

NOTICE OF ISSUANCE

STANDARD FOR ENVIRONMENTAL INNOVATION, GS-20

April 8, 2019



Green Seal® has issued the Standard for Environmental Innovation, GS-20, Edition 2.0.

GS-20 Revision Intent:

In 2018, Green Seal set out to improve the GS-20 Standard in the following ways: create a foundational set of environmental and human health requirements that apply to all projects, improve the end-to-end business process for the program, clarify the requirements necessary during the certification process, and improve the overall client experience. This process involved significant stakeholder engagement with all applicants of the program as of the time the standard went under revision, a public comment period in October of 2018, and exploratory conversations with companies interested in using the Environmental Innovation Standard in the future. Green Seal has now released GS-20, Edition 2.0, which includes significant improvements from the previous version. With these updates and other editorial improvements, GS-20 is now a more useful tool for recognizing and rewarding manufacturers for their achievement of significant lifecycle impact reductions.

Summary of Revisions:

The following sections underwent substantive updates:

- Eligibility Requirements
- Product Lifecycle Impact Review Requirements
- Innovation Requirements
- Functional Performance and Fitness for Purpose Requirements
- Environmental and Human Health Requirements
- Packaging Requirements
- Certification and Labeling Requirements

GS-20 Standard Development Documents:

- [Issued Standard: GS-20, Edition 2.0](#)
- [Response to Comments Document](#)

Green Seal's Stakeholder-Based Process:

Approximately 35 professionals and public and private entities contributed to this revision. We appreciate those who played a role in this process and helped achieve this milestone in the green product movement.

For More Information:

- Visit the [Standard Revision Page](#) on Green Seal's website.
- For questions about using this program, please email standards@greenseal.org.

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About Green Seal®

Green Seal is the leading U.S. eco-certifier. Our standards, developed within a lifecycle framework, are the results of active dialogues with experts from industry, end users, and public interest groups. Over the past three decades, Green Seal's environmental leadership standards have fueled the green transformation of major industries across the globe.