# Sustainable Product Certification Criteria

The Criteria in this Chart were prepared through an ANSI Accredited consensus process by a balanced range of professionals, though which five consensus Ballot votes were approved for five separate certified sustainable product standards including building products. These Standards meet all 24 criteria below and include SMART© Sustainable Building Product Standard, SMART© Flooring Standard, SMART© Fabric Standard, SMART© Apparel Standard & California Gold Sustainable Carpet Standard.

## Criteria | Nature of Criteria | Why are These Criteria Important?
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### Pollution Reduction Minimums
1. Sustainable: triple bottom line | Covers environment, economy & social equity over global supply chain | Has the highest market value, and also covers child labor, human rights, worker conditions & community
2. Climate Change Pollution Reductions | Measurable climate pollution reductions including by global warming potential, Green-e Power, efficiency & reuse | Helps stop irreversible dangerous climate change preventing global collapse
3. Encourages No or de Minimis Toxins Including Endocrine Disruptors | Organic biobased products with EPA Best Management Practices | Such a Performance Based approach works since not all endocrine disruptors have been tested & identified
4. ISO Compliant Life Cycle Assessment (LCA) | Requires evaluation of multiple (12) environmental impacts over product’s life / all stages & pollution reductions from LCA baseline | Ensures pollution reductions over product’s life & FTC compliance for sustainable, green, or EPP product label
5. Requires Product Reuse / Reclamation Consistent With FTC Requirements | Eliminates raw materials extraction stage & reduces manufacturing & disposal | Substantially reduces climate change & other pollution saving natural resources
6. Eliminates Stockholm Treaty Toxic Chemicals | Thirteen highly toxic chemicals banned by International Treaty | Helps protect global public health & environment

## Reporting and Labeling Requirements
8. Meets Federal Trade Commission (FTC) Environmental Marketing Requirements | Legally mandated for all environmental product labels / communications by manufacturers or third parties | Requires accuracy & prevents unlawful greenwash & misleading labels / communications
9. ISO 14020 Environmental Label Principles | Requires accurate, transparent, scientific, & life cycle based labels | Ensures accurate, effective & credible product labels
10. Meets ISO 14024 Environmental Label Requirements | Requirements for third party product labels ensuring scientific accuracy, transparency, LCA approach, compliance & verification | Ensures accurate, effective & credible product labels
11. Meets ISO 14021 Environmental Label Requirements | Requirements for manufacturer self declaration labels similar to ISO 14024 | Ensures accurate, effective & credible product labels
12. Meets EPA Requirements for EPP Product Certifiers | Requires FTC Compliance, transparent process, LCA approach, public involvement, peer review & facility inspection | Ensures accurate, effective & credible product labels

## Certification Process
13. Consensus: ANSI Accredited Process | Follows ANSI Essential Requirements for due process | Reduces risk & uncertainty so large product purchasers adopt including government & capital markets
14. Transparent | Public access to criteria & methodology | Helps ensure accuracy for FTC compliance, & public accountability
15. Independent Certification | Independent evaluation of requirements & public conclusion that they are met | Helps ensure accuracy for FTC compliance, & public accountability
16. Third Party Global Auditing: manufacturer & supplier facilities | An independent contractor to the Certifier, reviews any aspect of product certification at its discretion | Facility audits ensure foreign manufacturer or supplier “paper” certification is not misleading or a sham
17. Decertification for Noncompliance | Decertification provision with due process for failure to correct material errors including those from audit | Allows corrections of substantial errors including those only discoverable from global third party audit
18. Rules Preventing Industry Trade Association Dominance | Leadership standard setting a high bar | Environmental improvement substantially beyond the status quo
19. Approved Standard | Government & capital markets require before adoption | Ensures buy in & consensus
20. Performance Based: tangible impact measures | Specific chemical pollutants are reduced. No specified products, technology, or government noncompliance. | Stimulates innovation & thus encouraged by Federal Policy
21. Reasonable Costs Associated With Use & Implementation | Identified certification & auditing fees & multiple compliance / certification levels. Allows certification of product platforms with identical environmental attributes. | Allows greatest market adoption & most extensive pollution reductions
22. Accessibility | Many & any product can be certified or assessed | Ensures coverage of all products & materials & greatest pollution reductions
23. Requires Continuous Improvement | Specific provision for periodic improvement / revision of standard or tool | Adapts to changes in the market & state of knowledge
24. Multiple Levels of Compliance / Certification | Specified credits or points for minimum certification and for higher achievement levels | Allows greatest participation by manufacturers, stimulates competition, provides greatest market adoption & thus greatest pollution reductions

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