

Compilation of Terms Marketing Green Products:
A "Green" Glossary
Version 1.0

Definition	Source	Opportunities for Misuse	Notes	Source of Information							
				Regulation	Guideline	Standard	Label	Industry	Government	NGO	
Antibacterial Technically, a product that kills or inhibits the growth of bacteria, generally in foods, inanimate surfaces, or hands; the property of killing or inhibiting the growth of bacteria. EPA considers that "antibacterial" should only apply to products designed to control human pathogenic microorganisms.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=25	Consumer products with antibacterial properties are widely perceived as beneficial. However, overuse of antibacterials can actually lead to the evolution of antibiotic-resistant strains of bacteria. See this for more info: http://www.cdc.gov/ncidod/eid/vol7no3_supp/levy.htm . Definitions of antibacterial should include where/when use is appropriate and when it is superfluous.			x						x
Substances that kill or slow the growth of bacteria when treating human and environmental surfaces. These include substances that aid in proper hygiene.	National Institute of Allergy and Infectious Diseases; http://www3.niaid.nih.gov/topics/antimicrobialResistance/Understanding/definitions.htm									x	
Antimicrobial Chemicals used to kill or inhibit the growth of microorganisms whether bacteria, viruses, or fungi. EPA considers that "antimicrobial" should be associated with the protection of articles (e.g., tents).	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=29				x						x
A general term for the drugs, chemicals, or other substances that either kill or slow the growth of microbes. Among the antimicrobial agents in use today are antibacterial drugs (which kill bacteria), antiviral agents (which kill viruses), antifungal agents (which kill fungi), and antiparasitic drugs (which kill parasites).	CDC; http://www.cdc.gov/getsmart/resources/glossary.html	Antimicrobial resistance is common; see http://www.cdc.gov/drugresistance/index.html								x	
Antiseptic A product generally used on skin to prevent infection and decay by inhibiting the growth of microorganisms.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=31				x						x
A substance that prevents or arrests the growth or action of microorganisms by inhibiting their activity or by destroying them. The term is used especially for preparations applied topically to living tissue.	CDC; http://www.cdc.gov/hicpac/Disinfection_Sterilization/19_00glossary.html	There is antibiotic and antiseptic resistance impacts on public health; see http://www.ncbi.nlm.nih.gov/pubmed/11052402?dopt=Abstract								x	
Biobased Commercial or industrial products (other than food or feed) that utilize biological products or renewable, domestic, agricultural (e.g., plant, animal and marine), or forestry materials. Term is typically used to distinguish it from petroleum-based resources.	EPA; http://www.epa.gov/oppt/epp/pubs/about/eppterm_s.htm	There is an implicit assumption that biobased materials are better than synthetics or petroleum-based products. However, depending on the manufacturing process, more energy inputs could go into biobased products than into similar petroleum-based products. This would only be found with a full lifecycle analysis.									x
A product determined by the Secretary to be a commercial or industrial product (other than food or feed) that is composed, in whole or in significant part, of biological products or renewable domestic agricultural materials (including plant, animal, and marine materials) or forestry materials.	2002 Farm Security and Rural Investment Act (FSRIA); http://www.cleangredients.org/about/glossary		Act included a voluntary labeling program.	x							

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Disinfectant A product containing an antimicrobial(s) used on hard inanimate surfaces and objects. Disinfectants destroy or irreversibly inactivate infectious fungi and bacteria but not necessarily their spores. Disinfectant products are divided into two major types: hospital and general use. Hospital type disinfectants are the most critical to infection control and are used on medical and dental instruments, floors, walls, bed linens, toilet seats, and other surfaces. General disinfectants are the major source of products used in households, swimming pools, and water purifiers.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=34		Disinfectants must be registered with the EPA, because they contain chemicals considered as pesticides.		x						x
Earth Smart A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is currently no standard definition for the term.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=108&searchType=Label%20index&searchValue=&refpage=labelIndex&refqstr=		Unless otherwise specified, There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Ecological Footprint A measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. The Ecological Footprint is usually measured in global hectares. Because trade is global, an individual or country's Footprint includes land or sea from all over the world. Ecological Footprint is often referred to in short form as Footprint (not footprint).	Global Footprint Network; http://www.footprintnetwork.org/en/index.php/GFN/page/glossary/										x
EcoLogo Is a Type I eco-label, as defined by the International Organization for Standardization (ISO). This means that the Program compares products/services with others in the same category, develops scientifically relevant criteria that reflect the entire lifecycle of the product, and awards the EcoLogo to those that are verified by an independent third party as complying with the criteria. The EcoLogo Program has been successfully audited by the Global EcoLabelling Network (GEN) as meeting ISO 14024 standards for eco-labelling.	EcoLogo; http://www.ecologo.org/en/						x				x
Eco Friendly A product, practice, or process that is "green" or good for the environment, creating no unnecessary or hazardous waste and minimizing use of non-renewable, natural resources.	Lean and Green Summit; http://www.leanandgreensummit.com/glossary/Lean%20and%20Green%20Glossary.pdf		Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Eco-Safe A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=162&searchType=Label&searchValue=eco&refpage=labelSearch&refqstr=label%3Deco%26mode%3Dview		Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Energy Efficient Refers to products or systems using less energy to do the same or better job than conventional products or systems. Energy efficiency saves energy, saves money on utility bills, and helps protect the environment by reducing the amount of electricity that needs to be generated. When buying or replacing products or appliances for your home, look for the ENERGY STAR® label — the national symbol for energy efficiency.	EPA; http://www.epa.gov/RDEE/energy-and-you/glossary.html									x	
Refers to programs that are aimed at reducing the energy used by specific end-use devices and systems, typically without affecting the services provided. These programs reduce overall electricity consumption (reported in megawatthours), often without explicit consideration for the timing of program-induced savings. Such savings are generally achieved by substituting technologically more advanced equipment to produce the same level of end-use services (e.g. lighting, heating, motor drive) with less electricity.	U.S. Department of Energy's Energy Information Administration; http://www.eia.doe.gov/glossary/glossary_e.htm								x		
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Non-Toxic										
"Toxic" is defined by the Federal Hazardous Substances Act, which regulates hazardous household products. A product is toxic if it can produce personal injury or illness to humans when it is inhaled, swallowed, or absorbed through the skin. In addition, a product is toxic if it can cause long term chronic effects like cancer, birth defects, or neurotoxicity (adverse effects on the nervous system). The Consumer Product Safety Commission (CPSC) is the federal agency responsible for administering the Federal Hazardous Substances Act. While neither the Act nor the CPSC define non-toxic, some manufacturers might assume that a product or chemical is non-toxic if it does not meet the definition of toxic under the Federal Hazardous Substances Act.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=131&searchType=Labe!%20index&searchValue=&refpage=labelIndex&refqstr=		Just because a product or chemical does not meet the definition of "toxic" as defined by the Act and CPSC does not mean it is harmless, and most toxicologists rate the acute (immediate) toxicity of substances along a continuum, not as toxic or non-toxic. Moreover, a consumer could see both a "non-toxic" label and a "This product contains a chemical known to the State of California to cause cancer" label on the same product since the threshold for what CPSC considers to be toxic is lower than that for the State of California.							x
Toxic applies to any substance (other than a radioactive substance) which has the capacity to produce personal injury or illness to man through ingestion, inhalation, or absorption through any body surface.	Federal Hazardous Substances Act; http://www.cpsc.gov/BUSINFO/fhsa.pdf									x
Organic										
The US Department of Agriculture (USDA) is responsible for the managing the National Organic Program, which was implemented in October 2002. Organic farming avoids the use of most artificial inputs, like synthetic pesticides and fertilizers and bans the use of animal by-products, antibiotics and sewage sludge among other practices. Any food product (except fish) using the word organic must be certified as such by an official USDA accredited certifier.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=9				x					x
A labeling term that denotes products produced under the authority of the Organic Foods Production Act. The principal guidelines for organic production are to use materials and practices that enhance the ecological balance of natural systems and that integrate the parts of the farming system into an ecological whole.	USDA's National Agricultural Library; http://www.nal.usda.gov/afsic/pubs/ofp/ofp.shtml									x
A method of farming without the use of toxic and persistent pesticides or fertilizers, sewage sludge, irradiation or genetic engineering, and are certified by an accredited independent organization. It is a system of farming that strives for a balance with nature, using methods and materials that are of low impact to the environment.	Organic Exchange; http://www.organicexchange.org/faq2.php									x
Ozone Depleting Compounds										
Any compound with an ozone-depletion potential greater than 0.01 (CFC 11=1) according to the EPA list of Class I and Class II Ozone-Depleting Substances.	Green Seal; http://greenseal.org/certification/GS-49_Proposed_Residential_Cleaning_Services_Standard.pdf									x
A compound that contributes to stratospheric ozone depletion. Ozone Depleting Substances (ODS) include CFCs, HCFCs, halons, methyl bromide, carbon tetrachloride, and methyl chloroform. ODS are generally very stable in the troposphere and only degrade under intense ultraviolet light in the stratosphere. When they break down, they release chlorine or bromine atoms, which then deplete ozone.	EPA; http://www.epa.gov/Ozone/defns.html									x
Ozone Friendly										
Ozone applies to both atmospheric ozone and ground-level ozone associated with smog. If a company claims that its products are "ozone friendly" or "ozone safe," it should have reason to believe that the products do not harm the atmosphere — either the upper ozone layer or the air at the ground level.	Federal Trade Commission; http://www.ftc.gov/bcp/edu/pubs/consumer/general/gen02.shtml									x
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is currently no standard definition for the term unless otherwise specified.	Consumer Products Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=164&searchType=Labe!%20index&searchValue=&refpage=labelIndex&refqstr=	There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.	The International Standards Organization (ISO) considers this claim to be too vague to be meaningful to consumers. To comply with the ISO standard for environmental claims (which is voluntary), companies must not use "ozone-friendly" on their products.							x

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Recyclable										
A product or package should not be marketed as recyclable unless it can be collected, separated or otherwise recovered from the solid waste stream for reuse, or in the manufacture or assembly of another package or product, through an established recycling program. Unqualified claims of recyclability for a product or package may be made if the entire product or package, excluding minor incidental components, is recyclable. For products or packages that are made of both recyclable and non-recyclable components, the recyclable claim should be adequately qualified to avoid consumer deception about which portions or components of the product or package are recyclable. The manufacturer or seller of the products has proof that the products can be collected and used again, or made into useful products.	FTC Green Guides 1998; http://www.ftc.gov/bcp/gnrnrule/guides980427.htm	Claims of recyclability should be qualified to the extent necessary to avoid consumer deception about any limited availability of recycling programs and collection sites. If an incidental component significantly limits the ability to recycle a product or package, a claim of recyclability would be deceptive. A product or package that is made from recyclable material, but, because of its shape, size or some other attribute, is not accepted in recycling programs for such material, should not be marketed as recyclable			x				x	
A general claim that implies a product or its packaging can be collected, sorted and used for the manufacturing of new products and packaging.	Consumer Products Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=136&searchType=Label%20index&searchValue=&refpage=labelIndex&refqstr=	There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.	The FTC can investigate labels after they have been put on the market if they feel they are deceiving the consumer under section 5 of the Federal Trade Commission Act to prevent deception and unfairness in the marketplace. However, it does not routinely check or verify "recyclable" claims.							x
Recycled										
Recycled products are made from items recovered or separated from the waste stream that are melted down or ground up into raw materials and then used to make new products. Or they may be products that are used, rebuilt, reconditioned, or remanufactured. If a product is labeled "recycled" because it contains used, rebuilt, reconditioned, or remanufactured parts, the label must say so — unless it's obvious to the consumer.	Federal Trade Commission; http://www.ftc.gov/bcp/edu/pubs/consumer/general/gen02.shtm				x				x	
Without more specific information, there is no way to determine whether products labeled as "recycled" are made from post-consumer or pre-consumer waste. To learn more about what is meant by the recycled label on a particular product, consumers must contact the manufacturer.	Consumer Products Eco-Label Center; http://www.greenerchoices.org/eco-labels/label.cfm?LabelID=137&searchType=Label%20index&searchValue=&refpage=labelIndex&refqstr=	There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Recycled Content										
A recycled content claim may be made only for materials that have been recovered or otherwise diverted from the solid waste stream, either during the manufacturing process (pre-consumer), or after consumer use (post-consumer). To the extent the source of recycled content includes pre-consumer material, the manufacturer or advertiser must have substantiation for concluding that the pre-consumer material would otherwise have entered the solid waste stream. In asserting a recycled content claim, distinctions may be made between pre-consumer and post-consumer materials. Where such distinctions are asserted, any express or implied claim about the specific pre-consumer or post-consumer content of a product or package must be substantiated.	FTC Green Guides 1998; http://www.ftc.gov/bcp/gnrnrule/guides980427.htm	Unqualified claims of recycled content may be made if the entire product or package, excluding minor, incidental components, is made from recycled material. For products or packages that are only partially made of recycled material, a recycled claim should be adequately qualified to avoid consumer deception about the amount, by weight, of recycled content in the finished product or package. Additionally, for products that contain used, reconditioned or remanufactured components, a recycled claim should be adequately qualified to avoid consumer deception about the nature of such components. No such qualification would be necessary in cases where it would be clear to consumers from the context that a product's recycled content consists of used, reconditioned or remanufactured components.								x

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Refillable											
An unqualified refillable claim should not be asserted unless a system is provided for: (1) the collection and return of the package for refill; or (2) the later refill of the package by consumers with product subsequently sold in another package. A package should not be marketed with an unqualified refillable claim, if it is up to the consumer to find new ways to refill the package.	FTC Green Guides 1998; http://www.ftc.gov/bcp/gmrule/guides980427.htm										
Renewable Energy											
Energy derived from resources that are regenerative or for all practical purposes can not be depleted. Types of renewable energy resources include moving water (hydro, tidal and wave power), thermal gradients in ocean water, biomass, geothermal energy, solar energy, and wind energy. Municipal solid waste (MSW) is also considered to be a renewable energy resource.	U.S. Department of Energy's Energy Efficiency & Renewable Energy; http://www1.eere.energy.gov/site_administration/glossary.html#R										
Energy produced by solar, wind, biomass, landfill gas, ocean (including tidal, wave, current and thermal), geothermal, municipal solid waste, or new hydroelectric generation capacity achieved from increased efficiency or additions of new capacity at an existing hydro-electric project.	U.S. General Services Administration; http://www.gsa.gov/Portal/gsa/ep/contentView.do?P=MTL&contentType=GSA_BASIC&contentId=22395										
Sustainable											
Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.	World Commission on Environment and Development; http://www.un-documents.net/ocf-02.htm#1										
To create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic, and other requirements of present and future generations.	U.S. General Services Administration; http://www.gsa.gov/Portal/gsa/ep/contentView.do?P=MTL&contentType=GSA_BASIC&contentId=22395										
Sustainable Agriculture											
An integrated system of plant and animal production practices that: Satisfy human food and fiber needs, enhance environmental quality and the natural resource base upon which the agricultural economy depends, make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls, sustain the economic viability of farm operations, and enhance the quality of life for farmers and society as a whole.	The U.S. Congress 1990 Farm bill; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=10										
In the agriculture, forestry and fisheries sectors, sustainable development should conserve land, water, plant and animal genetic resources, is environmentally non-degrading, technically appropriate, economically viable and socially acceptable.	The United Nations (U.N.) and the Food and Agriculture organization (FAO); http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=10										
An integrated system of plant and animal production practices having a site-specific application that will, over the long term satisfy human food and fiber needs, enhance environmental quality and the natural resource base upon which the agricultural economy depends, make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls, sustain the economic viability of farm operations, and enhance the quality of life for farmers and society as a whole.	U.S. Department of Agriculture; http://www.nal.usda.gov/afsic/pubs/agnic/susag.s.html										
Sustainable Design											
Design that seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments.	U.S. General Services Administration; http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_OVERVIEW&contentId=8154										
Sustainable Development											
Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.	UN Documents; http://www.un-documents.net/ocf-02.htm										
Sustainable Energy											

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Energy produced and used in ways that support human development over the long term in all its social, economic and environmental dimensions.	The United Nations Development Programme; http://www.undp.org/energy/approach.htm									x	
Zero Waste A strategy to be integrated into business processes to provide a goal that can lead to innovative ways to identify, prevent and reduce wastes of all kinds. It strongly supports sustainability by protecting the environment, reducing costs and producing additional jobs in the management and handling of wastes back into the industrial cycle. A Zero Waste strategy may be applied to businesses, communities, industrial sectors, schools and homes.	Zero Waste Alliance; http://www.zerowaste.org/case.htm#what_about										x