

# INTRODUCTION TO GREEN LABELLING PROGRAMS

## SUMMARY

With the explosive growth in green building, new environmental building programs and sustainable construction guidelines are popping up everywhere. The current labeling systems are indeed included in many of the guidelines and specifications as a resource or referenced standard for sustainable design and construction. Thus allowing consumers, architects, design teams, engineers and LEED consultants the opportunity to find product that works within each criteria needed with the rating systems. Today, governments at all levels – private sector, federal, provinces, counties and municipal – are seeking to incorporate environmental considerations into their activities. They want a healthier environment for their citizens and employees. They need to lower costs, including life-cycle costs. And they often have mandates or policies to be green. Review of the life-cycle analysis of product and defining the environmental standards helps prevent green washing issues or false representation.



## CANADIAN STANDARDS ASSOCIATION [www.csa.ca](http://www.csa.ca)

Responsible environmental management makes good business sense, and it makes good sense to base your approach on nationally and internationally respected standards. CSA is a world leader and innovator in the development of environmental management systems standards. We bring interested parties together to create management processes that balance business and socioeconomic needs with recognized strategies for addressing environmental goals and objectives. The resulting voluntary standards help organizations to plan, monitor, and continually improve their management of environmental issues, and enhance their competitive position in Canada and around the world.

Standards in CSA's Environmental program include the international ISO 14000 series on Environmental Management Systems (EMS), as well as standards on Sustainable Forest Management, Environmental Site Assessment, Waste Management, and Environmental Technology. CSA also publishes guides, checklists and other resources to help organizations put these standards into practice, and offers targeted training through the CSA Learning Centre.

When you choose CSA, you can be confident you've found an informed and internationally respected source for environmental standards. On behalf of the Standards Council of Canada (SCC), CSA holds the Secretariat for ISO Technical Committee 207 - the umbrella committee for the development of the ISO 14000 series-and manages the Canadian Advisory Committees that provide input to other international environmental standards activities.



## ISO 14001:2004 [www.scc.ca](http://www.scc.ca)

International Organization for Standardization (ISO) developed this series of standards based on "an urgent need for guidance on how standards in this field should be used to meet an identified need" (ISO 14025). ISO 14001, which specifies the requirements for an environmental management system, is intended to apply to all types and sizes of organizations. The newest edition of the standard, ISO 14001:2004, is designed to be less complex than its predecessor and is written in an easy-to-understand manner. The document is also more compatible with the Quality Management System standard, ISO 9001:2000. This increased compatibility makes it easier for organizations wishing to incorporate both the Quality and Environmental Management System standards.

The Standards Council of Canada (SCC) has joined with its partners in Canada and around the world in promoting a smooth transition to the updated version of the popular ISO 14001 environmental management system standard.

The Standards Council of Canada is a Crown corporation with the mandate to promote efficient and effective use of voluntary standardization and is Canada's representative to the International Organization for Standardization (ISO). The SCC's accreditation program for EMS ensures registrars have demonstrated their competence to evaluate environmental management systems, and that they have the capabilities, resources and organizational structure required to offer high-quality service to their clients. For more information on the Standards Council's accreditation programs visit [www.scc.ca](http://www.scc.ca), or contact the Standards Council's Conformity Assessment Branch via e-mail at [info@scc.ca](mailto:info@scc.ca).

### ISO HAS ESTABLISHED STANDARDS OR DRAFT STANDARDS FOR THREE TYPES OF LABELS:

**Type I labels** are the most common type of label in today's market. Type I labels require third party certification of a pre-set list of criteria. The criteria, which might include a variety of environmental issues such as recycled content, VOC's, and biodegradability, are the basis for issuing a 'green' label. The label does not usually include the criteria details, or even the list of criteria considered.

**Type II labels** provide self-declarations by a materials extraction organization (logger, for example), manufacturer or supplier. There is no third party review in Type II labels.

**Type III labels** require the rigorous use of life cycle environmental information, an open consultation process, and ease of comparison among products. Type III labels are similar to consumer nutrition labeling on food products.



# ECO-LOGO ENVIRONMENTAL CHOICE PROGRAM

[www.environmentalchoice.com](http://www.environmentalchoice.com)

## CRITERIA/DEFINITION

ECO-LOGO is North America's most widely recognized and respected multi-attribute environmental certification mark.

The Environmental Choice™ Program (ECP), Environment Canada's ecolabelling program, provides a market incentive to manufacturers and suppliers of environmentally preferable products and services, thereby helping consumers identify products and services that are less harmful to the environment. Established in 1988, the ECP was the second national ecolabelling initiative undertaken.

The Global Ecolabelling Network (GEN) is an international association of ecolabelling programs, including the Environmental Choice Program. A key aspect of the certification process is the requirement for third party verification of compliance to ECP certification criteria as a condition for certification and licensing. This process ensures the Program's credibility and includes:

1. a review of each applicant company's product and process information;
2. an examination of the company's quality assurance (QA) / quality control (QC) measures;
3. and, where deemed necessary by ECP officials, an audit of the company's facilities for purposes of initial certification.

## DETAILS

The Environmental Choice™ Program (ECP) certifies and recognizes products and services that are environmentally preferable. It develops and promotes higher standards of environmental performance against which products and services can be assessed. These higher standards are called "Certification Criteria Documents" (or CCDs) and contain the exact environmental and performance requirements an applicant must meet to become ECP certified.

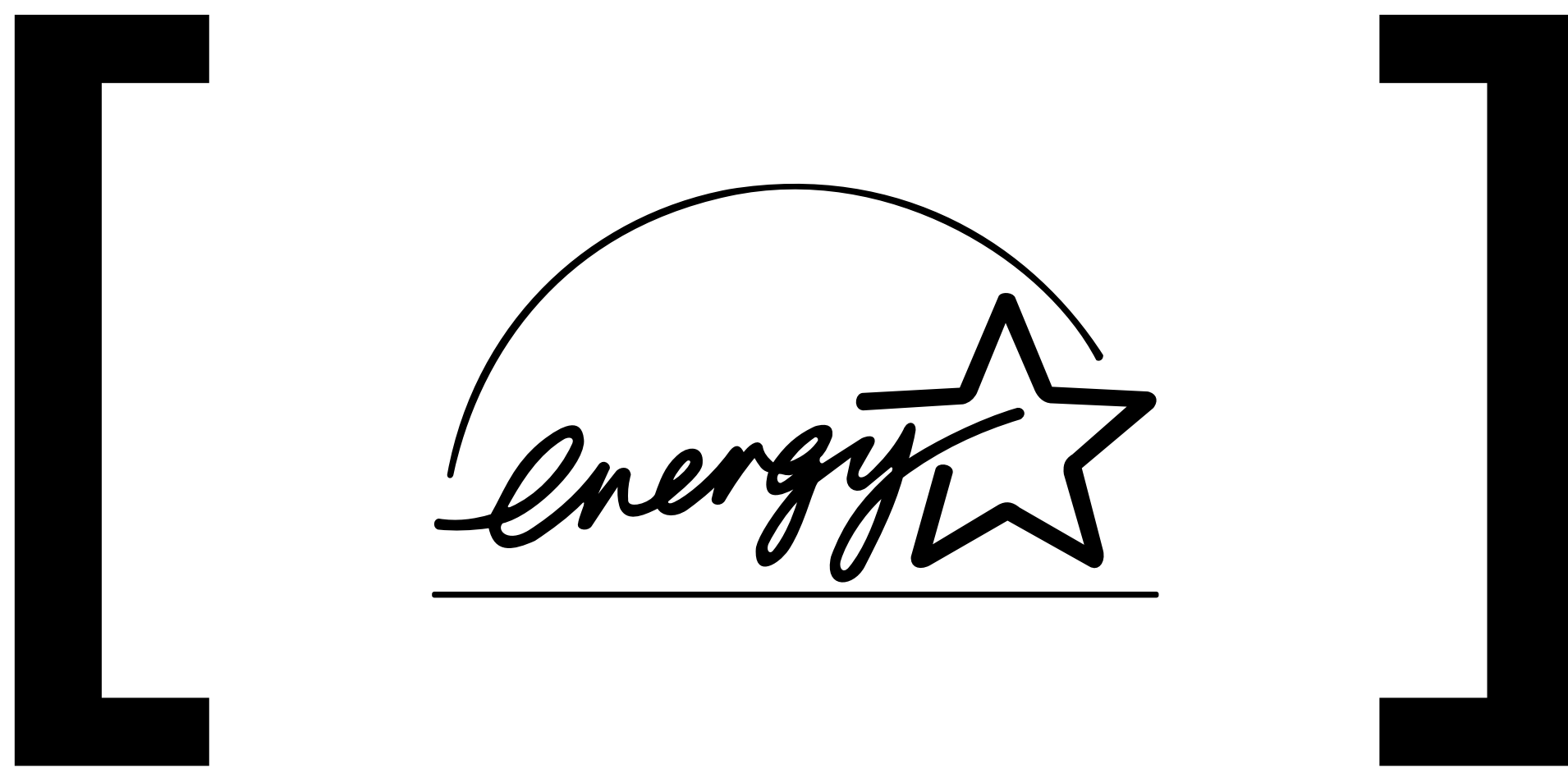


## EXAMPLES

EcoBuyer is a resource tool for professional buyers and consumers who seek environmental responsible products or services. Browse the list of 'products and criteria' to find EcoLogo™ certified green products you can trust. For even more guidance the EcoBuyers website is a resource tool for professional buyers and consumers who seek environmental responsible products or services.

Products:

- Agricultural and Horticultural Products
- Automotive Related Products
- Building & Construction Related
- Cleaning & Janitorial Products
- Consumer Products
- Containers & Packaging
- Electricity Products
- Lubricants & Absorbents
- Marine Products
- Office Furniture, Equipment & Business Products
- Paper Products
- Printing Products and Services
- Miscellaneous Industrial Products and Services



# ENERGYSTAR

[www.energystar.gov](http://www.energystar.gov)

## CRITERIA/DEFINITION

The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market.

To be able to display the ENERGY STAR symbol, products must meet or exceed technical specifications designed to ensure that they are among the most energy efficient in the marketplace. Requirements vary from one category to another, but typically an ENERGY STAR model must be from 10 to 50 percent more efficient than a conventional model.

ENERGY STAR qualified homes are independently verified to be at least 30% more energy efficient than homes built to the 1993 national Model Energy Code or 15% more efficient than state energy code, whichever is more rigorous.

## DETAILS

Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol. Choosing an ENERGY STAR-labeled product over a conventional model could save you hundreds of dollars in energy costs

In Canada, ENERGY STAR currently includes the following product categories:

- Home Appliances
- Heating, Cooling and Ventilation
- Lighting and Signage
- Consumer Electronics
- Office Equipment
- Windows and Doors
- Commercial and Industrial Products
- New Homes (pilot project)

## EXAMPLES

Examples in your home might include: freezers, air conditioners, washers/dryers, dishwashers, dehumidifiers, bottled water coolers.

Heating/Cooling might include: room air conditioners, central air, residential furnaces, residential boilers, air source heat pumps, ground source heat pumps, ceiling fans, programmable thermostats.





# FOREST STEWARDSHIP COUNCIL (FSC)

[www.fsc.org](http://www.fsc.org)

## CRITERIA/DEFINITION

The Forest Stewardship Council (FSC) is an international network to promote responsible management of the world's forests.

FSC brings people together to find solutions to the problems created by bad forestry practices and to reward good forest management. FSC certification is carried out by FSC accredited certification bodies. FSC itself does not certify forest operations or manufacturers. This maintains FSC's independence between its standards and requirements, and operations seeking certification.

Through the FSC system, the forest owners, managers, forest product manufacturers, local communities, non-governmental organizations and other interest groups are given equal access, voice and vote to a mechanism that is:

1. Democratic
2. Inclusive (this will include empowering groups in forest area)
3. Transparent

## DETAILS

### Forest Management (FM) Certificate

Forest management certification involves an inspection of the forest management unit by an independent FSC-accredited certification body to check that the forest complies with the internationally-agreed FSC Principles of Responsible Forest Management.

### Chain of Custody (COC) Certificate

Chain of custody certification provides a guarantee for the production of FSC-certified products. Chain of custody is the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing, and distribution.

## EXAMPLES

Responsible corporations, organizations, governments, construction & builders associations are now implementing timber specification policies with FSC materials as a requirement. By specifying FSC certified products, you will reflect your commitment to responsible forest practices and provide an incentive for more forests to achieve FSC certification.





# GREENGUARD ENVIRONMENTAL INSTITUTE INC.

[www.greenguard.org](http://www.greenguard.org)

## CRITERIA/DEFINITION

GREENGUARD US Certification Standards for Low Emitting Products for the Indoor Environment.

The Greenguard Environmental Institute (GEI) has established performance based standards to define goods with low chemical and particle emissions for use indoors, primarily building materials, interior furnishings, furniture, cleaning and maintenance products, electronic equipment, and personal care products. The US Environmental Protection Agency's procurements specifications, the recommendations from the World Health Organization, and Germany's Blue Angel Program for electronic equipment. When multiple emission values are recommended, the lesser or more stringent is used as the acceptable emission value for GREENGUARD certification.

## DETAILS

All products are tested in dynamic environmental chambers following ASTM standards D-5116-97 and D-6670-01, the U.S. Environmental Protection Agency's testing protocol for furniture and the State of Washington's protocol for interior furnishings and construction materials.

Products are measured for emission levels, which must meet the following indoor air concentrations within 5 days of unpacking. Air concentrations are based on the product being in a room 32 m<sup>3</sup> in volume with an outdoor air concentration of 0.8 air changes per hour (ACH).

Home heating equipment such as furnaces or water heaters that burns fossil fuels directly will also produce less GHG emissions and other pollutants when they are more energy efficient, making for a cleaner, greener community.

## EXAMPLES

Products savings are based on heating, cooling, and hot water energy use and are typically achieved through a combination of:

- building envelope upgrades
- high performance windows
- controlled air infiltration
- upgraded heating and air conditioning
- tight duct systems and
- upgraded water-heating equipment

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- high performance windows



**GREENSEAL**  
[www.greenseal.org](http://www.greenseal.org)

### CRITERIA/DEFINITION

GreenSeal focuses exclusively on environmentally preferable products, purchasing, and operations.

GreenSeal is the only U.S. organization that offers an existing body of life-cycle environmental standards that recommends specific brands and models of environmentally responsible products from a life cycle point of view.

GreenSeal meets the EPA's Criteria for Third Party Certifiers, the definitions of the Federal Office of Management and Budget, the requirements of ISO 14020 and 14024, and the standards of the Global Ecolabeling Network. GreenSeal is the U.S. member of this international harmonizing body of 26 of the world's leading ecolabeling programs including Germany's Blue Angel and the Nordic Swan.

Finally, GreenSeal is an independent, science based, nonprofit organization, assuring the authority and objectivity of its recommendations.

### DETAILS

In performing a certification, GreenSeal puts a product through a rigorous, thorough evaluation and testing of its attributes to ensure it meets all criteria in a standard. In addition, GreenSeal audits the facilities at which the product is manufactured and monitors the product annually.

Certifications are conducted under a contract with the manufacturer, and there is a fee charged for the evaluation process. However, certification entitles a manufacturer to use the GreenSeal certification mark on the product, in advertising, and in promotion.

### EXAMPLES

- Carpet
- Compact Fluorescent Lighting
- Floor Care Products: Finishers and Strippers
- Lawn Care Equipment
- Luminaries, CFL Downlight
- Luminaries, High Intensity Discharge
- Luminaries, Linear Fluorescent
- Occupancy Sensors
- Office Furniture
- Office Supplies
- Paper, Alternative Fiber
- Paper, Bathroom Tissue and Paper Towels
- Paper, Copy
- Paper, Printing and Writing
- Particleboard and Medium-Density





## GREENSPEC

[www.buildinggreen.com](http://www.buildinggreen.com)

### CRITERIA/DEFINITION

GREENSPEC is Building Green's premiere product information service. It contains detailed listings for more than 2,000 environmentally preferable building products.

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All listings are screened and written exclusively by our staff. Unlike other directories, we do not charge for listings or sell ads. Guideline Specifications by CSI Division: Suggestions and sample language to incorporate into your project specs. The guideline specification provides overview information on how best to choose and utilize a wide range of products and materials.

### DETAILS

Guideline specification language is provided only for selected sections of the 15 CSI divisions represented in GreenSpec®. The guideline specification language was written by Siegel & Strain Architects (an earlier edition of some of this material was published under the title Resourceful Specifications).

1. Purchase the GreenSpec directory for a printed copy of the product listings and guideline specifications.
2. Subscribe to the BuildingGreen Suite to access product listings and guideline specifications online.
3. View some sample product listings.
4. Learn how products are selected for inclusion in GreenSpec.
5. Learn how to get your product considered for inclusion in GreenSpec

### EXAMPLES

Welcome to BuildingGreen Suite – a subscription-based on-line resource for environmentally sensitive design and construction. BuildingGreen Suite offers you a wide range of information – from articles and product listings to project case studies – to help you build a greener world.

#### Product Listings:

- Browse by CSI designation (example: 03000: Cement and Concrete)
- Browse by LEED credit (example: IEQ Credit 4 – Low-Emitting Material)
- Browse by homebuilder category (example: Foundations)
- Browse by green attribute (example: Conserve water)
- Browse products that meet US EPA CPG recycled content recommendations
- BuildingGreen Suite to access product listings and guideline specifications on-line.



# HOME DEPOT CANADA ECO OPTIONS

[www.homedepot.ca](http://www.homedepot.ca)

## CRITERIA/DEFINITION

### What is Eco Options?

Eco Options is designed to give you fresh environmentally friendly product options for your home and home improvement needs. Using products that improve energy and water efficiency, air quality, and reduce toxicity helps you enjoy a healthier lifestyle and save money!

### What makes a product 'Eco Options'?

The Home Depot has established a rigorous set of criteria to evaluate products before branding them "Eco Options". All Eco Options products offer at least one of the following:

- Energy efficiency
- Water efficiency
- Improved air quality
- Reduced toxicity
- Waste reduction
- Resource acquisition (e.g. products made from recycled materials)

Suppliers must provide supporting documentation to verify that each product meets the detailed Eco Options technical criteria. Eco Options products must have less of an impact on the environment than conventional products and/or provide a positive environmental change through their use. The Home Depot is working closely with vendors and independent experts to bring new and innovative environmentally friendly products to our customers.

## DETAILS

### Home Depot Evolved

Home Depot was one of the first large retail chains to start carrying FSC certified products. We began to give preferential treatment to certified products in 1999. We sell more FSC certified wood and have transitioned more vendors to FSC certified wood than any other retailer in North America. In addition, we now buy wood from companies that practice responsible forestry. We are continually working with our suppliers for ways to bring more FSC products into our stores.

**Examples:** Sustainable forest practices harvest products while minimizing the ecological footprint of commercial activity, respecting diversity and allowing for mixed use of forested areas. They also minimize the amount of manufacturing waste product by finding innovative uses for by-products and former waste-wood.



## EXAMPLES

### Clean Air

Improve air quality and reduce emissions that contribute to climate change. This can include products such as low-VOC paint, electric or push-reel mowers, electric trimmers and tankless hot water heaters.

### Clean Water

In and around your home, this means choosing products that use water efficiently. Low flow shower heads and toilets, aerators and flow restrictors help control water usage.

### Energy Efficient

Energy-efficient products use significantly less energy than traditional products, reducing the amount of electricity that needs to be generated and also saving you money by lowering energy bills!

### Healthy Home

Contribute to a healthy lifestyle and indoor environment by reducing toxins present in the household. By reducing sources of contamination in and around your home, you help to create a healthy environment.

### Sustainable Forestry

Sustainable forest products are those that have been produced from eco-friendly resources such as wood harvested from responsibly managed forests, or those that contain a high percentage of recycled materials.





## UNITED STATES ENVIRONMENTALLY PREFERABLE PURCHASING (EPP) [www.epa.gov](http://www.epa.gov)

### CRITERIA/DEFINITION

Environmentally Preferable Purchasing (EPP) is a US federal-wide program that encourages and assists executive agencies in the purchasing of environmentally preferable products and services. What is “environmentally preferable?”

“...products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose...”

**Executive Order 13101 September 14, 1998**  
—Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition

### DETAILS

The EPP Database was launched in 1999 in response to customer demand for a one stop shop for environmental information on products and services the federal government buys. As of January 2003, the database contains over 130 local, state, and federal contract and policy specifications, 523 product environmental performance standards/guidelines, 25 lists of products identified as “green” by other organizations, and 155 links to additional useful environmental information on products and/or services.

### EXAMPLES

A number of web-based tools have been developed by EPP to assist federal purchasers in putting EPP into practice. Links include:

- General EPP Training Tool
- Database of Environmental Information for Products and Services
- Draft Federal Guide for Green Construction Specs

Covering over 60 building materials and methods, this on-line tool was developed to allow federal building professionals to “cut and paste” their way to a greener office, residence, laboratory, or other building. Specifically, the Guide, organized according to the Construction Specifications Institute’s MasterFormat™, will help agencies meet their project-specific environmental goals and mandates.

- Promising Practices Guide for “Greening” Contracts
- Tips on “Greening” Conferences
- Tips for Buying “Green” with the Government Credit Card
- Tool For Greening Your Meetings
- Building for Environmental and Economic Sustainability (BEES)
- Greening Your Products: Good for the Environment, Good for Your Bottom Line
- Federal Trade Commission’s Green Guides
- Whole Building Design Guide