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THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989

## Green Seal Mission

**Green Seal is a non-profit organization that uses science-based programs to empower consumers, purchasers, and companies to create a more sustainable world.**



## Green Seal Vision

**A Green Economy. One that is as sustainable as possible—renewable, with minimal impact—so that our environment, all forms of life, and our natural resources are protected and our social needs and values are honored.**



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## The Numbers

501(c)(3) science-based non-profit: **founded in 1989**

Green Seal standards: **31**

Product/service categories covered: **375**

Green Seal-certified products/services: **3871**

[www.greenseal.org](http://www.greenseal.org)





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## Green Seal Credentials

- ANSI-accredited standards developer
- Complies with ISO 14020 (Principles of Environmental Labeling) and ISO 14024 (Principles and Procedures for Type I Eco-labels) requirements
- Only US member of the Global Ecolabelling Network (GEN)
- Meets US EPA Guidelines for 3rd-Party Certifiers
- Meets Consumers Union criteria for *What Makes a Good Eco-label*
- Complies with FTC Guides for Environmental Marketing Claims (“Green Guides”)



**Consumers  
Union**





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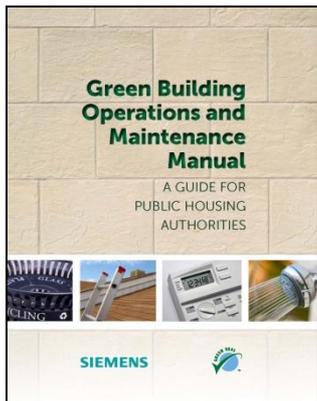
## Commonalities Among Guidelines for Ecolabels

- Voluntary participation
- Run by organizations without conflicts of interest
- Standards process involves stakeholders and the public
- Criteria, assumptions, methods & data used are open & transparent (i.e., publicly available, easily accessed and understandable)
- Legally protected mark
- Criteria based on life cycle
- Open access to licensees of all sizes, all countries
- Authority to audit manufacturing facility or service location
- Criteria that encourage products and services that are significantly less damaging to the environment (i.e., *leadership*)
- Periodic review of criteria, considering technology and the marketplace



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## Recent Publications

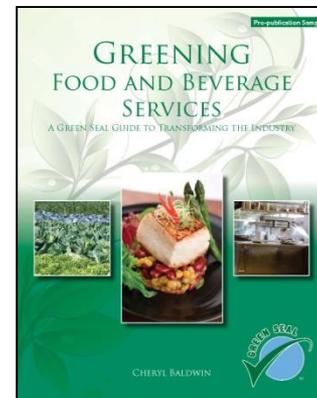


### Green Building O&M for Public Housing Authorities

Provides detailed information on green O&M: cleaning, landscaping, lighting, HVAC, purchasing, recycling and more. Includes unit maintenance and turnaround and residential education programs.

### Greening Food and Beverage Services

Published by the American Hotel & Lodging Association Educational Institute for use by hundreds of hospitality schools, culinary colleges and community college programs.



### National Association of Counties (NACo) Green Purchasing Tool Kit

Hands-on practical guide to help 3,000+ county governments implement green purchasing. Also a resource for the National Institute of Governmental Purchasing (NIGP).



### International Journal of Life Cycle Assessment

- Restaurant and food service life cycle assessment and development of a sustainability standard, September 2010.
- Comparative Life Cycle Assessment of Conventional and Green Seal-Compliant Industrial and Institutional Cleaning Products, January 2012.



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## RPN's Responsible Purchasing Trends Reports

### Most Utilized and Recognized Standards

Standard	Recognized / Utilized
Energy Star	100% / 94%
LEED	91% / 70%
Green Seal	90% / 66%
EPEAT	81% / 61%
FSC (Forest Stewardship Council)	76% / 46%
EcoLogo (Environmental Choice)	87% / 46%
Chlorine-Free	90% / 45%
EnergyGuide	77% / 36%
GreenGuard	71% / 29%
USDA Organic	76% / 28%
Fair Trade Certified	72% / 28%
CRI Green Label	58% / 23%
C2C (Cradle-to-cradle)	70% / 20%
SFI (Sustainable Forest Institute)	59% / 19%
Green-e	51% / 19%
SCS (Scientific Certification Systems)	47% / 15%
DfE (Design for Environment)	61% / 15%
WaterSense	48% / 9%

### Recognized/Used Standards, Eco-labels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%





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## State Green Cleaning Procurement Policies and Referenced Third-Party Ecolabelling Programs

California	Colorado	Connecticut	DC	Delaware	Hawaii	Illinois	Iowa	Maine	Maryland	Massachusetts	Minnesota	Missouri	Montana	New Hampshire	New Jersey	New York	North Dakota	Oregon	Pennsylvania	South Carolina	South Dakota	Vermont	Washington

Adapted from ISSA Green Cleaning Product Procurement Policies, Initiatives, and Requirements in the U.S.

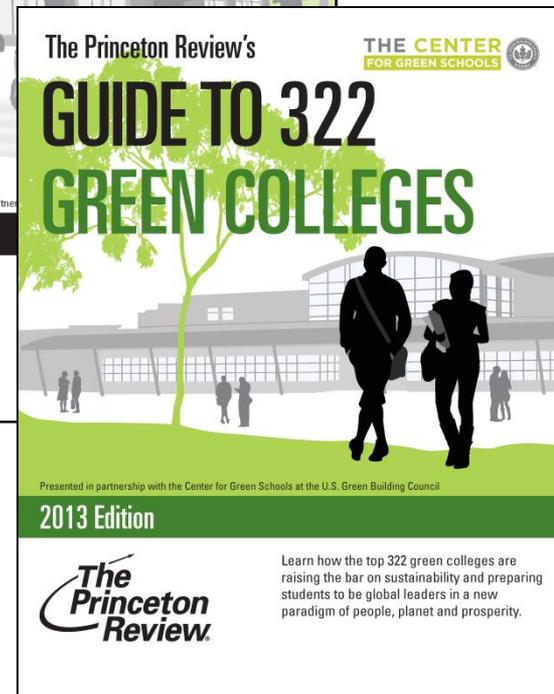
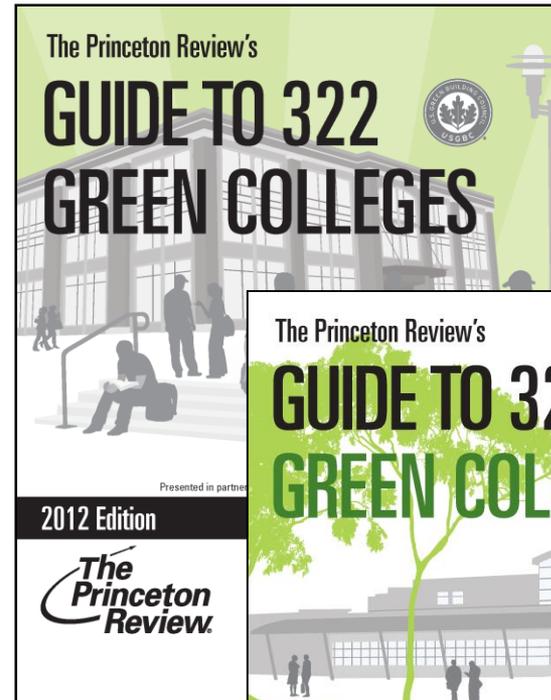


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## USGBC & Princeton Guide

One of the metrics for rating the institutions is the percentage of the school's cleaning expenditures that goes toward buying Green Seal-certified products.

More than 90% of the campuses surveyed reported using Green Seal-certified cleaning products.





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## Referencing Green Seal





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## Trends in Food Service

Examples of other sustainable practices used in North America restaurants include:

Working with our suppliers to ensure the sustainability of our cleaning supplies. With the exception of the sanitizer, all approved cleaning chemicals and hand soap used in our restaurants are either Green Seal or certified by California Air Resources Board (CARB) as well as EPA Safe Design Stewardship. They are manufactured without phosphates or ammonia and don't contain volatile organic chemicals (VOC's) and are biodegradable. By shifting to concentrated cleaning strips, we eliminated the need to ship water and remove 177,000 pounds of plastic and 154,150 pounds of corrugate from our waste stream each year.



"72% of the cleaning products we purchased in 2012 were certified by Green Seal or were produced to meet the Ecolab-Sodexo criteria for sustainability."

**The Quick + Easy Guide to Green Cleaning in Schools**

Step 1: Plan your green cleaning program  
Step 2: Select certified green cleaning products  
Step 3: Introduce green equipment and supplies  
Step 4: Adopt green cleaning procedures

Home > Step 4: Adopt Green Cleaning Procedures > Food Service

**Food Service**  
Green cleaning means pollution prevention without harming the environment. In food service, as in all areas of a school, meeting stringent public health and sanitation requirements is a top priority. Creating a green cleaning program means using environmentally preferable products and procedures to achieve that goal. Health and safety are never compromised.

Beware of "Safe" Cleaners  
Even products "environmentally friendly" have some potential hazard or impact on the product in use.

**GFS** gordon food service

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Thousands of millions of

Product Categories: Meat, Poultry, Seafood, Prepared Foods, Appetizers & Fries, Fruits & Vegetables, Bakery, Grocery, Dairy, Beverages, Specialty Dietary, Disposables, Cleaning Supplies, Dining Supplies, Chef Supplies

**Our Brands**  
National Brands  
Quality Assurance  
Food Safety  
Recipes  
Vendor Partners

**Cleaning Supplies**  
Gordon Food Service offers a broad selection of cleaning supplies and equipment from national name brands as well as our own exclusive brand: Array.

**Categories**  
**Cleaners**  
Gordon Food Service has a large supply of cleaning chemicals that meet or exceed EPA standards for chemical safety to keep all areas of your facility clean. Our selection includes air fresheners, all-purpose cleaners, disinfectants, glass cleaners, hand and skin cleaners, carpet cleaners and stain removers, floor cleaners and degreasers, deep fryer cleaners, grease release, drain openers and cleaners, laundry detergent, bleach, destainers and softeners, china and silverware presoak, sanitizers, and much more.

**Green Seal Certified Cleaners**  
We offer a line of Green Seal-certified cleaners that combine maximum cleaning ability with environmental responsibility. Their performance is Green Seal-certified—meaning it's been independently tested and verified according to science-based procedures. These products meet Green Seal environmental standards based on reduced toxicity and reduced CO<sub>2</sub> production potential.



"The National Restaurant Association's Conserve initiative is aimed at helping restaurateurs implement eco-friendly business practices. The NRA's Conserve website provides advice for restaurants, as well as case studies, best practices and no-cost ideas. The website focuses on energy, water and construction as well as resources on recycling, packaging, cleaning supplies and food and beverages."

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September 9, 2009

**ANSI Approves Green Seal for Restaurants**

Restaurants seeking to be "green" have another measure of confidence now that the American National Standards Institute has approved the Green Seal Environmental Standard for Restaurants and Food Services (GS-46).

The Green Seal standard for restaurants was first published in May. It measures the impacts of food, energy and water use and related supplies, according to a press release.

The standard was developed based on recommendations from more than 100 industry trade groups, operators, suppliers.



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## Commonly Cited Green Seal Cleaning Product Standards

**GS-1 Sanitary Paper Products** For bathroom tissue, facial tissue, paper towels, napkins, and placemats, etc.

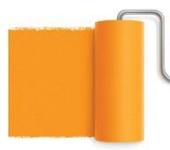
**GS-37 Cleaning Products for Industrial/Institutional Use** For general-purpose, restroom, glass, and carpet cleaners and degreasers.

**GS-40 Floor-Care Products for Industrial/Institutional Use** For floor finishes and floor finish strippers.

**GS-41 Hand Cleaners for Industrial/Institutional Use** For routine, non-specialized hand cleaners.

**GS-51 Laundry Care Products for Industrial/Institutional Use** For laundry and fabric care products and additives.

**GS-53 Specialty Cleaning Products for Industrial/Institutional Use** For biologically-active cleaners, odor control products, graffiti removers, dish/oven/grill/griddle cleaners, metal cleaners, etc.





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## Green Seal Standards for the Hospitality Industry

**GS-18 Paper Products Used in Food Preparation** For paper products such as, coffee filters or cupcake liners. The standard includes environmental requirements for recycled content, reduced bleaching, and reduced packaging.

**GS-35 Foodservice Packaging** For single-use containers for packaging or carry-out such as plates, cups, hinged containers and flexible wrap packaging. The standard includes performance requirements and environmental requirements such as recycled content, unbleached fiber, and compostability

**GS-45 Plastic Resin Film Bags** (in development)

**GS-33 Hotels & Lodging** First published in 1999, the operations standard focuses on waste minimization, energy conservation and management, management of fresh water resources, waste water management, pollution prevention, and environmentally sensitive purchasing

**GS-46 Restaurants and Food Services (ANSI/GS-46-2009)** For restaurants and foodservice operations in the USA, including full-service, limited-service, non-commercial, and catering operations. The standard focuses on key impact areas such as food, waste, and energy.





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## GS Pilot Standard for Sustainable Chicago Restaurants

### Partners

- Green Restaurant Research Team (GRRT) at the University of Chicago
- Green Chicago Restaurant Coalition
- Green Seal Science & Standards

**Results** An adapted standard that is specifically aligned with the sustainability goals of Chicago and is practicable for retail operations to achieve while representing sustainability leadership.

**Schedule** Final revised standard due for publication mid-February 2014

**Restaurants certified as of December 11**



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