

A decorative graphic consisting of a thin yellow circle on the left and a horizontal bar with a yellow-to-white gradient on the right. A large black left square bracket is positioned on the left side of the bar, and a large yellow right square bracket is on the right side.

Sustainability Indices, Indicators, and Frameworks

Sustainability Seminar

CHE 670, January 8, 2008

Rhonda R. Janke

Three Main Points

1. Genuine Indices/indicators are different than “Green washing”
2. These can be used at almost any scale, from the personal to the global
3. Recent proliferation of these, for everything from flowers to floor cleaners – TMTC!!!

[Indicators take time to develop]

- Initial input, lit review, look at other labels, other fields
- Develop criteria for the indicators
- Draft a list of indicators, feedback process, prototype testing, inclusive of various users
- On-going re-evaluation, even once it is in use.



VS.



Source: Macmillan English Dictionary

<http://www.macmillandictionary.com/New-Words/050110-greenwash.htm>

greenwash *also green-wash* verb [T] / griːnwɒʃ /
to try to convince people that you are doing something which is good for the environment by being involved in small, environmentally-friendly initiatives, especially as a way of hiding your involvement in activities which are damaging to the environment

Background

The term **greenwash** has been around since the early nineties, emerging from the Earth Summit held in Rio de Janeiro in 1992. In 1999, it entered the *Concise Oxford Dictionary*, defined there as: 'Disinformation disseminated by an organization so as to present an environmentally responsible public image.'

[What are indicators used for?]

- Evaluation
- Knowledge/education
- Decision-making
- Marketing (label identification)

[“Good” indicators are:]

- Relevant
- Understandable
- Reliable/consistent
- Accurate/valid
- Timely
- Include accessible data
- Clear in value
- Feasible
- Sufficient
- Appropriate scale

Benchmark vs. Indicator

- **Benchmark:** point of reference or standard against which measurements can be compared; sometimes a goal or a target.
- **Indicator:** a measurement that reflects the status of a system.
- Something that helps you understand where you are now, which way you are going, and how far you are from where you want to be.

[Indicator vs. Index]

- **Indicator:** A statistic or parameter measure that, tracked over time, provides information on trends in the condition of a phenomenon and has significance extending beyond that associated with the properties of the statistic itself.
- **Index:** a numerical scale used to compare variables with one another or with some reference number, a number or ratio (a value on a scale of measurement) derived from a series of observed facts; can reveal relative changes as a function of time

[Indicators:]

- Quantity vs. Quality
- Scale
- Types
- Issues/Contexts
- Target Populations

[Indicators and scale:]

- Global
- Community/city
- College campus
- A building
- Farm
- Household
- Agricultural products
- Manufactured products
- Processes (e.g. fair trade)

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Ecological Footprint : Overview

The Ecological Footprint is a resource management tool that measures how much land and water area a human population requires to produce the resources it consumes and to absorb its wastes under prevailing technology.

In order to live, we consume what nature offers. Every action impacts the planet's ecosystems. This is of little concern as long as human use of resources does not exceed what the Earth can renew. But are we taking more?

Today, humanity's Ecological Footprint is over 23% larger than what the planet can regenerate. In other words, it now takes more than one year and two months for the Earth to regenerate what we use in a single year. We maintain this overshoot by liquidating the planet's ecological resources. This is a vastly underestimated threat and one that is not adequately addressed.

By measuring the Ecological Footprint of a population (an individual, a city, a nation, or all of humanity) we can assess our overshoot, which helps us manage our ecological assets more carefully. Ecological Footprints enable people to take personal and collective actions in support of a world where humanity lives within the means of one planet.

The Challenge and the Goal: *Sustainability*

Sustainability is a simple idea. It is based on the recognition that when resources are consumed faster than they are produced or renewed, the resource is depleted and eventually used up. In a sustainable world, society's demand on nature is in balance with nature's capacity to meet that demand.

When humanity's ecological resource demands exceed what nature can continually supply, we move into what is termed [ecological overshoot](#). According to a report by the World Resources Institute, the United Nations Environment Programme, the United Nations Development Programme, and the World Bank, *World Resources 2000-2001*, *People and Ecosystems: The Fraying Web of Life*, in addition to the growing depletion of

RELATED LINKS

- [World Trends and Overshoot](#)
- [National Footprints](#)
- [Publications](#)
- [Glossary](#)



Sustainable Seattle:

- Founded in 1991, Sustainable Seattle is a non-profit organization dedicated to enhancing the long term quality of life in the Seattle / King County area.

Sustainable Seattle achieves its mission through:

- **AWARENESS** :Create opportunities to learn about sustainable living principles and practices.
- **ASSESSMENT** :Develop tools to monitor our community's progress toward long-term sustainability.
- **ACTION** :Foster dialogue among diverse constituencies and their development of local models.
- <http://www.sustainableseattle.org/>

Indicator Criteria

Links Essential Conditions:

Reflect community values:..

Linkages:

Actionable:

Future Vision Oriented:

Long term strategies & medium term action:..

Attractive to local media:..

Policy relevant:

Measurable:

Valid:

Reliable:

Demographic detail:..

Geographic detail:

Data availability:..

Leading: Indicators must give information while there is still time to act

Indicators of sustainable community 1998

Improving trend:

- Air quality
- Water consumption
- Pollution prevention
- Energy use per dollar income
- Employment concentration
- Unemployment
- Volunteer involvement in schools
- Equity in justice
- Voter participation
- Public participation in the arts
- Gardening

Declining trend:

- Solid waste generated and recycled
- Local farm production
- Vehicle miles traveled and fuel consumption
- Renewable and nonrenewable energy use
- Distribution of personal income
- Health care expenditures
- Work required for basic needs
- Children living in poverty

Indicators of sustainable community 1998 continued:

Neutral trend:

- Wild salmon
- Soil erosion
- Population
- Emergency room use for non-ER purposes
- Housing affordability
- Ethnic diversity of teachers
- Juvenile crime
- Low birth-weight infants
- Asthma hospitalizations for Children
- Library and community center use
- Perceived quality of life.

Insufficient data:

- Ecological health
- Pedestrian and bicycle friendly streets
- Open space
- Impervious surfaces
- Community reinvestment
- High school graduation
- Adult literacy
- Arts instruction
- Youth involvement in community serviced
- Neighborliness



COLLEGE SUSTAINABILITY REPORT CARD

*A Review of Campus &
Endowment Policies at Leading Institutions*

Sustainable Endowments Institute releases...

[College Sustainability Report Card](#) —

***A Review of Campus & Endowment Policies
at Leading Institutions.***

Study receives coverage in *USA Today* and *Boston Globe*.

The Sustainable Endowments Institute is a special project fund of Rockefeller Philanthropy Advisors and is based in Cambridge, Massachusetts. Founded in 2005, the Institute is engaged in research and education on the sustainability of higher education endowments.

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A Special Project Fund of ROCKEFELLER PHILANTHROPY ADVISORS

YALE UNIVERSITY

B⁺

\$18 billion

ADMINISTRATION	A	The University has an extensive Sustainability Office with advisory councils in separate departments that have helped reduce energy consumption in the residential colleges by 10 percent. The University matched that effort by purchasing renewable energy to cover two-thirds of their remaining energy needs. The University's commitment to becoming a sustainable institution includes all operational functions: energy systems, waste management, design and construction, water management, transportation, and landscape and land-use.
CLIMATE CHANGE & ENERGY	A	In the 2005-2006 academic year, the University pledged to purchase one-third of the residential colleges' energy needs from renewable sources if the colleges reduced their energy use by five percent. When the colleges exceeded those expectations and secured a ten percent reduction, the University agreed to supply another third of the colleges' energy from renewable sources. In October 2005, President Levin committed to reducing Yale's greenhouse gas emissions to 10 percent below 1990 levels by 2020.
FOOD & RECYCLING	A	The Sustainable Food project involves efforts to buy local, organic food, as well as to utilize the University Farm for food and composting efforts, and to recycle in order to reduce outgoing waste.
GREEN BUILDING	A	The University is making a clear effort towards green building with its University Design Standards, which incorporate principles in line with LEED Silver certification. A Sustainable Building Design and Construction committee is in the process of reviewing, analyzing, and preparing a set of recommendations for a set of campus-wide design guidelines. A campus-wide retrofit of inefficient lightbulbs, windows, HVACs, and other facilities is currently in place, as well.
ENDOWMENT TRANSPARENCY	D	Basic investment information is made available in the annual report. However, the proxy voting record is neither made public, nor is it web accessible.
INVESTMENT PRIORITIES	C	The University prioritizes investing to maximize profit and has not made any public statements about investigating or investing in renewable energy funds or community development loan funds.
SHAREHOLDER ENGAGEMENT	A	A committee composed of two students, two alumni, two faculty, and two staff recommends and implements proxy voting that is approved by the Corporation. Recommendations on proxy votes are open to the Yale community, as well as to the two student committee members. Yale's voting record addresses matters with Sudan, tobacco, and others.

Data compiled from independent research as well as through a campus sustainability policy survey.

UNIVERSITY OF KANSAS

C-
\$1.1 billion

Administration	B	The provost appointed a sustainability task force in 2004. One result has been the creation of the Center for Sustainability in February 2007. The center is aided by an advisory board comprised of three faculty, two staff, and two students. The student senate has a standing environmental advisory board and the university has also adopted an environmental policy. The Environmental Stewardship program works with campus organizations to educate students, faculty, and staff about waste reduction.
Climate Change & Energy	D	Energy performance contracting, which involves energy audits, efficient maintenance, and utilities upgrading, has provided the university with \$2.5 million annually in energy savings. The student union's energy management system was recently upgraded, as were the motor drives, A/C units, and lighting fixtures in many student residences. A geothermal heating and cooling system was also installed in one student residence. The student senate is investigating the possibility of purchasing green energy.
Food & Recycling	C	KU is pursuing opportunities to purchase organically grown foods and participate in farm-to-market programs to bring locally grown foods to the dining centers. KU dining uses napkins from recycled paper and will be utilizing biodegradable to-go bags beginning in fall 2007. Additionally, waste cooking oil is supplied to the biodiesel generation project, which will eventually produce fuel for campus equipment.
Green Building	D	A review committee met and proposed changing the standards to be more stringent than the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) Standard 90.1 for energy efficiency. The committee also called for reviewing the design, construction, and operational process to ensure energy efficiency.
Transportation	C	The university's parking and transit department recently began operating newer, more environmentally friendly buses, with a plan to replace these with even more efficient models. All diesel vehicles on campus are fueled with a 5 percent biodiesel blend. A shuttle service allows students to travel between KU campuses without using a car.
Endowment Transparency	F	The Kansas University Endowment Association has no policy of disclosure of endowment holdings or its shareholder voting record.
Investment Priorities	A	The Kansas University Endowment Association aims to optimize investment return and is currently invested in renewable energy investment funds or similar investment vehicles.
Shareholder Engagement	F	The Kansas University Endowment Association asks that its investment managers handle the details of proxy voting.

Data compiled from independent research as well as through a campus sustainability policy survey, a dining services survey, and an endowment shareholder practices survey. Endowment size in upper right corner is as of June 30, 2007 and combines the university and related foundation. For information on data collection and evaluation, please see the Methods section on page 228. Overall grade on the *College Sustainability Report Card 2007* was C-

■ Unchanged Grade From Last Year

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■ Unchanged Grade From Last Year

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KANSAS STATE UNIVERSITY

D+
\$335 million

Administration	C	While there are no full-time staff responsible for sustainability, several staff members in the planning office work to ensure that sustainability concepts are considered in campus planning and projects. The Stewardship Subcommittee of the Campus Development Advisory Committee proposes strategies, principles, and guidelines for environmental stewardship, and focuses mostly on construction and campus planning. A representative of the student group, Students for Environmental Action, sits on the subcommittee.
Climate Change & Energy	D	The university has retrofitted all lighting and plumbing fixtures, and all outdated cogeneration plants, boilers, and chillers have been replaced with energy-efficient units. However, the university has not yet committed to reducing its emissions, nor has it explored renewable energy options.
Food & Recycling	D	For the past ten years, the university has operated a comprehensive recycling program and recently purchased a new truck that is used exclusively for recycling. However, no notable amount of local or organic food is available through the university's dining services, and there is not yet a composting program in place.
Green Building	D	All new construction and major renovation projects must meet energy conservation guidelines. The university's College of Human Ecology is currently planning an addition that will meet LEED specifications. The new leadership studies building, which is currently in the planning stages, will be constructed with consideration of green principles.
Transportation	B	The university fleet has been utilizing E85 fuel since 2003 and a hybrid vehicle was added to the fleet in 2006. Two shuttle buses are powered by biodiesel. The remaining buses use E85 and are projected to be replaced with biodiesel vehicles. The campus has been designed to be pedestrian- and bike-friendly.
Endowment Transparency	F	The university and the KSU Foundation have no known policy of disclosure of endowment holdings or shareholder voting records. Therefore, there is no known ability to access this information.
Investment Priorities	C	The university and the KSU Foundation aim to optimize investment return and have not made any public statements about investigating or investing in renewable energy funds or community development loan funds.
Shareholder Engagement	F	The university and the KSU Foundation have not made any public statements about active ownership or a proxy voting policy.

Data compiled from independent research as well as through a campus sustainability policy survey. Endowment size in upper right corner is as of June 30, 2007 and combines the university and related foundation. For information on data collection and evaluation, please see the Methods section on page 228.

LEED Certified: Ball State's dedication of the David Letterman Communication and Media Building not only recognizes the accomplishments of a distinguished alumnus, but also helps advance the university's efforts to provide immersive learning opportunities for undergraduates by placing the latest production and post-production technology at their fingertips.





The main hallway of the David Letterman Communication and Media Building recalls the narrow, vertical orientation of an old world village street, complete with overhanging balconies. Natural light from above and the use of red brick — normally an exterior material — on an expansive interior wall (left) contribute further to the sensation of strolling along a pleasant lane, while still indoors.

Microsoft Excel - LEED checklist


File Edit View Insert Format Tools Data Window Help Adobe PDF

Type a question for help

K3

Project Checklist

LEED for Homes



Builder Name: _____

Responsible Party (if different): _____

Home Address (Street/City/State): _____

Input Values: Click here if you're experiencing problems

No of Bedrooms: Floor Area (SF):

Minimum No. of Points Required:

Certified: Silver: Gold: Platinum:

Detailed information on the measures below are provided in the companion "LEED for Homes Rating System"

Y/Pu	No	H/A	Measure	Points	Max Points Available
Innovation and Design Process (ID) (Minimum of 0 ID Points Required) 9					
11			Integrated Project Planning	Preliminary Rating	Prerequisite
12				Integrated Project Team	1
13				Design Charrette	1
19			Quality Management for Durability	Durability Planning; (Pre-Construction)	Prerequisite
20				Wet Room Measures	Prerequisite
21				Quality Management	Prerequisite
22				Third-Party Durability Inspection	3
24			Innovative / Regional Design	Provide Description and Justification for Specific Measure	1
25				Provide Description and Justification for Specific Measure	1
26				Provide Description and Justification for Specific Measure	1
27				Provide Description and Justification for Specific Measure	1
28	0		Sub-Total		
Location and Linkages (LL) (Minimum of 0 LL Points Required) OR 10					
30			1 LEED-ND Neighborhood		LL2.5 10
32			2 Site Selection	Avoid Environmentally Sensitive Sites and Farmland	LL1 2
34			3.1 Preferred Locations	Select an Edge Development Site	LL1 1
35			OR	Select an Infill Site	LL1 2
36			3.3	Select a Previously Developed Site	LL1 1
38			4 Infrastructure	Site within 1/2 Mile of Existing Water and Sewer	LL1 1
40			5.1 Community Resources & Public Transit	Basic Community Resources / Public Transportation	LL1 1
41			OR	Extensive Community Resources / Public Transportation	LL1 2
42			OR	Outstanding Community Resources / Public Transportation	LL1 3
44			6 Access to Open Space	Publicly Accessible Green Spaces	LL1 1
45	0		Sub-Total		
Sustainable Sites (SS) (Minimum of 5 SS Points Required) OR 21					
47			1.1 Site Stewardship	Erosion Controls (During Construction)	Prerequisite
48				Minimize Disturbed Area of Site	1
50			2.1 Landscaping	No Invasive Plants	Prerequisite
51				Basic Landscaping Design	2
52				Limit Turf	3
53				Drought Tolerant Plants	2
55			3 Shading of Hardscapes	Locate and Plant Trees to Shade Hardscapes	1

Checklist / Expanded Checklist / MF calculator

Ready

start INBOX :: INBOX - Mo... www.eco-labels.org [...] Class 5 assignment - ... KINGSTON (I:) Microsoft PowerPoint ... Microsoft Excel - LEE...

1:24 PM

Different Criteria for:

-New construction

-Public buildings

-Homes

-Etc.

**-Developed by the
US Green Building
Council.**



Welcome

Welcome to the European Union Eco-label Homepage



The Flower is the symbol of the European Eco-label – your guide to greener products and services.

It is a voluntary scheme designed to encourage businesses to market products and services that are kinder to the environment and for European consumers - including public and private purchasers - to easily identify them.

You can find the Flower throughout the European Union as well as in Norway, Liechtenstein and Iceland. The European Eco-label is part of a broader strategy aimed at promoting sustainable consumption and production.

Latest News

August 2007

- ◆ Conference in Italy about the new Soaps and Shampoos product group
- ◆ UNEP's new project on "Enabling developing countries to seize Ecolabel opportunities"
- ◆ Watch out for the Flower Month!

July 2007

- ◆ European Ecolabel awarded to the first tourist accommodation in Finland
- ◆ Great interest in the Flower at the CSR workshop in Greece
- ◆ The Green Week

June 2007

- ◆ Promotion of the Flower at the PLMA Fair
- ◆ Sustainable tourism stand at the international tourism fair of Catalonia
- ◆ European Ecolabel awarded to the smallest tourist accommodation in the EU
- ◆ Miscellaneous

May 2007

- ◆ Oliver Heath launches new 'Eco Chic' range
- ◆ Presentation of the European Ecolabel Scheme in Romania and Turkey
- ◆ The Flower at this year's ITB Berlin

April 2007

- ◆ The Flower at BIT Milan
- ◆ Great success for the EU Ecolabel at

- [What is the Eco-label ?](#)
- [How to apply ?](#)
- [Marketing](#)
- [Other Eco-labels](#)
- [Product Groups](#)
- [Meetings Schedule](#)
- [Documents](#)
- [News](#)
- [Revision of the Ecolabel scheme](#)
- [Site map](#)
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New pages

- ◆ [European Commission Guide on innovation and public procurement](#)
- ◆ [Revision of the Eco-label scheme](#)
- ◆ [Revision consultation](#)
- ◆ [Green events](#) - a new page on how the EU Eco-label contributes in greening major sports events
- ◆ [Fairs](#) - information on the Eco-label at fairs for consumers and producers
- ◆ [GPP](#) - link to our new GPP web page
- ◆ [Marketing Activities from the Competent Bodies](#)
- ◆ [Heat pumps](#) - work on the new product group criteria development
- ◆ [Printed paper](#) - work on the new product group criteria development



EU Product Groups:

- Cleaning products All purpose cleaners
Detergents for dishwashers
Hand dishwashing detergents
Laundry detergents
Soaps and shampoos
- Appliances Dishwashers
Heat pumps
Light Bulbs
Personal computers
Portable computers
Refrigerators
Televisions
Vacuum cleaners
Washing machines
- Paper products Copying and graphic paper
Printed paper
Tissue paper products
- Home and garden Bed mattresses
Furniture
Hard floor coverings
Indoor paints & varnishes
Soil improvers
Textiles
- Clothing Footwear
Textiles
- Tourism Camp site service
Tourist accommodation service
- Lubricants Lubricants



Responsible Purchasing Network

Center for a New American Dream

In the US:

RPN produces Purchasing Guides for a range of products and services, including:

Cleaners

Computers

Fleets

Office Electronics

Paint

Must subscribe (\$) to receive the guides. Will develop more, but started with the “low hanging fruit,” or for products that are available now.

Each guide includes:

Overview

Social & Environmental

Best Practices

Cost, Quality, & Supply

Policies

Specifications

Standards

Products

Handy Facts

Definitions

Credits & Endnotes

http://www.responsiblepurchasing.org/purchasing_guides/all/

Whole farm planning to encourage the use of BMP's

Kansas River Friendly Farm Environmental Assessment

Profitability, Stewardship,
Quality of Life



[River Friendly Farm notebook]

- Primary goal is education
- 137 questions related to farming practice with a rating system 4=best, 1= needs improvement.
- Grouped in sections related to cropping practices, livestock, household wells and waster, etc.
- Similar programs used to promote products have not gone well, e.g. “Chesapeake Bay ‘green milk’ Markets.” However, a similar scoring system is used by some successful eco-lables.

Example Question and scorecard from KS River Friendly Farm:

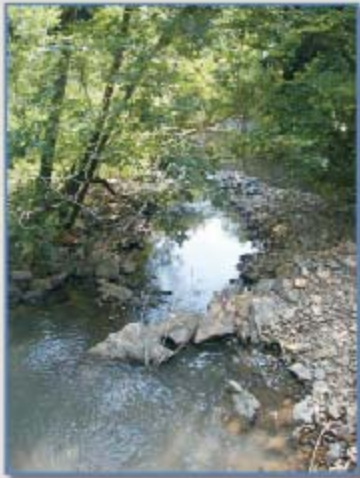
2. Is there any field runoff (evaluate each field separately) from irrigation?

4	3	2	1
Through irrigation timing, water management, and use of structures, etc. there is no surface water runoff from the field due to irrigation.	Through irrigation timing, water management, and use of structures, there is little surface water runoff due to irrigation. All irrigation runoff is contained on-site using tailwater-pit or other containment and is reused.	High irrigation runoff, but all is contained on-site by tailwater pit or other containment.	<i>Irrigation water sometimes runs off the field.</i>

Items in bold italics do not comply with Kansas laws and regulations.

Section/Question	Ratings		Priority Areas and Need for Action				
	Current Rating	Desired Rating	No Action Needed	Low Priority	Medium Priority	High Priority	List on Action Plan
VI. IRRIGATION MANAGEMENT							
1. Efficient and cost effective irrigation system							
2. Field runoff							
3. Irrigation schedule and water management							
4. Water permits							
5. Water usage and record keeping							
6. Irrigation water testing							
7. Do you chemigate							
8. Well location from cropland							
9. Type of lubrication for pump							
AVERAGE SCORE FOR THIS SECTION							

Second program created to introduce monitoring – soil and water. www.oznet.ksu.edu/kswater [or see our videos at www.youtube.com.]



SOIL AND WATER TESTING
FOR ENHANCED NATURAL
RESOURCE STEWARDSHIP

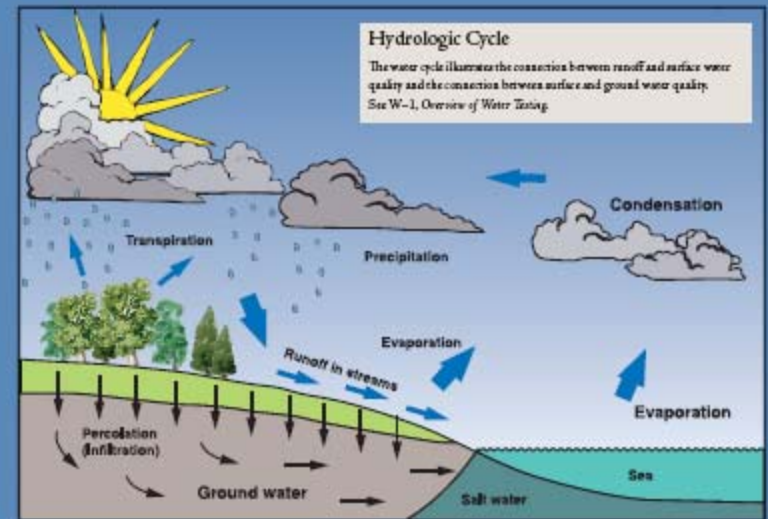


Kansas State University
Agricultural Experiment Station
and Cooperative Extension Service

SOIL AND WATER PUBLICATIONS

SF1 Overview of Soil Testing
SF2 Soil pH
SF3 Soil Phosphorus
SF4 Soil Potassium
SF5 Soil Nitrogen
SF6 Soil Organic Matter
SF7 Soil Texture
SF8 Field Infiltration
SF9 Lab Infiltration
SF10 Soil Biology
SF11 Soil Data Sheet
SF12 Interpretation Guide for Soil Tests
(Order PKT 12)

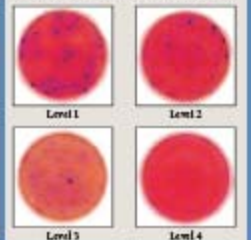
W1 Overview of Water Testing
W2 Background Water Tests:
Color, Odor, Temperature and pH
W3 Turbidity/Transparency
W4 Nitrogen
W5 Phosphorus
W6 Total Coliform and E. coli Bacteria
W7 Taints (Arazine)
W8 Stream Biology and Macroinvertebrate Sampling
W9 Stream Site Assessment
W10 Setting a Water Monitoring Team
W11 Water Monitoring Data Sheet
W12 Interpretation Guide for Water Tests
(Order PKT 13)



Turbidity/Transparency test interpretation
Fill the empty tube (Fig. 2-A) until the bottom of the tube is not visible. Allow water to flow out of the tube until the black and white icon at the bottom of the tube becomes visible (Fig. 2-B). Read the scale on the side of the tube and record the number (Fig. 2-C). See W-6, Turbidity/Transparency.

E. coli test interpretation

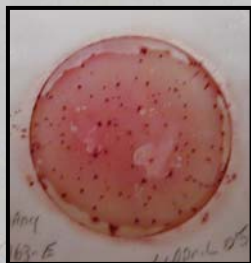
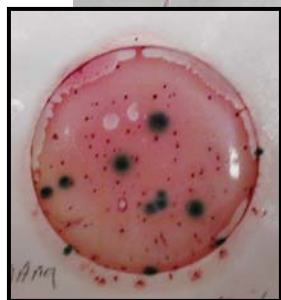
A rating of 4 is the best (no E. coli present), and a rating of 1 is the worst (20+ E. coli per sample). The blue dots are the E. coli colonies. Pink dots are non-fecal coliform bacteria. See W-6, Total Coliform and E. coli Bacteria.



This project is funded through a grant from the EPA by the Kansas Department of Health and Environment, and the Kansas Center for Agricultural Research and Experimentation at Kansas State University.

Farmstead Map Showing E. Coli samples on tributaries.

Citizen Science Program – promotes on-farm soil and water testing.

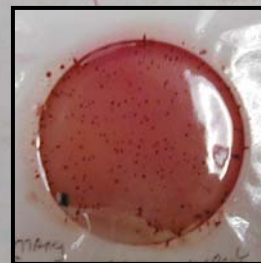


Old lots with newly seeded grass

Farmstead



New cattle feeding area



www.eco-labels.org | Consumers Union Guide to Environmental eco-labels / ecolabels - Mozilla Firefox

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The Consumers Union Guide to Environmental Labels

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SEARCH BY LABEL

LABEL

LABEL CATEGORY

SEARCH BY LOGO

VIEW LABEL INDEX

DON'T SEE A LABEL? CLICK HERE

LABEL REPORT CARD

SEARCH BY PRODUCT

SEARCH BY CATEGORY

FOOD

HOUSEHOLD CLEANERS

PERSONAL HYGIENE

WOOD/PAPER

OR BY PRODUCT

VIEW PRODUCT INDEX

SEARCH BY CERTIFIERS

CERTIFYING ORGANIZATION

VIEW ORGANIZATION INDEX

CERTIFYING PROGRAM

VIEW PROGRAM INDEX

WHAT MAKES A GOOD ECO-LABEL?

GLOSSARY

FOCUS OF THE MONTH

What you should know about chemicals in your cosmetics

You slather, spray, and paint them on and rub them in. Cosmetics are so much a part of your daily regimen that you probably never think twice about them. If they're on store shelves, it seems reasonable to figure that they're safe to use, despite those unpronounceable ingredient lists....

[Past Focus Stories](#)

NEW! LABELS

[Recent Additions](#)


[Coming Soon](#)

FEATURE STORY

Traditional vs. Eco Production

[Food-labeling poll: Do you want to know where your food comes from?](#)

[Past Features](#)



LABEL REPORT CARD

Look for a specific label:

Compare a label category:

Compare a product area:

LETTERS TO THE EDITOR

"Letters to the Editor" posts letters to and responses from eco-labels.org

[Re: Consumer Reports Article: Organic, it's lower in pesticides. Honest. \(August 2000 issue\)](#)

[All Letters to the Editor](#)

ARTICLES & COMMENTS

- [Read Consumer Union's letter of concern to the USDA issued June 15, 2004](#)
- [Read Consumer Union's letter of thanks to USDA issued May 28, 2004](#)
- [Consumers Union Letter to USDA on Weakening of National Organic Program](#)
- [USDA Drastically Cheapens Meaning of Organic](#)
- [Consumers Union's Comments to USDA on Proposed Meat and Livestock Marketing Claims](#)
- [Presentation to Ecolabels and Greening of the Food Market Meeting, Boston, MA, Nov 7-9, 2002.](#)
- [Other Publications](#)

• Eco-labels.org Newsletters

• Regulatory agencies involved in eco-labeling

• Links to others involved in sustainability

VISIT OUR VIRTUAL KITCHEN!

Done

start INBOX :: INBOX - Mo... www.eco-labels.org | ... Class 5 assignment - ... KINGSTON (1:) Microsoft PowerPoint ... Microsoft Excel - LEE... 1:23 PM

Currently 138 eco-labels listed.

Eco-label scorecard:

- Clear: “Organic” has a legal definition
- Verifiable: “Rainforest Alliance” certified, “Cruelty-Free”
- Not at all clear: “Bio-compatible,” “Antibiotic-free,” “Non-irritating,” etc. (Claims used on products that are not independently verified. They are often placed on the product by the manufacturer.)



What makes a good eco-label?

1. Meaningful and verifiable.
2. Consistent and clear.
3. Transparency.
4. Independent and protected from conflict of interest.
5. Opportunities for public comment.



[Sustainable Seafood]



The Sustainable Seafood Guide has been developed with consideration given to the following:

status of wild populations - native stocks should be abundant enough to sustain fisheries.

fishing method - hook and line, for example, is preferred to trawling; on-shore fish farming is safer than net pens in the open water; string and rack shellfish farming is preferred to ground culture.

bycatch - wasted catch of fish other than the target species.

impact on natural habitat - spawning grounds, sea bottom, kelp beds require protection.

management initiatives - which increase the odds of fisheries remaining sustainable.

[.....Sustainable Seafood Guide.....]

Better Choices

Anchovies
Bluefish
Calamari
Catfish (farmed)
Clams
Crab: Blue, Dungeness, King
Crawfish
Striped Bass (farmed)
Sturgeon (farmed)
Tilapia (farmed)
Tuna: Pacific Albacore
Uni (sea urchin)



Moderate Risk

Flounder:
Lingcod
Lobster (Atlantic)
Mahi Mahi or Dorado
Octopus (Atlantic)
Salmon (wild from WA, OR, BC Canada)
Salmon (farmed from Chile or WA)
Scallops (Sea, Bay wild)
Shrimp (domestic, trawl-caught)
Snow Crab
Sole
Squid (Atlantic)
Swordfish (Pacific)
Tuna: Yellowfin or skipjack

Best to Avoid

Alaska King Crab
Atlantic Cod
Caviar (wild sturgeon)
Grouper
Haddock (Atlantic)
Halibut (Atlantic)
Salmon (farmed from Scotland or Faroe Islands)
Scrod
Seabass: Chilean
Shark: all species
Skate
Sturgeon (wild)
Swordfish (Atlantic)
Tuna: Bluefin

Choices That Matter



VERIFLORA

Certified Sustainably Grown

- * Home
- * About the Program
- * Making a Difference
- * Find VeriFlora Products
- * VeriFlora Sustainability Council
- * Getting Certified
- * In the News
- * Contact Us



Quality

Supporting handling practices from seed to store that allow you to enjoy flowers and plants that look beautiful and last longer.



Environment

Encouraging farming practices that build soil, conserve water and support healthy ecosystems.



People

Promoting a healthy, equitable workplace that supports farmers, workers, their families and the community.

VeriFlora® is a sustainability certification program for *fresh cut flowers* and *potted plants*.

We've all heard of "sustainability". But what exactly does it mean?

Sustainability refers to the ability to "meet the needs of the present without compromising the ability of future generations to meet their own needs."¹ When it comes to consumer products, sustainability addresses a full range of product quality, social responsibility and environmental protection issues. As consumers, when we choose sustainable products, we are sending a strong signal that these issues matter to us.

The VeriFlora certification program was established to provide stringent sustainability performance standards for growers and handlers of cut flowers and potted plants. It empowers each of us to stand up for sustainability standards that encompass all of the important issues, and to support the farmers and businesses who are making sustainability a reality.



VERIFLORA

Certified Sustainably Grown

Meets Draft American National Standard for Trial Use (SCS-001) Sustainable Agriculture

Look for this label on fresh cut flowers and potted plants to know you are buying products that meet America's most comprehensive sustainability standard.



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Events and Conferences

[National Sustainable Agriculture Standard Process: Upcoming Stakeholder Meetings](#)

[LCIA Framework for Power Declarations: Technical Working Session](#)

[3-part webinar series on Indoor Air Quality beginning in February](#)

Download "Demystifying Sustainability," presented by SCS President and CEO Stan Rhodes at Greenbuild 2007

Find Out About



Latest News

- ▶ [SCS and FSC Cited in High Profile Forestry Story](#) (external link)
- ▶ [G3i Announces the First Low Fluorocarbon Treatment Certification from Scientific Certification Systems](#)
- ▶ [Osmose® MicroPro™ Technology Earns Environmentally Preferable Product Certification](#)
- ▶ [SCS working to verify forest carbon sequestration \(see p. 3\)](#)
- ▶ [Webster Industries Introduces Nation's First Store Brand Certified Recycled Content Bags](#)
- ▶ [BusinessWeek: \(Mis\)Understanding Green Products](#)

Just released!

Click here to access the new
SCS Certified Products Database



Your online directory for
green building products.

ANSI Standards Development

ANSI Draft National Standard for Sustainable Agriculture (SCS-001)

This standard was accepted on April 13, 2007 by the American National Standards Institute (ANSI) as a draft national standard for trial use and is currently in





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RECENT NEWS AND ANNOUNCEMENTS

- Fair Trade Banana Push Targets National and Local Grocery Store Operators (*EarthTimes*)
- Inside Africa: A fair deal for farmers (*CNN*)
- The producer networks become co-owners of FLO (*Fairtrade Labelling Organizations*)
- Deciphering markets' new eco-friendly labels (*MSNBC.com*)
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- ◆ education
- ◆ adopt-a-rainforest
- ◆ neotropics communications
- ◆ community conservation

Sustainable Agriculture

Bananas

Without a doubt, the banana is the world's most popular fruit, and with a market of nearly \$5 billion a year, it is the most important food crop after rice, wheat and maize. In collaboration with our nine partner organizations in the [Sustainable Agriculture Network](#), the Rainforest Alliance has demonstrated that the banana industry can be steered toward sustainability, constructively addressing environmental and social issues while increasing farm efficiency and maintaining high production levels.

[En Español](#)
[In Svensk](#)
[Auf Deutsch](#)
[View a list of Rainforest Alliance Certified farms.](#)

Although the industry is an economic pillar in many tropical countries, providing millions of jobs for rural residents, for much of its history the banana business was notorious for destructive production practices that resulted in widespread deforestation, poor waste disposal, the pollution of coral reefs and nearby watersheds and the excessive use of toxic agrochemicals.



The Rainforest Alliance has helped change the way bananas are farmed. In 1991 along with our partner groups and participation from agronomists, banana growers, community leaders, scientists, environmentalists, government agencies and others interested in improving tropical agriculture, we established the first [standards](#) for responsible banana production.

Today, more than 15% of all the bananas in international trade come from [Rainforest Alliance Certified](#) farms. These farms have improved water quality, instituted programs for recycling and safe waste disposal, dramatically decreased agrochemical use and improved the quality of life for farmer workers and their families. [Chiquita](#) and the [Favorita](#) Fruit Company, two leading banana companies, have reached 100% certification of

[“Better Banana”:

In 1992, Chiquita banana adopted a “code of ethics” for employees and began to certify all of their banana plantations through the “better banana” program of the Rainforest Alliance.



The program includes 10 principles, each made up of criteria, with a group of indicators that can be measured



665 Broadway, Suite 500
New York, NY 10012 USA
(212) 677-1900 (888) MY-EARTH

Chiquita admits paying terrorists

Associated Press

WASHINGTON — Banana company Chiquita Brands International admitted in federal court Monday that, for years, it paid Colombian terrorists to protect its most profitable banana-growing operation.

The company pleaded guilty to one count of doing business with a terrorist organization. The plea is part of a deal with prosecutors that calls for a \$25 million fine and does not identify the several senior executives who approved the illegal protection payments.

The agreement ends a lengthy Justice Department investigation into the company's financial dealings with right-wing paramilitaries and leftist rebels the U.S. government deems terrorist groups.

Prosecutors say the Cincinnati-based company agreed to pay about \$1.7 million between 1997 and 2004 to the United Self-Defense Forces of Colombia, known as AUC for its Spanish initials.

The AUC has been responsible for some of the worst massacres in Colombia's civil conflict and for a sizable percentage of the country's cocaine exports. The U.S. government designated the AUC a terrorist group in September 2001.

Chiquita has said it was forced to make the payments and was acting only to ensure the safety of its clients.

But federal prosecutors noted in court Monday that from 2001 to 2004, when Chiquita made \$825,000 in illegal payments, the Colombian banana operation earned \$49.4 million and was the company's most profitable unit.

"Funding a terrorist organization can never be treated as a cost of doing business," U.S. Attorney Jeffrey Taylor said.

Chiquita sold Banadex, its Colombian subsidiary, in June 2004 for around \$43.5 million.

In addition to paying the AUC, prosecutors said, Chiquita made payments to the National Liberation Army, or ELN, and the leftist Revolutionary Armed Forces of Colombia, or FARC, as control of the company's banana-growing area shifted.

Leftist rebels and far-right paramilitaries have fought viciously over Colombia's banana-growing region, though the victims are most often non-combatants. Most companies in the area have extensive security operations to protect employees.

Court documents listed 10 unidentified company employees who participated in the illegal deals and helped conceal them on company books. Prosecutors would not identify them or say whether they remain with Chiquita.

They assured U.S. District Judge Royce C. Lamberth, however, that two executives who approved the plea deal were not among those in court documents.

"Banana-Gate"

Manhattan Mercury,

Monday, March 19, 2007



[Indicators and scale:]

- Global
- Community/city
- College campus (or a building)
- Farm
- Household
- Agricultural products
- Manufactured products
- Processes (e.g. fair trade)

Three Main Points

1. Genuine Indices/indicators are different than “Green washing”
2. These can be used at almost any scale, from the personal to the global
3. Recent proliferation of these, for everything from flowers to floor cleaners – TMTC!!!

[Indicators take time to develop]

- Initial input, lit review, look at other labels, other fields
- Develop criteria for the indicators
- Draft a list of indicators, feedback process, prototype testing, inclusive of various users
- On-going re-evaluation, even once it is in use.

Bumper Stickers as indicators?



[Questions?

]

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The **Calvert-Henderson Quality of Life Indicators** are a contribution to the worldwide effort to develop comprehensive statistics of national well-being that go beyond traditional macroeconomic indicators. A systems approach is used to illustrate the dynamic state of our social, economic and environmental quality of life. The dimensions of life examined include: education, employment, energy, environment, health, human rights, income, infrastructure, national security, public safety, re-creation and shelter.

Key decision makers will quickly be brought up-to-speed on the state of each domain. Researchers will be able to download current and historical data streams. Journalists will gain insights from experts in each field who highlight and explain subtle trends that affect our daily lives. It is our hope that all users will use the indicators to help clarify the multiple choices we make in our work, education, leisure, and civic commitments.

Calvert-Henderson Quality of Life Indicators
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Yale Environmental Performance Measurement Project

2005 Environmental Sustainability Index: Benchmarking National Environmental Stewardship

The Environmental Sustainability Index was formally released in Davos, Switzerland, at the annual meeting of the World Economic Forum on Friday, 28 January 2005. The full report in PDF format is available for download.

[Main Report](#) (550KB)

[Appendix A: Methodology](#) (106MB)

[Appendix B: Country Profiles](#) (2.8MB)

[Appendix C: Variable Profiles and Data](#) (1.1MB)

[Appendix D: Component and Indicator Tables](#) (2.4MB)

[Appendix E: ESI Values in Small States](#) (63KB)

[Appendix F: Comparing ESI with Other Sustainability Indicators](#) (257KB)

[Appendix G: An Ideal Set of ESI Indicators](#) (95KB)

[Appendix H: Critiques and Responses](#) (97KB)

[Appendix I: Published Citations to the ESI](#) (83KB)



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Leonardo Academy is a 501(c)(3) non-profit organization founded in 1997 with a vision of advancing sustainability and putting the competitive market to work on improving the environment. Leonardo Academy is a Think and Do Tank. We develop and distribute strategies, guidance, metrics, standards, education, and information on how to increase sustainability. We also help companies, organizations, families, and individuals successfully promote, encourage, and implement sustainability. Our integrated approach lets us make sustainability very practical to our clients. [Learn more about Leonardo Academy](#) or [meet our Staff](#).

Current Projects & Activities

Leonardo Academy works to increase sustainability throughout a broad range of projects and programs. From our LEED consulting services to facilitating the development of ANSI sustainability standards to offsetting emissions through our Cleaner & Greener® Program, the Leonardo Academy works diligently to make everyday living more sustainable for people, businesses, and the environment.

Sustainability and LEED® Building Consulting Services

INDICATORS OF SUSTAINABILITY IN WHOLE- FARM PLANNING: LITERATURE REVIEW

Stan Freyenberger, Rhonda Janke, and David Norman
KANSAS SUSTAINABLE AGRICULTURE SERIES, Paper #2

ABSTRACT

This paper cites more than 80 pieces of current literature (most between 1990 and 1996) relating to indicators of sustainability and whole-farm planning. Appendix A and B classify all the cited references to provide a 'quick reference' listing according to the classifications.

<http://www.kansassustainableag.org/Library/ksas2.htm>

Stockle et al (1994) propose a framework for evaluating sustainability of a farming system using nine attributes:

- Profitability
- Productivity
- Soil quality
- Water quality
- Air quality
- Energy efficiency
- Fish and wildlife habitat
- Quality of life
- Social acceptance

Liverman et al. (1988) identifies criteria that could be used to assess the concept of a sustainable environment:

- Sensitivity to change in time
- Sensitivity to change across space or within groups
- Predictive ability
- Availability of reference or threshold values
- Ability to measure reversibility or controllability
- Appropriate data transformation
- Integrative ability
- Relative ease of collection and use.

(examples tested for possible use include soil erosion, population, physical quality of life index and energy imports as a percentage of consumption)

sustainable table

serving up healthy food choices

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Sustainable Table celebrates the sustainable food movement, educates consumers on food-related issues and works to build community through food.

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