

US EPA ARCHIVE DOCUMENT



GREEN SEAL

Green Seal Environmental Standards and Certification Program

**The Mark of
Environmental
Responsibility**

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- **Overview on Environmental Standard and Certification Programs and Green Seal**
- **Discuss the current and desired approach with environmentally preferable disinfectant products**





Green Seal, Inc.

Leading US Type I Program

- Non-profit, independent organization that promotes a more sustainable economy

- 1. Set environmental leadership standards
- 2. Certify products and services
- 3. Assist with greening of governments and institutions
- 4. Educate purchasers



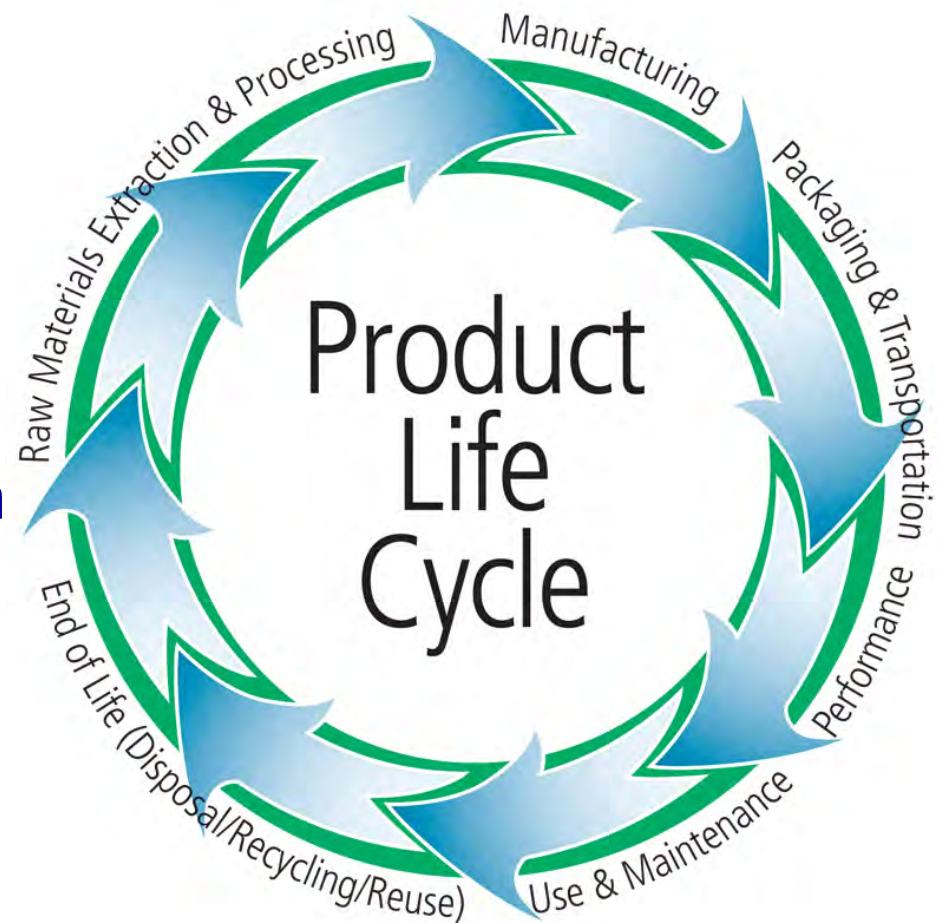
Types of Environmental Labeling Programs and Claims

- **Single attribute claims/Type II ISO 14021**
 - Self-declarations or certification through another party.
 - “Biodegradable,” “Non-Toxic”
- **Product claims/Type III ISO14025**
 - Self-declaration validated through another party
 - Environmental profiles based on life cycle product evaluation
- **Life-cycle based label/Type I ISO 14024**
 - Third-party certification
 - Life-cycle based
 - Multiple criteria (including performance)

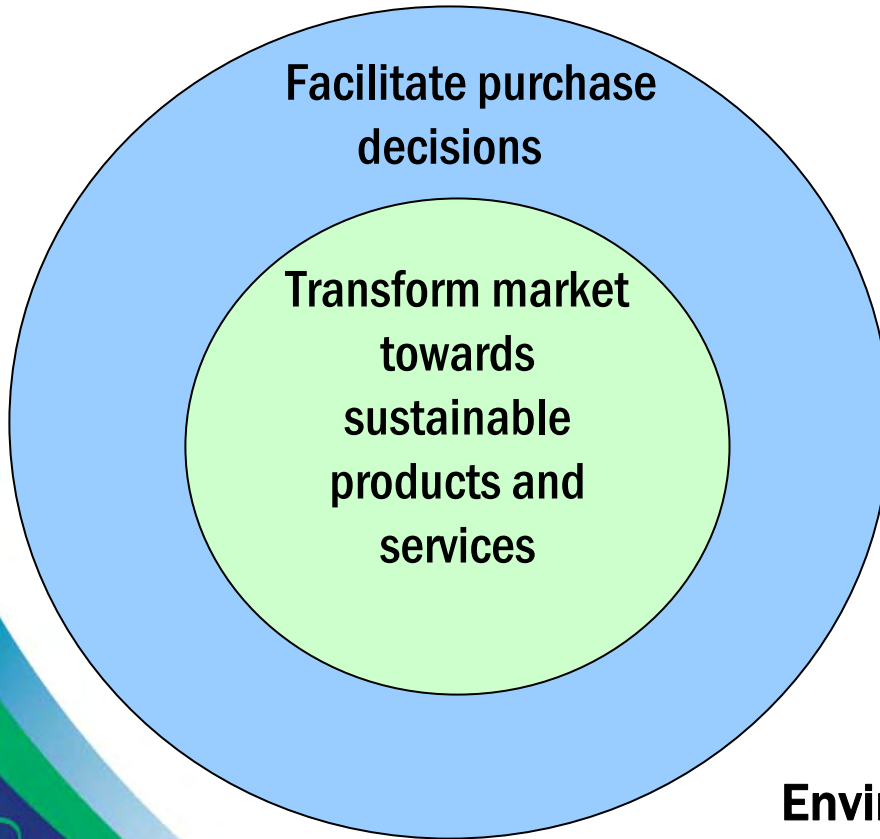


Type I Labels Incorporate Environmental and Health Considerations Throughout the Life Cycle of the Product

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



Aim of Environmental Standards & Certification Programs



1. Identification = Criteria & Standards

2. Verification = Certification (independent experts)

1. Documentation = Labeling

Environmentally Preferable Products



Green Seal Standard Development

- **ASNI Accredited Standard Developer**
- **ISO 14020 and 14024**
 - Principles of Environmental Labeling
 - Principles and Procedures for Type I eco-label
- **Global Ecolabelling Network criteria**
- **EPA Guidelines for Third-Party Certifiers**
- **Meets Consumers Union criteria for “What makes a good eco-label?”**
 - Procedural characteristics:
 - Transparent
 - Stakeholder input
 - Independent, non-biased development
 - Due process
 - Technical characteristics:
 - Scientific-based, objective, and justifiable criteria
 - Multiple criteria with a life cycle approach
 - Leadership level of criteria



Green Seal Standard Development Process

1. Feasibility assessment: to identify need for standard
2. Public announcement and scoping: input on areas to conduct research and develop the standard
3. Environmental and health evaluation: research and development on standard with technical staff and advisory experts
4. Public review of proposed standard: feedback on proposed criteria
5. Consideration of comments: review of comments, additional research, modifications to standard, efforts to achieve consensus
6. Stakeholder final review of a draft final standard: additional input on standard before it gets issued
7. Standard issued

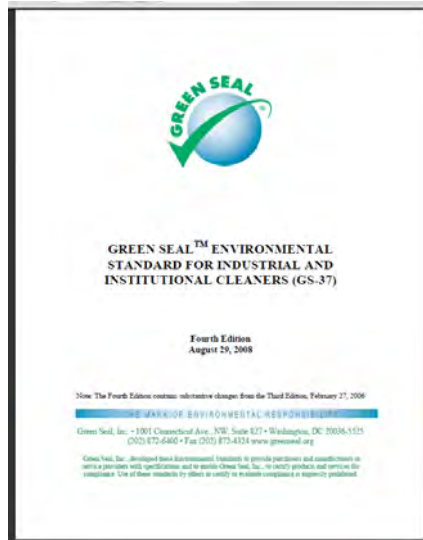


Green Seal Certification

- **Characteristics:**
 - Based on leadership environmental standards
 - Voluntary, transparent, accessible and fair, with no conflict of interest
 - Registered trademark seal
 - Complies with FTC
- **Process:**
 - Preliminary application
 - Full application
 - Green Seal review
 - Site audit
 - Annual monitoring
 - (enforcement of use of registered trademark)



Example of a Green Seal Standard



***Covers General-Purpose,
Restroom, Glass, Floor, and
Carpet Cleaners for Industrial
and Institutional Use***

FIFRA-registered products excluded



Example Criteria from GS-37

- Product Performance: *To ensure products perform like other in its category/meets the expectation of users*
- Environmental and Health Requirements:
 - Acute toxicity limits; skin and eye irritation; skin sensitization and absorption limits; prohibited toxins (ex. carcinogens, mutagens, reproductive toxins, asthmagens); volatile organic compound limits; inhalation toxicity limits; bioaccumulation and eutrophication limits; aquatic toxicity limits; biodegradability; minimum concentration levels
- Packaging Requirements:
 - Packaging resource reduction; packaging type requirements; prohibited toxins (ex. heavy metals, phthalates, chlorinated materials)
- Training and Labeling Requirements: *To ensure the purchaser has access to accurate information to help them decide on products and use the products correctly*



Certified Disinfects

- There are no Green Seal certified disinfectants, since they cannot make such claims.
- There is significant purchaser interest in certified environmentally preferable disinfectants.
 - Currently, purchasers may be doing their own evaluation since none are certified
 - Better if, certification was available (including stakeholder input and expert evaluation, etc.)

➡ Need to be able to make claims so purchasers know which are certified

➡ Green Seal can enable this with development of disinfectant standards



Thank You

www.greenseal.org

