

# **Responsible Purchasing Network Green Electronics Teleconference**

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**scot case**

scase@terrachoice.com

www.terrachoice.com

610 779-3770

helping grow the world's  
most sustainable companies

# **In a World Gone Green.... Who Are You Going to Trust?**



EcoLogo<sup>™</sup>

# Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the FTC:  
**FALSE CLAIMS**



# Beware of Greenwashing

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**Green-wash** (grēn'wōsh', -wōsh') – *verb*: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service

**WARNING:**

Learn to ask critical questions or you might be buying products with creative marketing rather than products with legitimate environmental benefits.



# Six “Sins” of Greenwashing

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**Sin of Fibbing** - Misleading customers about the actual environmental performance of their products.

**Sin of Unsubstantiated Claims** - Also known as the sin of “just trust us,” some manufacturers are unable to provide proof of their environmental claims.

**Sin of Irrelevance** - Factually correct, but irrelevant, environmental assessments (e.g., “CFC-free”)

**Sin of the Hidden Trade-Off** - Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.

**Sin of Vagueness** - Broad, poorly defined environmental claims (e.g., “100 percent natural”)

**Sin of Relativism** - A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., “organic cigarettes”)



# To Avoid Greenwashing...

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**EcoLogo<sup>M</sup>**

**<www.ecologo.org>**



# Look for a Certification You Can Trust

- Tough environmental standards
- Scientifically valid, lifecycle-based requirements
- Open, public, and transparent standard-setting process
- Meets ISO 14024 Environmental Labeling Requirements
- Certified by Global Ecolabelling Network  
**EcoLogo is the only certified label in N. America**





# Comparing Eco-Labels

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## **WARNING:**

**Not All Environmental Claims Are Created Equal**

**Learn to ask about:**

- Validity of the standard
- Standard setting process
- Verification process





# Standard Validity

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- Clear and consistent meaning
- Very specific requirements
- Information should be meaningful and verifiable
- Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims*.





# Standard Setting Process

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- No conflict of interest
- Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available





# Verification Process

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- Self certification
- Self certification with random audits
- Independent third-party certification
- Independent third-party certification with on-site audits





# Always Ask...

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## Do you EcoLogo?





# Representative Standards

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There are 150 EcoLogo standards and more than 3,000 certified products.

## **Business Machines and Office Products:**

- Business Directories
- Computer Components
- Demountable Partitions
- Digital Printing Services
- Envelopes
- Facsimile Machines
- Laser Jet Desktop Printers
- Lithographic Printing Services
- Office Facilities
- Photocopiers
- Printing Cartridges Remanufactured
- Printing and Writing Papers
- Uncoated Mechanical Printing Paper



# Revised Office Equipment Standard

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The most recent revision of the Office Equipment Standard (Sept. 2007) combines:

- Copiers (established in 1998)
  - Faxes (established in 1998)
  - Printers (established 2001)
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- Revised Draft began mid-2006
  - Expert stakeholder meetings in September 2006 and May 2007
  - Public comment periods late October to early December 2006; late March 2007 to late April 2007; mid-June 2007 to late July 2007
  - **Deadline for final public comment is July 24, 2007**
  - Stakeholder comments and responses are available upon request



# Office Equipment Standard

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Standard covers entire product lifecycle.

Key standard components:

- Restrictions on Hazardous Substances
- Design for Extended Life, Re-Use and Recycling
- Energy and Paper Savings



# Office Equipment Standard

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## Restrictions on Hazardous Substances:

- Air emission requirements
- No CFCs, HCFCs, or HFCs in any phase of the manufacturing process
- Must meet European RoHS requirements
- List of prohibited flame retardants (PBBs, PBDEs, specific chloroparaffin flame retardants)





# Office Equipment Standard

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## Design for Extended Life, Re-Use and Recycling:

- Permit use of remanufactured printing cartridges
- Plastic parts must identify resins and added flame retardants
- Spare parts must be available for at least 3 years after sale
- Effort made to secure postconsumer recycled plastics for use in machines
- Offer end of life waste diversion program
- Offer end of life collection program
- Examine collected products for potential reuse
- Specific end of life requirements
- No cost end of life diversion program for consumables



# Office Equipment Standard

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## Energy and Paper Savings:

- Must meet Energy Star
- If device produces 45 pages or more per minute, must include automatic duplexing capabilities and permit user to set duplex mode as the default
- If device produces 25 pages or more per minute, must come with an option for automatic duplexing



# Currently Certified

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## Photocopiers

Canon (69 products)

Hewlett Packard (29 products)

Konica Minolta (9 products)

Kyocera Mita (29 products)

- Ricoh (90 products)
- Sharp Electronics (99 products)
- Xerox (157 products)

## Fax Machines

Canon (15 products)

Kyocera Mita (2 products)

Ricoh (14 products)

- Sharp (9 products)
- Xerox (74 products)

## Laser Jet Desktop Printers

Canon (13 products)

Hewlett Packard (156 products)

Kyocera Mita (21 products)

Lexmark (97 products)

- Ricoh (36 products)
- Sharp (6 products)
- Xerox (74 products)



# Recommended Contract Language

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"Products purchased under this contract must be EcoLogo certified or provide demonstrable proof of meeting the EcoLogo standard and certification requirements. The EcoLogo standard and certification requirements are available at <[www.ecologo.org](http://www.ecologo.org)>."

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environmental marketing



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