

Key steps in the Criteria Development & Review Process:

Stage 1 – Defining the product / service category and its environmental and market profile

This initial stage in the development/review process helps increase the understanding of environmental and market details related to the product / service category by:

Distinguishing the various options available in the market, how these products are used, and what their specific functions are;
Identifying key stakeholders;
Researching market details; and
Documenting life-cycle based environmental impacts for the product.

Stage 2 – Proposing Drafts

The research performed in Stage 1 is compiled and synthesized into an initial draft criteria document by:

Proposing criteria in areas that distinguish environmental leadership for the product / service of interest;
Meeting the EcoLogo principle of identifying better environmental choices – setting criteria levels such that approximately 20% of the products / services within a category can achieve certification;
Setting quantifiable and verifiable criteria;
Ensuring definitions and test methods are consistent and in line with international norms; and
Relying on stakeholder input and expertise.

Stage 3 – Stakeholder consultation

To ensure a balanced review and vetting of all criteria, stakeholders from a wide range of perspectives are selected to actively participate in and contribute to the criteria development process. In particular, participants are sought from environmental groups, purchasers, relevant industry members and associations, consumers and consumer groups, academia, government and regulatory bodies, and other interested or related groups. Through a series of meetings or teleconferences, these stakeholders contribute to this initial draft development and subsequent draft revision stages.

Stage 4 – Iterative Consultation and Draft Revision

To ensure ongoing transparency of the development and consultation process, the resulting consultation draft document is made available to the public and other stakeholders for comment through posting on the EcoLogo website for a four to eight week long review period. ([Click here to see draft criteria posted for public comment](#))

At the end of this period, a commentary report (including responses to all comments) is prepared and made available to all stakeholders and other interested parties. Through an iterative process, the commentary draft is revised and further stakeholder comments are sought until a certification criteria document is finalized.

Stage 5 – Final Criteria Document and Ongoing Maintenance

In addition to facilitating the development of criteria, the team of EcoLogo criteria development professionals ensure the criteria are regularly updated and represent current environmental leadership in an ever changing market. Any EcoLogo criteria document may be reviewed at any time if significant technical or market developments occur that justify a revision. This could include manufacturing, technology, scientific, regulatory and/or market shifts that have occurred since the criteria were originally developed or last revised. Nevertheless, criteria documents are reviewed every three years to ensure their continued relevance and stringency, and may be reconfirmed, revised or revoked. This revision follows the process described above, and includes consultation with licensed companies and the broader range of stakeholder groups and interested parties.

Through continual improvement, EcoLogo helps to guide industry further in the direction of environmental sustainability and provide purchasers with even better environmental choices.