



Leaping Bunny



FSC

Forest Stewardship Council



**SUSTAINABLE
FORESTRY
INITIATIVE**

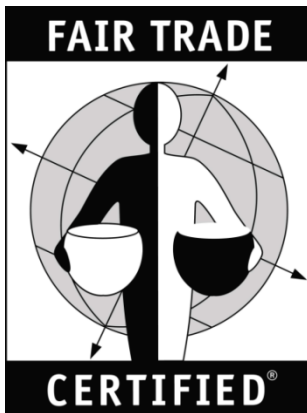


Department of General Services
STATE OF CALIFORNIA

California Gold Sustainable Carpet Standard



Scientific Certification Systems Certified



100%



RECYCLABLE



cruelty **free**



Produced in Compliance with United Egg Producers' Animal Husbandry Guidelines



Green Labels Decoded
(**Green** = reliable, **Black** = not reliable)

	FSC	SFI	PCF	Pre-Consumer Recycled	Post-Consumer Recycled	Recyclable
Chain of Custody	√		√			
Environmental Sustainability Criteria	Strong	Weak	Average			
Social Sustainability Criteria	√		√			
Chlorine-Free			√			
Made from recycled materials				√	√	
Recyclable						√

Forest Stewardship Council (FSC) – for paper and wood products; “gold standard:” product must pass through “chain of custody” from FSC-certified forest to an FSC-certified paper manufacturer/merchant/printer, have stringent forest management guidelines, have social sustainability criteria that focus on quality of life in logging communities

Sustainable Forestry Initiative (SFI) – for paper and wood products; much less stringent than FSC, with no chain-of-custody certification, weak environmental protection guidelines, no social criteria

Processed Chlorine Free (PCF) – for paper products; Chlorine-Free Products Association audits require a chain of custody for all raw materials, measures the impact of a manufacturing process on the environment, including water and energy use, carbon footprint, environmental compliance, social sustainability: reviews ethical management practices, public information, employee recognition

100% Recyclable – product is recyclable; label doesn’t say anything about the way that the product was produced

Pre-Consumer Recycled – manufacturer reuses scraps from the production process – something they do already

Post-Consumer Recycled – strongest recycling-based claim; post-consumer recycled products are made from your curbside recycling and effectively close recycling chain loops

	Energy Star	EPEAT
Energy efficiency	√	√
Upgradeable parts		√
Recycled materials		√
Recyclable		√
Lead-free		√
Producer take-back		√

Energy Star – certifies electronics, lighting, etc.; program of EPA and DoE, certifies energy-efficient products (electronics, lighting, etc.); reliable, but be sure to check a product’s energy usage, because the label is not stringent

EPEAT – certifies computers and monitors; EPEAT products allow for upgraded parts, are made from recycled materials, designed to be recycled, lead-free, use less energy, producers have to take back products for recycling at the end of their life cycle

	CA Carpet	GreenGuard	SCS
Environmental sustainability criteria	√	√	√
Air emissions		√	
No toxic chemicals	√	√	
Social sustainability criteria	√		√
Public health	√		√
Economic sustainability criteria	√		√
Life cycle assessment	√		√

CA Gold Sustainable Carpet Standard – certifies carpet; must meet environmental, social, econ criteria through supply chain (no toxic chemicals, soil erosion and runoff, biodegradable, life cycle assessment, etc.)

GreenGuard – certifies building materials, furniture; based on air quality emissions and chemical exposure

SCS Certified – for manufactured products, paper, food, electricity, etc.; producers can earn certification for aspects of a product (SCS 100% recycled content SCS biodegradable, SCS sustainable choice, etc.), look at public health, community impact, energy usage/efficiency, material content, life cycle assessment

Greenlist – prime example of a first party certification greenwashing, label is meaningless in many cases (toxic product ingredients were not changed to have the label), several lawsuits against SC Johnson (maker)

Green Seal – for cleaners, paint, and other products; uses life-cycle approach to measure environmental footprint and protect human health, no chain of custody

	Fair Trade	Rainforest Alliance	USDA or QAI Organic	Certified Humane	Leaping Bunny
Environmental criteria	√	√	√	√	
No chemicals			√		
No pesticides	√		√		
No antibiotics or hormones			√	√	
No GMOs	√		√		
Protect water and soil		√			
Protect biodiversity or habitat		√	√		
Social criteria	√	√			
Economic criteria	√				
Humane treatment of animals			√	√	√
Pasture access			√		

Fair Trade Certified – for coffee, tea, chocolate, other foods; considers environmental/social/economic impacts (incl. ban on most pesticides and all GMOs, safe working conditions, investment in community development, no child labor, living wages for workers)

Rainforest Alliance Certified – certifies coffee, tea, foods, flowers, paper products, furniture; products consider the environment and human health (focus on reduced water pollution/soil erosion, promoting human health, conserving habitat, worker rights, well-being of communities)

USDA Organic – gold standard for organic foods; no synthetic pesticides/herbicides/fertilizers/genetically modified seeds, animals must have year-round access to outdoors, cattle/sheep must be on pasture at least 120 days per year; to get the seal, a food must contain at least 95% organic ingredients

QAI Organic – USDA-accredited certifying agency, same standards

Certified Humane – foods with this label are certified to come from animals never confined in cages/crates, slaughtered in ways that minimize suffering, create a safe/healthy environment for animals; does not mean animals had access to pasture (Animal Welfare Approved does)

100% Natural – one of the most abused eco-labels, “natural” claim authenticity depends on the individual producer; by weak government standards, a cloned animal could eat genetically modified food and antibiotics and be labeled natural

United Egg Producers Certified – an industry label that says nothing meaningful about animal welfare (can keep chickens in cages the length/width of a sheet of paper and get this label)

Cruelty Free – label refers only to the finished product (testing could be performed on ingredients, company can contract other companies to do animal testing), no legal definition (same with “no animal testing”)

Leaping Bunny – for household, cosmetic, personal hygiene products; label certifies that manufacturer/ingredient suppliers don’t conduct or commission animal testing