



# EcoLogo™ Program



## Project Initiation Announcement



### EcoLogo Inviting Stakeholders to Participate in Development of New Standard for Toys

July 6, 2009

EcoLogo, North America's most respected and established multi-attribute environmental leadership standard and certification mark, is proud to announce the development of a new standard

for Toys. The standard development process will be supported by Dr. Sally Edwards, director of the Sustainable Children's Products Initiative at the Lowell Center for Sustainable Production (University of Massachusetts, Lowell) and staff at the University of Tennessee Center for Clean Products, who are leaders in the development of environmental product and material standards.

The EcoLogo Program is presently conducting preliminary research to identify potential environmental impacts across the life cycle of these products, and will be preparing documents for public consultation in the near future. As a stakeholder with potentially vested interest in this product category, we are hoping you will engage with EcoLogo in this process.

Stakeholder engagement is an essential component in the development of stringent EcoLogo standards. The EcoLogo Program is reaching out to interested individuals and organizations who want to participate in the development of this environmental leadership standard, and therefore actively seeking involvement from environmental NGOs and other not-for-profit organizations, academics and scientific experts, manufacturers, industry associations, government representatives, and purchasing professionals familiar with this product group.

As a stakeholder you will have the opportunity to express a viewpoint and learn about green standards and practices. Although the standard development process is transparent, we do maintain stakeholder anonymity with regard to submission of comments, should this be a concern for your organization.

If you wish to become a Stakeholder or an Advisory Committee Member in the development of an EcoLogo standard for Toys, please contact [Catherine Wilt](#).

Your time and assistance as we endeavour to establish the most stringent environmental standards is very greatly appreciated.

Sincerely,

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