

Greenwashing*

- * Greenwashing is defined as disinformation disseminated by a business so as to present an environmentally responsible public image.

Have you noticed that it seems like everyone is making environmental claims lately? This is partly to make you more aware of your choices when shopping, and partly to lure you over and gain a bit more market share. If you find yourself going numb trying to figure it all out, you are not the only one. Fortunately, reputable independent third party organizations verify claims made by companies. Below are some of the logos to look for when shopping for cleaning products, computers, household appliances and more. Web sites are provided if you are interested in doing even more homework. You are now on your way to choosing the right product without the foolery.



www.energystar.gov - Used to rate energy efficient appliances.



www.greenseal.org - Certification of a host of products and services including construction materials, cleaners, paints, equipment and more! One of the first programs around so you are likely to see this on many products.



www.ecologo.org - Over 120 products have rated - new additions to the products database will keep you updated and informed. Build a personalized list of certified preferable products and services from multiple categories. For example, create a list of printers, paper, cleaning products and paints that meet your purchasing needs all in one document.



www.epeat.net - EPEAT is a system to help purchasers in the public and private sectors evaluate, compare and select desktop computers, notebooks and monitors based on their environmental attributes.



<http://www.scs-certified.com/ecoproducts/> - Currently certified products include office furniture systems, building materials, carpet and rugs, hard surface flooring, paints, finishes, wood products and cleaning products.



The famous recycling arrow actually comes in a few different forms. The logo on the left denotes that a product was manufactured with at least some materials that have been recycled. On the right, the logo shows that the product is recyclable but can be confusing as there are exceptions to the rules. For example, Styrofoam has a recycling arrow but is not recycled in most communities including Nevada County. For a complete list of what is recyclable, look in the 2009 recycling guide located in the AT&T Yellow Pages or log onto NevadaCountyRecycles.com.



Below are some of the many other logos used in the market place.

Good luck in negotiating the shopping aisles!



Brought to you by the Nevada County Green Team

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