Green Conscious in Business

Carbon Credit Environmental Services
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Greenhouse Gas Reporting

• Requires reporting of greenhouse gas (GHG) emissions from all sectors of the economy in the United States.

• Monitoring began January 1, 2010; first reports due March 31, 2011.

• 25,000 metric tons CO2 e per year reporting threshold for most sources:
  • Annual greenhouse gas emissions from the energy use of approximately 2,300 homes
  • Annual greenhouse gas emissions from approximately 4,600 passenger vehicles
Tracking and Monitoring

• Tracking and monitoring is mandatory for any business with heating, ventilation and air conditioning systems or refrigeration and air-conditioning systems.

• Monitoring Plan consists of:
  • Identifies responsibilities (i.e., job titles) for data collection
  • Explains processes and methods used for data collection
  • Describes QA/QC procedures for monitors
  • May rely on references to existing corporate documents (e.g., existing QA plans, standard operating procedures)
Green Labels

[Images of various green labels and logos related to environmental sustainability]

[Logo with text: "SAVE FUEL, SAVE MONEY, REDUCE CO2"

[Logo with text: "SOLAR SOLVE MARINE, WORLD CLASS BRAND"

[Logo with text: "GLOBAL RESPONSIBLE"

[Logo with text: "GREEN ACHIEVER REGISTERED"

[Logo with text: "100% GREEN"]
Marketing Claims

• When it comes to environmental claims, a reasonable basis often may require competent and reliable scientific evidence, which is defined as tests, analyses, research, studies or other evidence based on the expertise of professionals.

  • A Life Cycle Assessment (LCA) is one of the ways to prove an environmental claim.

• Claims should contain all of the following:
  • Substantiation— reasonable basis to the claim
  • Specificity— is the entire product environmentally friendly or just one component?
  • Avoidance of generalizations— more difficult to prove and will likely be unqualified.
Other Environmental Claims

• Eco-seal/Seal-of-Approval:
  • Should inform of the basis for this award.
  • Should have truly independent third-party verification.

• Degradable, Biodegradable, Photodegradable:
  • Product breaks down in a reasonably short time after consumer disposal.

• Recyclable Claims:
  • Can be collected and separated from other wastes and reused.
  • Must indicate what is recyclable (package, product, both).
  • Must be collected for recycling in a substantial majority where it is sold.

• Ozone Safe, No CFC’s:
  • Must not deplete the upper ozone AND must not contribute to ground-level ozone.
Biopreferred Labeling

• The rule seeks to establish a voluntary labeling program for biobased products under Section 9002 of the Farm Bill.

• Under the proposed labeling program, biobased product manufacturers and vendors could affix a “USDA Certified Biobased Product” label to their products.

• The purpose of the labeling program is to promote the sale and use of biobased products in the commercial sector.

• Must have proof to be considered for biopreferred labeling.
Utility Incentives

- Consumers Energy and DTE Energy are currently offering incentives for an array of energy-saving technologies, both electric and gas.

- Specific to DTE Energy, the incentives include energy-efficient lighting, motors and drives, controls, heating ventilation and air conditioning, refrigeration and more.

- For DTE Energy incentives, please see http://www.dteenergy.com/businessCustomers/saveEnergy/rebates/prescriptive.html

- For Consumers Energy incentives, please see http://www.consumersenergy.coop/programs.php?pn=Residential%20and%20Commercial%20Incentives&pl=incentives
Questions?