

Section 13 Interagency Product Standards and Ecolabels Subgroup

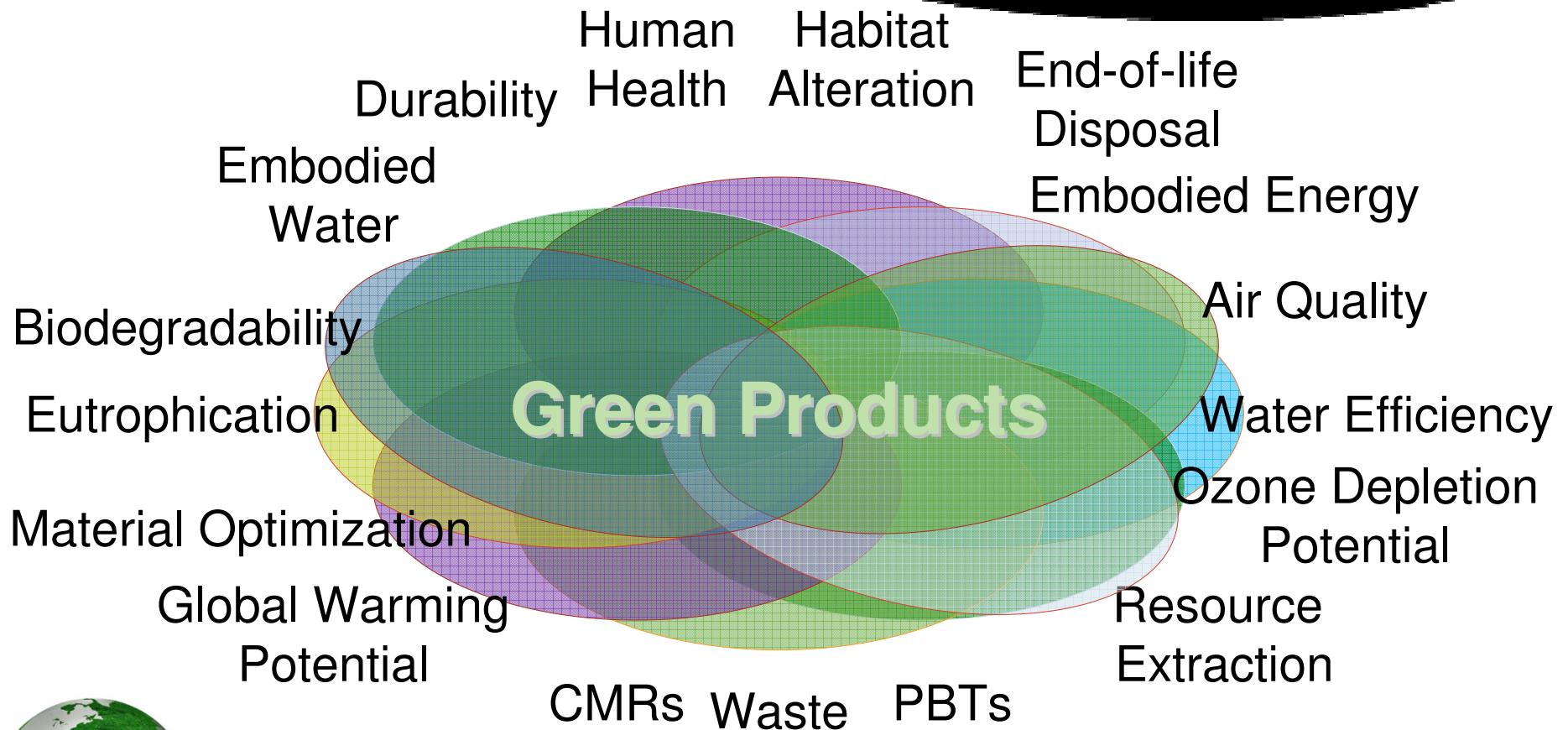


**Fostering Sustainability Considerations
into Public and Private Sector
Procurement Tools and Capabilities**

A National Academies Workshop

December 7, 2011

What makes a product “green”?



Overview of Section 13 Product Standards/Ecolabels Subgroup 2

The response...

many certifications, many claims

“Enviro-friendly”



“Naturally derived”



“EarthSmart”



“NonPolluting”



“Virtually non toxic”



“Sustainably-sourced”



TerraChoice



Overview of Section 13 Product Standards/Ecolabels Subgroup 3



The Standard for sustainable living®



“No additives”



“Forest Friendly”



“Garden Safe”



“Green”



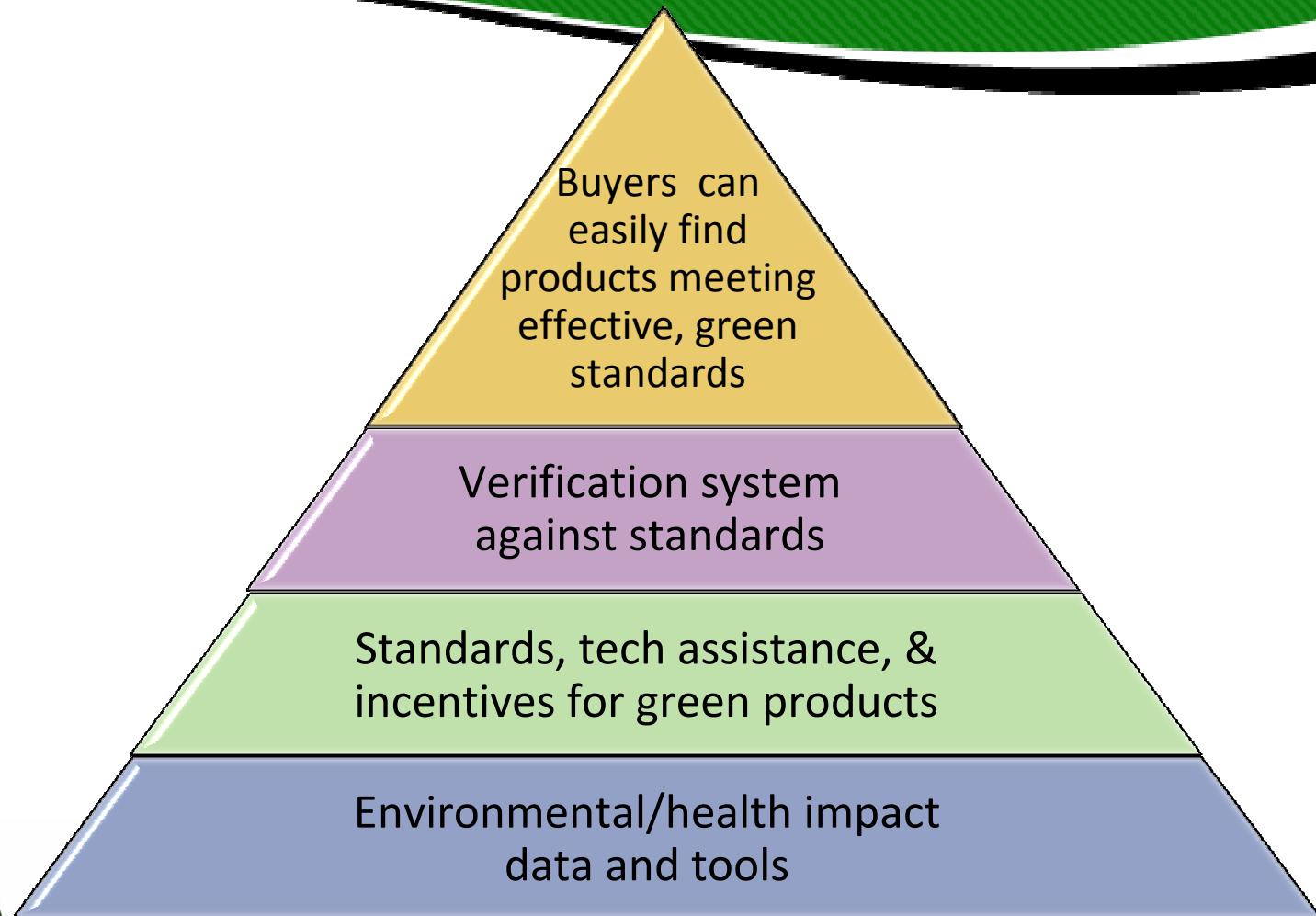
“EcoSafe”



“Healthy”

“Recyclable”

Effective market infrastructure for green products



Overview of Section 13 Product Standards/Ecolabels Subgroup 4

Subgroup Objective

- Ensure product-related acquisition goals of Executive Order 13514 are met through guidelines for selecting product-related environmental sustainability standards and/or ecolabeling programs



Subgroup Structure

- Section 13 Interagency Workgroup
 - Interagency Product Standards and Ecolabels Subgroup
 - GSA / EPA co-chairs
 - Includes DOD, DLA, USDA, NIST, NIOSH, VA, NASA, DOC, DOI, and more.



Project Approach

- Phase I – Grounding - October 2010
- Phase II – Draft guideline development - June 2011
- Phase III – Guidelines Assessment - Summer/Fall 2011
 - Survey of standards/labelling organizations
 - Consultation among Feds
 - Listening Sessions with industry, NGOs
- Phase IV – Report (guidelines + implementation considerations)
 - Final Draft to CEQ - February 2012
 - Expected to be released for public comment - March 2012



Guideline Influencers

Type	Name	Type of Organization	Status
Data	Ecolabel Index Fields	Info provider	Vers. 04.01.2011
Principles/ Best practices	EPA's Preferred Characteristics for Standards for Green Products	Government	Internally developed for Interagency WG
	Green Products Roundtable: Preferred Practices for Organizational Credibility	Multi-stakeholder Consortium	Draft, 06.01.2011
	ISEAL Alliance: Credibility Principles	Standards Association	Draft
	WWF: "Must-Be" Principles for voluntary standards	Environmental NGO	Available, 2010
Ratings	Consumer Reports: Label Report-Card	Consumers Association	Available, 2006
	NRDC Label Look-up: Leaf Rating Scheme	Environmental NGO	Available, 2011
	Die Verbraucher Initiatieve: Label-online.de rating system	Consumers Association	Available, 2008



Guideline Influencers

Type	Name	Type of Organization	Status
Standards/ Codes	ANSI Essential Requirements	Standards Association - US	2010
	ISO/IEC Guide 59 – Code of good practice for standardization	Standards Association - International	1994
	ISO 14020 – Environmental labels and declarations – general principles	Standards Association - International	2 nd ed. 2000
	ISO 14024 – Environmental labels and declarations – Type 1 Environmental Labelling Principles and Procedures	Standards Association - International	1999
	ISEAL Code for Standard Setting, V5.01	Standards Association – International & Voluntary	2010



Guideline Influencers

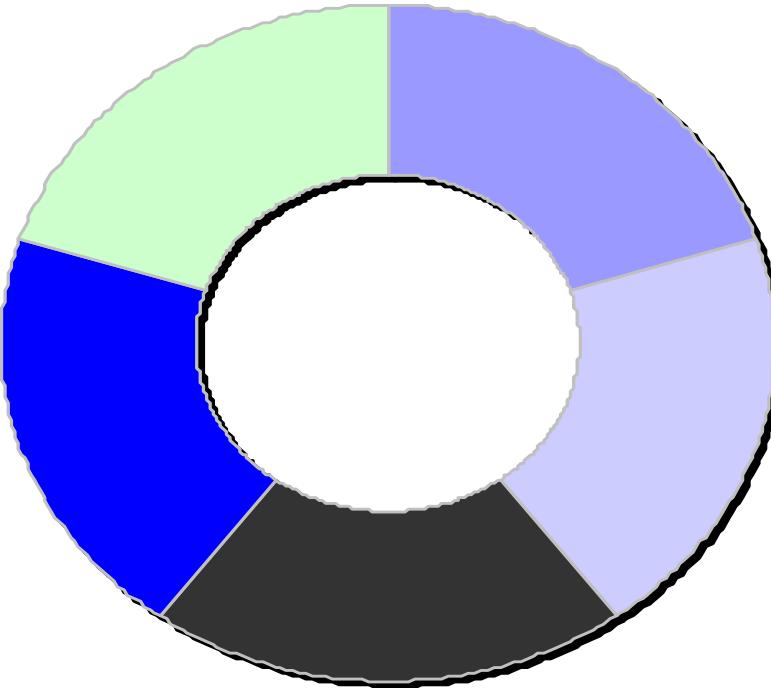
Standard name	Description	Year
ISO/IEC Guide 65	General requirements for bodies operating product certification systems	1996
ISO 17011 Accreditation	Conformity assessment -- General requirements for accreditation bodies accrediting conformity assessment bodies	2004
ISO/IEC 17020	General criteria for the operation of various types of bodies performing inspection.	1998
ISO/IEC 17021	Conformity assessment -- Requirements for bodies providing audit and certification of management systems	2011
ISO 17025	General requirements for the competence of testing and calibration laboratories	2005
ISO/IEC 17050 -1	Conformity assessment -- Supplier's declaration of conformity -- Part 1: General requirements	2004
ISO/IEC 17050 -2	Conformity assessment -- Supplier's declaration of conformity -- Part 1: General requirements	2004



Organizations Surveyed

FSC	FSC Forest Management, Chain of Custody & recycled Content
GreenSeal	GreenSeal
BIFMA	Level
SCS	Floor Score, Indoor Adv; Sustainable Product; Biodegradable; Other
SFI	SFI
SMART	Sustainable Materials Rating Technology (SMaRT)
TCO Development	TCO
The Carbon Neutral Company	Certified Carbon Neutral
UL Environment	GreenGuard, Ecologo, ULE sustainably certified (wallboard, doors)
GEC/IEEE	EPEAT
NSF	NSF Carpet, Textiles, Wallcoverings, Resilient Flooring, Roofing Membranes
EPA/DOE	Energy Star
EPA	WaterSense
EPA	DFE
USDA	BioBased
DOE	FEMP Designation Purchasing Specifications
EPA	Recovered Materials Advisory Notices (RMANs)/ CPG

Guideline Categories



5. Market

The extent to which it is used and recognized in the market.

4. Program Management

How it is managed, governed and operated.

1. Standard Setting

How the standard was created.

2. Standard Substance

The content, relevance and effectiveness of the criteria in the standard.

3. Conformity Assessment

The certification, verification and auditing processes by which entities are assessed against the standard.



Standard Setting

- ✓ Notification
- ✓ Balanced Participation
- ✓ Transparency
- ✓ Consensus
- ✓ Due Process
- ✓ Appeals



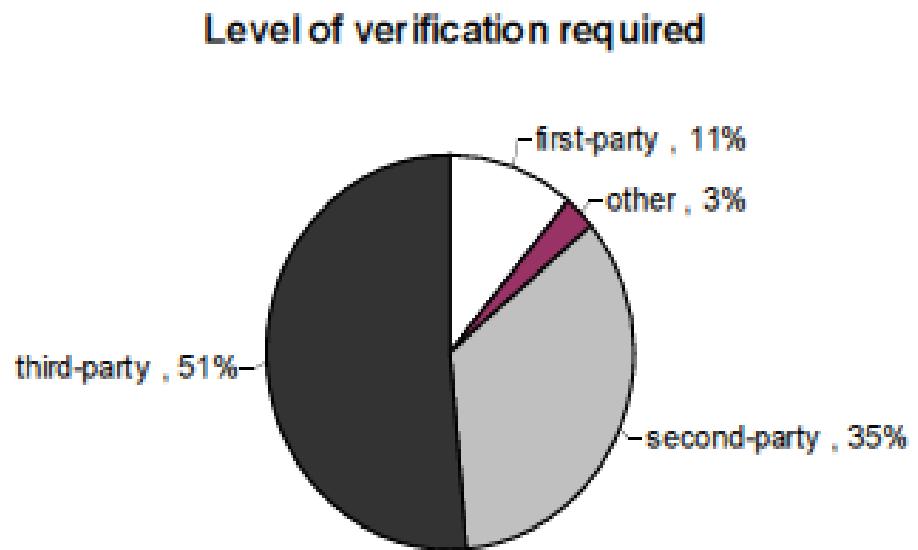
Standard Substance

- ✓ Product performance
- ✓ Scientific basis of criteria
- ✓ Verifiability
- ✓ Life cycle consideration
- ✓ Multi-attribute consideration
- ✓ Hot spots focused
- ✓ Hazard-based approach
- ✓ Encourage impact and ingredient disclosure



Conformity Assessment

- ✓ Conformity assessment and auditing procedures
- ✓ Transparency
- ✓ Balance of interest
- ✓ Complaints and appeals
- ✓ Independence



Ecolabel Program Management

- ✓ Transparency
- ✓ Balance of interest
- ✓ Complaints and appeals
- ✓ Accessibility
- ✓ Independence



Market Assessment

- ✓ Transparency (related to who has been certified; which requirements they met)
- ✓ Accessibility to information re: certified products
- ✓ Periodic evaluation of certification program impacts



Implementation Considerations

- Selecting Standards and Labels
 - Comparative matrix
 - Rating System
 - Sector-specific approaches
 - Hotspots
- Buyer Tools
 - *GSAAdvantage!*®
 - Government branding



Policy Issues

- Standard substance: environmental definitions, evaluation methodology, weighting?
- Conformity assessment: third party vs. self declaration?
- Market issues: federal leadership vs. market readiness?
- Implementation: who creates & maintains “the list”?



Questions?

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