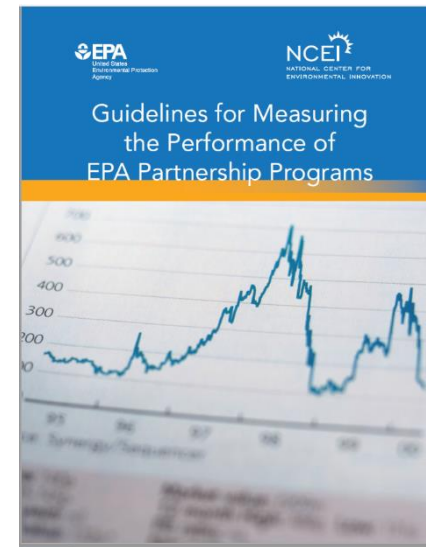
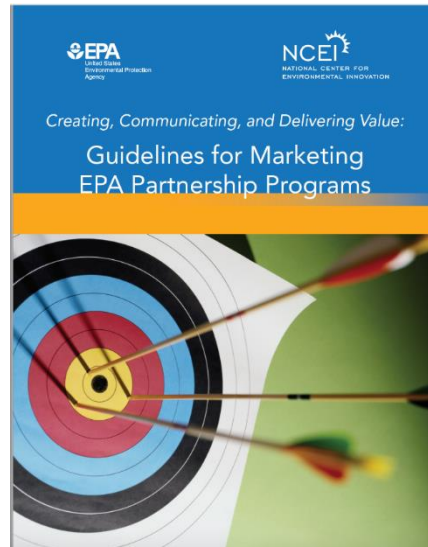
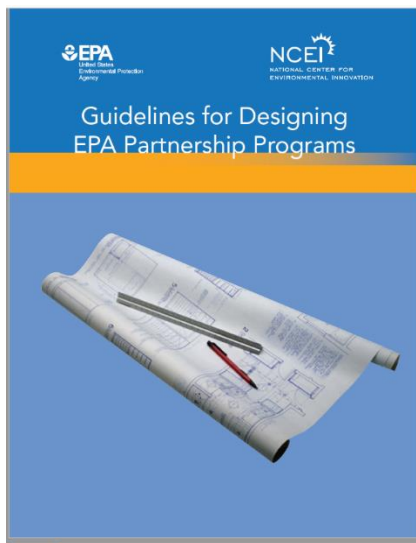




Ecolabels / certifications: When they make sense & how to ensure success

Stephan D. Sylvan, U.S. EPA



Ecolabels/certification programs Vs. just a voluntary standard

Ecolabel/certification programs

Voluntary standards w/o ecolabel



**NSF 332 for
flooring**



**NSF 336 for
fabric**



**UL 2759 for
cleaners**



**UL 2777 for
floor care**

**UL 2784 for
floor care**

What can effective ecolabels / certifications accomplish?



- Thousands companies participating as partners
- More than 40% of Fortune 500®
- more than 300 million certified products purchased in 2016
- more than 5.8 billion certified products sold since 1992
- 75% of U.S. households report label as influential in purchasing
- saved American families and businesses \$450B+ since 1992

What effective ecolabels / certifications can accomplish?

- 3,700 companies participate
- Many industries -- trucking, rail, barge and air freight partnering
- 200 major industry associations, NGOs, states and localities, trade groups
- Helped U.S. trucking companies save nearly \$30B in fuel costs
- helped partners save 215 million barrels of oil.



What effective ecolabels / certifications can accomplish?



- helped Americans save a cumulative 2.1 trillion gallons of water
- Helped Americans save more than \$46B in water and energy bills.

What effective ecolabels / certifications can accomplish?



- more than 22,000 certified organic farms and businesses in the U.S.
- In 2015, there was approximately \$43 billion in U.S. retail sales of organic products.

- Increase sales
- Increase market share
- Increase profit margin
- Reduce customer concerns and questions
- Demonstrate business responsibility
- Help solve environmental issues
- Improve customer experience
- Give customers option of sharing data on credible data platforms
- Prevent race to bottom in terms of quality
- Allow participation in association of credible manufacturers

Lean canvas (adapted for EPA)

Problem		Desired Action Steps		
Resources the program needs (FTE/\$/etc.)		Value to public health/environmental mission		

What do effective ecolabels / certifications have in common?

Trust
Unique value
Simplicity

What do effective ecolabels / certifications have in common?

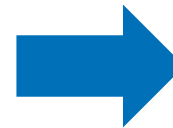
Trust
+ Unique value
+ Simplicity

Brand promise

Translating great complexity into a simple choice

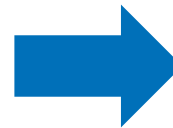
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Translating great complexity into a simple choice

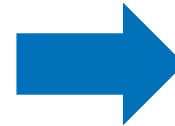
- luminous efficacy
- light output
- center beam intensity
- luminous intensity distribution
- correlated color temperature
- color rendering
- color maintenance
- color angular uniformity
- rated lifetime of the bulb
- lumen maintenance
- rapid cycle stress testing
- power factor
- frequency response
- start time & run-up time
- transient protection
- standby power consumption
- dimming performance
- audible noise
- warranty



Translating great complexity into a simple choice

Trust
+ Unique value
+ Simplicity

Brand promise





- Many buyers can't easily distinguish products
- Significant demand or latent demand
- Misleading or confusing claims
- Market confusion leading to under investment
- Existence of at least one credible actor
- With a market-based orientation

When do ratings / multi-tier certifications make sense?



- Only in very special cases since they ...
- Require all of the above **PLUS**
- Sophisticated buyers (or buyers have sophisticated advisors)
- Deliberative purchasing process
- Credible actors with sufficient, ongoing resources to develop, maintain & enforce multiple standards
- Or when goal is just to inform instead of to shift purchasing

Examples of successful multi-tier ecolabel programs/certifications



Applies to:	commercial buildings	computers, copiers, monitors, TVs, cell phones	Office/ institutional furniture
Tiers:	4: certified, silver, gold, platinum	3: bronze, silver, gold	3: level 1, 2, 3
Sophistication of buyers:	High: Architects trained in green building design	High: IT purchasing professionals often trained in sustainability	High: furniture purchasing professionals often trained in sustainability
Purchasing period:	Long: many months	Long: many months	Long: many months

**But even most professional buyers prefer
simple, trusted simple choice for most
buying decisions ...**

**when it comes to environmental
performance**

BACK POCKET SLIDES

Examples of rating systems (very large # of tiers) that primarily inform buyers

GSA

U.S. Government

Estimaciones posibles: revise el Etiqueta antes de comprar.

ENERGYGUIDE

New Model: Natural Gas
Capacity (first hour rating): 84.7 gallons

FROM SALES COMPANY, INC.
Year: 2022/2024/24

Estimated Yearly Energy Cost

\$264

Estimated Yearly Energy Use

242 therms

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity fueled by natural gas.
- Estimated energy cost based on a national average natural gas cost of \$1.38 per therm.
- For more information, visit www.fueleconomy.gov

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy

26 MPG
combined city/hwy

22 city 32 highway

Small SUV's range from 18 to 22 MPG. The best vehicle rates 36 MPG.

You save \$1,850 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$2,150

Fuel Economy & Greenhouse Gas Rating (super only) Smog Rating (super only)

1 7 10 1 6 10

This vehicle emits 247 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions. Learn more at fueleconomy.gov.

fueleconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone QR Code

Nutrition Facts/Datos de Nutrición

8 servings per container/8 raciones por envase

Serving size/Tamaño por ración 2/3 cup/2/3 taza (55g)

Amount per serving/Cantidad por ración

Calories/Calorias 230

% Daily Value**/Valor Diaria*

Total Fat/Grasa Total 8g	16%
Saturated Fat/Grasa Saturada 1g	5%
Trans Fat/Grasa Trans 0g	
Cholesterol/Colesterol 0mg	0%
Sodium/Sodio 50mg	7%
Total Carbohydrate/Carbhidrato Total 37g	13%
Dietary Fiber/Fibra Dietética 4g	14%
Total Sugars/Azúcares Total 12g	
Includes 10g Added Sugars/Incluye 10g azúcares añadidos	20%
Protein/Proteínas 3g	
Vitamin D/Vitamina D 0mcg	0%
Calcium/Calcio 20mg	20%
Iron/Hierro 8mg	45%
Potassium/Potasio 255mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

** % Daily Value (DV) is the index cuanto un nutriente en una porción de alimentos contribuye a una dieta diaria. 2,000 calorías al día se usa como referencia para el consejo de nutrición general.

