



Green Seal 101
An introduction or refresher

Mark Petruzzi, VP of Certification
& Strategic Relations

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Green Seal Mission

“Green Seal is an independent, non-profit organization that uses science-based standards and the power of the marketplace to create a more sustainable world.”

2



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Green Seal Background

- 501 (c)(3) science-based non-profit
- Celebrating 20th Anniversary in 2009
- Environmental mission with exclusive focus on products, services, purchasing, operations
- Encompass multiple product and service categories
- Utilize a multiple criteria / life-cycle approach
- No financial interest in certified products/services or in any manufacturer or company
- Product standards and technical reports
- Green Lodging Program
- Institutional Greening Program

3



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Principles of Green Seal Leadership Standards

- Objective
- Science-based
- Transparent
- Life cycle environmental and health considerations (multi- attribute)
- Include functional performance
- Compliant with regulations and legislation
- Peer reviewed
- Attainable for leadership products
- Economically feasible

4



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Green Seal Standards

- Dozens of standards issued since 1990
- Establish a benchmark for industry and purchasers
- Provide a basis for certification
- Promote leadership in the market
- Provide a tool to promote a more sustainable economy

5



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6



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Guidelines for Type I "Seal of Approval" Ecolabels

- ISO 14020 Environmental labels and declarations - General principles
- ISO 14024 Type I Environmental labelling - Principles and procedures
- Global Ecolabelling Network membership (*Green Seal is the only US member of GEN*)
- ANSI-accredited standards developing organization (*Green Seal is the only ANSI-accredited Type I ecolabel in North America*)
- EPA criteria for third-party certifiers
- Consumers Union criteria for "What Makes a Good Ecolabel"
- FTC Environmental Marketing Guidelines

7



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The Global Ecolabelling Network (GEN) founded 1994, currently 26 member programs



8



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Commonalities Among Guidelines

- Voluntary participation
- Run by organizations without conflicts of interest
- Standards process that involves stakeholders & the public
- Criteria, assumptions, methods & data used are open & transparent (i.e., publicly available, easily accessed & understandable)
- Legally protected mark
- Criteria based on product lifecycle
- Open access to licensees of all sizes, all countries
- Authority to inspect manufacturing facility
- Criteria that encourage products & services that are significantly less damaging to the environment (leadership)
- Periodic review of criteria, considering technology & marketplace

9



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Standard Development Process

1. Feasibility Assessment
2. Project Proposal
3. Project Initiation and Notification (PIN) and Scoping
4. Drafting
5. Proposed Standard
6. Final Review & Approval
7. Issued Standard

10



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Green Seal Certification

- Rigorous science-based evaluation
- On-site inspections of manufacturing facilities and service locations (hotels, restaurants, janitorial)
- Products evaluated without bias or conflict of interest
- Evaluation fees are fixed/flat, so Green Seal has no direct financial ties to the success of certified products & services
- Includes review of ancillary materials (literature, labels, catalogs, website) for GS, FTC, unsubstantiated environmental claims
- Certified products and services must participate in ongoing compliance monitoring to remain certified

11



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Green Seal Marketing

- **Website:** Each month greenseal.org receives 1.7 million hits
- **Newsletter:** Quarterly newsletter reaches 3,000 recipients
- **Tradeshows:** Green Seal Attends 12-15 shows each year in a range of industries:
 - **Institutional/Industrial:** i.e. ISSA Interclean, BSCAI
 - **Hospitality:** i.e. International Hotel, Motel & Restaurant Show, Hotel World
 - **Procurement:** i.e. NFMT, Green Procurement Expo
 - **Building:** i.e. Green Build
 - **Consumer:** i.e. Green Fest (Chicago, San Francisco, DC), Go Green Expo NYC
- **Conferences:** LOHAS, Sustainable Brands, SustainComm
- **Outreach to Media and Purchasers**

12



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Green Seal Media References...



Oprah Magazine, December 2007
Special Advertising insert

13



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NBC Today Show
January 31, 2008

14



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Newsweek
March 2008 Issue

15



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Real Simple
April 2008 Issue

16



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How to Use Green Seal Graphics

- Organization graphic
- Green Seal Certification Mark
- Provider graphics

21



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A Tale of Two Green Seals

“Plain” Green Seal is the Corporate Logo
 -Would be used when referencing Green Seal (the organization) generally, such as in a press release



Green Seal certification mark
 -May only be used on, or in connection with, certified products and services



22



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The Strings, in a Nutshell

- Any use of Green Seal’s name or the Certification Mark needs to be reviewed and approved in advance by Green Seal and conform to the Rules Governing the Use of the Green Seal Certification Mark.
- Certified product manufacturers and service providers need to provide Green Seal with copies of final (approved) materials (e.g., advertising or promotional material, packaging, labeling, etc.).
- Certified product manufacturers and service providers must promptly revise or discontinue the use of any advertising or promotional material, packaging, labeling or other use of the Green Seal Mark which, in the opinion of Green Seal, fails to comply.

23



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Graphics for Providers of Green Seal-certified Products and Services

- More flexible use makes it easier to promote green products and services
- Communicates specifically how your company supports sustainability
- Features the trademarked Green Seal logo

24



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Providers' Graphics (cont'd)

For Manufacturers:

- Highlight your certified products when promoting your full line (e.g., catalogs, website, annual report)

For Distributors and Retailers:

- Promote the sales of certified products on distributor uniforms and vehicles
- Drive traffic down the aisle with attention-grabbing point-of-sale materials

For Service Providers:

- Promote your green-cleaning service or lodging operation
- Promote the use of Green Seal-certified products by cleaning providers, painting contractors, etc.



25



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Green Seal Standards Update

Standards Currently in Development

- * GS-1 Sanitary Paper Products Revision
- * GS-5 Compact Fluorescent Lighting Standard Revision
- * GS-16 Reusable Bags Standard Revision
- * GS-45 Plastic Resin Film Bags Standard Development
- * GS-47 Stains and Finishes Standard Development
- * GS-48 Laundry Care Products Standard Development
- * GS-49 Residential Cleaning Services Standard Development
- * GS-50 Personal Care Product Standard Development

Standards Recently Revised or Newly Developed

- * GS-8 Household Cleaners
- * GS-11 Paint Standard
- * GS-33 Lodging Properties Provisional Revision
- * GS-37 I&I Cleaners Standard
- * GS-44 Soaps, Cleansers, and Shower Products
- * GS-46 Restaurant and Food Service Operations

26



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Why Is Green Seal Certification Important?

- Rise of Greenwashing and environmental claims: "green" = \$
- Reluctance to trust manufacturers claims – they want to sell products
- Single attributes sometimes "apples to oranges" (non-toxic vs. low VOC – what about performance?)
- Manufacturers are not required to provide full disclosure, even if available hard to interpret
- Reduce the effort needed for identifying, selecting and purchasing environmentally responsible products and services
- Distinguish brand from competitors
- Obtain business from purchasers at all levels looking (or mandated) to procure green products & service
- Validated by recognized third-party

27



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Contact Information

Green Seal, Inc.
 1001 Connecticut Ave, NW
 Suite 827
 Washington, DC 20036-5525
 Tel: (202) 872-6400
 Fax: (202) 872-4324
 Email: certification@greenseal.org
 Website: www.greenseal.org

Thank You!!

28