

## EcoBioControl

### Ten steps towards sustainability.

More and more products, both in Italy and abroad, show the logo of adhesion to the EcoBioControl path.

One thing that we have always stressed is that we are interested in true ecology and that therefore mediocre products do not interest us in the least. Only the best products, as seen under the lens of sustainability, can be granted the use of the EcoBioControl logo.

Many people ask what this means. So here we unveil the criteria we have adopted and which we will adopt in the future to accept products and producers (and even distributors) that are truly and ethically sustainable.

To mould a simple vision we have defined 10 fundamental points. Here we will indicate the logic that we have adopted, but not the algorithms and the various calculations that we have applied. These calculations have cost us a lot of time, a lot of energy and many professional contributions and we do not want to be used by anyone interested only in money and not in the development of a real sustainability movement. We are not interested in money but very much in ethics and correctness. Above all we have never stolen and we will never steal anything from anyone.

1st Criterion, the **traffic lights**: The product must correspond to the analysis made with **INCI EcoBioControl**, i.e. the complete database we have available and which can be consulted for free by anyone. This passage is simple and perhaps even simplistic, but indicates the possibility of continuing on the path of accession.

Do all dots have to be green? Not necessarily, some yellows are allowed but must be discussed between the applicant and the **EcoBioControl** scientific committee.

2nd Criterion, **environmental impact**: for each product submitted, a calculation of the environmental impact on aquatic organisms will have to be presented. A team of our technicians are available to help the applicants to make the necessary calculations to obtain the environmental impact value. **EcoBioControl** has established, in addition to the algorithm, also the minimum levels under which the product can not join **EcoBioControl**.

3rd Criterion, **performance**: what is the purpose of a perfectly "green" product if it does not wash? If it does not provide the announced results? **EcoBioControl** has developed a series of standard products (all taken from official European documents) and a series of equally official tests to establish exactly the performance of a formulation. When you see the **EcoBioControl** logo you will know that in addition to being sustainable it is also a product that keeps its promises of effectiveness.

4th Criterion, waste: detergents but above all cosmetics are often providing ultra loads of packaging materials. These useless materials end up in household waste. EcoBioControl, through a sophisticated scientific calculation, "measures" the relationship between the services contained in the packaging and the amount of waste produced. In addition, the compatibility of non-separable

materials. The type of materials used, the quantity of regenerated material etc. are values that greatly influence the calculation.

5th Criterion, **CO<sub>2</sub>** production: It is a criterion that measures the energy necessary, for example, to wash clothes or to obtain an emulsion. These activities generate carbon dioxide which must be calculated in order to push the manufacture to limit the quantity released into the atmosphere.

6<sup>th</sup> Criterion, **transport**: One of the energy costs and therefore an environmental influencer of products for domestic use, is the impact of transport. The optimisation of transported volumes is a modern and current element which has to be tackled. **EcoBioControl** has developed a very precise calculation system able to provide the transport efficiency value.

7th Criterion, **zero kilometre**: Directly connected to the previous point but related to the raw materials used, this criterion wants to reward the substances used and produced within the country. The induction in agriculture, in industry, etc., will be evaluated by EcoBioControl.

8th Criterion, **volatile substances**: VOCs are volatile substances that must be kept under control. **EcoBioControl** sets a maximum limit beyond which the product can not join the project. A specific limit is established for each product category.

9th Criterion, **natural and organic substances**: The Scientific Committee of **EcoBioControl** believes that it must exit from the usual logic of the substance of "**plant origin**". With this pretext even substances that derive only remotely from plant molecules can be part of ethical formulations that are obviously not ethical. **EcoBioControl** has developed a spreadsheet with which to measure precisely the percentage of really vegetable or natural substances, organic or not. Don't give eco-fraudsters a chance.

10th Criterion, **fragrances**: This is the most controversial point, and difficult to "measure", but our technicians have developed an assessment scheme on the ecological compatibility of a perfume. The approach will be presented shortly. In all cases, this parameter, like the others, can be measured with scientific precision and not as personal opinion.

So far the ten steps towards sustainability. Described so summarily it might seem not only difficult to apply but perhaps also difficult to understand. In fact things are much simpler than they seem to be and we repeat that our technicians are available to help those who wish to evaluate the possibility of adhering to the most complete Ecolabel membership scheme currently in place at European level, **EcoBioControl**. Next to providing some technical data we will include these into our calculations and performance tools (if necessary and if required) to establish the level of sustainability of the product. In closing, it should be reiterated that this is a "trajectory" and therefore it is not necessary to be at the top with all the parameters. It will be possible to grant time waivers if properly motivated by important topics.

## The Scientific Committee of EcoBioControl