

Show your **true colors**.

Our goal is to help the building industry position its products within a **transparent materials economy**. Human and environmental health considerations have emerged as fundamental criteria guiding purchasing decisions today. In addition to the conventional factors of aesthetics, function and cost, consumers want to know how product selection truly impacts their lives.

Declare provides a platform for manufacturers to communicate. **Any product** is eligible for inclusion regardless of its makeup, and participation is voluntary. A product listing does not constitute an endorsement by the International Living Future Institute. Instead, the information provided is reflective of the **integrity** of the manufacturer; data on each **Declare Label** has been literally signed-off by the head of the company.

We are choosing to take manufacturers at their word because our collective success in creating a world that is Socially Just, Culturally Rich and Ecologically RestorativeSM is dependent on mutual trust. Indeed, open communication and honest information sharing are fundamental to a **Living Future**.

IMAGE DEPICTS A 'BLANK' LABEL PRIOR TO CUSTOMIZATION BY MANUFACTURER

Declare.

Product Name

Manufacturer Name

City, State/Province, Country

Life Expectancy: 000 YEARS

End of Life Options: Recyclable (42%), Landfill

Ingredients:

Ingredient One (Location, ST), **The Second Item** (Location, ST), **NextIngredient** (Location, ST), **Living Building Challenge Red List, Different Part of the Product, Another Component, More Stuff, US EPA Chemical of Concern, Yet Another Item, Non-toxic Element, Pieceofthewhole, Component of Concoction, ThirdFromTheEnd, ECHA REACH Substance of Very High Concern, Last Ingredient.**

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Intentionally simple in scope. By focusing on product ingredients, we hope to 'level the playing field' and create a platform for constructive conversations about the human health and ecological impacts of the decisions we make.

Options: Take back program; Salvageable or reusable in its entirety; Recyclable (%); Landfill; Hazardous waste (%).

All constituent parts of a product, including trace elements, whether directly added or otherwise present – even if 'naturally occurring'. Items are color coded to communicate potential hazards:

- Living Building Challenge Red List**
- US EPA Pollution Prevention + Toxics Existing Chemicals Program or European Chemicals Agency REACH Substances of Very High Concern**
- Not referenced in any of the three programs noted above**

Declare identifier for company + product
Valid for 12 months, starting with the date of issue

Designation per the Appropriate Sourcing Imperative in the Living Building Challenge, intended to support the growth of regional economies rooted in sustainable practices, products and services.

CSI MasterFormat 2010 classification