



Consumer Reports Green Choice Evaluation for Consumer Goods

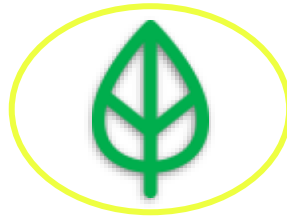
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Product Sustainability, Research and
Testing**

July 14, 2022



- Introduce CR's Green Choice
- Discuss Green Choice for Washers and Dishwashers
- Explain Criteria
- Questions and Next Steps

Green Choice: Autos




RATINGS FEATURES & SPECS RELIABILITY OWNER SATISFACTION

Midsize cars											
OVERALL SCORE	RECOMMENDED										
87	2022 Honda Accord		47	7.4	139	89	47	7.4	139	89	47
\$26,120 - \$38,050			mpg	sec.	ft.		mpg	sec.	ft.		
See Pricing Info											
+ Add to Compare											
OVERALL SCORE	RECOMMENDED										
86	2022 Toyota Camry		47	7.8	138	89	47	7.8	138	89	47
\$25,395 - \$35,820			mpg	sec.	ft.		mpg	sec.	ft.		
See Pricing Info											
+ Add to Compare											

Green Choice: Washers

The screenshot shows the Consumer Reports website interface for a washing machine. At the top left is the CR Consumer Reports logo. The navigation bar includes links for Product Reviews, News, Issues That Matter, and About Us, along with a search icon and a Donate button. The breadcrumb trail reads: Appliances / Laundry & Cleaning / Washing Machines / LG WJ2000VWA. The main heading is "Washing Machines" with sub-links for Overview, Ratings & Reliability, Recommended, and Buying Guide. A "COMPARE" section shows an overall score of 86 and a "RECOMMENDED FRONT-LOADED WASHERS" badge. A "GREEN CHOICE" badge is prominently displayed on the product name "Washing Machine" and is circled in orange. An arrow points from this badge to a green leaf icon in the top right corner, also circled in orange. The product price is listed as \$1,099.99. A disclaimer at the bottom states: "When you shop through retailer links on our site, we may earn affiliate commissions. 100% of the fees we collect are used to support our nonprofit mission. [Learn more.](#)"

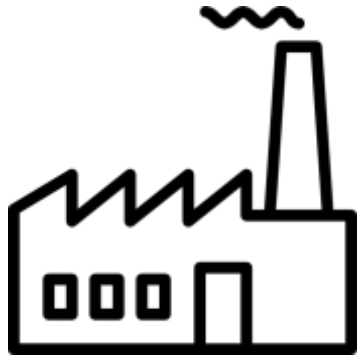
We know sustainability is important to consumers because in an March 2022 nationally representative survey of 2,240 American adults:



58% said they have bought a large appliance, such as a refrigerator, range, dishwasher, or laundry machine, within the past five years.

55% say that environmental concerns, such as energy efficiency or water consumption, were highly important to them.

Historically CR's Ratings Focus on Performance



Manufacture

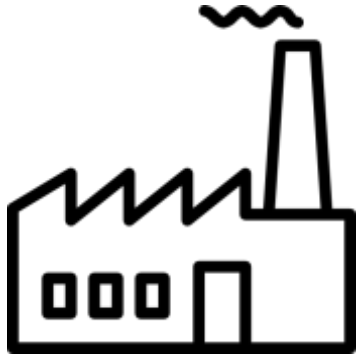


Use



Disposal

CR's Ratings will include a holistic evaluation of product lifecycles



Manufacture



In-Home Use



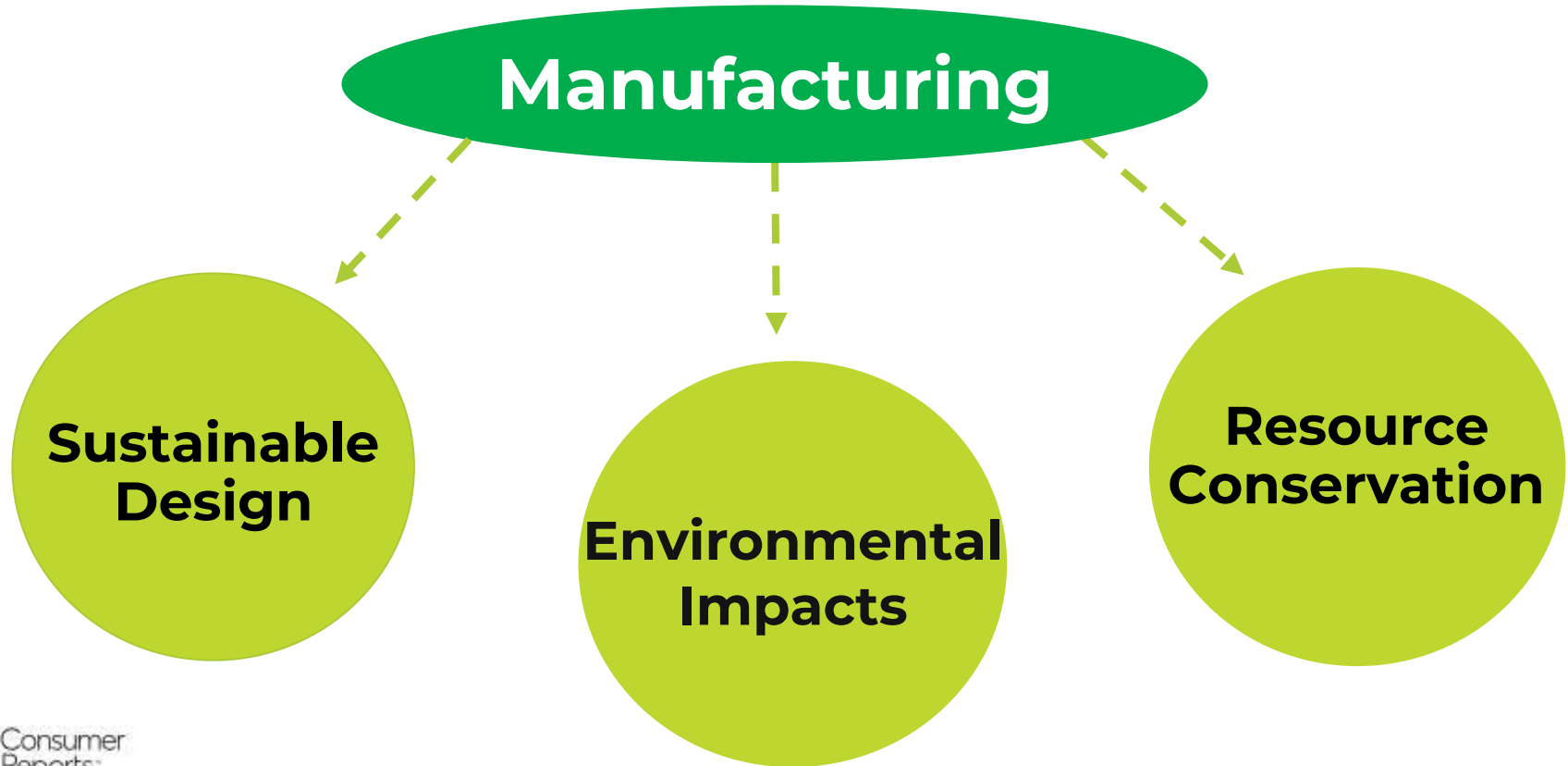
Disposal



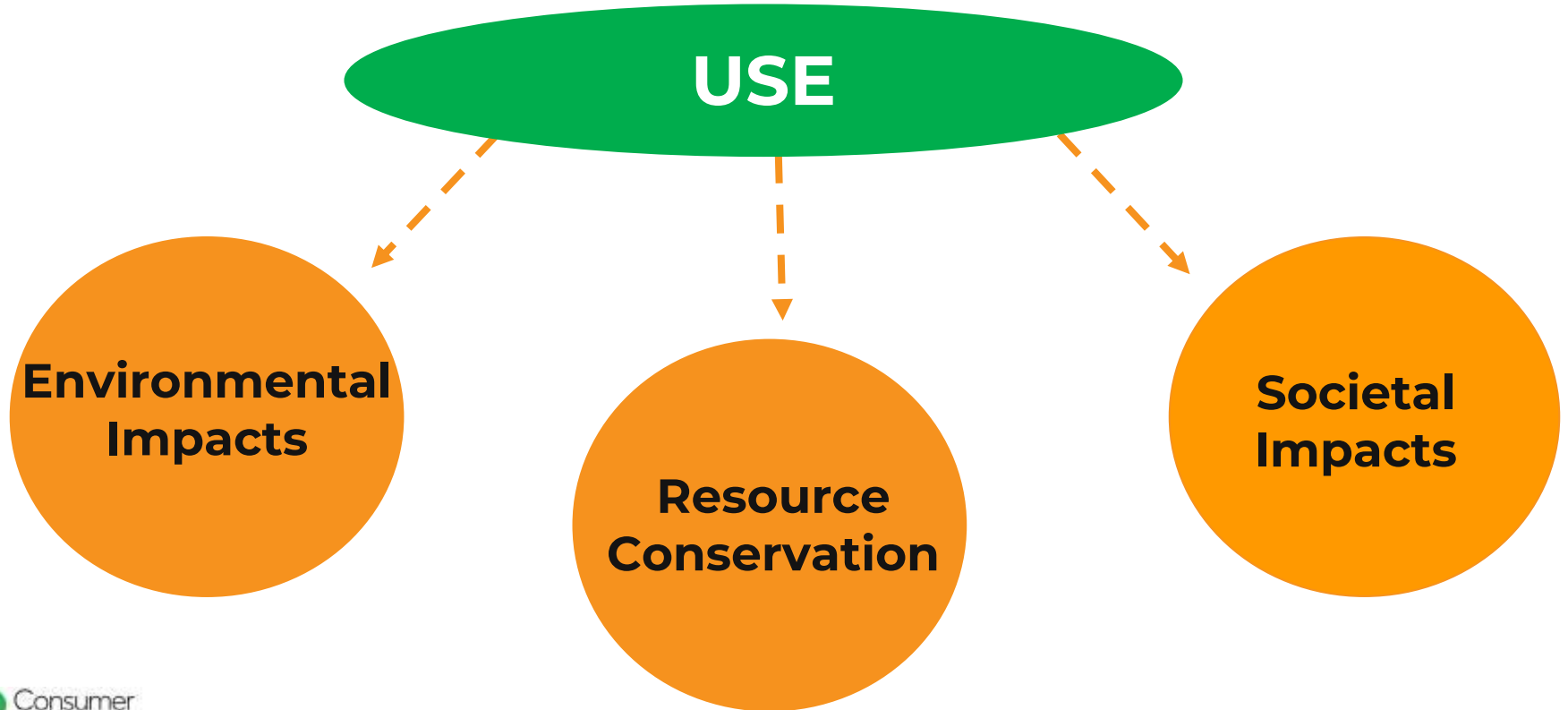
**Green Choice for
Home Products**



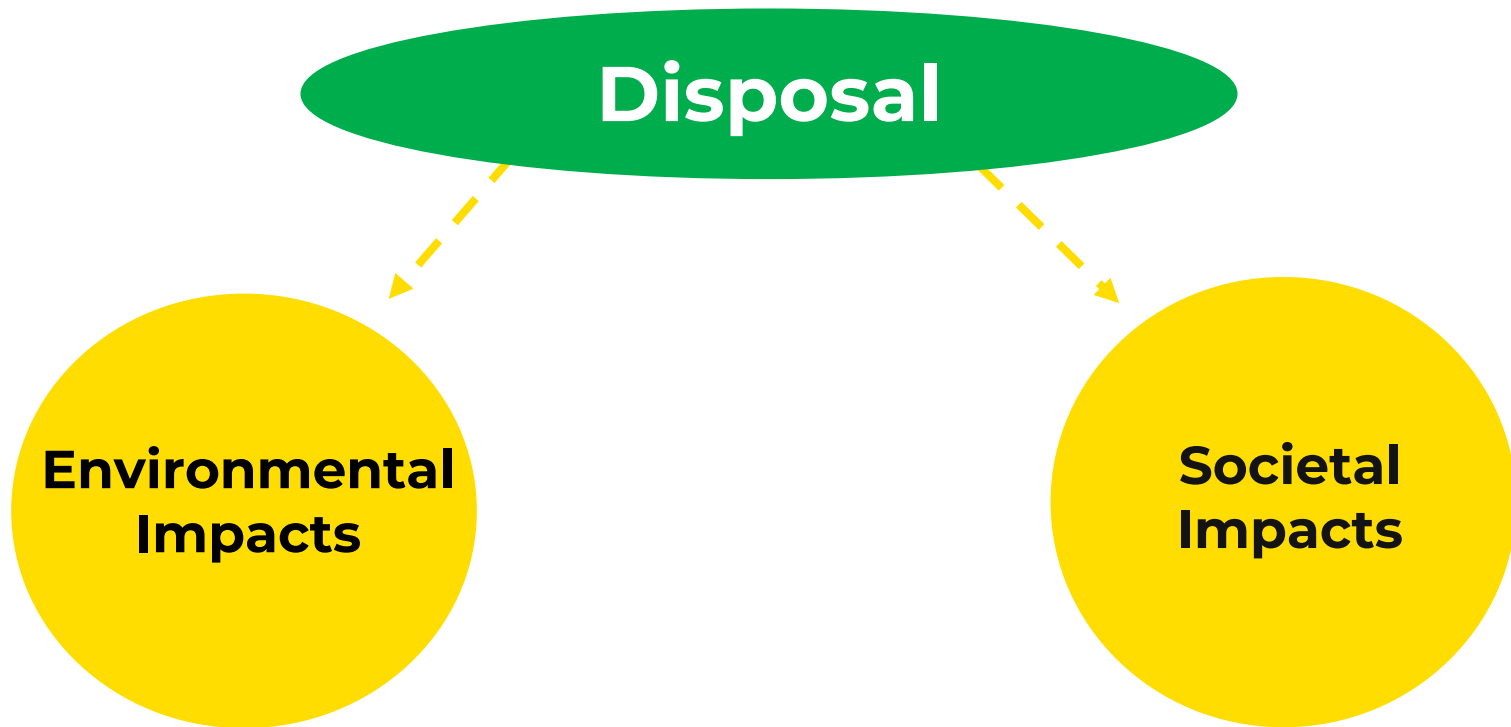
What characteristics of the appliance life cycle are included in the Manufacturing Phase ?



What characteristics of the appliance life cycle are included in the Use Phase ?



What characteristics of the appliance life cycle are included in the Disposal Phase ?



Evaluated Life Cycle Inputs of Washers



**Energy
Efficiency**

Volume

Weight

**Water
Efficiency**

**Predicted
Reliability**

**Total Cost
of
Ownership**

Gentleness

Extras

Summary of Findings: Washing Machines

20% of **all CR washers** have Green Choice designation

26% of **recommended** models have Green Choice designation

50% of **Best Buy** washers have Green Choice designation

Evaluated Life Cycle Inputs of Dishwashers



Energy Use

Volume

Weight

Water Use

**Predicted
Reliability**

Washing

**Interior
Materials**

Price

Sensor(s)

Extras

**Special
Wash Zones**

Drying

Summary of Findings: Dishwashers

20% of **all CR dishwashers** have Green Choice designation

21% of **recommended** models have Green Choice designation

50% of **Best Buy** dishwashers have Green Choice designation

Next Steps: Future Categories



Refrigerators



Ranges



Cooktops



Dryers



Wall Ovens



**Microwave
Ovens**



**Vacuum
Cleaners**



Questions?

**Think of a question after the session?
Email me at
externalrelations@cr.consumer.org**