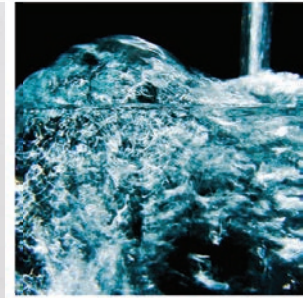
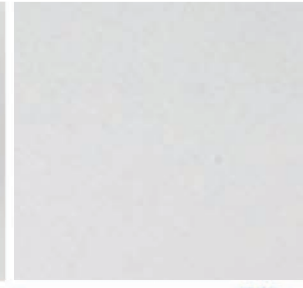


WQA/ASPE/ANSI S-802: Sustainable Treatment Media for Drinking Water Applications



Water Quality Association's Sustainability Certification Program

WQA's Sustainability Certification Program is for forward-thinking manufacturers that aim to improve their bottom line by ensuring customers that their products are manufactured with due consideration to the ongoing needs of people and the planet.



WQA Sustainability Certification Program Features

What is the WQA/ASPE/ANSI S-802 Standard?

- Product sustainability standard for activated carbon
- The only drinking water treatment sustainability standard that:
 - is accredited as an American National Standard;
 - addresses the specific environmental impacts of activated carbon products; and
 - was developed with full participation by the drinking water treatment industry
- "Points-based" standard allowing companies to define their own priorities based on a menu of options
- Ion exchange resin expected to be included by the end of 2016

WQA Sustainability Certification Program

- First and only environmental labeling program in the world accredited by the American National Standards Institute (ANSI) for the certification of environmentally preferential products
- Customized certification support and standards education
- Easy to use "Scorecards" to tabulate points earned and assess conformance
- Cross-promotional discounts available for products also certified under the WQA Gold Seal Program

WQA Sustainability Certification Program Benefits

- Decreases resources consumption costs
- Improves Occupational Health & Safety
- Decreases waste management/disposal costs
- Decreases regulatory and liability risk
- Enhances product marketing differentiation

For more information on WQA's Sustainability Certification Program or to learn about other standards within WQA's scope, please contact us at 630-505-0160 or sustainability@wqa.org

Why Sustainability?

As concern for the environment moves ever more to the forefront of public and media attention, the water treatment industry has been subjected to some criticism in this area. Companies are increasingly concerned about making environmental claims out of fear that they will be accused of green-washing, which is the practice of making unfounded, misleading, or unsubstantiated environmental claims. Therefore, in order to meet growing demand on the part of manufacturers, consumers, retailers, regulators, and environmental groups, the WQA members and board directed the proactive development of a voluntary certification program for sustainable water contact products.

A product is defined as “sustainable” if it meets the needs of the present without compromising the needs of future generations. These needs are further delineated as encompassing responsibility for the “three P’s” of sustainability: *people* (the safety and welfare of production workers and consumers); *planet* (the continuing health of our ecosystems); and *profit* (the economic realities that the product must fulfill a need, perform as advertised, and be offered for a competitive price – all of which lead to success in the marketplace).

Clearly, certification to a sustainability standard meets an emerging need in the marketplace. But what are the costs of implementing the programs and policies that the standards require? The answer may surprise you.

Sustainability is really more of a journey than a destination, and embarking on this journey does require some initial investment of resources. However, most sustainability initiatives actually produce a positive return on investment (ROI) over time. This is because in practice, sustainability is largely about reducing waste and improving efficiency. Therefore, these efforts usually result in some or all of the following longer-term cost savings: raw materials, energy and water consumption, manufacturing/productivity, occupational health and safety (OHS), waste disposal, hazards management, regulatory compliance, public relations, and reduced risk (business, liability and regulatory). Therefore, in addition to the obvious marketing advantages this certification confers, to the extent that this certification provides the impetus to accomplish positive changes to the actual business practices of the manufacturer, the cost of this certification should prove to be a highly worthwhile investment.

Meanwhile, the following are the basic steps that a company should undertake to get started on the path towards a more sustainable future, as well as insure a smooth certification process:

1. Implement a corporate-level sustainability policy
2. Establish a baseline inventory of your current environmental impacts
3. Implement programs, objectives and targets to manage your performance
4. Monitor your performance over time
5. Implement corrective actions to improve achievement of objectives and targets

