



GREENWASHING

HOW TO SPOT IT & WHAT TO DO ABOUT IT

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CITY OF HOUSTON GREEN BUILDING RESOURCE CENTER



Learning Objectives

1. UNDERSTAND GREENWASHING AND IT'S VARIOUS FORMS
2. UNDERSTAND HOW GREENWASHING AFFECTS PRODUCTS INTEGRATED IN THE DESIGN & CONSTRUCTION OF BUILDINGS
3. LEARN HOW THE PUBLIC IS EASILY MISLED BY GREENWASHING
4. DEMONSTRATE GREENWASHING FACT CHECKING AND IT'S USE TO EDUCATE THE PUBLIC AND CLIENTELE.

GREENWASHING EVOLVED FROM WHITEWASHING



ORIGINALLY]...IT GENERALLY REFERS TO PAINTING A SURFACE (MOST OFTEN WOOD) WITH WATERED-DOWN, WHITE PAINT. WHITEWASHING NEEDED FREQUENT REAPPLICATION, AND IT SERVED TO COVER UP THE SUBSTRATE WITH *MINIMUM* EFFORT AND PROVIDED *MINIMUM* PROTECTION FROM THE ELEMENTS.





A FORM OF SPIN IN WHICH GREEN P.R. OR MARKETING IS DECEPTIVELY USED TO PROMOTE THE PERCEPTION THAT AN ORGANIZATION'S PRODUCTS, AIMS, OR POLICIES ARE ENVIRONMENTALLY FRIENDLY.



GREENWASHING EFFORTS CAN RANGE FROM CHANGING THE NAME OR LABEL OF A PRODUCT TO EVOKE THE NATURAL ENVIRONMENT ON A PRODUCT *THAT CONTAINS HARMFUL CHEMICALS* TO MULTIMILLION DOLLAR ADVERTISING CAMPAIGNS PORTRAYING HIGHLY POLLUTING ENERGY COMPANIES AS ECO-FRIENDLY.



WHILE GREENWASHING IS NOT NEW, ITS USE HAS **INCREASED** OVER RECENT YEARS TO MEET

CONSUMER DEMAND

FOR ENVIRONMENTALLY FRIENDLY GOODS AND SERVICES.

... CRITICS OF THE PRACTICE SUGGEST THAT THE RISE OF GREENWASHING, PAIRED WITH INEFFECTIVE REGULATION, CONTRIBUTES TO

CONSUMER SKEPTICISM OF ALL GREEN CLAIMS, AND

DIMINISHES THE POWER OF THE CONSUMER IN

DRIVING COMPANIES TOWARD GREENER SOLUTIONS FOR MANUFACTURING PROCESS AND BUSINESS OPERATIONS.

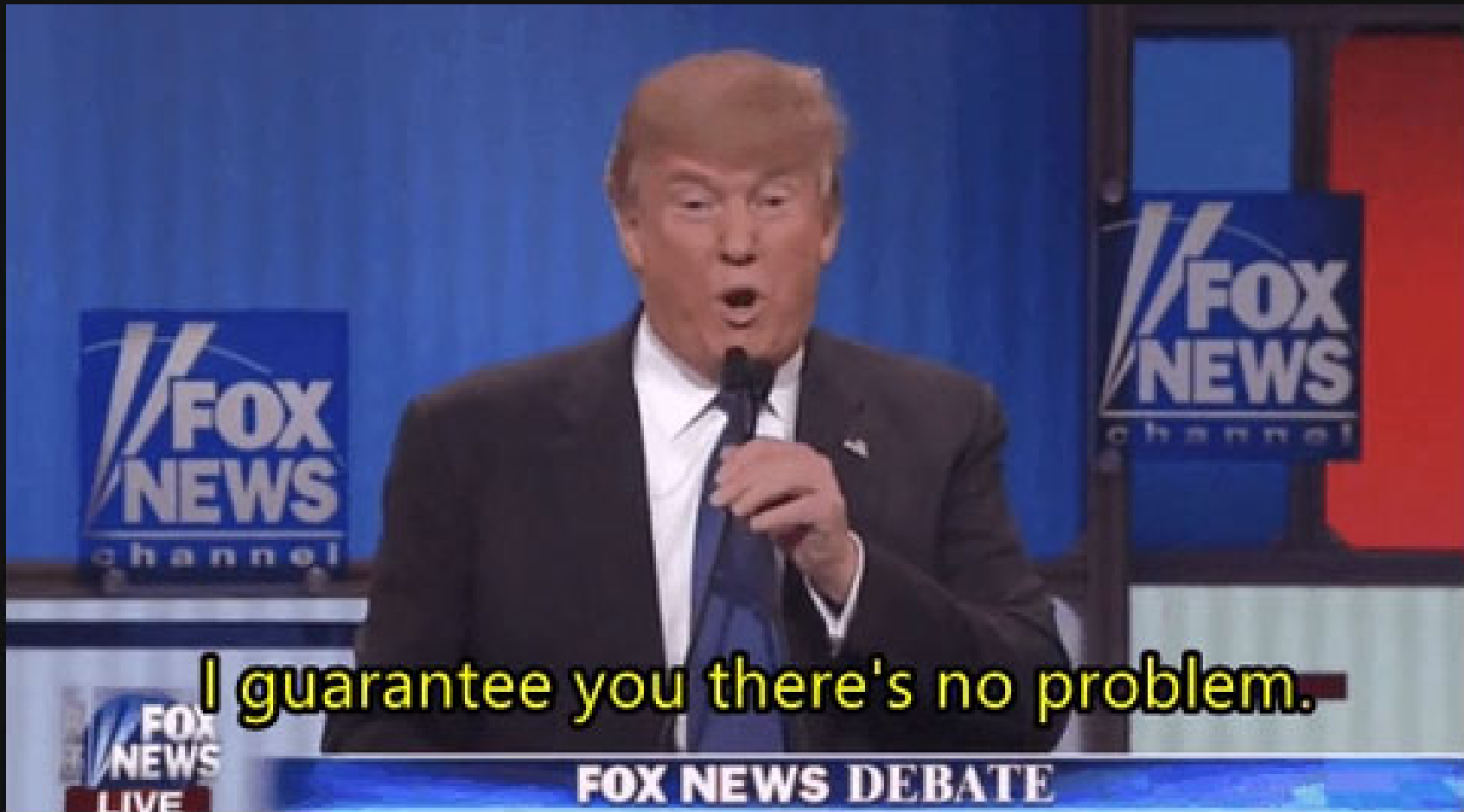


GREENWASHING DEFINITION

OKAY, GREENWASHING IS BAD.

**BUT CONSUMER DEMAND FOR
GREEN PRODUCTS IS GOOD.**

IS THERE A PROBLEM HERE?



CAN WE SAY THIS ABOUT ADVERTISING?

A FORM OF SPIN IN WHICH ~~GREEN~~ P.R. OR
MARKETING IS ~~DECEPTIVELY~~ USED TO
PROMOTE THE PERCEPTION THAT AN
ORGANIZATION'S PRODUCTS, AIMS, OR
POLICIES ARE ~~ENVIRONMENTALLY~~
~~FRIENDLY~~ *PERFECT FOR YOU.*



U Shopping for Freedom - documentary on the history of advertising & consumerism



Watch later



Share



FREE DOCUMENTARY

SHOPPING FOR FREEDOM



Escape from the cult of consumerism



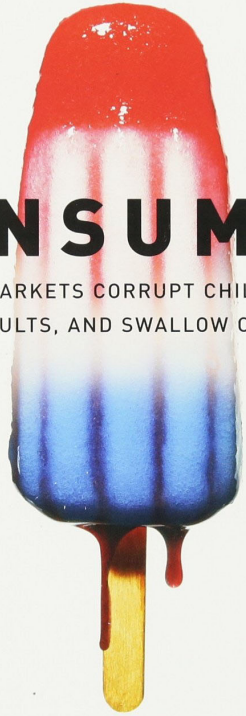
Watch on YouTube DIRECTOR PETER C. DOWNEY

WRITTEN AND NARRATED BY DANIEL FORKNER AND DAVID TORCIVIA

"A remarkable book about the shifting nature of capitalism. . . . Beguiling."
—FINANCIAL WORLD

CONSUMED

HOW MARKETS CORRUPT CHILDREN,
INFANTILIZE ADULTS, AND SWALLOW CITIZENS WHOLE



BENJAMIN R. BARBER
author of *Jihad vs. McWorld*

Copyrighted Material

THE STORY OF STUFF



HOW OUR OBSESSION WITH STUFF
IS TRASHING THE PLANET,
OUR COMMUNITIES, AND OUR HEALTH
—AND A VISION FOR CHANGE

Annie Leonard

Host of the Internet film sensation
The Story of Stuff
Copyrighted Material

THE ATTENTION MERCHANTS

THE EPIC SCRAMBLE TO GET INSIDE OUR HEADS

TIM WU

AUTHOR OF THE MASTER SWITCH

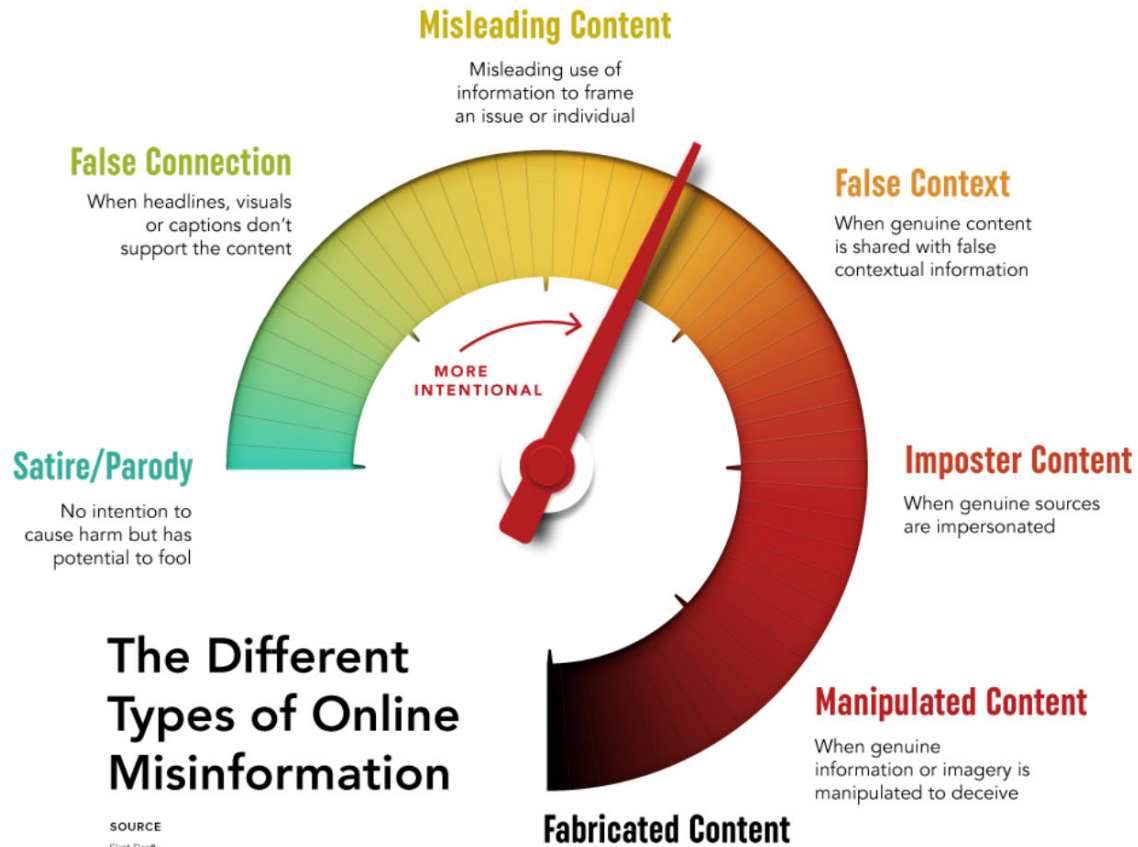


**THE FILM AND THE BOOKS
CENTER ON THE INFLUENCE BY
ADVERTISING AND
EDWARD BERNAYS
ON THE CONSUMER CULTURE.**

HOW IS GREENWASHING DIFFERENT FROM FAKE NEWS?

How To Spot Fake News

"Fake news" might feel like an overused term, but misinformation online is everywhere. Here are the key characteristics of fake news and how to spot them.



A FORM OF SPIN IN WHICH GREEN PR OR MARKETING IS DECEPTIVELY USED TO PROMOTE THE PERCEPTION THAT AN ORGANIZATION'S PRODUCTS, AIMS, OR POLICIES ARE ENVIRONMENTALLY FRIENDLY.

Fake news^[a] is false or misleading information presented as **news**.^{[3][4][5]} It often has the aim of damaging the reputation of a person or entity, or making money through **advertising** revenue.^{[6][7][8]} Media scholar Nolan Higdon has offered a more broad definition of fake news as "false or misleading content presented as news and communicated in formats spanning spoken, written, printed, electronic, and digital communication."^[9]

ABOUT THE SAME

Companies Release Corporate Sustainability Stories In Drove



Alan Naditz ⌚ 1 min read



📅 Feb 12, 2021 7:09:40 PM

An increasing number of building manufacturers are getting the word out about their commitment to the environment as they learn it really matters—especially to millennials.

More publicly traded corporations are taking action to improve the environment. They also want people to know about it. According to a study by the Governance & Accountability Institute (G&A), 65 percent of the companies included in the Russell 1000 published sustainability reports in 2019, up from 60 percent in 2018. The finding marked the eighth straight year of increase, the institute notes.

Most large companies are now on the green bandwagon. Researchers found that 90 percent of the largest 500 companies in the index published sustainability reports in 2019, an increase from 86 percent in 2018. The smaller 500 companies publishing reports rose from 34 percent in 2018 to 39 percent over those years, according to G&A.



An increasing number of building manufacturers are getting the word out about their commitment to the environment as they learn it really matters—especially to millennials.

STEVE'S ASSERTIONS SO FAR:

- 1) Consumers want products to be greener**
- 2) Consumers are susceptible to advertising and greenwashing (though they think they're not).**
- 3) Greenwashing's effect on consumer skepticism means- If you care about the environment, you would take action against greenwashing.**

A large, high-contrast photograph of a waterfall serves as the background for the main text. The water is white and turbulent, cascading down a dark, rocky ledge. The overall tone is natural and powerful.

**HOW
EARTH
MADE US**

**YOUR BODY IS FORMULATED FOR
LIVING ON EARTH**

as is every other form of life on earth,

**AND WE ARE ARGUABLY CHANGING
THE EARTH.**

AND WE DON'T:

USE RESOURCES below a level
that our planet can provide in perpetuity.

EMIT WASTES below a level
that our planet can safely absorb in perpetuity.



“POLLUTION IS THE PRICE OF PROGRESS”

IT SURE SHOULDN'T BE.

[<< Back to E&E News index page.](#)

COAL

Meet America's 10 largest emitters

Benjamin Storrow, E&E News reporter • Published: Monday, May 11, 2020



The Robert W. Scherer Power Plant in Juliette, Ga., is one of the largest emitting coal facilities in the United States. Christopher Aluka Berry/REUTERS/Newscom

W.A. Parish Generating Station



Owner: NRG Energy Inc.

JCO

State: Texas

Emissions in 2019: 13,611,580

Emissions 2009-19: 184,413,104

Capacity factor in 2019: 65%

25 Most Polluted Cities in the US

Josie Green

June 3, 2019 4:49 pm

Last Updated: January 6, 2020 4:07 am



More than 141 million people – are routinely exposed to dangerously polluted air, according to the American Lung Association’s [“State of the Air 2019” report](#). That’s over 7 million more people than the previous year’s report indicated. As climate change continues to cause record-breaking heat, ozone pollution – one of the least controlled and most dangerous pollutants – is getting worse.

Harmful to breathe, ozone is created when pollutants such as gases coming out of tailpipes and smokestacks come into contact with sunlight. Higher temperatures increase ozone formation and spark wildfires that spew more dangerous particles into the air – [and these are the hottest cities in every state](#).



Source: Campwillowlake / Getty Images

11. Houston-The Woodlands-Sugar Land, TX

- > High ozone days per year: 52**
- > No. of days with unhealthy particle pollution: 1**
- > People with asthma: 445,024**
- > Population: 6,892,427**

WHAT TO DO?



POLLUTION USED TO BE A LOT WORSE BEFORE EPA

Local Air Quality
Subject Matter Expertise:



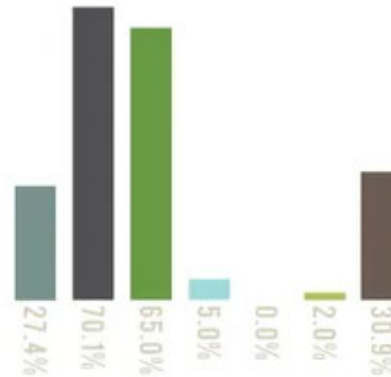
Back to Greenwashing...

UNDERSTANDING GREENWASHING



▶ The practice of promoting environmentally friendly programs to deflect attention from an organization's environmentally unfriendly or less savory activities

7 SINS of GREENWASHING



- ▶ HIDDEN TRADE-OFF
- ▶ NO PROOF
- ▶ VAGUENESS
- ▶ IRRELEVANCE
- ▶ LESSER OF TWO EVILS
- ▶ FIBBING
- ▶ WORSHIPPING FALSE LABELS



4,744 "GREEN" PRODUCTS in USA & Canada were surveyed

95% products in 2010 were guilty of greenwashing



avoid greenwashing
LOOK FOR





- ▶ life-cycle based
- ▶ third-party certified



- ▶ publicly available standard
- ▶ transparent standard development process



READ

every product label including the fine print



RESEARCH

online reviews from consumers and experts




SHOP


from trusted sources like True Goods

The Seven Sins of Greenwashing

1. Hidden Trade-Off: Labeling a product as environmentally friendly based on a small set of attributes (i.e., made of recycled content) when other attributes not addressed (i.e., energy use of manufacturing, gas emissions, etc.) might make a bigger impact on the eco-friendliness of a product as a whole.



2. No Proof: Making an environmental claim without providing easily accessible evidence on either the label or the product website (i.e., a light bulb is touted as energy efficient with no supporting data).



3. Vagueness: Using terms that are too broad or poorly defined to be properly understood (i.e., an “all-natural” cleaner may still contain harmful ingredients that are naturally occurring).

4. Irrelevance: Stating something that is technically true but not a distinguishing factor when looking for eco-friendly products (i.e., advertised as “CFC-Free”—but since CFCs are banned by law this is unremarkable).

5. Lesser of Two Evils: Claiming to be greener than other products in its category when the category as a whole may be environmentally unfriendly (i.e., an organic cigarette may be greener, but, you know, it’s still a cigarette).

6. Fibbing: Advertising something that just isn’t true (i.e., claims to be Energy Star Certified, but isn’t).

7. Worshiping False Labels: Implying that a product has a third-party endorsement or certification that doesn’t actually exist, often through the use of fake certification labels.

PUSHING THE ECO BUTTON



7 Vague Statements

Companies Use to Greenwash Products

SUSTAINABLE



There is no consistent definition of what it means for a practice to be sustainable, and there are usually hidden tradeoffs. .

RECYCLABLE

Many materials are technically recyclable, but are not practically recyclable. The question is not can it be recycled, but WILL it be recycled..



BIODEGRADABLE



This statement is not as meaningful as you think. Most materials are biodegradable! This does not mean they will not harm the environment, and it may take a very long time for them to actually break down.

CRUELTY-FREE

Cruelty-free also is not legally defined and anyone can claim it on a product label. Look for a legitimate certification logo such as the 'Leaping Bunny'



NONTOXIC



Non-toxic is an unregulated term. It has no legal definition when used on a product label. "Green" and non-toxic household cleaners often contain potentially dangerous chemicals.

ECO-FRIENDLY/ ENVIRONMENTALLY FRIENDLY

Vague, and often meaningless unless explained in concrete terms. And, is the manufacturing process eco-friendly?



FYI

Greenwashing coverage was vigorous around 2010 with the Seven Sins of Greenwashing.

Greenwashing was rampant.

Notice: Life Cycle Analysis and Third-Party Certifications.

Notice: Read, Research, Shop (basically *Caveat Emptor*)

GREENWASHING BY THE MEDIA

HOW TO READ A
'HOW TO BE GREENER'
NEWS ARTICLE



Reduce, Reuse, Recycle

Why are toothbrushes so hard to recycle?

Written by [Teresa Bergen](#) on May 28, 2020

THE SET-UP

Even the remotest islands have no lack of used toothbrushes. Researchers studying **Cocos Keeling Islands** — 6 square miles of uninhabited land 1,300 miles off **Australia's** northwest coast — found **373,000** toothbrushes among the mountains of plastic debris. Reading studies like this makes almost any thinking person wonder why we can't recycle toothbrushes. Toothbrushes pose a problem, as no matter how much we care about the planet, most of us aren't going to sacrifice our dental hygiene.

FIRST OF ALL, I LIKE INHABITAT

**YOU REALLY NEED TO TAKE ANY STORY WITH A
GRAIN OF SALT, AS THEY SAY....**

So why is it so hard to recycle toothbrushes?

FACTOIDS

1

Dental professionals and the American Dental Association recommend getting a new toothbrush every three to four months, or when the bristles fray. This means the average American — or at least one that follows dental advice — goes through three to four toothbrushes per year. Even if each American used only two toothbrushes annually, that's roughly 660 million toothbrushes headed for the **landfill**.

2

Why? “Regular toothbrushes are hard to recycle because they are made from many components, including plastics derived from crude **oil**, rubber and a mix of plastic and other agents,” explained **Dr. Nammy Patel**, DDS and author of *Age With Style: Your Guide To A Youthful Smile & Healthy Living*. “It takes the plastic toothbrush over 400 years to decompose.”

3

Usually, the plastic handle would be the most desirable part for recycling. Nobody wants those grotty nylon bristles that spent the last several months poking between your teeth. And it takes a lot of effort to separate the bristles and the metal that keeps them in place from the **plastic** handle.

Reusing your old toothbrushes

Instead of recycling your toothbrush, it's easier to find ways to reuse it. Patel suggests using your old toothbrush for coloring hair, cleaning **car** parts, or anything that can be accessed by the small bristles. "It can be used for cleaning mud under shoes," she suggested.

Toothbrushes are the best tools for cleaning grout on your kitchen counter or between your bathroom tiles. Just add baking soda or bleach. You can also use a dry or just slightly damp toothbrush to clean the sides of your **computer** keys. It's amazingly gross, the stuff that accumulates in a keyboard. Other places to use those tiny bristles to your advantage include cleaning grunge out of your hairbrush, scrubbing around faucets and reviving Velcro by removing the lint.

Old toothbrushes even have **artistic** uses. Painters can use them for splattering paint on a canvas, or for adding texture. In another artistic application, toothbrushes are great for scrubbing crayon marks off walls.



**REUSE,
OF COURSE,**

**AS IF THE
READER OF
THIS ARTICLE
WOULDN'T
ALREADY,**

**JUST DELAYS
THE
INEVITABLE.**

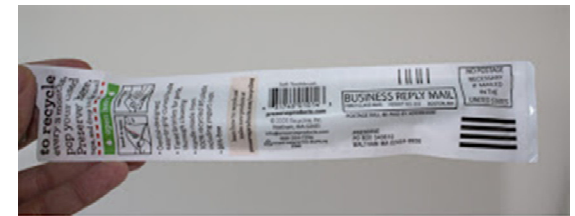
Sustainable alternatives

Of course, the best way to avoid disposing of a non-recyclable item is by not buying it in the first place. “Toothbrushes made from more **sustainable** products are great,” said Patel. “They offer the same or better clean and are better for the environment.”

Bamboo is the most popular alternative toothbrush handle material. However, most still have nylon bristles. Some companies use compostable pig hair bristles, but this won't be a happy solution for vegetarians. Still, the handle is the biggest part of the toothbrush, so using a bamboo toothbrush with nylon bristles is still a step in the right direction. Some companies even offer replaceable heads so you can use the same bamboo handle for years. If style is of paramount importance, check out **Bootrybe's** pretty laser-engraved designs.

You could also opt for a toothbrush that's already been recycled. Since 2007, **Preserve** has recycled more than 80 million yogurt cups into toothbrushes. They partner with Whole Foods to get people to recycle #5 plastics, which is one of the safer yet least **recycled types of plastic**. And when your Preserve toothbrush gets old, you can mail it back to the company for recycling.

Or ditch the plastic and go electric. “Electric toothbrushes are a better alternative than regular toothbrushes,” said Patel. “They give a great clean and they minimize the amount of waste.” She recommends eco-friendly brands like Foreo Issa and Georganics. “There are some brands like Boka brush which have activated **charcoal** in its bristles to help reduce bacteria growth. Many companies also have a recycling program where you can send your toothbrush head and they will recycle it for you.” Better yet, she said, get the electric rechargeable brushes so there is no battery waste. “If you have to purchase a battery-operated one, make sure to use rechargeable batteries to decrease waste.”



WHAT?

1

2

3

THE UNSPOKEN DISCONNECT

***COMPOSTABLE* BAMBOO TOOTHBRUSHES
EXCEPT FOR THE PLASTIC BRISTLES.**

**AND THE PEOPLE WITH NO ACCESS TO
*COMPOSTING?***

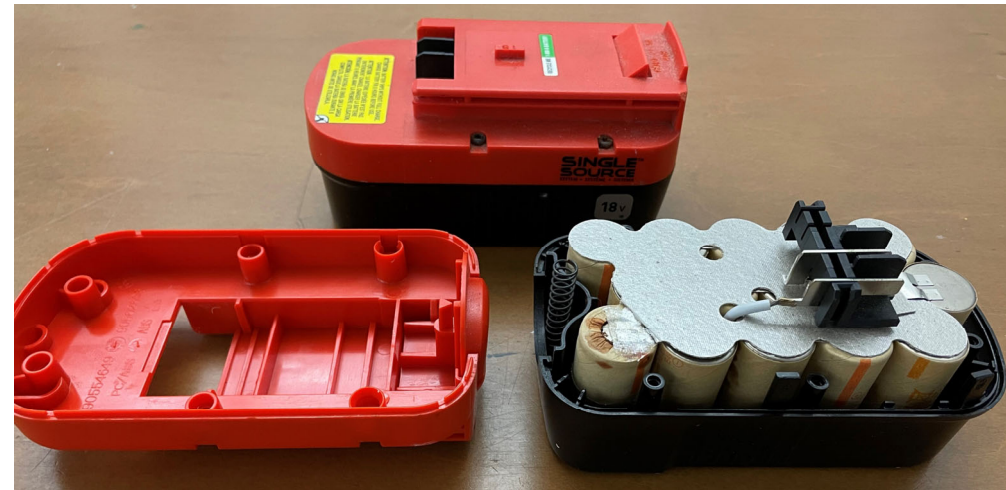
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SERIOUSLY?

1. AN ELECTRONIC TO ADD TO THE WASTE STREAM?
2. NO, MANY COMPANIES DO NOT HAVE RECYCLING PROGRAMS FOR THE HEADS.
3. GUESS WHAT? RECHARGEABLE DEVICES ARE RECHARGEABLE BECAUSE - WAIT FOR IT.... THEY HAVE RECHARGEABLE BATTERIES INSIDE!!!!

STEVE'S OFF-TOPIC PROBLEM

**RECHARGEABLE
BATTERIES.
WHERE DO YOU TAKE
THEM?**



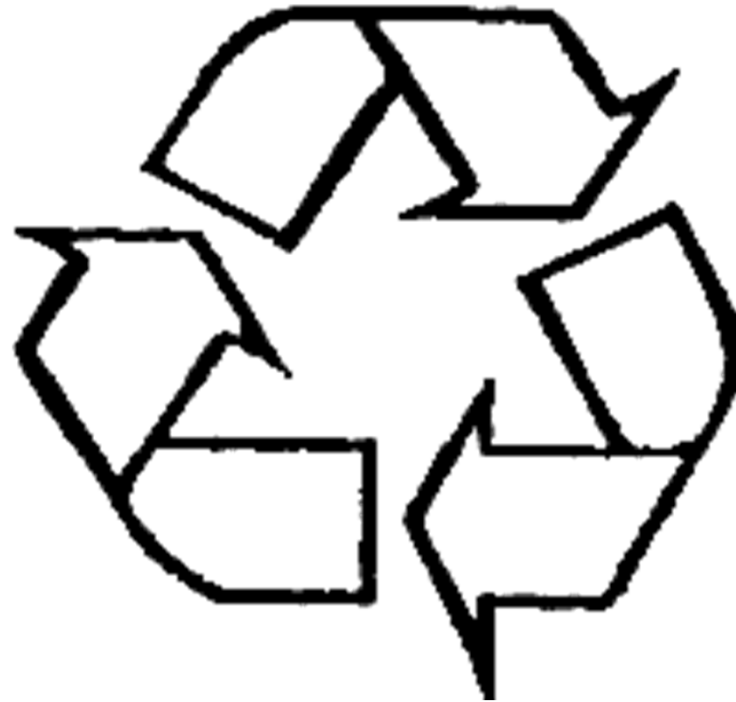


Some people like to further reduce waste by making their own toothpaste and mouthwash. While homemade toothpaste lacks the cavity-fighting power of fluoride, you might want to occasionally use homemade products to decrease packaging waste and save money, or just to tide you over until your next trip to the store. For a very simple and inexpensive paste, combine one teaspoon of baking soda with a little **water**.

THE DISTRACTION ITEM

**AS IF TOOTHPASTE AND MOUTHWASH WILL
HELP THE TOOTHBRUSH PROBLEM...**

RECYCLING IS A DISTRACTION ITEM



The Chasing Arrows recycling symbol



RECYCLING IS A DISJOINTED SYSTEM

(Calling Recycling a System is a stretch)

Manufacturers JUST want to make

Marketers JUST want to sell

Consumers JUST want to consume

Cities JUST want to remove waste

Haulers JUST want to haul

Processors (MRF's) JUST want to sort

MANUFACTURERS WANT

the entire “hexagon” to “work together” to solve their problem.

They have not done their part.

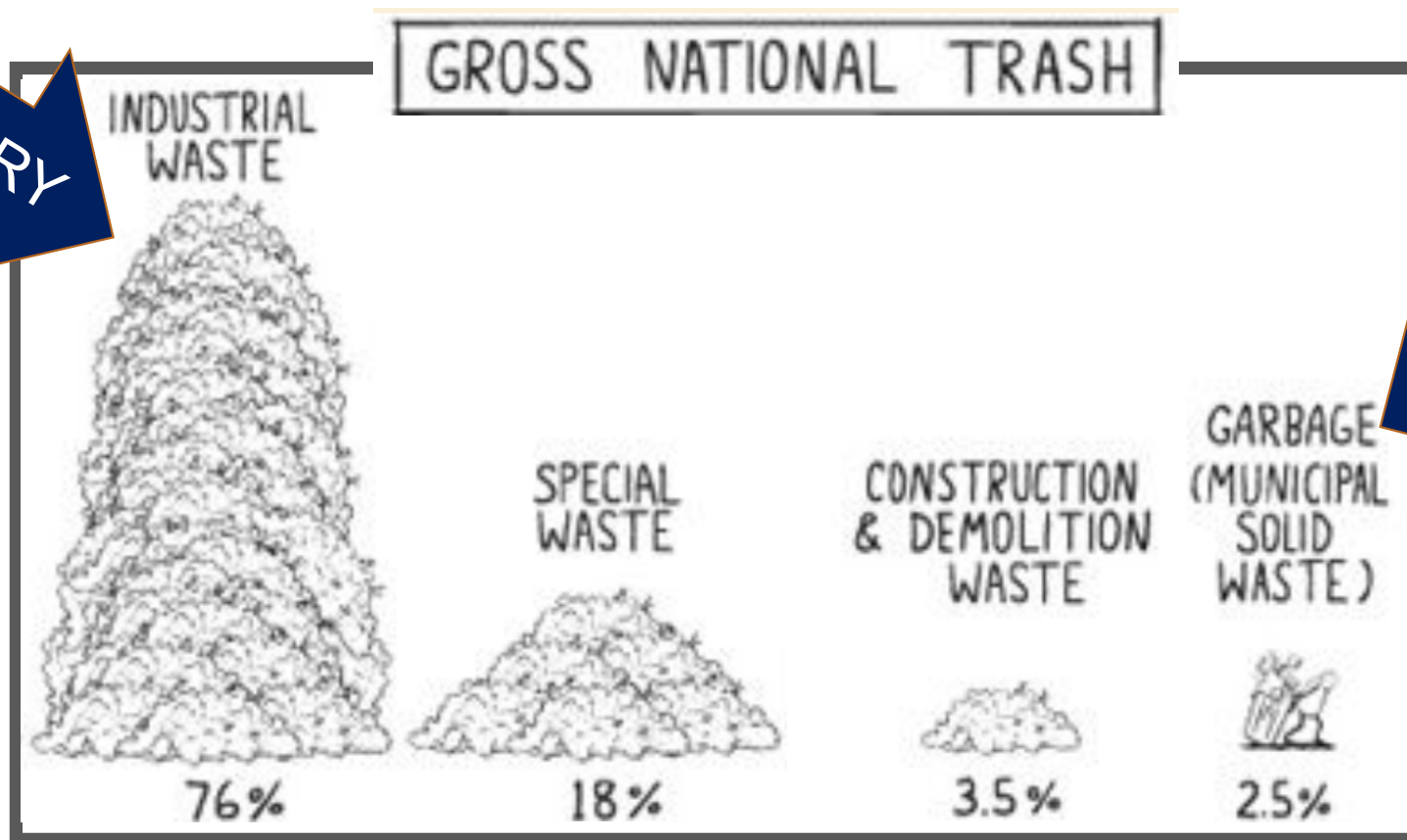
They greenwash or blame the consumer.

Seriously, every other article in the blogosphere by manufacturers diverts your attention from their culpability.

THE PROBLEM

THE STORY OF
STUFF
WITH ANNIE LEONARD

INDUSTRY



CONSUMERS

STEVE'S ASSERTIONS

- 1) Recycling is Greenwash
- 2) Municipal Solid Waste (what we “see”) is tiny compared to Industrial Waste
- 3) The disjointed system needs radical improvement

That's the Consumer side. Let's look at green building.

WHO REGULATES GREENWASHING?



The Federal Trade Commission

FTC REGULATES GREENWASHING

The FTC [Green Guides](#) were first issued in 1992 and were revised in 1996, 1998, and 2012. The guidance they provide includes:

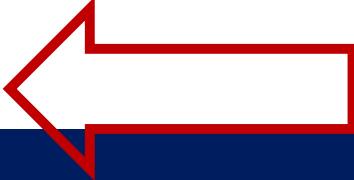
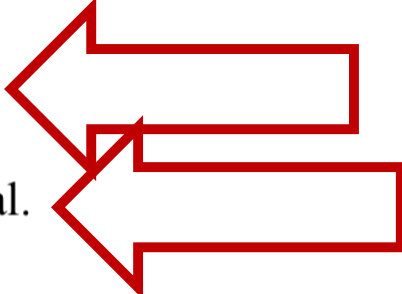
- 1) general principles that apply to all environmental marketing claims;
- 2) how consumers are likely to interpret particular claims and how marketers can substantiate these claims; and
- 3) how marketers can qualify their claims to avoid deceiving consumers.

DOES ANYONE ELSE SEE A FACE HERE?



PART 260– GUIDES FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS

- Sec. 260.1 Purpose, Scope, and Structure of the Guides.
- 260.2 Interpretation and Substantiation of Environmental Marketing Claims.
- 260.3 General Principles.
- 260.4 General Environmental Benefit Claims.
- 260.5 Carbon Offsets.
- 260.6 Certifications and Seals of Approval.
- 260.7 Compostable Claims.
- 260.8 Degradable Claims.
- 260.9 Free-Of Claims.



260.10

Non-Toxic Claims.



260.11

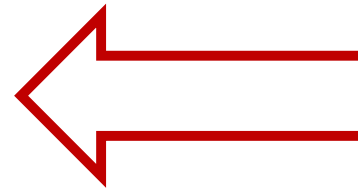
Ozone-Safe and Ozone-Friendly Claims.

260.12

Recyclable Claims.

260.13

Recycled Content Claims.

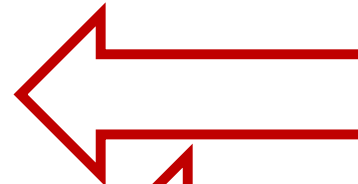


260.14

Refillable Claims.

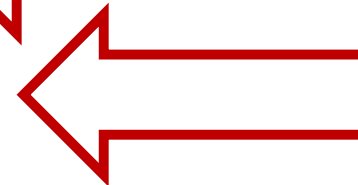
260.15

Renewable Energy Claims.



260.16

Renewable Materials Claims.



260.17

Source Reduction Claims.

Authority: 15 U.S.C. 41-58.

McDonald's is Making This Major Change to 8,000 Restaurants



Amanda McDonald

December 9, 2020 · 1 min read

On Dec. 7, [McDonald's](#) announced an update to a huge sustainability initiative that includes **building** two wind farms as well as a solar energy project, adding on to others it acquired in 2019. The amount of energy produced could power 8,000 of the company's restaurants.

The push is part of a climate action target to reduce greenhouse gas emissions **from** **restaurants and offices** by 36% by 2030, [the company says](#). In total, the steps the chain took this year produce about 1130 megawatts of power. That's enough energy to power about 22% of the company's 36,000+ restaurants. The number of solar panels added would cover Central Park in New York City seven times. The whole project is equal to planting 40 million trees or an entire year of 500,000 fewer cars. (These are not the only changes McD's has made in 2020, because of the coronavirus, [McDonald's Is Making These 8 Major Upgrades.](#))

McDonald's to reach 50% of emissions goals with 2020 VPPAs



DIFFERENT ARTICLE, SAME SUBJECT, LESS GREENWASH

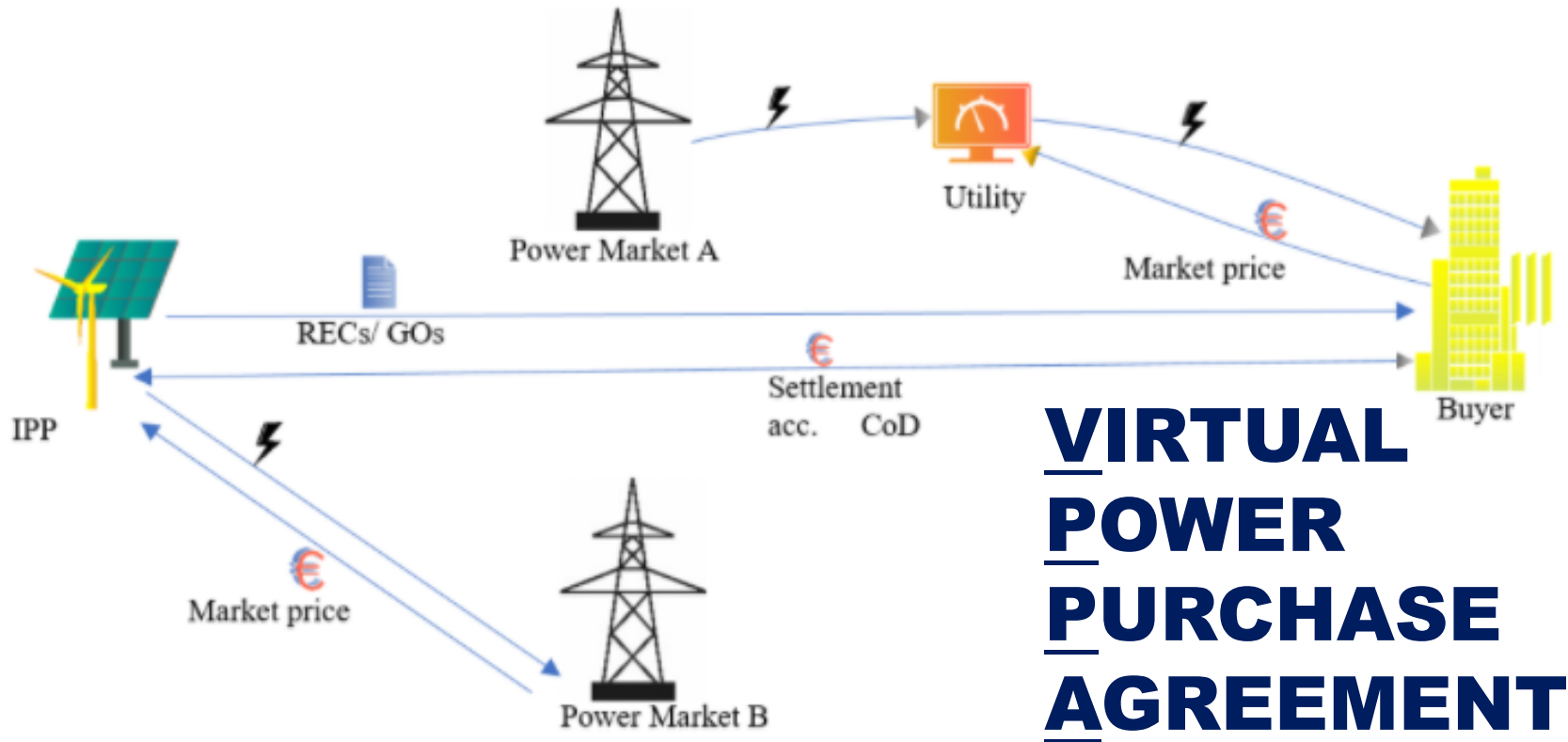
McDonald's reported Dec. 7 that it used 2020 to increase its investment in renewable energy generation and will be halfway to its emissions reduction goal once its new projects come online.

This year, McDonald's completed three new **VPPAs** for two wind farms and one portfolio of solar projects across Illinois, Oklahoma, North Carolina and Ohio. The new U.S. projects, when combined with two other VPPAs that the company completed in 2019, have a total capacity of 1,130 MW, which is enough power to cover the electricity needs of around 8,000 McDonald's restaurants.

It is estimated that McDonald's share of these projects will avoid about 2.5 million metric tons of greenhouse gases per year once online.

On a VPPA contract there is no direct transfer of clean energy, it is essentially a financial agreement. The buyer continues to purchase their energy through their regular utility at the utility rate, while the developer sells the electricity to the market at market price.

Subsequently the developer calculates the difference -normally every hour for a period of time settled by the 2 parties- between the floating market price and fixed VPP price, known as a fixed-for-floating swap or CfD.



VIRTUAL POWE PURCHASE AGREEMENT

STEVE'S ASSERTIONS

- 1) Financially supporting two wind farms and a solar project is good. But McDonalds DIDN'T BUILD THEM.
- 2) Saying McDonalds is reducing emissions by 36% by 2030 from their buildings is greenwash because they are financially offsetting their emissions, not reducing them.
- 3) Anything that allows *emissions-as-usual* is not changing for the better.



FEDERAL REGISTER

Vol. 77 Thursday,
No. 197 October 11, 2012

Part VII

Federal Trade Commission

16 CFR Part 260
Guides for the Use of Environmental Marketing Claims; Final Rule

(a Möbius loop) without explanation. By itself, the symbol likely conveys that packaging is both recyclable and entirely from recycled material. If the marketer has substantiation for the claim, the claim should be made. If the extent necessary, to disclose availability of recycling programs and/or the percentage of recycled content used to make the package.

Example 9: In an office supply catalog, a

package is refillable. A marketer should

(d) if a marketer generates renewable

§ 260.5 Carbon offsets.

can purchase to refill the original package.

Example 1: A container is labeled "refillable three times." The manufacturer

clothing line as "made with wind power." The marketer buys wind energy for 50% of the energy it uses to make the clothing in its line. The marketer's claim is deceptive.

§ 260.15 Renewable energy claims.

is not deceptive if the manufacturer claims 65% recycled content, including 40% from reconditioned parts."

Example 10: A store sells both new and used sporting goods. One of the items for sale in the store is a baseball helmet. Although used, it is no different in appearance than a brand new item. The helmet bears an unqualified "Recycled" label. This claim is deceptive because reasonable consumers likely would believe that the helmet is made of recycled raw materials, when it is, in fact, a disclosure clearly and prominently stating that the helmet is used.

Example 11: An automotive dealer, automobile recycler, or other qualified entity recovers a serviceable engine from a wrecked vehicle. Without repairing, rebuilding, re-manufacturing, or in any way altering the engine or its components, the dealer attaches a "Recycled" label to the engine, and offers it for sale in its used auto parts store. In this situation, an unqualified recycled content claim likely is not deceptive because reasonable consumers in the automotive context likely would understand that the engine is used and has not undergone any rebuilding.

Example 12: An automobile parts dealer, automobile recycler, or other qualified entity purchases a transmission that has been recovered from a salvaged or end-of-life vehicle. Eighty-five percent of the transmission, by weight, was rebuilt and 15% constitutes new materials. After rebuilding⁵¹ the transmission in accordance with industry practices, the dealer packages it for resale in a box labeled "Rebuilt Transmission," or "Rebuilt Transmission (85% recycled content from rebuilt parts)," or "Recycled Transmission (85% recycled content from rebuilt parts)." Given consumer perception in the automotive context, these claims are not deceptive.

§ 260.14 Refillable claims.
It is deceptive to misrepresent, directly or by implication, that a

⁵¹ The term "rebuilding" means that the dealer dismantled and reconstructed the transmission as necessary, cleaned all of its internal and external parts and eliminated rust and corrosion, restored all impaired, defective or substantially worn parts to a sound condition (or replaced them if necessary), and performed any operations required to put the transmission in sound working condition.

manufacturer for refill.
Example 2: A small bottle of fabric softener states that it is in a "handy refillable container." In the same market area, the manufacturer also sells a large-sized bottle that consumers use to refill the smaller bottles. The claim is not deceptive because there is a reasonable means for the consumer to refill the smaller container.

§ 260.15 Renewable energy claims.

(a) It is deceptive to misrepresent, directly or by implication, that a product or package is made with renewable energy or that a service uses renewable energy. A marketer should not make unqualified renewable energy claims, directly or by implication, if fossil fuel, or electricity derived from fossil fuel, is used to manufacture any part of the advertised item or is used to power any part of the advertised service, unless the marketer has matched such non-renewable energy use with renewable energy certificates.

(b) Research suggests that reasonable consumers may interpret renewable energy claims differently than marketers may intend. Unless marketers have substantiation for all their express and reasonably implied claims, they should clearly and prominently qualify their renewable energy claims. For instance, marketers may minimize the risk of deception by specifying the source of the renewable energy (e.g., wind or solar energy).

(c) It is deceptive to make an unqualified "made with renewable energy" claim unless all, or virtually all, of the significant manufacturing processes involved in making the product or package are powered with renewable energy or non-renewable energy matched by renewable energy certificates. When this is not the case, marketers should clearly and prominently specify the percentage of renewable energy that powered the significant manufacturing processes involved in making the product or package.

renewable energy from a portfolio of sources that includes a mix of solar, wind, and other renewable energy sources in combinations and proportions that vary over time. The company uses renewable energy from that portfolio to power all of the significant manufacturing processes involved in making its product. The company advertises its product as "made with renewable energy." The claim would not be deceptive if the marketer clearly and prominently disclosed all renewable energy sources. Alternatively, the claim would not be deceptive if the marketer clearly and prominently stated, "made from a mix of renewable energy sources," and specified the renewable source that makes up the greatest percentage of the portfolio. The company may calculate which renewable energy source makes up the greatest percentage of the portfolio on an annual basis.

Example 3: An automobile company uses 100% non-renewable energy to produce its cars. The company purchases renewable energy certificates to match the non-renewable energy that powers all of the significant manufacturing processes for the seats, but no other parts, of its cars. If the company states, "The seats of our cars are made with renewable energy," the claim would not be deceptive, as long as the company clearly and prominently qualifies the claim such as by specifying the renewable energy source.

Example 4: A company uses 100% non-renewable energy to manufacture all parts of its product, but powers the assembly process entirely with renewable energy. If the marketer advertised its product as "assembled using renewable energy," the claim would not be deceptive.

Example 5: A toy manufacturer places solar panels on the roof of its plant to generate power, and advertises that its plant is "100% solar-powered." The manufacturer, however, sells renewable energy certificates based on the renewable attributes of all the power it generates. Even if the manufacturer uses the electricity generated by the solar panels, it has, by selling renewable energy certificates, transferred the right to characterize that electricity as renewable. The manufacturer's claim is therefore deceptive. It also would be deceptive for this manufacturer to advertise that it "hosts" a renewable power facility because reasonable consumers likely interpret this claim to mean

§ 260.5 Carbon offsets.

(a) Given the complexities of carbon offsets, sellers should employ competent and reliable scientific and accounting methods to properly quantify claimed emission reductions and to ensure that they do not sell the same reduction more than one time.

(b) It is deceptive to misrepresent, directly or by implication, that a carbon offset represents emission reductions that have already occurred or will occur in the immediate future. To avoid deception, marketers should clearly and prominently disclose if the carbon offset represents emission reductions that will not occur for two years or longer.

(c) It is deceptive to claim, directly or by implication, that a carbon offset represents an emission reduction if the reduction, or the activity that caused the reduction, was required by law.

Example 1: On its Web site, an online travel agency invites consumers to purchase offsets to "neutralize the carbon emissions from your flight." The proceeds from the offset sales fund future projects that will not reduce greenhouse gas emissions for two years. The claim likely conveys that the emission reductions either already have occurred or will occur in the near future. Therefore, the advertisement is deceptive. It would not be deceptive if the agency's Web site stated "Offset the carbon emissions from your flight by funding new projects that will begin reducing emissions in two years."

Example 2: An offset provider claims that its product "will offset your own 'dirty' driving habits." The offset is based on methane capture at a landfill facility. State law requires this facility to capture all methane emitted from the landfill. The claim is deceptive because the emission reduction would have occurred regardless of whether consumers purchased the offsets.

§ 260.6 Certifications and seals of

§ 260.5 Carbon offsets.

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(c) It is deceptive to claim, directly or by implication, that a carbon offset



A VPPA is reliable



Well, they say for reductions by 2030...

represents an emission reduction if the reduction, or the activity that caused the reduction, was required by law.

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Example 2: An offset provider claims that its product “will offset your own ‘dirty’ driving habits.” The offset is based on methane capture at a landfill facility. State law requires this facility to capture all methane emitted from the landfill. The claim is deceptive because the emission reduction would have occurred regardless of whether consumers purchased the offsets.

§ 260.15 Renewable energy claims.

(a) It is deceptive to misrepresent, directly or by implication, that a product or package is made with renewable energy or that a service uses renewable energy. A marketer should not make unqualified renewable energy claims, directly or by implication, if fossil fuel, or electricity derived from fossil fuel, is used to manufacture any part of the advertised item or is used to power any part of the advertised service, unless the marketer has matched such non-renewable energy use with renewable energy certificates.



(b) Research suggests that reasonable consumers may interpret renewable energy claims differently than marketers may intend. Unless marketers have substantiation for all their express and reasonably implied claims, they should clearly and prominently qualify their renewable energy claims. For instance, marketers may minimize the risk of deception by specifying the source of the renewable energy (*e.g.*, wind or solar energy).

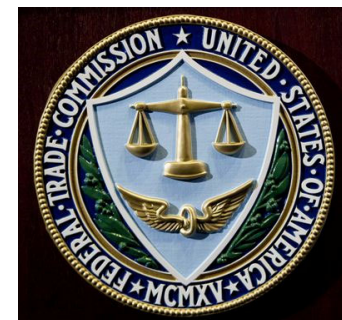


(c) It is deceptive to make an unqualified “made with renewable energy” claim unless all, or virtually all, of the significant manufacturing processes involved in making the product or package are powered with renewable energy or non-renewable energy matched by renewable energy certificates. When this is not the case, marketers should clearly and prominently specify the percentage of renewable energy that powered the significant manufacturing processes involved in making the product or package.



(d) If a marketer generates renewable electricity but sells renewable energy certificates for all of that electricity, it would be deceptive for the marketer to represent, directly or by implication, that it uses renewable energy.

Example 1: A marketer advertises its clothing line as “made with wind power.” The marketer buys wind energy for 50% of the energy it uses to make the clothing in its line. The marketer’s claim is deceptive because reasonable consumers likely interpret the claim to mean that the power was composed entirely of renewable energy. If the marketer stated, “We purchase wind energy for half of our manufacturing facilities,” the claim would not be deceptive.



N/A



Example 2: A company purchases renewable energy from a portfolio of sources that includes a mix of solar, wind, and other renewable energy sources in combinations and proportions that vary over time. The company uses renewable energy from that portfolio to power all of the significant manufacturing processes involved in making its product. The company advertises its product as “made with renewable energy.”

The claim would not be deceptive if the marketer clearly and prominently disclosed all renewable energy sources. Alternatively, the claim would not be deceptive if the marketer clearly and prominently stated, “made from a mix of renewable energy sources,” and specified the renewable source that makes up the greatest percentage of the portfolio. The company may calculate which renewable energy source makes up the greatest percentage of the portfolio on an annual basis.



Example 3: An automobile company uses 100% non-renewable energy to produce its cars. The company purchases renewable energy certificates to match the non-renewable energy that powers all of the significant manufacturing processes for the seats, but no other parts, of its cars. If the company states, “The seats of our cars are made with renewable energy,” the claim would not be deceptive, as long as the company clearly and prominently qualifies the claim such as by specifying the renewable energy source.

Example 4: A company uses 100% non-renewable energy to manufacture all parts of its product, but powers the assembly process entirely with renewable energy. If the marketer advertised its product as “assembled using renewable energy,” the claim would not be deceptive.

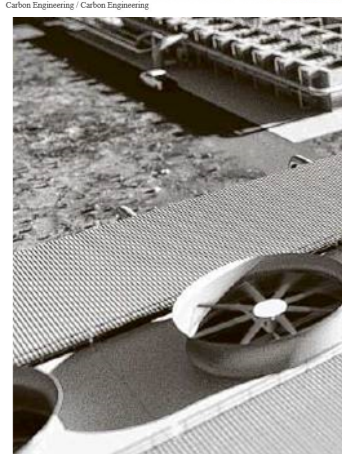
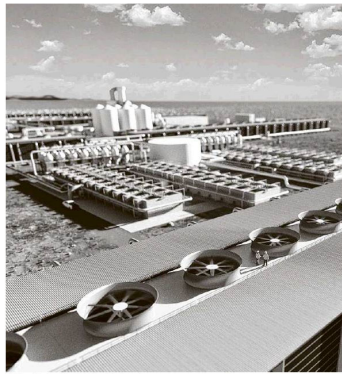


STEVE'S ASSERTIONS VS. **FTC**

- 1) Financially supporting two wind farms and a solar project is good. But McDonalds DIDN'T BUILD THEM. **FTC is OK with this.**
- 2) Saying they are reducing emissions by 36% by 2030 from their buildings is greenwash becausee they are financially offsetting their emissions, not reducing them. **FTC is OK with this.**
- 3) Anything that enables *emissions-as-usual* is not changing for the better. **No FTC comment**

Too many oil firms using carbon capture as a net-zero crutch

Kate Mackenzie BLOOMBERG



Carbon Engineering / Carbon Engineering

As governments and companies jostle to show how committed they are to fighting global warming, plans to take carbon dioxide out of the air are becoming a giant loophole — just as experts have warned for years.

Some 42 companies announced net-zero targets in 2019 and 2020, according to the U.N. More than half of those plan to plant trees, preserve forests or capture CO₂ in order to get there, even as their own businesses continue to warm the atmosphere.

These measures, and other technologies to capture greenhouse gases, are collectively known as carbon dioxide removal. But CDR shouldn't be a get-out-of-jail-free card for polluters. There's a limit to how much CO₂ can plausibly be removed. There's only so much land available to plant new trees, and most other methods are expensive and difficult.

As net-zero plans proliferate, some companies assume they can rely disproportionately on CDR to offset their own emissions. It's not just about planting trees. There are even plans to create "negative emissions" by generating energy from burning biomass, then capturing the emissions produced, a little-used process that also requires large amounts of land.

Between 500 and 3,600 million metric tons of CO₂ could be removed annually through planting new forests by 2050, according to a report in which Greenpeace UK cites Intergovernmental Panel on Climate Change estimates. British Airways operator International Airlines Group and Italian oil company Eni each claim they'll offset 30 million metric tons per year by then. That could be as much as 12 percent of the IPCC's projection, Greenpeace warns.

The IPCC also estimates that there's only about 500 million hectares of land left that can be dedicated to new forests for carbon capture. Royal Dutch Shell alone, Greenpeace says, has proposed planting a tenth of that amount to achieve its net-zero target.

HOLD ON STEVE!

DON'T SOLAR PANELS ON YOUR ROOF SIMPLY *OFFSET* YOUR HOME'S POWER CONSUMPTION?

- 1) Offset isn't the right word.
- 2) Zero-emissions solar panels replace coal and gas-fired *grid power (kWh by kWh)* to your house when the sun is shining.
- 3) Peak electrical demand is reduced, improving grid stability.
- 4) People *tend* to enhance their home's energy efficiency in other less expensive ways *prior* to buying solar panels.

Estimated Annual Energy Consumption*	
	Rated Home Calculated Energy Use (MBtu)
Heating	5.1
Cooling	7.5
Water Heating	6.3
Lights & Appliances	25.4
Photovoltaics	0.0
Total	44.2

*Based on standard operating conditions

Estimated Annual Energy Consumption	
	Rated Home Calculated Energy Use (MBTU)
Heating	10.4
Cooling	7.5
Water Heating	8.6
Lights & Appliances	31.4
Photovoltaics	-59.1
Total	-1.1

*Based on standard operating conditions

ERI with PV: 54

ERI without PV: 54

ERI with PV:

ERI without PV

-18

55



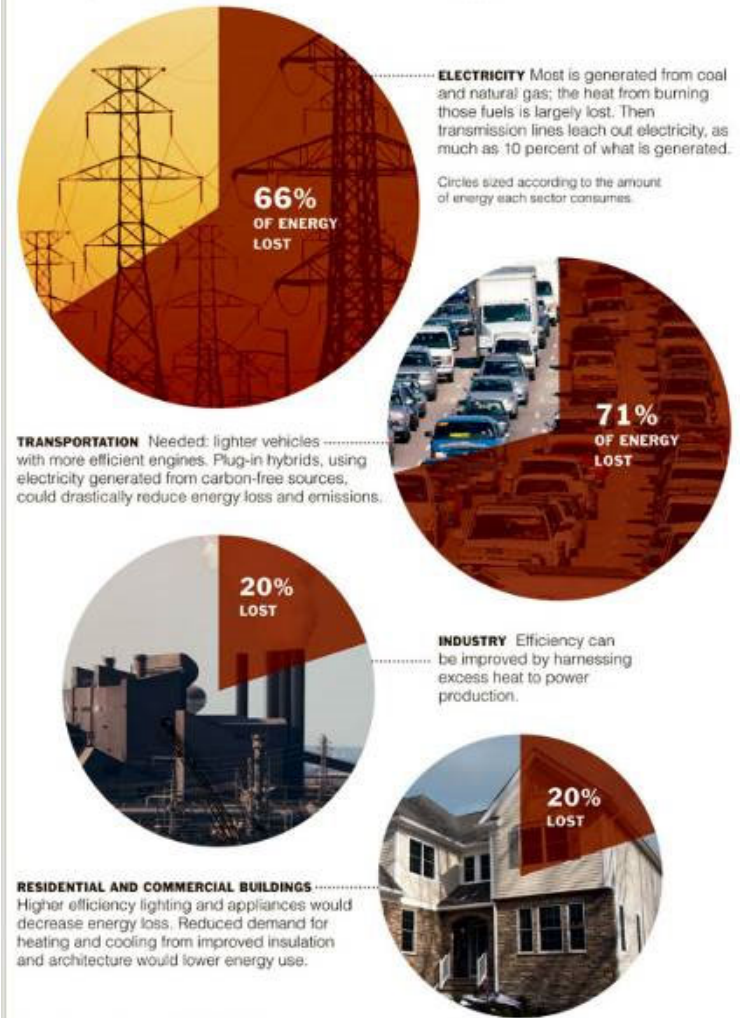
Climate Zone	September 2016	September 2019	September 2022	Model Code
2	65	63	59	52
3	65	63	59	51
4	69	67	63	54

LET'S NOT FORGET, 66% OF FUEL ENERGY IS WASTED DURING COMBUSTION AND IN TRANSMISSION THROUGH POWER LINES. YOUR ROOFTOP PANELS, WITH AN EMBODIED CARBON FOOTPRINT, DON'T BURN FUEL AND DON'T LOSE MUCH IN TRANSMISSION.

Wasted Energy

About 56 percent of all energy in the U.S. economy is wasted. Some energy is always lost when fuels are burned and heat escapes. Inefficient technology and design are also culprits.

Efficiency's role in cutting emissions is a matter of debate. Most scientists agree that both cleaner fuels and greater efficiency are needed. Here is how much energy goes unused, by sector:



YOU CAN IMAGINE

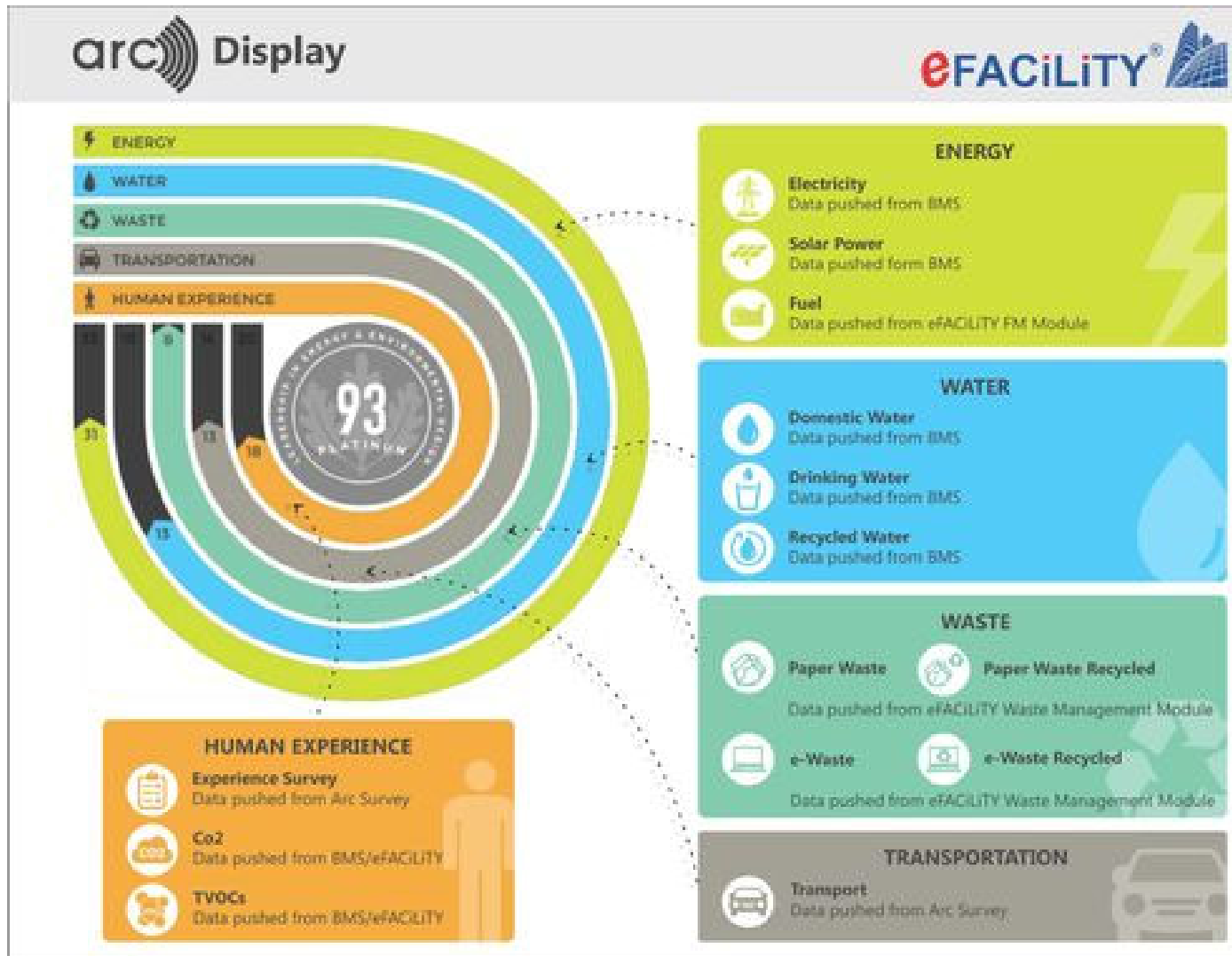
- 1) How few kWh your bill would be with a -18 HERS rating at your house
- 2) You might even be “selling power back to the grid”
- 3) With more distributed solar, fewer fossil fuel power plants would need to be running constantly.

MCDONALD'S HAS BUILT SOME LEED CERTIFIED RESTAURANTS, INCLUDING ONE IN CHICAGO AND ONE IN DISNEY WORLD. THAT'S A START.

THEY COULD AUDIT THEIR 36,000 BUILDINGS AND ADD ENERGY CONSERVING TECHNOLOGIES: LEED FOR EXISTING BUILDINGS, MAYBE.

**WHAT IF
MCDONALDS PUT
AN ARC DISPLAY
IN THEIR
RESTAURANTS
TO SHOW
CURRENT
CONSUMPTION?

EDUCATE THEIR
PATRONS?**



....ACCORDING TO THE AVERAGE OF 100 YEARS OF US MARKET DATA, THE STOCK MARKET WILL RETURN ABOUT 10% ON ANY GIVEN INVESTMENT.... BUT ACCORDING TO THE AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY, THE AVERAGE FINANCIAL RETURN ON INVESTMENT FOR EFFICIENCY IS MORE LIKE 20%.



Laugh if you want, but the 'McPlant' burger is a step to a greener world

Adrienne Matei

**SO, THEY DESERVE SOME KUDOS FOR THIS.
SADLY, THE ONLY KUDOS THEY WANT TO SEE IS
HIGHER DEMAND FOR MCPLANT BURGERS.
*WHICH IS BUSINESS AS USUAL.***

(ANYBODY TRIED ONE YET?)



Paint settlements suggest caution with broad-brush VOC, safety claims

By: Lesley Fair | Jul 11, 2017 10:15AM

If marketing claims are any indication, “green” paint is popular with consumers, but not just in the sense of emerald, mint, or avocado. Companies are advertising that their paints are emission-free, VOC-free, and without chemicals that could harm consumers, including pregnant women, babies, and people with asthma. Some brands even feature seals and certifications touting purported environmental benefits. But according to [proposed FTC settlements](#), four paint companies – Benjamin Moore, Imperial Paints, ICP Construction, and YOLO Colorhouse – made broad-brush environmental and health claims without proper proof.

particular geographic areas served by county yard trimmings composting programs. The bags meet specifications for these programs and are labeled, "Compostable Yard Trimmings Bag for County Composting Programs." The claim is not deceptive. Because the bags are compostable where they are sold, a qualification is not needed to indicate the limited availability of composting facilities.

§ 260.8 Degradable claims.
 (a) It is deceptive to misrepresent, directly or by implication, that a product or package is degradable, biodegradable, oxo-degradable, oxo-biodegradable, or photodegradable. The following guidance for degradable claims also applies to biodegradable, oxo-degradable, oxo-biodegradable, and photodegradable claims.
 (b) A marketer making an unqualified degradable claim should have competent and reliable scientific evidence that the entire item will completely break down and return to nature (i.e., decompose into elements

qualified to indicate the limited extent of breakdown, the advertiser need not meet the consumer expectations for an unqualified photodegradable claim, i.e., that the product will not only break down, but also will decompose into elements found in nature.

Example 3: A marketer advertises its shampoo as "biodegradable" without qualification. The advertisement makes clear that only the shampoo, and not the bottle, is biodegradable. The marketer has competent and reliable scientific evidence demonstrating that the shampoo, which is customarily disposed in sewage systems, will break down and decompose into elements found in nature in a reasonably short period of time in the sewage system environment. Therefore, the claim is not deceptive.

Example 4: A plastic six-pack ring carrier is marked with a small diamond. Several state laws require that the carriers be marked with this symbol to indicate that they meet certain degradability standards if the carriers are littered. The use of the diamond by itself, in an inconspicuous location, does not constitute a degradable claim. Consumers are unlikely to interpret an inconspicuous diamond symbol, without more, as an

§ 260.9 Free-of claims.

items do not completely decompose within one year after customary disposal. Unqualified degradable claims for items that are customarily disposed in landfills, incinerators, and recycling facilities are deceptive because these locations do not present conditions in which complete decomposition will occur within one year.

(d) Degradable claims should be qualified clearly and prominently to the extent necessary to avoid deception about:

- (1) The product's or package's ability to degrade in the environment where it is customarily disposed; and
- (2) The rate and extent of degradation.

Example 1: A marketer advertises its trash bags using an unqualified "degradable" claim. The marketer relies on soil burial tests to show that the product will decompose in the presence of water and oxygen. Consumers, however, place trash bags into the solid waste stream, which customarily terminates in incineration facilities or landfills where they will not degrade within one year. The claim is, therefore, deceptive.

Example 2: A marketer advertises a commercial agricultural plastic mulch film with the claim "Photodegradable," and clearly and prominently qualifies the term with the phrase "Will break down into small pieces if left uncovered in sunlight." The advertiser possesses competent and reliable scientific evidence that within one year, the product will break down, after being exposed to sunlight, into sufficiently small pieces to become part of the soil. Thus, the qualified claim is not deceptive. Because the claim is

The unqualified claim is not deceptive.

§ 260.9 Free-of claims.
 (a) It is deceptive to misrepresent, directly or by implication, that a product, package, or service is free of, or does not contain or use, a substance. Such claims should be clearly and prominently qualified to the extent necessary to avoid deception.

(b) A truthful claim that a product, package, or service is free of, or does not contain or use, a substance may nevertheless be deceptive if:

- (1) The product, package, or service contains or uses substances that pose the same or similar environmental risks as the substance that is not present; or
- (2) The substance has not been associated with the product category.

(c) Depending on the context, a free-of or does-not-contains claim is appropriate even for a product, package, or service that contains or uses a trace amount of a substance if:

- (1) The level of the specified substance is no more than that which would be found as an acknowledged trace contaminant or background level⁴⁷;

⁴⁶ The Guides' treatment of unqualified degradable claims is intended to help prevent deception and is not intended to establish performance standards to ensure the degradability of products when littered.

⁴⁷ "Trace contaminant" and "background level" are imprecise terms, although allowable manufacturing "trace contaminants" may be

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(b) A truthful claim that a product, package, or service is free of, or does not contain or use, a substance may nevertheless be deceptive if:

- (1) The product, package, or service contains or uses substances that pose the same or similar environmental risks as the substance that is not present; or
- (2) The substance has not been associated with the product category.

(c) Depending on the context, a free-of or does-not-contains claim is appropriate even for a product, package, or service that contains or uses a trace amount of a substance if:

- (1) The level of the specified substance is no more than that which would be found as an acknowledged trace contaminant or background level⁴⁷;

(2) The substance's presence does not cause material harm that consumers typically associate with that substance; and

(3) The substance has not been added intentionally to the product.

Example 2: A manufacturer advertises its insulation as "formaldehyde free." Although the manufacturer does not use formaldehyde as a binding agent to produce the insulation, tests show that the insulation still emits trace amounts of formaldehyde. The seller has substantiation that formaldehyde is present in trace amounts in virtually all indoor and (to a lesser extent) outdoor environments and that its insulation emits less formaldehyde than is typically present in outdoor environments. Further, the seller has substantiation that the trace amounts of formaldehyde emitted by the insulation do not cause material harm that consumers typically associate with formaldehyde. In this context, the trace levels of formaldehyde emissions likely are inconsequential to consumers. Therefore, the seller's free-of claim would not be deceptive.

§ 260.6 Certifications and seals of approval.

(a) It is deceptive to misrepresent, directly or by implication, that a product, package, or service has been endorsed or certified by an independent third party.

(b) A marketer's use of the name, logo, or seal of approval of a third-party certifier or organization may be an endorsement, which should meet the criteria for endorsements provided in the FTC's Endorsement Guides, 16 CFR part 255, including Definitions (§ 255.0), General Considerations (§ 255.1), Expert Endorsements (§ 255.3), Endorsements by Organizations (§ 255.4), and Disclosure of Material Connections (§ 255.5).⁴⁴

(c) Third-party certification does not eliminate a marketer's obligation to ensure that it has substantiation for all claims reasonably communicated by the certification.



Example 1: An advertisement for paint features a “GreenLogo” seal and the statement “GreenLogo for Environmental Excellence.” This advertisement likely conveys that: (1) the GreenLogo seal is awarded by an independent, third-party certifier with appropriate expertise in evaluating the environmental attributes of paint; and (2) the product has far-reaching environmental benefits. If the paint manufacturer awarded the seal to its own product, and no independent, third-party certifier objectively evaluated the paint using independent standards, the claim would be deceptive. The claim would not be deceptive if the marketer accompanied the seal with clear and prominent language: (1) indicating that the marketer awarded the GreenLogo seal to its own product; and (2) clearly conveying that the award refers only to specific and limited benefits.

HEADS UP

Get to know third party logos.

FACT CHECKING FOR GREENWASH

When We Know Better, We Do Better



Our Work

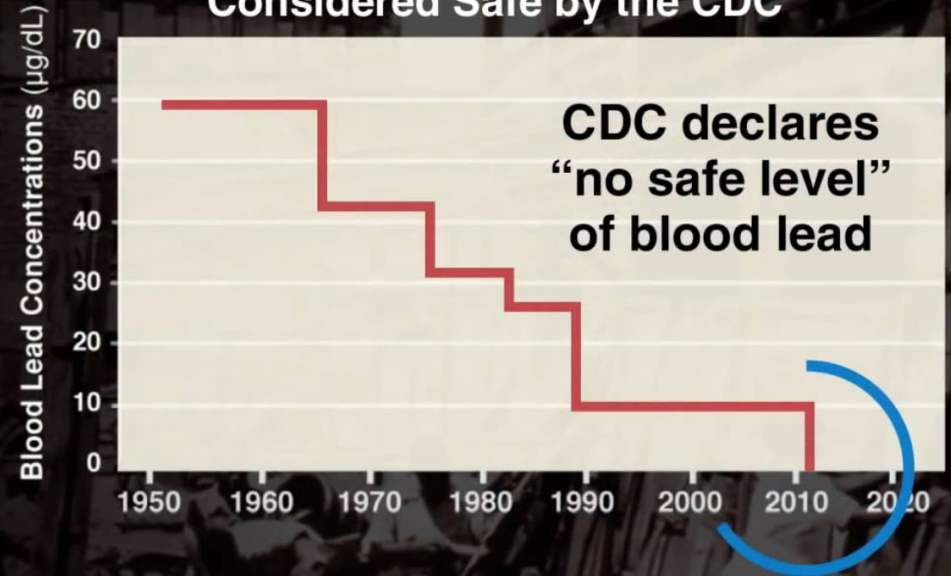
We pursue our mission on three programmatic fronts — independent research, powerful data tools, and capacity-building education — each of which is designed to provide actionable ideas and information that improve health for everyone. Within this framework, we employ five interrelated and mutually reinforcing strategies that together form a path to health.

Understanding the Problem

Chemicals can have devastating health impacts at vanishingly small doses. Dr. Bruce Lanphear explains how our current system of laws and regulations falls short of safeguarding children's health from toxic substances in products, such as: mercury released to the environment from wallboard factories, lead or PCBs in recycled flooring, and flame retardants banned from some uses, but not furniture and carpeting.



Blood Lead Concentrations Considered Safe by the CDC



Transparency



2020 Green Communities Criteria



We believe you have a right to know the ingredients of the materials in your buildings. Ingredient transparency is the first step to understanding and avoiding hazardous impacts on building occupants, workers, and fenceline communities. Learn more about why transparency is important [here](#).

This document was created to assist architects and developers pursuing Enterprise Green Communities Criterion 6.1: Ingredient Transparency for Material Health. Below, we take you through the relevant transparency documents, where to find them, and how to interpret them in relation to the [criterion](#).

The 2020 Green Communities Criteria calls for projects to specify and install products with publicly disclosed content inventories. The contents must be characterized and screened using health hazard lists or restricted substances lists to 1,000 parts per million (ppm) or better. Two standardized formats for disclosure can be used: Declare Labels and Health Product Declarations (HPDs). See page 2 for detailed infographics.

	What is it	Where to find it
	<p>Health Product Declaration (HPD) is the industry's collaborative, user-designed open standard for disclosing a product's content and associated health hazards. HPDs use a standard reporting format that is managed by the not-for-profit member association, the Health Product Declaration Collaborative. HPDs are an inventory tool and do not provide explicit judgement on safer products.</p>	<p>All current, valid HPDs are searchable in the HPD Public Repository. Manufacturers may post HPDs on product pages or sustainability sections of their websites. HPDs may also be found in databases such as Mindful Materials.</p>
	<p>Declare is a material declaration program from the International Living Future Institute (ILFI). Declare Labels disclose what a product is made of, where it comes from, and where it goes at the end of its life. Declare Labels also indicate whether products contain chemicals on the Living Building Challenge Red List.</p>	<p>Products with Declare Labels can be found in the Declare Database. Manufacturers may post Declare Labels on product pages or sustainability sections of their websites. Declare Labels may also be found in databases such as Mindful Materials.</p>

**Please consider the environment before printing this document.*



Product Name
by Product Manufacturer

HPD UNIQUE IDENTIFIER:
CLASSIFICATION:
PRODUCT DESCRIPTION:

Health Product
Declaration® v2.2
created via:

Section 1: Summary

Basic Method/Product Threshold

CONTENT INVENTORY

Inventory Reporting Form

Nested Materials Method
 Basic Method

Threshold Disclosed Per

Material
 Product

Threshold Level

100 ppm
 1,000 ppm
 Per GHS SDS
 Other

Residuals/Impurities

Considered
 Partially Considered
 Not Considered

Explanation(s) provided for Residuals/Impurities?
 Yes No

All Substances Above the Threshold Indicated Are:

Characterized Yes Ex/SC Yes No
% weight and role provided for all substances.

Screened Yes Ex/SC Yes No
All substances screened using Priority Hazard Lists with results disclosed.

Identified Yes Ex/SC Yes No
Disclosed by Name (Specific or Generic) and Identifier except SC substances identified according to SC guidance
SC=Special Condition (See Notes)

CONTENT IN DESCENDING ORDER OF QUANTITY

Summary of product contents and results from screening individual chemical substances against HPD Priority Hazard Lists and the GreenScreen for Safer Chemicals®. The HPD does not assess whether using or handling this product will expose individuals to its chemical substances or any health risk. Refer to Section 2 for further details.

MATERIAL | SUBSTANCE | RESIDUAL OR IMPURITY

GREENSCREEN SCORE | HAZARD TYPE

Number of Greenscreen BM-4/BM-3 contents:
Contents highest concern GreenScreen
Benchmark or List transitor Score:
Nanomaterial:
INVENTORY AND SCREENING NOTES:

Either 1,000 ppm or 100 ppm must be marked.

A threshold of 1,000 ppm or 0.1% means that any chemical present in the product at 0.1% or greater, must be listed on the disclosure. A threshold of 100 ppm or 0.01% means that any chemical present in the product at 0.01% or greater must be listed on the disclosure. The 100 ppm threshold provides greater resolution, giving a more complete picture of the product content.

Yes or Yes Ex/SC must be marked for both “Characterized” and “Screened.”

In order to be designated as characterized, the role and weight percent of all content present at or above the indicated threshold, must be provided. To be considered screened, that content must be screened against the HPD priority hazard lists for any know hazards. If “identified” is marked, that means that additionally, all substances are disclosed by name and identifier (no chemical identities are held proprietary).

VOLATILE ORGANIC COMPOUND (VOC) CONTENT

Material (g/l):
Regulatory (g/l):

Does the product contain exempt VOCs?
Are ultra-low VOC tints available?

CERTIFICATIONS AND COMPLIANCE See Section 3 for additional findings
VOC Emissions:

CONSISTENCY WITH OTHER PROGRAMS

Third Party Verified?
 Yes
 No

PREPARED:
VERIFIER:
VERIFICATION #:

SCREENING DATE:
PUBLISHED DATE:
EXPIRY DATE: 2022-09-30

HPD v2.2 created via Page of

Fewer products are needed to get a point if the HPD is marked “Yes” for Third Party Verified.

Third-party verifications provide an additional level of confidence in the completeness of the inventory provided.

Make sure the HPD is valid by checking the Expiry Date.

“Red List Approved” with % Disclosed of 99.9% or greater meets the requirements.

For “Red List Approved,” if the “% Disclosed” is 99.9% or greater, the product content is considered characterized and screened to 1,000 ppm.

“LBC Red List Free” or “Declared” meets the requirements. For “Red List Approved,” see above.

A Declare Label that is designated as “LBC Red List Free” or “Declared” is considered to be characterized and screened to a 100 ppm threshold.

Fewer products are needed to get a point if the Declare Label is identified as Third Party Verified.

Third-party verifications provide an additional level of confidence in the completeness of the inventory provided.

Make sure the Declare Label is valid by checking the Expiration Date.

Declare.SM

Product Name
Manufacturer

Final Assembly: First City, State, Country;
Second City, State, Country; Third City, State, Country
Life Expectancy: 50 Years
Embodied Carbon: # kg CO₂-eq =
Declared Unit: # m²
End of Life Options: Recyclable (95%), Landfill (5%),
Take Back Program (Program Name/Location)

Ingredients:

Your First Component: Sustainably Sourced Ingredient;
LBC Red List Ingredient¹: **Your Second Component:**
LBC Watch List Priority for Inclusion: Non-Toxic Ingredient;
Undisclosed (<0.1%)²

¹LBC Temp Exception RL-009 Formaldehyde
²LBC Temp Exception RL-004var.a Proprietary Ingredients

Living Building Challenge Criteria: Compliant

I-13 Red List:
 LBC Red List Free
 LBC Red List Approved
 Declared

% Disclosed: 99.9% at 100ppm
VOC Content: # g/L

I-10 Interior Performance: CDPH Standard Method v1.2-2017
I-14 Responsible Sourcing: Product Available with FSC Chain of Custody

XXX-XXXX
EXP. 01 OCT 2021
Original Issue Date: 20XX

Third Party Verified

MANUFACTURER CLAIMS VERIFIED BY THIRD PARTY VERIFIED ASSESSOR
INTERNATIONAL LIVING FUTURE INSTITUTE™ living-future.org/declare

This guidebook document is organized according to MasterFormat standard divisions and includes example products that meet the specifications. It also includes educational context to provide both the “what” and “why” of healthier materials.

Manufacturer Information Request Email Template - Paint

An email template for use when working directly with the manufacturer or with your local product representative to find paint products that meet HomeFree content transparency and healthier material recommendations.

Paint Standard and Certification Requirements

A comparison of VOC emissions, VOC content, and other content restrictions as addressed by different certification programs for paint. This may be helpful in understanding how these standards and certifications relate to the HomeFree recommendations.

GS-11 Certified, Very Low VOC Content, and Low VOC Emissions ▾

APE-free, Low VOC Content, and Low VOC Emissions ▾

Low VOC Content ▾

Standard ▾

Recycled Paints ▾

Specialty Paints ▾

Paints Advertised as “Antimicrobial” ▾

Supporting Information

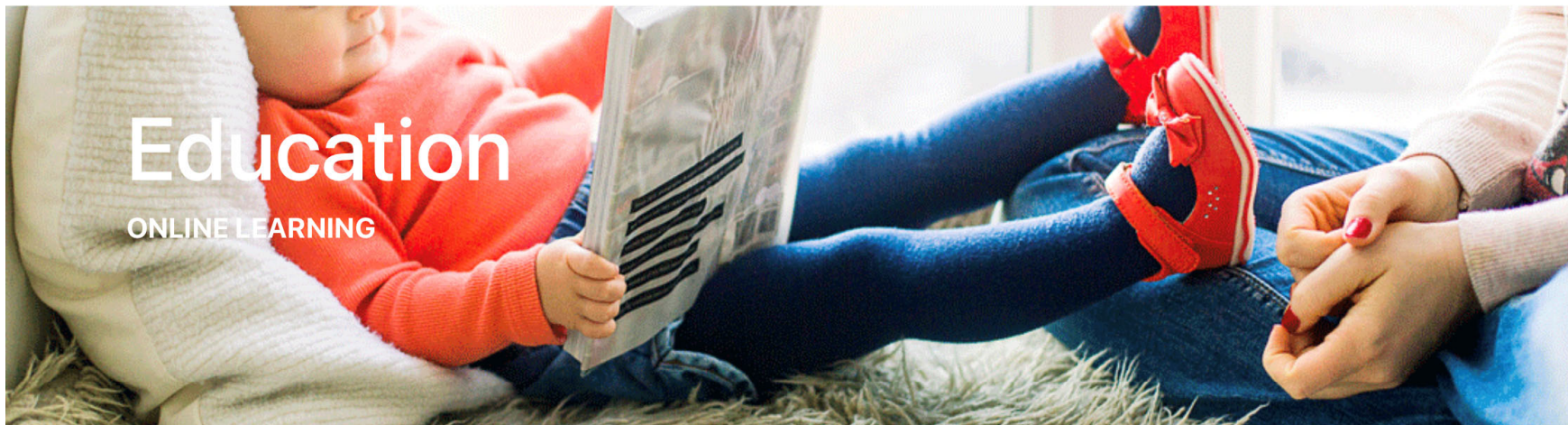
Unless otherwise noted, product content and health hazard information is based on research done by Healthy Building Network for Common Product profiles, reports, and blogs. Links to the appropriate resources are provided.

Green Seal (GS-11)

GS-11 is a standard that establishes environmental, health, and performance requirements for certain architectural coatings, including interior paints. The GreenSeal organization provides a third-party certification that products meet the requirements of the GS-11 standard. The standard prohibits the use of certain substances, including:

- preservatives that emit formaldehyde into the paint over time;
- heavy metals, such as lead and mercury; and
- alkyphenol ethoxylates (APEs).

Green Seal’s [online database](#) lists products that are Green Seal-11 certified.



Welcome to HomeFree Education!

HomeFree offers a variety of learning and engagement opportunities to fit your schedule and needs including webinars, workshops and online learning through the HomeFree Campus. Regardless of which option you choose, you will obtain the information and tools you need to accelerate the adoption of healthier materials in new construction, routine replacement and energy efficiency projects.



Why Materials Matter

Why Materials Matter is an introduction to healthier materials for affordable housing. This course will provide a fundamental understanding of toxics used in materials, their impacts on...



Selecting Healthier Paint with HomeFree

Selecting Healthier Paint with HomeFree is an introductory course in selecting healthier paint for use in affordable...



Selecting Healthier Insulation with HomeFree

Selecting Healthier Insulation with HomeFree is an introductory course in insulation options for energy efficiency...



Selecting Healthier Flooring with HomeFree

Selecting Healthier Flooring with HomeFree is an introductory course offering guidance on healthier flooring...

What You Will Learn

- Why healthy materials matter for you, your residents and workforce, and the environment
- The health impact of toxic chemicals found in common building materials
- Actionable information needed to make healthier product selection for the HomeFree product categories
- Tips for integrating healthier products into your projects and your practice from fellow affordable housing providers

Specification Recommendations and Green Communities Criteria 50%

Summary Recommendations ✓

Enterprise Green Communities Criter... 0%

Resources 0%

HomeFree 0%

Course Evaluation and Feedback 0%



Specification Recommendations

- Whenever possible, prefer paints that meet the Green Seal 11 (GS-11) standard from 2010 or later, or specify paints known to be free of alkylphenol ethoxylates (APEs).
- Specify bases with 10 g/L of VOCs or less, and colorants that do not increase the overall VOC content.
- At a minimum, specify paint bases and colorants with a VOC content of 50g/L or less.
- Look for paints that have VOC emission testing and meet the requirements of the CDPH (California Department of Public Health) Standard Method for Testing and Evaluation of VOC Emissions (formerly called California 01350).
- Avoid paints marketed as antimicrobial and claiming or implying a health benefit.

In addition to the recommendations on the product categories specified above, HBN encourages the following general practices:

- Include a requirement in your specifications that contractors and subcontractors review [HomeFree](#).
- Ask for and prefer products that have a [Health Product Declaration \(HPD\)](#).

Avoiding Toxic Chemicals

There are tens of thousands of unregulated chemicals used in our building products, so how do you know which ones are hazardous?

These articles look at some of the most-toxic chemicals, why they are hazardous, which product groups contain them, and alternatives to using them.

You'll learn about:

- the burgeoning green chemistry movement
- tools like Health Product Declarations that tell us what's in products
- formaldehyde
- polyvinyl chloride
- bisphenol-A
- flame retardants
- perfluorinated compounds (PFCs)

We also offer guidance on design decisions that can reduce or eliminate the need for many of these problematic compounds.



Join SPOT. It's free!

[CREATE ACCOUNT](#)

Search for product information

Credible, Comprehensive, Collaborative Product Search



Manufacturers / Brands

Search products by manufacturer or brand name.



MasterFormat

Master Format is a standard for organizing specifications and other written information for building projects.



Certifications

Search by certification program that a product or facility is certified to.



Product Type

Search products by type such as door, window, etc.



Standard Numbers

Search by standard number that a product is certified or validated to.



Sustainable Credits

Search products by sustainable credits in programs such as LEED, Green Globes and more.






Architects and Designers

Access sustainable products that meet green building requirements.


LEARN MORE



Manufacturers

Increase business by reaching specifiers and purchasers looking for green products.


LEARN MORE



Purchasers

Looking for sustainable products that meet purchasing guidelines.

LEARN MORE



Retailers

Increase business by reaching purchasers looking for green products.

LEARN MORE



ECOLOGO

PRODUCT CERTIFIED FOR
REDUCED ENVIRONMENTAL
IMPACT. VIEW SPECIFIC
ATTRIBUTES EVALUATED:
UL.COM/EL
UL XXXX



Value of LEED

LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. Available for virtually all building types, LEED provides a framework for healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership.



Know your environment.
Protect your health.

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KEY ISSUES



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Digital membership includes **unlimited access to ratings and reviews for 8,500+ products and services** including appliances, cars, and electronics. You'll also get valuable benefits to keep you safe and informed like **Best Time to Buy, TV Screen Optimizer, and My Products.**

STOP. GREENWASHING. OURSELVES.

**Start that by understanding the big picture problem
and acting accordingly.**

GREENWASH CONFUSION METER



**WE *ARE*
CONFUSED**

**WE ARE *BEING*
CONFUSED**

Growing support for methane regulation

Major independent producers want to find solutions that reduce emissions

By Anne Bradbury



Courtesy Baker Hughes

Houston oil field service company Baker Hughes has pledged to achieve net-zero carbon dioxide emissions for its worldwide operations by 2050.

FIRST GREENWASH STEP:

**MAKE A PROMISE TO
ACCOMPLISH SOMETHING
GREEN BY 2050.**

30 YEARS FROM NOW.



WELL, WE CAN'T GO ANYWHERE WITHOUT TAKING THE FIRST STEP, RIGHT?



**CONTINUING
THE YELLOW
BRICK ROAD
MEME...**

YOU'LL FALL ASLEEP AND FORGET AFTER A WHILE.

CRITICAL DOCUMENTARY FOR UNDERSTANDING THE PROBLEM

Happily, it's a 12-minute YouTube video!



YouTube

forget shorter showers

Forget Shorter Showers

0:45 / 11:22

CC HD

NAHB today urged Congress to factor in housing affordability when seeking solutions to build more resilient communities that can withstand and recover from natural disasters.

Testifying before the House Transportation and Infrastructure Subcommittee on Economic Development, Public Buildings, and Emergency Management, NAHB Chairman Chuck Fowke said any efforts to improve or increase the efficiency or resiliency of the U.S. housing stock should focus on cost-effective, market-driven solutions.



Market-Driven Solutions Will Keep Homes Resilient and Affordable



NAHB Chairman Chuck Fowke testifies virtually before the House

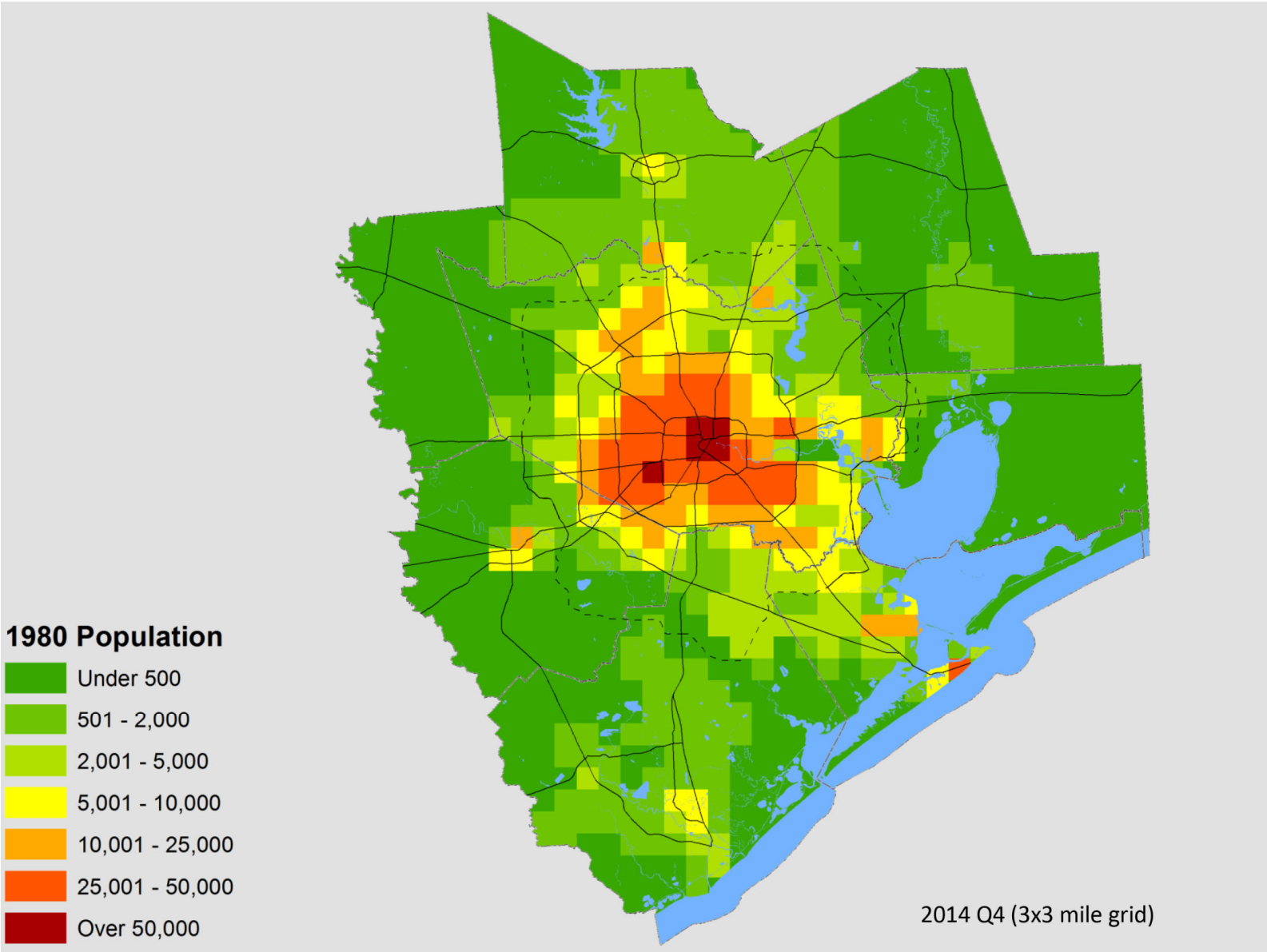
GREENWASH

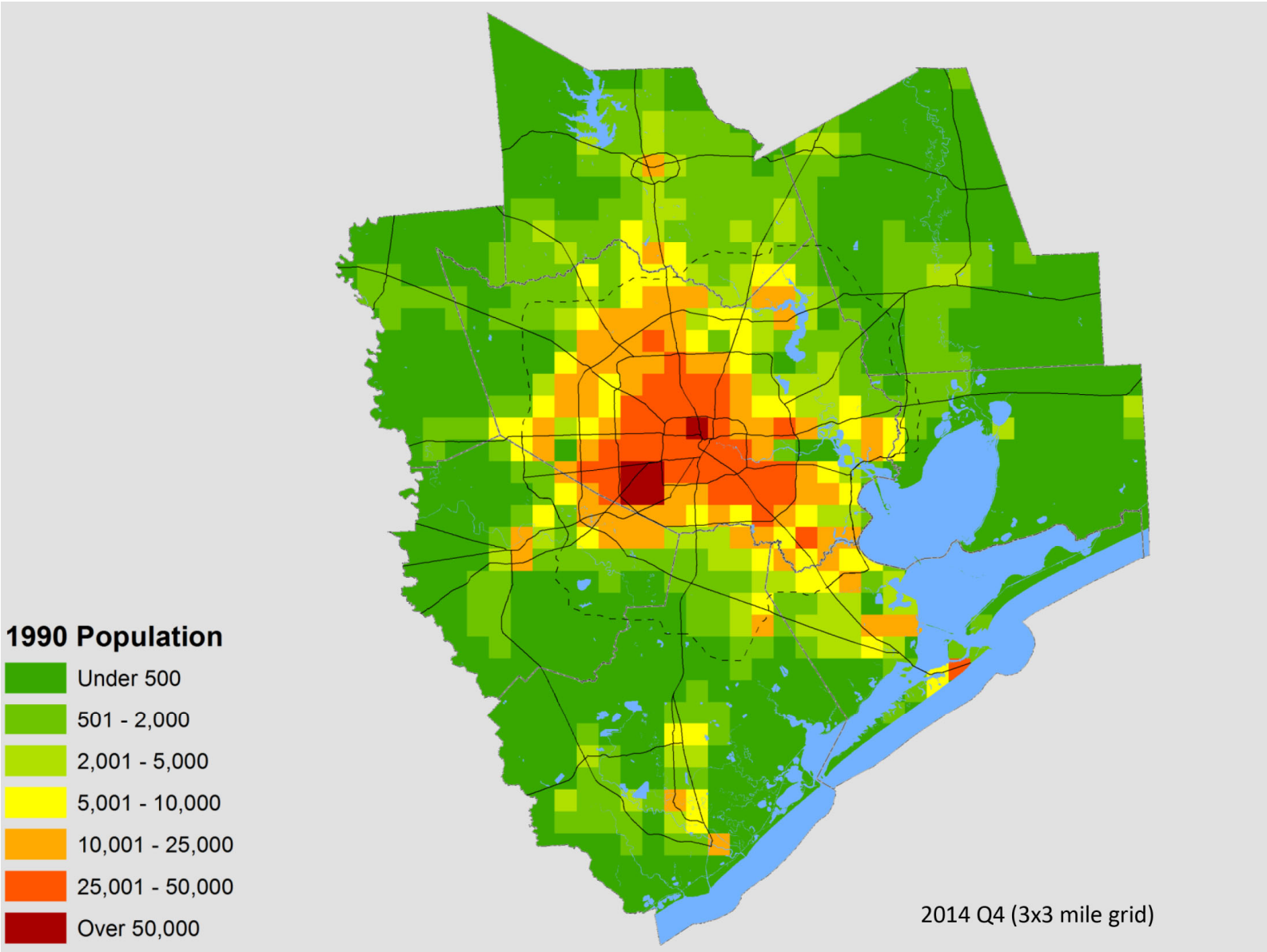
ALERT

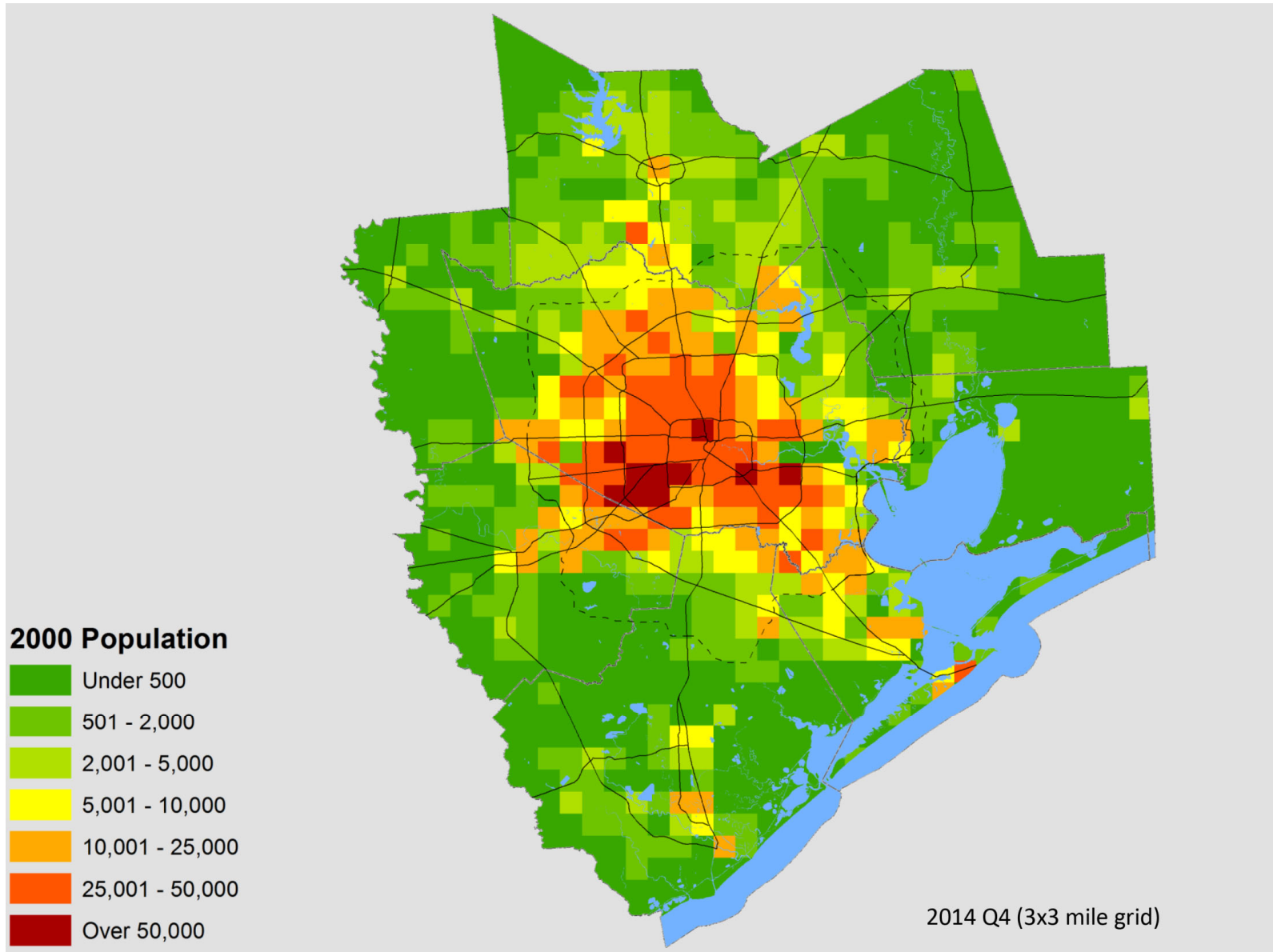
great
ourregion
2040

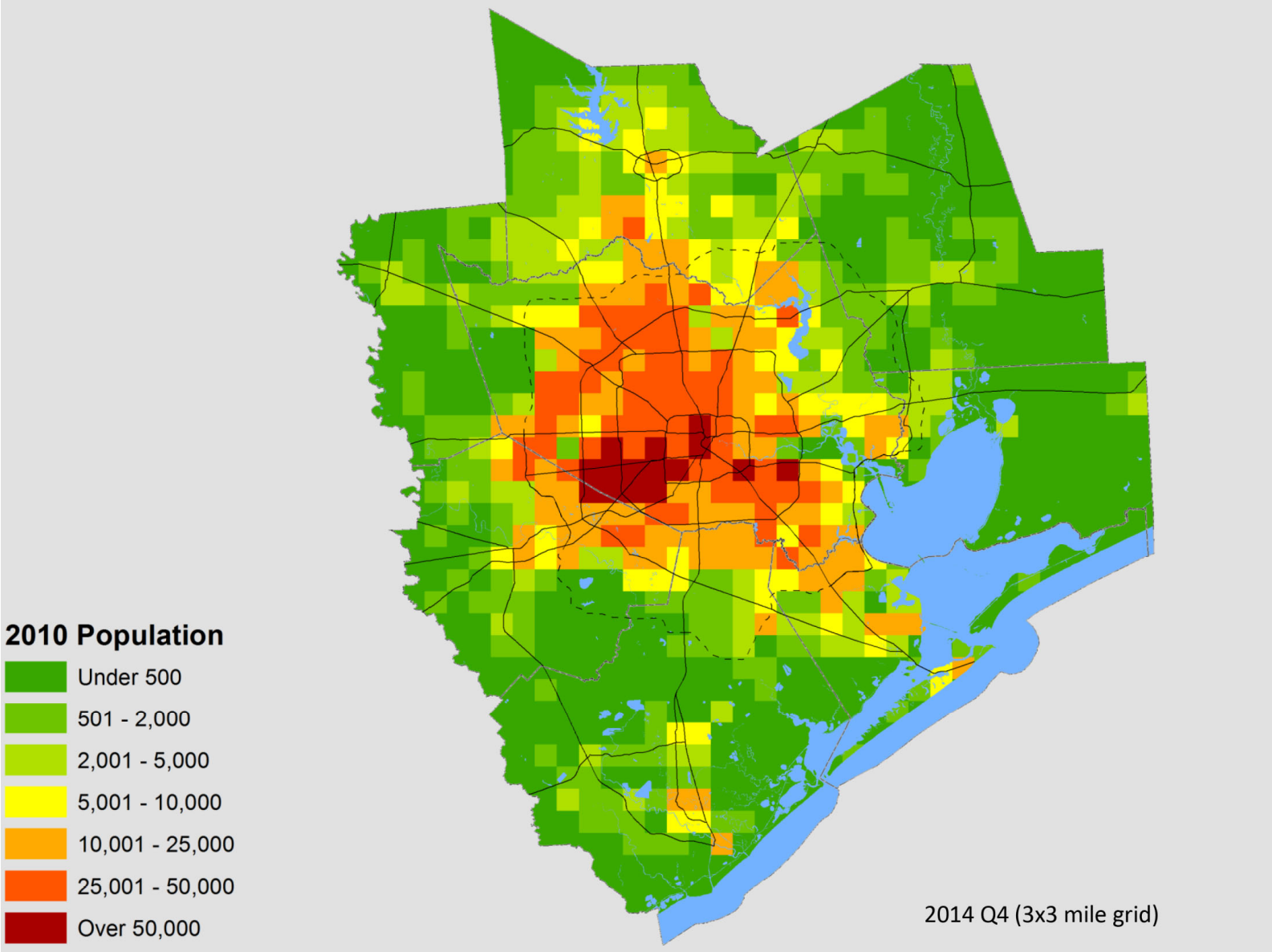


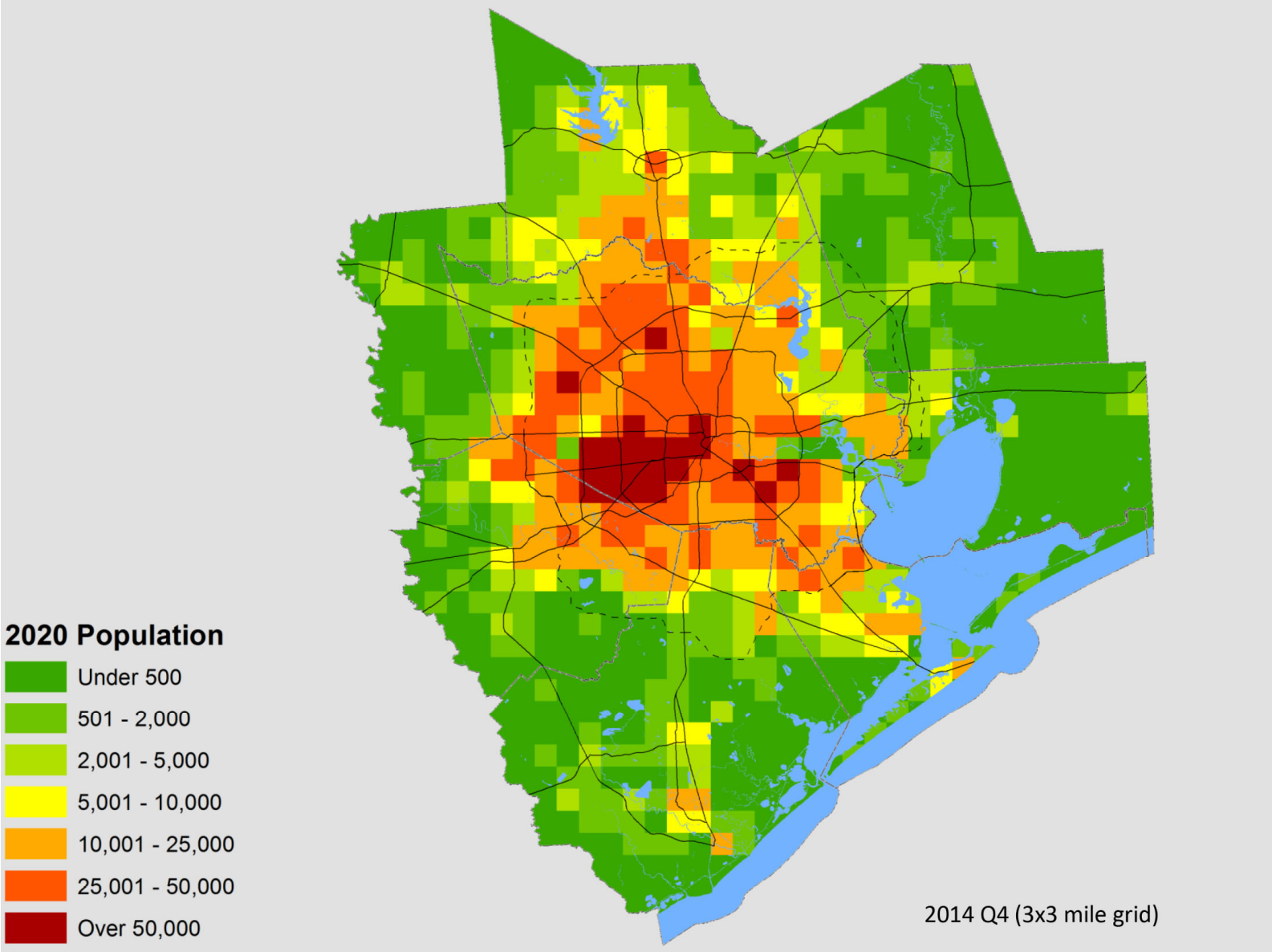
THIS IS MARKET-DRIVEN

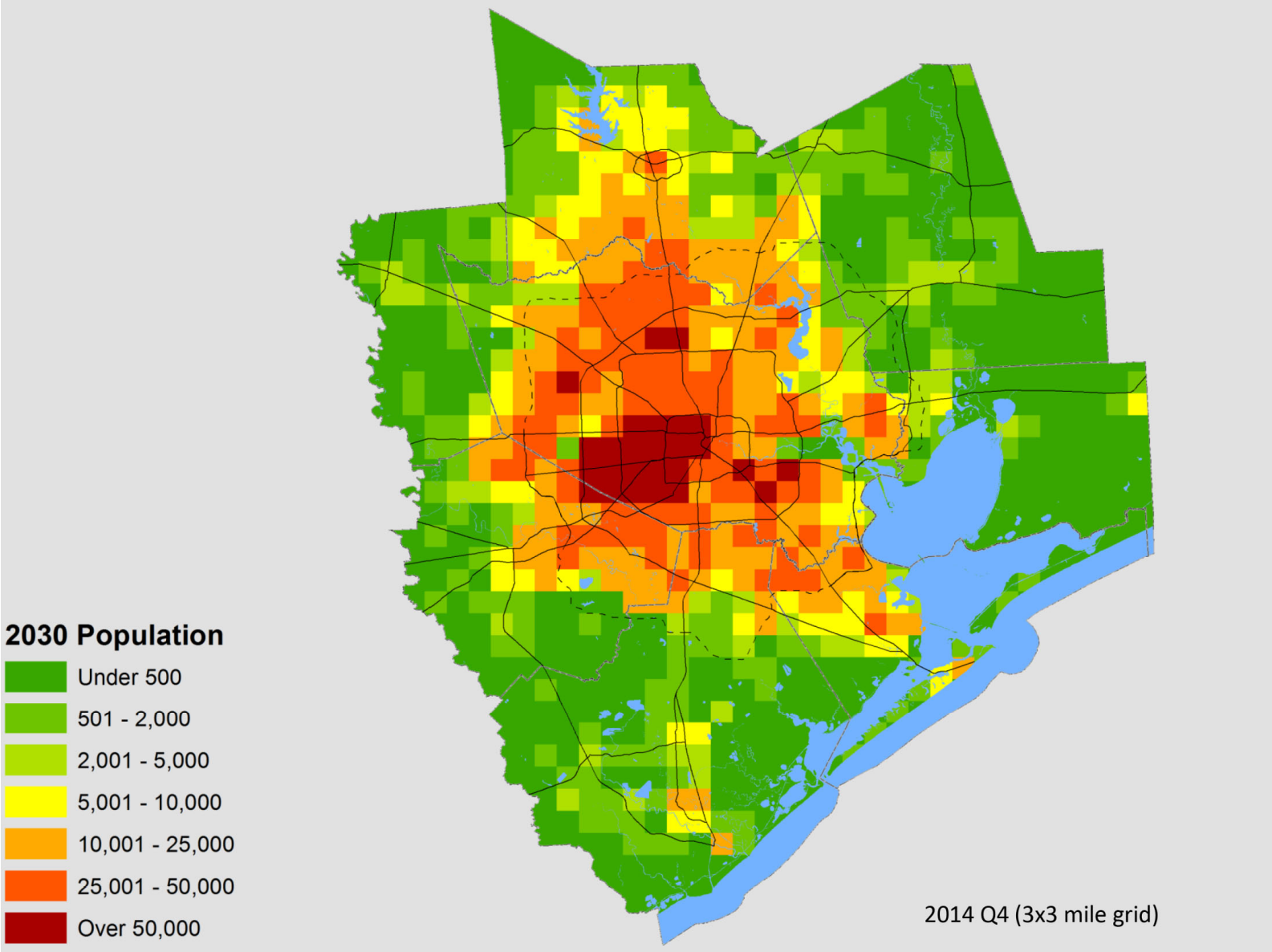


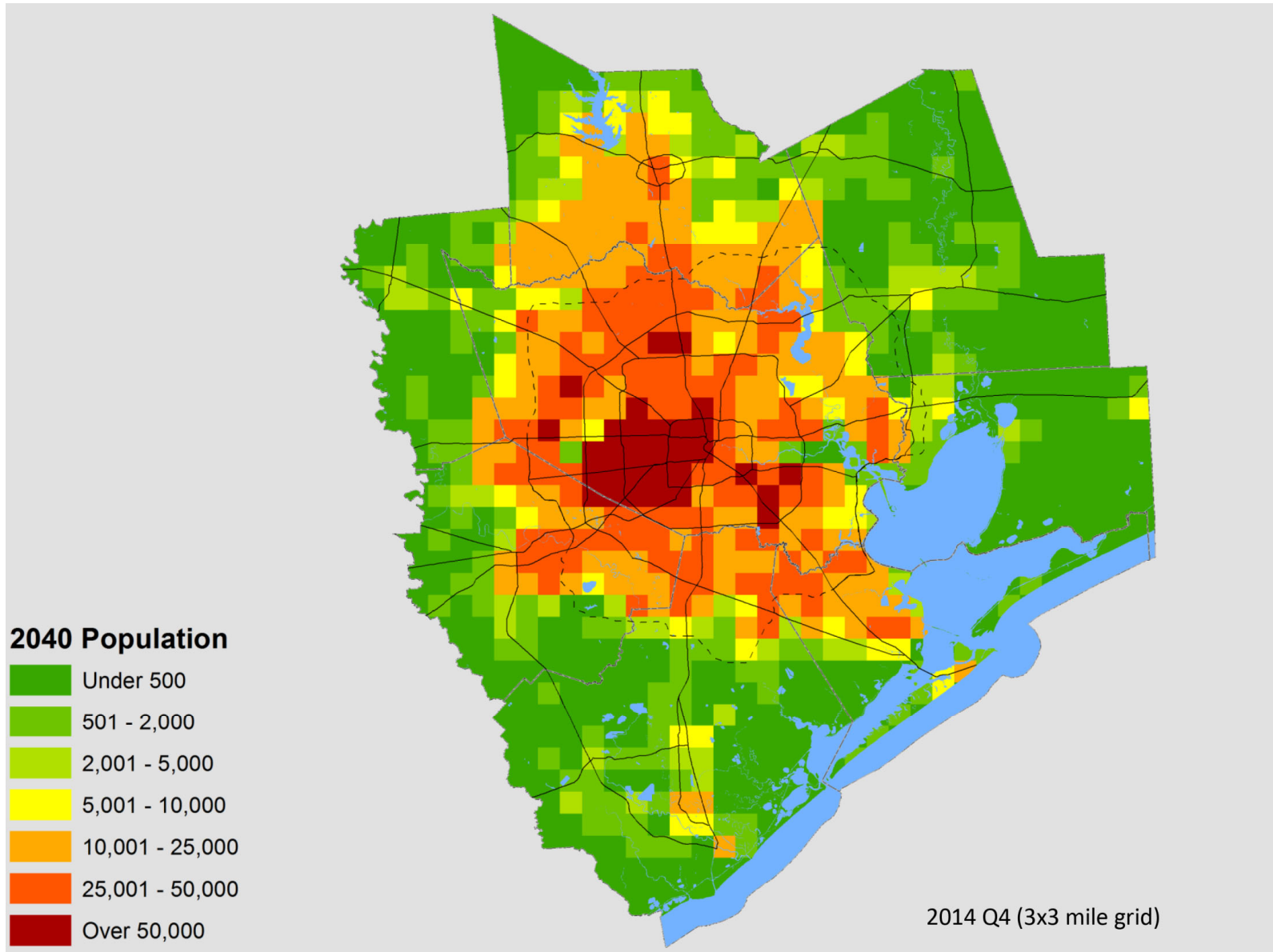








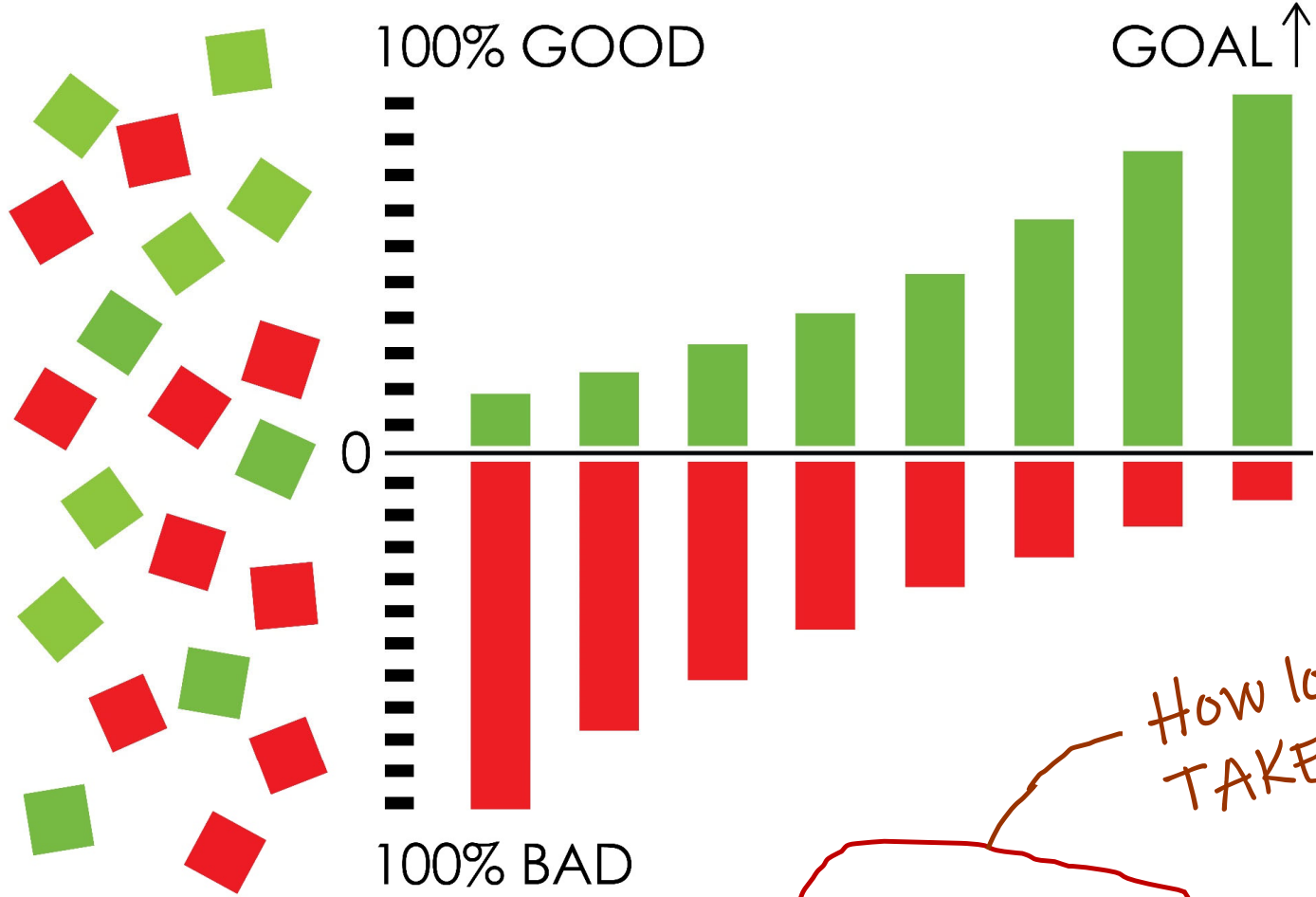




THAT IS THEIR MARKET-DRIVEN SOLUTION

(Infinite growth on a finite planet)

THE UPCYCLE CHART: Continuous Improvement



How long will this TAKE?

THE UPCYCLE CHART: Continuous Improvement



©2015 MBDC, LLC. We welcome proper use of this chart. For use, please contact Ken Alston (ken@mbdc.com).



Plastics: Last Week Tonight with John Oliver (HBO)

1,865,334 views • Mar 22, 2021

👍 83K 💬 1.4K ➦ SHARE ⋮ SAVE ...

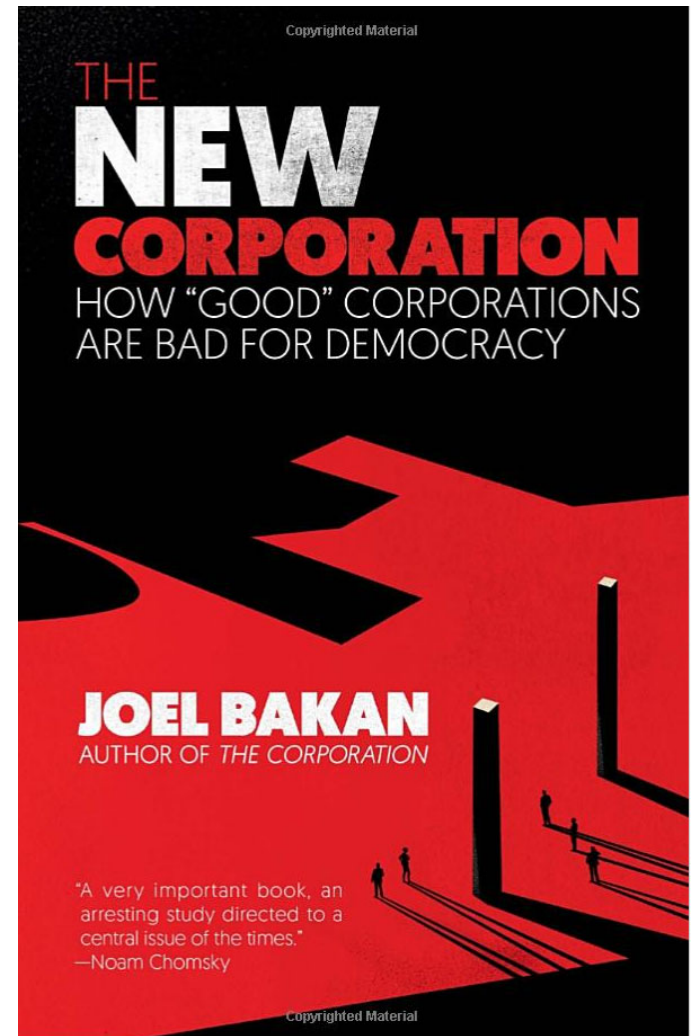


PERSONALITY DIAGNOSTIC CHECKLIST

WORLD HEALTH ORGANIZATION ICD-10 MANUAL OF MENTAL DISORDERS DSM-IV

- Callous unconcern for the feelings of others
- Incapacity to maintain enduring relationships
- Reckless disregard for the safety of others
- Deceitfulness: repeated lying and conning others for profit
- Incapacity to experience guilt
- Failure to conform to social norms with respect to lawful behaviours

Corporations break the law. They're programmed to act out of self-interest. They lack the capacity to care genuinely about anything but themselves, routinely exploit and cause harm to others, and mimic concern when that serves their self-interest.



On these bases, I have argued in the past that the corporation, as an institution, is imbued with the flawed character of a human psychopath. The “new” corporation movement professes to answer that criticism. But as you can see, despite all the posturing, the corporation’s character remains fundamentally the same.



In 2011, the American Psychiatric Association added a new criterion to the diagnosis of psychopaths: “use of seduction, charm, glibness, or ingratiation to achieve one’s ends.” That’s helpful for understanding this “new” corporation. It’s still a psychopath—just a more charming one now. And more dangerous because of that.

*Um, is this like
GREENWASHING?*



**THE NEW CORPORATION IS A
CRITICAL DOCUMENTARY FOR
UNDERSTANDING THE PROBLEM.**

**GREENWASHING TAKES ON A WHOLE
NEW DIMENSION.**

BUT WAIT!

CORPORATIONS ARE MY CLIENTS.

OH.

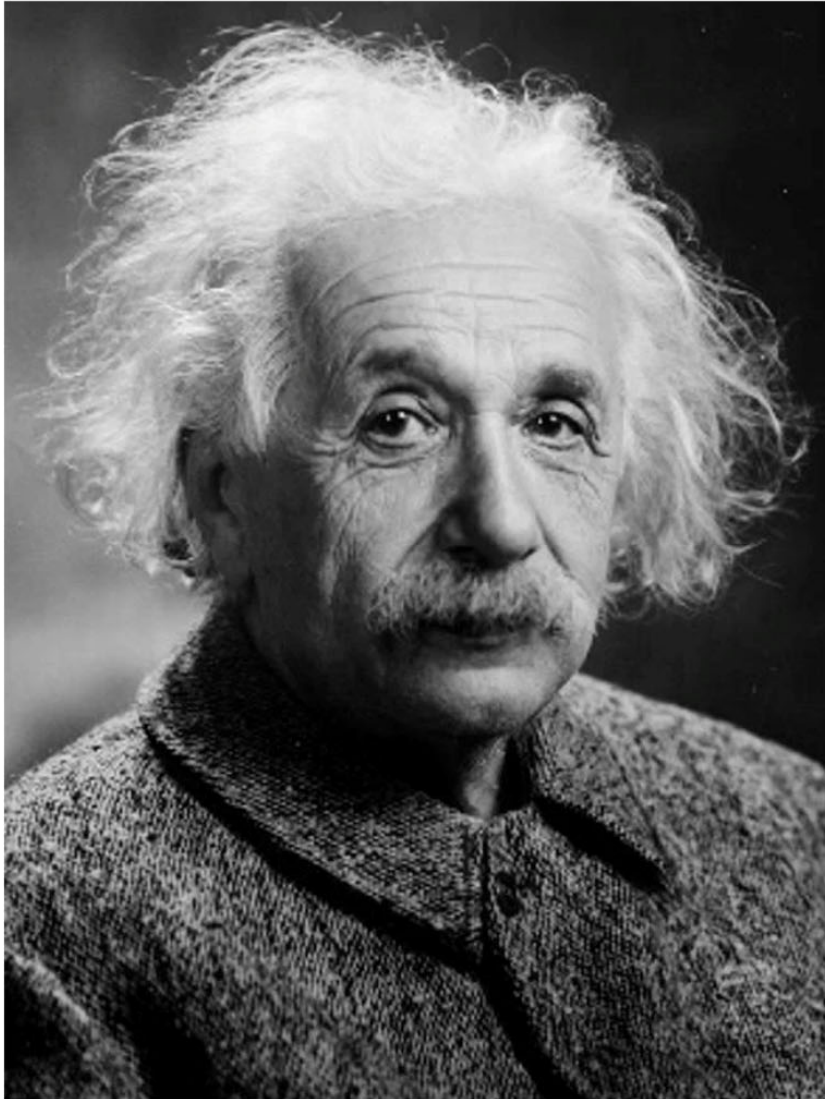
(AWKWARD.....)

WORSE!

I WORK FOR A CORPORATION.

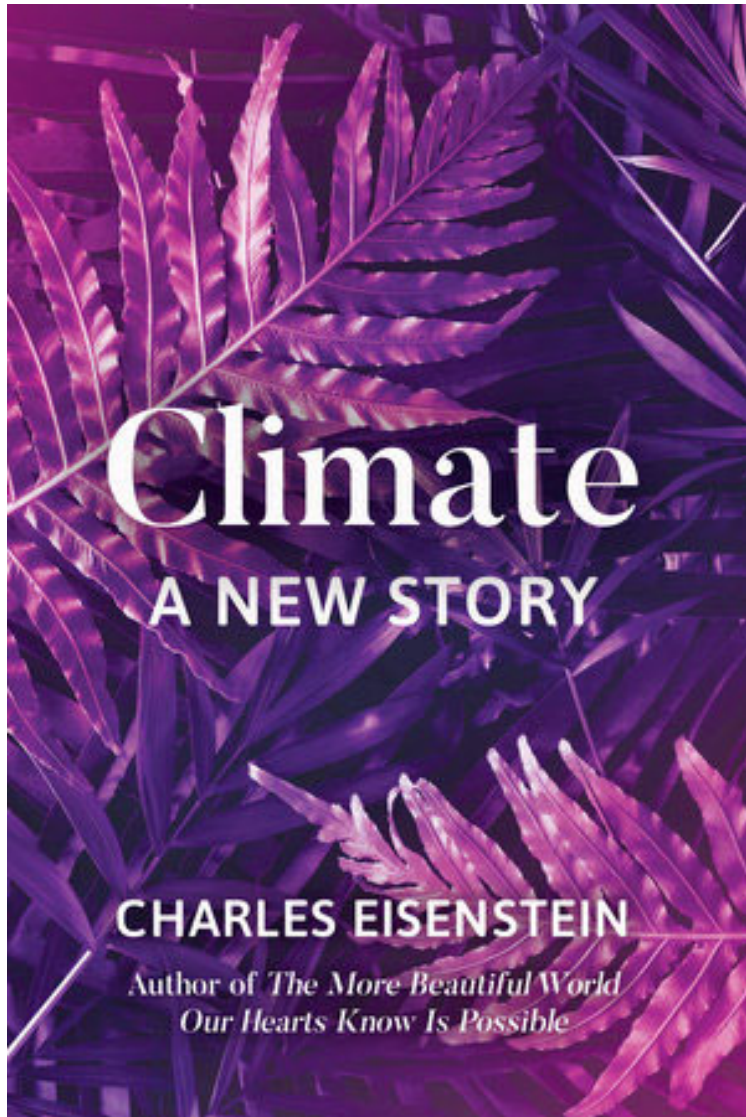
OH.

(EQUALLY AWKWARD.....)



“We cannot solve our problems with the same thinking we used when we created them.”

- Albert Einstein

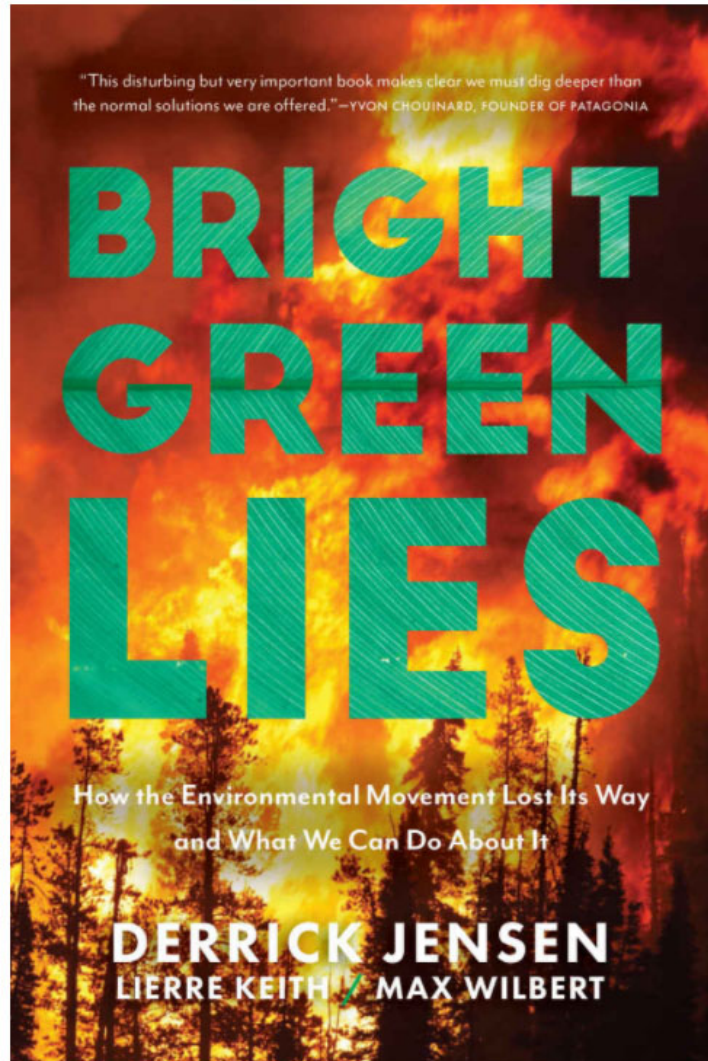


“Respect for nature is inseparable from respect for all beings, including the human. It is impossible to cultivate one without the other. Climate change, therefore, calls us to a greater transformation than a mere change in our energy sources.

It calls us to transform the fundamental relationship between self and other, including but not limited to the relation between the collective self of humanity and its “other,” nature.”

“I’m not saying that people shouldn’t reduce their ecological footprint, or that cities are more unsustainable than suburbs,” Derrick argued. “I’m saying we need to be honest with ourselves and recognize that you can’t have an electrical system without a mining infrastructure because you need copper or other metals for wiring.”

*Brought to you by the author of
“Forget Shorter Showers”*



Film Premiere April 22nd

Purchase tickets to the livestreaming premiere and live Q&A with filmmaker Julia Barnes, and authors Max Wilbert, Lierre Keith and Derrick Jensen



Bright Green Lies – World Film Premiere

Thu, Apr 22 at 7:30 PM – 9:00 PM CDT

General Admission

Includes the film screening followed by a live Q&A.

[More info](#)

CA\$17.00
(CA\$14.99 + CA\$2.01 fees, including taxes)

0

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GET TICKETS

**GET YOUR HEAD
IN THE GAME.**



In The Matrix, the main character Neo is offered the choice between a red pill and a blue pill by rebel leader Morpheus.

The red pill represents an uncertain future—it would free him from the enslaving control of the machine-generated dream world and allow him to escape into the real world, but living the "truth of reality" is harsher and more difficult.

On the other hand, the blue pill represents a beautiful prison—it would lead him back to ignorance, living in confined comfort without want or fear within the simulated reality of the Matrix

You are not IN traffic
You ARE traffic

Caveat Emptor

When the buyer takes the risks and is responsible for checking the condition or quality of the item purchased. (Latin- Let the buyer beware)



TAKE YOUR PICK

**raise
your
voice.**

**DON'T RAISE
YOUR
VOICE.
IMPROVE
YOUR
ARGUMENT.**



thank you!



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Green Building Resource Center

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Environmental Social Governance – Wednesday, March 25, 2020

Changing expectations of business, the new drivers behind the environmental, social, and governance (ESG) revolution, and how companies are responding to demands to increase transparency on their impacts. We decipher the sustainability reporting along the way.

Amanda and David will speak to all current Global, National and Local mandatory regulations, and existing & emerging voluntary standards and certifications; examining Global expectations for International Corporations, like the Sustainable Accounting Board Standard (SASB) and Global Reporting Initiative (GRI), working our way down to requirements to build and operate spaces where occupants can be healthy and productive and everything in between. Sean will speak to all of the above influencers and drivers that led to the decision to build the first LEED v4 Platinum building in Houston. Your chance to understand how each standard, code, initiative and emerging trend ultimately does or does not impact your life (Spoiler: They all do!).

GBRC Video

Download Related Documents:

-  Environmental Social Governance Flyer
-  McMac Cx Presentation
-  Global Affairs Presentation
-  Bank of America Tower Presentation