



GREEN SEAL

Role of Standards in Promoting Green Chemistry

**The Mark of
Environmental
Responsibility**

**Green Chemistry & Commerce Council (GC3)
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Christine Chase**

Green Seal, Inc.

- **Our mission:**

To safeguard the environment and transform the marketplace by promoting the manufacture, purchase and use of environmentally responsible products and services.



Background on Green Seal (con't.)

- 19 years old
- 501(c)(3) non-profit
- Science-based
- Exclusive focus on products, services, purchasing, operations
- Multiple product category standards
- Multiple criteria (life-cycle approach)
- Meets ANSI, EPA, ISO, GEN criteria
- No financial interest in products, companies



Green Seal's Programs

- **Product/Service Certification**
 - based on leadership environmental standards
 - seal is registered certification mark
- **Work with institutions**
 - Green Partnership Programs
 - Green Lodging Program



Importance of Standards

- Establish explicit, objective standards
- Distinguish environmentally-preferable products
- Verify legitimate environmental claims
- Expert, independent assessment
- Provide criteria for specifications and bids
- Consider product performance



Key Attributes For Third-party Certifiers

- Open, transparent process
- Based on life-cycle evaluation
- Impartial; no financial interest/conflict
- Leadership levels in standards
- Developed by consensus if possible
- Monitored and enforced
- Periodically revised



Green Seal Meets Applicable Guidelines for Standard-setting and Certification

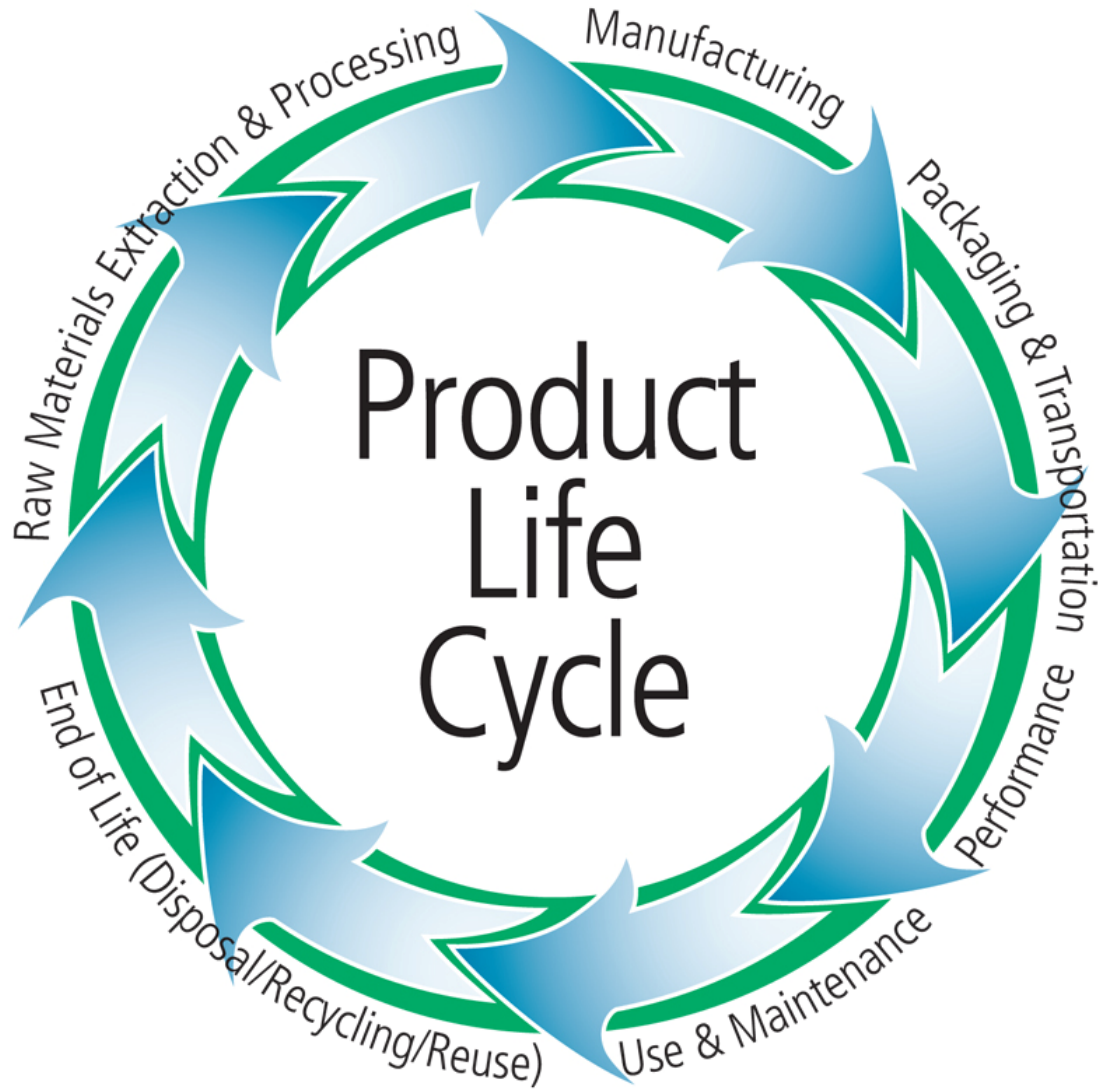
- ISO 14020 and 14024
 - Principles of Environmental Labeling
 - Principles and Procedures for Type I eco-label
- Global Ecolabelling Network membership criteria
- ANSI accreditation
- Meets EPA Guidelines for Third-Party Certifiers
- Meets Consumers Union criteria for “What makes a good eco-label?”



Standard Development

- **Technical Basis:**
 - Use best available science
 - Base on life-cycle of product
 - Identify leadership levels to move market
- **Procedural Basis:**
 - Use open and transparent process
 - No financial interest or conflict-of-interest





The Mark of Environmental Responsibility

How standards can advance green chemistry

- Provides a goal to work towards
- Meaningful and consistent criteria
- Considers life cycle of product
- Eliminates potentially harmful chemicals from marketplace
- Differentiation and recognition in marketplace
- Promotes innovation and better design
- Continuous improvement –regular monitoring and standard revision



Challenges

- **Rapidly changing technologies**
- **Process considerations**
- **Greenwashing**
 - getting consumers and purchasers educated



Not just getting “green” in the mainstream

The Onion July 3, 2008



Getting the consumer to understand what
credible certification means



The Mark of Environmental Responsibility

Educating the Consumer

- Will be a collaborative effort
- **Six Sins of Greenwashing** (Terrachoice Marketing)
- **Greenwashing Index** (Environmedia Marketing Group)
- **Media**
 - NBC Today Show, Oprah magazine, Real Simple, Washington Post, NPR, Newsweek
- **Foster cooperation with other programs and organizations**



Goals

- Continue to develop leadership standards to push the envelope
- Green Seal's Green Partnership program
 - Assist in purchasing, operations, facilities management
- FTC guidelines for environmental marketing



Final Thought

Credible certification for products and services can act as an effective driver to promote sustainability and green chemistry in the marketplace



Contact Information

Green Seal, Inc.
1001 Connecticut Ave, NW
Suite 827
Washington, D.C., 20036
Tel: (202) 872-6400
Website: www.greenseal.org

Christine Chase
cchase@greenseal.org

Thank You!

