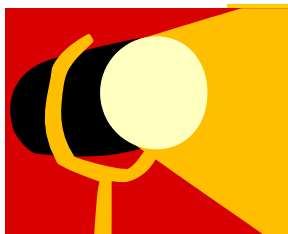


Demystifying Ecolabels



Alicia Culver
Responsible Purchasing Network

Boston, MA • April 6, 2011



Overview

- **What is “greenwashing”?**
- **What actions can you take to prevent it?**
- **What strategies can you use to incorporate the use of trusted ecolabels into your sustainable purchasing policy and bid specifications?**
- **What other sustainable purchasing resources are available?**

RPN

Nonprofit, ~200 members

- **States**
- **Local governments**
- **Federal agencies**
- **Colleges and universities**
- **School districts**
- **Businesses**
- **Non-profits**



RPN Mission

“Promote and practice responsible purchasing by identifying best practices, developing effective purchasing tools, educating the market, and using our collective purchasing power to maximize environmental stewardship, protect human health, and support local and global sustainability.”

RPN Resources

- *Responsible Purchasing Guides* for 15 product categories
- Webinars on “green” procurement issues
- Monthly newsletter highlighting “green” purchasing activities and resources
- Sustainable purchasing policies and specifications
- *Model Responsible Purchasing Report*
- Calculators and other tools



EPPs are...

- **Made with recycled content**
- **Highly energy efficient**
- **Designed to be long lasting**
- **Recyclable or compostable**
- **Made from renewable resources**
- **Less toxic than conventional goods**
- **Manufactured locally and responsibly**
- **Fairly traded**
- **Safely managed at the end of their life**



Why Do “Green” Purchasing?



“Green” Purchasing Benefits



Progress towards:

- **Climate action commitments**
- **“Zero Waste” goals**
- **Reducing water and air pollution**
- **Minimizing toxic chemical exposures**
- **Creating local “green collar” jobs**
- **Securing green building (LEED) credits**
- **Life-cycle cost savings**



“Green” Purchasing Opportunities

- **Commodity contracts**
- **Service agreements**
- **Construction projects**
- **Purchase orders**
- **Credit cards**
- **E-procurement**



Every purchase matters

“Green” Claims Increasing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essential, non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Natural
- Environmentally safe
- CFC free
- Zero primary
- Recyclable

According to the FTC:
FALSE CLAIMS



Original Source: Kirsten Ritche, Gensler

7 “Sins” of Greenwashing

Fibbing
“Non-Toxic”

No Proof
“Just trust us”

Irrelevance
“CFC-Free”

Hidden Trade-Off
Compostable
food containers
with
“Teflon” coating

Sin of Vagueness
“100% Natural”

Lesser of Two Evils
Organic
cigarettes

**Worshipping
False Labels**



Manufacturer-created Eco-Labels



Manufacturer-created Ecolabels



MATERIAL SAFETY DATA SHEET

SECTION 1 – CHEMICAL PRODUCT AND COMPANY IDENTIFICATION

Product Name: GOO GONE
Product Code: GG01, GG06, GG12, GG12C, GG12TB, GG12LN, GG12CNLN, GGP16A, GGP16CN, GG44, GG44TB, GG4472ST, GG447218, GG89, GG89AUST, GG89CN, GZ92, 1647, 1649, 1650, 175011480, 5011488, 77133
Supplier: MAGIC AMERICAN PRODUCTS
Address: 26901 CANNON ROAD, SUITE 190
 BEDFORD HEIGHTS, OH 44146
Telephone: (800) 321-6330 M-F, 9-5 EST
Emergency: CHEMTREC 24 HR (800) 424-9300
Date: October 18, 2010

SECTION 2 – COMPOSITION, INFORMATION ON INGREDIENTS

<u>Ingredients</u>	<u>Percent</u>	<u>CAS #</u>
Distillates (petroleum), hydrotreated light	< 95	64742-47-8
Tripropylene glycol methyl ether	1 – 10	25498-49-1
Citrus extracts blend	1 – 10	94266-47-4 / 8028-48-6

The Power of Citrus

Made with a special combination of Citrus Power and scientific technology, [Goo Gone safely removes any mess.](#)



Retailer-created Ecolabels



Multi-Attribute Certifications

search

EcoLogo[™] Program
Third-party certification of environmentally-preferable products

[▶ Green Products](#) |
 [▶ Get Certified](#) |
 [▶ Our Standards](#) |
 [▶ In the News](#) |
 [▶ Partnerships](#)



Our Standards

The EcoLogo Program: Scientifically Rigorous Standards. Meet ISO 14024 standards for eco-labelling. Open, public, transparent stakeholder standard-setting process

[▶ Click here to view our criteria...](#)





Single Attribute Certifications



GREENGUARD ENVIRONMENTAL INSTITUTE

FIND PRODUCTS | CERTIFICATION PROGRAMS | RESOURCES | ANSI | ABOUT GEI

Just Certified

- GREENGUARD Indoor Air Quality Certified*
- GREENGUARD Children & Schools
- Indoor Air Quality Certified Product Guide
- Children & Schools Certified Product Guide
- Listed Products
 - Low-Emitting
 - Microbial Resistant

HOME >>

WELCOME TO THE GREENGUARD ENVIRONMENTAL INSTITUTE PRODUCT GUIDE
The world's largest guide for selecting low-emitting products and materials.
(This guide is developed by GEI, an industry-independent non-profit organization that is not affiliated with any manufacturer of a product that GEI certifies.)

Product Category: Flooring Sub-Category: Resilient Type: Rubber

Manufacturer: --ALL--

QUICK PRODUCT SEARCH
Keyword:

Click "Search" button to view results. Search CSI Codes

GREENGUARD Indoor Air Quality Certified® Products

Your search returned 42 products. Display 20

1 2 3

	<p>Advance Mondo America Inc. GREENGUARD Indoor Air Quality Certified Certification Status: CERTIFIED Restrictions: NONE Certification Period(s): 04/2009- 04/2010 Printable Certificate for Indoor Air Quality</p>
	<p>Geode MD Mondo America Inc. GREENGUARD Indoor Air Quality Certified Certification Status: CERTIFIED Restrictions: NONE Certification Period(s): 04/2009- 04/2010 Printable Certificate for Indoor Air Quality</p>
	<p>Harmont Mondo America Inc. GREENGUARD Indoor Air Quality Certified Certification Status: CERTIFIED Restrictions: NONE Certification Period(s): 04/2009- 04/2010</p>





Support Green-certified Businesses





e-Stewards

THE GLOBALLY RESPONSIBLE WAY
TO RECYCLE YOUR ELECTRONICS

- Home
- About us
- Find e-Stewards Recyclers
- The e-waste crisis
- Recycling resources
- e-Stewards Certification
- News + Media



e-waste in Gulyu, China is often simply burned resulting in severe pollution of ground, water, and air.

Latest News:

- Santa Clara County – Home of Silicon Valley now e-

[Find an e-Stewards® Recycler](#)



[The Story of Electronics](#)



www.ResponsiblePurchasing.org



Verification of Environmental Claims



UL Environment™
Sustainable Product Certification Mark



Rating Systems



- **US DOE/EPA ENERGY STAR Program**

- **EPEAT (green computer equipment**



- **US EPA Design for the Environment (DfE) Program**






- **USDA BioPreferred**

Look for the label!



- **EU RoHS Directive (Restriction of Hazardous Substances)**

				Total
Product	BRONZE	SILVER	GOLD	
Desktops	<u>5</u>	<u>47</u>	<u>69</u>	<u>121</u>
Integrated Systems	0	<u>24</u>	0	<u>24</u>
Monitors	<u>6</u>	<u>365</u>	<u>30</u>	<u>401</u>
Notebooks	0	<u>334</u>	<u>46</u>	<u>380</u>
Totals	11	770	145	926

Responsible Purchasing Trends

Recognized/Used Standards, Eco-labels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%



Consumer Reports' Eco-Labels Center



[Join our FREE e-mail newsletter](#)

Search GreenerChoices.org

- Products & green ratings
 - Appliances
 - Cars
 - Electronics
 - Food & beverages
 - Home & garden
- Hot topics & solutions
 - Eco-labels center
 - Electronics recycling center
 - Global warming center
 - More topics

Greener Choices Home > Eco-labels center > Label category > Label information

Label search results



click to magnify

dolphin safe

Print this page

LABEL REPORT CARD						
How meaningful is the label?	Is the label verified?	Is the meaning of the label consistent?	Are the label standards publicly available?	Is information about the organization publicly available?	Is the organization free from conflict of interest?	Was the label developed with broad public and industry input?
Somewhat	Yes¹	No	Yes	Yes	Yes ²	Yes

1. However, the dolphin safe label is a partially certified claim since the NMFS only verifies tuna caught from a specific region and not all tuna that is labeled dolphin safe.

2. However, since the manufacturer can make the decision about labeling tuna when it is caught outside the verified region for dolphin safe, there can be conflict of interest.

Require Product Claims to be Verified

“Suppliers citing environmentally preferred product claims shall provide proper certification or detailed information on environmental benefits, durability and recyclable properties.”



Specifically supports use of Green Seal and EPEAT

University of California Policy on Sustainable Practices



Evaluate and Approve Ecolabels

2.5 Use of Social and Environmental Product or Service Labels

City employees are encouraged to use independent, third-party social and/or environmental (eco) product or service label standards when writing specifications for, or procuring materials, products, or services, so long as such labels:

- Were developed and awarded by an impartial third-party;
- Were developed in a public, transparent, and broad stakeholder process; and
- Represent specific and meaningful leadership criteria for that product or service category.

City of Portland, OR Sustainable Procurement Policy

Certifications Referenced in Bid Solicitations

“Products/services purchased under this contract must be _____ certified or provide demonstrable proof of meeting the _____ standard and certification requirements. The _____ standard and certification requirements are available at

Cooperative Purchasing Agreements a Growing Source for Green Products

WSCA
Western States Contracting Alliance

SITE SEARCH: **SEARCH**

WSCA Home | NASPO | FAQ | Cooperative Purchasing | Vendor FAQ | WSCA Members Only

CURRENT COOPERATIVE CONTRACTS

JANITORIAL SUPPLIES AND INDUSTRIAL PAPER (WSCA-OR)
W20-2007

BASIC CONTACT INFORMATION - LEAD STATE

PARTICIPATING STATES:

Affiliation:	WSCA
Lead State:	Oregon
Lead State Contract Number:	102-5031-5
Contact person:	Pam Johnson
Phone:	(503) 378-4731
Fax:	(503) 373-1626
Email:	pam.johnson@state.or.us

[LINK TO LEAD STATE WEBSITE](#)

WSCA Contracts Offering Green Products

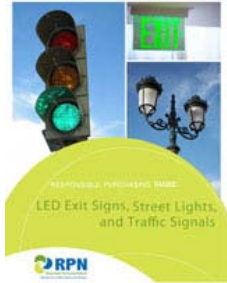
- **Computer Equipment**
- **Copiers**
- **Hardware Supplies**
- **Janitorial Supplies**
- **Office Supplies**
- **Tires**

Multi-attribute Specifications: Green Cleaning Products



- **Green Seal- or EcoLogo-certified cleaners**
- **Metered dilution system**
(to reduce exposure and save money)
- **Pilot test, if possible**
- **Training and service**





Multi-attribute Specifications: Green Lighting Equipment



- **Energy efficiency**
- **Waste prevention (long life)**
- **Toxicity reduction (mercury, lead)**
- **Light quality**
- **Recycling (“takeback”)**



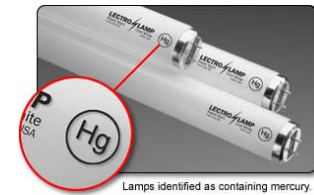
CA and MN adopted green lighting specs



Shades of Green

How Much...

- **Recycled content**
- **Bio-based content**
- **Mercury content (in fluorescent lamps)**
- **Energy, fuel or water consumption**



Strategy: Publicize “Green” Products Offered on Your Contracts



Recycled and Environmentally Preferable Products and Services Guide

Massachusetts Statewide Contracts
Operational Services Division

Recycled and Environmentally Preferable Products Guide to Massachusetts Statewide Contracts

Foodservice Supplies / Grocery Related Paper Products



Contract #: GR022	OSD Update # 09-08A
Expiration Date: 07/31/10	
Procurement Team Leader: Betty Fernandez (617) 720-3133	
OSD Environmental Contact: Marcia Deegler (617) 720-3356	

Contract Summary: This contract provides Grocery Related Items/Foodservice Supplies such as cups, napkins, plates, straws, trays, toilet paper, paper towels, forks, spoons, knives and other foodservice supplies in two categories:

Category I – Conventional Products – While this category contains some conventional items that do not necessarily have any environmental benefits, the two awarded vendors are required to use shipping containers that contain post-consumer recycled content and recycle various materials in their operations. In addition, they both supply janitorial and foodservice paper goods that meet the federal and state recycled content standards for recycled content as follows:

- Paper Toweling 40% post consumer content
- Toilet paper 20% post consumer content
- Facial Tissue 10% post consumer content
- Napkins 30% post consumer content
- Industrial wipes 40% post consumer content
- Trash liners 20% post-consumer content

Category II – Biodegradable/Compostable Products including Biobased –offers contract users an environmentally preferable and sustainable alternative to conventional disposable foodservice ware. Biodegradable products may be made from fibers, resins or other materials that can document their capability to be satisfactorily composted in most municipal and/or industrial composting facilities. They include a variety of hot and cold cups, trays, utensils, clamshell containers and trash liners. Many of these products are certified by the Biodegradable Products Institute (BPI) and all are required to comply with the following specifications:

- 100% biodegradable and made from renewable resources
- Compatible for composting in typical cafeteria food waste programs without detracting from the quality of the finished compost produced through such programs
- Comply with ASTM D6400-99 "Specifications for Compostable Plastics" (for products that contain or consist of compostable plastics).
- Comply with ASTM D6878 "Specifications for Biodegradable Plastic Coatings on Paper and Other

9	At	Ln	Col	REC	TRK	EXT	OVR	English (U.S)
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Strategy: Direct Suppliers to...

- **Clearly label products that meet YOUR “green” criteria**
- **Require “greenest” products to be listed first via online searches**
- **Substitute (or suggest) EPPs when conventional items ordered**



Strategy: Block “Red Flag” Products

- **Hazardous ingredients**
- **Poor energy efficiency**
- **Wasteful (disposable)**
- **Unsustainable production**



Strategy: Institutionalize

- **Don't try to do it on your own.**
- **Get top level support**
- **Assemble a “Green Team”**
- **Establish communication and outreach strategies**
- **Adopt sustainable purchasing policy and/or administrative guidelines**

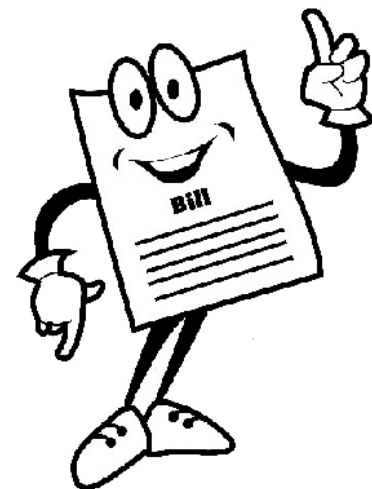
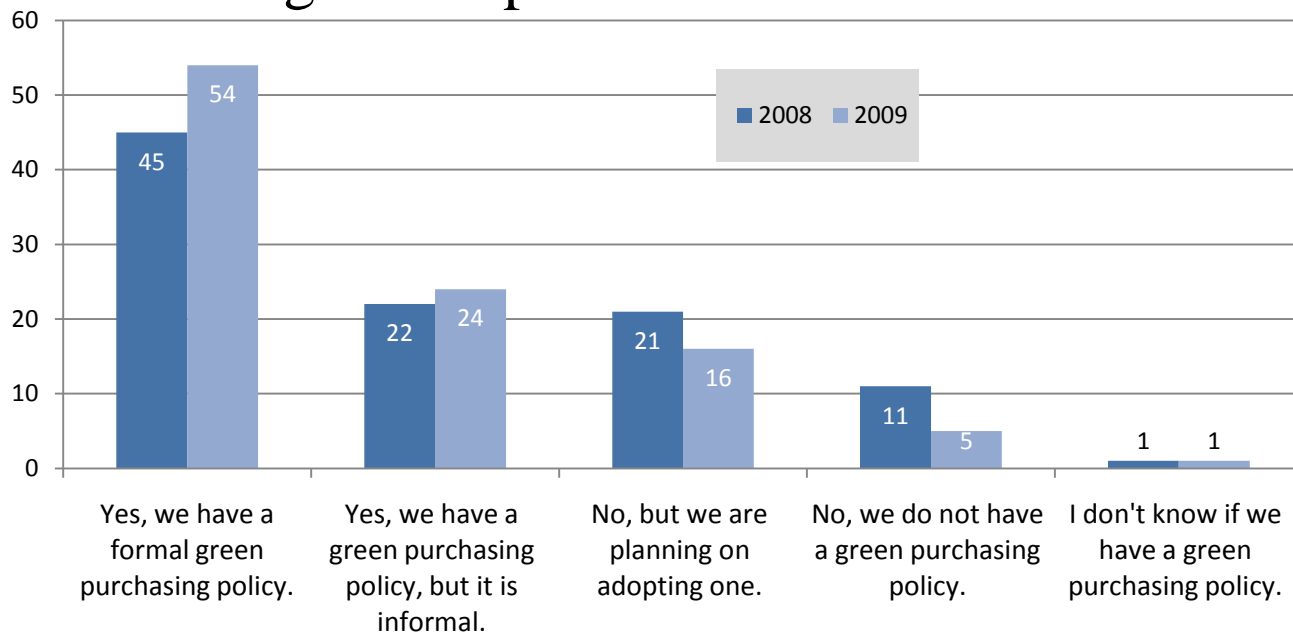


See 10 Steps to Starting a Sustainable Purchasing Program on RPN website)

Responsible Purchasing Trends

Responsible purchasing policies over time

Percentage of respondents



Strategy:

Prioritize

- **Largest potential impact**
- **Ability to meet environmental/health goals**
- **Opportunities for change
(contracts re-bid)**
- **Ease of implementation
(use existing specs)**
- **Potential to save money/create local jobs**



Calculate Benefits

Lifecycle Environmental Impact

The following is a break down of the environmental impact of your choices for different grades of paper.

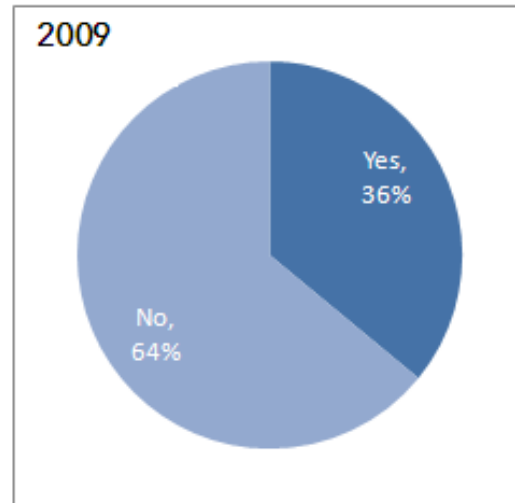
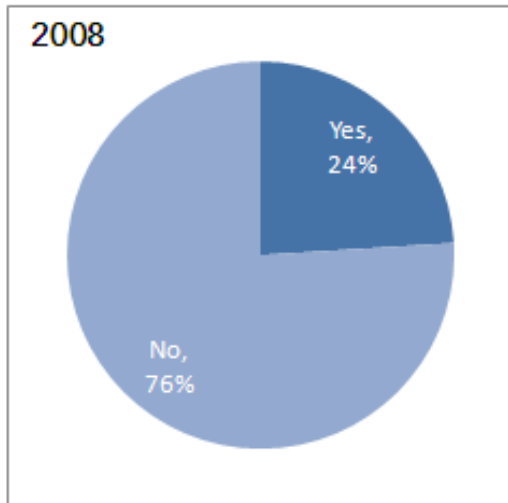
Recalculate	Baseline Paper	100% Recycled Paper
Paper	Uncoated Freesheet (e.g. c)	Uncoated Freesheet (e.g. c)
Quantity per year	1000 Pounds	1000 Pounds
% Postconsumer	0	100
Wood Use	2 tons	0 tons 2 tons less
Net Energy	15 million BTU's	11 million BTU's 4 million BTU's less
Greenhouse Gases	2,941 lbs CO ₂ equiv.	1,711 lbs CO ₂ equiv. 1,230 lbs CO ₂ equiv. less
Wastewater	11,109 gallons	5,186 gallons 5,924 gallons less
Solid Waste	954 pounds	595 pounds 360 pounds less

The Baseline Paper uses 2 tons , the equivalent of about 13 trees
 100% Recycled Paper would use/produce 2 tons less , the equivalent of about 13 fewer trees

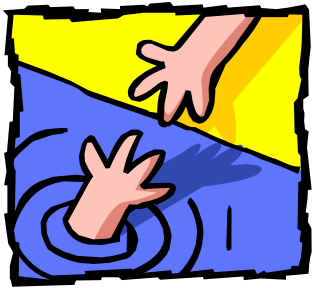


Report Your Successes

Does your organization publish a report on your green purchasing initiatives?
Answers shown in percentages of respondents.



Questions? Comments?



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www.responsiblepurchasing.org