

YESA PROJECT PROFILE: Environmental Choice Program

Month/Year Started: October 1989

Month/Year Finished: March 1990

Client: Marbek Resource Consultants

Locations

CANADA

Description

The Environmental Choice Program is a program of the Federal Government aimed at helping Canadian consumers make informed decisions in the marketplace in relation to the environmental implications of their consumption choices. It is one of the earliest eco-labeling programs in the world.

As a member of the first team of consultants working on the Program, YESA was responsible for evaluating the upstream and downstream environmental impacts of some consumer products. Dr. Yap (YESA) adopted an approach that is now popularly known as life cycle assessment (LCA).

Dr. Yap (YESA) provided advice on zinc-air batteries, rechargeable Ni-Cd batteries, room deodorizers, soil amendments and fertilizers, shampoos and conditioners, and household cleaning agents.

In formulating policy recommendations YESA considered the trends in industry technology choices and management practices, and employment impacts in Canada from a shift in consumption choice of one product over another. YESA's recommendations made explicit the basis of the trade off.