



**OPPORTUNITIES AND  
CHALLENGES:  
ENVIRONMENTAL MARKETING  
CLAIMS**

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# EVERYONE WANTS TO BE GREEN

## ○ Customer Demand

- Government: Environmentally Preferred Purchasing
- Business environmental/sustainability goals
  - LEED – use of green materials
  - GHG, Hazardous Waste, VOC
- Consumer “PC” - but the product must deliver on price and performance

## ○ Can be Powerful Differentiator

- Reduce costs for you and customers
- Allow customers to claim green
- Reputation builder



**>370 ecolabels**

**Governments**

**3rd Parties**

**Companies**

# GCI-NSF GREENER CHEMICALS AND PROCESS INFORMATION STANDARD *PROPOSED*

- For B2B customers to select greenER chemical raw materials
- Chemical manufacture stage:
  - Human and environmental hazards
  - Process: materials use efficiency, GHG, water use, energy use, process safety
  - Social responsibility
- Customer can weight elements according to need
- EPA's Design for the Environment similar for product categories



# CHALLENGES OF ECOLABEL PROGRAMS

- Credibility
  - Consumer confusion, skepticism
- Who developed the label for what purpose?
  - Were your interests fairly represented?
  - Are they updated? Room for innovation?
- Standards of proof
- Cost of 3<sup>rd</sup> party certification
  
- What does the symbol mean?




# GREENWASHING – 7 SINS

- Hidden Trade-off
- No Proof
- Vagueness
- Worshipping False Labels
- Irrelevance
- Lesser of Two Evils
- Fibbing

*TerraChoice*



# FEDERAL TRADE COMMISSION GREEN GUIDES

- **Technically Accurate**
- **Not Misleading**
- “Eco-friendly” “Green” – means what? 
- “Recyclable” “Compostable” – by whom?
- “Recycled Content”
  - How much? What parts?
  - Does that mean it’s recyclable?
- “Bamboo-zling” - Enforcement



# CHALLENGES

- Compliance Costs
  - Product redesign, testing
  - Suppliers change/misrepresent their products
  - FTC fines/stop orders/ bad PR
- Competitors
  - Game changers
  - Bad claims - National Advertising Division (NAD), FTC
- Customers
  - Many think green costs more and works worse
  - No tolerance for greenwashing





# GOOD ENVIRONMENTAL MARKETING

- Know your market – meet their “green” needs
- Stay on top of public concerns and “green” issues
- Understand and manage your supply chain
  - What is in your raw materials and product?
- Communicate and Educate – internal and external
  - Be accurate
- Maintain commitment to sustainability
  - Ensure your products really are better



# REFERENCES

Ecolabels: <http://www.ecolabelindex.com/ecolabels/>

GreenBiz: <http://www.greenbiz.com/business/browse/marketing-communications>

GCI-  
NSF: [http://standards.nsf.org/apps/group\\_public/document.php?document\\_id=9409](http://standards.nsf.org/apps/group_public/document.php?document_id=9409)

EPA DfE: <http://www.epa.gov/dfe/>

7 Sins of Greenwashing: <http://sinsofgreenwashing.org/findings/the-seven-sins/>

FTC:

Current Guides: <http://www.ftc.gov/bcp/grnrule/guides980427.htm>

Proposed :

[http://www.ftc.gov/bcp/edu/microsites/energy/about\\_guides.shtml](http://www.ftc.gov/bcp/edu/microsites/energy/about_guides.shtml)

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