

# Sustainable Product Standards



**GREEN EXPECTATIONS OF A  
CHANGING MARKET PLACE**

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# Where Do We Begin?



# A Brief Primer



- **Standard** – A set of agreed-upon characteristics or qualities that describes features of a product, process, or service.
  - Includes the **methods** of evaluating whether products and services comply with a standard – known as a **conformity assessment**.

# Don't Confuse Standards with Labels or Certification



- **Label** – a claim about the qualities of a product, may be a certification mark. Claims can be made by the manufacturer (first party), as assessor or lab (second party) or by an independent organization (third party).
  - Not all claims are tied to standards.
- **Certification** – a means of providing assurance that a product complies with specified standards. Usually based on a conformity assessment which **may include** product testing, audits, or other investigation.
  - Not all certifying bodies are accredited.
  - First / Second / and Third Party applies here too

# All Standards Are **Not** Created Equal



- **Voluntary or Regulatory (legally driven)**
- **Single Attribute vs. Multi-Attribute**
  - Product off gassing
  - Product, Process & Practice
  - Energy
- **Private Label or Public Standard?**
- **Who is behind the standard and what is their agenda?**

# Insuring Credibility



- **ANSI, the American National Standards Institute, oversees the development of voluntary consensus standards in the U.S. and accredits standards developing organizations on five attributes:**
  - Openness – All can participate
  - Balance – All stakeholders represented
  - Due Process – Procedures are public
  - Consensus – All or most agree
  - Right to Appeal – For those who feel due process not followed
- **ISO, International Standards Organization**
- **BSI, British Standards Institution**

# What Else Do I Need To Know?



- **Federal Trade Commission Environmental Marketing Claims – Federal Trade Act Section 5 Part 260.1**
  - From Consumer Perspective
  - Substantiation
  - Specificity
- **Environmental Protection Agency Environmentally Preferred Purchasing Regulations and Definitions**
- **FTC – Ramping Up Enforcement of Green Claims**

# Why Have An Industry Standard?



- **Insure greater applicability to your industry / products**
- **Meet needs for your industry**
- **Better serve your customers / users / specifiers**
- **Potentially greater credibility**
- **Control your destiny**
- **Drive improvements**

# Why to NOT Have An Industry Standard?



- **Cost and effort to develop and maintain**
- **If someone has already done a good job creating one**
- **If you aren't going to take the steps to make and keep it credible**
- **Do you have the expertise to create a credible standard**

# BIFMA e3 Standard



ANSI/BIFMA e3-2011e



## ANSI/BIFMA e3-2011e Furniture Sustainability Standard

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### Table of Contents

1	General	1
1.1	Purpose	1
1.2	Scope	1
2	Normative References	2
3	Definitions	4
4	Assessing Conformance, Evaluation, and Assessment Criteria	9
4.1	Elements	9
4.2	Prerequisites	10
4.3	Credits	10
4.4	Points	10
4.5	Baseline and Normalization Values	10
4.6	Frequency of Conformity Assessment	10
5	Materials	11
5.1	Prerequisite	11
5.2	Climate Neutral Materials	11
5.3	Life Cycle Assessment	12
5.4	Efficient Use of Materials	12
5.5	Recycled Renewable Materials	12
5.6	Recycled Renewable Materials – Sustainable Wood	13
5.7	Recycled Content	13
5.8	Recyclable and Biodegradable Materials	15
5.9	Extended Product Responsibility	15
5.10	Solid Waste Management	17
5.11	Water Management	17
6	Energy and Atmosphere	18
6.1	Prerequisite	18
6.2	Building Energy Performance Baseline	18
6.3	Building Energy Performance Rating	18
6.4	Building Rating System Certification	19
6.5	Embodied Energy	19
6.6	Finished Product Energy Consumption	19
6.7	Transportation	19
6.8	On-site and Off-site Renewable Energy	20
6.9	Greenhouse Gases	21
7	Human and Ecosystem Health	22
7.1	Prerequisites	22
7.2	ISO 14001 or Equivalent	22
7.3	Chemical Management Plan (CMP) – Facility	23
7.4	Effects of Product, Process and Maintenance Chemicals	23
7.5	Reduction/Elimination of Chemicals of Concern	24
7.6	Low Carbon Furniture	26
8	Social Responsibility	31
8.1	Prerequisites	31
8.2	Policy on Social Responsibility	31
8.3	External Health and Safety Management Standard	31
8.4	Inclusiveness	32
8.5	Engage in Community Outreach and Involvement	32
8.6	Social Responsibility Reporting	32
8.7	Supply chain	33

# What Have We Experienced?



- Increased sales?
- Command higher price?
- Operational improvements?
- Supply chain improvements?
- Other?