

Responsible Purchasing Network Green Electronics Teleconference

July 24, 2007

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helping grow the world's most sustainable companies

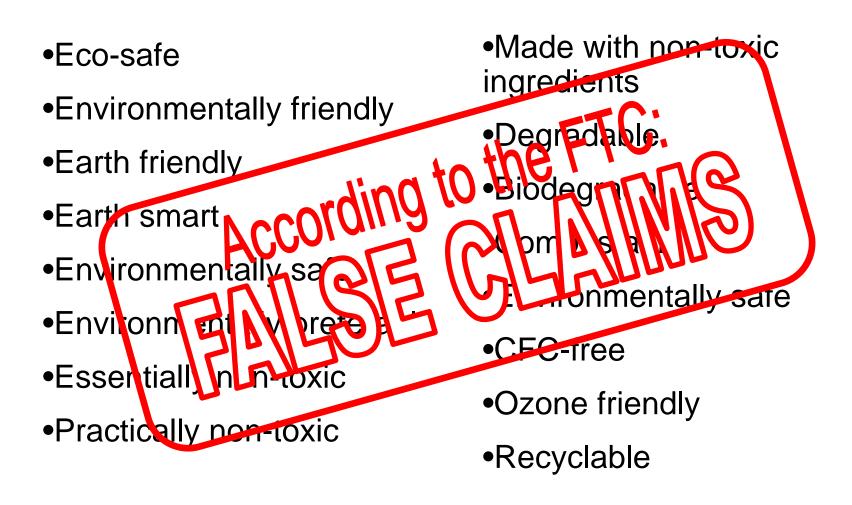


In a World Gone Green.... Who Are You Going to Trust?

helping grow the world's most sustainable companies



Environmental Claims are Growing





Beware of Greenwashing

Green-wash (grēn'wŏsh', -wôsh') – *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

<u>Sin of Fibbing</u> – Misleading customers about the actual environmental performance of their products.

- <u>Sin of Unsubstantiated Claims</u> Also known as the sin of "just trust us," some manufacturers are unable to provide proof of their environmental claims.
- <u>Sin of Irrelevance</u> Factually correct, but irrelevant, environmental assessments (e.g., "CFC-free")
- <u>Sin of the Hidden Trade-Off</u> Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.
- <u>Sin of Vagueness</u> Broad, poorly defined environmental claims (e.g., "100 percent natural")
- <u>Sin of Relativism</u> A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., "organic cigarettes")





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Look for a Certification You Can Trust

Tough environmental standards

Scientifically valid, lifecycle-based requirements

Open, public, and transparent standardsetting process

Meets ISO 14024 Environmental Labeling Requirements

Certified by Global Ecolabelling Network EcoLogo is the only certified label in N. America



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Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

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



Standard Validity

•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

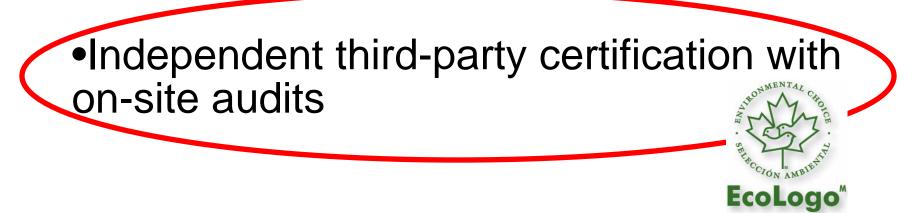
- •No conflict of interest
- •Lifecycle considerations
- •Broad stakeholder participation
- •Transparent development process
- •Comments publicly available





Verification Process

- •Self certification
- •Self certification with random audits
- Independent third-party certification



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Always Ask...

Do you EcoLogo?



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Representative Standards

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

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

- Copiers (established in 1998)
- Faxes (established in 1998)
- Printers (established 2001)

•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



Standard covers entire product lifecycle.

Key standard components:

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



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)



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



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

Photocopiers

Canon (69 products) Hewlett Packard (29 products) Konica Minolta (9 products) Kyocera Mita (29 products)

Fax Machines

Canon (15 products) Kyocera Mita (2 products) Ricoh (14 products)

Laser Jet Desktop Printers

Canon (13 products) Hewlett Packard (156 products) Kyocera Mita (21 products) Lexmark (97 products)

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

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

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



Recommended Contract Language

"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>."



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