



# Green Chemistry and Green Seal

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## Green Seal Mission

*“Green Seal is an independent, non-profit organization that uses science-based standards and the power of the marketplace to create a more sustainable world.”*



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# Green Seal, Inc.

## **Leading US Type I Program**

-501 (c) (3) non-profit

-20<sup>th</sup> anniversary

-No financial interest in products and services

1.Set environmental leadership standards

2.Certify products and services

3.Assist with greening of governments and institutions

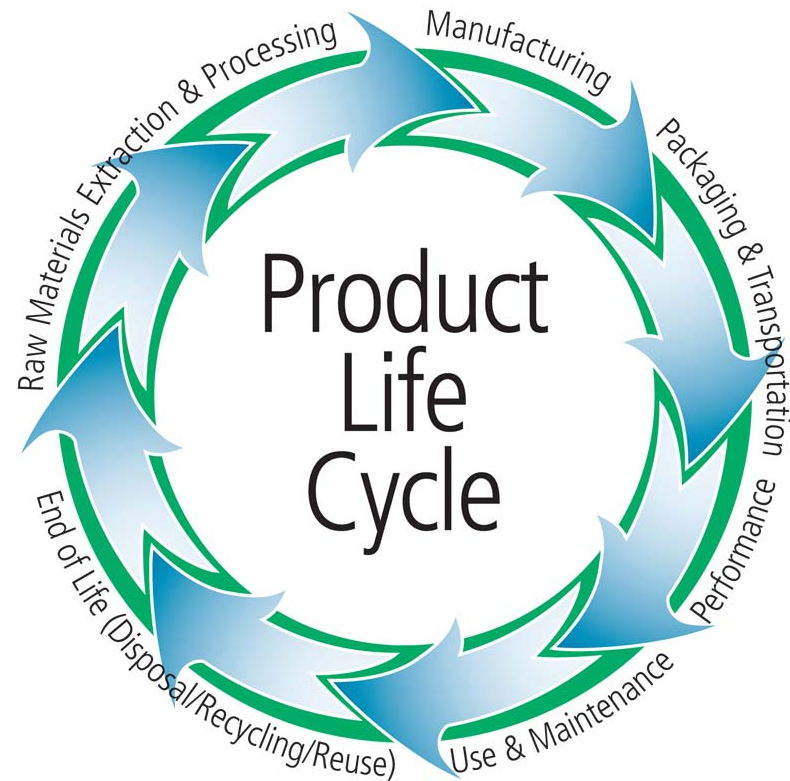
4.Educate purchasers



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## Type I Labels Incorporate Environmental and Health Considerations Throughout the Life Cycle of the Product

- Existing standards, laws, regulations
- Energy and material usage
- Air, water, land emissions and waste
- Ecological and human health impact





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## Principles of Green Seal Leadership Standards

- Objective
- Science-based
- Transparent
- Life cycle environmental and health considerations (multi-attribute)
- Include functional performance
- Compliant with regulations and legislation
- Peer reviewed
- Attainable for leadership products
- Economically feasible



## Standard Development Process

1. Feasibility Assessment
2. Project Proposal
3. Project Initiation and Notification (PIN)  
and Scoping
4. Drafting
5. Proposed Standard
6. Final Review & Approval
7. Issued Standard



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## Green Seal Certification

- ✓ Rigorous science-based evaluation
- ✓ On-site inspections of manufacturing facilities and service locations
- ✓ Products evaluated without bias or conflict-of-interest
- ✓ Evaluation fees are fixed/flat, so no financial ties to the sales of certified products & services
- ✓ Includes review of materials (literature, labels, catalogs, website) for Federal Trade Commission (FTC) Environmental Marketing Guidelines
- ✓ Protect against “greenwashing” => GS registered trademark – review for unsubstantiated environmental claims
- ✓ Certified products and services must participate in ongoing compliance monitoring (including on-site inspections) to remain certified



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## How standards can advance green chemistry

- Explicit, meaningful and consistent criteria
- Provides a goal to work towards
- Eliminates potentially harmful chemicals from marketplace
- Considers life cycle of product
  
- Differentiation and recognition in marketplace
- Promotes innovation and better design
- Continuous improvement—ongoing monitoring and standard revision
  
- Performance requirements
- Packaging and labeling requirements
- On-site manufacturing evaluation
- Open stakeholder involvement for standard-development





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## Green Seal Standards

### • Cleaning Product Standards

- GS-37 I&I Cleaners, GS-40 I&I Floor-Care Products, GS-41 I&I Hand Cleaners

### • Paper Product Standards

- GS-1 Tissue Paper\*, GS-9 Paper Towels\*, GS-35 Food Service Packaging

### • Construction Materials and Equipment Standards

- GS-13 Windows, GS-5 Compact Fluorescent Lamps (CFLs)

### • Coatings Standards

- GS-11 Paint and Coatings, GS-47 Stains and Finishes, GS-43 Recycled Content Latex Paint

### • Household Products Standards

- GS-8 Household Cleaners, GS-44 Soaps, Cleansers and Shower Products

- GS-42 Commercial Cleaning Service
- GS-49 Residential Cleaning Service\*
- GS-33 Lodging Property Standard
- GS-46 Restaurants and Food Service (ANSI-standard)

\*Under development





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# Who governs ecolabels?

## International guidance:

- ISO 14020 Environmental labels and declarations – General principles
- ISO 14024 Type I Environmental labeling – Principles and procedures
- Global Ecolabelling Network membership (*Green Seal is the only US member of GEN, includes peer- review of program*)



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# Who governs ecolabels?

## National guidance:

-American National Standards Institute (ANSI)

*(Green Seal is the only ANSI-accredited Type I ecolabel in North America)*

-EPA criteria for third-party certifiers

-Consumers Union criteria for “What Makes a Good Ecolabel”

-FTC Environmental Marketing Guidelines



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# The Global Ecolabelling Network (GEN)

founded 1994, currently 26 member programs





### Credible 3rd-Party Ecolabels...

#### McGraw Hill CONSTRUCTION

The McGraw-Hill SmartMarket Report (2008) identified 8 green product standards and certification programs as the primary market movers.

- Energy Star
- WaterSense
- Cradle to Cradle
- GreenGuard
- **Green Seal**
- GreenSpec Directory
- Forest Stewardship Council
- Sustainable Forestry Initiative



Table 2. Knowledge, Awareness of Green Building Product Standards, Certifications Among Industry Players (A/E Firms, Contractors, Owners)\*

Program	Percent
ENERGY STAR	83%
GreenSpec	21%
FSC	21%
Green Seal	19%
SFI	18%
Cradle to Cradle	16%
GREENGUARD	14%
WaterSense	14%

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\* Adapted from MHC 2008a, page 33.



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## Referencing Green Seal

The media identifies credible 3rd-party ecolabels:

**The New York Times**



**THE WALL STREET JOURNAL.**

**Los Angeles Times**



**The Washington Post**



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# Reduced Greenhouse Gas Emissions of a BRONZE Certified Property

## **Energy = 345 tons GHG reduced annually**

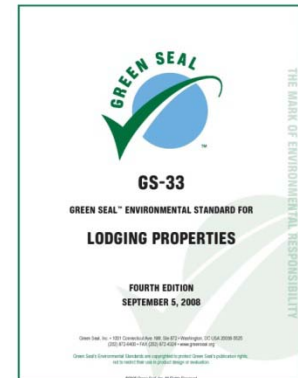
From just 50% replacement of lights, using occupancy sensors in 10% of facility, and implementing an effective preventive maintenance program for heating and cooling systems.

## **Water = 5.76 tons of GHG reduced annually**

From replacing faucets and showerheads and beginning to replace toilets

## **Waste = 17.5 tons of GHG reduced annually**

From just recycling paper, plastic, glass, and metal and double-sided copying





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# Thank you!!

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