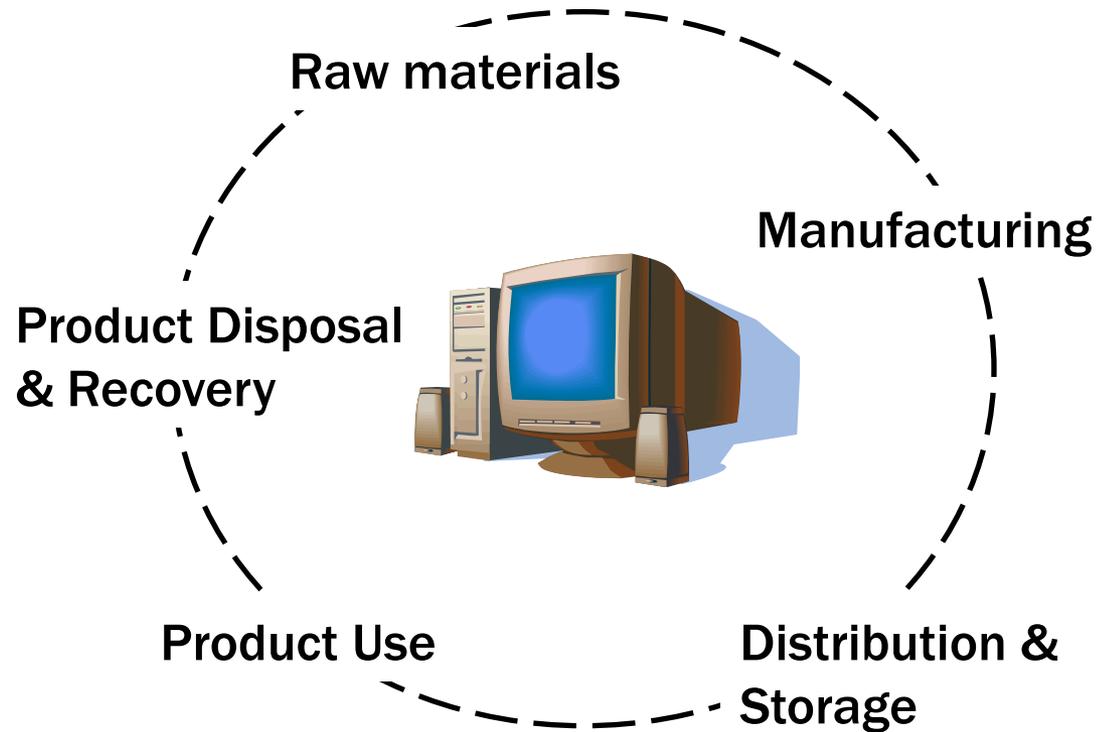
SIN OF THE LESSER OF TWO EVILS



- A claim that distracts the purchaser from the greater environmental impacts of the product category.

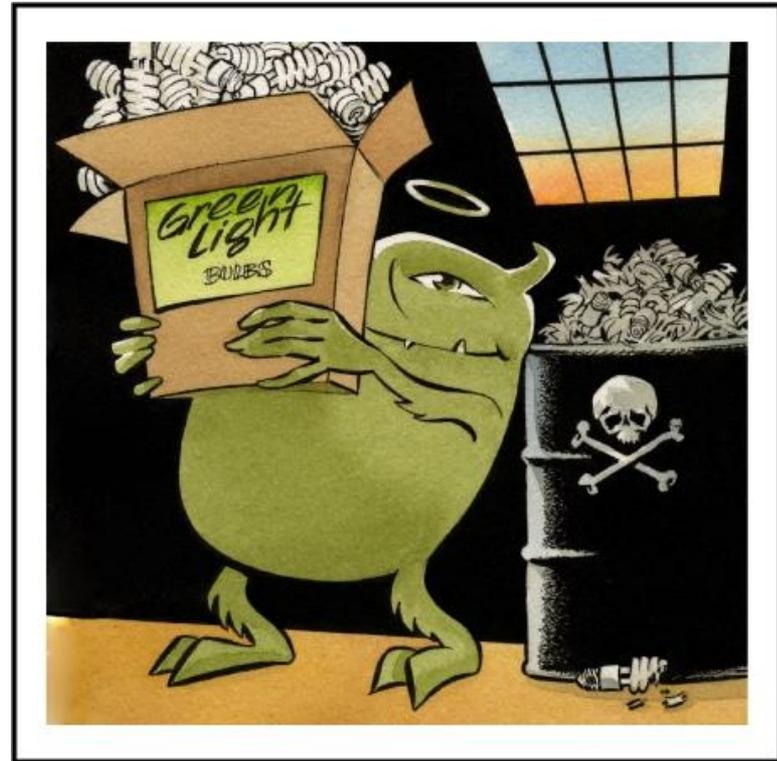


PRODUCT LIFE CYCLE



SIN OF THE HIDDEN TRADE-OFF

- Suggests that a product is “green” based on narrow attributes



SIN OF IRRELEVANCE



- Claim may be truthful but is not important or helpful to purchaser



SIN OF FIBBING

- Environmental claims that are simply false.



SIN OF WORSHIPPING FALSE LABELS



- Gives the impression that product is certified green by independent third party organization.



WHAT'S THE SOLUTION? NAVIGATING THE GREEN MARKETING WORLD

- Standards Developers
- Certifiers
- Verifiers
- Formulator Programs
- Performance Standards
- Information Systems



RELIABLE STANDARDS AND CERTIFICATION PROGRAMS

- Independent
- Third party
- Use a broad-based, transparent, balanced stakeholder consensus process
- Multi-attribute set of criteria
- Require on-site testing and verification
- Often incorporate performance and safety standards that the product must meet or exceed.



GREEN STANDARDS



- Green Seal
- EcoLogo
- EPEAT
- Energy Star
- Green-e (renewable energy)
- USDA Organic/Fair Trade
- Green Guard (Low-VOC)
- Forest Stewardship Council
- LEED
- EPA Water Sense
- NSF International



EPEAT- THE GOLD STANDARD

- Two year stakeholder process
- Transparent – all parties participation visible
- Tiered registry based on 51 criteria
- Ramped up verification when problems found
- Going into standard revision process in 2011
- **But,**
 - openness still trumps balance
 - lifecycle issues not addressed, especially toxics reduction
 - worker health and safety not addressed



FORMULATOR AND REGISTRATION PROGRAMS

- Design for the Environment – DfE
- Registration, Evaluation, Authorization and Restriction of Chemicals – REACH
- Restriction of Hazardous Substances Directive- RoHs



PERFORMANCE STANDARDS

- American National Standards Institute
- ASTM International
- International Organization for Standardization
- Master Painters Institute
- Scientific Certification Systems



GREEN SCREEN 2.0

- Found methodologies good but toxicity evaluation criteria lacking in depth and scope
- Expanded upon DfE
 - Included endocrine disruptors
 - Emphasized degradation products
 - Chemicals penalized for lack of data
- Easily compare chemicals with each other



	Green Seal	Envir. Choice (Canada)	Envir. Choice (Australia)	Blue Angel (Germany)	Eco-label (EU)	Eco-label (NZ)	Nordic Swan	DfE	Green Screen	Ecology
Human Health										
• Acute	R	R	NR	NR	?	R	R	R	R	R
• Cancer	NR	NR	R	NR	R	R	R	R	R	R
• Developmental	NR	NR	R	NR	NR	NR	R	R	R	R
• Endocrine Disruption	NR	NR	R	NR	NR	NR	R	NR	R	R
• Genotoxicity/Mutagenicity	NR	NR	R	NR	R	NR	R	R	R	R
• Immune System	NR	NR	NR	NR	NR	NR	NR	R	R	R
• Irritation/Corrosion-Skin or eyes	NR	NR	NR	NR	NR	NR	R	R	R	R
• Neurological	NR	NR	NR	NR	NR	NR		R	R	R
• Reproductive	NR	NR	NR	NR	NR	NR	R	R	R	R
• Respiratory Sensitizer	NR	NR	NR	NR	R	NR	R	R	R	R
• Skin Sensitizer	NR	NR	R	NR	R	NR	R	R	R	R
• Systemic Toxicity/Organ Effects	NR	NR	NR	NR	NR	NR	NR	R	R	R
Ecological										
• Acute Aquatic	NR	NR	NR	NR	?	R	R	R	R	R
• Chronic Aquatic	NR	R (IC50)	NR	NR	NR	NR	R	R	R	R
Environmental										
• Bioaccumulation Potential	NR	NR	R	NR	R	NR	R	R	R	R
• Persistence	NR	NR	R	?	R	NR	R	R	R	R
Physical/Chemical Properties										
• Explosive?	NR	NR	NR	NR	NR	NR	R	R	R	R
• Flammable?	NR	NR	NR	NR	R	R	R	R	R	R
Degradation products										
• Degradation products considered?	NR	NR	NR	NR	NR	NR	NR	NR/?	R	R
Data Gaps										
• Number of data gaps	NR	NR	NR	NR	NR	NR	NR	NR	NR	R
Uses/End result:	Label	Label	Label	Label	Label	Label	Label	Product Eval. & Label	Product Eval. & Label	Product Eval. & Business support
Date started:	1989			1972	1992	1992	1989	1992	2006?	2008?

HOW CAN I USE STANDARDS AND CERTIFICATIONS?

- Initial scoping process for bid development
- Incorporate into bid documents by reference
- Or “Meets Requirements of ...”
- Develop a Request for Information or Request for Proposal



FSC EXAMPLE:

○ 2.1 Basic Product Requirements

- A. Wood products in this section that have been identified through research as being available from FSC-certified sources, and should be specified on a line-by-line basis as “FSC-certified.”
- Approved vendors are available online at: www.fscus.org



GREEN SPECIFICATIONS - MANDATORY

Copy Paper: 100% PCW recycled content paper, processed chlorine free, FSC certified, 8.5" x 11", 20lb cut sheet

Cleaner: Must be able to be diluted at ratios for both heavy duty and general cleaning. Must be Green Seal certified or meet Green Seal standards

Carpet: All carpet purchased shall meet California Gold Sustainable Carpet Standard certification and provide proof of certification of specific product in submittals and upon delivery of materials.



OR... INCLUDE IN EVALUATION CRITERIA

- Include green in ranking/point system
- May/may not get green product options on contract
- Example: For desktops, monitors and laptops, identify products that are registered with EPEAT.



TIPS

- Make it easy to identify and order certified products
- Allow time to find certified products
- Bring in all relevant information
 - Certified wood with high transportation impact?
 - Local non-certified wood?
- Responsible Purchasing Network
- Next time:
 - Increase % of points for EPP in bid?
 - Pass/fail?



NATIONAL SCENE

- Federal Executive Order
 - EPP - 95% of contract acquisitions
- Federal Trade Commission activity
- Keystone Centre Green Products Roundtable
 - Increasing concern about green claims
 - National eco-labeling system?



2011 ECOLOGY/GA LEGISLATIVE WORKGROUP

- 43.19 Current purchasing criteria
 - Price
 - Performance
 - Availability
- Legislation will add environmental performance based on:
 - climate, toxicity and resource use
 - independent third party certification where available
 - lifecycle analysis



DEPARTMENT OF ECOLOGY EPP

- Standards and Certifications
- EPP Laws and Directives
- Product Fact Sheets
 - ❑ Automotive
 - ❑ Cleaning products
 - ❑ Electronics
 - ❑ Office products
 - ❑ Building materials
 - ❑ Grounds maintenance
- Listerv



<http://www.ecy.wa.gov/beyondwaste/epp.html>



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