

# *Native Workplace*

we make a path by walking

The Leader in Green Collar Careers  
for American Indians & Veterans  
A Native Operated 501(c)(3)

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Specializing in Green Collar Career Pathways for American Indians and Veterans

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## *NCAIED RES 2009 Conference: Green Panel Handouts*

### *Green Certification and Ecolabeling*

To differentiate your product or service as environmentally sound, you may want to obtain certification from an independent, third-party so that you can include their logo or "ecolabel" on your product's label and other marketing materials. Ecolabeling is important way to market your product to green consumers.

#### *Domestic Certification*

- [Green Seal](#) sets product standards and awards its label to a wide variety of products
- Agriculture, Manufacturing, and Electricity: Certified by [Scientific Certification Systems](#)
- Buildings: The [U.S. Green Building Council](#) LEED Green Building Rating System
- Chlorine-Free Products: Certified by the [Chlorine Free Products Association](#)
- Energy Efficient Products: Certified by the U.S. Government's [ENERGY STAR Program](#)
- Organic Produce: Certified by the [USDA National Organic Program](#)
- Renewable Energy: Certified by the [Green-e](#) Certification Program
- Wood Products: Criteria set by [Forest Stewardship Council](#); Certified by [Scientific Certification Systems](#) and [Smartwood](#)

#### *International Certification*

- The [European Union Eco-Label Program](#) is a voluntary scheme designed to encourage businesses to market products and services that are kinder to the environment and for European consumers
- Canada's [EcoLogo Label](#) program certifies products from the United States and Canada in over 120 categories
- Germany's [Blue Angel](#) program provides ecolabeling for a wide variety products
- Scandinavia's [Nordic Swan](#) allows companies to apply for an ecolabel in over 66 product categories
- Japan's [EcoMark Program](#) provides product certification and ecolabeling for several product types
- Taiwan's [Green Mark](#) and [Energy Label](#) programs provide certification and ecolabeling for green and energy efficient products

#### *Resources*

- [The Global EcoLabeling Network](#) is a non-profit association of third-party, environmental performance labeling organizations to improve, promote, and develop the "ecolabelling" of products and services
- [Collaborative Labeling and Appliance Standards Program \(CLASP\)](#) is an international organization that helps broker national policies for energy efficiency standards and labeling for appliances, equipment, and lighting products

## *Green Marketing*

If you are already competitive in terms of price, quality and performance, adding "green" claims and eco-labels to your marketing strategy may enhance your brand image and secure your market share among the growing number of environmentally concerned consumers.

Start your green marketing campaign by ensuring your green claims are credible. Do this by having your product [certified](#) that it was produced in an environmentally sound manner. Once certified, use the eco-labels from the certifying organizations to help consumers make educated choices. The links below can help you learn how.

## *Green Your Products*

- Read EPA's guide [Greening Your Products](#) which describes how to introduce new and improved green products
- [Certify](#) your product as being "green"
- Explore [industry partnerships and product stewardship](#) opportunities to help reduce waste in the product life cycle

## *Advertising and Eco-Labeling*

- Learn [green marketing regulations](#) including rules for making environmental claims and labeling energy efficient products
- Add "green" claims and [ecolabels](#) to your marketing strategy
- Learn the top six [eMarketing tips](#) for marketing to green consumers over the Internet

## *Market Research*

The following resources will help get started researching consumer attitudes and behaviors toward green products.

- [Environmental E-Market Express](#)  
Find current environmental market research data, international trade leads and events.
- [Talk the Walk](#)  
Research and statistics on consumers' attitudes and behaviors in the context of successful green products and sustainable lifestyle marketing strategies.
- [Green Consumers : A Growing Market for Local Businesses](#)  
Explains how local businesses can better serve green consumers.
- [Green Food Claims](#)  
Reports on how self-declared environmental claims have can mislead consumers about a food's green credentials.
- [Understanding Environmental Literacy in America](#)  
Information on consumers' understanding of environmental issues and the need for further environmental education.
- [Consumer Reports : Greener Choices](#)  
Information on buying greener products that have minimal environmental impact and meet personal needs.

Source: <http://www.business.gov/>