

## Guide to Green Labels Recognized by LEED

Green labeling programs exist to help consumers distinguish different kinds of environmentally-friendly products. The following criteria and labels have been reviewed and endorsed by the U.S. Green Building Council's LEED Green Building certification program. As we work to green the operation of our campus buildings, you can help by looking for these labels as you make purchasing decisions.

Organization or Criteria	About	Benefits	Examples of Labeled Products	Website	Look for this Logo
ENERGY STAR	ENERGY STAR is a program of the US Environmental Protection Agency (EPA) and Department of Energy (DOE) that labels electronics, appliances, and buildings that meet strict energy efficiency standards.	<ul style="list-style-type: none"> <li>• Reduced electric bills</li> <li>• Reduced greenhouse gas and other air pollution from electric generation</li> </ul>	<ul style="list-style-type: none"> <li>• Computers</li> <li>• Office Machines</li> <li>• Windows</li> <li>• Air Conditioners</li> <li>• Commercial Kitchen Appliances</li> <li>• Home Kitchen Appliances</li> <li>• Etc.</li> </ul>	<a href="http://energystar.gov">energystar.gov</a>	
Recycled	To meet LEED guidelines, products should contain 10% or greater post consumer recycled content or 20% or greater pre-consumer content. Post-consumer content is the amount of material recycled from end user waste. Pre-consumer content is the amount of material recycled from manufacturing waste; it is also referred to as post-industrial content.	<ul style="list-style-type: none"> <li>• Reduced waste in landfills</li> <li>• Takes pressure off of forests and ecosystems to provide virgin natural resources</li> <li>• Saves energy</li> </ul>	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Furniture</li> <li>• Plastics</li> <li>• Aluminum</li> <li>• Steel</li> <li>• Etc.</li> </ul>	N/A	 <p>(Some products will just offer a statement about the recycled content without the logo.)</p>
Local or Regional	As defined by LEED, local products come from materials and resources that are harvested or extracted and manufactured within 100 miles of the end user. Regional products are from within 500 miles of the end user.	<ul style="list-style-type: none"> <li>• Reduced emissions from transporting goods long distances</li> <li>• Supports the local and regional economy</li> </ul>	<ul style="list-style-type: none"> <li>• Food</li> <li>• Furniture</li> <li>• Building materials</li> <li>• Etc.</li> </ul>	N/A	None

<p>USDA Certified Organic</p>	<p>The US Department of Agriculture (USDA) administers the National Organic Program. Products that are certified organic meet federal standards for food production, processing, delivery and retail sale.</p>	<ul style="list-style-type: none"> <li>• Products contain at least 95% organically produced ingredients</li> <li>• Organic crops are grown without synthetic pesticides, herbicides, and chemical fertilizers</li> <li>• Improves soil and water quality</li> <li>• Encourages biodiversity</li> <li>• Minimizes health hazards for farm workers</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural Products</li> <li>• Processed Products that contain organic ingredients</li> </ul>	<p><a href="https://ams.usda.gov/nop">ams.usda.gov/nop</a></p>	
<p>Forest Stewardship Council (FSC)</p>	<p>The Forest Stewardship Council certifies and labels timber products that come from responsibly managed forests and verified recycled sources.</p>	<ul style="list-style-type: none"> <li>• Certified forests are managed to protect wildlife habitat, ensure clean water, protect high-value areas, and respect the rights of local communities.</li> <li>• 100% FSC means that the product is all virgin material and comes from a responsibly managed forest</li> <li>• Mixed Source FSC means that the virgin fiber is from well managed forests and the rest of the fiber is recycled</li> <li>• Recycled FSC means that the product contains 100% recycled content.</li> </ul>	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Timber</li> <li>• Other forest products</li> </ul>	<p><a href="https://fscus.org">fscus.org</a></p>	
<p>Green Seal</p>	<p>Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace.</p>	<ul style="list-style-type: none"> <li>• Life-cycle approach – a product or service is evaluated beginning with material extraction, continuing with manufacturing and use, and ending with recycling and disposal.</li> <li>• Standards are specific to different categories of certified products</li> </ul>	<ul style="list-style-type: none"> <li>• Construction Materials</li> <li>• Cleaning Products</li> <li>• Food Service Products</li> <li>• Office Products</li> <li>• Cleaning Services</li> <li>• Lodging</li> <li>• Etc.</li> </ul>	<p><a href="https://greenseal.org">greenseal.org</a></p>	

EcoLogo	EcoLogo compares products/services with others in the same category, develops rigorous and scientifically relevant criteria that reflect the entire lifecycle of the product, and awards the EcoLogo to those that are verified by an independent third party as complying with the criteria.	<ul style="list-style-type: none"> <li>• Standards are designed so only the top 20% of products on the market can achieve certification</li> <li>• Standards cover the entire life cycle of the products</li> <li>• Products must also meet performance requirements</li> <li>• Wide variety of products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Adhesives</li> <li>• Lubricants</li> <li>• Cleaning products</li> <li>• Building and Construction Products</li> <li>• Marine Products</li> <li>• Pulp and Paper Products</li> <li>• Etc.</li> </ul>	<a href="http://ecologo.org">ecologo.org</a>	
Fairtrade Labeling Organization	Fairtrade is based on a partnership between producers and consumers. It offers producers a better deal and improved terms of trade, and it offers consumers a powerful way to reduce poverty through their every day shopping.	<ul style="list-style-type: none"> <li>• Address the imbalance of power in conventional trading relationships.</li> <li>• Rewards and encourages farming and production practices that are environmentally sustainable.</li> <li>• Producers are also encouraged to strive toward organic certification.</li> </ul>	<ul style="list-style-type: none"> <li>• Fruits</li> <li>• Coffee</li> <li>• Cocoa</li> <li>• Cotton</li> <li>• Flowers</li> <li>• Honey</li> <li>• Spices</li> <li>• Tea</li> <li>• Etc.</li> </ul>	<a href="http://fairtrade.net">fairtrade.net</a>	
Food Alliance	Food Alliance is a nonprofit organization that certifies farms, ranches and food handlers for sustainable agricultural and facility management practices.	<ul style="list-style-type: none"> <li>• Safe and fair working conditions</li> <li>• Humane treatment of animals</li> <li>• Good environmental stewardship.</li> </ul>	<ul style="list-style-type: none"> <li>• Meats</li> <li>• Vegetables</li> <li>• Fruits</li> <li>• Grains</li> <li>• Oils</li> <li>• Etc.</li> </ul>	<a href="http://foodalliance.org">foodalliance.org</a>	
Marine Stewardship Council	The MSC has developed standards for sustainable fishing and seafood traceability. Both standards are based on independent third-party assessments by accredited certifiers.	<ul style="list-style-type: none"> <li>• Sustain fish stocks and end overfishing</li> <li>• Minimal environmental impact from catch methods</li> <li>• Effective management to sustain fisheries into the future</li> <li>• Chain of custody certification ensures that sustainable fish are handled properly and aren't mixed in with non-sustainable fish</li> </ul>	<ul style="list-style-type: none"> <li>• Seafood</li> </ul>	<a href="http://msc.org">msc.org</a>	

Protected Harvest	Protected Harvest certification is based on Biointensive Integrated Pest Management (IPM) production and reduced-risk pesticide standards. Biointensive IPM is a system of pest management that uses biological controls and prevention in lieu of chemical pesticides and herbicides.	<ul style="list-style-type: none"> <li>• Reduce runoff of synthetic herbicides and pesticides into rivers, oceans, and groundwater</li> <li>• Region-specific standards ensure that local conditions inform best practices</li> </ul>	<ul style="list-style-type: none"> <li>• Citrus</li> <li>• Wine Grapes</li> <li>• Tomatoes</li> <li>• Strawberries</li> <li>• Potatoes</li> </ul>	<a href="http://protectedharvest.org">protectedharvest.org</a>	
Rainforest Alliance	Rainforest Alliance certification is a comprehensive process that promotes and guarantees improvements in agriculture and forestry.	<ul style="list-style-type: none"> <li>• Promotes tropical conservation</li> <li>• Focus on ensuring that natural resources are managed for the long term</li> <li>• Practices will not deplete resources</li> <li>• Practices will not harm local communities</li> </ul>	<ul style="list-style-type: none"> <li>• Timber</li> <li>• Coffee</li> <li>• Tea</li> <li>• Cocoa</li> <li>• Chocolate</li> <li>• Tree Nuts</li> <li>• Fruits</li> </ul>	<a href="http://rainforest-alliance.org">rainforest-alliance.org</a>	
EPEAT	Electronic Product Environmental Assessment Tools (EPEAT) ratings provide performance criteria for desktops, laptops and monitors. EPEAT rated products must meet 23 required environmental performance criteria and earn higher ratings by achieving up to 28 optional criteria.	<ul style="list-style-type: none"> <li>• Fewer or less environmentally sensitive raw materials</li> <li>• End of product life considered such as recyclability, hazardous waste disposal, and manufacturers' product take back services</li> <li>• Products meet criteria to extend their lives thereby keeping them out of landfills longer</li> <li>• Only applies to ENERGY STAR products</li> <li>• Overall corporate performance is considered</li> <li>• Reduced packaging saves resources and keeps extra material out of landfills</li> </ul>	<ul style="list-style-type: none"> <li>• Desktops</li> <li>• Integrated desktop computers</li> <li>• Monitors</li> <li>• Notebooks</li> <li>• Thin Clients</li> <li>• Workstations</li> </ul>	<a href="http://epeat.net">epeat.net</a> (The EPEAT logo will not necessarily appear on product packaging or specs. Check the EPEAT database to ensure a product is compliant.)	

<p>National Electrical Manufacturers Association (NEMA) Voluntary Commitment on Mercury in Compact Fluorescent Lights</p>	<p>Under the voluntary commitment, participating manufacturers will cap the total mercury content in CFLs at less than 25 watts at 5 milligrams (mg) per unit. CFLs that use 25 to 40 watts of electricity will have total mercury content capped at 6 mg per unit.</p>	<ul style="list-style-type: none"> <li>• Alleviates concerns about CFL mercury content</li> <li>• Reduces mercury released into the environment by improperly disposed of CFLs</li> <li>• Encourages recycling of CFLs at the end of their useful lives</li> </ul>	<ul style="list-style-type: none"> <li>• Compact Fluorescent Lights (CFLs)</li> </ul>	<p><a href="http://cfl-mercury.org">cfl-mercury.org</a>          (The NEMA label will not necessarily appear on product packaging or specs. Check the website to ensure a manufacturer has signed the commitment.)</p>	
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