

# Green Logos

We see them everywhere: tucked neatly into the design of cereal boxes, book covers, and bottle bottoms alike. But rarely are they accompanied by a name, yet alone an explanation. So here are a few of the more commonly spotted green icons identified and briefly explained for your enlightenment.



**Climate Cool** certified products, services and enterprises reduce or offset the greenhouse gas emissions with which they are associated and achieve a net zero impact on the Earth's climate. This certification program was previously run by Climate Neutral Network, but is currently in search of a new non-profit administrator

Learn more at [www.climateneutralnetwork.org](http://www.climateneutralnetwork.org)



**The Designers Accord** is a global coalition of designers, educators, researchers, engineers, and corporate leaders, working together to create positive environmental and social impact. The group is made up of over 100,000 members of the creative community, representing 100 countries, and each design discipline. Their vision is to integrate the principles of sustainable design into all practice and production. Their mission is to catalyze innovation throughout the creative community by collectively building intelligence around sustainability. Adopting the Designers Accord provides access to a community of peers that shares methodologies, resources, and experiences around environmental and social issues in design. Any designer, consultancy, or organization creating consequence at scale should join.

Learn more at [www.thedesignersaccord.org](http://www.thedesignersaccord.org)



**Energy Star** is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. Results are already adding up. Americans, with the help of ENERGY STAR, saved enough energy in 2007 alone to avoid greenhouse gas emissions equivalent to those from 27 million cars — all while saving \$16 billion on their utility bills.

Learn more at [www.energystar.gov](http://www.energystar.gov)



**Eugene Green Energy Standard** provides a simple and effective set of criteria to ensure that green energy products are good for the climate and for the environment. Eugene Standard is made up of leading green energy labeling bodies and other stakeholders from across the world. It promotes best practices on green energy and further develops labeling activities to support the development of sustainable green energy.

Learn more at [www.eugenestandard.org](http://www.eugenestandard.org)



**Carbon Neutral** involves calculating your total climate-damaging carbon emissions, reducing them where possible, and then balancing your remaining emissions, often by purchasing “carbon offsets.” There are myriad carbon neutral logos being used by companies and groups. This one is used by Neenah Paper.



**European Eco Label** has been developed by the European Union to encourage the development of products which keep their impact on the environment to a minimum. It is a voluntary scheme and the 'flower' symbol is awarded to products that meet a set of stringent environmental and performance criteria. These criteria take into account all aspects of a product's life, from its production and use to its eventual disposal (cradle-to-grave approach). About 400 products—from washing machines to footwear—currently carry the label. Packaging is included in this life cycle analysis where it is integral to the product, such as liquid cleaners or laundry detergents.

Learn more at [www.eco-label.com](http://www.eco-label.com)



**FSC (Forest Stewardship Council)** standards represent the world's strongest system for guiding forest management toward sustainable outcomes. The FSC standards for forest management have now been applied in over 57 countries around the world. The FSC certification process is based on a "chain of custody" that, in the case of virgin fiber for paper, starts with the forest in which the trees are grown and harvested and continues along the entire manufacturing path: to the mill at which the trees are made into paper, to the distributor that sells that paper to a manufacturer, and finally to the printer that turns that paper into a finished piece for a client. For recycled content, the chain of custody begins with the mill. By maintaining tight control of the transfer of product, it is possible to ensure that a final printed piece originated from sources that were managed to meet the social, economic and ecological needs of present and future generations.

Learn more at [www.fsc.org](http://www.fsc.org)



**The Green Dot** is the license symbol of a European network of industry-funded systems for recycling the packaging materials of consumer goods. The logo is trademark protected worldwide. The basic idea of the Green Dot is that consumers who see the logo know that the manufacturer of the product contributes to the cost of recovery and recycling. In simple terms, the system encourages manufacturers to cut down on packaging as this saves them the cost of licence fees.



**Green-e** is the nation's leading independent certification and verification program for renewable energy and greenhouse gas emission reductions in the retail market. It has three certification programs: Green-e Climate is a voluntary certification program launched in 2007 that sets consumer-protection and environmental-integrity standards for greenhouse gas (GHG) emission reductions sold in the voluntary market. Green-e Energy is the nation's leading independent certification and verification program for renewable energy. Green-e Marketplace is a program that allows companies to display the logo when they have purchased a qualifying amount of renewable energy and passed the verification standards.

Learn more at [www.green-e.org](http://www.green-e.org)



**Green Seal** is a non-profit standard-setting organization that awards the Green Seal of Approval to products that cause less harm to the environment than other similar products as defined by their certification standards. Green Seal both develops environmental standards and carries out the actual certification. Green Seal Certification requires that the product contain a minimum of 30% post-consumer recycled content. Certification also requires that manufacturing operations be improved to reduce their use of energy and materials as well as reduce wastes and emissions associated with the process of making the product. Green Seal is also concerned with toxics in packaging.

Learn more at [www.greenseal.org](http://www.greenseal.org)



**Marine Stewardship Council** runs a program designed to transform the world's seafood markets to a sustainable basis by seeking to develop standards for sustainable fishing and seafood traceability. They attempt to ensure that MSC-labeled seafood comes from, and can be traced back to, a sustainable fishery.

Learn more at [www.msc.org](http://www.msc.org)



**PEFC (Programme for the Endorsement of Forest Certification)** is an independent, non-profit, non-governmental organization, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests. PEFC has in its membership 35 independent national forest certification systems, of which 25 to date have been through a rigorous assessment process to provide the assessments on which mutual recognition decisions are made by the membership. These 25 systems account for more than 200 million hectares of certified forests producing millions of tons of certified timber to the market place, making PEFC the world's largest certification system. The other national members' schemes are at various stages of development and are working towards mutual recognition under the PEFC processes.

Learn more at [www.pefc.org](http://www.pefc.org)

**Plastic Recycling** There is a wide range of plastics used in packaging. To make sorting and thus recycling easier, the American Society of Plastics Industry developed a standard marking code to help consumers identify and sort the main types of plastic. These types and their most common uses are shown below:



PET Polyethylene terephthalate - Fizzy drink bottles and oven-ready meal trays.



HDPE High-density polyethylene - Bottles for milk and washing-up liquids.



PVC Polyvinyl chloride - Food trays, cling film, bottles for mineral water and shampoo.



LDPE Low density polyethylene - Carrier bags and bin liners.



PP Polypropylene - Margarine tubs, microwaveable meal trays.



PS Polystyrene - Yogurt pots, foam meat or fish trays, hamburger boxes and egg cartons, vending cups, plastic cutlery, protective packaging for electronic goods and toys.



OTHER Any other plastics that do not fall into any of the above categories - An example is melamine, which is often used in plastic plates and cups.



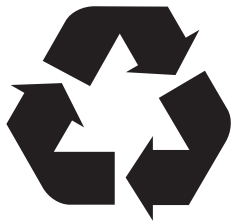
**Rainforest Alliance** works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. The Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. From large multinational corporations to small, community-based cooperatives, they involve businesses and consumers worldwide in efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily.

Learn more at [www.rainforest-alliance.org](http://www.rainforest-alliance.org)



**SFI (Sustainable Forestry Initiative)** is a fully independent, non-profit organization dedicated to promoting sustainable forest management. SFI works with conservation groups, local communities, resource professionals, landowners, and countless other organizations and individuals who share their passion for responsible forest management. The standard is used widely across North America, and has acceptance in the global marketplace. Their goal is to be able to deliver a steady supply of third-party certified wood from well-managed forests.

Learn more at [www.sfiprogram.org](http://www.sfiprogram.org)



**Recycled/Recyclable**, also called the Mobius loop, is most commonly found on cardboard packaging and denotes that the item is recyclable. If the center of the loop contains a number, this means that the item is made from a certain percentage of recycled materials. There are no trademark or copyright restrictions on this icon.



**World Wildlife Fund** is the largest multinational conservation organization in the world. WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. WWF has a successful track-record helping companies reduce their environmental footprint and understand the complex issues in today's marketplace. From assessing a company's environmental impact to helping identify innovative, new technological solutions, WWF partners with leading companies to help them achieve their business objectives while simultaneously supporting WWF's conservation objectives.

Learn more at [www.worldwildlife.org](http://www.worldwildlife.org)