



# Certified Energy Savings Certification

May 2023



## 1.0 Background

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Certified Energy Savings Certification (CES) demonstrates an organization's commitment to reducing impacts during the use phase of a product's life cycle. Procuring and using products that can reduce energy has financial and environmental benefits for all organizations. Validating that a product can save energy has significant value as government regulations and sustainable procurement plans continue to evolve and incorporate requirements for carbon footprint and energy usage reduction. GreenCircle Certified, LLC's (GreenCircle's) Certified Energy Savings Certification validates that a product will save a percentage of energy as compared to a standard or competitive product in the product use phase. Utilizing GreenCircle's extensive industry experience and expertise, these guidelines were developed to evaluate and certify a company's claims for energy savings of their product.

**Use Phase Energy Savings:** Based on a thorough review of data collected from energy meter readings of the energy used by the product to be certified and a competitive product (or previous version/standard version of the same product), GreenCircle will validate the percent energy savings of the specified product. GreenCircle will require that the product's energy usage be tested using a calibrated energy meter. GreenCircle will collect and conduct a review of the energy usage from the meter readings to understand the product performance. GreenCircle will work with the manufacturer to understand the typical use and setup under which both the certified product and comparable product will be evaluated and will use this information to determine the percent energy savings for the product.

**Aided Consumer Use Phase Energy Savings:** Some products have been redesigned to achieve energy savings, if used as directed through consumer behavior. For products that require consumer behavior to save energy, GreenCircle can certify energy savings based on the clients intended use. GreenCircle will validate the percent energy savings of the products intended use in comparison to the standard or current use by consumers. GreenCircle will collect information regarding current average consumer behavior, as well as energy models detailing the savings if consumer behavior changes to the clients intended use.

This document explains GreenCircle's audit process in performing the certification, as well as how a product's energy savings claims should be qualified and quantified.

Additionally, GCC will evaluate the eligibility for Amazon Climate Pledge Friendly for any applicable products.



## 2.0 Goal

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The goal of Certified Energy Saving Certification is to certify the energy savings claims of a product as compared to a competitive or standard product.

## 3.0 Company Qualifications

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Companies that have carefully designed products with energy consumption in mind and have reduced the energy use for a specified product as compared to a standard or competitive product are eligible for Certified Energy Savings Certification. For use phase, Companies will need to provide energy/power monitoring equipment to complete the assessment, along with calibration documentation. For aided consumer use phase, companies will need to provide documentation on consumer behavior including demonstrated changes in consumer behavior. During the proposal development process, GreenCircle will conduct initial conversations with the client to understand the energy usage of the specified product as compared to comparable products. It is not guaranteed that a product will be certified for Certified Energy Savings until a thorough audit is completed by GreenCircle.

## 4.0 Document Requirements

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To qualify for certification, a company must provide the following information:

### Use Phase:

- A description detailing how the product was designed to reduce energy usage in the use phase, as compared to a standard or competitive product.
- Technical data sheets for both the certified product and the standard or competitive product that provide specific information on the energy used by the product.
- Any documents referenced to substantiate the current energy savings claims of the product, as compared to a comparable product.
- Actual use phase energy usage data for the product and standard or competitive product. This data will be collected during an on-site or virtual visit and observed by GreenCircle. Screenshots or images of actual energy usage data for each product will need to be collected and documented using a calibrated energy meter.
- Any additional information needed to conduct an energy savings validation.
- Pictorial documentation and visual verification of energy meter calibration is required for all energy meters used to conduct the energy readings for both the product seeking certification and the competitive or standard product to validate the percent energy savings of the product to be certified.



## **Aided Consumer Use Phase Energy Savings:**

- Bill of materials or product recipe to understand how the product is formulated to perform in the intended use phase and to understand product variability for scope, product families and assessment of likeness of future products.
- A description detailing how the product was designed to reduce energy usage in the use phase, as compared to a standard or competitive product. If applicable, an explanation of how the products formulation has changed from a comparable product to offer high efficacy during a product's intended use.
- Energy models for the product in its intended use phase compared to a similar product in its current/general/ widespread use phase.
- All standard assertions and assumptions in relation to the types of machines, if applicable, the product is intended for within the regions where the products are sold. All background data and sources on methodologies for assertions and assumptions.
- All standard assertions and assumptions relating to consumer behaviors within the regions that the products are sold. All background data and sources on methodologies for assertions and assumptions.
- Background data, methodologies, and all assumptions for how the data was collected. The data source tables must be clearly denoted with year, collection method, and practitioner(s) listed.
- Data sources, quality and consistency must follow guidelines set out by ISO 14044/44 or a similarly recognized guiding body.
- Marketing and educational materials that a client is using to encourage behavior change towards the intended use of the product.
- Marketing plan of how the client will disseminate information and continue to monitor for behavior change for future recertification.

If evaluation for application to Amazon Climate Pledge Friendly, the Amazon Standard Identification Numbers (ASIN) for the products must be provided to GreenCircle.

## **5.0 Audit and Certification Process**

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### **5.1 Data Collection**

Once the proposal and certification agreement are signed by the product manufacturer, GreenCircle will conduct an initial project meeting, via video or conference call, with contact(s) at each manufacturing facility to discuss the required data, GreenCircle's audit process and project schedule. GreenCircle will obtain information on energy consumption data and collect all data to substantiate energy savings claims.



GreenCircle will provide an initial data request to be completed by the client. See the Documentation Requirements for information that will be requested in the data collection stage.

## 5.2 Site Audit

GreenCircle will conduct a site visit to manufacturing (or testing) facilities to audit and verify the energy consumption for a product and the comparable product specified. A GreenCircle Analyst will verify any energy documentation and conduct testing to demonstrate energy usage of the specified product and comparable product in the configurations/situations specified by the certification within the audit plan. Photo documentation of all trials will be obtained during the site visit.

For energy savings related to aided consumer behavior changes, a site visit will not be conducted.

## 5.3 Certified Energy Savings Calculations

After completion of the GreenCircle energy savings audit process, GreenCircle will certify the energy savings claims per product and certify the percentage by which the product reduced energy consumption as compared to a standard product.

## 5.4 Audit Deliverables

Upon verification of the Certified Energy Savings claims, GreenCircle will issue GreenCircle Certified, LLC certificates and marks for the specified product manufactured at a specific facility. The certificate will document that an independent evaluation of the certified energy savings claims has been conducted on behalf of the company for the specified product(s). The certificate will include the percentage of Certified Energy Savings along with any assumptions needed to make complete the analysis. GreenCircle will prepare a written report on the audit process and findings and provide this report to the Client. GreenCircle will also list the final certificates on the GreenCircle Certified Product Database and provide GreenCircle marks for use in marketing.

## 6.0 Annual Recertification Process

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All certified claims are recertified annually. If the client is able to confirm that no changes have occurred, CES certifications are eligible for reverification without analysis for an additional two years. After this period, the product is required to undergo a full recertification process, including energy testing. Completion of recertification ensures continued transparency and further use of the GreenCircle mark.



## 7.0 Complaints, Appeals, and Disputes

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GreenCircle must be contacted immediately if there is a complaint, appeal, and/or dispute brought against a certification that GreenCircle has verified. GreenCircle will follow the Appeals, Complaints, and Disputes procedure to review and resolve the issue.

## 8.0 Guidelines for Private Label User

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The Certified Energy Savings Certification is for the exclusive use of the Client. Companies that produce private label products will require any private label Customers, or downstream re-sellers of the certified product(s) who desire to utilize the GreenCircle Certified Energy Savings Certification to enter into a separate Licensing Agreement with GreenCircle regarding the use of the GreenCircle Mark on private label product and promotional materials. Please contact GreenCircle directly for more information.

## 9.0 Labeling Requirements

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The Client agrees to promptly cease display and use of the GreenCircle Certified, LLC mark: (1) Upon expiration of the certification period; (2) If Client is no longer in compliance with one or more of the terms and conditions of the GreenCircle Certification Agreement. Please reference the GreenCircle Certified Mark Usage Guidelines for further details and more information on using the mark. The Client shall take caution to ensure that the GreenCircle Certification mark is not associated with products and/or operations which do not comply with the GreenCircle Certification System (GCCS). The Client will be asked to remove the GreenCircle mark immediately if it is found that they have applied the mark on a non-conforming GCCS product and/or operation. If the Client fails to remove the misused mark, an investigation will be conducted pertaining to the misuse, in which the full cost of the investigation shall be borne by the Client. The Client shall not allow the GCCS Certification mark to remain on non-conforming products offered for sale. Such action could invite prosecution under U.S. Trademark statutes or attract other penalty provisions in other U.S. or State law.

## 10.0 Key Terminology

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**Audit Plan:** Specifies how GreenCircle intends to conduct a particular audit. Our audit plan describes the activities we intended to carry out in order to achieve our audit objectives.

**Certification Period:** A 12-month period immediately following the completion of a certification during which the certified energy savings claims are valid. Prior to the end of



the certification period, the manufacturer must complete annual recertification requirements in order to maintain certification credentials.

**End-of-Life:** A phase in the life cycle of a product in which the product can no longer be used and will need to be either disposed of or recycled.

**Life Cycle Thinking:** A method used in sustainable product development that includes considering the environmental impacts of each stage of a product/material’s life cycle. These life cycle stages include: raw material extraction, manufacturing, use, and end-of-life disposal.

**Original Equipment Manufacturer:** A company that acquires a product or component and reuses or incorporates it into a new product with its own brand name.

**Intended Use Phase:** the specific way a product will be used in a given machine (washing machine, dish washer, etc.) based on the behavior of a consumer. For example: a consumer using cold water to wash clothes – when the current practice is to wash them in hot water.

## 11.0 Reference Documents

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*The Federal Trade Commission’s Green Guides – Guides for the Use of Environmental Marketing Claims*

### Amendment History

Date	Issue	Summary of Amendments
07/01/2014	Rev. 0	Official issue date of document
11/01/2015	Rev.1	Update language on competitive and/or standard comparable product
04/03/2019	Rev. 2	Minor language revisions and additions to Key Terminology
5/20/2022	Rev. 3	Editorial Updates
5/12/2023	Rev. 4	Intended use phase addition

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