

Sustainable Product Certification Criteria

The Criteria in this Chart were prepared through an ANSI Accredited consensus process by a balanced range of professionals, through 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 the SMART® Sustainable Building Product Standard, SMART® Flooring Standard, SMART® Fabric Standard and the SMART® Apparel 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 |