

SMaRT© decision making

for leading manufacturers & retailers



about MTS

MTS is a 501(c)(3) public charity dedicated to two primary areas of sustainability: a very comprehensive sustainable products standard and certification named SMaRT (Sustainable Products Rating Technology), and Green Building Securities designed to fund new green buildings and the retrofitting of existing buildings to be greener and more sustainable.

become a member

If your enterprise is interested in becoming a member of MTS, please contact Mark Carter as noted immediately below. Partnership levels vary depending upon the type of organization (private sector, not-for-profit, government, etc.) and annual revenues. All MTS members commit to achieving the goals of the organization and recognize their fiduciary duty to support MTS.

product certification process and pricing

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Learn how sustainable product certification can benefit your business.

- What is the market for certified sustainable products?
- How will sustainable products impact my business risk?
- How will certified sustainable products benefit my business?
- How do I choose the right certification for my products?

vision statement

“Stimulate the economy and stop dangerous climate risk by leading the global sustainable market shift through world class leadership standards and unique, new financial instruments.”

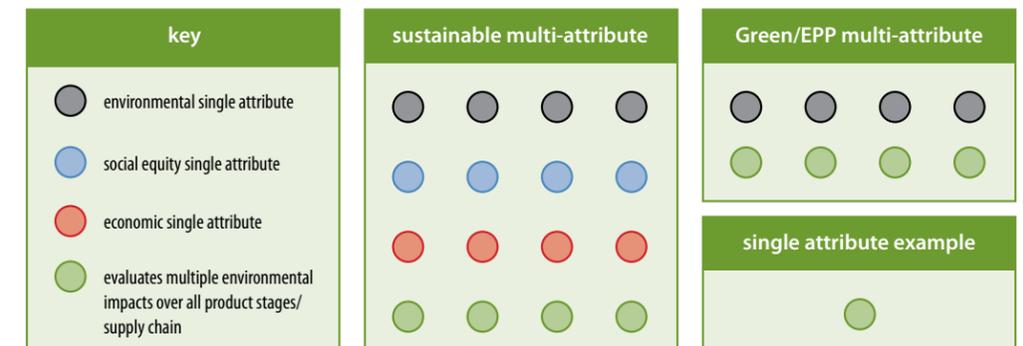
mission statement

“Accelerate the global market transformation to sustainability through the way we design, finance, make and sell buildings and products.”



What is the market for certified sustainable products?

- **The government is moving toward sustainable purchasing.**
Executive Order 13514, as issued by President Obama in October 2009, specifies that every federal agency must improve its environmental, energy, and economic performance. Practices included in the Executive Order are increase energy efficiency, reduce waste, conserve water, and purchase environmentally- responsible products and technologies.
- **Green buildings have increased use of Certified Sustainable Products at a 70% rate over the past 5 years.**
Certified organic products have been growing at a 20% rate for the past 15 years, and FSC Certified Wood has been growing at a 20% rate for the past 2 years. (US Green Building Council, Organic Trade Association, FSC, and MTS)
- **Sustainable Products have a documented Halo effect**, improving the brand and share value of the company. Lippincott Mercer identified that 40% of **brand value** is intangibles, and the fastest growing component of that is sustainability. (Enhancing the Brand Value through Corporate Social Responsibility, 2006)
- **Over 90% of the public will buy Certified Sustainable Products** if the quality is as good as conventional and meets their price needs, according to FTC consumer surveys.
- **Consumers will pay more for Certified Sustainable Products** as shown by Natural Marketing Association Surveys (2008).
- **The market requires 3rd party certification** because of rampant *greenwash*. Energy Star Product certification was changed to 3rd party certification in 2010 for this reason. Manufacturer self-promotion on sustainability is not believed.
- **Long-term rising conventional energy costs make it good business sense to Certify products** and incorporate energy efficiency and Green-e renewable power. Product certification by the manufacturer provides market credit for reductions in conventional energy use including with LEED.
- **The greatest market demand is for multi-attribute Certified Sustainable Products**, as opposed to single-attribute (recycled content, for example). Multi-attribute sustainable products have the highest market value because they advance the triple bottom line: **Environment, Economy, and Social Equity**. **SMaRT© incorporates 41 single attribute standards.**
- **These definitions are required by law for all product communications** pursuant to FTC Environmental Marketing Guides, EPA EPP Guides, Attorneys General Green Guides & are codified in SMaRT©.



The future is moving toward Sustainable Products.

Your customers are asking for them.

Don't be left behind.

How can Sustainable Certification increase or decrease my business risk?

Certified Sustainable Products ensure step-change, cost-reduction benefits necessary both now and in the future. It is the next frontier in cost-savings, and third-party certification is needed to act as a legitimate barometer.

By integrating Sustainability into your ENTIRE business process, you can enjoy the benefits of:

- improve stakeholder value
- reduce cost
- increase product differentiation
- reduce risk and future liability
- improve product-to-market time and worker productivity
- facilitate design and innovation



Peer-reviewed Wall Street Due Diligence released at the New York Stock Exchange (NYSE) finds Certified Sustainable Product Manufacturers are more profitable.

- *Capital Markets Briefing Paper: Business Case for Commercializing Sustainable Investment, 2009*



Decrease your risk by:

- **choosing the right certification** thus not wasting time, money, or opportunity
- **meeting certification prerequisites for your product** or get on the right track with the SMART® STaRT label
- **increasing the competitive advantage of your product** by certifying the product
- **avoiding obsolescence** which exist for conventional vs. Green Buildings
- **choosing a certification that requires quality standard** consumers' biggest concern is product quality (*Sustainable Products Training Manual, 2005*)



Third Party Certification validates that your company is socially and environmentally responsible.

How do I choose the right certification?

Market confusion due to greenwashing

It is hard for business owners to determine what is the truth.

There are over 400 sustainable products standards and/or certifications on the market. As a comprehensive, National Consensus standard SMaRT is clearly more objective and higher quality than greenwash standards.

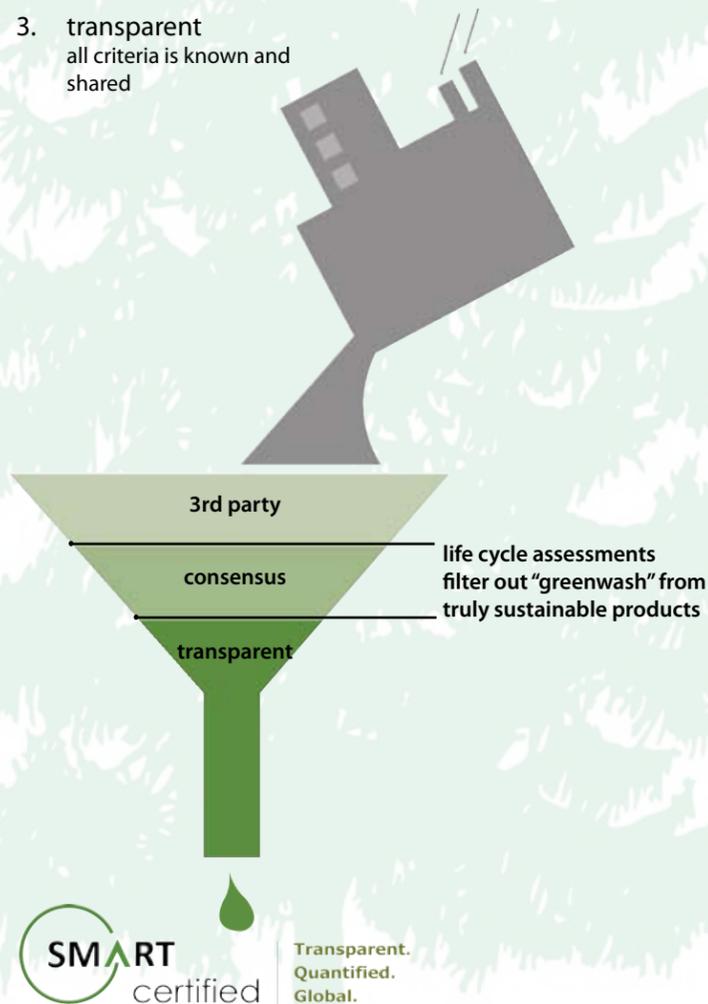
How are other standards developed?

Multi-attribute versus Single-attribute

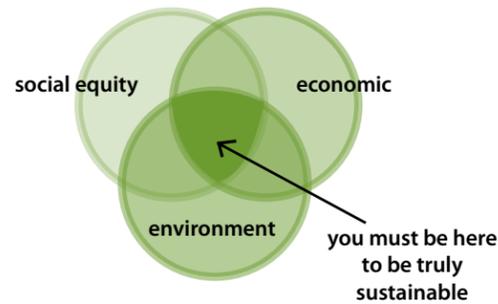
Many sustainable products standards and certifications address only a single attribute such as toxicity. SMaRT includes 41 single attributes in a single standard along with 20 environmental impacts.

Life-cycle Assessment (LCA)

- 3rd party certified
validated by end-user
- consensus-based
all relevant parties involved
- transparent
all criteria is known and shared



Triple Bottom Line



Why SMaRT®?

SMaRT® is:

- 3rd party certified
- consensus-based
- transparent
- LCA-based

Why SMaRT® is unique:

- not industry-based
- at least 60% can be covered by SMaRT® Certified products
- SMaRT® qualifies for LEED LCA credit



SMaRT®, the only Leadership Consensus Standard, covers at least 60% of all products.

The ECOLIBRARY™ MATRIX Developed by The Green Standard

Certification programs and Life Cycle Assessment (LCA) both provide a valuable approach to evaluating the environmental performance of products. However, a combination of the two provides even deeper insight and credibility. The following matrix identifies various certification programs currently in use by architects and designers and provides an evaluation of each^a, with the inclusion of a life-cycle approach, and with LCA as a part of the certification program.

Certification Programs in this Matrix^a were selected and reviewed by The Green Standard based on their frequent use with interior building products. This list represents various types of sustainable product standards, certification programs and EcoLabels. For each, we have noted which criteria set by the American National Standards Institute (ANSI) have been met, noted by a "Y". A blank box indicates that the criteria have yet to be met based on information available on their Web site.

"Y" signifies meeting the criteria

Certification Program	SCOPE OF CERTIFICATION			LIFE-CYCLE CONSIDERATIONS							TRANSPARENCY					
	Singular Focus (recycled content, sustainable forestry, etc.)	Multiple Attribute Focus (combines more than one focus area)	Life-Cycle Focus (criteria spans a cradle-to-grave concept)	Criteria for Raw Material Sourcing & Manufacturing Operations	Criteria for Product Use Phase	Criteria for End-of-Life Management	Comprehensive Criteria Set for Each Life-Cycle Stage	Criteria for ISO-Compliant Full Product Life Cycle Assessment (LCA)	Criteria for Reductions in Life-Cycle Impacts	Requires the Use of LCA for Certification	Requires Independent Verification of LCA Data	Publicly Available Assessment Methods and Performance Thresholds	Third-Party Certification	Publicly Available Summary of Results	Multi-Stakeholder Development Process	Public Standards Appeals Process
C2C McDonough Braungart Design Chemistry www.mbdc.com		Y	Y	Y		Y										
EcoLogo Managed by TerraChoice www.ecologo.org		Y	Y	Y ^b	Y ^b	Y ^b	Y ^b				Y	Y	Y	Y		
Energy Star U.S. Environmental Protection Agency www.energystar.gov	Y												Y		Y	
FloorScore Scientific Certification Systems www.scs-certified.com	Y										Y	Y		Y	Y	
FSC Certified Forest Stewardship Council www.fscus.org		Y									Y	Y		Y	Y	
GREENGUARD Indoor Air Quality Certified GREENGUARD Environmental Institute www.greenguard.org	Y										Y	Y			Y	
Green Label Plus Carpet & Rug Institute www.carpet-rug.org	Y										Y	Y				
Green Seal Green Seal Organization www.greenseal.org		Y	Y	Y ^b	Y ^b	Y ^b					Y	Y		Y	Y	
Indoor Advantage Scientific Certification Systems www.scs-certified.com	Y										Y	Y		Y	Y	
level™ The BIFMA Sustainability Standard www.levelcertified.org		Y	Y	Y	Y	Y	Y	Y			Y	Y		Y	Y	
SMART Sustainable Product Standard Market Transformation to Sustainability www.mts.sustainableproducts.com		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Sustainability Assessment for Resilient Floor Coverings NSF 332-2008 www.nsf.org		Y	Y	Y	Y	Y	Y	Y			Y	Y		Y	Y	
Sustainable Carpet Assessment Standard NSF 140-2007 www.nsf.org		Y	Y	Y	Y	Y	Y	Y	Y	Y ^c	Y	Y		Y	Y	
Sustainable Choice Scientific Certification Systems www.scs-certified.com		Y	Y	Y	Y	Y	Y	Y	Y	Y ^c	Y	Y		Y	Y	
SFI Certified Sustainable Forestry Initiative www.sfi-program.org	Y										Y	Y		Y	Y	

^a Based on information publicly available on the program's Web site. ^b Since program contains multiple product categories with different criteria, the authors cannot guarantee that these criteria apply to each category directly. In principle, the program addresses these. ^c Only requires the use of LCA to reach the highest level of certification: Platinum.