

Green Credentials & Certifications

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What you need to know

- As a **business owner**
 - Whether you should invest the time and energy in getting certified
- As a **business consumer**
 - What the certifications mean

WHAT KIND OF BUSINESS CERTIFICATION DO YOU WANT



Green Business Program



- Since 1996, Alameda County Program certifying businesses on environmental performance
 - Core standards in resource conservation and pollution prevention
 - Certification / inspection, re-cert in 3 years
- 380 certified GBs in Alameda County
 - SF Bay regional program now includes 9 counties 1600 businesses

www.greenbiz.ca.gov

Green vs. Sustainability




Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their needs

Brundtland Report, 1987

Environment, Economics, Equity

People, Planet, Profits

- Valdez (1989)  Ceres Principles
 - Coalition for Environmentally Responsible Economies
 - 10-point code
- To become a Ceres Company
 - Executive level commitment to improve environmental and social performance
 - Public disclosure, implementation plan
 - (fee scaled to corporate revenues)

<http://www.ceres.org/Page.aspx?pid=705>



Ceres Principles

1. Protection of the Biosphere
2. Sustainable Use of Natural Resources
3. Reduction and Disposal of Wastes
4. Energy Conservation
5. Risk Reduction
6. Safe Products and Services
7. Environmental Restoration
8. Informing the Public
9. Management Commitment
10. Audits and Reports

Global Reporting Initiative

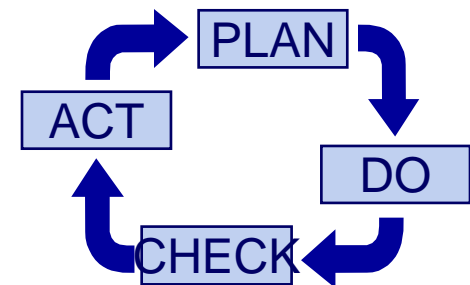


- GRI sustainability reporting framework
 - Developed in response to CERES need for reporting guidelines
 - Version 3 (G3) released in 2006
 - Economic, environmental, social performance indicators
 - 1500 companies “voluntary adoption”
 - Guidelines FREE; membership \$160-\$16000
- <http://www.globalreporting.org/Home>

ISO 14001



- Environmental Management System
 - Continuous Improvement *Plan–Do–Check–Act*
 - Documentation, Assignment of Roles
 - Team Collaboration
 - Communication & Training
- ISO 14001 EMS Standard
 - 49,000 companies registered; public entities
 - Costs: Registrar, recurring audits



B Corporations



“to create a new sector of the economy which uses the power of business to solve social and environmental problems”

- 190 certified B Corporations
 - Numi Tea, Give Something Back, Method
- To become a B Corp
 - Complete the survey (130 to 170 questions)
 - Submit 20% of supporting documentation
 - Prepare to be audited
 - Fee: for small company .1% of sales

<http://www.bcorporation.net/>

Climate Change



- California Climate Action Registry (CCAR)
 - Prototype protocol (2001)
 - 23 charter members, now 300+
 - CARROT (Climate Action Registry Reporting Online Tool)
 - Fee \$600
- The Climate Registry
 - CCAR → Climate Registry (2009)



The Climate Registry

<http://www.theclimateretry.org/>

LEED



- Leadership in Energy & Environmental Design
 - Internationally recognized certification
 - Energy, water, CO₂, indoor air quality, materials efficiency
 - Four levels: Certified, Silver, Gold, Platinum
 - Several categories: New Construction, Existing Buildings, Commercial Interiors, etc.
 - Cost: 1.5 to 3% of construction cost
- <http://www.usgbc.org/DisplayPage.aspx?CategoryId=19>

WHAT YOU NEED TO KNOW AS A BUSINESS CONSUMER



FSC



- Forest Stewardship Council
 - Products bearing FSC label independently certified to assure sustainable forest practices
- FMs – Forest Management Activities
- COCs – Chain of Custody Tracking
 - Mills, manufacturers, distributors (and printers)
 - Requires COC to identify origin of FSC products, maintain separation from non-FSC, appropriate labeling

<http://www.fsc.org/>

Greenseal



- Independent, nonprofit
 - Founded 1989, first product certification in 1992
 - Standards based on ISO 14020 and 14024 (eco-labeling); use lifecycle approach
 - Hundreds of products and services certified
 - incl. 3M, Benjamin Moore, Anderson Windows
 - Also cleaning services, lodging, restaurants, gov't fleets

<http://www.greenseal.org/>

Scientific Certification Systems

- Independent certification body, providing third party reviews in
 - Agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, building, manufacturing

<http://www.scscertified.com/>



EPA Design for Environment

- EPA Office of Pollution Prevention and Toxics - DfE
 - work with formulators to test the “safeness” of products
 - DfE team screens ingredients for potential human health and environmental effects
 - Lists include cleaning products, inks, industrial coatings

<http://www.epa.gov/dfe/index.htm>



More lists...

- Ecologo

- Est. 1988 by Canada
- Compares products, checking for lifecycle impacts
- Meets ISO 14024 eco-labeling standards



<http://www.ecologo.org/en/>

- Good Guide

- Reviews products for environmental, social, health performance of products and companies
- Mostly personal consumer goods

<http://www.goodguide.com/>

EPEAT



- Electronic Product Environmental Assessment Tool (EPEAT)
 - Developed by Zero Waste Alliance and Green Electronics Council
 - 23 performance criteria (based on IEEE 1680 standards)
 - Toxics reduction, material use, energy, design for end of life, governance, packaging
 - Currently 1217 computers, monitors and laptops on list

<http://www.epeat.net/>

Energy

- Energy Star Products
 - EPA-DOE program
 - Compare products for most energy efficient performance
<http://www.energystar.gov/>
- Energy Star Portfolio Manager
 - Interactive benchmarking tool to track energy and water consumption of your building
 - PG&E offers Automated Benchmarking Service (ABS) linked to Portfolio Mngr



Renewable Energy

- Green-e

- Standards for renewable energy market

- Renewable energy producers, sellers
- Carbon offset providers
- Organizations that buy renewable energy



<http://www.green-e.org/>

- PG&E ClimateSmart

- Voluntary tax-deductible program for customers to buy offsets



<http://www.joinclimatesmart.com/>



Judging the Value of the Certification

1. Is there a standard or criteria and how good is it?
 - How was it developed
2. Does the standard match your values
3. Does the certification required a third party reviewer?
4. Is there ongoing or periodic monitoring?
5. Is there transparency?

Should your business be certified?

- What's right for you
 - Time, resources, scale
- Your values, your mission
- What's the desired outcome
 - Meeting a requirement?
 - Marketing advantage?
 - Manifesting your values?



Questions?

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