

CERTIFICATIONS

Rising awareness of sustainability has resulted in the emergence of a number of certifications and certification bodies, specializing in many domains ranging from social welfare to energy efficiency. While some forms of sustainable certification can be legitimate and useful evaluation tools, others are little more than marketing propaganda or **greenwashing**.

This document is meant to be used as a guide to highlight certifications that are generally regarded as legitimate and used within Canada. Note that this is an evolving document – it will change with new information as our understanding of sustainability impacts and potential solutions improves.

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	<p>Bluesign provides standards for the textile industry that combines aspects of consumer safety, water use, and air emissions as well as occupational health and resource productivity. The aim is to create transparency in the textile industry without compromising design, function or quality.</p>
	<p>The Canada Green Building Council (CaGBC) exists to accelerate the design and construction of green buildings across Canada. The Council is a broad-based inclusive coalition of representatives from different segments of the design and building industry.</p>
	<p>The Canadian government implemented the Organic Products Regulation to regulate organic certification for products in Canada. The standards are regulated through the Canadian Food Inspection Agency (CFIA). Many provinces or imported products have their own organic certification labels but this symbol is used for national recognition of products that adhere to the specific set of standards.</p>
	<p>The Environmental Choice EcoLogo™ symbol was founded by the Canadian government and is now North America's largest, most respected environmental standard and certification mark. EcoLogo provides assurance that the products and services bearing the logo meet stringent standards of environmental leadership.</p>
	<p>EnerGuide, a Natural Resources Canada initiative, is a tool to aid in making energy-wise choices when buying new appliances, vehicles, homes and other products. It shows how much energy is consumed in a year of normal service and makes it easy to compare the energy efficiency of each model to others of the same size and class. EnerGuide is generally used in combination with Energy Star certification.</p>



Energy Star is a certification system implemented by the Canadian government as a method of evaluating appliances based primarily on energy efficiency. Appliances that receive Energy Star accreditation are the most energy-efficient products available. They reduce the lifecycle cost of the appliance by using less energy and consume fewer resources, such as water, during operation.



EPEAT is a system that helps purchasers evaluate, compare and select electronic products based on their environmental attributes such as energy use, hazardous waste generation, savings in energy emissions and more. The system currently rates computer desktops, laptops and monitors.



The **Fair Labour Association (FLA)** is a nonprofit organization dedicated to ending sweatshop conditions in factories worldwide. Since 1999, the FLA has helped improve the lives of thousands of workers around the globe by bringing together multiple stakeholders, calling for greater accountability and transparency from manufacturers, factories and others involved in global supply chains, and creating lasting solutions to exploitative labour practices.



FSC (Forest Stewardship Certification) is an international certification and labeling system that guarantees that forest products come from responsibly managed forests, including regional standards that reflect ecological, social and economic factors. Raw material is tracked from a certified source to the consumer, through the Chain-Of-Custody (COC) certification system which allows companies that manufacture and market forest products to label them with the FSC brand, consistent with FSC policies.



The **Green-e Renewable Electricity Certification Program** is administered by the non-profit Center for Resource Solutions and based in the Presidio of San Francisco, California. Green-e provides an easy way for consumers to quickly identify environmentally superior electricity products in competitive markets (United States products only).



The **Greenguard Indoor Air Quality Certified (GEI)** governs the GREENGUARD Certification Program and provides the world's only guide to third-party certified low emitting interior products and building materials. All certified products undergo quarterly indoor air quality performance testing according to stringent environmental chamber testing protocols and meet current indoor air quality standards.



Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. Our industry knowledge and standards assist in making responsible choices, pertaining to a variety of products that positively impact business behaviour and improve quality of life. Green Seal certifies predominantly United States based products but many of these products can be found in Canada.



The **LEED** (Leadership in Energy and Environmental Design) Green Building Rating System® is a voluntary, consensus-based national standard for developing high performance, sustainable buildings. Members of the Canada Green Building Council, representing all segments of the building industry, developed LEED and continue to contribute to its evolution.



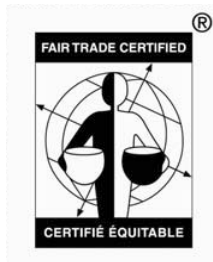
The **Nordic Ecolabel** swan logo demonstrates that a product is a good environmental choice. The green symbol is available for around 60 product groups, such as adhesives, writing instruments, and fuels. Nordic Ecolabel certifies predominantly Northern European based products but some of these products can be found in Canada.



OCIA is a nonprofit, member-owned, agricultural organization, dedicated to providing the highest quality organic certification services and access to global organic markets.



Oeko-Tex® Standard 100 is a certification that provides the textile and clothing industry with a globally uniform standard for the objective assessment of harmful substances. Raw materials, intermediate and end products at all stages of processing throughout the manufacturing chain, including accessories and dyes, are tested and certified.



Fair Trade certification is an international system of doing business based on dialogue, transparency and respect. **Transfair** is the Canadian recognized fair trade certified label. Transfair contributes to sustainable development by offering better trading conditions for producers and workers in developing countries. Behind the principles and goals of Fair Trade is a rigorous international system of monitoring, auditing and certification.



WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA) that certifies products that save water and protect the environment. WaterSense certification is predominantly found in the United States but many of the products can also be found in Canada.



U.S. Department of Agriculture (USDA) Agricultural Marketing Service (AMS) – National Organic Program (NOP) is a certification agency. The certification guarantees that the products adhere to a number of strict guidelines outlined in federal regulations. Many NOP certified products can be found in Canada.