

Section 13 Interagency Product Standards and Ecolabels Subgroup

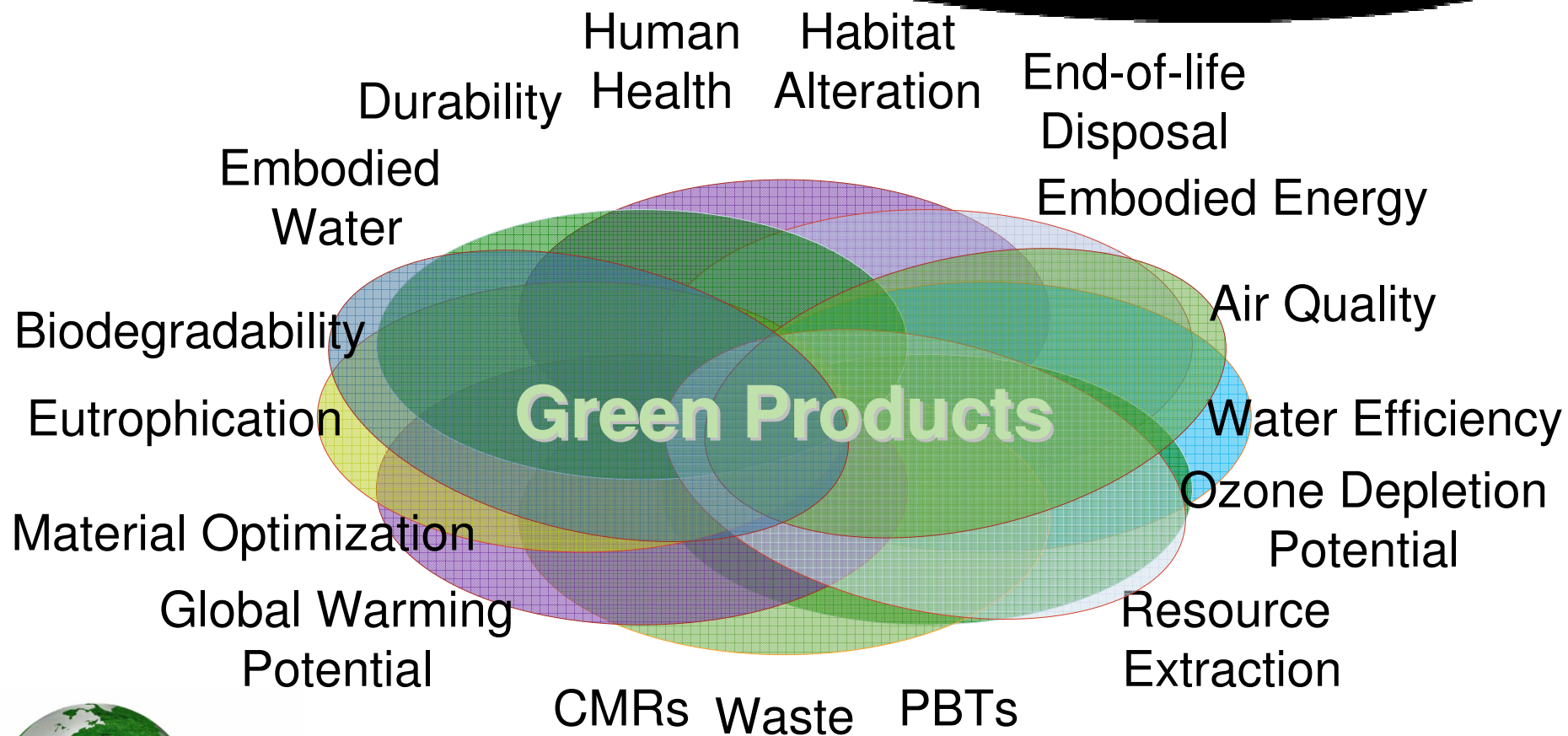


**Fostering Sustainability Considerations
into Public and Private Sector
Procurement Tools and Capabilities**

A National Academies Workshop

December 7, 2011

What makes a product “green”?



The response...

many certifications, many claims

"Enviro-friendly"

"Naturally
derived"

"EarthSmart"

"NonPolluting"

"Virtually non
toxic"

"Sustainably-
sourced"



Nordic Swan



European
Union
Eco-Label



The standard for
sustainable living



"No additives"

"Forest
Friendly"

"Garden Safe"

"Green"

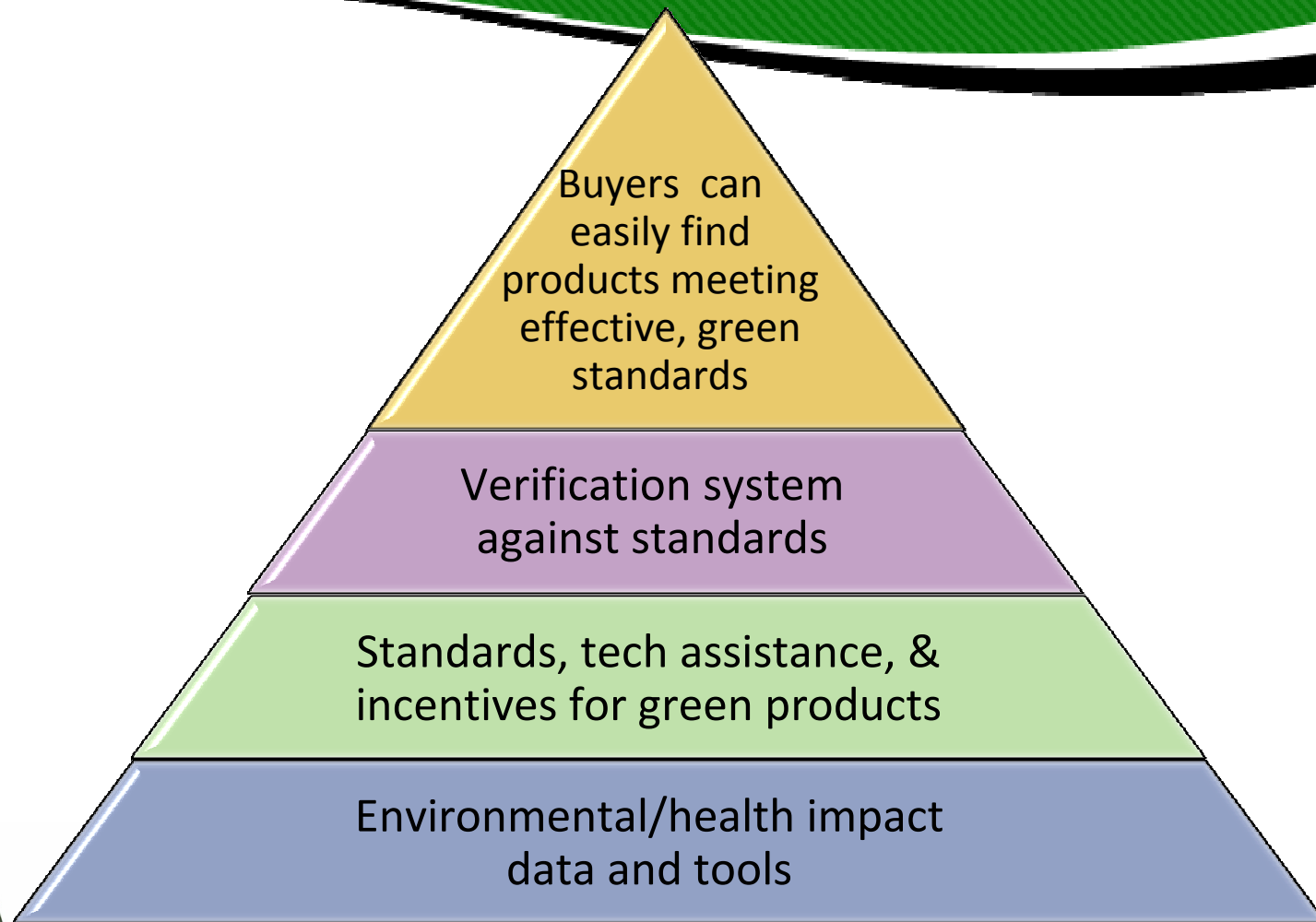
"EcoSafe"

"Healthy"

"Recyclable"



Effective market infrastructure for green products



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



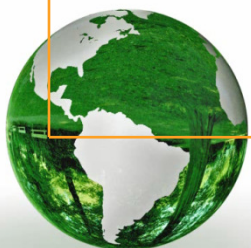
Guideline Influencers

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 Initiative: 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

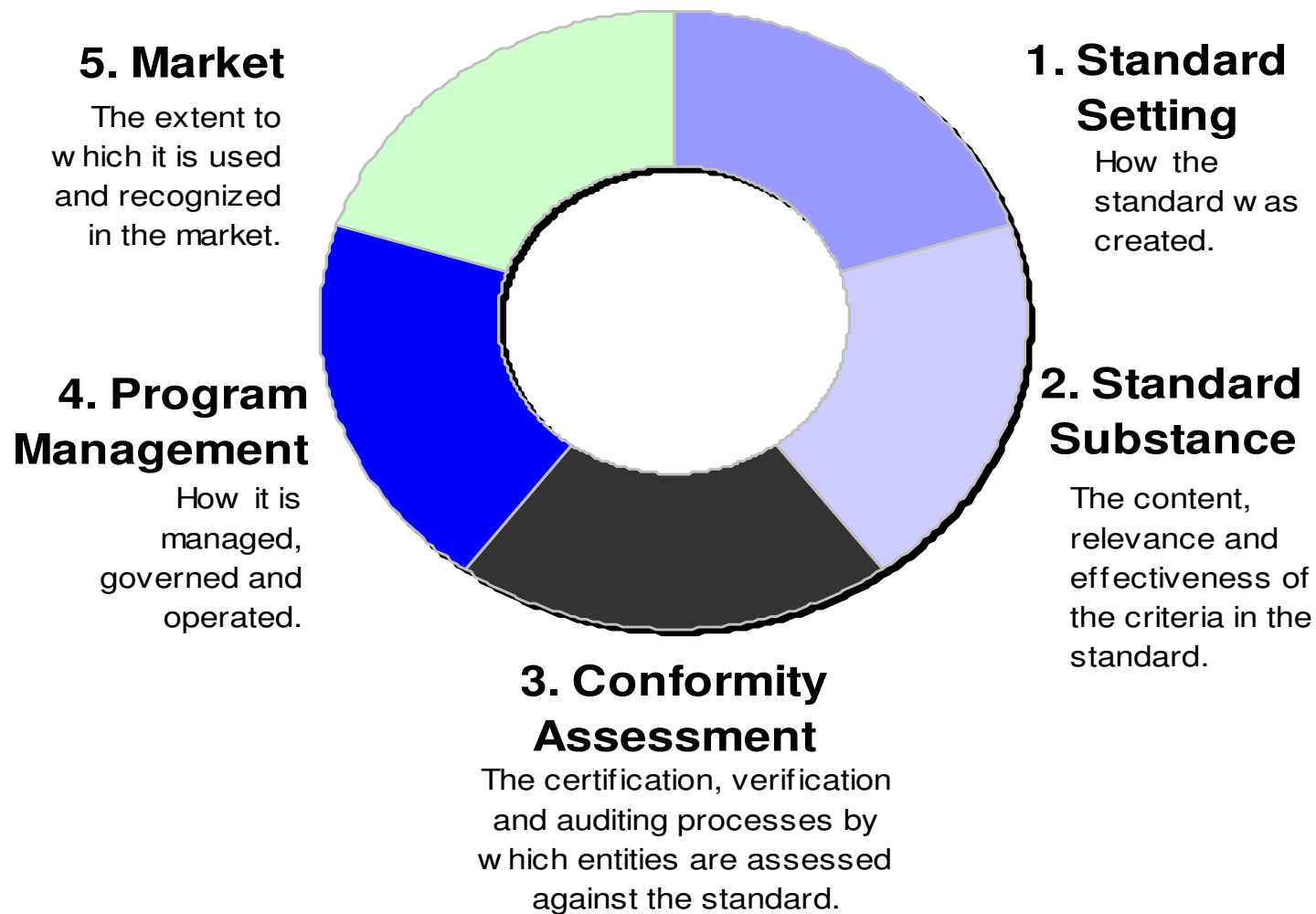
Standard name	Description	Year
ISO/IEC Guide 65	General requirements for bodies operating product certification systems	1996
ISO 17011 Accreditation	Conformity assessment -- General requirements for accreditation bodies accrediting conformity assessment bodies	2004
ISO/IEC 17020	General criteria for 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



Standard Setting

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



Standard Substance

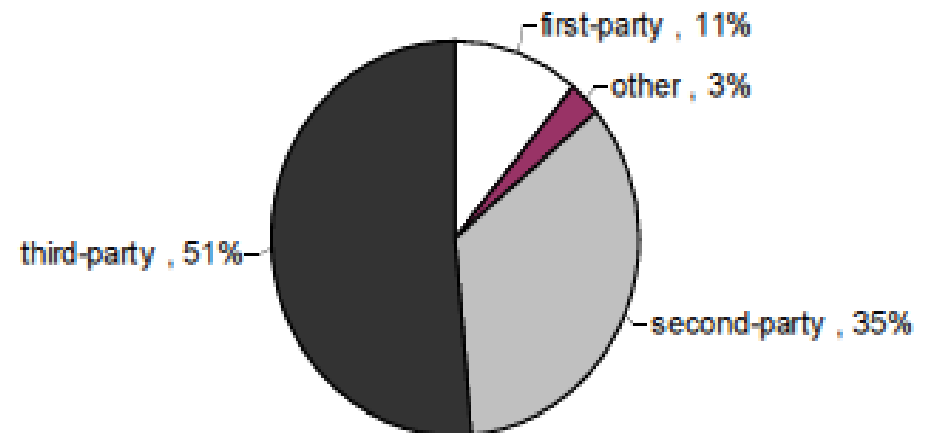
- ✓ Product performance
- ✓ Scientific basis of criteria
- ✓ Verifiability
- ✓ Life cycle consideration
- ✓ Multi-attribute consideration
- ✓ Hot spots focused
- ✓ Hazard-based approach
- ✓ Encourage impact and ingredient disclosure



Conformity Assessment

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

Level of verification required



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?

GSA co-chairs

Brennan Conaway

brennan.conaway@gsa.gov

Joni Teter

joni.teter@gsa.gov

EPA co-chairs

Alison Kinn Bennett

kinn.alison@epa.gov

Libby Sommer

sommer.elizabeth@epa.gov

Rita McBride (Communications Coordinator)

rita.mcbride@gsa.gov

