

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?
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 Minimus 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
7 Requires Product Performance Durability	Specifies required product performance standards for certified product	Extends product life preventing pollution, & builds consumer confidence
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