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Fact Sheet

The Green Products Roundtable (GPR)

What is the Green Products Roundtable?

Officially launched in 2009, the Green Products Roundtable is a multi-stakeholder group comprised of approximately 35 members representing different perspectives of the green products marketplace, including manufacturers, retailers, purchasers, distributors, certifiers, and other experts. The group is organized voluntarily and funded by membership dues as well as foundation and government grants. The GPR's mission is to provide leadership and guidance to improve the decision-making capabilities of product manufacturers, institutional buyers and businesses, and consumers by bringing more clarity to the green products marketplace. The GPR's initial scope of activities is focused on North America as well as on environmental and human health. The GPR will end Phase I of its work by spring 2011. At that time, the group will evaluate whether to continue, reconstitute, or disband.

The Keystone Center to serves as facilitator and secretariat for the group. The Keystone Center is a neutral, independent convener and facilitator of cross-sector groups who are differently positioned on important public policy issues. The touchstones of our work are independence and neutrality, the use of the best scientific and technical information available to help inform policy solutions, an insistence on having different stakeholder perspectives represented, and a knack for engaging those stakeholders in creating well-informed, practical solutions to tough problems.

What are its Deliverable Products and by When?

The GPR's first consensus document provides guidance to the FTC on the revision of its Green Guides and was submitted in May 2010, which is available at <http://www.keystone.org/spp/environment/sustainability>.

The GPR is currently working on a set of products to be finalized by spring of 2011 including:

- A tool that provides a framework for institutional purchasers to use in their decision-making as well as a lexicon of commonly used terms so that purchasers have a consistent, readily understandable way to identify and procure greener products, in priority categories.
- A core set of principles that can serve as a source of guidance in the development of :
 - a. A green marketing pledge.
 - b. An appraisal system for green labeling and certification.
 - c. The development of environmental procurement policies.

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- An assessment of the need for an authoritative body that would provide coordination and resources to institutional purchasers about greener products.

How Can I Become a Member?

The GPR is not actively recruiting new members. However, it may be reconstituting its membership when Phase I is completed in the spring of 2011 and, at that time, may accept new members. If you are interested in being on the GPR briefing roster or in talking with someone about the project, please contact The Keystone Center.

Green Products Roundtable – Member & Staff List

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