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## Overview of EcoLogo Stakeholder Participation Roles and Responsibilities

EcoLogo™ is North America's most respected and established multi-attribute environmental standard and certification mark. In a skeptical marketplace, EcoLogo builds trust by providing scientific credibility and proof of environmental leadership. EcoLogo provides consumers with assurance that the products and services bearing the logo meet stringent environmental standards that have been verified by a third party auditor. With 1000's of certified products in a large variety of product categories, EcoLogo helps you find and trust the world's most sustainable products.

### Who Can Become an EcoLogo Stakeholder?

Anyone materially affected by a proposal to develop or revise an EcoLogo standard is eligible to participate in the EcoLogo standard development process as an EcoLogo stakeholder. The EcoLogo Program makes every effort to communicate to the public its' intentions to develop or review a standard through both press releases and targeted distribution of media information.

Generally, stakeholders include:

- Academics with relevant expertise
- Government officials with oversight of relevant aspects of the standard
- Non-profit organizations with relevant expertise
- Members of the scientific community with relevant expertise
- Industry representatives with relevant expertise
- Interested members of the public

### Stakeholder Classification

The EcoLogo Program shall classify all stakeholders into one of four categories of interest:

- (1) User
- (2) Producer
- (3) General Interest
- (4) Academia, Public Health and Safety, and Regulation

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Note that new stakeholders will be permitted to join the process only until the end of the voting period for the first draft of the standard.

## EcoLogo Stakeholder Tasks

All stakeholders receive project updates and announcements, and are invited to offer comments and feedback on the proposed draft standards. The role of stakeholders in each phase of the EcoLogo standard development or review process includes:

- *EcoLogo Discussion Document* – Stakeholders will provide comments and information relating to the Discussion Document.
- *EcoLogo Draft Standards (CCDs)* – Stakeholders will vote and provide comments on each draft of the EcoLogo standard.

## Stakeholder Voting

The EcoLogo Program invites all stakeholders involved in the standard development or review process to vote on draft standards. All EcoLogo standards are developed in a consensus-based process. Although stakeholder votes are non-binding, they are used to identify substantial agreement or opposition for the proposed standard or specific criteria statements.

Once an EcoLogo standard is finalized, it is hoped that stakeholders will be willing to promote the use of the standard and encourage environmental leaders with products meeting the standard to consider EcoLogo certification.

## What are the benefits of becoming a Stakeholder?

Participating in the EcoLogo standards development process has the following benefits:

- Organization has the opportunity to express its' viewpoint and contribute to the development or revision of EcoLogo environmental standards.
- Organization has the opportunity to learn about green standards and practices, while networking with experts in a broad range of stakeholder groups including other industry members, purchasers, consumer groups, academics, scientific researchers, NGOs and government representatives.



## Overview of EcoLogo Advisory Committee Membership Participation Roles and Responsibilities

### Who Can Become an EcoLogo Advisory Committee Member?

EcoLogo Advisory Committees are comprised of voluntary stakeholders who assist the development or review of standards, by evaluating and interpreting comments or opinions from the broader stakeholder base. The Committee is comprised of individuals selected from a list of stakeholders that have technical and/or non-technical expertise pertinent to the product category of the standard.

After candidates have submitted a short bio, the EcoLogo Program selects 3 to 13 members according to the skills required to effectively evaluate life-cycle environmental impacts, in addition to market and regulatory conditions of the product or service under development.

Moreover, membership is balanced according to membership classification so as to ensure no single classification can dominate the consensus-based decision-making process. The EcoLogo Program classifies committee members as one of four categories of interest:

- (1) User
- (2) Producer
- (3) General Interest
- (4) Academia, Public Health and Safety, and Regulation

### Advisory Committee Tasks

EcoLogo Advisory Committee members will attend meetings to share technical and market expertise for the purpose of guiding the development or review of an EcoLogo standard. The role in each phase of the EcoLogo standard development or revision process includes:

- Stakeholder Recruitment
  - Committee members will be asked to help notify potential stakeholders of the pending development or revision of an EcoLogo standard
- EcoLogo Certification Criteria Document (CCD)
  - Committee members will provide input throughout the entire development or review of an EcoLogo Standard, known as a Certification Criteria Document (CCD). The CCD is the text of the EcoLogo standard which details the requirements any product or service must meet to be eligible for EcoLogo certification.
  - Committee members will review and comment on each draft of the CCD along with other stakeholders, assist the EcoLogo program in better understanding stakeholder concerns and votes, and help facilitate consensus with other stakeholders.



## Decision Making: Voting

The EcoLogo Program invites all stakeholders involved in the standard development or revision process to vote on draft standards. Committee members have the same voting privileges as non-committee members. Although stakeholder votes are non-binding, they are used to identify substantial agreement or opposition for the proposed standard or specific criteria statements.

- The EcoLogo Program will, with the assistance of the EcoLogo Advisory Committee, respond to each negative vote. The response will either result in a change to the individual criterion or an explanation for maintaining it as originally proposed.
- The Advisory Committee will recommend action to the EcoLogo Program after reviewing stakeholder comments, and clearly explain the rationale for its' recommendations. The Committee is to engage in a consensus-based decision-making process with the goal of arriving at recommendations that are unanimously agreed upon by members of the Committee.

## Role in Consensus-Based Decision Making Process

As mentioned above, EcoLogo Advisory Committees shall adhere to the principles of consensus-based decision-making when conducting meetings, or recommending courses of action to the EcoLogo Program.

The EcoLogo Program recognizes unanimous consensus among the committee is a *desirable* goal when developing or revising an EcoLogo standard, but accepts it is not reasonable to expect complete consensus on every issue, given that Committees are often comprised of stakeholder groups with diverging interests. While unanimous consensus remains a goal towards which the EcoLogo Program strives, it is not a requirement for publishing an EcoLogo standard.

Furthermore, it is EcoLogo Program policy that any registered stakeholder or EcoLogo Advisory Committee member has the right to appeal the EcoLogo standard development and revision process, in accordance with the published guidelines. The EcoLogo program is ultimately responsible for the content of its standards.

Once an EcoLogo standard is finalized, it is anticipated that EcoLogo Advisory Committee members will be willing to promote the use of the standard, and encourage environmental leaders with products meeting the standard to consider EcoLogo certification.