



DISTINGUISHING THE LEADERS

Green Seal Presenter:

Brie Welzer

Marketing & Communications

Presentation Agenda:



Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

Benjamin Franklin

- Intro to Green Seal
- Our Foodservice-Related Standards: An Update
- GS News from 2014
- Goals for 2015





Our Mission

Green Seal is a non-profit 501(c)3 organization that uses science-based programs to empower consumers, purchasers, and companies to create a more sustainable world.

We seek to transform the marketplace.





A few quick facts:

Green Seal was founded 25 years ago.

31 standards for products, services, hotels, & restaurants, 375 categories.

We have certified nearly **4,000 products and services**.

We work with public health organizations, environmental organizations, industry representative, and the public to develop leadership standards.

Our leaderships standards are developed so that sustainability leaders across dozens of industries can promote and specify their achievements, as well as demonstrate their commitment to transparency.

Green Seal-certified products are specified by 24 state governments, and hundreds of universities and municipalities.

How Green Seal develops standards:

THE GOAL: to identify sustainability leadership performance levels and practices for products, services in order to encourage and increase demand for such performance.

International Organization for Standardization (ISO)
Standards for Environmental Labeling Programs, ISO 14020
and 14024

And:

- Life Cycle Approach
- Open, Transparent & Stakeholder-Involved Process
 - Process Approved by Third-Parties



The Global Ecolabeling Network (GEN) :

- Founded in 1994.
- Currently 28 ISO Type I programs representing 58 countries.



Credible third-party certification:

As defined by the US EPA:



- Open, peer-reviewed standard development and award criteria processes
- Criteria based on life cycle (cradle-to-grave) approach
- Clear communication to the consumer about the basis of certification (FTC Environmental Marketing Guidelines compliance)
- Regular updates to standards and criteria
- Facility inspection / on-site audit
- Protocols for testing institutions/labs
- Access to certification for companies of all revenue levels



Our Certification Process:

1. Preliminary Certification Request
2. Application Submission
3. Evaluation
4. On-site Audit
5. Certification and On-going Monitoring

Certification can take a few weeks, or a few months.





What makes our certification credible?



SO WHAT *ARE* THE BENEFITS?

Benefits of a green cleaning program include:

- Protecting Human Health
- Protecting Environmental Health
- Improving Performance
- Increasing ROI

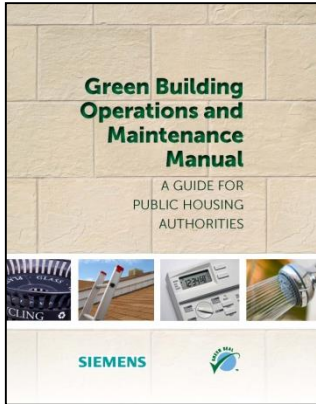


Benefits of being Green Seal certified?

- Credibility
- Distinguished Leadership
- Industry Change-Maker Status
- Protection from Greenwashing Doubts

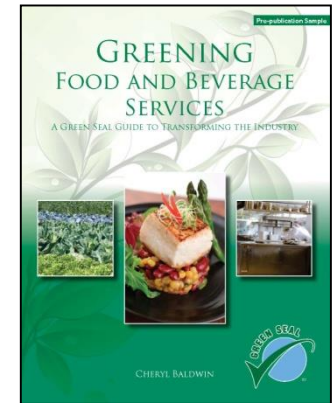


Green Seal Publications



Green Building O&M for Public Housing Authorities
Provides detailed information on green O&M: cleaning, HVAC, landscaping, lighting, purchasing, recycling and more. Includes unit maintenance and unit turnaround, and residential education programs.

Greening Food and Beverage Services
Based on LCA research developed for Green Seal's ANSI standard for restaurants and food services with case studies. Published by the American Hotel & Lodging Educational Institute. AHLEI texts used by hundreds of hospitality schools, culinary colleges and community college programs.



National Association of Counties Green Purchasing Tool Kit
Hands-on practical guide to help 3,000+ county governments implement green purchasing. Produced by NACo, US Communities, Responsible Purchasing Network and Green Seal. Also a resource for the National Institute of Governmental Purchasing (NIGP).



Green Seal certifies.....

Tissues/Paper Towels

Personal Care Products

Printing and Writing Paper

General Cleaning Products

Hand Cleaners

Specialty Cleaning Products

Paints and Coatings

Stains and Finishes

Windows

Laundry Care Products

Degreasers

Hotels & Restaurants

Food Packaging



Food Service Packaging Standard (GS-35)

- Single-use containers
- Carry-out products rigid containers
- Hinged containers
- 2-part containers



Containers with attached lids:

Performance Requirements:

- Grease Resistance
- Water and Moisture Resistance
- Compression Resistance

Health & Environmental Requirements:

- Recycled Content
- Wood Fiber
- Volume-to-Weight
- Compostability
- Toxics in Packaging and Inks

Single-use plates and bowls:

Performance Requirements:

- Grease Resistance
- Water and Moisture Resistance

Health & Environmental Requirements:

- Recycled Content
- Fiber Bleaching
- Compostability
- Toxics in Packaging and Inks



Restaurant & Food Service Standard (GS-55)

Leadership-level environmental and human health criteria for restaurants and food service providers, both for retail establishments and large-scale operations

Criteria:

- Purchase of environmentally responsible food, beverages & supplies
- Waste reduction
- Management of resources
- Training and communication
- Continuous improvement



EPP:

- 15% of all food & beverages shall be sustainably-sourced or local
- 80% of seafood purchases
 - NOT from Monterey Bay Aquarium Seafood Watch
 - or Blue Ocean Institute's Seafood Guide "Red" list
 - or sources certified by the Marine Stewardship Council
- Alcoholic beverages: at least one is organic or locally packaged
- Tap water shall be available to customers
- Disposable Products: Polystyrene packaging and cups shall not be used



- Plastic bags shall not be used
- All takeaway items shall be made with recovered material OR recyclable OR compostable where composting is available
- Full-service operations shall not use disposable or single-use utensils or serving ware: an exception may be permitted for takeaway food
- Disposable napkins, utensils, and straws shall be available upon request
- Restaurants shall not purchase waxed cardboard packaging for use in operations unless it accepted by a local composting service
- Transport packaging for food shall be reusable rather than single-use. Exceptions may be permitted for food packaging for delivery, drop-off services
- Disposable paper products (excluding sanitary paper) shall be:
 - environmentally-preferable (3rd party certified)
 - OR made from 100% recovered material, the minimum amount of post-consumer material outlined in the EPA comprehensive procurement guidelines AND processed without chlorine
 - OR 100% agricultural residue fiber.





Green Seal in 2014 ... and Goals for 2015

2014:

- Launched our Restaurant Standard
- Certified 10 restaurants, more in progress
- Launched our Environmental Innovation Standard
- CEO published *In the Light of Humane Nature*
- Hosted a 25th Anniversary Gala starring Bill Nye the Science Guy and Founder of Earth Day Denis Hayes
- Updated Green Seal's Hotels Standard (GS-33)

2015 Goals:

- Become more visible!
- Update our Cleaning Service Standard (GS-42)
- Update our Paints Standard (GS-11)
- Increase publicity about our certified restaurants
- And much more...





Thank you

for your time, energy,
and the great work that
you do each day.

And special thanks to our host
Elemental Impact,
Holly & Melissa.

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