

# The Green Award

## Green Attributes

Hearth, patio and barbecue products are like most products in that Green innovations can be associated with their manufacture, use and disposal. Importantly, unlike many products, major hearth, patio and barbecue products, due to their very purpose, consume considerable energy in residential settings long after their time of sale. The corresponding opportunities for heaters, furnaces, fireplaces, cookstoves, hot tubs, sauna, barbecues and gas lights to provide long-term Green benefits through the efficient use of energy and, in many cases, low air emissions are substantial.

## A Green Checklist

Products being considered for Green Vesta Awards should be innovative and outstanding in one or more of the following categories. Different importance and different weighting will be assigned to the Green checklist items for different product types. For example, manufacturing with byproduct materials may be most important for patio furniture, whereas air-emissions and energy efficiency may be most important for space heaters.

### ✓ Energy Conservation During Manufacturing

Do the manufacturing processes for components and the final product, as well as the transportation of raw materials and components, use energy wisely? Are there innovations in place to minimize energy consumption?

### ✓ Renewable Energy Used in Manufacturing

Is the use of renewable energy maximized throughout the manufacturing and transportation processes?

### ✓ Environmental Impacts Minimized During Manufacturing

Is there documentation that traditional air, water and solid waste pollutants are minimized? What are the effects on climate change? Has energy consumption during each step in the manufacturing process, and each step in the transportation process, been considered?

### ✓ Raw Material Conservation in Manufacturing

Is the use of raw materials minimized? Are raw materials that would be otherwise wasted utilized? Are byproduct materials utilized? Are renewable raw materials utilized?

### ✓ Energy Conservation in the Home

Does the use of the product in the home reduce the amount of energy that is consumed over previous practices? If applicable, would the product be considered more efficient than previous similar products?

### ✓ Energy Return on Energy Investment

How much energy is invested to deliver a unit of energy to a home to use the product? Is it advantageous compared to alternatives?

### ✓ Renewable Energy

If applicable, is renewable energy used in the home in lieu of traditional fossil fuels?

### ✓ Environmental Impacts Minimized from In-Home Use

How does the use of the product stand in terms of air, water and solid waste emissions? How does it perform in light of climate change? If it is an expendable product, are there recycling or sound disposal options?

### ✓ Practicality

To be effectively Green, the product needs to be used. In that light, is it safe? Is it cost-competitive? Is it user friendly? Is it marketable?

## How to be considered for the Green Vesta Award

1. Go to [www.VestaAwards.com](http://www.VestaAwards.com) and click on enter product. Complete and submit the Vesta Award application.
2. Submit 3 copies of supporting materials to *Hearth & Home* by February 5, 2012 in order to provide the judges adequate time to review your documentation. Supporting materials should include a narrative description of the product and why it is Green, photographs of the product and, very importantly, supporting test data or studies, preferably from qualified third parties. All materials in aggregate should not exceed 20 pages in length including an executive summary no longer than three pages.
3. Exhibit the product at the 2012 HPBExpo.
4. Have a representative present at the 2012 HPBExpo to answer questions posed by the Vesta judges.

## Documentation

The Federal Trade Commission (FTC) issued its "Environmental Guides," often referred to as the "Green Guides," in 1992, revised them in 1998, and is currently reviewing them. The Guides indicate how the Commission will apply Section 5 of the FTC Act, which prohibits unfair or deceptive acts or practices, to environmental marketing claims. We recommend that candidates for a Green Vesta Award follow these FTC guidelines.

Specifically, FTC Part 260.5 Interpretation and Substantiation of Environmental Marketing Claims states: "...any party making an expressed or implied claim that presents an objective assertion about the environmental attribute of a product, package or service must, at the time the claim is made, possess and rely upon a reasonable basis substantiating the claim. A reasonable basis consists of competent and reliable evidence.

"In the context of environmental marketing claims, such substantiation will often require competent and reliable scientific evidence, defined as tests, analyses, research, studies or other evidence based on the expertise of professionals in the relevant area, conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results."

*For suggestions on testing for substantiation of claims contact Dr. James E. Houck at (503) 244-8534.*



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