



Brown and Wilmanns Environmental, LLC

Standards, Labels, Certifications, and Seals

An Overview

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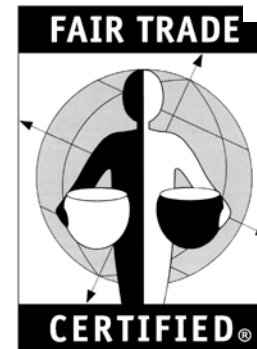
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TOWER OF ECO BABEL





*Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones; animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.



ULE ISR 880



Types of Labels

- Single attribute, single-criteria
 - Recycled content
 - Energy Efficient
 - Organic
- Single issue, multi-criteria
 - Forestry management
 - Sustainable agriculture
 - Sustainable fishery
 - Fair trade
- Multi-issue, multi-criteria
 - Green product
 - Green business

Label Sponsors

- **NGO**
 - Green Seal
 - Pharos Project (building materials)
- **For Profit**
 - Scientific Certification Systems
 - Sustainable Choice, Home Depot EcoOptions
 - Good Housekeeping
 - Green Good Housekeeping Seal
- **Govt**
 - USEPA Design for the Environment
 - USEPA/USDoE Energy Star

Label Attributes

- Criteria setting process
 - Expertise
 - Internal/external
 - Review
 - Conflicts of interest
 - Updating
- Verification, auditing
 - Independence
 - Review
- Transparency

Standards for Setting Standards

- ISO and other standard setting bodies
- Federal government process
- DIY
- Crowd sourcing

Product Life Cycle

- Value chain through end-of-useful-life
 - Raw materials origins
 - Farm/forest/marine/wellhead
 - Raw material processing
 - Packaging
 - Marketing collateral
 - Manufacturing
 - Ancillary materials (cleaners, lubricants)
 - Transportation
 - Distribution warehousing
 - Retailing
 - Product use
 - Maintenance and repair
 - End-of-useful-life disposition

What Makes for a “Good” Eco-Label?

- “What is a sustainable product?”
 - Attributes vs life cycle assessment
 - Attributes may miss important issues
 - Recovered, remanufactured products and energy
 - LCA may cover more issues but data may be uncertain
 - Industrial systems vs bio-based systems
- What’s good may be who and what you like
 - FSC and SFI
 - LEED, Green Globes, and NAHB
- Stringency and ability to meet criteria

Using Eco-Labels

- Corporate purchasing (office, maintenance, equipment, construction, etc.)
 - Cost-effective way to get environmental value
 - Include certifications in specifications
 - Energy Star appliances
 - DfE cleaning supplies
 - Greenguard furniture
 - FCS lumber
 - Request that suppliers get certified
- Products
 - Research label rather than individual products
 - Customer education
 - Minimize potential for consumer confusion

Final Thoughts

- Preference
 - Multi-criteria
 - Single issue, multi-criteria
 - Single issue, single criteria
- Multi-criteria
 - Corporate responsibility
 - “Safe enough” is not green
 - Materials matter
 - Carbon footprints
 - Life cycle assessment
- “Sustainable” products – still no free lunch

Questions?

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