AMERICAN CONSUMER COUNCIL

A Non-Profit Consumer Education Organization

Green C™ Certification Program

Application Criteria, Forms & Instructions

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WELCOME TO THE AMERICAN CONSUMER COUNCIL'S Green C™ Certification Program

A Message from ACC's President & CEO

Welcome to the American Consumer Council's Criteria for the **Green C™** Certification Program. The **Green C™** criteria are among the most comprehensive for your organization to earn the recognition and respect of consumers for your commitment to Sustainability, Environmental Stewardship, and Corporate Social Responsibility (CSR).

In 2001, the American Consumer Council launched its first **Green** Initiative by offering educational programs and workshops to help consumers understand the importance of environmental responsibility and how to practice it in their daily lives.

Today, ACC's commitment to protecting and enhancing our natural resources and promoting CSR has been expanded to recognize those businesses, government agencies, educational institutions, healthcare facilities, and non-profit organizations that embrace environmental standards and foster **Green** Initiatives. Along with ACC's Consumer **Green** Council (CGC), and our **Green C™ Certification Program**, we are making a difference by creating a Culture of **Green**! We are also grateful to Quiet Excellence, a leading edge consulting firm, which helped develop our criteria and administers our **Green C™ Certification** Assessment Process.

By earning the **Green C™ Certification**, your organization will be recognized for not only being in compliance with industry and government standards for environmental responsibility, but also, you will

be recognized for promoting environmentally-responsible practices, and helping to create a "culture of Green" in your respective industry.

The EPA states that Americans produce more than 220 million tons of garbage annually and use more than 3,600 billion gallons of water per day! This is a trend our earth can neither sustain nor support. ACC has decided to act by encouraging consumers to change their wasteful habits. ACC's **Green C™ Certification** program is a major step towards creating a Culture of Green in America and sustaining our planet for future generations.

Thomas Hinton

Thomas Hinton President & CEO

Contents

ACC President's Welcome Letter	2
Table of Contents	4
Facts and Information About ACC's **Green C™** Certification Program	5
Green C™ Certification Criteria	7
Green C™ Certification Level Determination	15
Green C™ Certification Scoring Guidelines	16
Intent to Apply	22
Application Instructions	23
Application Form	25
Application Content and Format Requirements	28
Application Fees	30
Submission Requirements	31
Frequently Asked Questions	33
Payment Form	36

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Facts and Information About ACC's Green C™ Certification Program

What is the purpose of this booklet? This booklet provides the instructions and forms necessary to apply for the American Consumer Council's **Green C™ Certification** Program.

What is the goal of ACC's Green C™ Certification Program? The goal of **Green C™** Certification is to *encourage and recognize **Green** practices among small businesses and organizations operating in the United States, and promote Corporate Social Responsibility (CSR) that preserves and enhances our planet.* We achieve this goal by encouraging businesses, government agencies, and non-profit organizations to operate in an environmentally efficient manner, through recognition of organizations that meet ACC's environmental compliance and CSR criteria with ACC's **Green C™Certification**.

What is a Green Business? According to ACC's Consumer Green Council (CGC), a "Green Business" meets minimum standards and practices in 5 Categories & Results areas that ACC evaluates and verifies through its formal certification application process. They are:

1. Environmental Leadership & Results
2. Environmental Awareness & Results
3. Environmental Compliance & Results
4. Environmental Improvement & Results
5. Corporate Social Responsibility & Results

What are the Benefits of the Green C™ Certification Program to Your Business? More consumers are realizing the importance of environmental responsibility and the role they have in promoting sustainability through their choices about products and services they purchase. In recent years, thousands of ACC members have asked us for advice about making purchases based on a company's commitment to the **Green** Movement and their commitment to Corporate Social Responsibility. This certification program is in direct response to the efforts of consumers to support **Green** businesses.

Some direct benefits organizations have realized through their commitment to a **Green** Initiative:

- Reductions in waste and utility costs
- Improvements in operational systems and equipment performance
- A higher market share of environmentally conscious customers
- A safer working environment which reduces work-related injuries and lost time
- Higher caliber job applicants wanting to work for an environmentally sensitive organization
- Higher productivity levels among employees who thrive in a Green work environment
- Higher levels of employee loyalty and stronger teamwork as a result of shared values among workers and management

ACC's **Green C™** Certification program is based on consumer-friendly criteria, and a methodology, which objectively and accurately assesses an organization's commitment to Sustainability, Environmental Stewardship and Corporate Social Responsibility.

How will your business benefit from ACC's Green C™ Certification? In addition to the benefits cited above, here are three proven ways your company may benefit from ACC's **Green C™** Certification:

1. Recognition in the marketplace as a leader in Sustainability and CSR through the **Green C™** Certification designation.
2. Attracting more customers who want to support companies that are in compliance with the most progressive environmental standards and practices in their industry.
3. A stronger bottom-line because **Green** Practices have proven to be cost effective and reduce operating costs.

How will ACC's Green C™ Certification Program	validate criteria compliance before the **Emerald**

recognize and improve your business performance? Every applicant receives a comprehensive Feedback Report based on their application from ACC's **Green C™ Certification** Assessor Team. This written report includes recognition of your implementation efforts, non-prescriptive comments regarding your process and results, and opportunities for improvement.

ACC will also provide you with an award plaque and a certificate for display at each certified site or facility. ***This certification is valid for three years***. A formal certification ceremony and presentation can be arranged for all **Emerald**-level certified applicants. Also, all **Emerald**-level certified applicants will be invited to participate in ACC's **Green** Best Practices Conference.

Certified applicants will also be formally recognized by ACC in press releases, media announcements and public recognition events through our Media Center and industry-specific announcements.

Finally, your organization will be formally acknowledged on our website and in ACC's member newsletter where we encourage our members to support your organization.

ACC will also coordinate additional press coverage with your public relations department or PR representatives of any certified applicant.

How does ACC's Green C™ Certification Program Work?

There are three steps required to earn ACC's **Green C™ Certification**:

1. Review ACC's **Green C™ Certification** criteria in this document and complete the application requirements. There is no submission deadline. However, we request that all applicants file the Intent to Apply form prior to submitting their application. This helps ACC pre-assign a team of certified Assessors who have no conflicts-of-interest and are ready to assessment your application upon receipt.
2. ACC's **Green C™ Certification** Assessor Team will assess your application in a timely manner. Typically, this application assessment process takes sixty days. Every applicant will receive a written feedback report detailing its strengths and opportunities for improvement. All **Emerald**-designate Certification Applicants must be site visited by ACC's **Green C™ Certification** Assessor Team to verify and Certification is awarded. Applicants are responsible for reasonable and customary site visit expenses by the **Green C™ Certification** Assessor Team.
3. Each applicant that merits recognition will be formally recognized with ACC's **Green C™ Certification** which is valid for three years. You will be authorized to display the **Green C™ Certification** logo on your company materials and website for a three-year period. ACC will also add your company to its list of "Preferred Businesses" and encourage its members to support your business.

What are the Green CTM Levels?

There are three ACC's **Green C™** levels:

1. **ACC's Lime Recognition** is given to those applicants whose evaluation shows that they have designed a **Green** Initiative in their organization, received assessment scores of 26% - 40% in the process and results areas in the five criteria categories, and achieved some results for their efforts.
2. **ACC's Jade Recognition** is given to those applicants whose evaluation shows that they have deployed a **Green** Initiative in their organization, received assessment scores of 41% - 60% in the process and results areas in the five criteria categories, and achieved positive results for their efforts, including metrics that validate environment-friendly practices and some financial results or savings to the organization.
3. **ACC's Emerald Certification** recognizes those applicants who have fully deployed a **Green** Initiative throughout their organization, received assessment scores of greater than 60% in the process and results areas in all five criteria categories of ACC's **Green C™ Certification** Criteria (including financial results).

Green C℠ Certification Criteria

The following information describes the **Green C™** Certification Criteria, Certification Scoring Guidelines for **Green C™** Certification Assessor Teams, Application Guideline and Preparation tips.

The Criteria consist of three sections:

1. **Organizational Profile**
2. **Organizational Challenges**
3. **Environmental Processes and Corporate Social Responsibility (five categories)**

The Organization Profile section is important because it helps both you and our **Green C™** Certification Assessor Team understand your business. By responding completely to the Organization Profile questions you will be helping the Assessors gain a thorough understanding of your business, its goals and objectives, its products/services, structure, facilities, competition, and regulatory environment.

The Key Organizational Challenges section is important because it helps both you and our **Green C™** Certification Assessor Team understand your competitive environment and challenges as well as your system for performance improvement in the areas of environmental compliance and CSR.

The Environmental Processes and Corporate Social Responsibility section is important because it helps both you and our **Green C™** Certification Assessor Team understand your **Green C™** Certification initiatives and activities, and the results that you are achieving through your processes.

Section 1 – Organizational Profile (75 Points)

Describe your organization's operating context and your key relationships with customers, suppliers, partners, and stakeholders. Within your response, include answers to the following questions:

a. Organizational Environment:

1. What are your organization's main product offerings?
2. What are the delivery mechanisms used to provide your products to your customers?
3. What are your stated purpose, vision, mission, and values?
4. What is your workforce profile, including the number of employees and volunteers; their organized bargaining units, and any special health and safety requirements?
5. What are your major facilities, technologies and equipment?
6. What is the regulatory environment under which your organization operates?
7. What are your applicable occupational health and safety regulations, and environmental, financial, and product regulations?

b. Organizational Relationships:

1. What are your applicable accreditation, certification, or registration requirements, and relevant industry standards?
2. What are your key customer and stakeholder groups?
3. What are your key types of suppliers, partners, and distributors? What role, if any, do they play in your innovation, Sustainability, Environmental Stewardship, and Corporate Social Responsibility (CSR) initiatives?
4. What are your key supply chain requirements as they relate to environmental compliance and CSR?

Section 2 – Organizational Challenges (25 Points)

Describe your organization's competitive environment, your key strategic challenges and advantages, and your system for performance improvement in terms of Sustainability, Environmental Stewardship, and CSR issues. Within your response, include answers to the following questions:

a. Competitve Environment:

1. What is your relative size and growth in your industry or the markets you serve?
2. What are any key changes taking place that affect your competitive situation as appropriate to environmental issues?

b. Strategic Context:

1. What are your key business, operational and human resource strategic challenges and advantages?
2. What are your key strategic challenges and advantages associated with environmental issues?

c. Environmental Performance Improvement System

1. What are the key elements of your environmental performance improvement system, including your internal evaluation and learning processes

Section 3 – Environmental Processes and Corporate Social Responsibility

Describe how your senior leaders guide and sustain your organization through internal policies, rules, and procedures for improving air quality, managing chemical risks, addressing hazardous-waste, reducing Greenhouse gas emissions, and protecting America's water. Describe how your senior leaders ensure compliance with environmental laws, rules, and regulations. Describe how your organization establishes its strategy related to sustainability, environmental stewardship and corporate social responsibility, including how you address ethical and legal responsibilities; and how you address your strategic challenges and leverage strategic advantages. Within your response, include answers to the following questions:

Category 1. Leadership Processes for Sustainability, Environmental Stewardship, and Corporate Social Responsibility (CSR) (90 Points)

a. How do senior leaders guide and sustain your organization's commitment to environmental stewardship? How do senior leaders' personal actions support the organization's commitment to the environment? How do they integrate an environmental management system (EMS) throughout the organization? How do they ensure your organizational EMS, policies, rules, and procedures are in compliance with environmental laws, rules, and regulations? How do senior leaders ensure that sufficient resources are available to implement the EMS?

b. How do senior leaders keep current on environmental regulatory requirements, and communicate the significant environmental aspects and legal requirements with the workforce? How do you address the impact on your EMS of anticipated or actual changes in regulatory requirements? How do senior leaders encourage high performance and innovative practices relating to environmental compliance and stewardship?

c. How do senior leaders address organizational responsibilities to the public, ensure ethical behavior, and good citizenship? How do senior leaders respond to community concerns, inform the community of important environmental and CSR issues, and communicate your environmental performance data?

d. How do you monitor environmental compliance throughout your organization, and in your interactions with customers, partners, suppliers, and other stakeholders, as appropriate? How do you identify and respond to breaches of environmental compliance by your workforce?

e. How are sustainability, environmental stewardship, CSR, and your EMS included in your organization's strategic plan? How do you ensure that your strategic plan addresses environmental considerations related to your organization's strengths, weaknesses, opportunities, and threats as well as major shifts in technology, markets, products, customer preferences, competition, or the regulatory environment? How do you ensure that your strategic objectives consider and balance the needs of all key stakeholders? How do you ensure your ability to execute the environmental aspects of your strategic plan?

f. What are your key compliance processes, measures, and goals for achieving and surpassing environmental regulatory and legal requirements, as appropriate? What performance measures do

senior leaders regularly review related to the environment? What are your key processes, measures, and goals for addressing environmental risks associated with your products and operations? How do senior leaders include a focus on creating and balancing value for customers and other stakeholders in their environmental performance expectations?

Category 1. Environmental Leadership Results (90 Points)

Summarize your organization's key results reflecting senior leadership's commitment to environmental stewardship. This may include evidence of ethical behavior, societal responsibility, and fiscal accountability. Summarize your results related to achieving and surpassing environmental regulatory and legal requirements. Segment your results by organizational units, as appropriate.

Category 2. Environmental Awareness (90 points)

Describe how your organization enhances environmental awareness, both within the organization, and with other stakeholders, including your key communities. Describe how your organization executes your action plans to consider and encourage environmental stewardship along the entire supply chain. Within your response, include answers to the following questions:

a. How do leaders encourage frank, two-way communication throughout the organization regarding environmental stewardship? How do they take an active role in reward and recognition programs regarding the environment? How do you determine the scope of your EMS? How are partners and suppliers engaged to support the EMS?

b. How does your organization educate and train its workforce in the areas of environmental compliance and other **Green** initiatives? How is the training deployed to suppliers, partners, consumers, and other stakeholders, as appropriate?

c. How does your organization translate its environmental goals and policy commitments into concrete actions so that objectives and targets are achieved in an environmentally-friendly manner? What are your key short- and longer-term environmental action plans? How do you establish and deploy modified action plans if circumstances require a shift in plans and rapid execution of new plans?

d. How do you address any adverse environmental impacts on society of your products and operations? How do you anticipate public concerns with the environmental impact of current and future products and operations? How do you prepare for these concerns in a proactive manner, including conserving natural resources and using effective supply chain management processes, as appropriate?

e. What are the key communities that your organization serves? How does your organization promote and contribute to improving the environment within these communities?

f. How do you identify role model or benchmark practices related to the preservation of natural resources, reduction of waste, reduction of air and water pollution, and/or conservation of energy or water that have potential for use within your organization? How are priorities determined for implementation? How are the work process improvements and lessons learned within your organization

shared with other organizations and your industry as appropriate, to conserve and protect natural resources?

Category 2. Environmental Awareness Results (90 points)

Summarize your organization's key results reflecting evidence of environmental awareness and considerations among your workforce, suppliers, partners, and other stakeholders. Provide your results related to key strategic plan accomplishments for environmental stewardship. Provide your results for key measures or indicators of your organization's fulfillment of its societal responsibilities and your organization's support of its key communities. Segment your results by organizational units, as appropriate.

Category 3. Environmental Process Management & Improvement (90 points)

Describe how your organization designs, implements, manages, and improves its key environmental work processes to deliver customer value and achieve organizational success and sustainability. Within your response, include answers to the following questions:

a. How do you select, collect, align, and integrate data and information for tracking performance, including progress relative to environmental objectives and action plans? What are your key organizational performance measures, including key short-term and longer-term environmental measures? How frequently are these measures determined?

b. How do you use data and information to support organizational decision making and innovation related to environmental stewardship and corporate social responsibility? How do you translate your environmental and CSR performance review findings into priorities for continuous improvement and opportunities for innovation? When appropriate, how are these priorities and opportunities deployed to your suppliers, partners, and collaborators to ensure organizational alignment?

c. How do you design and improve your work processes to meet all the key environmental requirements? How are workforce, customer, supplier, partner, and collaborator input used in managing these processes, as appropriate? How do you incorporate new technology, organizational knowledge, and the potential need for agility into the design of your environmental work processes?

d. How does your organization implement approaches such as a Lean Enterprise System, Six Sigma methodology, use of ISO quality systems standards, the Plan-Do-Check-Act methodology, or other process improvement tools in order to support and improve environmental stewardship and corporate social responsibility?

e. How do you prevent defects, service errors, and rework, and minimize warranty costs or customers' productivity losses, as appropriate, in order to preserve resources? How do you minimize the costs of inspections, tests, and process or performance audits, as appropriate? How do you incorporate the results of the organizational performance reviews into the systematic evaluation and improvement of your work processes?

f. How has your organization responded to and learned from any citations, lawsuits, fines, or court judgments that have been levied against your organization – or other similar organizations – during the past five years, specifically relating to environmental compliance matters.

Category 3. Environmental Improvement Results (90 points)

Summarize your organization's key results reflecting how your organization's Green Strategy, Sustainability, Environmental Stewardship, and Corporate Social Responsibility initiatives enhance the workforce, including the economic well-being, job security, and health of employees. Summarize the impact of your initiatives on the environment on a local, state, or national basis. Specifically, describe the economic and environmental impact your work process improvements provide to local, state, and national communities including any ripple effects and spin-off activities that can be directly linked or attributed to your organization, its employees, and suppliers. Segment your results by organizational units, as appropriate.

Category 4. Sustainable Development (90 points)

Describe your activities that create a pattern of resource use that aims to meet current needs while preserving the environment for the indefinite future. Describe your efforts to reduce, reuse, recycle and/or re-buy, in order to minimize the impact of your organization on the environmental chain, and reduce or eliminate pollution. Within your response, include answers to the following questions:

a. How do you identify aspects of the organization's activities, products, and services that could have a significant impact on the environment, including those that are not regulated? How does your organization encourage employees, suppliers, partners, and consumers to practice sustainable development? How does your organization encourage, reward, and recognize efforts to reduce, reuse, recycle and/or re-buy?

b. How does your organization reduce the pollution resulting from your products or services? How do these activities specifically impact air, water, and soil quality? How does your organization treat or handle the waste it produces, in order to minimize the environmental impact?

c. How do you create an organizational culture that ensures consistent support for the environment, both now, and in the future, while creating positive customer experience and contributing to customer engagement? How does your workforce performance management system and your workforce and leader development systems reinforce this culture? How do you listen to customers to obtain actionable information and to obtain feedback on your products and your environmental support initiatives?

d. How do you set performance objectives and targets for prevention of pollution, continual improvement, and compliance? How do you monitor and take corrective and preventive actions when deviations from the EMS occur, including periodically evaluating the organization's compliance with applicable regulatory requirements.

e. How do you use fewer resources than nature's ability to replenish, and/or contribute to nature's ability to replenish, in order to lead to environmental renewal and sustainable development? How do

you conduct environmental chain management, minimizing the environmental impact of your organizational activities, both upstream and downstream?

f. How do you incorporate new technology into your organization to balance the environmental impact, financial impact, and operational impact on your activities? How do you collect and analyze data and information to make informed purchasing decisions that consider the upstream and downstream impact of your technology purchases?

Category 4. Sustainable Development Results (90 points)

Summarize your organization's key results reflecting evidence of sustainable development. Include evidence of the effectiveness of your environmental quality monitoring, management, and enhancement systems. Segment your results by organizational units, as appropriate.

Category 5. Corporate Social Responsibility (CSR) (90 points)

Describe how your organization proactively designs processes for corporate social responsibility through the preservation of natural resources beyond a compliance orientation. Describe how your organization capitalizes on opportunities to conserve resources utilized as inputs to organizational processes as well as reduce the organizational carbon footprint generated as a result of the outputs of products and services provided by the organization. Within your response, include answers to the following questions:

a. How has your organization been proactive in preserving natural resources, implementing waste management programs, and promoting waste prevention? How has your organization contributed to the quality of air, water, and soil, as appropriate?

b. How does your organization conserve energy and operate in an energy-efficient manner? How has your organization made use of alternative energy sources, such as solar, wind, water, geothermal, and bio-fuel energy, as appropriate, to enhance and sustain the environment through reduction of your organizational carbon footprint? How do you encourage employees to conserve energy? How do you encourage suppliers, partners, customers, and other stakeholders to conserve energy, as appropriate?

c. How does your organization conserve water and operate in a water-efficient manner? How has your organization made use of water-conserving improvements, such as landscaping, water piping improvements, and lowflow water toilets/showerheads, as appropriate? How do you promote water conservation and/or water efficiency with your workforce? How do you encourage suppliers, partners, customers, and other stakeholders to conserve water, as appropriate?

d. How do you identify and innovate your product and/or service offerings to engage customers in your resource-sustaining initiatives? How do you identify and innovate your product and/or service offerings to meet the environmental requirements and exceed the expectations of your customer groups and market segments as identified in your Organizational Profile? How do you keep your approaches for creating an environmentallyfocused culture and building customer relationships current with business needs and directions?

e. How has your organization sponsored, developed, or championed community, educational, civic, or industryrelated initiatives that promote the preservation of natural resources as part of your CSR practices?

f. How does your organization measure, monitor, and balance the short- and longer-term costs and benefits of your Green programs, in order to sustain your corporate social responsibility and justify continued reduction of your carbon footprint?

Category 5. Corporate Social Responsibility Results (90 points)

Summarize your organization's key results reflecting evidence of proactive corporate social responsibility. Include evidence any awards, recognitions, certifications, public tributes, or honors your organization or employees have received for their commitment to environmental stewardship or corporate social responsibility. Include any documented savings, costs reductions, or financial gains your organization has realized as a result of its **"Green"** programs. Segment your results by organizational units, as appropriate, and include appropriate comparative data.

Informational Note: A Carbon Footprint is made up of the sum of two parts: the direct/primary footprint and the indirect/secondary footprint: 1. The primary footprint is a measure of direct emissions of carbon dioxide (CO2) from burning fossil fuels, including domestic energy consumption and transportation (e.g., cars and planes). 2. The secondary footprint is a measure of the indirect CO2 emissions from the whole lifecycle of products we use – those associated with their manufacture and eventual breakdown.

Green C℠ Certification Level Determination

ACC's **Green C™** Certification Assessor Team members are skilled professionals who have been trained and certified to assess applications from various industries and sectors. Specifically, Assessors will review your application to verify each response to the **Green C™** Certification Criteria.

"Process" refers to the methods your organization uses to address the Item requirements. The three factors used to evaluate process are Approach, Deployment, and Learning. **"Results"** refers to your organization's outputs and outcomes in achieving requirements. The three factors used to evaluate results are Levels, Trends, and Comparisons.

"Approach" refers to the methods used to accomplish the process; the appropriateness of the methods to the Item requirements; the effectiveness of your use of the methods; the degree to which the Approach is repeatable, and to what extent the Approach is based on reliable data and information.

"Deployment" refers to the extent to which your Approach is applied in addressing the Item requirements' relevance and importance to your organization; to what extent your Approach is applied consistently; and, to what extent your Approach is used by all appropriate work units in your organization.

"Learning" refers to refining and improving your Approach through cycles of evaluation of the results achieved; encouraging breakthrough change to your Approach through innovation; and, sharing refinements and innovations with other relevant work units in your organization.

"Levels" refers to numerical information that places or positions an organization's results and performance on a meaningful measurement scale.

"Trends" refers to numerical information that shows the direction and rate of change for your results. Trends provide a time sequence of organizational performance. A minimum of three historical (not projected) data points generally is needed to ascertain a trend.

"Comparisons" refers to your performance relative to appropriate comparisons, such as competitors or organizations similar to yours in your performance relative to benchmarks or industry leaders. Benchmarks refer to processes and results that represent best practices and performance for similar activities, either inside or outside the same industry.

Application Scoring Process:
Scores are assigned by Judges for each category of the criteria based on the Assessors' "consensus" of how well your application responds to each of the *Items* within the criteria. Judges will use the scoring guidelines on pages 16-22 to assign a percentage score for each *Item* which is then converted to specific points for that Item.

Site Visits to Verify and Validate Application Contents for Emerald Certification Level All Applicants shall receive a written Feedback Report within thirty days of their application's assessment and/or site visit. In order to earn the Emerald Certification Level, onsite verification of processes and results must be scheduled within 30 days of notification by ACC. Site visits are not required for applicants receiving the **Jade** or **Lime** Recognition levels.

Green C ™ Certification Assessor Teams typically consist of three individuals who will visit your primary facility (and one or more remote facilities or sites, if warranted) to verify and validate the content of your application.

Typically, all site visits begin with an interview by the **Green C ™ Certification** Assessor Team of the senior executive(s) responsible for Environmental Processes and Corporate Social Responsibility. This interview typically lasts 50 minutes.

The fee for site visits is $2,500 per day. Additionally, all reasonable and customary travel expenses for the assessor team are the sole responsibility of the Applicant – hotel and transportation costs are prepaid by the Applicant in advance of the site visit. Site Visits are coordinated with each applicant by ACC's Lead Assessor.

Green C™ Certification Scoring Guidelines		
Level	**Score**	**Processes**
None	0% - 10%	No systematic APPROACH to Item requirements is evident; information is anecdotal. There is little or no evidence that the Applicant has begun an Environmental stewardship or Green Initiative in any measurable form. Improvement is achieved through reacting to problems.
None	11% - 25%	The beginning of a systematic APPROACH to the OVERALL requirements of the Item is evident. The APPROACH is in the early stages of deployment in most areas or work units. Some individual areas or work units may have launched independent Green initiatives, but there is no evidence that this has been sanctioned or supported by the Applicant's senior leadership. Early stages of a transition from reacting to problems to a general improvement orientation are evident.
Lime	26% - 35%	An effective, systematic APPROACH, responsive to the OVERALL requirements of the Item, is evident. The APPROACH is DEPLOYED, although some areas or work units are in early stages of deployment. The Applicant's APPROACH to environmental efforts is in the early stages of DEPLOYMENT in most areas or work units of the organization, but the Green Initiative is not fully supported or championed by senior management. The beginning of a systematic APPROACH to evaluation and improvement of some key processes is evident.

Lime	36% - 40%	An effective, systematic APPROACH, responsive to the OVERALL requirements of the item, is evident. The Applicant's APPROACH to environmental efforts is in the early stages of DEPLOYMENT in most areas or work units of the organization, and the Green Initiative is fully supported and championed by senior management. The beginning of a systematic APPROACH to evaluation and improvement of key processes is evident.
Jade	41% - 50%	Effective, systematic APPROACHES to many of the MULTIPLE requirements of the Item are DEPLOYED throughout the organization, although some areas or work units are in early stages. A systematic APPROACH to evaluation and improvement of key processes is evident.
Jade	51% - 60%	Effective, systematic, and well DEPLOYED APPROACHES, responsive to most of the MULTIPLE requirements of the Item are evident. A fact-based, systematic evaluation and improvement process and some organizational learning, including innovation, are in place for improving the efficiency and effectiveness of key processes
Emerald	61% - 70%	Effective, systematic, and well DEPLOYED APPROACHES, responsive to the MULTIPLE requirements of the Item are evident. The Applicant has an established Green Initiative that is evaluated periodically and allows for process improvement; and, organizational learning takes place for improving the efficiency and effectiveness of key aspects of their program.

Emerald	71% - 80%	An effective, systematic APPROACH, responsive to the MULTIPLE requirements of the Item, is evident. The APPROACH is well DEPLOYED, with no significant gaps. Fact-based, systematic evaluation and improvement and organizational learning are evident. The Applicant's **Green** Initiative APPROACH is integrated with the organization's strategic planning process.
Emerald	81% - 90%	The Applicant has demonstrated an effective, systematic APPROACH for sustainability, environmental stewardship, and CSR that is well DEPLOYED and responsive to the MULTIPLE requirements of the Item. Fact-based, systematic evaluation, improvement, and organizational learning, including innovation, are key management tools; and there is clear evidence of refinement as a result of organizational-level analysis and sharing.
Emerald	91% - 100%	An effective, systematic AP-PROACH, fully responsive to the MULTIPLE requirements of the item, is evident. The APPROACH is fully DEPLOYED without signifi-cant weaknesses or gaps in any areas or work units. Fact-based, systematic evaluation and im-provement and organizational learning through innovation are key organization wide tools; re-finement and innovation, backed by analysis and sharing, are evi-dent throughout the organiza-tion. The Applicant's **Green** Initiative APPROACH is fully integrated with the organization-al needs identified in all Criteria Items. The **Green** initiative is viewed as a best practice.

Green C™ Certification Scoring Guidelines		
Level	**Score**	**Results**
None	0% - 10%	Results are not reported for any areas of importance to the accomplishment of your environmental efforts. No comparative information is reported.
None	11% - 25%	A few organizational performance results are reported, and early good performance LEVELS are evident in a few areas. Little to no comparative information is reported.
Lime	26% - 35%	Good organizational performance LEVELS are reported for some areas of importance to the Item requirements. Some TREND data are reported and many of the TRENDS presented are beneficial. Little comparative information is reported.
Lime	36% - 40%	Good organizational performance LEVELS are reported for some areas of importance to the Item requirements. Results are reported for many areas of importance to the accomplishment of your environmental efforts. Some TREND data are reported and a majority of the trends presented are beneficial. Early stages of obtaining comparative information are evident.
Jade	41% - 50%	Good organizational performance LEVELS are reported for some to many areas of importance to the Item requirements. The majority of the TRENDS presented are beneficial. Some current performance LEVELS have been evaluated against relevant comparisons, benchmarks.

Jade	51% - 60%	Good organizational performance LEVELS are reported for many areas of importance to the Item requirements. Beneficial TRENDS are evident in many areas of importance to the accomplishment of your environmental efforts. Some current performance LEVELS have been evaluated against relevant comparisons and/or benchmarks and show areas of good relative performance.
Emerald	61% - 70%	Good organizational performance LEVELS are reported for most areas of importance to the Item requirements. Beneficial TRENDS are evident in most areas of importance to the accomplishment of your environmental efforts. Many current performance LEVELS have been evaluated against relevant comparisons and/or benchmarks and show areas of good relative performance.
Emerald	71% - 80%	Good to excellent organizational performance LEVELS are reported for most areas of importance to the Item requirements. Beneficial TRENDS have been sustained over time in most areas of importance to the accomplishment of your environmental efforts. Many to most TRENDS and current performance LEVELS have been evaluated against relevant comparisons and/or benchmarks and show areas of leadership and very good relative performance.

Emerald	81% - 90%	Excellent organizational performance LEVELS are reported for many to most areas of importance to the Item requirements. Beneficial TRENDS have been sustained over time in most areas of importance to the accomplishment of your environmental efforts. Many to most TRENDS and current performance LEVELS have been evaluated against relevant comparisons and/or benchmarks and show areas of leadership and very good relative performance.
Emerald	91% - 100%	Excellent organizational performance LEVELS are reported for most areas of importance to the Item requirements. Beneficial TRENDS have been sustained over time in all areas of importance to the accomplishment of your environmental efforts. Evidence of industry and benchmark leadership is demonstrated in many areas.

Intent to Apply Form

The following organization intends to submit an application for the **Green C™** Certification Program.

ORGANIZATIONAL INFORMATION:

Organization:	
Contact Name:	
Title:	
Address:	
City:	
State:	Zip Code:
Phone #:	Fax #:
Email Address:	
How did you learn about the **Green C™** Certification Program?	

APPLICATION CATEGORY (PLEASE CHECK ONE):

- ☐ Corporation (with multiple sites and more than 5,000 employees)
- ☐ Large Organization (over 1,000 employees and/or multiple sites)
- ☐ Mid-size Organization (500 - 1,000 employees and single site)
- ☐ Small Organization (10 - 500 employees and single site)
- ☐ Non-Profit Organization
- ☐ K-12 Education
- ☐ Higher Education (University, College, Vocational, Community College)
- ☐ Government or Public Sector Agency
- ☐ Health Care or Medical Facility

Please return to:

By e-mail (preferred):

jean@americanconsumercouncil.org

By Mail:

American Consumer Council
Attn: Jean Greer
Green C™ Program Administrator
Post Office Box 503016
San Diego, CA 92150-3016 USA

By Fax:

1-760-788-2024

Application Instructions

Please provide all information requested. A copy of the Intent to Apply Form must be included in electronic copy on the CD. Please contact the ACC office if you have questions or need any assistance in completing the forms, 1-760-787-0414.

1. APPLICANT:

Provide the official name and mailing address of the organization applying for Certification.

2. APPLICANT CATEGORY:

Indicate the category under which your organization is applying (Non Profit, Health Care, Small Organization, etc.). Applicants must employ at least ten full-time employees to be eligible to apply.

3. OFFICIAL CONTACT PERSON:

As the assessment proceeds, the applicant may need to be contacted for additional information or to schedule a site visit. Further communications between the applicant and ACC or the Senior Assessor assigned to the Green Team, will be limited to this Official Contact Point or the Alternate Contact Point (see 4, below). The designated Official Contact Person should have both in-depth knowledge of the organization and a good understanding of the application. The Official Contact Person should have sufficient knowledge, availability, and authority to be to provide additional information, answer inquiries, and arrange a site visit, if necessary. If the Official Contact Person changes during the course of the application process, please inform ACC.

4. ALTERNATE OFFICIAL CONTACT PERSON:

In the event that the Official Contact Person is not available, the Alternate Official Contact Person will be contacted to answer questions or to convey a message to the Official Contact Person. Please designate a person who will be available during regular business hours.

5. RELEASE AND ETHICS STATEMENTS:

a. **Release Statement**. Please read this section carefully.

b. **Ethics Statement and Signature of the Highest-Ranking Official**. The applicant's highest-ranking official must sign in the space provided, indicating that the applicant agrees to the terms and conditions stated in the Release Statement. In addition, the highest-ranking official's signature attests to the Ethics Statement made. Type below the signature the person's name and title, the applicant's name, and the highest-ranking official's address, telephone number, and fax number, as indicated.

6. APPLICATION SUBMISSION:

In keeping with our **Green** philosophy, electronic submission (PDF format) is preferred. If electronic submission is not possible, note whether application is submitted on CD (3 copies), or printed (3 bound copies).

7. APPLICATION FEES

Application fees must be submitted at the time that the application form is submitted. Fee structure is listed on Page 30 of this document, and the payment submission form is on page 31.

8. SIZE AND LOCATION OF APPLICANT:

a. Provide the total number of workforce employees as of January 1. A minimum of 5 people is required.

b. Check the appropriate financial descriptor (sales, revenues, or budgets) and the appropriate range for the preceding fiscal year.

c. Indicate the number of the applicant organization's sites. Offices or other work areas located near each other need not be counted as separate sites if they are considered to be one location for business and personnel purposes.

d. State the approximate percentage (to the nearest whole number) of the applicant's employees who are located in and outside of the United States or its territories.

e. State the approximate percentage (to the nearest whole number) of the applicant's physical assets located in and outside the United States or its territories.

f. Check the appropriate response.

g. Check the appropriate response.

h. Attach a line and box organization chart for the applicant. In each box, include the name of the unit or division and also its leader.

9. SUB-UNITS / PARENT ORGANIZATION:

Provide the name and address of the sub units or parent organization (the highest level of an organization). If the applicant is a sub-unit, briefly describe the major functions provided to the applicant by the parent or by other subunits of the parent. Provide the name and title of the highest-ranking official of the parent, in order to ensure that there are no conflicts of interest for any of the assessors.

Application Form

1. APPLICANT

_____

Company Name

_____

Address City State Zip

2. CERTIFICATION CATEGORY (PLEASE CHECK ONE):

☐ Corporation (with multiple sites and more than 5,000 employees)
☐ Large Organization (over 1,000 employees and/or multiple sites)
☐ Mid-size Organization (500 - 1,000 employees and single site)
☐ Small Organization (10 - 500 employees and single site)
☐ Non-Profit Organization
☐ K-12 Education
☐ Higher Education (University, College, Vocational, Community College)
☐ Government or Public Sector Agency
☐ Health Care or Medical Facility

3. OFFICIAL CONTACT PERSON

_____

Name Title

_____

Address (overnight mailing address, not PO Box) City State Zip

_____

Telephone Fax

_____

Email

4. ALTERNATE OFFICIAL CONTACT PERSON

_____

Name Title

_____

Address (overnight mailing address, not PO Box) City State Zip

_____

Telephone Fax

_____

Email

5. RELEASE AND ETHICS STATEMENTS BY HIGHEST RANKING OFFICIAL

a. Release Statement We understand that this application will be reviewed by members of ACC's Board of Assessors. Should our organization be selected for a site visit, we agree to host the site visit and to facilitate an open and unbiased examination of our organization's responses to the Criteria. We understand that our organization must pay reasonable costs associated with a site visit. If our organization is selected to receive Certification, we agree to share non-proprietary information on our successful environmental stewardship strategies with other organizations as requested. I understand that ACC Assessors, Judges, and staff are authorized to use cell phones, and cordless phones to discuss this application. Assessors are also allowed to transfer information via e-mail, fax, and hard mail while following stringent confidentiality procedures.

b. Ethics Statement and Signature of the Highest-Ranking Official I state and attest that:

1. I have reviewed the information provided by my organization in this Application Package.
2. To the best of my knowledge no untrue statement of a material fact is contained in this Application Package, and no omission of a material fact that I am legally permitted to disclose and that affects my organization's ethical and legal practices has been made. This includes but is not limited to sanctions and ethical breaches.

_____

Signature Date

_____

Name Title

_____

Address (overnight mailing address, not PO Box) City State Zip

_____

Telephone Fax

_____

Email

6. APPLICATION COPIES: Please note the type of submission:

☐ email ☐ mail (3 copies) ☐ Print (3 bound copies)

7. SIZE AND LOCATION OF APPLICANT

a. Total number of employees: _____ - Within U.S./Territories: _____ - Outside the U.S. _____

b. Number of sites: _____ - Within U.S./Territories: _____ - Outside the U.S. _____

c. In the event the applicant receives **Green C™** Certification, can the applicant make available sufficient personnel and documentation to share its best practices at an ACC Conference? _____ Yes _____ No

d. Attach a line and/or box organization chart for the applicant. In each box, include the name of the unit or division, and its head.

8. SUB-UNITS / PARENT ORGANIZATION

a. Is the applicant a sub-unit or a parent organization? *(Check all that apply)* ☐ Yes ☐ No

If yes, is the applicant:

☐ a subsidiary of ☐ unit of ☐ owned by ☐ controlled by
☐ a division of ☐ administered by ☐ a school of

b. Parent organization *("Parent" means the highest organizational level)*

_____
Name

_____
Address

_____
City State Zip

Highest Ranking Official of Parent Organization:

_____
Name Title

c. Size of the worldwide workforce of the parent: _____ employees.

d. Is the applicant the only sub-unit of the parent organization intending to apply*? (check one)*

☐ Yes ☐ No ☐ Don't Know

9. APPLICATION FEES:

Please complete the payment submission form, and mail to ACC's Certification Administrator at:

American Consumer Council
Green C™ Certification Program
Post Office Box 503016
San Diego, CA 92150-3016

Application Content and Format Requirements

Confidentiality of Content*: All information contained in your application for the* ***Green C™*** *Certification is treated confidentially and will not be shared, viewed, or released by anyone associated with the American Consumer Council. Only the Certification Administrator and* ***Green C™*** *Assessor Team members who are assigned to assess your application will read your application.*

Conflicts of Interest: *Each assessor agrees to disclose any direct or perceived conflict-of-interest with any assigned application and be removed from any involvement in such application.*

Application Content: All **Green C™** Certification *applications must contain the following in the order listed below:*

■ Tab 1 should include:

- Completed "**Green C™** Certification" Application for Certification Applicant's organization name, address, email. Logos and slogans are permissible.
- Point-of-contact name, address, email.

■ Tab 2 should include:

- Organizational Chart
- Glossary of Terms and Acronyms

■ Tab 3, **limited to 25 pages**, should include:

- Section 1. Organization Profile
- Section 2. Organizational Challenges
- Section 3. Environmental and CSR Processes and Results (Categories 1-5).

Notes:

■ Charts and Graphs are acceptable; however, they will be counted as part of your 12-page limit, and must be in a legible font size. The exception is your Organizational Chart that explains your organization's structure and reporting hierarchy.

■ A "Glossary of Terms" relevant to your organization or industry is encouraged and does not count towards the 12-page limit.

Application Format: Page Limits, Type Size, Paper, Lines Spacing, Margins, and Exclusions

To help ensure the equal treatment of all applicants, application reports must meet the page limit, type size, and format requirements indicated below, whether submitted on paper copies or in CD/PDF format. If requirements are not met, your application may be returned or section(s) of your application may be omitted.

1. In your Certification Application, the Responses Addressing All Criteria *Items* are limited to the equivalent of 12 single-sided pages, which must include all pictures, graphs, figures, tables, and appendices. The responses must contain the same ***Category*** and ***Item*** numerical designations as the **Green C™** Certification Criteria herein.
2. Assessors must base their evaluations solely on information contained within the application report. Do not add links to information or Web sites. Assessors are instructed to rely solely on the content in the application and are not allowed to follow any such links.
3. Paper size: standard 8-1⁄2 x 11 inches. PDFs should be formatted for this size.
4. Text format: Use "Times New Roman" 12-point font or the equivalent. A larger font size is acceptable. Captions to graphs and photos may use a smaller font but nothing less than 10 Times New Roman.
5. Line spacing: Use an equivalent of two points of lead between lines. Note: One point of lead equals 1⁄72, or 0.0138 inch.
6. Page numbers on each page are required and should start with Page 1, 2, 3, etc.
7. Margins should be at least 1/2 inch (at least 3/4 inch on the side of the page that is bound or fastened if a hard copy is submitted). The number of lines per page must not exceed 60, including the page headings. A blank line separating paragraphs is counted as a line. Page numbers do not count as a line.
8. While electronic applications are encouraged and preferred, if Applicant chooses to submit a hard copy, please provide three (3) bound or fastened copies. Copies should be mailed to ACC's Post Office address at: Post Office Box 503016, San Diego, CA 92150-3016 USA. Electronic applications should be sent to ACC's Certification Director at: **jean@americanconsumercouncil.org**
9. Questions: Please call ACC at 1-800-544-0414 during regular business hours (8:00 a.m. – 5:00 p.m. Pacific Standard Time). ACC's local telephone number in the USA: 1-760-787-0414.

Note: Type used in picture captions, graphs, figures, data tables, and appendices also must meet the requirements for type size and line spacing (no font-size less than 10 Times New Roman). If the table or graph is reduced from its original size for inclusion, applicants must use larger type sizes in preparing the original so that the reduced material in the application report meets the type size requirements. Type style and/or size need not be uniform throughout the application report so long as all styles and sizes meet the basic requirements defined above.

Fee Structure

Application Fees

The chart below shows the current application fees for the various types of Applicants.

- The appropriate full fee must be submitted to ACC with your Application Package.

Applicant Sector	Fee
International Corporation (over 5,000 employees)	$15,000
Large organization (over 1,000 employees or multiple sites)	$12,500
Mid-size organization (500-1,000 employees)	$10,000
Small organization (5-500 employees)	$8,500
Non-Profit (credit union, church, foundation, etc.)	$8,500
Higher Education/Vocational/Community Colleges	$8,500
Education (K-12)	$7,500
Government & Military Sites	$7,500
Healthcare (Hospitals, Physicians Offices, Medical Clinics)	$7,500

Site Visit Fees and Policies:
Applicants are responsible for all reasonable and customary expenses when the **Green C ™ Certification** Assessor Team members conduct their site visit for an **Emerald**-level certification application. Travel expenses of the team will be billed to the applicant. ACC's Assessment Program Director prepares an estimated budget for the applicant's review, and a $3,500 deposit is typically requested prior to site visit to assist the Assessors with their travel expenses. The budget is dependent upon a number of factors including the number of sites to be visited, the number of Assessors assigned (typically three), and the duration of the visit. The number of days required is determined by the Assessment Program Director and Applicant. It is normally based upon the size of the organization and its complexity (number of facilities and the time/distance between them).

Scope of Site Visit	Typical Site Visit Fees
Large organization, more than three sites (3-4 days)	$7,500 – $10,000
Mid-size organization, one to three sites (2-3 days)	$5,000 - $7,500
Small organization, one site (1-2 days)	$2,500 - $5,000

If activities are performed outside the applicant's organization, the applicant, if selected for a site visit, must make available in the United States sufficient personnel, documentation, and facilities to allow a full assessment of its environmental practices for all major functions of its worldwide operations.

Occasionally, ACC's **Green C™ Certification** Assessor Teams may travel outside the United States in order to evaluate an applicant's facilities for environmental compliance. These travel costs will be included in the budget estimate provided by the Assessment Program Director to the applicant prior to

any site visits. The decision to examine a facility outside the United States is dependent on several factors including:

1. The percent of the applicant's businesses conducted in those facilities;
2. The percent of employees stationed in those facilities; and,
3. The Certification Assessor Team's availability for extended travel.

Submission Requirements

Submission Requirements

A. Applicants must submit an Application Package containing no more than 25 pages (plus Intent to Apply Form, Glossary of Terms, and Organizational Chart – these pages do not count toward the 25-page limit).

B. Application Copies:

1. Electronic submissions of applications are encouraged and preferred. Applications sent by e-mail should be sent to ACC's Certification Director at: jean@americanconsumercouncil.org
2. Applications may also be submitted by CD, using the instructions below.
3. If Applicant chooses to submit a hard copy, please provide five (5) bound or fastened copies. Copies should be mailed to ACC's Post Office address at: Post Office Box 503016, San Diego, CA 92150-3016.

C. Payment of the **Green C™** Certification Application fee must be received concurrent with the application (U.S. Mail is acceptable for fee payment). Please indicate on the Payment Form your method of payment (check, money order, wire transfer, Visa, MasterCard, or American Express). If paying by check or money order, make it payable to the "American Consumer Council" and mail to:

American Consumer Council – Attn: Green C™ Certification Program
Post Office Box 503016
San Diego, CA 92150-3016

Requirements for Submitting CD Copy:

1. Please use a CD-R not CD-RW.
2. The application report must be a single, complete PDF file, not multiple PDF Files on the CD.
3. Include the application forms and Glossary of Terms as requested.
4. Select the "embed fonts" option when creating the PDF file.
5. Insert page breaks and labeled divider pages between sections in the electronic file, if desired.
6. Proof your PDF file to ensure that it does not reflow onto extra pages and that all information, charts, graphs, etc. are appropriately retained.
7. When preparing the CD, please organize the disk so that it can be read from a standard CD-ROM drive.

8. Verify the content and number of pages, and verify that it prints properly (as the image on the screen is sometimes not what appears in print).
9. *Please label the disk with the name of the applicant and **"Green C™ Self Certification** Application, and the Month/Day/Year"*

Frequently Asked Questions

Who may participate for the Green C™ Certification?
Organizations that may apply include privately and publicly owned organizations that employ five (5) or more full-time employees, located or doing business in the United States and its Territories; public, private, government, and education organizations that provide education services to students; and public, private, and government health care organizations that do business in the U.S., and are primarily engaged in providing medical, surgical, or other health care services directly to people. Sub-units of organizations may apply. Both for-profit and not-for-profit organizations are eligible.

What is the basis for the Green C™ Certification Criteria?
Criteria are developed annually from the state-of-the-art learning of private- and public-sector organizations that are working to achieve Sustainability, Environmental Stewardship, and Corporate Social Responsibility. The Criteria reflect validated, leading-edge practices for achieving environmental compliance and are aligned with the Baldrige National Quality Award Program Criteria for Performance Excellence, United Nations environmental practices, and environmental standards of the EPA.

How are Certification Recipients selected?
This is not a competitive process, nor is there a limit as to the number of Certification Recipients. The **Green C™ Certification** program applications are reviewed by certified members of its Board of Assessors, who provide feedback commentary based upon the degree to which the applicant's processes reflect effective, systematic approaches for Sustainability, Environmental Stewardship, and CSR that are well deployed, and responsive to the multiple requirements of the **Green C™ Certification** Criteria. The ACC's **Green** Council's Judges Panel reviews information obtained from the Assessors during the consensus review process and assign scores. Those applicants with aggregate scores above 500 points will be offered the opportunity to schedule a site visit. This does not guarantee Emerald Certification level.

Site visits are required for all **Green C™ Certifications** and are used to verify and clarify the contents of the application. Scores for an application may be raised or lowered based upon the updated findings of the Certification Assessor Team after the site visit. Based on the post-site visit feedback report, the Judges reassign scores using the scoring guidelines, and recommend certification only for those organizations that score at or above 600 points. The ACC Board of Directors reserves the right to review all certification recommendations and make any final recognition or certification determinations.

What does an organization receive if it is certified?
Each certified recipient receives the **Green C™** plaque bearing the **Green C™** logo, the name of the applicant, date received, with the Emerald-level certification inscribed. Each certified applicant receives a certificate that is suitable for framing and may be displayed at its business sites. Also, each certified applicant receives the right to use the **Green C™ Certification** logo on its company materials for a three-year period. Emerald-level certified applicants may receive their plaque and certificates at a public ceremony, if they so choose. All certified recipients may publicize and advertise their certification level.

Is the identity of applicants and the information submitted made available to the public? The identity of all applicants remains confidential until an applicant is selected as a recipient of the **Green C™ Certification**. All information submitted by applicants is treated as confidential. All ACC staff and Assessors are required to follow stringent confidential procedures when handling applicant information. However, they are allowed to transfer information to team members via e-mail, regular mail, fax, and telephone, when confidentiality procedures are followed.

What is expected of Green C™ Certification recipients? Certified recipients are requested to share information about their exceptional performance practices with other organizations. However, recipients are not required to share proprietary information even if such information was part of their certification application. The principal mechanisms for sharing information are ACC conferences, workshops, and internet communications.

When can organizations apply? ACC's Certification Program operates on a year-round cycle. While there is no application deadline, ACC does ask applicants to complete the "Intent to Apply Form" and send it to ACC at least thirty days prior to submitting their **Green C™** Certification Application. This helps ACC expedite application assignments and your application assessment process.

How do organizations apply? The application process consists of submitting the Intent to Apply Form, and **Green C™ Certification** Application which fully addresses the **Green C™** Criteria questions. The application must summarize the organization's processes and results in response to the Items of the Criteria, and comply with the application instructions and forms contained in this document.

Certification and Re-certification Status: Certified applicants enjoy a three-year status as "Certified" by ACC. Prior to your three-year term ending, all applicants are required to be re-certified by re-applying using the most current **Green C™ Certification** Criteria available.

Who is involved with ACC's Green C™ Certification Program? The Consumer Green Council, an Advisory Board to the American Consumer Council, is responsible for the successful administration of this program and updating the certification criteria each year. The Council is comprised of dedicated volunteer members who develop policies, procedures, and program documents; recruit Applicants; and oversee the application review process and Assessor process.

About the American Consumer Council:
ACC was founded in 1987 as a non-profit, tax-exempt 501(c)(3) educational common bond association and is solely responsible for the administration of the Green C © Certification program, including: fee processing, coordination of recognition and certification of applicants as appropriate, and providing staff support to the Consumer Green Council. ACC has over 240,000 members in all 50 states and supports 177 state/regional/local consumer councils in the United States.

Board of Assessors:
The Board of Assessors consists of professional assessors who evaluate certification applications and prepare feedback reports for the applicants. Each application is assigned to a Green Certification Assessor Team that evaluates the application, conducts the site visit (for full **Green C™** Certification) as

appropriate, and prepares the feedback report (upon request for **Green C™** Certification). The board consists of leading experts from business, health care, education, government, and nonprofit organizations. ACC has retained Quiet Excellence, LLC to coordinate assessor duties and perform all reviews of applications independent of ACC and its staff.

ACC Board of Directors:
The ACC Board of Directors oversees all activities and programs of the non-profit corporation and its staff administration. The board consists of distinguished volunteers, consumer advocates and leaders representing business, education, government and healthcare.

Additional Questions:
If you have questions, please email or contact:
Jean Greer
Green C™ Certification Administrator
Post Office Box 503016
San Diego, CA 92150-3016 USA
jean@americanconsumercouncil.org
1-760-787-0414 (Office) 1-760-788-2024 (Fax)

You may also find answers to your questions on our website: **www.americanconsumercouncil.org**

Application Package:
Applicants are asked to submit their electronic package or CD to: **jean@americanconsumercouncil.org**

Applications can also be mailed to:
American Consumer Council
Green C™ Certification Program
Post Office Box 503016
San Diego, CA 92150-3016
1-760-787-0414 - Direct
1-760-788-2024 – Fax

Payment Form

Payment Information:
Please do ***not*** include this *confidential* form in your application in order to ensure the confidentiality of the payment information is maintained. You may include this form with payment in the same package with your bound application reports, or you may fax or email to ACC. Please contact ACC during Pacific Coast Time business hours at 1-760-787-0414 for any questions.

Payment for: ☐ Application ☐ Optional In-Depth Feedback Report

Payment Amount: $_____

Organization Name _____

Please indicate method of payment:

___ Check Enclosed ___ Money Order ___ Visa ___ MasterCard ___ American Express

Check or Money Order:

Please make your check or money order payable to the "***American Consumer Council***."

_____

Credit Card Number Expiration Date Security Code (3 or 4 digit)

_____

Billing Address for Credit Card

_____

Authorized Signature

_____

Printed Name on Credit Card

Please send form, payment, and application copies to:

American Consumer Council

Green C™ Certification Program

Post Office Box 503016

San Diego, CA 92150-3016