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: Total energy used in manufacture and in average lifetime of use
Toxicity: Weighted value measuring potential percentage recycled, reused, and wasted at end of use
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

色和产品，分别代表行业内的低端、中端和高端产品。颜色如下：红色代表最低端；黄色代表中端；绿色代表高端。绿色更绿色，产品代表更好的产品。

标签动机
- 基于相对比较和易于理解的EnergyGuide标签中使用的理解，旨在提供有用信息而不过载消费者。
- 尝试建立一个平衡，既提供有用信息，又不使消费者感到过载。
- 提供“一目了然”的整体评级，quickly inform the consumer, but also provide more detail “upon further inspection.”
- 通过直观和可识别的指标，以及相对判断和比较，而不是绝对值。

例如，消费者可能不会对375 kWh的能源使用有所感觉，但可以理解该产品在其使用过程中大约处于中间水平。这不仅引导消费者，而且在了解其相对判断和该类产品的性能。

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EcoLabel Design

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 is the worst.