

www.globalgreentag.com

World's most effective  
green product certification



The Comparative LCA of PVC vs other flooring



# Introducing Global GreenTag<sup>Cert</sup>™

- Is ACCC approved Certification Mark,
- ISO 9001 DNV certified, & ISO 14024 Ecolabel & ISO 17065 Conformity Assessment Body (CAB) DNV Verified compliant;
- Product focused health, environmental and social responsibility assessments and ratings of products and manufacturers
- Top 100 Most Trusted Australian Brand 2014-2017



# Current Certification & Reporting Options

GreenRate  
TM



LCARate™



# GreenTag Relevant Rating Tools

**GreenTag certifications are compliant with or recognized by standards including:**

1. **GLOBAL:** LEED®, WELL®, BREEAM®, EarthCheck & Infrastructure Sustainability (IS) International Rating Tool;
2. **AUSTRALIA:** GreenStar® Rating Tools, Infrastructure Sustainability (IS) Tool, enviroDEVELOPMENT™, WELL™
3. **NEW ZEALAND:** GreenStar® Rating Tools, HomeStar® New Zealand, LEED®, WELL™;
4. **AFRICA:** GreenStar® Rating Tools.
5. **Governments' Recognition:** Malaysian MyHIJAU, Singapore Green Mark International;
6. **Country Specific:** LOTUS™ Vietnam, BEAM Hong Kong, Estidama Pearl Design Rating Scheme compliance (Abu Dhabi),

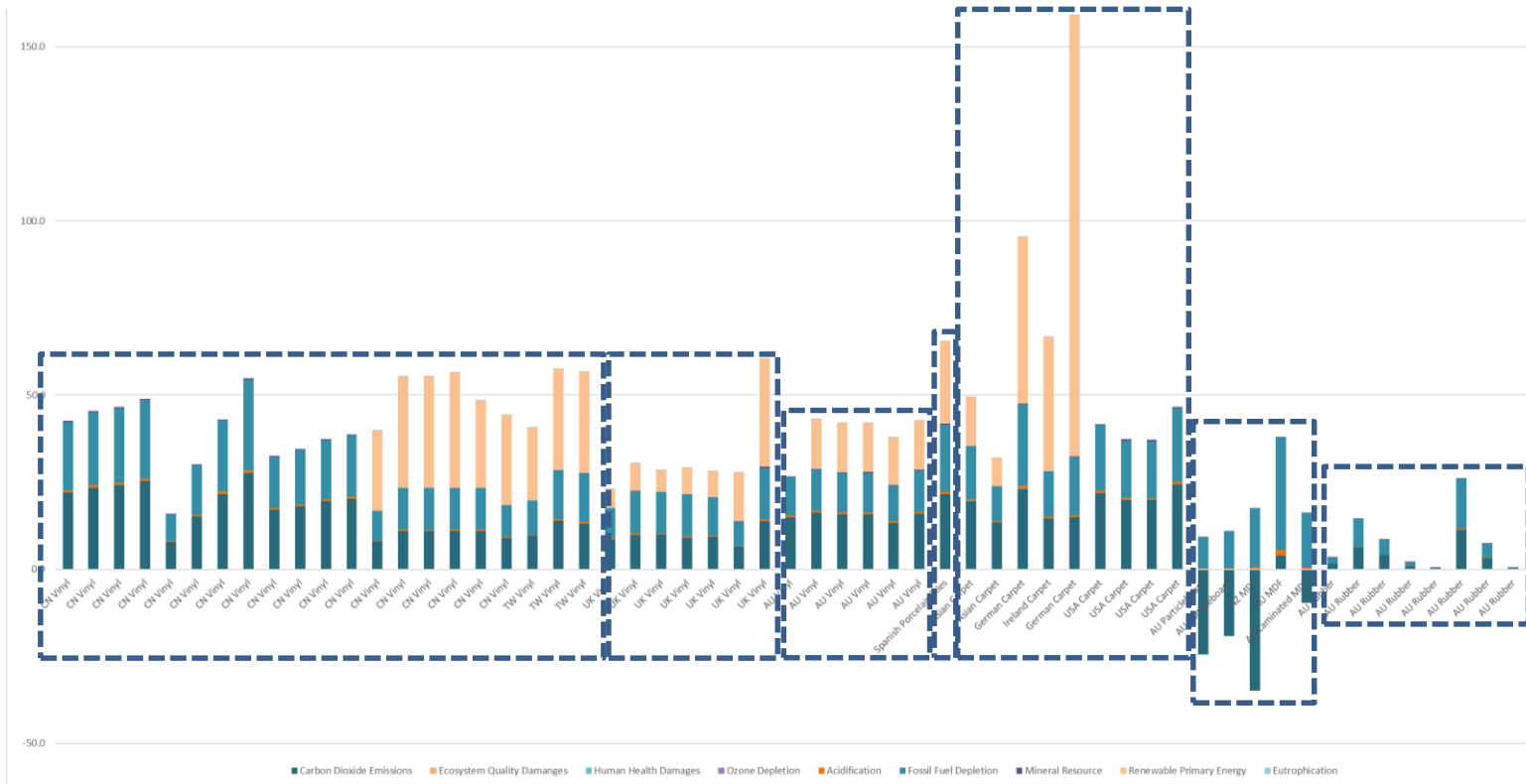


# Benefits of Global GreenTag

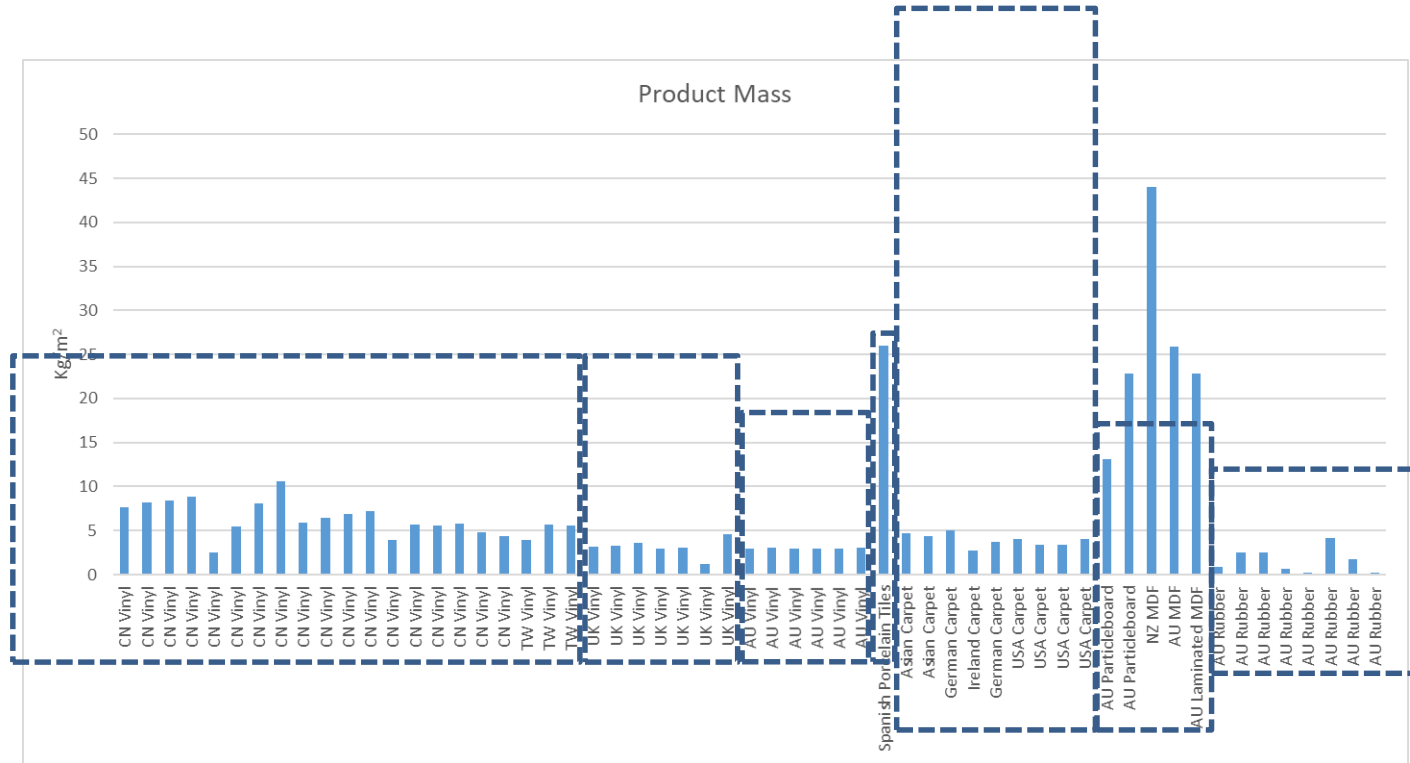
- Australia's leading & only global 'one stop shop' Certification to access major green rating schemes;
- Allows easy differentiation of your products,
- Builds brand trust in the marketplace and communicates product sustainability credentials;
- Transparent, scientifically robust, independently verified & third party certified;
- Relevant to base building & infrastructure construction, interiors, & refurbishment projects.



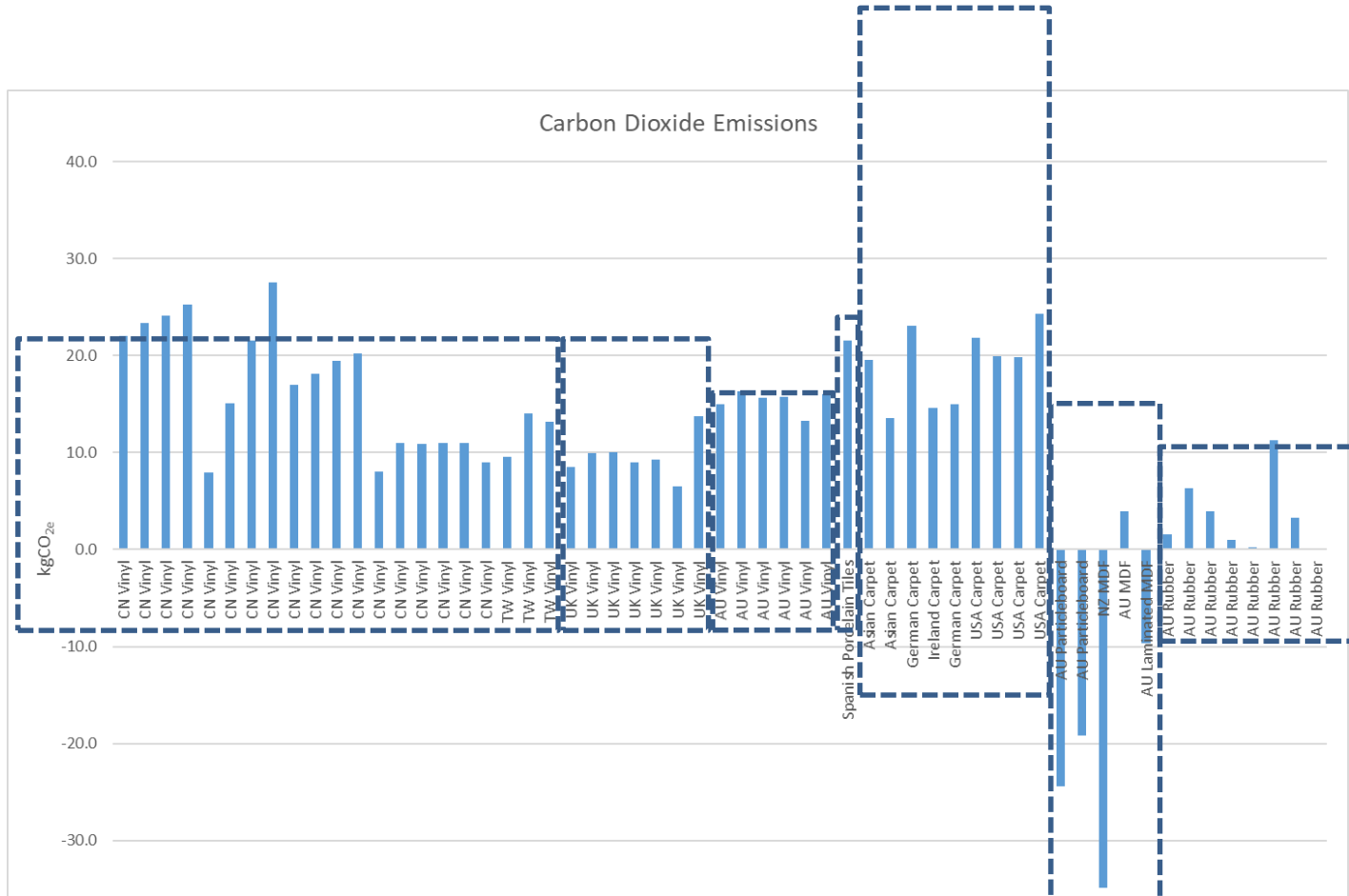
# The environmental impact of flooring



# The mass of flooring



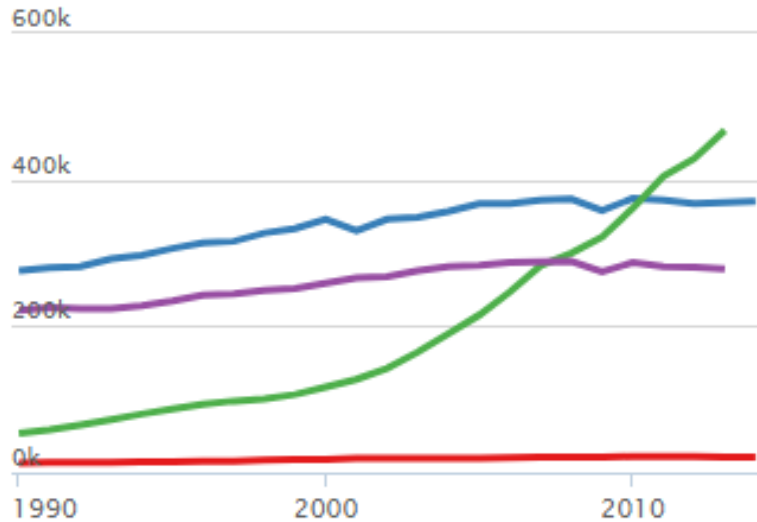
# The climate impact of flooring



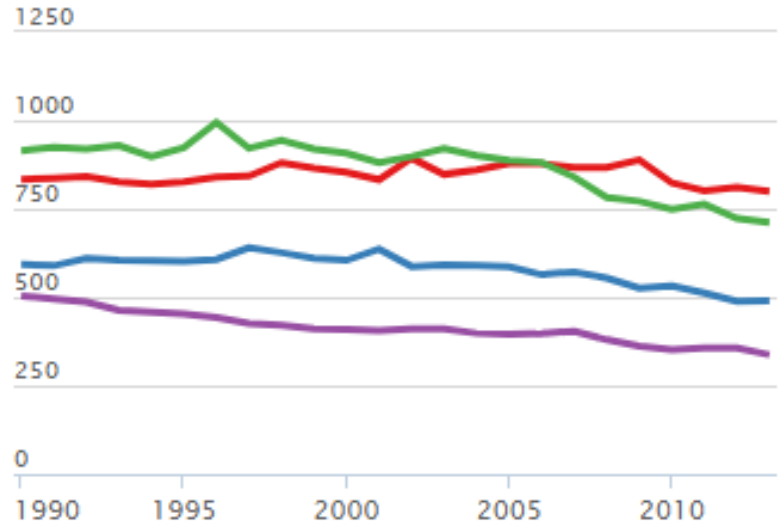


# The climate impact of energy by country

Electricity output (GWh)



CO2 from electricity generation (g/kWh)

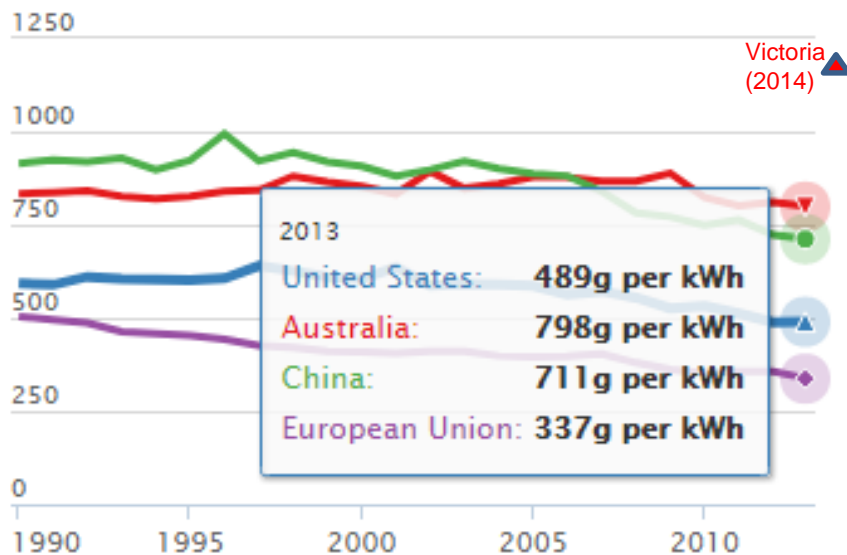


Australia China United States European Union



# The climate impact of energy- comparison

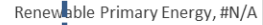
CO2 from electricity generation (g/kWh)



State, Territory or grid description	Emission factor kg CO <sub>2</sub> -e/kWh
New South Wales and Australian Capital Territory	0.86
Victoria	1.18
Queensland	0.81
South Australia	0.61
South West Interconnected System in Western Australia	0.76
Tasmania	0.20
Northern Territory	0.68

Sources: National Greenhouse and Energy Reporting (Measurement) Determination 2008 (Schedule 1)

## Renewable Primary Energy



# Rating Tools & PVC

# Green Star®

## Green Star Design & As Built v1

Submission Guidelines

 **greenstar** Developed by the  
Green Building Council of Australia

## Green Star Interiors v1

Submission Guidelines

 **greenstar** Developed by the  
Green Building Council of Australia

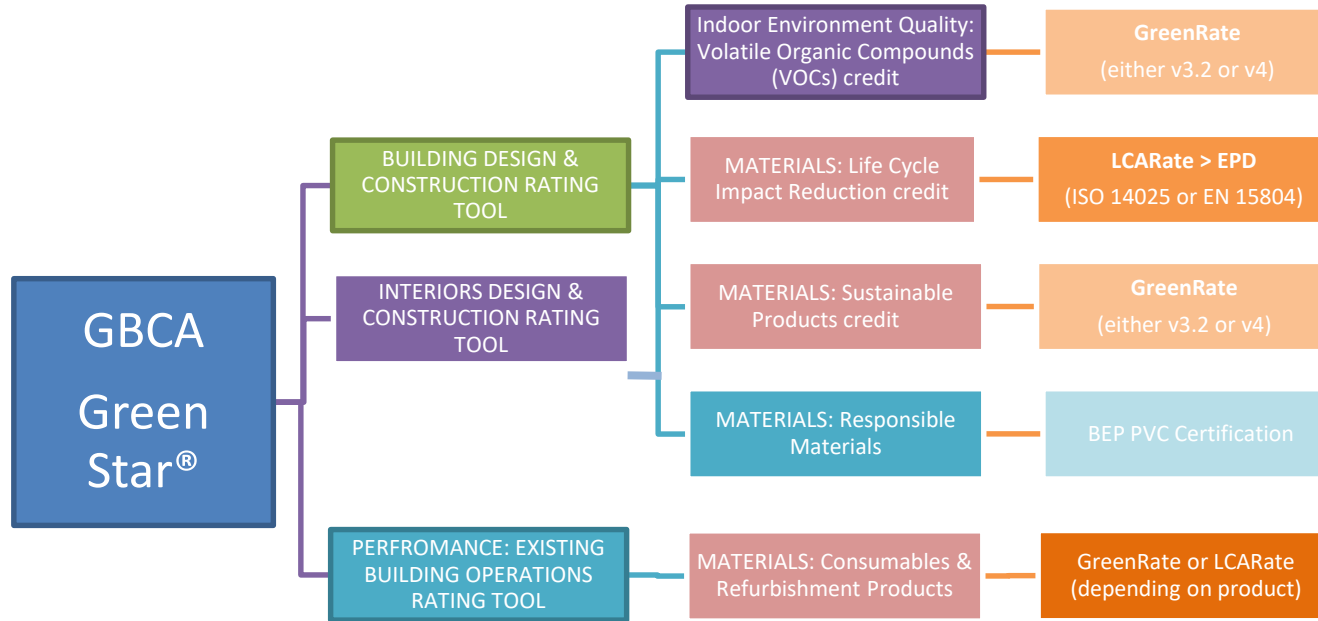
## Green Star Performance v1

Submission Guidelines

 **greenstar** Developed by the  
Green Building Council of Australia

# Global GreenTag & Green Star® Credits

(56+ countries)



**Current status: Recognised**



# Infrastructure Sustainability Rating Tool:



Note the relevance scope:

- even infrastructure projects have office floors
- some have retail precincts and
- even trains use flooring products



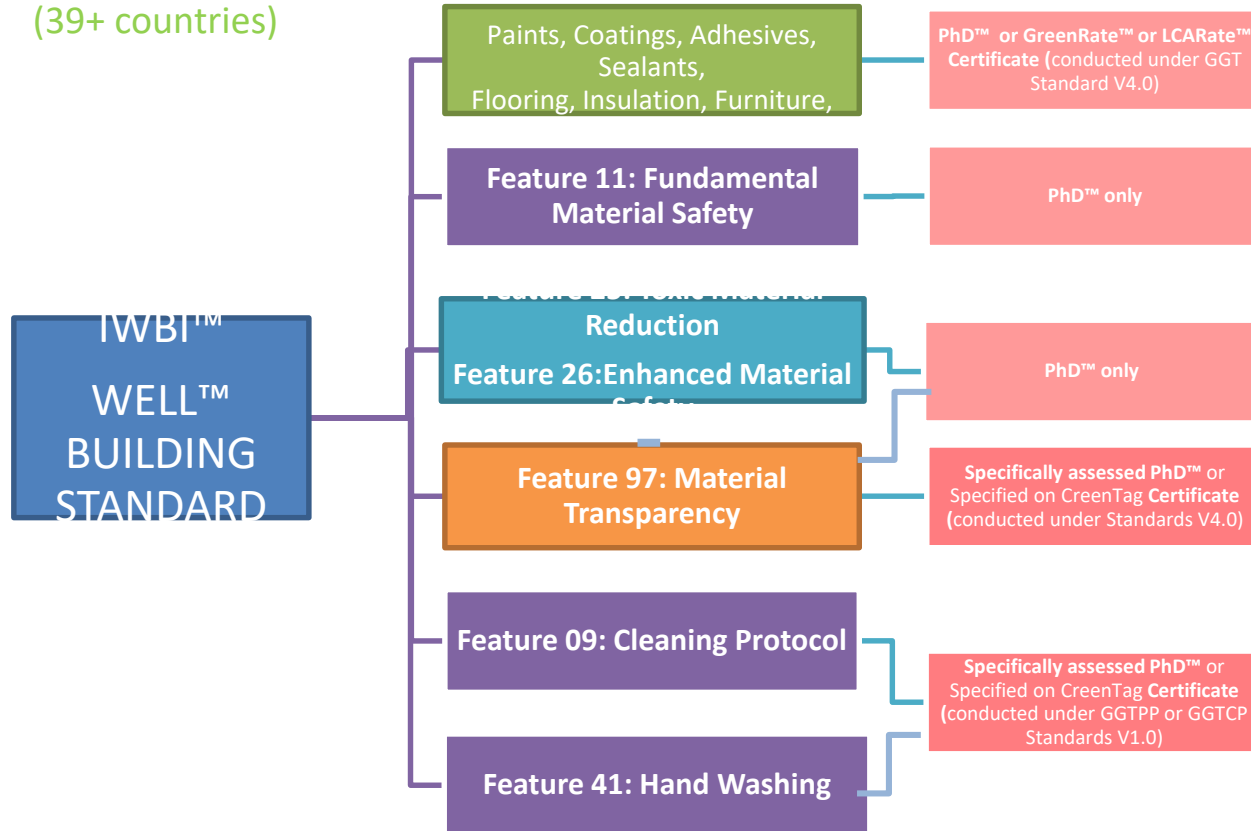
GreenRate™ & LCARate™



GreenTag Certificates & PhDs are formally recognised 'Equivalency' evidence

# Global GreenTag & WELL™ Features

(39+ countries)



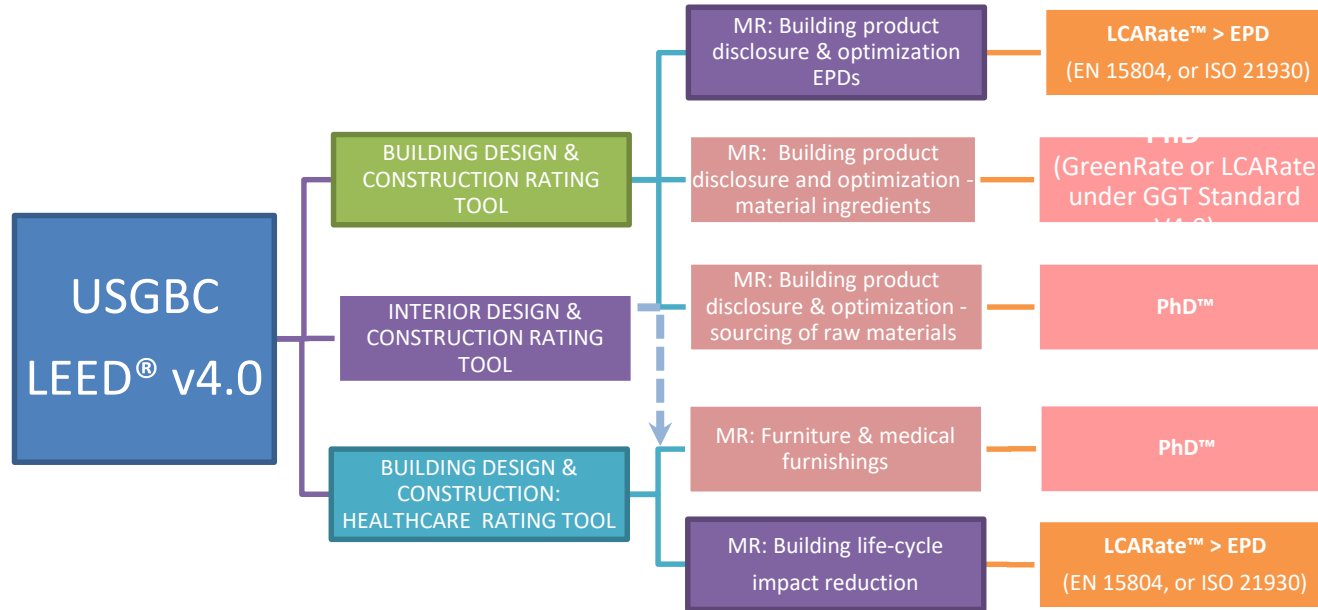
**Current status: Recognised 'Equivalency'**

# USGBC LEED



GreenTag EPD & PhD are credit compliant evidence

# Global GreenTag & LEED® Credits



**Current status: Compliant- Recognition Pending (July 2018????)**

# What is an EPD?

- A summary LCA report under ISO 14025.
  - Green Star® compliant (56 countries), BREEAM International® compliant (78+ countries) and China.
- Relevant to Rating Scheme and Legislative requirements (EU);
- Building products can also be reported under ISO 21930 or EN 15804.
  - In these formats they are LEEDv4® compliant (162+ countries) and BREEAM® compliant.



The image shows a promotional graphic for Global GreenTag International. At the top, the text 'GLOBAL GREENTAG INTERNATIONAL' is displayed in white, with 'PTY LTD' in smaller text to the right. Below this is a large, stylized 'EPD' logo where the 'E' is green and the 'PD' is white. In the center, there is a circular logo with a green outer ring and a grey inner 'C' shape. To the right of this circle is a small green hexagon with a white 'C' inside. Below the circular logo, the text 'GLOBAL GREENTAG CARBON RATE' is written in bold, dark blue letters. The background of the entire graphic is a dark blue gradient with a faint image of a globe. At the bottom, there is a green banner with white text.

The declarations to help grow  
your business in green markets

Global GreenTag's Environmental Product Declarations™-  
**GreenTag EPD™** and **CarbonRATE™** services.

Providing the Life Cycle Information that projects require - differentiates your product and enables  
GreenStar®, LEED® and BREEAM International® rating tool credit compliance

[www.globalgreentag.com](http://www.globalgreentag.com)



GLOBAL  
**GREENTAG**  
INTERNATIONAL PTY LTD  
**PhD**<sup>TM</sup>  
Product Health Declaration



# Enabling Trusted Healthy Product Choices!

Global GreenTag Product Health Declarations<sup>TM</sup> -  
**GreenTag PhD and HealthRATE<sup>TM</sup>**

**Communicating Product Transparency** - *The first of its kind in the world.*

**PhD<sup>TM</sup> recognises the WELL Building Standard<sup>TM</sup> in 5 core WELL<sup>TM</sup> features**  
**PhD<sup>TM</sup> compliant with LEED<sup>®</sup> Product Disclosure Credits**

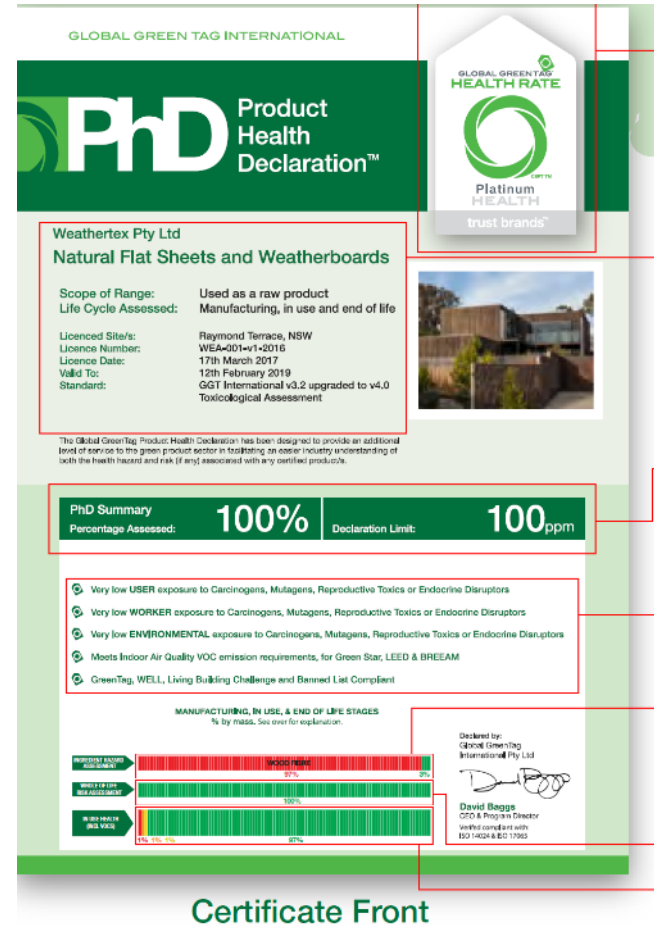
Certification that proves to the world that your products are healthy:

- Interprets product toxicity data so professionals don't have to
- Identifies risk and how it is mitigated (or not)
- Promotes transparent manufacturers as Leaders



# PhDs in Brief

- A certification tool that proves to the world that your products are healthy and:
- Interprets product toxicity data so professionals don't have to;
- Uses simple easy to understand colour key to explain risk;
- Identifies risk and how it is mitigated (or not);
- Provides plain language explanations of any health or environmental toxicity implications
- But ALSO does risk management assessment and looks at healthiness of products IN USE.



HealthRATE rating-separate consumer capable marketing claim.

Rating Tools compliant declaration thresholds

Simple health statements & rating tool credit relevance

Ingredient Hazard analysis as req'd by WELL™, LEED®

OH&S Hazard analysis

IN USE Hazard analysis- user centric

Certificate Front

# PhDs in Brief

Colour coded hazards ratings

Simple plain English explanation of risk assessment based hazard category changes.

## 1.0 Scope

The **Global GreenTag International (GGTI) Product Health Declaration (PHD)** has been designed to provide an additional level of service to the green product sector in facilitating an easier understanding of both the hazard and risk associated with any certified products and is intended to indicate:

- Chemical hazards of both finished product and unique ingredients to a minimum level of 100ppm for each homogeneous ingredient throughout the product life cycle, (including any VOC or other gaseous emissions);
- An assessment of exposure or risk associated with ingredient handling, product use, and disposal in relation to established mitigation and management processes;

It is not intended to assess:

- substances used or created during the manufacturing process unless they remain in the final product; or
- substances created after the product is delivered for end use (e.g., if the product unusually degrades, combusts or otherwise changes chemical composition).

GGTI PHDs are only issued to products that have passed GGTI Standards' certification requirements. The Level of Assessment (Bronze/HEALTH, Silver/HEALTH, Gold/HEALTH or Platinum/HEALTH) rating reflects ONLY the GGTI Standard Sustainability Assessment Criteria 3, and is decided separately to any overall Bronze, Silver, Gold or Platinum LCARate or Level A, B or C GreenRate Green Tag Certification Mark Tier Levels.

## 1.2 Preparing an PHD

GGTI PHDs are prepared using Hazard Classifications from the UN Globally Harmonised System of Classification and Labelling of Chemicals (GHS) and as an outcome of a successful Application for Certification. Assessments are undertaken by GGTI Qualified Exemplar Global Lead Auditors and subsequently accepted for Certification by the GGTI Program Director (also a Qualified Exemplar Global Lead Auditor) under the GGTI International Standard v4.0, Personal Products Standard v1.0, and Cleaning Products Standard v1.0 and above Program Rules.

## 1.3 External Peer Review

Every GGTI PHD is independently peer reviewed by an external Consultant Toxicologist and Member of the Australian College of Toxicology & Risk Assessment.

## 2.0 Declaration of Ingredients

Where a manufacturer wishes recognition under a rating program that requires transparency of ingredients such as LEED v4.0, Living Building Challenge, Estidama etc., the following information is declared from audit:

## COLOUR KEY

Colour	Ingredient Name
Green	<b>Ideal - Low</b> No Comment required
Yellow	<b>Medium to Low</b> No Comment, or 'Issue of Concern' required depending on % of ingredient.
Orange	<b>Moderate</b> 'Issue of Concern' or 'Red Light' Comment depending on % of ingredient, Limit 10%
Red	<b>Problematic (Red): Target for Phase</b> 'Issue of Concern' or 'Red Light' Comment depending on % of ingredient, Strict Upper Limit of 1%
Gray	<b>Uncategorised</b> Not able to be categorised due to lack of toxicity impact information.
Black	<b>Banned Ingredients</b> POPs, SVHCs plus a wide range of compounds depending on specific Standard requirements

## PRODUCT ANALYSIS:

Ingredient Name	Function	Hazard Assessment (Raw)	After Detailed Risk Assessment	Comment
Hardwood timber	Main component			Inhaled wood fibre can cause lung cancer under long term occupational exposure and during manufacture. An on-site audit has demonstrated that risk is mitigated by Personal Protective Equipment (PPE), filters & wet processing. In use, the product poses no health risks. NOTE: Sawing, cutting, sanding, grinding of wood products may generate sawdust. Wearing appropriate PPE is recommended to reduce risk during these operations.
Paraffin wax	Water repellent			None

## Scope & Limitations.

Certificate Back


# Best Environmental Practice PVC

## Green Star 'Responsible Products- PVC' credit.

Global GreenTag certifies BEP PVC under its new Version 4 Standard.

- BEP PVC certification is now relevant to all kinds of building construction, interiors fitout and existing building refurbishments (for top 3 value items in any refurbishment);
- The product categories that are specified as relevant are: • **Flooring** • **Cables** • **Pipes** • **Blinds** • **Permanent Formwork**

Certification enables application to VCA for registration under BEP PVC Scheme and database.



GLOBAL  
**GREENTAG**  
INTERNATIONAL  
**BEP PVC**  
Best Environmental Practice PVC

Proving your PVC meets Best Environmental Practice Standards.

Your product's key to maximising green project and procurement process sales

[www.globalgreentag.com](http://www.globalgreentag.com)

# Why emphasise GreenTag in your marketing?

Professionals and consumers are looking for *Trusted Advisors* to help them choose products

***GreenTag is a proven trust builder-***

23 of the Top 100 Most Trusted Brands in Australia use Global GreenTag (A&D Top 100 -2015-2017)





GLOBAL  
**GREEN TAG**®  
INTERNATIONAL