

# Draft IBEL Principles

Updated December 9, 2009



The following principles have been proposed to guide the development of the IBEL program elements and the individual criteria. These principles will be referred to in times of debate and conflict for guidance on direction, if appropriate and applicable. As such I would like to circulate the latest version for consideration and approval by the Core Committee. This version reflects comments made on the original principles presented during the kickoff meeting webinar.

## Pharos Development Principles

- Does it expand access to products and mfrs
- Does it reward continuous product improvement
- Does it accommodate product innovation
- Does it drive the purchase of preferable products
- Does it empower purchasers to make more informed product decisions
- Does it reduce complexity and help lower costs for manufacturers and product purchasers
- Does it reduce the time and cost of bringing new products to market as compared to current testing and labeling methods