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Green Products Roundtable Releases Preferred Practices Guide for Environmental Marketing Claims

Compilation of key standards and guiding principles to help evaluate credibility of eco-labels and environmental claims

(Keystone, CO)—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 released the first draft of its [Preferred Practices Guide for Organizational Credibility](#) for public comment.

The Preferred Practices Guide categorically identifies and compiles the most widely accepted and publicly available standards and guiding principles related to standard setting, certification processes, eco-labeling, and environmental claims. Once finalized, the Guide will serve as a resource for purchasers who want to evaluate the credibility of an eco-label or environmental claim.

"The marketplace is inundated with environmental claims, logos, and labels," said GPR member Libby Bernick, Senior Sustainability Consultant for Five Winds International. "So we set out to provide a framework to determine whether organizations that issue environmental claims or eco-labels follow preferred practices related to their management, governance, and operations."

The Guide, Bernick adds, is applicable to all organizations and stakeholders involved in eco-labeling and environmental claims—including manufacturers, retailers, consumers, institutional buyers, standard developers, eco-label issuers, certifiers, government, and accreditation bodies.

The GPR has released this version of the Preferred Practices Guide as a draft and will solicit feedback from the marketplace for the next six months. Concurrently, the GPR is running multiple pilot tests to help evaluate the effectiveness and accuracy of the guide and to identify any gaps. The final version of the Preferred Practices Guide is expected to be released at the end of 2011. [The pilot version](#) is available for download free of charge and those interested may [submit comments](#) for the GPR's consideration.

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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