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Looking Beyond the Label

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UL Environment

UL Environment, launched January 2009, is a wholly owned subsidiary of Underwriters Laboratories (UL), an independent, 116-year old product safety standards and certification organization.

- UL evaluates 19,000 products, components, materials and systems with 20 billion marks appearing on 72,000 products each year
- Last year alone, UL conducted nearly 85,000 product evaluations
- UL maintains 1,400 product standards and counting.



Underwriters Laboratories is expanding the definition of safety to include protecting the safety of future generations.

UL Environment Growing Fast:

 On August 31, 2010, Underwriters Laboratories announced that ULC Standards acquired TerraChoice, the managers of the Canadian government's EcoLogo program, the oldest ecolabel in North America.



•On February 1, 2011, UL Environment announced its acquisition of GREENGUARD and Air Quality Sciences, which focus on identifying products that are protective of indoor air quality.





ULE Services







Environment Platinum

Product Services

- Certification & Claims Validation
- Indoor Air
 Quality & Env.
 Health

EPD

Company Services

 Sustainability Ratings & Certification



SUSTAINABILITY QUOTIENT

Knowledge Services

- Consulting
- Lifecycle Assessment
- Database & Directories
- Training





- Company-wide standard for manufacturers based on 100 indicators in five categories Governance, Environment, Workforce, Customers/Suppliers, and Community Engagement/Human Rights.
- Draft released end of July 2010
- More than 730 commenters and more than 1,500 comments.
- Largest public response in the 116-year history of UL.
- Additional versions will focus on service providers (ULE 881) and specific industry groups.
- Currently selecting pilot companies.



Future of Green Labeling?

Future of Labels?

- •Greater collaboration and/or consolidation in the labeling world.
- •Emergence of a common government label?
- •Rise of hybrid labels.



Types of Labels



Attributes

Attribute A-xx%

Attribute B – xx

Attribute C – xx

Attribute D – xx

Type III (Vastly Simplified)





Which is best?

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Potential Hybrid Label

- Certifier is identified
- Combination of label types –

 (1) clearly defined attribute[s]
 to define environmental
 leadership and (2) Lifecycle
 assessment data
- Consumers can look for the "green spot"
- Sophisticated consumers can compare attribute-level details





Potential Hybrid Label



Verified Environmental and Lifecycle Assessment Data •Data point 1 - xxxxxx •Data point 2 - xxxxxx •Data point 3 - xxxxxx •Data point 4 - xxxxxx •Data point 5 - xxxxxx •Data point 6 - xxxxxx •Data point 7 - xxxxxx •Data point 8 - xxxxxx •Data point 9 - xxxxxx •Data point 10 - xxxxxxx •Data point 11 - xxxxxx •Data point 12 - xxxxxxx •Etc.



Initial Experiments

- UL Environment and EcoLogo are working with ISSA on a hybrid approach for the jan/san sector.
- Announcement at October 2010 ISSA show.
- Pilot projects beginning in Q3 2011.





Questions?

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