



## Eco Labels

Prominent Eco-Friendly Labels: Semi-Type 1 and Type II

### **What are EcoLabels:**

Eco labels can be likened to a unique emblem or tag on items, indicating that they contribute positively to the environment. Think of it as a green symbol that assists you in discerning whether a product was produced in a manner that minimizes harm to nature. Consequently, when you encounter this label, it's akin to a commendation for its eco-friendliness!

Type I Ecolabels (Third-Party Certification):

- Voluntary Program: Type I ecolabels are voluntary and not legally required.
- Third-Party Involvement: They are usually developed and awarded by third-party organizations or experts.
- Environmental Criteria: Type I ecolabels assess a product's overall environmental impact throughout its life cycle.
- Stringent Criteria: They often have strict environmental criteria that products must meet to earn the label.
- Product Categories: Criteria are established for specific product categories to ensure relevance.
- Compliance with Laws: Products must comply with relevant environmental laws and regulations.
- Transparency: There is a strong emphasis on openness involving various stakeholders in the label's development and operation.

## Type II Ecolabels (Self-Declared Environmental Claims):

- Voluntary or Mandatory: Type II ecolabels can be voluntary or, in some cases, required by law.
- Self-Declared: They are typically self-declared by the manufacturer or seller of the product.
- Simpler Information: Type II labels provide more straightforward environmental information about the product.
- Less Stringent Criteria: The criteria may be less stringent than Type I ecolabels and are often determined by the product manufacturer.
- Limited Scope: They may cover a narrower range of environmental factors and not consider the product's life cycle.
- Less Independent Verification: There usually needs to be more independent verification of the environmental claims made by the product.

In summary, Type I ecolabels involve third-party certification, have stricter criteria, cover a broader range of environmental aspects, and prioritize transparency. Type II ecolabels, on the other hand, are often self-declared by manufacturers, provide more straightforward information, and may not be as comprehensive or independent as Type I labels.

## A selection of EcoLabels for different types of products

### Relevant for products and appliances:



ENERGY STAR is a program that identifies and promotes energy-efficient products and practices to help consumers and businesses save energy, reduce costs, and lower their environmental impact.

Type II (Self-Declared Environmental Claims): While it promotes energy-efficient products and practices to reduce environmental impact, it is a voluntary program and is self-declared by manufacturers.



The WaterSense label, sponsored by the U.S. EPA, identifies products and services that meet strict water efficiency standards, helping consumers and businesses conserve water and reduce costs.

Type II: It involves potentially self-declared water efficiency standards, provides more straightforward information, and may not be as comprehensive or independently verified as Type I labels.



Safer Choice is an EPA program that helps consumers find cleaning products that meet high safety and environmental standards, promoting safer and eco-friendly choices.

Type I (Third party certification): Has voluntary program, is an EPA program, which means it involves a third-party organization. Their environmental criteria assesses

cleaning products for safety and environmental standards, evaluating their overall impact throughout their lifecycle. This program promotes high and environmental standards, suggesting that it has a tough criteria for products to meet. Overall, Safer choice fits with Type I Ecolables due to its third party involvement, stringent criteria, and consideration of a product's life cycle.



GREENGUARD is a certification that checks products for indoor air quality. It makes sure things like furniture and paint don't release harmful chemicals into the air inside buildings. This helps people have healthier indoor spaces.

Type I: Greenguard aligns more closely with Type I ecolabels, since it involves third-party certification, has stringent criteria related to indoor air quality, covers specific product categories, and emphasized transparency in promoting healthier indoor spaces.



The Forest Stewardship Council (FSC) makes sure that when we use wood and paper, it's from forests that are taken care of in a good way. They put a label on products to show they're from these responsible forests.

Type I: It involves third-party certification, has stringent criteria for responsible forest management, covers specific product categories, and emphasizes transparency in promoting environmentally and socially responsible forestry practices.



Cradle to Cradle promotes making products that are good for the environment and can be recycled or returned to nature safely.

Label I: It involves third-party certification, has stringent criteria for environmentally friendly and recyclable products, covers specific product categories, and promotes transparency in communicating product's environmental attributes.



The USDA Certified Biobased Product program verifies and labels products from renewable biological resources, promoting sustainability and helping consumers identify environmentally friendly choices. When seen on something like packaging or cleaning products, it means it's made, at least in part, from natural, renewable resources. It's a way for consumers to make more environmentally-friendly choices.

Type I: It involves third-party certification, has stringent criteria for environmental impact, covers various product categories, and emphasizes transparency to promote sustainability and help consumers identify environmentally friendly choices.



Veriflora Sustainably Grown certifies and promotes sustainable practices in the floriculture industry, helping consumers choose environmentally and socially responsible flowers and plants. It assures buyers that products are cultivated sustainably and to the highest

standards, benefiting both the environment and society.

Type I: It involves third-party certification, has stringent criteria for environmental and social impact, covers a specific product category, and emphasizes transparency to promote sustainable and socially responsible practices in the floriculture industry.



Green Seal is an organization that provides certification for products and services that meet rigorous environmental and sustainability standards. When you see the Green Seal label on a product, it indicates that the item has been independently verified to have a reduced environmental impact, promoting eco-friendly choices for consumers.

Type I: It involves third-party certification, has stringent criteria for environmental impact, covers various product and service categories, and emphasizes transparency to promote eco-friendly choices for consumers.



The Rainforest Alliance certifies products and promotes sustainable agriculture, forestry, and tourism practices to conserve biodiversity and support local livelihoods.

Type I: It involves third-party certification, has stringent criteria for environmental impact, covers various categories, and emphasizes transparency to promote sustainable agriculture, forestry, and tourism practices.



SCS (Scientific Certification Systems) offers third-party certification and verification services to validate sustainability and environmental claims, helping businesses showcase their commitment to eco-friendly practices and providing consumers with trusted information.

Type I: It involves third-party certification, has stringent criteria for environmental and sustainability claims, covers various industries, and emphasizes transparency to promote eco-friendly practices and provide consumers with trusted information.



SmartWay is an EPA program that helps transportation companies reduce their environmental impact by improving fuel efficiency and emissions in their operations.

Type II (Self-Declared Environmental Claims): It is a voluntary program. The emphasis on helping transportation companies reduce their environmental impact suggests that the companies take actions to improve fuel efficiency and emissions, indicating a self-declared nature. Overall, smartway appears to align more closely with Type II, given its voluntary nature, focus on specific environmental aspects, potential self-declaration by transportation companies, and a more limited scope compared to Type I Ecolabels.

### Certifications for Buildings:



LEED label certifies environmentally friendly and energy-efficient buildings, promoting sustainable construction practices.

Type I: It involves third-party certification, has stringent criteria for environmentally friendly and energy-efficient buildings, covers specific building projects, and emphasizes transparency in promoting sustainable construction practices.



TRUE Rating System is a whole systems approach aimed at changing how materials flow through society, resulting in no waste. TRUE encourages the redesign of resource life cycles so that all products are reused. TRUE promotes processes that consider the entire lifecycle of products used within a facility. With TRUE, your facility can demonstrate to the world what you're doing to minimize your waste output.



mobility network.

Parksmart Rating System defines and recognizes sustainable practices in parking structure management, programming, design and technology. Industry-driven and field tested, Parksmart distinguishes the forward-thinking parking facilities shaping tomorrow's sustainable



G R E S B

### **GRESB Rating System**

GRESB assesses the sustainability performance of real estate and infrastructure portfolios and assets worldwide. We offer ESG data, Scorecards, Benchmark Reports and portfolio analysis tools.



### **WELL Building Institute**

WELL is the leading tool for advancing health and well-being in buildings globally. Register your office, building or other space to leverage WELL's flexible framework for improving health and human experience through design.



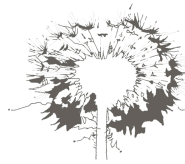
## The Sustainable Sites Initiative

[SITES Rating System](#) is used by landscape architects, designers, engineers, architects, developers, policy-makers and others to align land development and management with innovative sustainable design. SITES provides a framework for assessing the sustainability of landscapes based on various criteria such as site selection, water conservation, soil health, vegetation, materials selection, and human health and well-being.



## GreenPoint Rated Verification

GreenPoint Rated is a green building rating system that has over 150 measures in categories covering every part of your home's construction. Mandated by the San Luis Obispo Green Building Ordinance if a newly constructed single family home is larger than 2,500 square feet. Visit [Green Point Rated](#) for more information on verifying your next home.



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## Living Building Challenge

The [Living Building Challenge](#) is the world's most rigorous proven performance standard for buildings. People from around the world use our regenerative design framework to create spaces that, like a flower, give more than they take.

## Food related certifications:



[Certified Humane Raised and Handled](#) is a certification program that sets strict animal welfare standards for ethical treatment of farm animals and provides a recognizable label for consumers to make informed choices.

Type I: It involves third-party certification, has stringent criteria for the ethical; treatment of farm animals, covers specific product categories, and emphasizes transparency for consumers making informed choices.



The [USDA Organic](#) program certifies and regulates organic farming practices, ensuring that organic food products are produced without synthetic pesticides or GMOs and promoting environmentally friendly and sustainable agriculture.

Type I: It involves third-party certification, has stringent criteria for organic farming practices, covers specific product categories, and emphasizes transparency in promoting environmentally friendly and sustainable agriculture.



The Non-GMO Project provides third-party verification and labeling for products free from genetically modified organisms (GMOs), helping consumers make informed choices about what they purchase and consume.

Type I: It involves third-party certification, has stringent criteria for the absence of GMOs, covers specific product categories, and emphasizes transparency to help consumers make informed choices about the products they purchase and consume.



The MSC (Marine Stewardship Council) certifies and promotes sustainable seafood by awarding its certification to fisheries and products that meet strict environmental and sustainability standards, helping consumers make eco-friendly seafood choices.

Type I: It involves third-party certification, has stringent criteria for sustainable seafood, covers specific product categories, and emphasizes transparency to promote eco-friendly seafood choices.