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Green Products Roundtable Releases Green Marketplace Glossary

Innovative tool aims to help minimize green product confusion among institutional purchasers

(Washington, D.C.)—The [Green Products Roundtable](#) (GPR), a diverse group of some of the nation's most influential green product manufacturers, certifiers, distributors, retailers, purchasers, and other stakeholders, has announced the completion and release of the [Green Marketplace Glossary](#), a tool designed to help institutional purchasers navigate the often bewildering landscape of green product marketing.

"Language ties communities—and industries—together," said GPR member Anastasia O'Rourke, Co-Founder, Big Room, Inc. "When new concepts and new industries emerge, there is often confusion and differences of opinion over terminology. The emergent green products industry has been hampered by different uses of terms and by varying underlying definitions."

The Green Marketplace Glossary is intended to consolidate and sharpen the spate of vague and often misapplied buzzwords commonly used in industry vernacular by providing definitions for more than 50 terms. It will help institutional purchasers (those who buy large quantities of products for state governments, municipalities, supplier co-ops, and large companies), who are exposed to a growing and ever-changing array of 'green' terminology and concepts, understand whether a particular product meets their needs.

"We started by creating a list of commonly-used terms to define for our own purposes within the GPR; we then took that list and researched existing definitions from respected sources—in particular from sustainability standards," said O'Rourke. "In some cases, we adapted definitions from those standards to make them more general. Where there were gaps, we formed a consensus on common sense definitions for the terms."

The GPR will issue subsequent editions of the Green Marketplace Glossary with expanded lexicons as the GPR stakeholder base grows. At this time the first edition is [available for download](#) free of charge.

About The GPR

Facilitated by The Keystone Center, the Green Products Roundtable (GPR) aims to bring clarity to the green products marketplace by guiding and improving the decision-making capabilities of institutional buyers, manufacturers, businesses, and consumers. Since its creation in 2009, the GPR has been developing an array of tools that green marketplace stakeholders can use to help guide their purchasing, product development, marketing, and standard setting activities. The GPR also provides formal guidance to important policy and law makers including the Federal Trade Commission, members of Congress, and the EPA. The GPR is supported by membership dues and funding from foundations and government. For more information please visit the [GPR's project page](#) at keystone.org.

About the Keystone Center

The Keystone Center for Science and Public Policy has been helping public, private, and civic-sector leaders solve complex problems and advance good public policy since 1975. We rely on our independence, our commitment to good science, and our skills in designing and leading consensus-building processes to establish new partnerships, reduce conflict, and produce policy agreements. The Center is a non-profit organization headquartered in Keystone, Colorado with offices in Denver, CO and Washington, DC. For more information, visit www.keystone.org.

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