

What Is a Green Product?

Separating the Green from the Greenwashed

March 16, 2009

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Green is Suddenly Everywhere



...Even Soap Opera Digest

soap opera
Style Days goes Green for Lumi's wedding

Wedding Belles

Compiled by
Gabrielle
Winkal

And now love
(Blake Bryson and
Ryan R. Dattilo)
Ryan's old girl is no
Mistress Chatter
(Lorenza Ladd)
You had Ryan's (Blake
Ladd) fiancée for good
by 10 years? Here the
show's costume designer,
Richard Burns.

Stephanie
(Sheffy Hwang)
"Stephanie is a lot
more eco-friendly and
eco-friendly than
Maggie," says Burns.
She's wearing a
silk-satin gown that
she's by Eco.

Christina
(Rachel Nichols)
"Christina wears a
sustainable 100 per
cent silk-satin gown
by Ines & Lolo. It's so
pink to match the
wedding flowers."

Maggie
(Suzanne Rogers)
"She's wearing a
sustainable yellow
Carmel Mari Yarn
suit. It's got some
recycled detailing."

Lumi
(Julie Flinn)
"Lumi wears a dress
by Nicole Miller. It's
an elegant silk
gown, which has
seen only one
season."

Caroline and Shizen
(Peggy McGay and Frank Parker)
Caroline is wearing a three-piece suit
— tan, white, and black — and a
short skirt — by Ellen Fisher.

Julia (Lauran Birdler)
"Her dress is by Elizabeth Kay, and the
pink jacket is Carmel Mari Yarn."

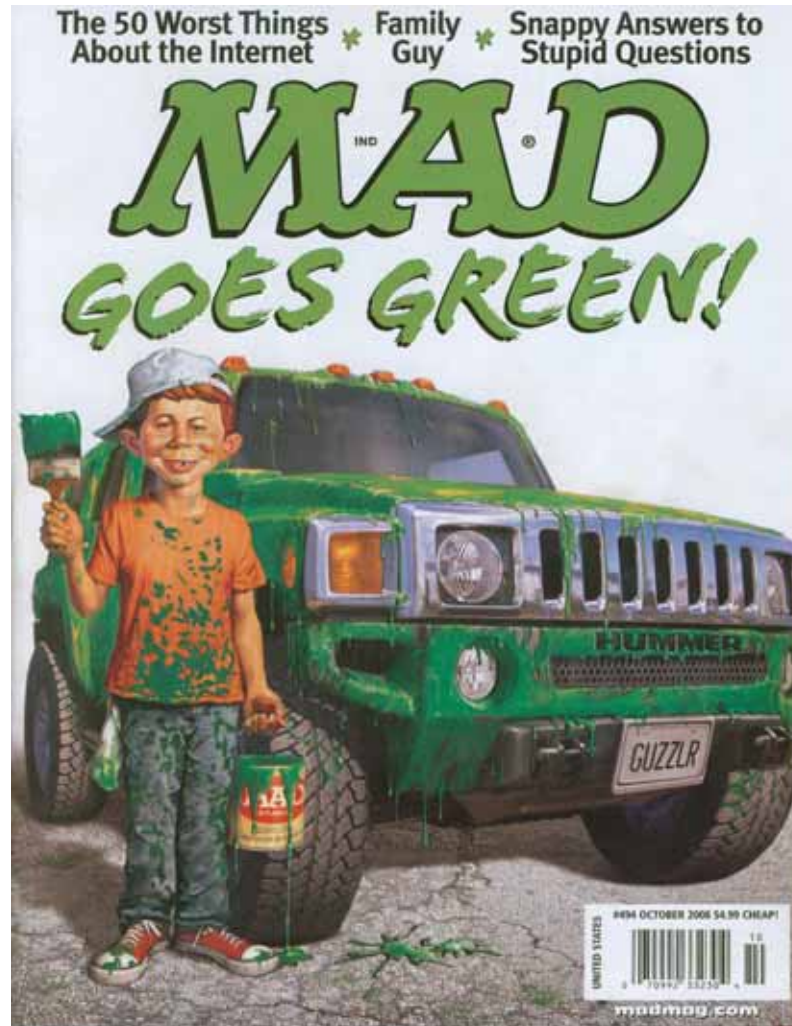
**Crystal loved the
dress at first
sight," says
Burns.**
See page 8 for
more.

GL Wedding Belles
She took on
Gauding Light when
she was a young
woman, but she
didn't still recall,
thanks to costume
designer Richard
Burns, she was
so impressed by
Zara that she'd
purchased it
at the store
(http://www.zara.com).
She was most of
them in a gown
from J.C. Penney
Lane. "Both dresses
were simple and
simple styles.
Crystal loved the
dress at first
sight," says
Burns.

SOAP OPERA



...And Mad Magazine





Environmental Purchasing Policies

States:

California
Connecticut
Georgia
Illinois
Indiana
Iowa
Massachusetts
Missouri
Minnesota
New Jersey
North Carolina
Oregon
Pennsylvania
Vermont
Washington



New York

Counties:

Chatham County, NC
Kalamazoo County, WI
King County, WA
Kitsap County, WA
Multnomah County, OR
San Mateo County, CA
Santa Cruz County, CA
Sarasota County, FL

Cities:

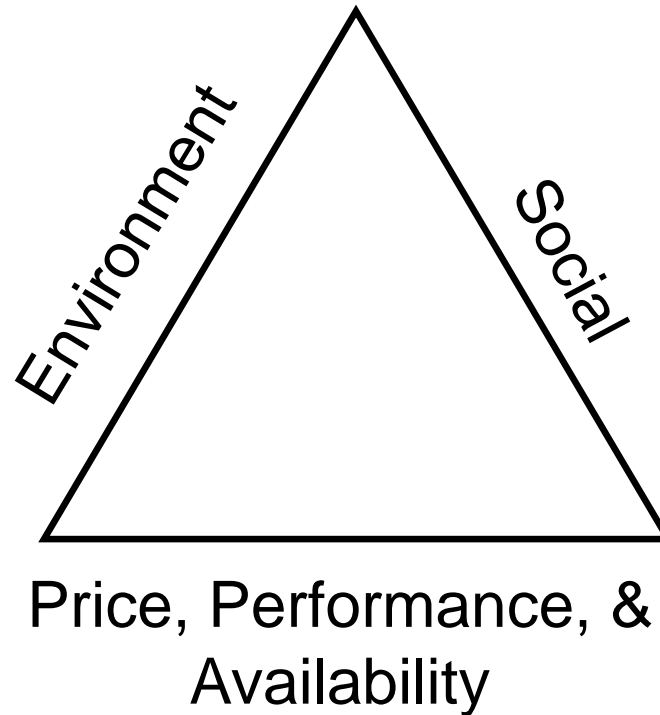
Boulder, CO
Cincinnati, OH
Kansas City, MO
Portland, OR
Phoenix, AZ
San Francisco, CA
Santa Monica, CA
Seattle, WA

More than 80 policies are available at:

www.newdream.org/procure

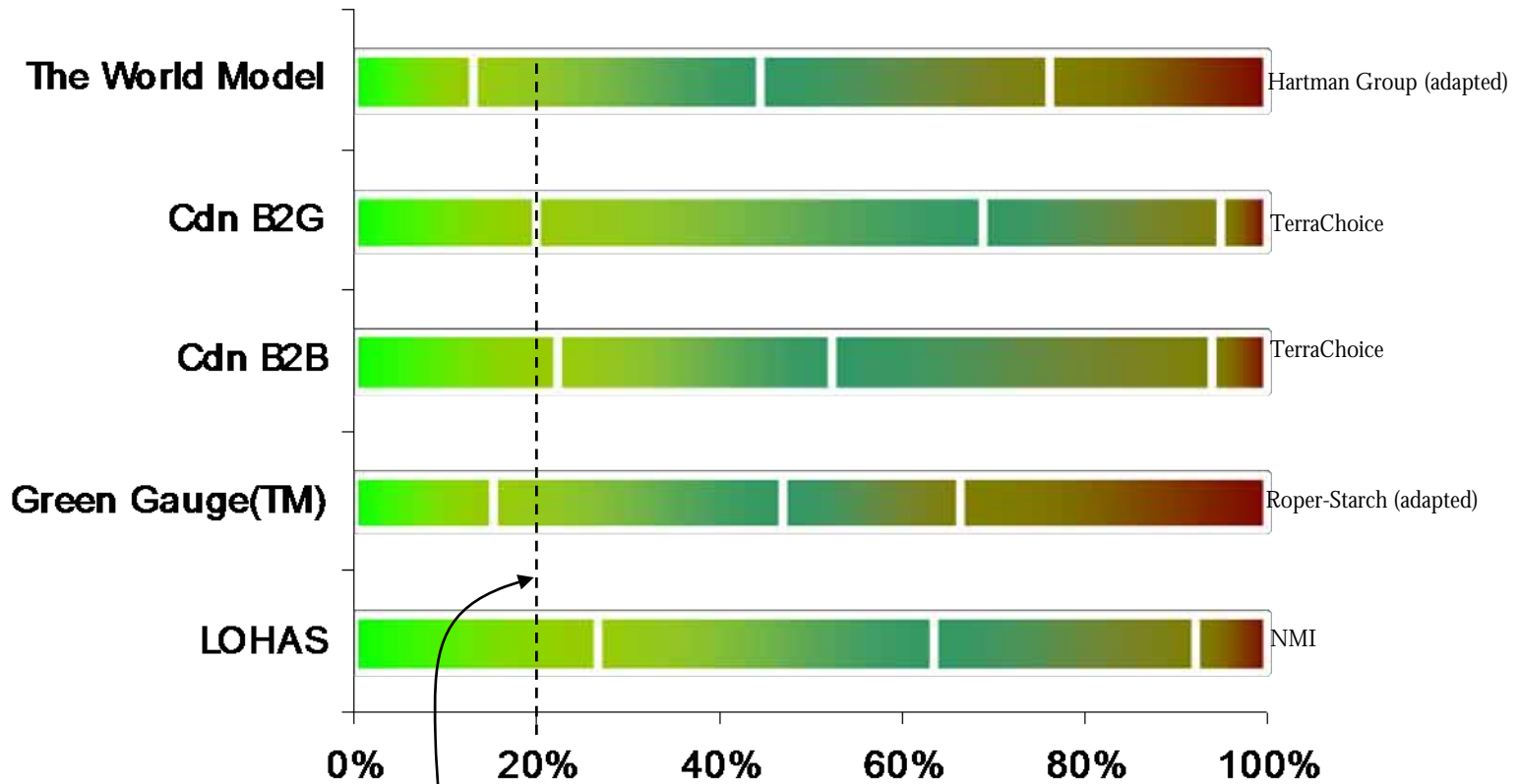


Responsible Purchasing





Understanding the Green Consumer



The average result for a *strong predisposition* to environmental behavior is a steady 20%.

Who Buys Green?

1. At any one time, some 20% of people/companies are hardcore 'green'.

4. The greenest are also the most skeptical.

5. The rest are reachable, but not with 'green' values.

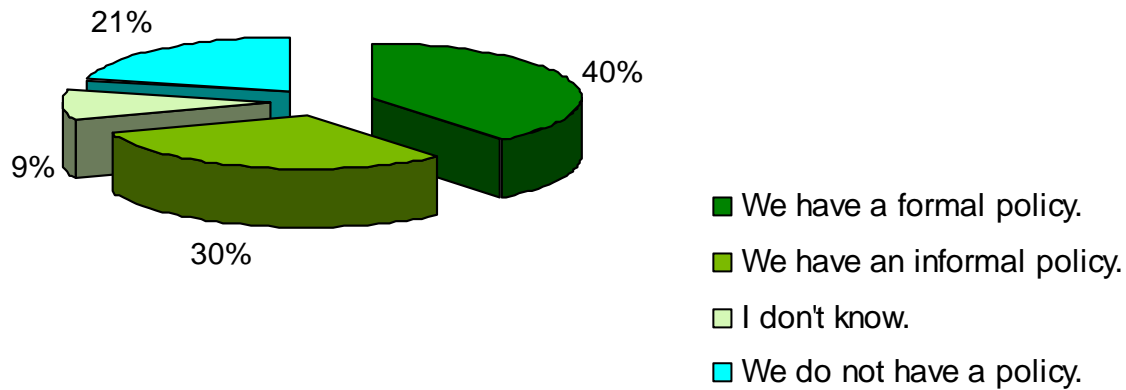


2. Individual positions are always shifting, driven by life events and corporate circumstances.

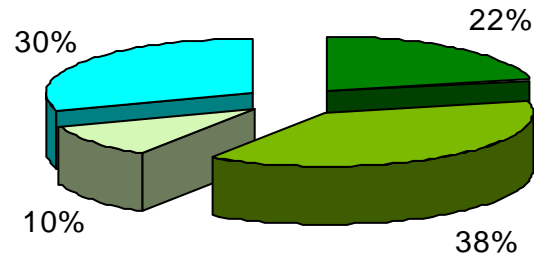
3. Buyers can be 'green' for vastly different reasons.

Green Purchasing Policies

environmental/sustainability policy?

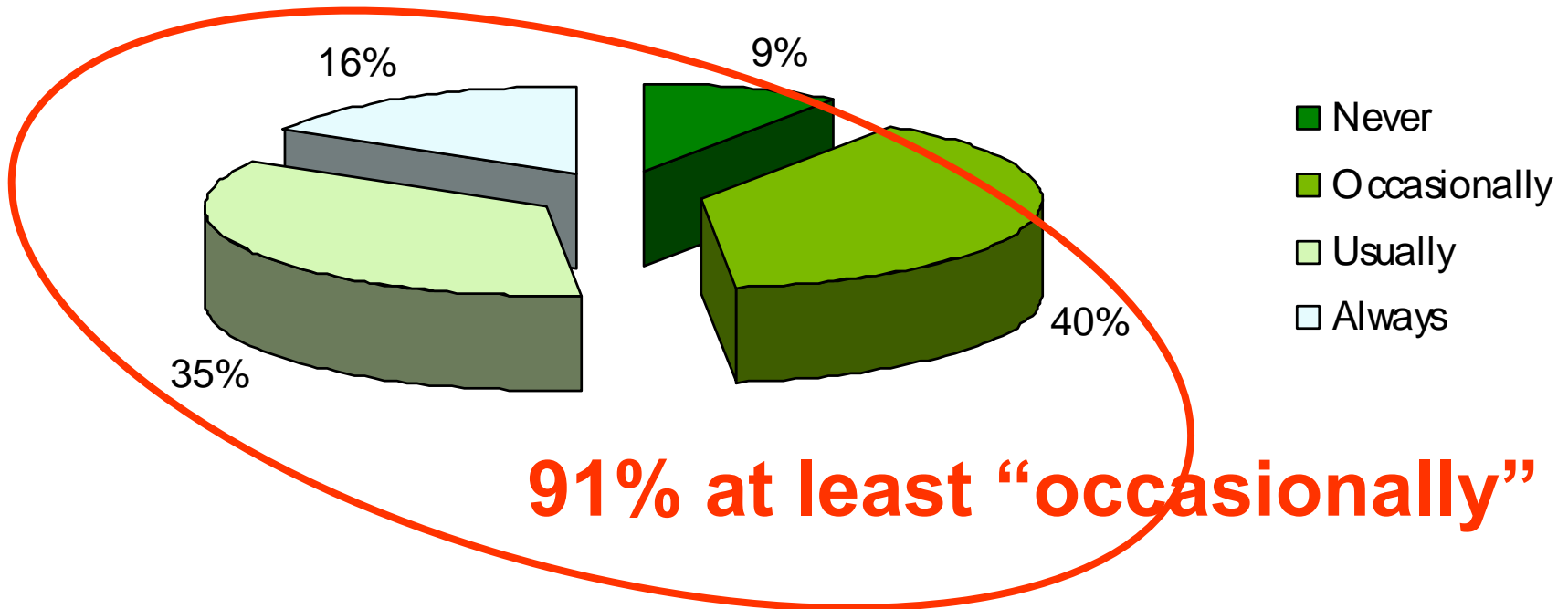


green purchasing policy?



Green Purchasing Practices

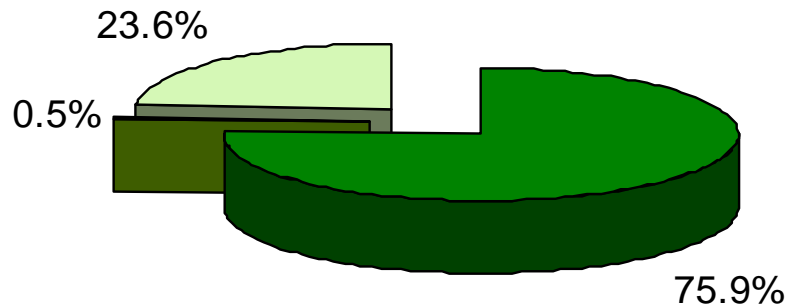
We actually consider 'green' ...





Green will continue to grow...

In two years my organization will be...



- More active in "green" purchasing
- Less active in "green" purchasing
- Neither more or less active

The Evolution of Green

Green Is a Relative Term

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helping grow the world's
most sustainable companies



Evolution of Green

Who Is Doing It?



Radicals

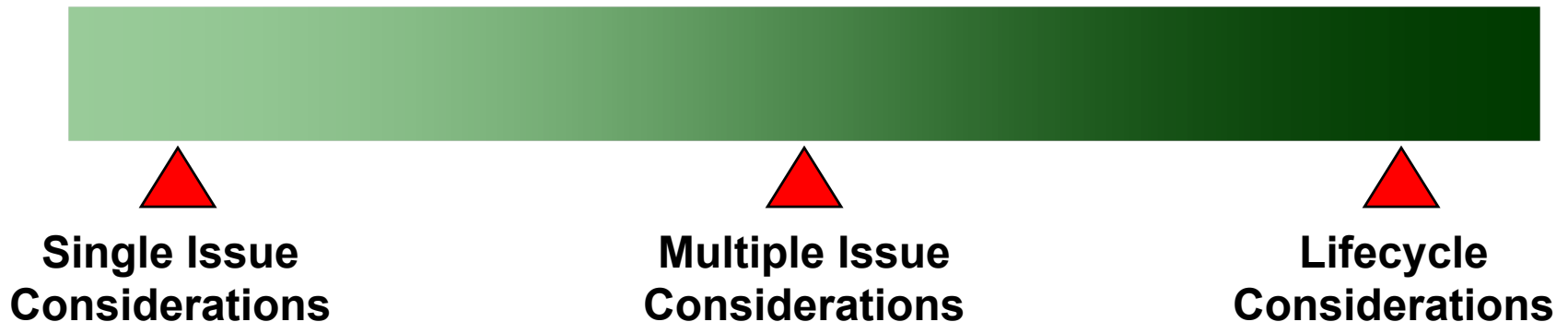
Innovators

Everyone



Evolution of Green

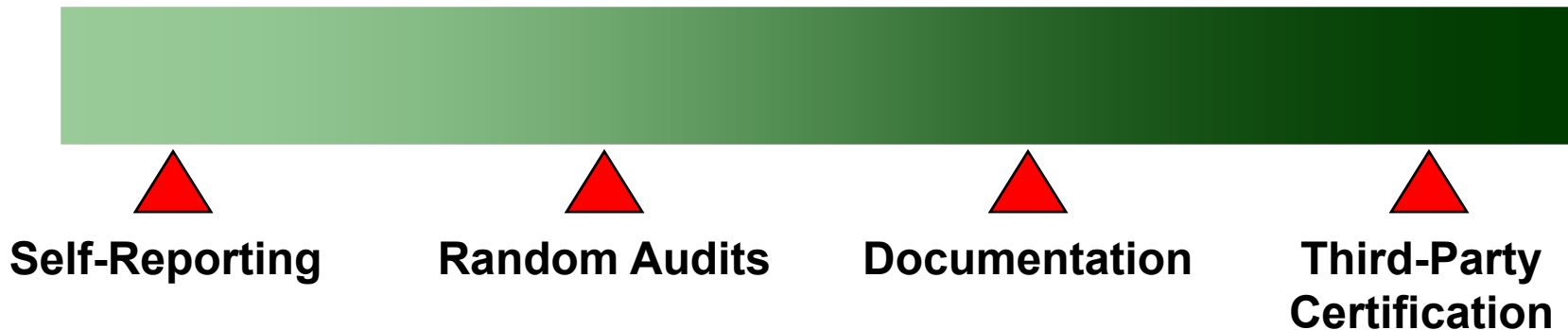
How Do Customers Determine Green?





Evolution of Green

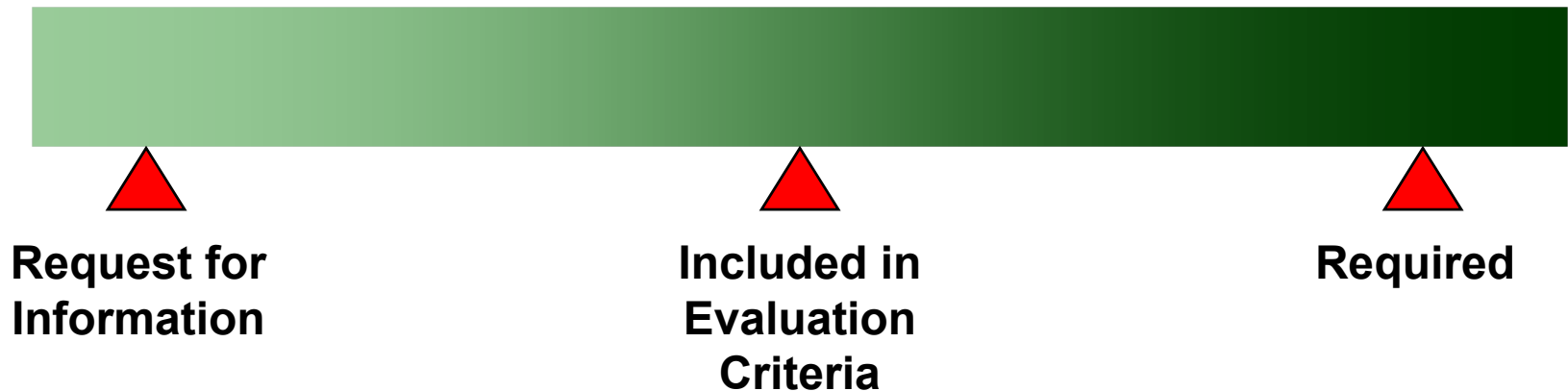
What Proof Do Customers Require?





Evolution of Green

How Are Customers Asking for It?



Understanding Greenwashing & Knowing What to Avoid

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Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Non-toxic
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

**According to the FTC:
FALSE CLAIMS**



Beware of Greenwashing

Green-wash (grēn'wōsh', -wōsh') – *verb*: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service

WARNING:

Learn to ask critical questions or you might be selling products with creative marketing rather than products with legitimate environmental benefits.

Six “Sins” of Greenwashing

- **Sin of Fibbing** – Misleading customers about the actual environmental performance of their products.
- **Sin of No Proof** – Also known as the sin of “just trust us,” some manufacturers are unable to provide proof of their environmental claims.
- **Sin of Irrelevance** – Factually correct, but irrelevant, environmental assessments (e.g., “CFC-free”)
- **Sin of the Hidden Trade-Off** – Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.



Six “Sins” of Greenwashing



- **Sin of Vagueness** – Broad, poorly defined environmental claims (e.g., “100 percent natural”)
- **Sin of Lesser of Two Evils** – A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., “organic cigarettes”)



To Avoid Greenwashing...

The environmental standards most frequently cited by green consumers include:



<www.ecologo.org>

- Founded 1988
- 120 standards
- 7,500 certified products



<www.energystar.gov>

- Founded 1992
- 50 standards
- “Thousands and thousands” of *registered* products



<www.greenseal.org>

- Founded 1989
- 30 standards
- 2,000 certified products



Lots of Labels Around

A ***partial*** list of labels currently being used:

- Blue Angel
- CFPA
- CPG
- DfE
- EcoLogo
- Ecomark
- Eco-OK
- Energy Star
- Environmental Choice
- EPEAT
- EU Flower
- Fair Trade
- FSC
- GBI
- Good Green Buy
- Green Label
- Green Seal
- GREENGUARD
- Greenstar
- LEED
- MSC
- Nordic Swan
- PEFC
- Process Chlorine Free
- SCS
- SFI
- TCO
- Totally Chlorine Free
- USDA-Organic
- WaterSense

Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process





Standard Validity

- Clear and consistent meaning
- Very specific requirements
- Information should be meaningful and verifiable
- Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims*.





Standard Setting Process

- No conflict of interest
- Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available





Verification Process

- Self certification
- Self certification with random audits
- Independent third-party certification
- Independent third-party certification with on-site and random audits





Sample Contract Language

“Products purchased under this contract must provide demonstrable proof of meeting the _____ standard. The _____ standard is available at <_____>.”

- “Products purchased under this contract must provide demonstrable proof of meeting the **Energy Star** standard. The **Energy Star** standard is available at <www.energystar.gov>.”
- “Products purchased under this contract must provide demonstrable proof of meeting the **EPEAT** standard. The **EPEAT** standard is available at <www.epeat.net>.”



Sample Contract Language

“Products purchased under this contract must be EcoLogo certified or provide demonstrable proof of meeting the EcoLogo standard and certification requirements. The EcoLogo standard and certification requirements are available at < www.ecologo.org >.”





Sample Contract Language

“Products purchased under this contract must be EcoLogo or Green Seal certified or provide demonstrable proof of meeting the EcoLogo or Green Seal standard and certification requirements. The EcoLogo or Green Seal standard and certification requirements are available at < www.ecologo.org and www.greenseal.org >.”





Popular Labels

- Chlorine Free Products Association – <www.chlorinefreeproducts.org>
- EcoLogo (Environmental Choice) – <www.ecologo.org>
- Energy Star – <www.energystar.gov/purchasing>
- EPEAT - <www.epeat.net>
- Forest Stewardship Council – <www.fsc.org>
- Green-e – <www.green-e.org>
- Green Guard – <www.greenguard.org>
- Green Seal – <www.greenseal.org>
- Green Building Council (LEED) – <www.usgbc.org/leed>
- Scientific Certification Systems – <www.scscertified.com>
- TCO – <www.tcodevelopment.com>

Questions?

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