

Green Building Products Initiative

Leveraging Green Building Products
to Strengthen Economic Development in Pennsylvania

About GBA's Green Building Products Initiative

GBA's Green Building Products Initiative promotes economic growth for Pennsylvania and national leadership for the Commonwealth's manufacturers and suppliers of green building products and services.

The program's services and tools include:

- An online directory of Pennsylvania green building products
- Direct consultations with manufacturers and green service companies
- Fee-based project work, including sustainability reviews and marketing literature reviews
- Product innovation guidance
- JumpStart microgrants of services
- Educational events about green buildings and green building products

Pennsylvania manufacturers and service providers registered as tax-paying entities in the state are eligible to join GBA's Green Product Network to benefit from referrals, informal benchmarking connections with other manufacturers, and participation in GBA's advocacy work.

GBA's Green Building Products Initiative is generously supported by the Commonwealth of Pennsylvania, Ben Franklin Technology Development Authority; Richard King Mellon Foundation; and The Heinz Endowments.

Contact Us to Learn More, List Your Green Products or Services, or Search the Online PA Product Directory

To join GBA's Green Building Products Initiative or to learn more, contact GBA at products@gbapgh.org, or call (412) 431-0709.

Visit us online at www.pa-greenbuildingproducts.org to list your company in the online directory or learn more about the Product Initiative.



About Green Building Alliance

Green Building Alliance (GBA) is a nonprofit organization that advances economic prosperity and human wellbeing in Western Pennsylvania by driving market demand for green buildings and green building products across every aspect of the built environment. Based in Pittsburgh, GBA is an affiliate of the U.S. Green Building Council, and serves all of Western Pennsylvania.

To list or find Pennsylvania green building products, visit www.pa-greenbuildingproducts.org

Disclaimer

Green Building Alliance does not endorse any of the green building product directories, labeling systems, certifications, or organizations listed within this document. The information presented here is not a comprehensive representation of any of the included resources and only contains information collected through April, 2009; LEED references are specific to the LEED 2009 systems.

Green Building Alliance

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www.pa-greenbuildingproducts.org

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Green Building Product Certification & Labeling Systems

Many national and international organizations have established various – and sometimes competing – green product directories, labels, certifications, and other evaluation systems to help verify green product claims. Green Building Alliance developed this overview to help you understand green product certifications and labeling systems.

If you manufacture, distribute, specify, or purchase building products, you know that making sound judgments about which products are truly green can often be a frustrating and contradictory quest. Because the green building market is growing rapidly, the associated market for green building products has also grown, and will be a \$50 billion to \$180 billion market by 2015.

Navigating through the wide array of green product standards represents an important business consideration for anyone in the supply chain for green buildings. Understanding the benefits of green product labels and certifications is one piece of the puzzle, but comprehending the time and investment required by a product manufacturer to comply with these standards is also tremendously important.



www.pa-greenbuildingproducts.org

How Green is Your Building Product?

Which Systems are Listed?

The green product certification and labeling systems profiled here are only a few of the many potential systems that can denote products as "green." These systems are featured because they are:

- Widely used and recognized by green building professionals,
- Most prevalently used to label or certify green building products, and
- Equivalent to or referenced by domestic green building standards used in the U.S. market.

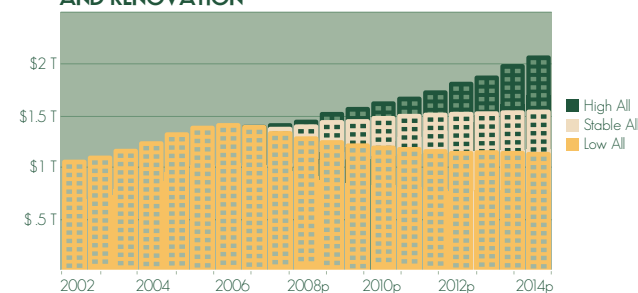
Why It Matters

- **Compliance with Other Standards** – Systems certified by national and/or international standard bodies like ISO or ANSI may meet a higher level of quality and consistency than other systems.
- **Cost to Manufacturer** – Cost ranges presented here generally vary based on the complexity of the product in question and represent a variety of services that may be supplied by a green labeling and certification system provider.
- **LEED Credit Categories** – Green building rating systems like LEED create significant demand for green building products. In fact, various green product certification and labeling systems can help products contribute to a wide variety of LEED credits, which are generally referenced here by category.
- **Multiple Levels** – Systems that have different achievement levels (as opposed to just one) help differentiate between the environmental and social impacts of products of the same type (i.e., carpet, wood, etc.).
- **Third-Party Certification** – Review by an independent and unbiased third party is currently the most reliable method of verifying claims of product "greenness" and "sustainability."

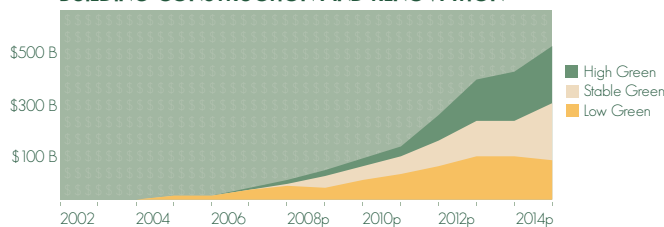
Types of Green Product Identification Systems

- **Certification** – A complex system that has multiple science-based criteria for determining whether or not a product qualifies to be certified.
- **Directory** – A yellow page-type listing of available green building products.
- **Labeling System** – A simple system in which a blanket (and often single-attribute) label is applied to all products.
- **Life Cycle Assessment (LCA)** – A quantitative decision-making tool that analyzes the economic and environmental impacts of products and processes over their entire life cycles – from the cradle to the grave. Though not explicitly addressed in this resource, life cycle thinking (and even complete LCAs) provide the basis for several green product certifications.

FORECAST FOR NEW CONSTRUCTION AND RENOVATION



ESTIMATED AND FORECAST U.S. GREEN BUILDING CONSTRUCTION AND RENOVATION



Source: Green Building Products & Services Market Analysis for Pennsylvania & Benchmark States, www.pa-greenbuildingproducts.org

Acronyms

The green building product certification world is full of acronyms. Several key acronym definitions follow:

- **ANSI** American National Standards Institute
- **ASTM** American Society for Testing and Materials
- **BIFMA** Business and Institutional Furniture Manufacturer's Association
- **CHPS** Collaborative for High Performance Schools
- **ISO** International Organization of Standardization
- **LEED®** Leadership in Energy and Environmental Design
Green Building Rating System developed by the U.S. Green Building Council
 - EA – Energy & Atmosphere
 - EQ – Indoor Environmental Quality
 - ID – Innovation & Design
 - MR – Materials & Resources
 - SS – Sustainable Sites
 - WE – Water Efficiency
- **NSF** National Sanitation Foundation

Directories of Green Building Products

While green product labels and certifications are often very detailed, assessment-based systems that clarify what makes a building product green, there are also many basic listing services that designate which building products are green. These directories are the yellow pages of green building products – some of them are well-filtered and considered; others are not. Regardless, they are a primary source of information for many building designers and operators. A sampling of the foremost directories in the green building marketplace follows:

AIA Marketplace
info.aia.org/aia/newproductmarketplace.cfm
 Owner: American Institute of Architects (AIA)
 Includes all types of building products, some of which are green

ARCAT
www.arcata.com/divs/building_products.shtml
 Owner: ARCAT
 Building products including specifications, SpecWizard, and CAD Details, with green products designated

BEES
www.bfrl.nist.gov/oe/software/bees/please/bees_please.html
 Owner: National Institute of Standards and Technology
 Life cycle assessment environmental impact data for generic and brand-specific products

CleanGredients
www.cleangredients.org
 Owner: GreenBlue
 Showcase of potentially harmful ingredients; reviewed by National Sanitation Foundation

ecoScorecard
www.ecoscorecard.com
 Owner: ecoScorecard
 Environmental and LEED applicability of green building products from a small group of manufacturers

Good To Be Green
www.goodtobegreen.com
 Owner: Good to be Green
 Commercial and residential green building products

Green2Green
www.green2green.org
 Owner: GreenBlue
 Land, foundation, and insulation green products

GreenFormat
www.greenformat.com
 Owner: Construction Specifications Institute
 General and life cycle product and company information by MasterFormat category

GreenSpec
www.buildinggreen.com/menus/index.cfm
 Owner: BuildingGreen, LLC
 Independent assessments of over 2,000 products that represent the top 10% of green building products

Low Impact Living
www.lowimpactliving.com/products-providers
 Owner: Low Impact Living
 Green building products and services

Oikos
www.oikos.com/green_products
 Owner: Iris Communications, Inc.
 Green products by category and company


























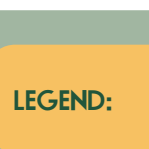


Pennsylvania Green Building Products Database
www.pa-greenbuildingproducts.org
 Owner: Green Building Alliance
 Green building products manufactured or distributed in Pennsylvania

Rate It Green
www.rateitgreen.com
 Owner: Rate It Green
 User-driven green product listings and assessments

SCS Certified Products Database
www.scs-certified.com/ecoproducts/products
 Owner: Scientific Certification Systems (SCS)
 Searchable listings for all SCS certified products

Green Product Labels & Certifications

To download the latest version of this chart, visit us online at www.pa-greenbuildingproducts.org.

CERTIFICATION INFORMATION		OUTSIDE AUDIT	GENERAL PRODUCT CATEGORY	CREATED BY	NUMBER OF PRODUCTS CERTIFIED	COST TO MANUFACTURER	CERTIFICATION PROCESS							
							GENERAL		COMPLIANCE WITH STANDARDS					
GENERAL INFORMATION							ANSI	ASTM	CHPS	ISO	LEED	NSF	Other*	
ROOFING	 Cool Roof Rating Council Attribute: Roof Coolness System: Rating Acronym: CRRC www.coolroofs.org		Roofing	Cool Roof Rating Council	1,300+	\$1,000 to \$6,000	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Score from 0 to 1		C1371, C1549, E903, & E1918			SS		
	ENERGY	 Energy Star Attribute: Energy Label System: Label www.energystar.gov		Appliances, Building products, Commercial food products, Home electronics, Office equipment, & Other commercial products	U.S. Environmental Protection Agency	44,000+	No cost	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: None	✓			SS & EA		
INDOOR AIR QUALITY		 FloorScore® Attribute: Indoor Air Quality Label System: Label www.scsertified.com/gbc/floorscore.php	✓	Ceramic flooring, Laminate flooring, Linoleum, Rubber flooring, Vinyl, Wall base, & Wood flooring	Resilient Floor Covering Institute	44+	Not available	✓ Third-Party Certification ✓ Public Access to Method ✗ Public Comment Multiple Levels: None		✓		IEQ	140 & 332	
	INDOOR AIR QUALITY	 GREENGUARD® Attribute: Indoor Air Quality Label System: Label www.greenguard.org	✓	Bedding, Building products, Cleaning & maintenance products & systems, Electronic equipment, Furniture, Office equipment, & Visual display products	GREENGUARD Environmental Institute	200,000+	\$10,000 to \$40,000	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Children & Schools; Indoor Air Quality	✓	✓	✓	Children & Schools	IEQ	
INDOOR AIR QUALITY		 Green Label Attribute: Indoor Air Quality Label System: Label www.carpetrug.org		Carpet	Carpet and Rug Institute	Not available	Not available	✗ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Label & Label Plus			✓	IEQ		
	INDOOR AIR QUALITY	 Indoor Advantage™ Attribute: Indoor Air Quality Label System: Label www.scsertified.com/gbc/indooradvantage.php		Furniture & seating systems & components	Scientific Certification Systems	290+	Not available	✓ Third-Party Certification ✗ Public Access to Method ✓ Public Comment Multiple Levels: None	BIFMA X7.1			IEQ		
INDOOR AIR QUALITY		 Indoor Advantage™ Gold Attribute: Indoor Air Quality Label System: Label www.scsertified.com/gbc/indooradvantagegold.php		Adhesives & sealants, Composite wood & agri-fiber products, Doors, Flooring underlayment, Furniture & seating, Paints & coatings, Textiles & fiber, & Windows	Scientific Certification Systems	490+	Not available	✓ Third-Party Certification ✗ Public Access to Method ✓ Public Comment Multiple Levels: None			✓	IEQ		
	RECYCLED CONTENT	 Recycled Material Content Attribute: Recycled Content Label System: Label www.scsertified.com/gbc/material_content.php		Building products	Scientific Certification Systems	350+	Not available	✓ Third-Party Certification ✗ Public Access to Method ✓ Public Comment Multiple Levels: Percentage				MR		
WATER		 WaterSense® Attribute: Water Label System: Label www.epa.gov/watersense	✓	Residential & commercial plumbing products	U.S. Environmental Protection Agency	1,000+	Determined by EPA licensed certifying bodies	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: None	✓			IEC Guide 65	WE	
	VARIES	 Sustainable Attributes Verification and Evaluation™ Attribute: Varies System: Claim Verification Acronym: SAVE www.saveprogram.iccses.org/		All products	International Code Council	2+	\$5,000	✓ Third-Party Certification ✗ Public Access to Method ✓ Public Comment Multiple Levels: None				Varies		
CARPET		 California Gold Attributes: Multiple System: Certification www.green.ca.gov/EPP/standards.htm	✓	Carpet	California Department of General Services	18+	Not available	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Gold & Platinum				ID	140	
	CARPET	 Sustainable Choice™ Attributes: Multiple System: Certification www.scsertified.com/gbc/sustainable_choice.php		Carpet	Scientific Certification Systems	110+	\$15,000 to \$25,000	✓ Third-Party Certification ✓ Public Access to Method ✗ Public Comment Multiple Levels: Silver, Gold & Platinum					140	
ELECTRONICS		 Electronic Product Environmental Assessment Tool Attributes: Multiple System: Certification Acronym: EPEAT www.epeat.net	✓	Desktop & laptop computers, Integrated systems, & Monitors	Green Electronics Council	1,000+	\$1,500 to \$90,000 Annually	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Bronze, Silver & Gold						
	WOOD	 Forest Stewardship Council Certification® Attributes: Multiple System: Certification Acronym: FSC www.fsc.org	✓	Wood, Paper, & Other wood products	Forest Stewardship Council	13,000+ certificate holders	\$2,000 to \$4,000 per location per year	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Forest Management, Chain of Custody, & Controlled Wood				MR		
WOOD		 Sustainable Forestry Initiative Attributes: Multiple System: Certification Acronym: SFI www.sfi.org	✓	Wood, Paper, & Other wood products	Sustainable Forestry Initiative	700+ certified locations	Not available	⊖ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Forest Certification, Chain of Custody, & Fiber Sourcing						
	WOOD	 CSA Sustainable Forest Management Attributes: Multiple System: Certification Acronym: CSA/FSM www.csa-international.org/product_areas/forest_products_marking		Wood	Canadian Standards Association (CSA) International	79.3 million hectares (out of 134.1 million hectares of Canadian forest)	Not available	✓ Third-Party Certification ✓ Public Access to Method ✗ Public Comment Multiple Levels: Chain of Custody						
WOOD		 Cradle to Cradle™ Attributes: Multiple System: Certification Acronym: C2C www.mbc.com/c2c		Building products	McDonough Braungart Design Chemistry	250+	\$5,000+	⊖ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Approved Ingredients, Basic, Silver, Gold, & Platinum		DS11.6 & D6670		ID		
	WOOD	 EcoLogo™ Attributes: Multiple System: Certification www.ecologo.org/en	✓	Covers product sectors: Automotive, Building & construction, Business, Cleaning & janitorial, Consumer, Electricity, Fuels & lubricants, Office furniture, Packaging & containers, & Paper; & Services in the Automotive and Printing sectors	TerraChoice Environmental Marketing Inc.	7,000+	\$1,500 to \$5,000	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: None				14024		
WOOD		 Eco Options Attributes: Multiple System: Label www.scsertified.com/programs/Home_Depot	✓	Commercial & residential building & home products	Home Depot	3,700+	\$1,500	✗ Third-Party Certification ✗ Public Access to Method ✗ Public Comment Multiple Levels: None						
	WOOD	 Environmentally Preferable Products Attributes: Multiple System: Certification Acronym: EPP www.scsertified.com/ics/epp_products.php		Adhesives & sealants, Cabinetry & casework, Carpet, Composite panel products, Doors, Electric power generation, Flooring, Furniture, Paints, Renewable energy, Wall coverings, & Wood treatment technologies	Scientific Certification Systems	16+	Not available	✓ Third-Party Certification ✓ Public Access to Method ✗ Public Comment Multiple Levels: Yes. Inherent to LCA basis, EPP considers a variety of impacts.				14024 & 14044		
WOOD		 Green Seal® Attributes: Multiple System: Certification www.greenseal.org		Building products, Cleaners, Fleet vehicle maintenance, Lodging properties, & Paper & products	Green Seal	2,500+	\$3,000 to \$10,000	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: None		✓		14020 & 14024	IEQ	
	WOOD	 National Sanitation Foundation Attributes: Multiple System: Certification Acronym: NSF www.nsf.com		Carpet, Furniture, & Resilient flooring	National Sanitation Foundation	220+	Not available	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Conformance, Silver, Gold, & Platinum	BIFMA #3			ID (for Carpet)	140 & 332	
WOOD		 SMaRT® Consensus Sustainable Product Standards Attributes: Multiple System: Certification Acronym: SMaRT mts.sustainableproducts.com/SMaRT_product_standard.html	✓	All products except airplanes & vehicles	The Institute for Market Transformation to Sustainability	16+	\$7,500 to \$10,000	✓ Third-Party Certification ✓ Public Access to Method ✓ Public Comment Multiple Levels: Sustainable, Silver, Gold, & Platinum	✓	✓		14040	ID	

LEGEND:

- ✓ Yes
- ✗ No
- ⊖ Can Comply with Third-Party Certification, but Not Required
- ⊙ Partial Via Standards
- *Others Listed Here