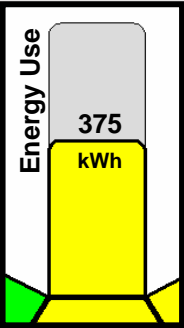


Label Guide



Spokes

Each spoke represents the product's score in an environmental impact category.

The length and color of the bar indicate relative industry performance compared to similar products.

Actual scores are also included.

Energy Use: Total energy used in manufacture and in average lifetime of use

End of Life: Weighted value measuring potential percentage recycled, reused, and wasted at end of use

Toxicity: Scaled and weighted value includes each toxin's fraction of lethal concentration (LC50), with highest fractions weighted more heavily.

Material Use: Total material used, weighted by impact of virgin/recycled/reused sources.

Pollution: Pollution generated during manufacture and use, calculated based on weighted average of different pollutants

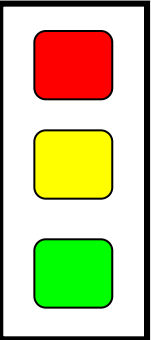
Water Use: Total water used in manufacture and in average lifetime of use



Central Score

The overall score of the product is displayed in the center of the spokes. It consists of a weighted average of the relative industry performance in each category. Higher scores (out of 100) represent larger environmental impact.

Color Indicators



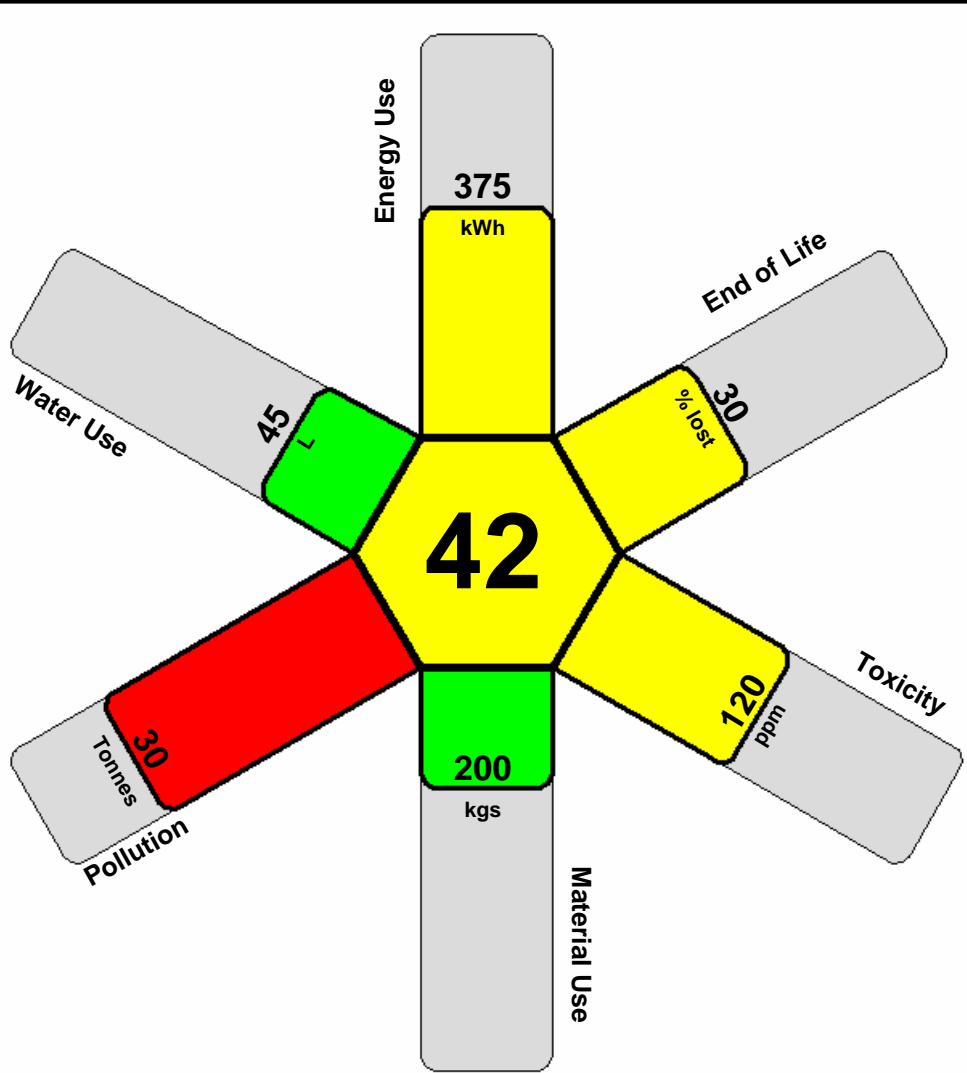
Colors correspond to individual scores and provide a quick visual reference of performance.

Traditional red, yellow, and green are easily recognized, with green reflecting a more "green" product. They represent the bottom, middle, and top performers within their product categories, respectively.

Additional Information

Additional information that may be of interest to consumers is located in a table underneath the graphic. Depending on the label size, this information may or may not be included.

REDUCE YOUR IMPACT



Life Expectancy:		5-7 yrs
Yearly Energy Usage (est.):		50 kWh/yr
Yearly Water Usage (est.):		0 L/yr
Peak Toxins:	Lead	25 ppm
	Mercury	20 ppm
	Cadmium	65 ppm
Social Impact:	Fair Trade	N/A

Barrett Heyneman, Linus Park

ME221, March 13, 2009

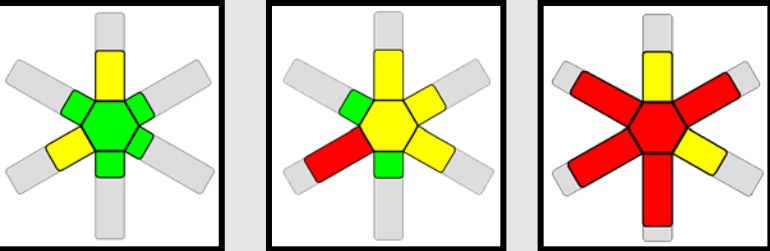
EcoLabel Design

Label Motivation

- Playing on the idea of **reducing your environmental footprint** and resulting impact, lower values and a smaller icon indicate a more environmentally friendly product.
- Inspired by relative comparisons and ease of understanding used in **EnergyGuide** labels for appliances.
- Attempted to **strike a balance** in providing useful information without overloading the consumer.
- Both **educate** and **guide** the consumer by providing a framework of understanding to make decisions **about** and **between** products.
- Provide an "**at-a-glance**" overall rating to quickly inform the consumer, but also provide more detail "**upon further inspection.**"
- Ease of understanding** through intuitive and recognizable metrics as well as through the use of **relative judgments** and **comparisons** rather than absolutes.

For example, a consumer may not have a sense for what 375 kWh of energy use really means but can understand that the product is in the middle of its class in energy use. This serves not only to guide but also to educate by associating that value and its relative judgment for that type of product.

At a Glance



The iconography of this label allows for immediate recognition of the product's environmental impact through its coloring and size. The product on the left is clearly the best choice, and the product on the right the worst.