North America Ecolabeling

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In this presentation...

• Introduction to ACI®
  – Our position on Environmentally Preferable Programs (EPP)

• North American Ecolabels and logos
  – Regulations
  – Cleaning Product standards
    • Current criteria
    • Trends

• Questions
Who is ACI?

• Formerly The Soap and Detergent Association, the American Cleaning Institute (ACI) is a 100+ member trade association representing the $30 billion U.S. cleaning products market.

• ACI members include:
  – formulators of soaps, detergents, and general cleaning products used in household, commercial, industrial and institutional settings;
  – companies that supply ingredients and finished packaging for these products;
  – and oleochemical producers.

• ACI and our members are dedicated to improving health and the quality of life through sustainable cleaning products and practices.
## ACI Position on Environmentally Preferable Product Programs and Schemes

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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<tr>
<td>• Sound science and hazard/exposure based safety assessment</td>
<td>• Pass/fail criteria based on limited endpoints (e.g. ready biodegradation, acute toxicity cut-off levels)</td>
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<td>• Environmental and Health Benefits based on all stages of product life cycle</td>
<td>• Hazard-based only criteria</td>
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<td>• Holistic approach with consideration of environmental factors along with other product benefits such as performance</td>
<td>• Targets addressing limited/narrow endpoints (e.g. amount of non-biodegradables per use)</td>
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<td>• Accurate and meaningful information</td>
<td>• Discrimination of certain ingredients, products and product categories based other than on sound scientific principles</td>
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<td>• Official guidelines for environmental claims</td>
<td>• Claims of environmental attributes unless based on sound science, compliant with FTC and EPA guidelines</td>
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<td>• Reportable indicators across all relevant areas</td>
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<td>Assessments based on full life cycle of the product thereby ensuring that burdens are not shifted from one life cycle to another</td>
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<td>• Open to continued innovation and flexibility</td>
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<td>• Agreed EPP principles should be consistent between the I&amp;I and retail product sectors</td>
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Federal Trade Commission (FTC) Guides for the Use of Environmental Marketing Claims ("Green Guides")

- Applies to labeling, advertising, promotional materials and all other forms of marketing

- General principles and specific guidance
  - Qualifications, Products/Packages, etc...
  - Biodegradation, Refillable, Ozone Safe, etc...
FTC Green Guides (continued)

• Currently being revised; will probably include:
  – Requirement for a qualifying statement on a label for any logos
  – Clarification on definitions of degradable, compostable, free of/non-toxic, etc

• Will NOT include:
  – Renewable energy
  – Sustainability definition

http://www.ftc.gov/bcp/edu/microsites/energy/about_guides.shtml
North American Ecolabels
North America Ecolabels – Cleaning Products
U.S. Voluntary Government Programs

• U.S. Environmental Protection Agency (EPA) Design for the Environment (DfE)
  – Standard for Safer Cleaning Products
    • Industrial & Institutional (I&I) Products
    • Consumer Products
    • Detergent Ingredients Partnership (CleanGredients™)
  – Safer Detergent Stewardship Initiative (SDSI)

• U.S. Department of Agriculture
  – BioPreferred Program
U.S. EPA DfE Standard for Safer Cleaning Products

• Hazard-based criteria; includes:
  – Prohibited ingredients
  – Endpoint cut-offs (biodegradability, toxicity, VOCs, etc)
  – Additional considerations for those ingredients found on “official” lists (AOEC Asthmagens, etc)

• Updated April 2011 to include new provisions in addition to existing criteria for ingredients:
  – Ingredient disclosure, including CAS number
  – Provisions for Enzymes and Enzyme Stabilizers
  – On-site Audits
  – Performance testing
U.S. EPA DfE Safer Detergent Stewardship Initiative (SDSI)

• Recognition for those who voluntarily commit to the use of safer surfactants
  – Suppliers, Formulators, Distributors, Non-Profits

• Two Levels
  – Champion: Will be able to use SDSI logo in their literature; recognized on website as champion
  – Partner: Significant accomplishment towards the use of safer surfactants; will be recognized on website
USDA BioPreferred Program

• Labeling program began 2009 (based on 2002 Farm Bill)

• Bio-based materials must be produced within the United States (sole criterion)

• Percentages for cleaning products:
  – Multipurpose Cleaners – 56%
  – Industrial Cleaners – 41%
  – Laundry Products – 46%
  – Hand Cleaners/Sanitizers – 64%/73%

North America Third Party Certifiers
Green Seal™

• Thirty one standards which provide certification to products and services:
  – GS-8 General Purpose, Household
  – GS-37 General Purpose, I&I
  – GS-41 Hand Cleaner and Hand Soap, I&I
  – GS-44 Soaps, Cleansers and Shower Products
  – GS-50 Personal Care Products
  – *GS-52/53 Specialty Cleaning Products for Household/I&I Use

http://www.greenseal.org/
Green Seal™

• HAZARD criteria include:
  – Toxicity endpoints
  – Biodegradation endpoints
  – Volatile Organic Compounds (VOC)
  – List of prohibited/restricted substances

• No consideration given to risk assessments of ingredients or products

• To date, no data exist to show any real or measurable environmental improvements
GS-52/53 – Standard for Specialty Cleaning Products for Household/I&I Use (in development)

• Includes Automatic and Hand Dish Detergent, Boat Cleaners, Motor Vehicle Cleaners, Graffiti Removers

• Criteria Includes:
  – Ingredient Disclosure
  – Provisions for Enzymes and Enzyme Stabilizers
  – Performance testing
  – On-site Audits
  – Social Responsibility
EcoLogo™/Underwriters Laboratory (UL)
Environment™

• Only NA standard setting group which meets ISO 14024 standard for environmental labels

• Over 120 standards which provide certification of products and services Certification Criteria Documents (CDD):
  – Disinfectants and Disinfectant Cleaners (CCD-166)
  – Hand Cleaners, I&I (CCD-104)
  – Hard Surface Cleaners (CCD-146)
  – Liquid Laundry Detergent and Fabric Softeners (CCD-105)
  – Personal Care Products (CCD-103)

http://www.ecologo.org/en/
http://www.ulenvironment.com/ulenvironment/eng/pages/
EcoLogo™/Underwriters Laboratory (UL) Environment™

- UL (1894) acquired Ecologo (1988) in 2010; UL Environment has been in existence since 2009
- Ecologo maintains over 120 standards which provide certification of products and services
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  - Hard Surface Cleaners (CCD-146)
  - Liquid Laundry Detergent and Fabric Softeners (CCD-105)
  - Personal Care Products (CCD-103)
EcoLogo/UL E

• Importance
  – UL is an American National Standard Institute (ANSI) Accredited organization
  – Ecologo is the only ISO 14024 and is well recognized in Canada, where UL is recognized in the U.S. and worldwide
  – Products carrying one brand are qualified to carry the other
EcoLogo™/Underwriters Laboratory (UL) Environment™

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Why 3\textsuperscript{rd} Party Certifiers in NA?

• Many federal, state and local governments/agencies require the purchase of “green” cleaning products, many others considering

• Purchasers feel unqualified to assess environmental attributes
  – Purchasers just want to see a seal

• Marketing Strategy
  – Price to pay to enter or stay in I&I market
Trends

• FTC Green Guide updates
• Ecolabeling for Personal Care Products
  – GS-50
  – DfE criteria for extended dermal contact
• Sustainability criteria
• More program/logos developed
  – Natural Products Association
  – Good Housekeeping
  – Whole Foods
Trends

- Ingredient Disclosure
- In-house Auditing by criteria setters
- Realize this issue is large and getting larger and still not well understood
  - Educate procurement agents and consumers
North America Ecolabeling

Thank you!

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