Definition	Source	Opportunities for Misuse				Source	of Inforn	nation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Antibacterial								·		
Technically, a product that kills or inhibits the growth of bacteria, generally in foods, inanimate surfaces, or hands; the property of killing or inhibiting the growth of bacteria. EPA considers that "antibacterial" should only apply to products designed to control human pathogenic microorganisms.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco-glossaryTerm.cfm?GlossaryID=25	Consumer products with antibacterial properties are widely perceived as beneficial. However, overuse of antibacterials can actually lead to the evolution of antibiotic-resistant strains of bacteria. See this for more info: http://www.cdc.gov/ncidod/eid/vol7no3_su								
		pp/levy.htm. Definitions of antibacterial should include where/when use is appropriate and when it is superfluous.			×					×
Substances that kill or slow the growth of bacteria when treating human and environmental surfaces. These include substances that aid in proper hygiene.	National Institute of Allergy and Infectious Diseases; http://www3.niaid.nih.gov/topics/antimicrobialResi stance/Understanding/definitions.htm	<u>i</u>							x	
Antimicrobial										
Chemicals used to kill or inhibit the growth of microorganisms whether bacteria, viruses, or fungi. EPA considers that "antimicrobial" should be associated with the protection of articles (e.g., tents).	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco- glossaryTerm.cfm?GlossaryID=29				х					x
A general term for the drugs, chemicals, or other substances that either kill or slow the growth of microbes. Among the antimicrobial agents in use today are antibacterial drugs (which kill bacteria), antiviral agents (which kill viruses), antifungal agents (which kill fungi), and antiparisitic drugs (which kill parasites).	CDC; http://www.cdc.gov/getsmart/resources/glossary.html	Antimicrobial resistance is common; see http://www.cdc.gov/drugresistance/index.html							x	
Antiseptic									Α	
A product generally used on skin to prevent infection and decay by inhibiting the growth of microorganisms.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco- glossaryTerm.cfm?GlossaryID=31				х					x
A substance that prevents or arrests the growth or action of microorganisms by inhibiting their activity or by destroying them. The term is used especially for preparations applied topically to living tissue.	CDC; http://www.cdc.gov/hicpac/Disinfection Sterilizati on/19_00glossary.html	There is antibiotic and antiseptic resistance impacts on public health; see http://www.ncbi.nlm.nih.gov/pubmed/1105 2402?dopt=Abstract							x	
Biobased									^	
Commercial or industrial products (other than food or feed) that utilize biological products or renewable,	EPA;	There is an implicit assumption that								
domestic, agricultural (e.g., plant, animal and marine), or forestry materials. Term is typically used to distinguish it from petroleum-based resources.	http://www.epa.gov/oppt/epp/pubs/about/eppterms.htm								x	
A product determined by the Secretary to be a commercial or industrial product (other than food or feed) that is composed, in whole or in significant part, of biological products or renewable domestic agricultural	tt 2002 Farm Security and Rural Investment Act (FSRIA);		Act included a voluntary labeling program.	1						1
is composed, in whole or in significant part, of biological products or renewable domestic agricultural materials (including plant, animal, and marine materials) or forestry materials.	http://www.cleangredients.org/about/glossary			ν,						i
action (moreoning plant, animal, and marine materials) of forestly materials.	mtp.//www.olcarigreaterits.org/about/glossary	1	L	^	l	1	<u> </u>			

Definition	Source	Opportunities for Misuse				Source	of Inform	ation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Biodegradable				3						
Materials that break down and decompose into elements found in nature when they are exposed to air,	Federal Trade Commission; http://www.ftc.gov/bcp/edu/pubs/consumer/gener al/gen02.shtm	does not actually make it back into nutrient cycles, such as forests or agriculture. Landfills are designed to be dead-end repositories. SO: does it matter if things biodegrade there? The opposite could be true: organics that are biodegradeable under ideal aerobic conditions could actually decay anaerobically in a landfill, producing	The length of time it takes for a product to degrade may vary depending on where the product is disposed. For example, in landfills, where most garbage is taken, materials degrade very slowly, if at all. Landfills are designed by law to keep out sunlight, air and moisture, so as to prevent pollutants from getting into air and water, but this also slows decomposition.							
Breakdown of a substance catalyzed by enzymes in vitro or in vivo. This may be characterized as: 1. Primary. Alteration of the chemical structure of a substance resulting in loss of a specific property of that substance. 2. Ultimate. Complete breakdown of a compound to either fully oxidized or reduced simple molecules (such as carbon dioxide/methane, nitrate/ammonium, and water). It should be noted that the	CleanGredients Glossary; http://www.cleangredients.org/about/glossary	methane, a greenhouse gas. Definitions must specify where and how materials biodegrade.							х	
products of biodegradation can be more harmful than the substance degraded.										Y
Capable of decomposing under natural conditions.	EPA; http://www.epa.gov/oppt/epp/pubs/about/eppterms.htm								x	
A general claim that implies that a product or its packaging will break down and return to nature within a reasonably short time after customary disposal.		or safe for you or the environment. For								
Matter capable of being broken down by bacteria into basic elements and compounds such as water and nutrients. Current scientific opinion indicates that biodegradability claims as an environmental benefit for products destined for a landfill site may not be supportable. Therefore, claims of biodegradability may only be appropriate for products normally disposed of through a waste-water system, providing the by-products of degradation and/or the products in question do not create synthetic, hazardous or toxic residues, and will not harm the sewage system or water body.	United Nations Environmental Programme; http://www.unep.org/climateneutral/Resources/Glossary/tabid/509/Default.aspx								x	
Biodegradable/Photodegradable/ Degradable An unqualified claim that a product or package is degradable, biodegradable or photodegradable should be substantiated by competent and reliable scientific evidence that the entire product or package will completely break down and return to nature, i.e., decompose into elements found in nature within a reasonably short period of time after customary disposal. Claims of degradability, biodegradability or photodegradability should be qualified to the extent necessary to avoid consumer deception about: (1) the product or package's ability to degrade in the environment where it is customarily disposed; and (2) the rate and extent of degradation.	FTC Green Guides 1998; http://www.ftc.gov/bcp/grnrule/guides980427.htm				x				x	
Bioenergy Energy generated from renewable, biological sources (biomass) such as plants, to be used for heat, electricity, or vehicle fuel.	Lean and Green Summit; http://www.leanandgreensummit.com/glossary/Le an%20and%20Green%20Glossary.pdf	Does the amount of energy going into the process exceed what you get out of it?			x					×
Biofuel										
Fuel created from renewable, biological sources such as plants or animal byproducts, but excluding biological materials (such as natural gas, coal. or methane) which has been transformed by geological processes.	Lean and Green Summit; http://www.leanandgreensummit.com/glossary/Le an%20and%20Green%20Glossary.pdf	Does the amount of energy going into the process exceed what you get out of it?			х					x
Liquid fuels and blending components produced from biomass feedstocks, used primarily for transportation.	U.S. Department of Energy's Energy Information Administration; http://www.eia.doe.gov/glossary/glossary_b.htm								ν.	

Definition	Source	Opportunities for Misuse				Source	of Inforn	nation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Biomass Any plant-derived organic matter. Biomass available for energy on a sustainable basis includes herbaceous	U.S. Department of Energy;									
and woody energy crops, agricultural food and feed crops, agricultural crop wastes and residues, wood	http://www1.eere.energy.gov/biomass/feedstock									
wastes and residues, aquatic plants, and other waste materials including some municipal wastes. Biomass is										
a very heterogeneous and chemically complex renewable resource.									х	
Biopolymer										
Polymers which are present in, or created by, living organisms. These include polymers from renewable resources that can be polymerized to create bioplastics.	Canadian Government; http://www.biobasics.gc.ca/english/View.asp?x=7	Fossil fuels are used as an energy source during the production process of								
resources that can be polymenzed to create bioplastics.	90	biopolymers. Aside from energy use,								
		there are also concerns about how to								
		balance the need to grow plants for food,								
		and the need to grow plants for use as								
		raw materials. Biopolymers/bioplastics generated through genetic modification								
		are also an environmental issue.								
		are also an environmental locael							×	
A family of polymers that can be created by nature or by man. These can be from renewable or non	Hycail (company making PLA in the Netherlands)	Does the amount of energy going into the			t				<u> </u>	
renewable sources. Biopolymers are all compostable according to the standard EN 13432.	http://www.hycail.com/pages/engels/faqvervolg.ht									
	<u>ml</u>									
A contract to the state of the	A staller Over Brown at Batalana							Х		
Any polymer (a long repeating chain of atoms) found in nature. Examples include starch, proteins and DNA.	Australian Green Procurement Database; http://www.greenprocurement.org/database/gloss									
	ary.jsf									×
Naturally occurring macromolecule that includes proteins, nucleic acids, and polysaccharides.	Canadian Parliament;									
	http://www.parl.gc.ca/35/Archives/committees352									
	/sust/reports/03_1996-11/glosse.html								х	
Plastics in which 100% of the carbon is derived from renewable agricultural and forestry resources such as corn starch, soybean protein, and cellulose. Bioplastics are not a single class of polymers but rather a family	Sustainable Biomaterials Collaborative; http://www.sustainablebiomaterials.org/index.php									
of products which can vary significantly from one another. They differ from traditional plastics, which are	?q=bioplastics#definitions									
derived from fossil fuels or non-renewable carbon. Not all bioplastics are biodegradable and not all	- q=biopidoticon delimited to									
biodegradable plastics are bioplastics.										х
Carbon Footprint										
Measures the total greenhouse gas emissions caused directly and indirectly by a person, organisation, even	t The UK Carbon Trust;									
or product. The footprint considers all six of the Kyoto Protocol greenhouse gases: Carbon dioxide (CO2), Methane (CH4), Nitrous oxide (N2O), Hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs) and Sulphur	https://www.carbontrust.co.uk/cut-carbon-reduce- costs/calculate/carbon-footprinting/pages/carbon-									
hexafluoride (SF6). A carbon footprint is measured in tonnes of carbon dioxide equivalent (tCO2e). The	footprinting.aspx									
carbon dioxide equivalent (CO2e) allows the different greenhouse gases to be compared on a like-for-like										
basis relative to one unit of CO2. CO2e is calculated by multiplying the emissions of each of the six										
greenhouse gases by its 100 year global warming potential (GWP).										
Carbon Neutral										Х
1) CO2 emissions have been independently measured; 2) 100% of emissions have been reduced to net zero	The Carbon Neutral Company:		The Carbon Neutral Company uses a label to							
through a mix of internal reductions (change of a manufacturing process for example) and best practice	http://www.carbonneutral.com/pages/whatiscarbo		identify products, services, or activities that are							
external reductions (carbon offsetting); and 3) there will be clear communication around the proposition.	nneutral.asp		carbon neutral by their definition. The label states							
			that it is "Carbon Neutral, Global Standard" and							
			looks to be based on the Kyoto Protocol, which the US has yet to ratify. See	1						
			http://www.carbonneutral.com/uploadedfiles/CNP2							
			006%20v1%202.pdf for their protocol.					x		
Refers to achieving net zero carbon emissions by balancing a measured amount of carbon released with an	United Nations Environmental Programme;		1					,		
equivalent amount sequestered or offset.	http://www.unep.org/climateneutral/Resources/GI									
	ossary/tabid/509/Default.aspx								х	
A transparent process of calculating emissions, reducing those emissions and offsetting residual emissions and offsetting residual emissions and offsetting residual emissions reductions.	The UK Department for Environment, Food and Rural Affairs;									
net carbon emissions equal zero. The work on carbon neutrality reinforces the need for emissions reduction measures to be at the heart of carbon management activity.	http://www.defra.gov.uk/News/2009/091001c.htm									
measures to 25 at the heart of ourbon management doubtry.										

Definition	Source	Opportunities for Misuse				Source	of Inform	nation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Being carbon neutral refers to maintaining a balance between producing and using carbon. For example, we release carbon dioxide when we burn fossil fuels in vehicles. We can balance out those emissions by planting trees because vegetation absorbs carbon dioxide. There are many ways governments, industry and individuals can work towards being carbon neutral. An organization is carbon neutral if it has calculated its total emissions, taken measures to minimize those emissions, and used emissions offsets to net those emissions to zero.	http://www.env.gov.bc.ca/epd/climate/glossary.ht	There is a time element involved in carbon neutrality, and carbon emissions through combustion (almost instantaneous) are not balanced out by forest sequestration (which takes decades).							x	
CleanGredients										
An online database of institutional and industrial (I&I) cleaning product ingredient chemicals, providing verified information about the environmental and human health attributes of listed ingredients. It helps formulators to identify better ingredients and helps suppliers to showcase better ingredients.	CleanGredients glossary http://www.cleangredients.org/									
Closed-loop Recycling									Х	Х
Reclaiming or reusing wastewater for non-potable purposes in an enclosed process.	EPA; http://www.epa.gov/OCEPAterms/cterms.html	The definition is limited to wastewater, but should not be.							x	
Compostable										
A compostable product or package should be substantiated by competent and reliable scientific evidence that all the materials in the product or package will break down into, or otherwise become part of, usable compost (e.g., soil-conditioning material, mulch) in a safe and timely manner in an appropriate composting program or facility, or in a home compost pile or device. Controlled biological decomposition of organic material in the presence of air to form a humus-like material. Controlled methods of composting include mechanical mixing and aerating, ventilating the materials by	FTC Green Guides 1998; http://www.ftc.gov/bcp/grnrule/guides980427.htm	Claims of compostability should be qualified to the extent necessary to avoid consumer deception. An unqualified claim may be deceptive if: (1) the package cannot be safely composted in a home compost pile or device; or (2) the claim misleads consumers about the environmental benefit provided when the product is disposed of in a landfill. A claim that a product is compostable in a municipal or institutional composting facility may need to be qualified to the extent necessary to avoid deception about the limited availability of such composting facilities.			x				х	
dropping them through a vertical series of aerated chambers, or placing the compost in piles out in the open										l
air and mixing it or turning it periodically.									х	
Cradle to Cradle	MDDO 1 11 11 11 11 11 11 11 11 11 11 11 11	0001	On 1 Marriage of On 17 and the Order to an effect of							
A certification of environmentally safe and healthy materials; design for material reutilization, such as recycling or composting; the use of renewable energy and energy efficiency; efficient use of water, and maximum water quality associated with production; and instituting strategies for social responsibility. Products can be certified as a Silver, Gold or Platinum, or as a Technical/Biological Nutrient (available for homogeneous materials or less complex products), and can be branded as Cradle to Cradle.	MBDC; http://www.mbdc.com/c2c/	C2C's emphasis is on recyclability, not actual recycling opportunities available in the marketplace.	2nd Version of Certification Criteria available at http://www.mbdc.com/docs/Outline_CertificationV2_draft.pdf					x		
Design for the Environment (DfE)										
EPA's Design for the Environment (DfE) works in partnership with industry, environmental groups, and academia to reduce risk to people and the environment by finding ways to prevent pollution. Through partnership projects, DfE has evaluated human health and environmental concerns associated with traditional and alternative chemicals and processes in a range of industries, allowing businesses to select safer chemicals and technologies. DfE focuses on industries that combine the potential for chemical risk reduction with a strong motivation to make lasting, positive changes. More recently, DfE has been helping consumers and industrial purchasers make wise choices by identifying safe and effective products. It has evaluated and allowed more than 1,500 products to carry the DfE logo.	DfE; http://www.epa.gov/dfe/						Y			

Definition	Source	Opportunities for Misuse				Source	of Inform	ation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Disinfectant				Ů						
infection control and are used on medical and dental instruments, floors, walls, bed linens, toilet seats, and other surfaces. General disinfectants are the major source of products used in households, swimming pools,	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco- glossaryTerm.cfm?GlossaryID=34		Disinfectants must be registered with the EPA, because they contain chemicals considered as pesticides.							
and water purifiers.					Х					X
Earth Smart										
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is currently no standard definition for the term.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabellD=108&searchType=Labe l%20index&searchValue=&refpage=labelIndex&r efqstr=	Unless otherwise specified, There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Ecological Footprint										
A measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. The Ecological Footprint is usually measured in global hectares. Because trade is global, an individual or country's Footprint includes land or sea from all over the world. Ecological Footprint is often referred to in short form as Footprint (not footprint).	Global Footprint Network; http://www.footprintnetwork.org/en/index.php/GF N/page/glossary/									×
EcoLogo										<u> </u>
Is a Type I eco-label, as defined by the International Organization for Standardization (ISO). This means that the Program compares products/services with others in the same category, develops 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. The EcoLogo Program has been successfully audited by the Global EcoLabelling Network (GEN) as meeting ISO 14024 standards for eco-labelling.							х			х
Eco Friendly A product, practice, or process that is "green" or good for the environment, creating no unnecessary or	Lean and Green Summit;	Unless otherwise specified, there is no								
hazardous waste and minimizing use of non-renewable, natural resources.	http://www.leanandgreensummit.com/glossary/Lean%20and%20Green%20Glossary.pdf									×
Eco-Safe										
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabellD=162&searchType=Labe l&searchValue=eco&refpage=labelSearch&refgst r=label%3Deco%26mode%3Dview	Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								x
Energy Efficienct										
Refers to products or systems using less energy to do the same or better job than conventional products or systems. Energy efficiency saves energy, saves money on utility bills, and helps protect the environment by reducing the amount of electricity that needs to be generated. When buying or replacing products or appliances for your home, look for the ENERGY STAR® label — the national symbol for energy efficiency.	EPA; http://www.epa.gov/RDEE/energy-and- you/glossary.html								x	
Refers to programs that are aimed at reducing the energy used by specific end-use devices and systems, typically without affecting the services provided. These programs reduce overall electricity consumption (reported in megawatthours), often without explicit consideration for the timing of program-induced savings. Such savings are generally achieved by substituting technologically more advanced equipment to produce the same level of end-use services (e.g. lighting, heating, motor drive) with less electricity.	U.S. Department of Energy's Energy Information Administration; http://www.eia.doe.gov/glossary/glossary_e.htm									

Definition	Source	Opportunities for Misuse				Source	of Inform	nation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Environmentally Friendly										
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is currently no standard definition for the term.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabellD=109&searchType=Labe l&searchValue=env&refpage=labelSearch&refgst r=label%3Denv%26mode%3Dview	Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								
Environmentally Preferable A general claim that implies that the product or packaging has some kind of environmental benefit or that it	Consumer Reports Eco-Label Center;	Unless otherwise specified, there is no								Х
causes no harm to the environment. There is currently no standard definition for the term.	http://www.greenerchoices.org/eco- labels/label.cfm?LabelID=160&searchType=Labe	organization independently certifying this								x
Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. The product or service comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal.	EPA; http://www.epa.gov/oppt/epp/pubs/about/eppterm s.htm								x	
Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.	Executive Order 12873: Federal Acquisition, Recycling, and Waste Prevention (1993)			x						
Environmentally Preferable Product										
A product certified as such by a Type 1 (i.e., third-party) environmental label that was developed in accordance with the ISO 14024 Environmental Labeling Standard. Alternatively, a product may be designated as environmentally preferable by an established and legitimate, nationally-recognized program developed with the purpose of identifying environmentally preferable products.	Green Seal; http://greenseal.org/certification/GS- 49 Proposed Residential Cleaning Services St andard.pdf								,	x
Environmentally Safe										
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is no government or official definition for this term.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabelID=110&searchType=Labe l%20index&searchValue=&refpage=labelIndex&r efgstr=	Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								×
Fair Trade										- 11
A trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers – especially in the South. Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. FTC Guidelines for Environmental Marketing Claims	http://www.european-fair-trade-									
These guides apply to environmental claims included in labeling, advertising, promotional materials and all other forms of marketing, whether asserted directly or by implication, through words, symbols, emblems, logos, depictions, product brand names, or through any other means, including marketing through digital or electronic means, such as the Internet or electronic mail. The guides apply to any claim about the environmental attributes of a product, package or service in connection with the sale, offering for sale, or marketing of such product, package or service for personal, family or household use, or for commercial, institutional or industrial use.	Federal Trade Commission; http://www.ftc.gov/bcp/grnrule/guides980427.htm	Because the guides are not legislative rules under Section 18 of the FTC Act, they are not themselves enforceable regulations, nor do they have the force and effect of law.			х				x	
Green A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is no government or official definition for this term.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabelID=152&searchType=Labe l%20index&searchValue=&refpage=labelIndex&r efgstr=	Unless otherwise specified, there is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.								

Definition	Source	Opportunities for Misuse				Source	of Inform	nation		
			Notes	Regulation	Guideline	Standard	Label	Industry	Government	NGC
Green Chemistry	EDA: http://www.ara.ara.da.ara.ara.da.ara.ara.da.ar									
The design of chemical products and processes that reduce or eliminate the use or generation of hazardous	EPA; http://www.epa.gov/greenchemistry/									
substances. Green chemistry applies across the life cycle, including the design, manufacture, and use of a chemical product. It is also known as sustainable chemistry.										
· · · · · · · · · · · · · · · · · · ·									Х	
Green Design	Land and Course Community									
The design of products, services, buildings, or experiences that are sensitive to environmental issues and	Lean and Green Summit;									ı
achieve greater efficiency and effectiveness in terms of energy and materials use.	http://www.leanandgreensummit.com/glossary/Lean%20and%20Green%20Glossary.pdf									ı
Crean Cool	aii/820aiiu/820Gieeii/820Giossaiy.pui									Х
Green Seal An independent and non-profit organization that works with manufacturers, industry sectors, purchasing	Green Seal; http://www.greenseal.org/									_
groups, and governments at all levels to "green" the production and purchasing chain. Utilizes a life-cycle	Green Gear, http://www.greensear.org/									ı
approach, which means evaluating a product or service beginning with material extraction, continuing with										ı
manufacturing and use, and ending with recycling and disposal. Products become Green Seal certified after										ı
esting and evaluation, including on-site plant visits.							x			x
SO 14000										_^
Developed by the International Organization Standardization, ISO 14001 are the international standards for	ISO; http://www.iso.org/iso/iso 14000 essentials									
organising and improving environmental management systems.	,						x			х
LEED Cerification										
Provides independent, third-party verification that a building project meets the highest green building and	U.S. Green Building Council;									
performance measures. Sustainable building strategies should be considered early in the development	http://www.usgbc.org/DisplayPage.aspx?CMSPa									ı
cycle. Implementing an integrated, systems-oriented approach to green project design, development and	gelD=64									ı
operations can yield synergies and improve the overall performance of a building.						х				Х
Natural										
A general claim that implies that the product or packaging is made from or innate to the environment and that	Consumer Reports Eco-Label Center;	Unless otherwise specified, there is no	The USDA has defined the use of the term and can							
nothing artificial or synthetic has been added. There is currently no standard definition for the term except for	http://www.greenerchoices.org/eco-	organization independently certifying this	hold manufacturers accountable to the proper use							
meat and poultry products.	labels/label.cfm?LabelID=116&searchType=Labe	claim. The producer or manufacturer	of the claim but does not have a verification							ı
	1%20index&searchValue=&refpage=labelIndex&r	decides whether to use the claim and is	system in place An example of a company							ı
	efqstr=	not free from its own self-interest.	working to establish some definition (and a							ı
			standard) around "natural"specifically in							ı
			personal care productsis Burt's Bees. The Burt's							ı
			Bees website offers a page with some instructive							ı
			insight on how companies are working to							ı
			shape/frame the debate about definitions of terms							ı
			like "natural"							ı
			http://www.burtsbees.com/webapp/wcs/stores/serv							ı
			let/ContentView?contentPageId=54&catalogId=10							ı
			051&storeId=10001&langId=-1							х
No Genetic Engineering (GMO free)										
A GMO plant or animal is one whose genes have been altered by recombinant DNA technology. The US	Consumer Union Greener Choices;									 I
Food and Drug Administration does not require genetically engineered food to be labeled.	http://www.greenerchoices.org/eco-labels/eco-									ı
	glossaryTerm.cfm?GlossaryID=16				Х					Х
Genetic engineering is the manipulation of an organism's genes by introducing, eliminating or rearranging	USDA;									ı
specific genes using the methods of modern molecular biology, particularly those techniques referred to as	http://www.usda.gov/wps/portal/!ut/p/ s.7 0 A/7									ı
recombinant DNA techniques.	0_10B?contentidonly=true&navid=AGRICULTUR									ı
	E&contentid=BiotechnologyGlosary.xml									ı
Genetic modification is the production of heritable improvements in plants or animals for specific uses, via										1
either genetic engineering or other more traditional methods. Some countries other than the United States										
use this term to refer specifically to genetic engineering.										

Definition	Source	Opportunities for Misuse				Source	of Inform	ation		
			Notes	Regulation	Guideline S	tandard	Label	Industry	Government	NGO
Non-Toxic Non-Toxic										
"Toxic" is defined by the Federal Hazardous Substances Act, which regulates hazardous household products. A product is toxic if it can produce personal injury or illness to humans when it is inhaled, swallowed, or absorbed through the skin. In addition, a product is toxic if it can cause long term chronic effects like cancer, birth defects, or neurotoxicity (adverse effects on the nervous system). The Consumer Product Safety Commission (CPSC) is the federal agency responsible for administering the Federal Hazardous Substances Act. While neither the Act nor the CPSC define non-toxic, some manufacturers might assume that a product or chemical is non- toxic if it does not meet the definition of toxic under the Federal Hazardous Substances Act.	Consumer Reports Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabellD=131&searchType=Labe l%20index&searchValue=&refpage=labelIndex&r efqstr=		Just because a product or chemical does not meet the definition of "toxic" as defined by the Act and CPSC does not mean it is harmless, and most toxicologists rate the acute (immediate) toxicity of substances along a continuum, not as toxic or nontoxic. Moreover, a consumer could see both a "nontoxic" label and a "This product contains a chemical known to the State of California to cause cancer" label on the same product since the threshold for what CPSC considers to be toxic is lower than that for the State of California.							x
Toxic applies to any substance (other than a radioactive substance) which has the capacity to produce personal injury or illness to man through ingestion, inhalation, or absorption through any body surface.	Federal Hazardous Substances Act; http://www.cpsc.gov/BUSINFO/fhsa.pdf								x	
Organic									^	
The US Department of Agriculture (USDA) is reponsible for the managing the National Organic Program, which was implemented in October 2002. Organic farming avoids the use of most artificial inputs, like synthetic pesticides and fertilizers and bans the use of animal by-products, antibiotics and sewage sludge among other practices. Any food product (except fish) using the word organic must be certified as such by an official USDA accredited certifier.	Consumer Union Greener Choices; http://www.greenerchoices.org/eco-labels/eco- glossaryTerm.cfm?GlossaryID=9				x					x
A labeling term that denotes products produced under the authority of the Organic Foods Production Act. The principal guidelines for organic production are to use materials and practices that enhance the ecological balance of natural systems and that integrate the parts of the farming system into an ecological whole.	USDA's National Agricultural Library; http://www.nal.usda.gov/afsic/pubs/ofp/ofp.shtml								x	
A method of farming without the use of toxic and persistent pesticides or fertilizers, sewage sludge, irradiation or genetic engineering, and are certified by an accredited independent organization. It is a system of farming that strives for a balance with nature, using methods and materials that are of low impact to the environment.	Organic Exchange; http://www.organicexchange.org/faq2.php									x
Ozone Depleting Compounds										
Any compound with an ozone-depletion potential greater than 0.01 (CFC 11=1) according to the EPA list of Class I and Class II Ozone-Depleting Substances.	Green Seal; http://greenseal.org/certification/GS- 49 Proposed Residential Cleaning Services St andard.pdf								x	
A compound that contributes to stratospheric ozone depletion. Ozone Depleting Substances (ODS) include CFCs, HCFCs, halons, methyl bromide, carbon tetrachloride, and methyl chloroform. ODS are generally very stable in the troposphere and only degrade under intense ultraviolet light in the stratosphere. When they break down, they release chlorine or bromine atoms, which then deplete ozone.	EPA; http://www.epa.gov/Ozone/defns.html								x	
Ozone Friendly									^	
Ozone applies to both atmospheric ozone and ground-level ozone associated with smog. If a company claims that its products are "ozone friendly" or "ozone safe," it should have reason to believe that the products do not harm the atmosphere — either the upper ozone layer or the air at the ground level.	Federal Trade Commission; http://www.ftc.gov/bcp/edu/pubs/consumer/general/gen02.shtm								x	
A general claim that implies that the product or packaging has some kind of environmental benefit or that it causes no harm to the environment. There is currently no standard definition for the term unless otherwise specified.	Consumer Products Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabellD=164&searchType=Labe 1%20index&searchValue=&refpage=labelIndex&r efqstr=		The International Standards Organization (ISO) considers this claim to be too vague to be meaningful to consumers. To comply with the ISO standard for environmental claims (which is voluntary), companies must not use "ozone-friendly" on their products.							×

Definition	Source	Opportunities for Misuse				Source	of Information		
			Notes	Regulation	Guideline	Standard	Label Industry	Government	NGO
Recyclable									
A product or package should not be marketed as recyclable unless it can be collected, separated or otherwise recovered from the solid waste stream for reuse, or in the manufacture or assembly of another package or product, through an established recycling program. Unqualified claims of recyclability for a product or package may be made if the entire product or package, excluding minor incidental components, is recyclable. For products or packages that are made of both recyclable and non-recyclable components, the recyclable claim should be adequately qualified to avoid consumer deception about which portions or components of the product or package are recyclable. The manufacturer or seller of the products has proof that the products can be collected and used again, or made into useful products.		Claims of recyclability should be qualified to the extent necessary to avoid consumer deception about any limited availability of recycling programs and collection sites. If an incidental component significantly limits the ability to recycle a product or package, a claim of recyclability would be deceptive. A product or package that is made from recyclable material, but, because of its shape, size or some other attribute, is not accepted in recycling programs for such material, should not be marketed as recyclable			x			x	
A general claim that implies a product or its packaging can be collected, sorted and used for the manufacturing of new products and packaging.	Consumer Products Eco-Label Center; http://www.greenerchoices.org/eco- labels/label.cfm?LabelID=136&searchType=Labe I%20index&searchValue=&refpage=labelIndex&r efqstr=	There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.	The FTC can investigate labels after they have been put on the market if they feel they are deceiving the consumer under section 5 of the Federal Trade Commission Act to prevent deception and unfairness in the marketplace. However, it does not routinely check or verify "recyclable" claims.						x
Recycled									
Recycled products are made from items recovered or separated from the waste stream that are melted down or ground up into raw materials and then used to make new products. Or they may be products that are used rebuilt, reconditioned, or remanufactured. If a product is labeled "recycled" because it contains used, rebuilt, reconditioned, or remanufactured parts, the label must say so — unless it's obvious to the consumer. Without more specific information, there is no way to determine whether products labeled as "recycled" are made from post-consumer or pre-consumer waste. To learn more about what is meant by the recycled label on a particular product, consumers must contact the manufacturer.		There is no organization independently certifying this claim. The producer or manufacturer decides whether to use the claim and is not free from its own self-interest.			х			х	
Recycled Content	eiqsii=	interest.							Х
A recycled content claim may be made only for materials that have been recovered or otherwise diverted		Unqualified claims of recycled content may be made if the entire product or package, excluding minor, incidental components, is made from recycled material. For products or packages that are only partially made of recycled material, a recycled claim should be adequately qualified to avoid consumer deception about the amount, by weight, of recycled content in the finished product or package. Additionally, for products that contain used, reconditioned or remanufactured components, a recycled claim should be adequately qualified to avoid consumer deception about the nature of such components. No such qualification would be necessary in cases where it would be clear to consumers from the context that a product's recycled content consists of used, reconditioned or remanufactured components.							

Definition	Source	Opportunities for Misuse	T	I		Source	of Inform	ation		$\overline{}$
Definition	Source	Opportunities for Misuse	Notes							
			110163	Regulation	Guideline	Standard	Label	Industry	Government	NGO
Refillable	ETC Creen Cuides 4000									
An unqualified refillable claim should not be asserted unless a system is provided for: (1) the collection and	FTC Green Guides 1998;									
return of the package for refill; or (2) the later refill of the package by consumers with product subsequently	http://www.ftc.gov/bcp/grnrule/guides980427.htm									
sold in another package. A package should not be marketed with an unqualified refillable claim, if it is up to										
the consumer to find new ways to refill the package.										
					х				x	
Renewable Energy										
Energy derived from resources that are regenerative or for all practical purposes can not be depleted. Types	U.S. Department of Energy's Energy Efficiency &									
of renewable energy resources include moving water (hydro, tidal and wave power), thermal gradients in	Renewable Energy;									
ocean water, biomass, geothermal energy, solar energy, and wind energy. Municipal solid waste (MSW) is	http://www1.eere.energy.gov/site_administration/									
also considered to be a renewable energy resource.	glossary.html#R									
										l
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Energy produced by solar, wind, biomass, landfill gas, ocean (including tidal, wave, current and thermal),	U.S. General Services Administration;									
geothermal, municipal solid waste, or new hydroelectric generation capacity achieved from increased	http://www.gsa.gov/Portal/gsa/ep/contentView.do									l
efficiency or additions of new capacity at an existing hydro-electric project.	?P=MTL&contentType=GSA_BASIC&contentId=									
	22395								x	
Sustainable									,	
Development that meets the needs of the present without compromising the ability of future generations to	World Commission on Environment and									
meet their own needs. It contains within it two key concepts: the concept of 'needs', in particular the essential										
needs of the world's poor, to which overriding priority should be given; and the idea of limitations imposed by										
the state of technology and social organization on the environment's ability to meet present and future needs										
									v	
To create and maintain conditions under which humans and nature can exist in productive harmony, that	U.S. General Services Administration;								^	
permit fulfilling the social, economic, and other requirements of present and future generations.	http://www.gsa.gov/Portal/gsa/ep/contentView.do									
	?P=MTL&contentType=GSA_BASIC&contentId=									
	22395								×	
Sustainable Agriculture									,	
An integrated system of plant and animal production practices that:	The U.S. Congress 1990 Farm bill;									
Satisfy human food and fiber needs, enhance environmental quality and the natural resource base upon	http://www.greenerchoices.org/eco-labels/eco-									
which the agricultural economy depends, make the most efficient use of nonrenewable resources and on-	glossaryTerm.cfm?GlossaryID=10									
farm resources and integrate, where appropriate, natural biological cycles and controls, sustain the										
economic viability of farm operations, and enhance the quality of life for farmers and society as a whole.										
				<u> </u>	х				x	
In the agriculture, forestry and fisheries sectors, sustainable development should conserve land, water, plant	The United Nations (U.N.) and the Food and									
and animal genetic resources, is environmentally non-degrading, technically appropriate, economically	Agriculture organization (FAO);									
viable and socially acceptable.	http://www.greenerchoices.org/eco-labels/eco-									
	glossaryTerm.cfm?GlossaryID=10				х				x	
An integrated system of plant and animal production practices having a site-specific application that will,	U.S. Department of Agriculture;									
over the long term satisfy human food and fiber needs, enhance environmental quality and the natural	http://www.nal.usda.gov/afsic/pubs/agnic/susag.s									
resource base upon which the agricultural economy depends, make the most efficient use of nonrenewable	<u>html</u>									
resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls,										
sustain the economic viability of farm operations, and enhance the quality of life for farmers and society as a										
whole.										
				<u> </u>					x	
Sustainable Design										
Design that seeks to reduce negative impacts on the environment, and the health and comfort of building	U.S. General Services Administration;								Т	
occupants, thereby improving building performance. The basic objectives of sustainability are to reduce	http://www.gsa.gov/Portal/gsa/ep/contentView.do									
consumption of non-renewable resources, minimize waste, and create healthy, productive environments.	?contentType=GSA OVERVIEW&contentId=815									
	4								х	
Sustainable Development										
Development that meets the needs of the present without compromising the ability of future generations to	UN Documents; http://www.un-documents.net/ocf-									
meet their own needs.	<u>02.htm</u>								Х	
Sustainable Energy										

Definition	Source	Opportunities for Misuse						
			Notes	Regulation Guideli	ne Standard Label	Industry	Government	t NGO
Energy produced and used in ways that support human development over the long term in all its social, economic and environmental dimensions.	The United Nations Development Programme; http://www.undp.org/energy/approach.htm						×	
Zero Waste								
A strategy to be integrated into business processes to provide a goal that can lead to innovative ways to identify, prevent and reduce wastes of all kinds. It strongly supports sustainability by protecting the environment, reducing costs and producing additional jobs in the management and handling of wastes back into the industrial cycle. A Zero Waste strategy may be applied to businesses, communities, industrial sectors, schools and homes.	Zero Waste Alliance; http://www.zerowaste.org/case.htm#what_about							x