



Green Cleaning Standards
Improving Healing Environments 7.21.11
Mary Swanson, Senior Environmental Scientist

THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989



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

- 31 standards
- Over 3,500 certified products and services certified, in
- over 200 categories



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Green Seal Background

- **501 (c)(3) science-based non-profit**
- **Founded in 1989**
- **Environmental mission with exclusive focus on products, services, purchasing, & operations**
- **Encompass multiple product & service categories**
- **Utilize a multiple criteria / life-cycle approach**
- **No financial interest in certified products/services or in any manufacturer or company**



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Green Seal, Inc.

- We are an ANSI-accredited standards developer
- Our standards and certification meet ISO 14020 (Principles of Environmental Labeling) and 14024 (Principles and Procedures for Type I Ecolabels) requirements
- We are the only US member of the Global Ecolabelling Network (GEN).
- Our process has been evaluated under the GEN Internationally Coordinated Ecolabelling System (GENICES) conformance with ISO 14024





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Green Seal, Inc.

- Our certification process meets the US EPA Guidelines for 3rd-Party Certifiers
- Our process meets the Consumers Union criteria for *What Makes a Good Eco-label*
- Our program complies with the FTC Green Guides for Environmental Marketing Claims



**Consumers
Union**





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The Global Ecolabelling Network (GEN)

founded 1994, currently 26 member programs





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RPN's Responsible Purchasing Trends Reports 2009, 2010

Most Utilized and Recognized Standards

Standard	Recognized / Utilized
Energy Star	100% / 94%
LEED	91% / 70%
Green Seal	90% / 66%
EPEAT	81% / 61%
FSC (Forest Stewardship Council)	76% / 46%
EcoLogo (Environmental Choice)	87% / 46%
Chlorine-Free	90% / 45%
EnergyGuide	77% / 36%
GreenGuard	71% / 29%
USDA Organic	76% / 28%
Fair Trade Certified	72% / 28%
CRI Green Label	58% / 23%
C2C (Cradle-to-cradle)	70% / 20%
SFI (Sustainable Forest Institute)	59% / 19%
Green-e	51% / 19%
SCS (Scientific Certification Systems)	47% / 15%
DfE (Design for Environment)	61% / 15%
WaterSense	48% / 9%

Recognized/Used Standards, Eco-labels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%





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Green Seal Standard Development

Principles

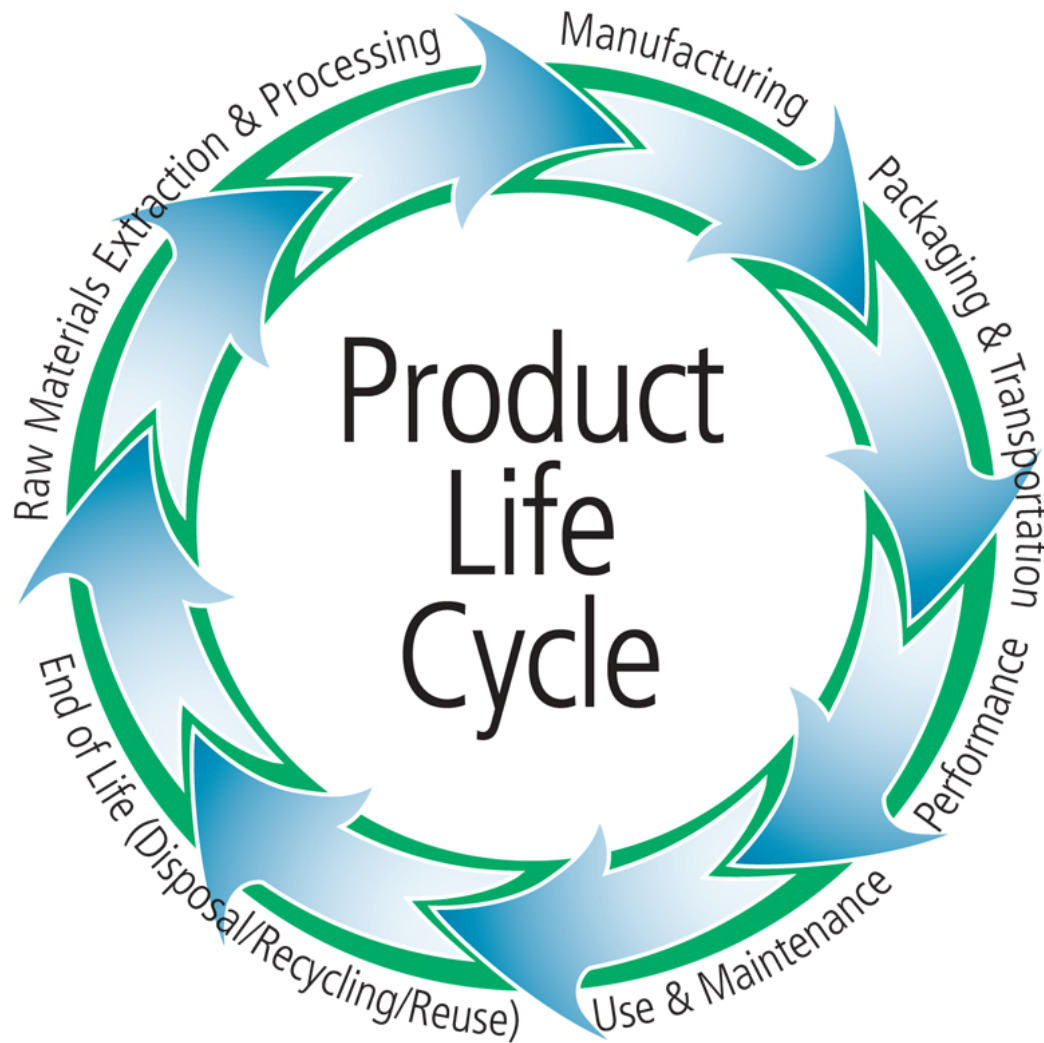
- **Science-based**
- **Life-cycle based, multi-attribute**
- **Leadership**

Process

- **Transparent**
- **Open**
- **Stakeholder involvement**



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Life Cycle Assessment for Cleaning Products



Leading sources of environmental advantages

- **Formulas with reduced toxicity**
- **Required concentration levels of products**
- **Reduced use of packaging material**

Focus areas in cleaning products standards

Example Green Seal Criteria

- **Product Performance:** To ensure products perform effectively/ meets the expectation of users
- **Environmental and Health Requirements:** Acute toxicity limits; skin and eye Irritation; skin sensitization and absorption limits; prohibited toxins (ex. carcinogens, mutagens, reproductive toxins, asthmagens); volatile organic compound limits; inhalation toxicity limits; bioaccumulation and eutrophication limits; aquatic toxicity limits; biodegradability; minimum concentration levels
- **Packaging Requirements:** Packaging resource reduction; packaging type requirements; prohibited toxins (ex. heavy metals, phthalates, chlorinated materials)
- **Training and Labeling Requirements:** To ensure the purchaser has access to accurate information to help them decide on products and use the products correctly



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Product Performance

- **Ensure products perform according to their intended function, as well as, or better than, conventional products in the market**
- **Don't want "green" products that don't work**
- **First criteria of Green Seal product standards are performance requirements**
- **Laboratory performance testing required**
- **Pass/fail determination (not relative performance ranking)**



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Performance criteria examples

- **Sanitary Paper Products: stretch and water absorbency, tensile strength (TAPPI)**
- **Personal Care and Cosmetic Products: antiperspirant function (FDA)**
- **Paints and Coatings: adhesion, flow and leveling, opacity (ASTM)**
- **Floor Care Products: slip resistance, removability, soil and detergent resistance (ASTM)**
- **General-purpose cleaners, bathroom cleaners: cleaning efficiency (ASTM)**



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Green Seal Product Standards for facilities

- **GS-01, Sanitary Paper Products**
- **GS-05, compact fluorescent lamps**
- **GS-37, I&I cleaning products**
- **GS-40, I&I floor care products**
- **GS-41, I&I hand cleaners**
- **GS-50, personal care and cosmetics (includes professional, institutional)**



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Green Seal Product Standards for facilities

- **GS-45, Plastic resin film bags
(in development)**
- **GS-48, Laundry Care Products
(in development)**
- **GS-53, I&I specialty cleaning products
(coming soon!)**



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Specialty Cleaning Products, GS-53

- **Dish Cleaning Products**
- **Furniture Polish**
- **One-Step Disinfecting/Sanitizing-Cleaning Products**
- **Products Containing Microorganisms**
- **Products containing Enzymes**
- **Oven Cleaning Products**
- **Metal Cleaning Products**
- **Odor removers**
- **Deck and Outdoor Furniture Cleaning Products**
- **Boat Cleaning Products**
- **Boat Wax, Polish, Sealant or Glaze**
- **Motor Vehicle Cleaning Products**
- **Motor vehicle Wax, Polish, Sealant or Glaze**
- **Upholstery Cleaning Products**
- **Graffiti Removers**
 - Scope open to allow other specialty cleaning products



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Green Seal Service Standards

- **GS-42, Commercial and Institutional Cleaning Services**
 - **Planning; products, supplies, & equipment; communication; training**
- **GS-46, Restaurants and Food Services**



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Implementing Green Cleaning

(H2E, now Practice Greenhealth)

- **(3) Evaluate and categorize facility areas**
 - **Critical care**
 - **Semi-critical**
 - **Non-critical (45-65% average)**
 - **Patient rooms**



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Implementing Green Cleaning

- **(4) Determine Evaluation criteria for products and operations**
- **(5) Select products**

“Using third party environmental certification such as Green Seal or Canada’s Environmental Choice program as a product screen takes a lot of the guess work out of product selection.”



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Cleaner/disinfectants (GS-53)

- **Combined cleaning/disinfecting products included in scope**
- **Antimicrobial Pesticide Products. Any product that makes a disinfecting or sanitizing claim shall be an EPA-registered antimicrobial pesticide product or minimum risk pesticide-based product.**
- **(EPA registration includes cleaning efficacy)**
- **Minimum risk pesticide-based products shall demonstrate that they meet the efficacy requirements for the target organism in accordance with appropriate FIFRA Efficacy Test Protocols.**



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Cleaner/disinfectants (GS-53)

- **Antimicrobial Claims.** Except for antimicrobial pesticide products, antimicrobial, antibacterial, disinfecting, antiseptic, or sanitizing product claims are prohibited.
- **Antimicrobial pesticide products shall have label instructions that the product should only be used on surfaces that have been identified to be at risk for disease transmission or where required by regulation.**
- **Minimum risk pesticide labels shall include a statement indicating that a pre-cleaning step is needed for heavily soiled surfaces.**



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Thank You

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