Two Sides Reference Sheet

## Eco-Labels and Environmental Claims

Two Sides supports credible environmental claims. Organizations should follow guidelines and rules for environmental marketing and avoid general product environmental claims based on a narrow set of attributes or single elements of the life cycle. The foundation of solid environmental claims and labeling rests on two pillars: they must be true and substantiated. Labels should be clear and specific in their representation. All labels should provide assurance and transparency to stakeholders seeking additional information. Label certification by a qualified external and independent third-party is good practice whenever possible.

Below are some examples of resources related to eco-labels and environmental claims.

Paper Recycling Symbol and Guidelines and Environmental Marketing Claims

American Forest & Paper Association

This AF&PA booklet provides guidance on using the Mobius Loop (chasing arrows) recycling symbol.
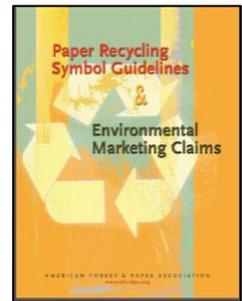
EcoLogo

Founded in 1988 by the Government of Canada but now recognized world-wide, EcoLogo™ is North America's largest standard and certification mark. The EcoLogo Program is a Type I eco-label, as defined by the International Organization for Standardization (ISO) and has been successfully audited by the Global EcoLabellng Network (GEN) as meeting ISO 14024 standards for eco-labeling.

EU Eco-Label

The EU Ecolabel identifies products and services that have a reduced environmental impact throughout their life cycle, from the extraction of raw material through to production, use and disposal. The scheme is voluntary, but hundreds of companies across Europe have joined up because of EU Ecolabel's competitive edge and commitment to the environment. This website provides information for both businesses seeking a label and for consumers.

Print and Paper have a great environmental story to tell

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Forest Certification Standard Labels

The Forest Stewardship Council (FSC), the Programme for the Endorsement of Forest Certification and the Sustainable Forestry Initiative (SFI) all have provisions for on-product label use within their respective standards. Please **click on the program logos below** for more information on each standard's label requirements.
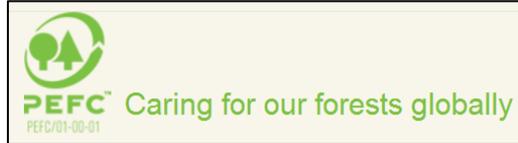
Green-e Marketplace re:print

Green-e Marketplace re:print certifies printers and paper lines that use renewable energy from natural sources like solar, wind, and low-impact hydropower facilities.

Green Seal

Green Seal is an independent non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services. Green Seal Certification ensures that a product meets rigorous, science-based leadership standards.

Environmental Labels and Declarations - How ISO Standards Help

International Organization for Standardization

The ISO 14020 series of standards provides businesses with a globally recognized and credible set of international benchmarks against which they can prepare their environmental labeling, which is increasingly used on products and in advertising, in response to consumer demand. This booklet provides an overview of the Type 1, Type 2 and Type 3 standards and how to implement them.

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The Seven Sins of Greenwashing 2010 – Home and Family Edition

Terrachoice

Greenwashing is the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. In this report Terrachoice found that out of 12,061 North American consumer product "green" claims, over 95% of "greener" products committed one or more of the Sevens Sins of Greenwashing.

The Global Ecolabelling Network

The Global Ecolabelling Network (GEN) is a non-profit association of Type-1 ecolabelling organizations as defined by the ISO 14024 standard. Type-1 programs are voluntary, their standards address multiple environmental criteria across the life cycle of the product or service and, most importantly, they are transparent in their development process and employ independent, third-party verification

Environmental Marketing Best Practices for Print and Paper
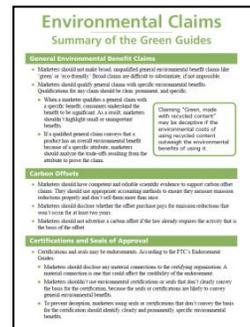
Two Sides US, Inc.

Two Sides has compiled a FAQ sheet to answer the most frequently asked questions about environmental marketing best practices and a list of resources to help companies navigate green marketing do's and don'ts.

Guides for the Use of Environmental Marketing Claims (Green Guides)

U.S. Federal Trade Commission

These guides set forth the Federal Trade Commission's current views about environmental claims. The guides help marketers avoid making environmental marketing claims that are unfair or deceptive under Section 5 of the FTC Act, 15 U.S.C. § 45.   For a summary of the Green Guides, click here.

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