“Sustainable Construction in Commercial Buildings through Standards and Codes for Construction”

Section 4 – Trading Green / Sustainable Constructions Products in the Region

Green Products Certification in Brasil

April 23rd, 2013 – Santa Lucia

Carlos Amorim
Directory of External Relations
ABNT
ABNT

✓ Created in 1940;

✓ Private, non-profit organization;

✓ Officially recognized by the Brazilian Government as the National Standardization Body;

✓ Accredited Certification Body for Products, Services, Systems and Personal.
ABNT have been in the conformity assessment field for 50 years, mainly in:

**Systems Certification**

- SGA ABNT NBR ISO 14001
- SGQ ABNT NBR ISO 9001
- Social Responsibility ABNT NBR 16001
- Occupational Health and Safety OHSAS 18001
- PBQP-H General By law of SiAC
**Personnel Certification**

Evaluates the professional’s knowledge, skills and attitudes to its own occupation.

**Products Certification**

Verifies if the production of goods or performance of services is carried out according to specific standards.

- **Ecolabelling**

Certification methodology and labeling of environmental performance of products or services.

Total of 1664 certified companies and other 864 in the certification process.
ABNT – Participation

- INTERNATIONAL ORGANIZATION FOR STANDARDIZATION - ISO
- INTERNATIONAL ELETROTECHNICAL COMISSION - IEC
- COMISSÃO PANAMERICANA DE NORMAS TÉCNICAS - COPANT
- ASSOCIAÇÃO MERCOSUL DE NORMALIZAÇÃO - AMN
- GLOBAL ECOLABELLING NETWORK - GEN
Environmental Quality ABNT

ABNT Ecolabelling Program
Global Ecolabelling Network – Member States
ABNT ECOLABELLING PROGRAM (TYPE I):

- Third part program;
- Voluntary;
- Multiple-criteria based;
- Life cycle considerations.

(ABNT NBR ISO 14024).
Ecolabelling Type I around the world

In Brazil ...
Current Overview

- Climate changes
- Biodiversity reduction
- Energy consumption
- Contamination of the potable water
- Atmospheric emissions
- Generation of waste
- Soil Degradation
- Agricultural frontier expansion
- Depletion of natural resources
Current Overview

Curitiba/PR States Journal – 22/03/10:

UM Data:

- 32% of the world's population lacks access to basic sanitation
- 1.1 billion people lack access to clean water
- 1.5 million children die each year from water-borne diseases
- 2 million tonnes of waste and other effluents are discharged into surface water per day
- In developing countries, 90% of sewage and 70% of wastewater is discharged into seas, rivers and lakes
ABNT NBR ISO 14020: Environmental labels and declarations -
General principles:
- Objectives of the environmental labels and declarations
- General principles of environmental labels

ABNT NBR ISO 14024: Environmental labels and declarations -
Type I environmental labelling - Principles and procedures:
- Principles and procedures of type I Ecolabelling
- Certification and conformity
Technical Certification Committee - ABNT/CTC-20
Criteria and procedures development

Life cycle stages

Influence of resources, raw materials and waste
Criteria for Steel Products, Textiles for Flooring, Wood Panels and Partitions are already approved and it has certified companies in their corresponding programs. Criteria on Chemical Products for Concrete and Term Acoustic Insulating are ready and available for comments.
### ABNT Ecolabelling Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVERED CATEGORIES</td>
<td>9</td>
</tr>
<tr>
<td>APPROVED CATEGORIES</td>
<td>16</td>
</tr>
<tr>
<td>CRITERIA AVAILABLE FOR COMMENTS</td>
<td>7</td>
</tr>
<tr>
<td>ECO-LABELLED PRODUCTS</td>
<td>237</td>
</tr>
</tbody>
</table>

**Approved Categories:**
- Cosmetic
- Hand sanitizers
- Wood panels
- Decorating fabric
- Tourist attractions
- Carpets
- Graphic Production
- Steel Products
- Retreaded tires
- Office furniture
- Road marking
- Telematics cables
- Room safe
- Plastic Packaging

**Available for Comments:**
- Sustainable events
- Products for sun protection
- Chair
- Chemicals for concrete
- Thermoacoustic

**Governmental Priorities:**
- Sustainable events
- Products for sun protection
- Chair
- Chemicals for concrete
- Thermoacoustic
Art. 1 This Decree regulates the art. 3 of Law 8666 dated June 21, 1993, to establish criteria, practices and guidelines to promote the Sustainable National Development through contracts undertaken by the Federal Government, autonomous agencies, foundations and the state-owned enterprises, and establishing Interministerial Commission for Sustainability in Public Administration - CISAP.

Art. 2 The federal administration, autonomous agencies, foundations and state-owned enterprises may acquire goods, services and construction works, considering sustainability criteria and practices objectively defined in the call, according to the provisions of this Decree.

Sole Paragraph. The adoption of sustainability criteria and practices must be justified on the record and must preserve the competitive nature of the tender.

Art. 3 The criteria and sustainability practices referred in art. 2 will serve as a technical specifications of the object or as an obligation of the contractor.
Environmental and sustainable certificates

... The Rio 2016™ encourages suppliers, sponsors and licensees to offer products that have Type I Environmental Labeling (Ecolabels), according to ISO 14024 and establish by associated institutions to the Global Ecolabelling Network (GEN), such as: ABNT Environmental Quality (Brazil), China Environmental Label (China), Hong Kong Green Label (China); Green Seal (USA); Ecolabel (EU); Eco Mark (Japan).

Suppliers of products and services which ABNT have already defined the criteria of each environmental labeling should seek such certifications. The list of products and services with environmental labeling criteria set is available at ABNT Certification website...
Growing concern for greener products;
Ensuring that the product / service of a certain company has less environmental impact;
Environment preservation;
Reduction of waste (waste, energy);
Company environmental commitment;
Increase international trade possibilities.
This Program seeks to recognize venture projects that demonstrate their contribution to the reduction of the environmental impacts.

**Evaluated Criteria**

- Urban Quality
- Project and Confort
- Energy Efficiency
- Resource Material Conservation
- Water Management
- Social Practices
The blue house seal has 53 evaluation criteria, distributed in six categories mentioned above, and has three levels of classification:

**Blue Seal House levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONZE</td>
<td>Mandatory Criteria (19)</td>
</tr>
<tr>
<td>SILVER</td>
<td>Mandatory criteria plus 6 free choice criteria</td>
</tr>
<tr>
<td>GOLD</td>
<td>Mandatory criteria plus 12 free choice criteria</td>
</tr>
</tbody>
</table>
Certified companies

Evonik Industries AG.

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization.

www.evonik.com.br
Certified companies

ArcelorMittal Brasil S.A.

ArcelorMittal Group is present in more than 60 countries, producing long and flat steels, stainless and wiredrawn for civil construction, industry and agrobusiness. It has voluntary and compulsory certifications that prove the excellence of its steel solutions.

www.arcelormittal.com.br
Beaulieu do Brasil.

A Beaulieu do Brasil initiated its activities in Ponta Grossa – Paraná in 2000. It is focused on the recovery of carpet credibility and its main target is to meet the needs of each specific market.

www.beaulieu.com.br
Certified companies

Pnecap.

Pnecap works on the retrating tires area, providing general services of remold for conventional and radial tires.
www.pnecap.com.br

Vicêncio Paludo, Filhos & Cia.

Vipal Group company, operates on reforming and repair of tires for passengers cars, cargo agricultural and OTR, also houses the Vipal's Technical Rubber Center.
www.vipal.com.br
GOJO América Latina Ltda.
GOJO company works to improve the lives of people around the world through skin health and personal care solutions.
www.gojo.com
Div Design.

Div Design, specialized in intelligent solutions for corporative space division, offers the most modern, efficient and sustainable options in floor to ceiling partitions. There have been a journey of more than 20 years of achievements that was rewarded with the ABNT environmental label.

www.divdesign.com.br
Certified companies

Furukawa Industrial S.A.
Manufacturer of structured cabling solutions and optical networks, Furukawa is a national leader in the Cabling segment in Brazil, Chile, Paraguay and Uruguay. The Industry, of Japanese origin, has been around 37 years in the Brazilian market.

www.furukawa.com.br
THANK YOU
O que é Rótulo Ecológico?
A rotulagem ambiental – Ecolabelling – é uma metodologia voluntária de certificação e rotulagem de desempenho ambiental de produtos ou serviços que vem sendo praticada ao redor do mundo.

Leia mais...

Programa
O programa de Rotulagem Ambiental da ABNT foi desenvolvido no intuito de apoiar um esforço contínuo para melhorar e/ou manter a qualidade ambiental através da redução do consumo de energia e de materiais, bem como da minimização dos impactos de poluição gerados pela produção, utilização e disposição de produtos e serviços.

Os documentos de critérios são preparados com base em uma visão geral sobre aspectos relacionados à avaliação do ciclo de vida dos produtos e em informações de especificações para produtos similares de outros programas de rotulagem ambiental, desenvolvidos por outros membros do Global Ecolabelling Network (GEN).

Documentos do Programa
- PG-12.01 - Diretrizes para elaboração dos critérios da Marca ABNT de Qualidade Ambiental
- PG-11.01 - Procedimento Geral da Marca ABNT de Qualidade Ambiental

Notícias
(01/12/11) Reunião Anual do GEN 2011 realizada em Taiwan.
Leia mais...

www.abnt.org.br/rotulo
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