

# Sustainable Biodiesel Certification

Currently in the United States, the switch from pure petroleum based products to biodiesel is viewed as sustainable; however, not all biofuels are created equal. Various biodiesel sources, especially those that travel long distances, can create a biodiesel product that is less environmentally friendly than its petroleum based counterpart in terms of Carbon Emissions. It is necessary to identify the total environmental impact of producing and using biodiesel, but the market has been lacking a method of analyzing and identifying impacts of biofuels – until now.

Recognizing the need for an objective certification system to measure the overall sustainability of the production, distribution and end use of biodiesel, the Sustainable Biodiesel Alliance (SBA) has partnered with GreenCircle to create the Sustainable Biodiesel Certification system. SBA's Baseline Practices for Sustainability have been adapted into checklists that evaluate producers, distributors and end users of biodiesel, while GreenCircle will provide third-party audit support for the checklists.

The Sustainable Biodiesel Certification system focuses on evaluating the quality of the biodiesel and the types and methods in which biodiesel blends are produced, distributed and utilized. Additionally, the new certification standards evaluate the following environmental aspects:

- Locally derived feedstocks that reduce transportation impacts
- Sustainable manufacturing operations at the production phase
- Reduced transportation impacts of distributors
- Impacts of biodiesel purchases for end users, which can be compared to overall sustainability goals

The first step in achieving certification is to become a member of the SBA. With this membership, your company will receive recognition on the SBA's website as well as access to "members only" documents. The next steps include an internal review through developed self-evaluation checklists, followed by a third-party audit by GreenCircle to verify claims made on the self-evaluation checklist. These audits investigate and score sustainable criteria including environmental and social impacts of biodiesel to evaluate the benefits of biodiesel from various sources against the sustainability goals of the participating company.

After GreenCircle has validated your company's score, you will receive SBA marks and a certificate recognizing either a Certified, Silver, Gold or Platinum certification based on your achieved score. These materials can be used in marketing efforts to display your company's sustainable production, distribution or end use of biodiesel.

The SBA and GreenCircle are actively seeking producers, distributors and end users of biodiesel to participate in the SBA's certification program. For more information, please contact:

AshLee Klingman at [AshLee@GreenCircleCertified.com](mailto:AshLee@GreenCircleCertified.com)  
Jeff Plowman at [jeff@fuelresponsibly.org](mailto:jeff@fuelresponsibly.org)



**"We are dedicated to providing consumers with the information they need to make informed choices, and we are confident that the public wants to support locally sourced, low-carbon fuels. Informed consumers can mean a big boost for U.S. agriculture and local economies, as well as for the environment."**

**Kelly King,  
Chairperson of the SBA**



**To learn more about the Sustainable Biodiesel Certification system, contact:**

AshLee Klingman • [AshLee@GreenCircleCertified.com](mailto:AshLee@GreenCircleCertified.com) • Jeff Plowman • [jeff@fuelresponsibly.org](mailto:jeff@fuelresponsibly.org)



**“We are very excited to partner with the SBA to offer such a revolutionary certification to the industry. Third-party certification, focused on local production and distribution, will distinguish the truly sustainable sources and users of biofuel.”**

**Tad Radzinski  
GreenCircle Certified, LLC**



# Benefits of Certification:

## Recognition

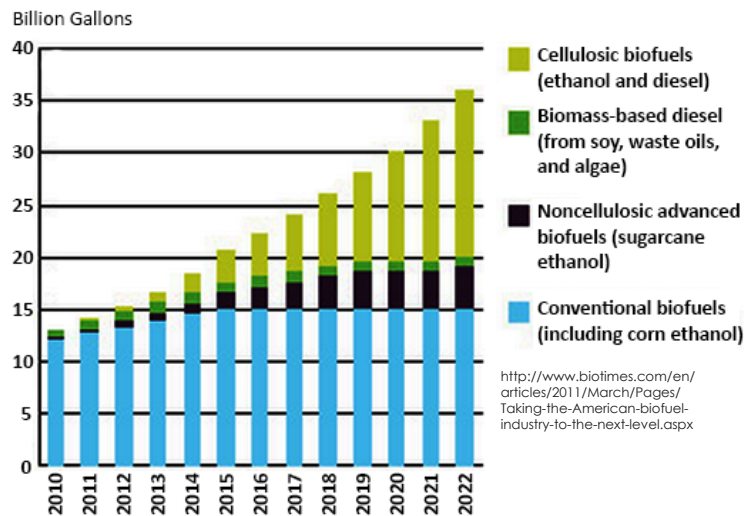
With the introduction of the SBA certification, producers, distributors and end users of biodiesel have the opportunity to demonstrate their green practices and earn international recognition for making a conscious effort to benefit the environment.

## Biodiesel Growth

To reduce petroleum use and carbon emissions, the energy industry and government policies are promoting the use of biodiesel and other non-petroleum biofuels. The U.S. Energy Information Administration projects that by 2035 biofuel usage will have grown by approximately 250 percent. Sustainable Biodiesel Certification provides competitive advantage in an emerging market and can establish companies as industry leaders.

## Renewable Fuel Volume Mandate

Under the Energy Policy Act (EPAct) of 2005, the Renewable Fuel Standard (RFS) program was established to ensure that U.S. transportation fuel contains a minimum volume of renewable fuel. In 2007, the Energy Independence and Security Act (EISA) increased the scope of the RFS program to include diesel fuel and increased the renewable fuel requirement from 9 billion gallons in 2008 to 36 billion gallons in 2022. RFS2 also required life cycle data to demonstrate that the renewable fuel emits fewer greenhouse gases than the petroleum based fuel it replaces. Sustainable Biodiesel Certification assesses the impacts of biodiesel use on communities and the environment while still complying with RFS2 standards.



## Customer Retention

77% of consumers said they would stop buying a company's products if they felt misled by an environmental claim.<sup>1</sup> Today's educated consumers have become much more selective, and third-party certification can be vital in attracting and retaining customers and market share.

## Federal Trade Commission

The FTC has released its updated 2012 Green Guides to prevent unfair or deceptive environmental claims in the marketplace. These Green Guides have established stricter requirements and enforcement guidelines for environmental claims. GreenCircle certification is consistent with the new Green Guides and obtaining certification will provide validity to your claim.

<sup>1</sup> 2012 Cone Green Gap Trend Tracker



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