

Emerging issues around green standards

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Demands for “Green” Products

□ Drivers

- ❖ regulatory
- ❖ procurement programs
- ❖ bid specifications
- ❖ eco-labels, certifications and standards

But what makes a product “green”?

- ❖ Concept of “green” is related to the “size” of the “environmental footprint” of a product (i.e. the degree to which a product has a negative impact on human health and ecosystems)
- ❖ “Green” is a relative term (“greener”, “greenness”)

□ There is a need to standardize:

- ❖ Definition and scope of “green”
- ❖ Measurement of “green”
- ❖ Communication of “green”

Progression of Green certifications

- ❑ single attribute → multi-attribute → whole systems
- ❑ qualitative → quantitative → life cycle analysis
- ❑ green → sustainable
- ❑ self-declared → independently verified
- ❑ first party certification → second party → third party
- ❑ proprietary → open, consensus-based
- ❑ ecolabels → sustainable product standards

Examples of current “green” standards developments

- Environmental issue-specific
- Product-specific
- Industry-specific

□ Environmental issue-specific

- BSI PAS 2050 – Specification for the assessment of the life cycle greenhouse gas emissions of goods and services
- ISO 14067 – Product Carbon Footprint (draft)
- Product Carbon Footprint labeling (UK, France, Japan)

□ **Product- or Industry-specific**

Buildings –

- LEED: Leadership in Energy and Environmental Design [US Green Building Council]
- ISO 21903: Sustainability in building construction – Environmental declaration of building products

Carpets –

- NSF/ANSI 140-2007: Sustainable carpet assessment

Chemicals –

- NSF/ACS Green Chemistry Institute 335 – Greener Chemical Products and Processes Standard

Cleaning Products, Formulations –

- US EPA Design for Environment (DfE): Formulator Program
 - DfE General Screen for Safer Ingredients
 - DfE Screen for Fragrances – Human Health Criteria
 - DfE Screen for Solvents in Cleaning Products
 - DfE Screen for Surfactants
- CleanGredients® database of institutional & industrial cleaning product ingredients [Green Blue]
- Greenlist™ Process (SC Johnson, Five Winds International)

Electronics –

- IEEE Standard 1680: EPEAT environmental criteria [Institute of Electrical and Electronics Engineers]
- Joint Industry Guide (JIG)-101: Material Composition Declaration for Electronic Products

Office Furniture –

- BIFMA E3-2008: Business and Institutional Furniture Sustainability Standard
- Public Works and Government Services Canada: Minimum Sustainability Requirements for Federal Government Office Furniture [Draft]

Packaging –

- Sustainable Packaging Coalition

Resilient Floor Coverings –

- NSF 332-2007: Sustainability assessment for resilient floor coverings

Textiles –

- NSF 336: Sustainable Commercial Furnishings Fabric Assessment
- OEKO-TEX® Standard 100, 200 and 1000 [International Association for Research and Testing in the Field of Textile Ecology]

Wood, Composite Wood –

- Forest Stewardship Council
- Sustainable Forestry Initiative
- Environmentally Preferable Specification CPA 3-08 [Composite Panel Association]

Communication of “Green”

Environmental Marketing Claims

A product label or other marketing communication that makes a claim regarding the environmental performance of a product or service

□ Federal Trade Commission (FTC): 16 CFR Part 260 – *Guides for the use of Environmental Marketing Claims* (The “Green Guides”)

www.ftc.gov/green

- ❖ Truth
 - ❖ Substantiation
 - ❖ Qualification
 - ❖ Specificity
-
- Currently under review to address s new wave of “claims”, e.g.:
 - ❖ Carbon neutral (carbon offsets)
 - ❖ Renewable energy credits
 - ❖ Sustainable
 - ❖ Renewable
 - ❖ Claims based on life cycle analysis

 - Federal Register Notices seeking comments on existing Guides and new “green” claims

□ ISO 14020 – Environmental labeling

Types of Eco-Labels:

○ Type I

- ❖ Third-party verified to meet an independent set of criteria

○ Type II

- ❖ Self-declaration by manufacturer or retailer
- ❖ Not independently verified, and do not use pre-determined or accepted criteria for reference

○ Type III – Environmental Product Declaration (EPD)

- ❖ Must be based on life cycle stages and impacts, and be quantified (LCA, in accordance with ISO 14040 series)
- ❖ Informative – no a statement or claim of “environmental quality” (or “environmental superiority”)
- ❖ Independent verification (business to business), third-party (business to consumer)
- ❖ ISO 14025 – Type III environmental declarations



ISO/TC 207/SC 3 N284 Guidelines for Making and Assessing Environmental Claims

□ **Product Category Rules (PCR)**

- Set of specific rules, requirements and guidelines for developing Type III environmental declarations (EPD) for one or more product categories
- ISO 14025 and ISO 21930
- Product category: Group of products that can fulfill equivalent functions
- A separate PCR for each functional unit
- Based on LCA (ISO 14040 series) (i.e. goal and scope definition, inventory analysis, etc.)
- Third-party reviewed
- PCRs are created and managed by a **Program Operator**
- Can be an organization or a group of organizations, for example:

- ❖ *EPD Network (EU)* *
- ❖ Japanese Ecoleaf
- ❖ IBU (Germany)
- ❖ Eco-Product Institute (Korea)
- ❖ IERE *Earthsure (North America)*
- ❖ *The Green Standard (North America)*

- Possible impact on auto-industry:

- ❖ *PCRs for key materials, components* *
- ❖ *PCR for automobiles*
- ❖ *PCR for transportation equipment & systems* *

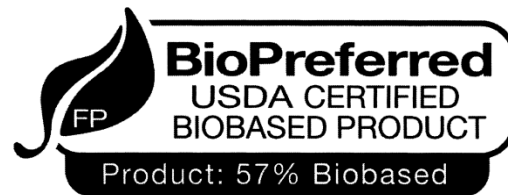
❑ USDA BioPreferredSM Program

○ Currently seeking input on the development of guidelines for the designation and voluntary labeling of biobased content of ***complex assemblies***, including:

❖ office furniture

❖ automobiles

○ Public meeting held on February 24, 2010 at University of California - Riverside



Sample label (Source: Federal Register Vol. 74 no. 146, pg 38304)

Thank you!

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