



UNEP Asia-Pacific GPP & Ecolabelling Training Workshop

Ecolabelling Experience in the USA

**Beijing, China
December, 15, 2016**

Agenda

Why does the US have EcoLabeling
Different Types of Ecolabels
Which Ones are Used Today
Where is it Going Tomorrow

What are primary demand drivers in sustainable purchasing in US?



Setting the Stage for Change – Governmental Purchasing

Federally - \$350 - \$500 Billion annually (est)

- Largest single purchaser on the planet
- Largest user of energy on the planet

State & Locally –
\$1.5 Trillion annually (est)

- Would be at least 3x the largest single purchaser on planet if combined

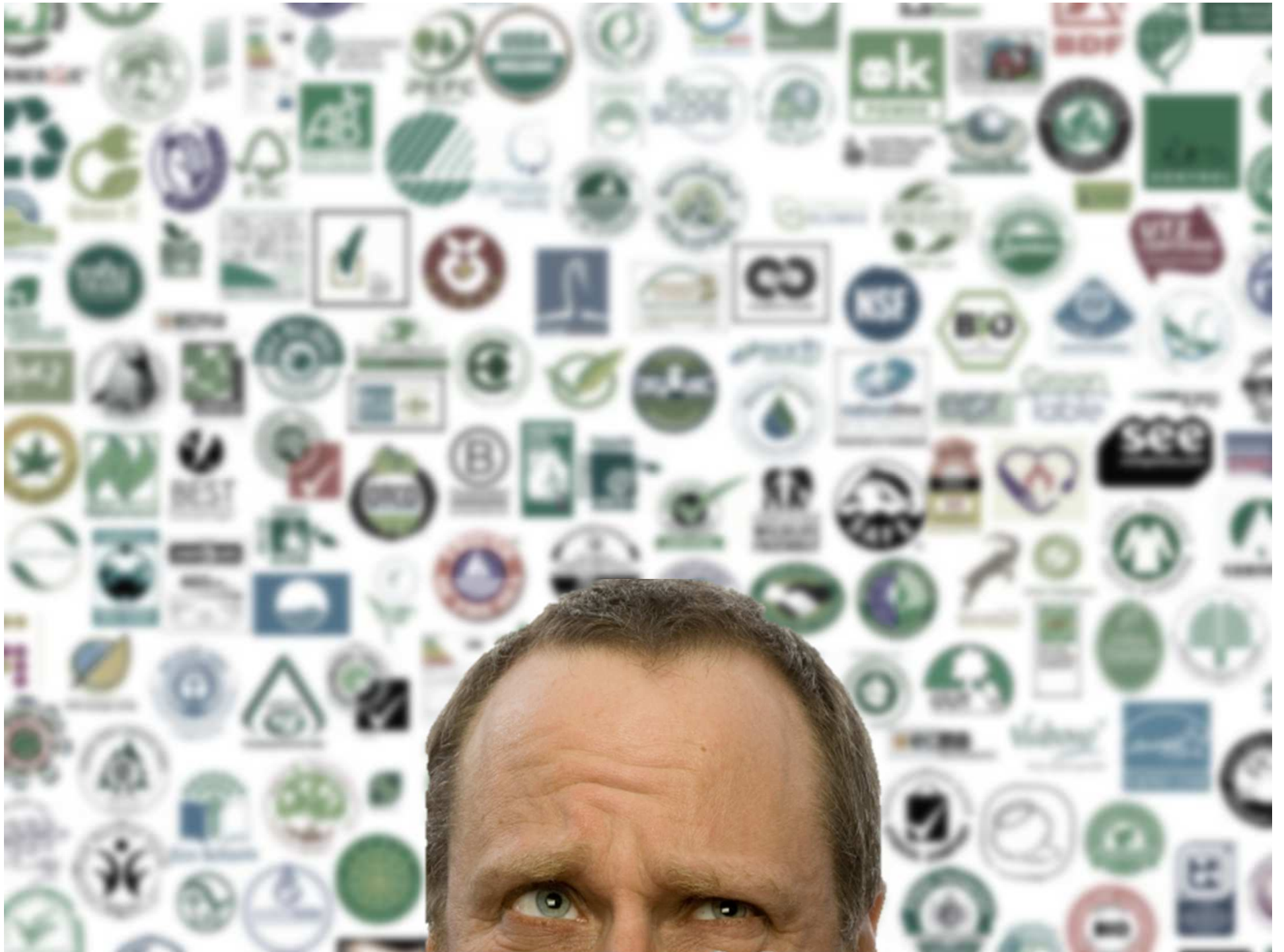


Executive Orders re Purchasing cont - Impacts

2015 – EO 13693: Planning For Federal Sustainability In The Next Decade

- Reiterates commitment to **sustainable buildings** – both new and **existing**
- Reiterates commitment to **sustainable procurement**
- Call out for EPA's **Environmentally Preferable Purchasing Program**:
<https://www.epa.gov/greenerproducts/epas-recommendations-specifications-standards-and-ecolabels>





Language Used Around Ecolabels - ISO Definitions of Ecolabels

TYPE I: a voluntary, multiple-criteria based, *third-party* program that awards a license that authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations (there is also Type I like labels that meet the same third-party and LCA considerations, but only address one area of the life cycle)

TYPE II: informative environmental *self-declaration* claims

TYPE III: voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party

Language Used Around Ecolabels - Who Owns, Manages, and Creates the Ecolabel

1ST PARTY – manufacturer created label and requirements

2ND PARTY – industry association created label and requirements

3RD PARTY – independently created certification/validation typically created through public input



What Types of Ecolabels in the US

ENVIRONMENTAL CLAIM VALIDATION – recycled content, waste diversion, bio-based

SINGLE ATTRIBUTE – product emissions, energy use reduction, water use reduction

MULTI-ATTRIBUTE – proof of environmental performance across a selected amount of the life cycle of a product

ENVIRONMENTAL PRODUCT DECLARATIONS – transparency into environmental impacts

Environmental Claims Validation

Environmental Claim Validation

EXAMPLES – recycled content, waste diversion, organic, no-CFCs

Certain ones are acceptable as 1st party claims – recycled content being largest example

- Post-Consumer – preferred
- Pre-Consumer – counted as half



Environmental Claim Validation cont.

Other types of claims are starting to require 3rd party verification

- BioBased
- Organic
- Waste Diversion

Normally where a manufacturer starts and where start-up GPPs focus

Still used in Codes, Rating Systems, and GPPs



Criteria	Yes	No	More Info Required	N/A
Recycled Content	X			
Recycled Content > 80%		X		
Organic Product		X		
Packaging is Recyclable	X			
Take Back Policy		X		

Single Attribute

Single Attribute

Most successful Ecolabels in the US so far

Focus on a single area of concern

- Energy & Water Usage
- Product Emissions



Single Attribute cont.

Typically created by federal program (energy & water)
or by 3rd party (product emissions)

Standards are typically created with public comment

Certification is 3rd party

Used in Codes, Rating Systems, and GPPs

Most established GPPs have these 3 programs listed
in some fashion



Multi-Attribute

Multi-Attribute

Look at product for more than one environmental impact attribute

At least human and environmental impact are focused on

Starting to include more areas such as

- Energy used to create
- Materials
- Water used to create
- Manufacturing and Operations
- Health and Environment
- Product Performance and Use Product Stewardship



Multi-Attribute cont.

Started with cleaning products
and computers

Moving to other types of products

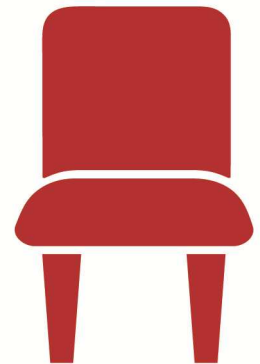
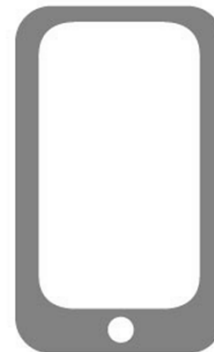
- Carpet
- Gypsum Board
- Tile
- Resilient Flooring
- Mobile Devices
- Doors

- Furniture

Standard is typically created with
public comment

Certification is 3rd party

Used in GPPs; starting to be used
in Rating Systems and Codes



Environmental Product Declaration (EPD)

Environmental Product Declarations

EPD **Environmental Product Declaration (EPD)** - a comprehensive, internationally-harmonized report that documents the ways in which a product, throughout its lifecycle, impacts the environment. An ISO Type III ecolabel, EPDs do not act as product ratings rather they help purchasers better understand a product's sustainable qualities and environmental impacts.

LCA **Lifecycle Assessment (LCA)** - a technique to assess environmental impacts associated with all the stages of a product's life from-cradle-to-grave (i.e., from raw material extraction through materials processing, manufacture, distribution, use, repair and maintenance, and disposal or recycling).

PCR **Product Category Rules (PCRs)** - a set of rules, requirements and guidelines for developing Environmental Product Declarations (EPDs) for one or more product categories.








Environmental Product Declarations cont.



EPDs deliver **transparency** into a product's environmental impacts, **from cradle-to-grave**.

An EPD is a comprehensive, internationally-harmonized report that documents the ways in which a product, throughout its lifecycle, affects the environment.

Typically, an EPD will include information about a product's impact on:

ATMOSPHERE			WATER		EARTH	
						
Global Warming Potential refers to long-term changes in global weather patterns – including temperature and precipitation – that are caused by increased concentrations of greenhouse gases in the atmosphere.	Ozone Depletion Potential is the destruction of the stratospheric ozone layer, which shields the earth from ultraviolet radiation that's harmful to life, caused by human-made air pollution.	Photochemical Ozone Creation Potential happens when sunlight reacts with hydrocarbons, nitrogen oxides, and volatile organic compounds, to produce a type of air pollution known as smog.	Acidification Potential is the result of human-made emissions and refers to the decrease in pH and increase in acidity of oceans, lakes, rivers, and streams – a phenomenon that pollutes groundwater and harms aquatic life.	Eutrophication Potential occurs when excessive nutrients cause increased algae growth in lakes, blocking the underwater penetration of sunlight needed to produce oxygen and resulting in the loss of aquatic life.	Depletion of Abiotic Resources (Elements) refers to the reduction of available non-renewable resources, such as metals and gases, that are found on the periodic table of elements, due to human activity.	Depletion of Abiotic Resources (Fossil Fuels) refers to the decreasing availability of non-renewable carbon-based compounds, such as oil and coal, due to human activity.



WITHOUT environmental product declarations
comparing lifecycle assessments is like comparing...

...because there are **no** instructions and guidelines
on how to complete the assessment.



...but **WITH** environmental product declarations,
comparing life cycle assessment data is closer to comparing...

instructions & guidelines ...because the
consistent EPD outputs of products in the same category allow for more

Environmental Product Declarations cont.

3rd Party Verification of LCA data

Used in Rating Systems, Codes, GPPs



Where is the US Going

Today + Future = Ecolabelling with Transparency

Many people were wondering what was in products and how it impacted them

LEED v4 released a material transparency credit

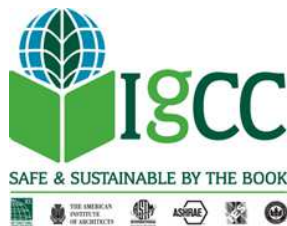


Where are we going.....

AHJs putting comprehensive EPPs in place

Manufacturers going green in total.....for business reasons

Cities/States putting Green Codes in place





THANK YOU and GOOD LUCK

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