

Environmental Certifications



UNDERSTANDING THE PLAYING FIELD

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Where Do We Begin?



A Brief Primer



- **Standard** – A set of agreed-upon characteristics or qualities that describes features of a product, process, or service.
 - Includes the **methods** of evaluating whether products and services comply with a standard – known as a **conformity assessment**.

Don't Confuse Standards with Labels or Certification



- **Label** – a claim about the qualities of a product, may be a certification mark. Claims can be made by the manufacturer (first party), as assessor or lab (second party) or by an independent organization (third party).
 - Not all claims are tied to standards.
- **Certification** – a means of providing assurance that a product complies with specified standards. Usually based on a conformity assessment which **may include** product testing, audits, or other investigation.
 - Not all certifying bodies are accredited.
 - First / Second / and Third Party applies here too

All Standards Are **Not** Created Equal



- Voluntary or Regulatory (legally driven)
- Single Attribute vs. Multi-Attribute
 - Product off gassing
 - Product, Process & Practice
 - Energy
- Private Label or Public Standard?
- Who is behind the standard and what is their agenda?

Insuring Credibility



- ANSI, the American National Standards Institute, oversees the development of voluntary consensus standards in the U.S. and accredits standards developing organizations on five attributes:
 - Openness – All can participate
 - Balance – All stakeholders represented
 - Due Process – Procedures are public
 - Consensus – All or most agree
 - Right to Appeal – For those who feel due process not followed
- ISO, International Standards Organization
- BSI, British Standards Institution

What Else Do I Need To Know?



- Federal Trade Commission Environmental Marketing Claims – Federal Trade Act Section 5 Part 260.1
 - From Consumer Perspective
 - Substantiation
 - Specificity
- Environmental Protection Agency Environmentally Preferred Purchasing Regulations and Definitions
- FTC – Ramping Up Enforcement of Green Claims

Some Of The More Common & What Do They Mean



- ISO 14001 – Management System
- LEED – Green Building
- SCS Indoor Advantage & Greenguard - Offgassing
- FSC, CSA, SFI, PEFC - Forestry
- BIFMA E3 / Level, Cradle to Cradle, SMART
- Energy Star – Energy use
- EMAS – European environmental performance
- SA 8000 – Social Accountability