

North America Ecolabeling and Environmentally Preferable Programs



Kathleen Stanton



The Soap and Detergent Association

North America Ecologos



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...

[http://www.ftc.gov/bcp/grnrule/guides 92.htm#G1](http://www.ftc.gov/bcp/grnrule/guides%2092.htm#G1)

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U.S. Voluntary Government Programs

- U.S. Environmental Protection Agency (EPA)
Design for the Environment (DfE)
 - Formulator’s Program
 - Industrial & Institutional (I&I) Products
 - Consumer Products
 - Detergent Ingredients Partnership (CleanGredients™)
 - Safer Detergent Stewardship Initiative (SDSI)

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U.S. EPA DfE Formulator Program



- Formulator Program
 - Partnership with stakeholders
 - Use of “safer” ingredients
- DfE Screen for Surfactants (pass/fail)

Aquatic Toxicity Level (L/E/IC50 Value)	Biodegradation
≤1 ppm	within a 10-day window
>1 ppm and ≤10	within a 10-day window
>10 ppm	within 28 days without products of concern

- DfE Screens for Fragrances, Chelating Agents, Solvents under development

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

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Detergent Ingredients Partnership



- General
 - Applications
 - Charge Class
- Tier 1 (3rd Party Review)
 - Acute Aquatic Toxicity
 - Biodegradation
 - DfE Screen
- Tier 2 (Required if Known)
 - Percent Active Surfactant
 - Acute Mammalian Toxicity
- Tier 3 (Optional)
 - Additional Aquatic Toxicity Data
 - Risk Assessment

<http://cleangredients.org/>

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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

<http://www.epa.gov/dfe/pubs/projects/formulat/SDSIapp.pdf>

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U.S. EPA DfE Programs



- Pro: Willingness to work with industry and various stakeholders
- Con: Predominantly based on HAZARD

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North America Third Party Certifiers



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Green Seal[™]



- Twenty-seven 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

*Currently under review/development

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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

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EcoLogo^{CM}



- Only NA standard setting group which **EcoLogoTM** 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)

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EcoLogo^{CM}



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Why 3rd 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

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Company Programs

- SC Johnson's GreenList™
- Companies partnering with NGO's and use their logos
 - Clorox Green Works line and Sierra Club



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Company Programs

- Companies know best their processes, procedures and products – they have the best potential for actual improvements
- Drawbacks
 - Sometimes lack benchmarks and transparency
 - Not always recognized by procurement agents
 - Consumer confusion because of proliferation of inconsistent definitions

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What's Next?

- FTC Guides are currently being updated; may include guidance on packaging, “renewable energy”, “carbon offsets”, etc
- Ecolabeling is creeping into the consumer market
 - Not only are more environmentally conscience consumers asking for labels, retailers are mandating changes for industry
- Recognition and certification programs will continue to develop/refine criteria
 - Other aspects of sustainability included in criteria such as cold water usage, concentrated products

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What's Next?

- Continue to recommend that risk and exposure be considered in programs
 - SDA surfactant data indicate that in a worst-case scenario waterway, our ingredients are not exerting effects
- Realize this issue is large and still not well understood
 - Educate procurement agents and consumers

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Thank You

Kathleen Stanton

kstanton@sdahq.org



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