

How to Distinguish Your Business in a Sea of Green Selling Greener Products Without Greenwashing

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scot case
scase@terrachoice.com
www.terrachoice.com
610 779-3770



Green is Suddenly Everywhere



...Even Soap Opera Digest

Style

soap opera

Days goes Green for Lumi's wedding

GL Wedding Belles



Sami and Lucas
(Allison Sweeney and Bryan R. Dattilo)
Sami's silk gown is by Monique Lhuillier (moniquehuillier.com). "I've had Bryan's (Dattilo, Lucas) tuxedo for probably 10 years," says the show's costume designer, Richard Bloore.



Stephanie
(Shelley Hennig)
"Stephanie is a lot more sexually awed and body-conscious," Bloore explains, "so she's more free-spirited. She's wearing silk chiffon print dress by Milly."



Chelsea
(Rachel Melvin)
"Chelsea wears a strapless 100 percent silk/satin dress by Rose & Lulu. It's in pink to match the wedding flowers."



Maggie
(Suzanne Rogers)
"She's wearing a brocade yellow Carmen Marc Valvo suit. It's got some sequined detailing."



Billie
(Julie Pinson)
"Billie wears a dress by Nicole Miller. It's an iridescent silk organza, which has more body than a chiffon."



Olivia is the "something blue" at her own wedding this week on *Guiding Light* when Buzz confronts her about kissing Jeffrey, but the bride still dazzles, thanks to costume designer Shawn Dudley. Olivia wears an Impression by Zuro dress that GL purchased at RK Bridal (RKBridal.com). Ava plays maid of honor in a gown from 2.1 Phillip Lim. "Both dresses were modern and simple styles. Crystal loved the dress at first sight," boasts Dudley. See page 6 for more.



Caroline and Shawn
(Peggy McCay and Frank Parker)
Caroline is wearing a three-piece outfit — tea-length skirt, a cami and a short jacket — by Elleen Fisher.



Kate (Lauran Kostow)
"Her dress is by Mandatay Bay, and the gold jacket is Carmen Marc Valvo."



Compiled by Gabrielle Winkel

As *Days of our Lives*' Sami learned during the planning, a green wedding is about using natural fibers and what you (or a friend) might already have. "One of the big keys to being green is to use locally grown produce and flowers. Try to reuse and recycle or rent. All of our plant materials at this wedding are rented," explains Debbie Geller, of Debbie Geller Events, who helped *Days* coordinate the nuptials.

For the wardrobe, *Days* searched for dresses made of all-natural materials. Most of the men wore suits or tuxes their characters already had. The men's ties are by Armani in colors to complement the flowers.

For suggestions on planning a green or eco-friendly special event, go to Daysofourlives.com. "It's all about trying your best," smiles Geller.

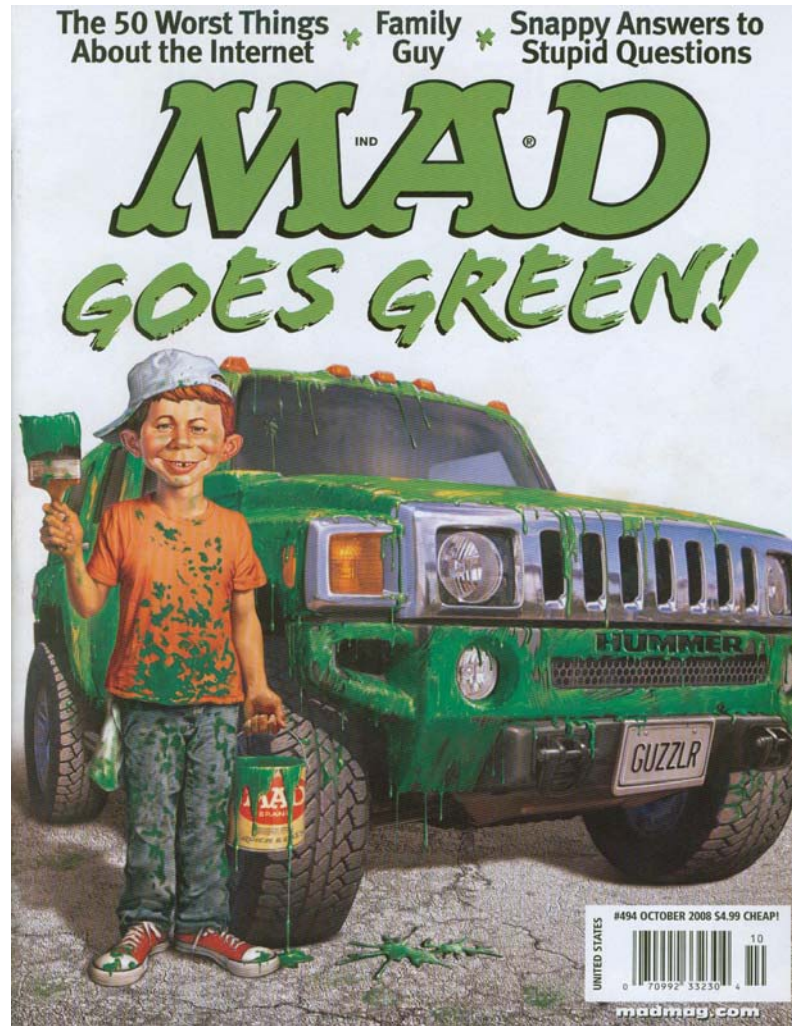
Hair and makeup did it first, too. *Days* hairstylist Margie Puga recently discovered MOP (Modern Organza Products). "They just can't cut with a lighter, they're organic and it smells great. I smoothed back Ali's hair, MOP cream and put it in the ponytail, then I did a very loose braid. I placed real, blush-colored roses in the braid." Puga also loves Schwarzkopf products. "They are eco-friendly because their containers are reusable and recyclable." "We use a lot of MAC products. They don't test on animals and all of their packaging is recyclable," explains makeup artist Gail Hopkins.

These are key things in terms of the environment. We also use Alcon makeup sponges. They are biodegradable and washable, so you can use them more than once. That's a huge factor because we go through so many sponges every day for each person."

For Schwarzkopf Professional products call 800-727-0987. For MOP products, visit mopproducts.com, and for Alcon Professional Makeup Sponges, visit alcon.com.



...And Mad Magazine





Environmental Purchasing Policies

States:

California
Connecticut
Georgia
Illinois
Indiana
Iowa
Massachusetts
Missouri
Minnesota
New Jersey
North Carolina
Oregon
Pennsylvania
Vermont
Washington



Counties:

Chatham County, NC
Kalamazoo County, WI
King County, WA
Kitsap County, WA
Multnomah County, OR
San Mateo County, CA
Santa Cruz County, CA
Sarasota County, FL

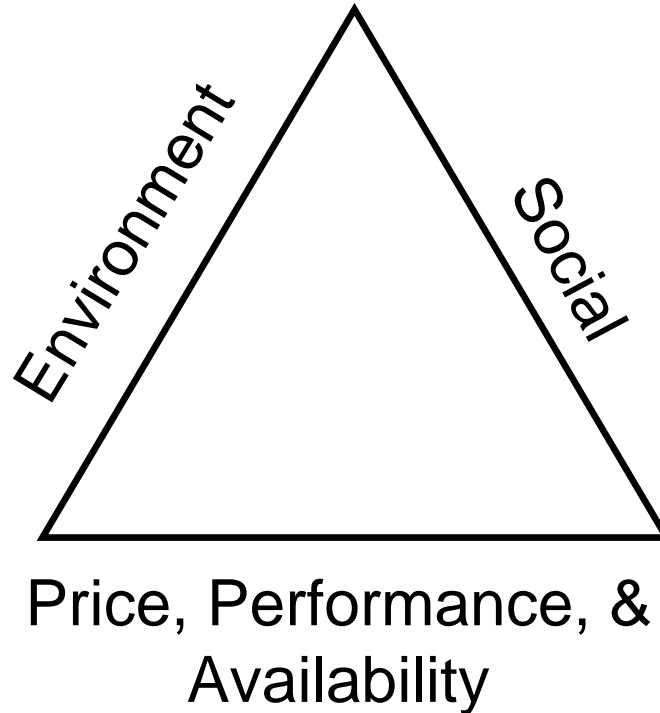
Cities:

Boulder, CO
Cincinnati, OH
Kansas City, MO
Portland, OR
Phoenix, AZ
San Francisco, CA
Santa Monica, CA
Seattle, WA

More than 80 policies are available at:
www.newdream.org/procure

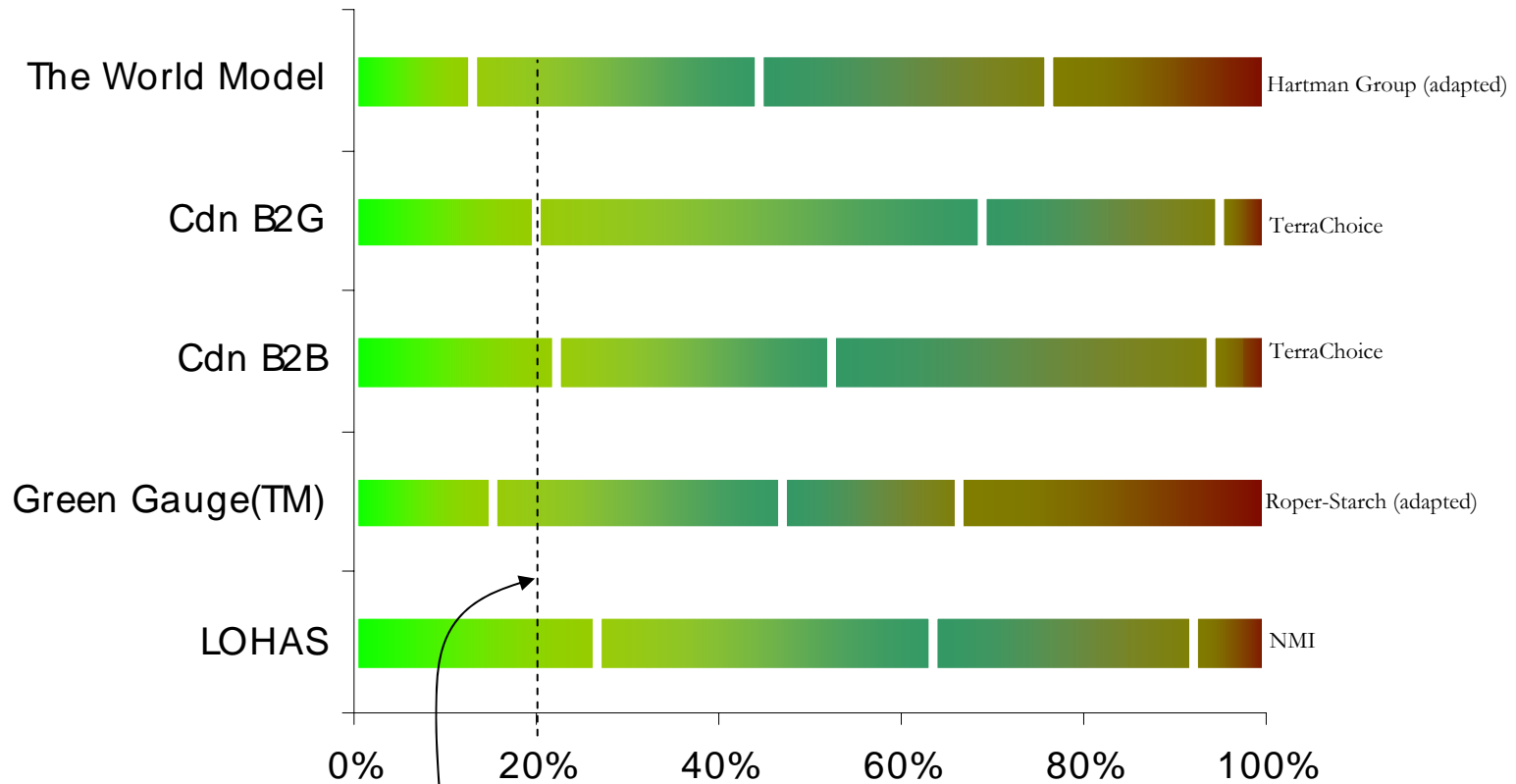


Responsible Purchasing





Understanding the Green Consumer



The average result for a *strong predisposition* to environmental behavior is a steady 20%.

Who Buys Green?

1. At any one time, some 20% of people/companies are hardcore 'green'.

4. The greenest are also the most skeptical.

5. The rest are reachable, but not with 'green' values.

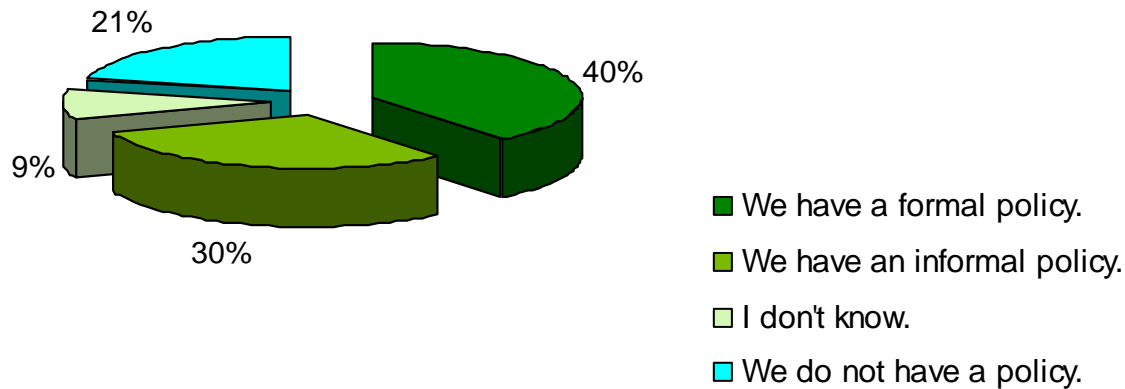


2. Individual positions are always shifting, driven by life events and corporate circumstances.

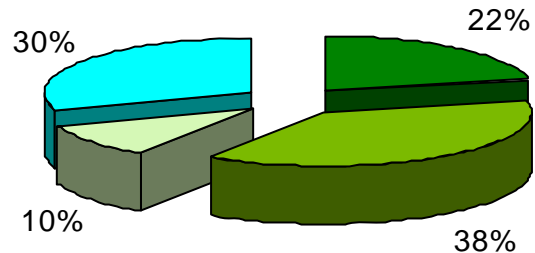
3. Buyers can be 'green' for vastly different reasons.

Green Purchasing Policies

environmental/sustainability policy?

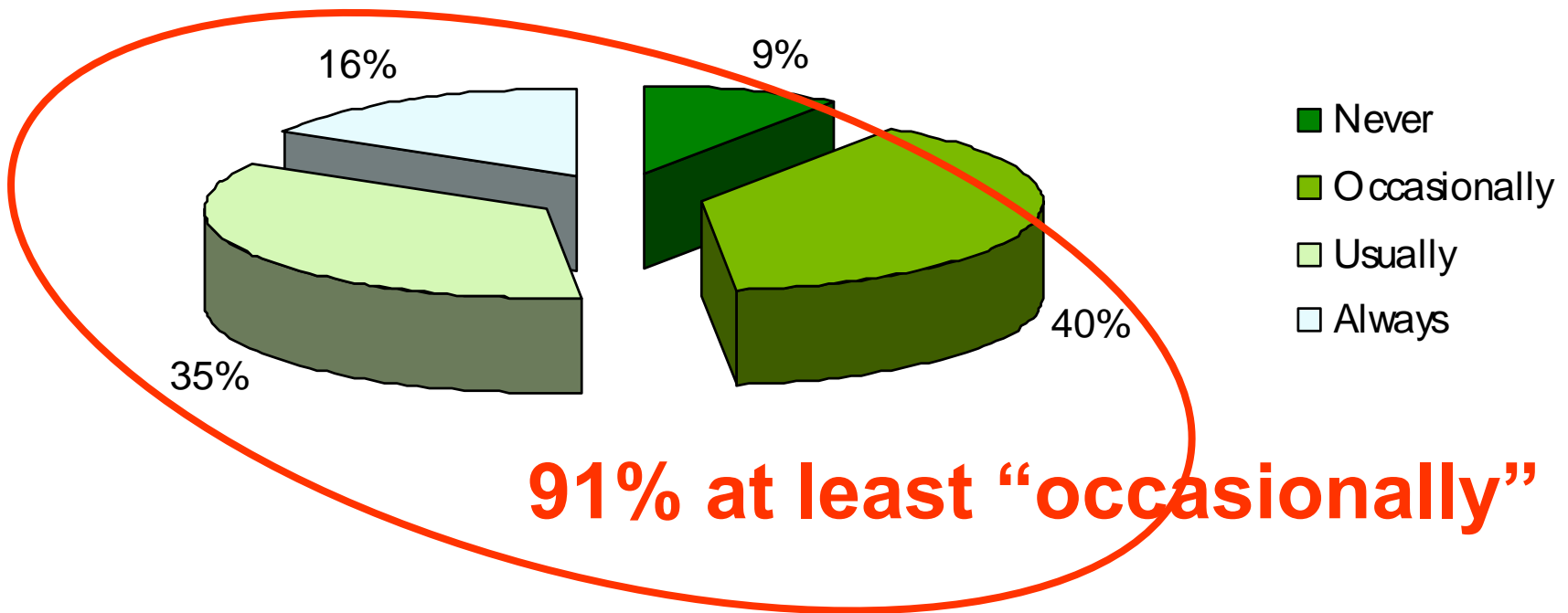


green purchasing policy?



Green Purchasing Practices

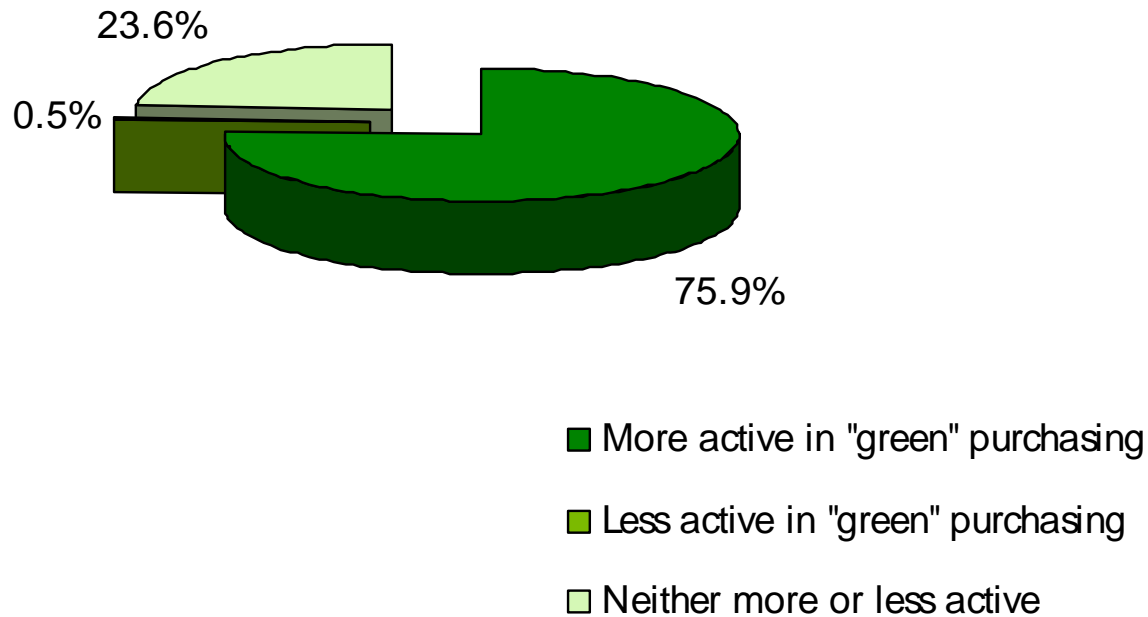
We actually consider 'green' ...





Green will continue to grow...

In two years my organization will be...



Link Between Purchasing and the Environment

It's All Connected to Purchasing

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helping grow the world's
most sustainable companies



Consuming the Environment

“The major cause of the continued deterioration of the global environment is the unsustainable pattern of production and consumption, particularly in industrialized countries.”

– United Nations Agenda 21 Report



2002 World Summit

Emphasized the need for authorities to “[p]romote public procurement policies that encourage development and diffusion of environmentally sound goods and services.”

- 2002 World Summit on Sustainable Development in Johannesburg



Big Business Responds

“We are looking at innovative ways to reduce our greenhouse gas emissions. This used to be controversial, but the science is in and it is overwhelming.... We believe every company has a responsibility to reduce greenhouse gases as quickly as it can.”

—Lee Scott, CEO of Wal-Mart
October 24, 2005



Impact of U.S. Purchasing

The United States contains less than **5 percent** of the world's population, but consumes more than **40 percent** of the world's resources.



Impact of U.S. Purchasing

Americans throw away about **4 pounds** of garbage each day, but use **120 pounds** every day in natural resources extracted from farms, forests, range lands, and mines.



Ecological Footprint

- Average U.S. citizen has a footprint of 31 acres.
- Average Indian citizen has a footprint of 2 acres.
- World average is 7.1 acres.
- Available world average is 5.3 acres.



Ecological Footprint

If everyone lived like the average American, we would need at least five more planets.



Ecological Footprint

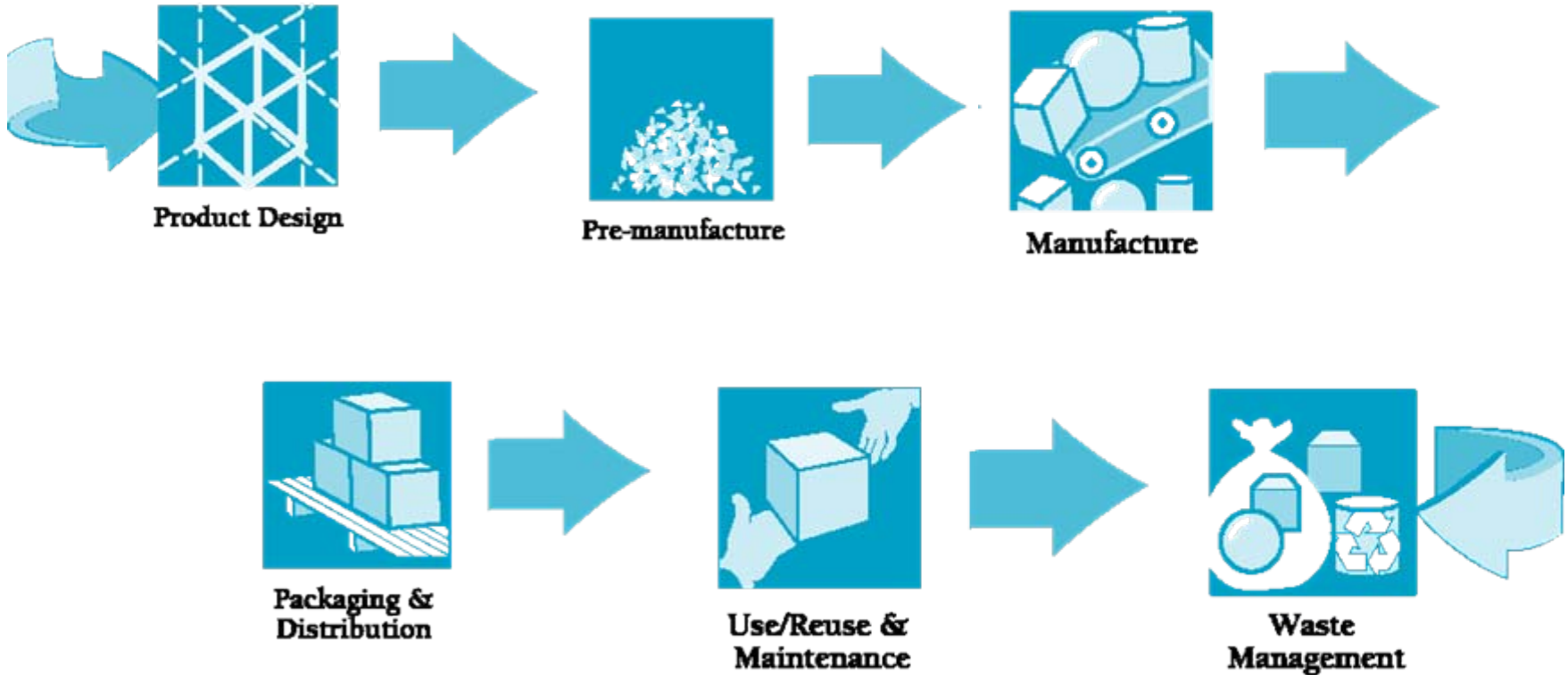
If current material and population growth trends continue and population stabilizes at 10 billion people in 2040, we will need between eight and twelve additional planets.



Two Cups of Coffee a Day

- 34 gallons of coffee a year.
- 18 pounds of coffee beans
- 12 pounds of fertilizer
- A few ounces of highly toxic pesticides
- 43 pounds of coffee pulp
- Clear cutting of forests to grow even more coffee
- Bird species disappearing
- More erosion
- More pesticides

Lifecycle Perspective





Energy Consumption

- Every gallon of gas burned emits 19 pounds of carbon dioxide.

- Every day, the worldwide economy burns an amount of energy the planet required 10,000 days to create.



Resource Consumption

- One ton of virgin paper requires 98 tons of resources to produce.
- A single 1/10 ounce, 14-carat gold ring requires 2.8 tons of ore



Typical Desktop Computer

- Manufacturing a typical desktop computer creates 139-pounds of waste and 49 pounds of hazardous materials.
- Producing the six-inch silicon wafer from which computer chips are cut generates 2,840 gallons of wastewater and 7 pounds of hazardous waste.



Reducing Impacts

- When recycled materials are used to produce paper, aluminum, and glass, energy consumption can be reduced by up to 95%, water consumption by up to 50%, air pollution by 95%, and water pollution by up to 97%.
- When scrap iron is used instead of iron ore to make steel, mining wastes are reduced by 97%, air pollution effluents by 80%, and water pollution by 76%.

Understanding Greenwashing & Knowing What to Avoid

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helping grow the world's
most sustainable companies



Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the FTC:
FALSE CLAIMS



Beware of Greenwashing

Green-wash (grēn'wōsh', -wōsh') – *verb*: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service

WARNING:

Learn to ask critical questions or you might be selling products with creative marketing rather than products with legitimate environmental benefits.

Six “Sins” of Greenwashing

- **Sin of Fibbing** – Misleading customers about the actual environmental performance of their products.
- **Sin of No Proof** – Also known as the sin of “just trust us,” some manufacturers are unable to provide proof of their environmental claims.
- **Sin of Irrelevance** – Factually correct, but irrelevant, environmental assessments (e.g., “CFC-free”)
- **Sin of the Hidden Trade-Off** – Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.



Six “Sins” of Greenwashing



- **Sin of Vagueness** – Broad, poorly defined environmental claims (e.g., “100 percent natural”)
- **Sin of Lesser of Two Evils** – A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., “organic cigarettes”)



To Avoid Greenwashing...

The environmental standards most frequently cited by green consumers include:



www.ecologo.org

- Founded 1988
- 120 standards
- 7,500 certified products



www.energystar.gov

- Founded 1992
- 50 standards
- “Thousands and thousands” of *registered* products



www.greenseal.org

- Founded 1989
- 30 standards
- 2,000 certified products



Lots of Labels Around

A **partial** list of labels currently being used:

- Blue Angel
- CFPA
- CPG
- DfE
- EcoLogo
- Ecomark
- Eco-OK
- Energy Star
- Environmental Choice
- EPEAT
- EU Flower
- Fair Trade
- FSC
- GBI
- Good Green Buy
- Green Label
- Green Seal
- GREENGUARD
- Greenstar
- LEED
- MSC
- Nordic Swan
- PEFC
- Process Chlorine Free
- SCS
- SFI
- TCO
- Totally Chlorine Free
- USDA-Organic
- WaterSense

Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process





Standard Validity

- Clear and consistent meaning
- Very specific requirements
- Information should be meaningful and verifiable
- Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims*.





Standard Setting Process

- No conflict of interest
- Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available





Verification Process

- Self certification
- Self certification with random audits
- Independent third-party certification
- Independent third-party certification with on-site and random audits





Sample Contract Language

“Products purchased under this contract must provide demonstrable proof of meeting the _____ standard. The _____ standard is available at <_____>.”

- “Products purchased under this contract must provide demonstrable proof of meeting the **Energy Star** standard. The **Energy Star** standard is available at <www.energystar.gov>.”
- “Products purchased under this contract must provide demonstrable proof of meeting the **EPEAT** standard. The **EPEAT** standard is available at <www.epeat.net>.”



Sample Contract Language

“Products purchased under this contract must be EcoLogo certified or provide demonstrable proof of meeting the EcoLogo standard and certification requirements. The EcoLogo standard and certification requirements are available at < www.ecologo.org >.”





Sample Contract Language

“Products purchased under this contract must be EcoLogo or Green Seal certified or provide demonstrable proof of meeting the EcoLogo or Green Seal standard and certification requirements. The EcoLogo or Green Seal standard and certification requirements are available at <www.ecologo.org and www.green seal.org>.”





Popular Labels

- Chlorine Free Products Association – <www.chlorinefreeproducts.org>
- EcoLogo (Environmental Choice) – <www.ecologo.org>
- Energy Star – <www.energystar.gov/purchasing>
- EPEAT - <www.epeat.net>
- Forest Stewardship Council – <www.fsc.org>
- Green-e – <www.green-e.org>
- Green Guard – <www.greenguard.org>
- Green Seal – <www.greenseal.org>
- Green Building Council (LEED) – <www.usgbc.org/leed>
- Scientific Certification Systems – <www.scscertified.com>
- TCO – <www.tcodevelopment.com>

Questions?

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