

Office Products Roundtable



that was easy.sm



RPN Webinar

October 31, 2012



www.ResponsiblePurchasing.org

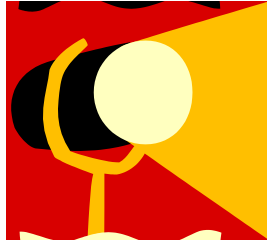


Questions?

Submit questions by typing them into the Questions box in your GoToWebinar application.

We will compile and answer them during the Q&A at the end of the webinar.





Agenda

- 1. Welcome and Introduction**
- 2. Jake Swenson, Staples**
- 3. Scott Zintz, Independent Stationers**
- 4. Yalmaz Siddiqui, Office Depot**
- 5. Q&A**

Introduction to RPN



Kelly Panciera
Communications Manager
Responsible Purchasing Network

Office Products Roundtable • Oct 31, 2012



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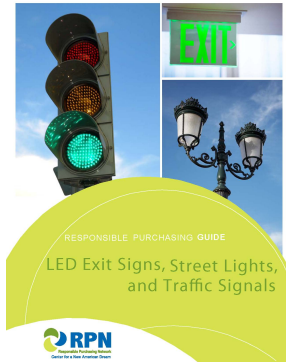
Who is RPN?

International Network

- State and local governments
- Federal agencies
- Colleges and universities
- School districts
- Businesses
- Nonprofit organizations
- Faith-based organizations



RPN Resources



- *Responsible Purchasing Guides* for 15 product categories



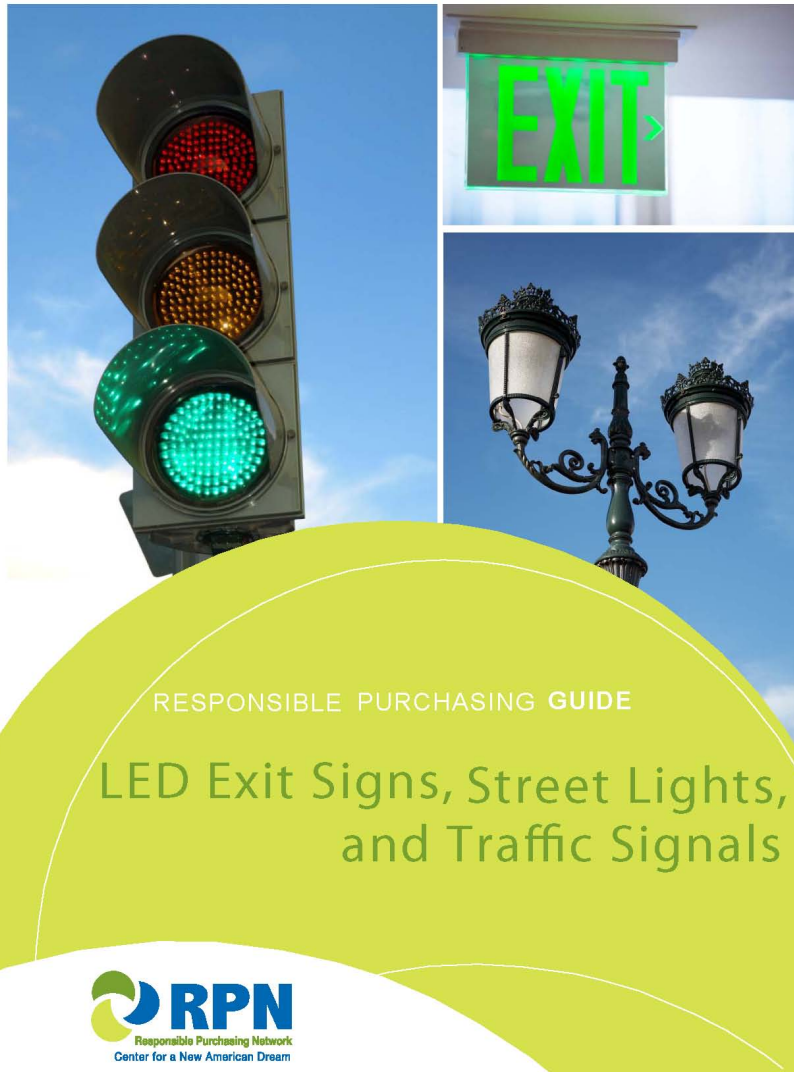
- Webinars on “green” procurement issues
- Quarterly newsletter highlighting “green” purchasing activities and resources



- Sustainable purchasing policies and specifications



- *Model Responsible Purchasing Report*
- Calculators and other tools



Product Categories:

- Bottled Water
- Carbon Offsets
- Cleaners
- Computers
- Copy Paper
- Fleet Vehicles
- Fluorescent Lights
- Food Services
- Graffiti Remover
- Green Power
- LEDs
- Office Electronics
- Paint
- Tires & Wheel Weights
- Toner Cartridges

Webinars

Previous:

- **Purchasing for Climate Protection**
- **Cutting-Edge Eco-Labels**
- **Green Purchasing Tools for Federal, State, and Local Governments**
- **Compostable Food Service Ware**



In the works:

- **Green Lighting**
- **Green Carpeting**
- **Recycled and Low-VOC Paint**
- **Janitorial Tissue Products**
- **... and many more!**

E-Newsletter & Announcements

- **Responsible Purchasing Updates:**
RPN's quarterly e-newsletter



- **Responsible Purchasing Announcements: periodic emails about webinars, events, other resources**

What is **Green** Purchasing?

Procurement of products and services that have a **green** alternative, which meets **performance** requirements at a **competitive value**



Why Buy **Green** Products?



- Reduce air and water pollution
- Meet energy efficiency and “zero waste” goals
- Minimize toxic chemical releases and exposures
- Create “green” jobs
- Earn green building credits (LEED)
- **SAVE MONEY**



Join RPN

Because Every Purchase Matters.

Membership Benefits:

- ▶ **Model policies and specifications**
- ▶ **Green purchasing webinars**
- ▶ **Certified green products database**
- ▶ **Expert sustainability speakers**
- ▶ **Responsible Purchasing Awards**

Consulting Services:

- ▶ **Custom green specifications**
- ▶ **Green purchasing policies**
- ▶ **Life Cycle Analyses**
- ▶ **Green office audits**
- ▶ **Cost-saving green practices**

Questions?
Comments?



Responsible Purchasing Network

510-547-5475

info@responsiblepurchasing.org

Poll Question #1

How does your organization most often purchase office supplies?

VOTE NOW



STAPLES Advantage

Sustainability at Staples

Making it Easy to Make a Difference

Responsible Purchasing Network Webinar

October 31, 2012

Jake Swenson, Director – Sustainable Products & Services



Green Product Offering

Green Services and Support

Case Studies

Green Operations



STAPLES Advantage



Green Product Offering

More Than Just Paper and Office Supplies...



Our selection spans broad product categories, serving as one source for your sustainable purchasing needs.



Print Solutions	Facilities & Breakroom	Technology	Business Interiors	Promotional
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Digital Copy Print Services

Recycled/FSC paper

Professional services

Advice on greener paper options
 Print on demand to reduce over-printing
 Recycled business cards

Product Solutions

Sustainable Earth and national brand green cleaners
 Recycled Janitorial Papers
 Rolled Towel vs. Folded Towel
 Fair trade and organic coffee and teas
 Compostable tableware

Professional Services

On-Site needs assessment and green cleaning program implementation

Product Solutions

EnergyStar and EPEAT qualified technology
 Digital media for paper reduction

Professional Services

Ink and toner recycling
 Managed print services efficiency gains
 PrintStart donation program
 Data tape recycling/remufacturing
 Greener data centers

Product Solutions

Complete line of LEED eligible furniture
 level, GreenGuard, Indoor Advantage, Cradle to Cradle
 Furniture decommissioning and recycling

Professional Services

On-Site Needs Assessment
 Expertise in LEED Certification and GreenGuard
 LEED-EB reporting (coming soon)

Product Solutions

Complete line of apparel and promotional items made from recycled, organic and bio-based alternatives
 Reusable water bottles and coffee cups
 Reusable tote bags



Large Assortment of Green Products



10,000+ products across all categories

- Paper, supplies, tech, cleaners, furniture, break room, food
- Third-party certifications, such as Green Seal, EPA DfE, FSC, SFI, GreenGuard, Energy Star, EPEAT, level, organic, BPI compostable, etc.
- Recycled, remanufactured, rechargeable, refillable, etc.

\$3 billion in sales of products with environmental attributes in the U.S. in 2011

- \$2 billion meet Staples advanced eco-conscious criteria (30%+ PCW, GreenSeal, Energy Star, etc.)
- \$425 million of FSC certified paper product sales



Sustainable Earth by Staples products

- Nearly 1,000 products, from cleaning and break room to office supplies
- Products meet high environmental standards
 - Credible third party certifications
 - High % of post-consumer or remanufactured content
 - Alternative agricultural waste fibers



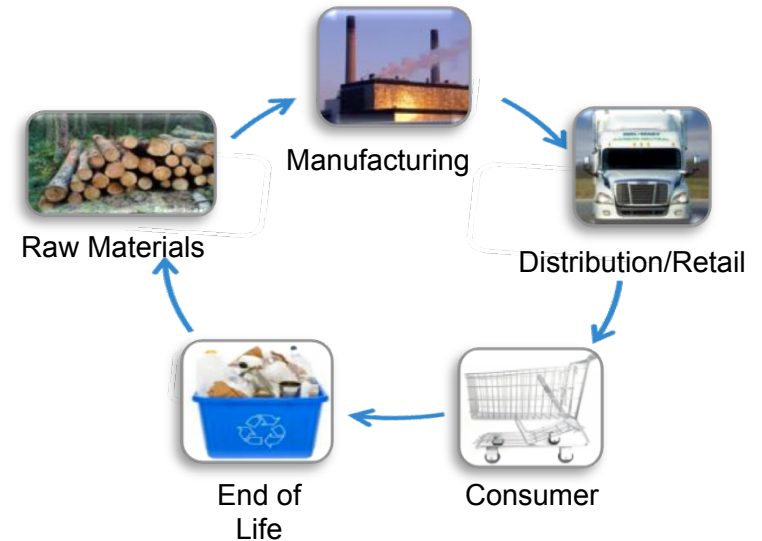
Every day Staples brand products

- Build sustainability into broader assortment
- Integrate recycled content, certifications, alternative materials into common office supplies
- Packaging reduction now integrated into ongoing packaging refresh cycles



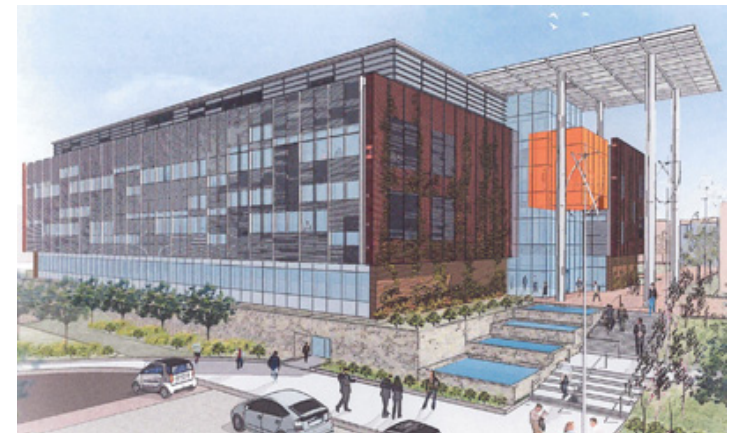
Key focus of sustainability strategy is product supply chain

- Work with suppliers and other stakeholders to reduce product impacts across life cycle
- Develop metrics and scorecards to drive continuous improvement across assortment
- Engaging with WRI, GreenBlue, Rainforest Alliance, EPEAT, and others



Staples Sustainable Innovation Lab at RIT

- Opening Nov 2012 in new LEED building (platinum expected)
- Support collaboration with suppliers to find more sustainable solutions for product design, manufacturing and packaging
- Develop training / educational sessions for procurement teams on green purchasing



More sustainable product packaging

- Staples brands integrating more sustainable packaging across multiple categories (paper, supplies, tech)
- Continuing to collaborate with name brand suppliers to drive improvements in design
- Focused on cube, amount of material, and material types used



Smart-size packaging technology

- Customize box sizes to order size
- Eleven facilities transitioned to date, all facilities complete by 2014
- 20% improvement in box utilization
- 16% less corrugate and 60% fewer air pillows



Goal of 20% reduction from 2010 to 2020

Watch this short video to see how it works! [Click here](#)



STAPLES Advantage



Green Services & Solutions

StaplesAdvantage.com makes it easy to find and purchase green products

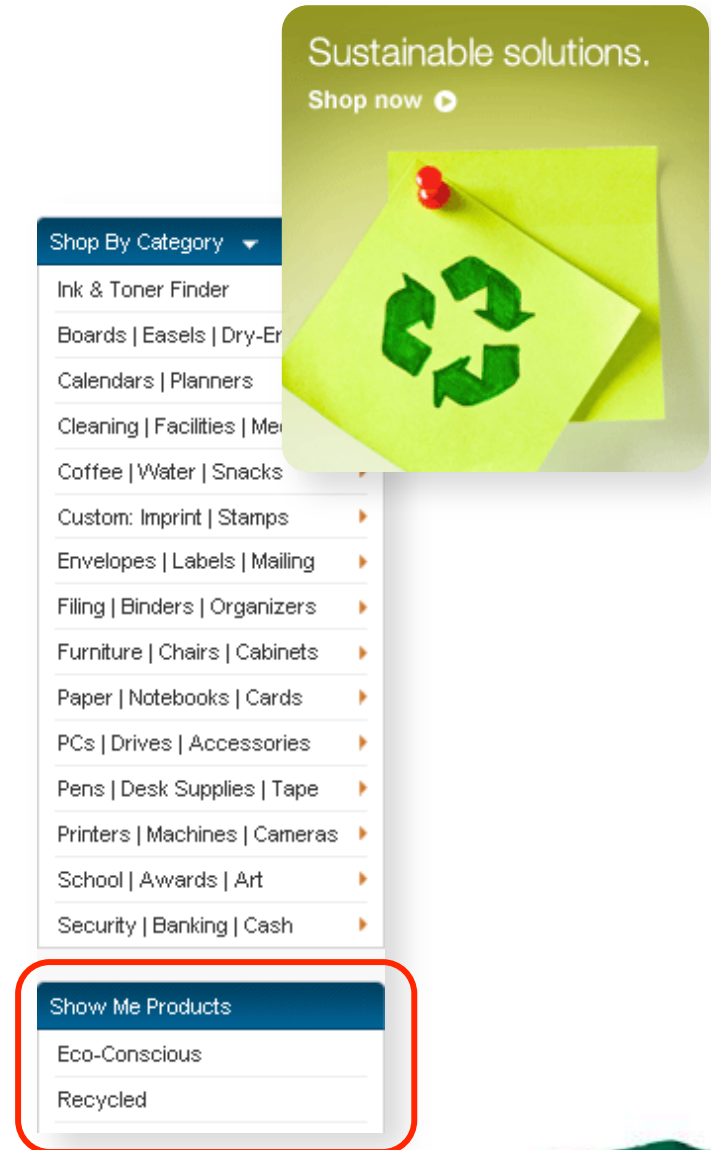
- Filter by eco-conscious or recycled products
- Search for specific product types
- Suggest or auto-substitute greener alternatives
- Create shopping lists of eco-conscious products
- Order consolidation support

Educational campaigns

- Events, posters, emails, etc. to raise awareness among end users about new initiatives

Green products in catalog

- Key environmental features called out in catalogs
- Electronic catalogs can be searched

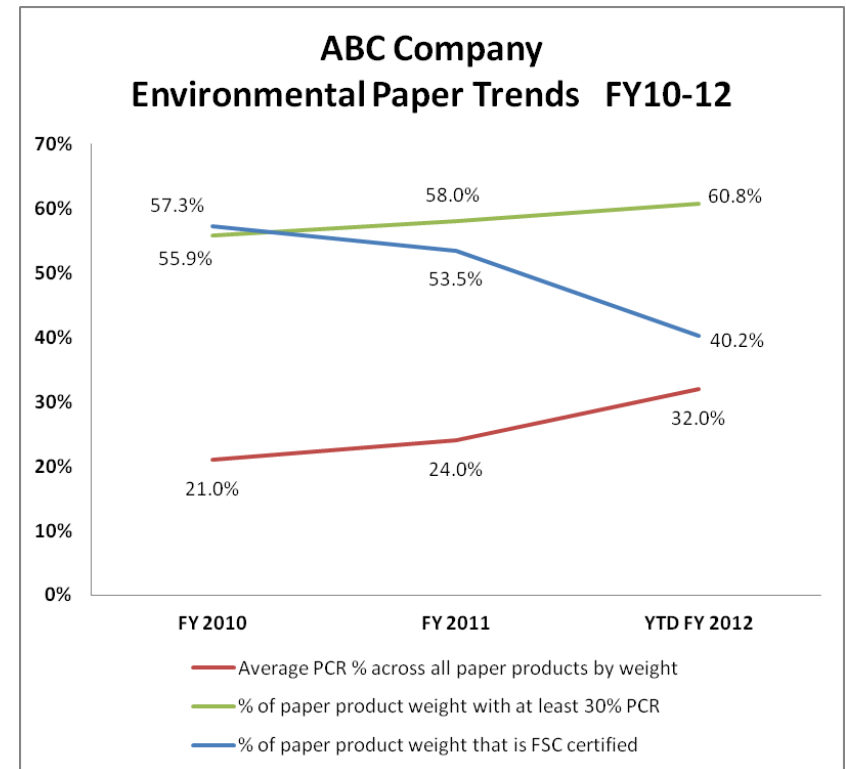


Tools to help customers measure green procurement progress

- Purchase report on recycled, certified, and other green products relative to total spend
- Details by product category or to SKU level
- Identification of “advanced” eco purchases
- Benefits of recycled paper purchases

Improved capabilities coming soon

- More flexible and powerful reporting
- Deliver better insights into opportunities
- New LEED-EB reporting capabilities
- Expected release in Q2 2013



Example of custom reporting provided to a customer based on new reporting tools



Ordering Efficiency Collaboration

- Partner to reduce small orders
- Fewer deliveries and packages
- Reduced materials use and emissions

Vendor Consolidation Collaboration

- Broad assortment of business solutions enables customers to consolidate vendors and orders
- Reduce the environmental impact of duplicated delivery and packaging

Customer Name: ABC, Inc
 Analysis Timeframe:
 January 1, 2011 – July 29, 2011
 Small Order Count: 14,411
 Small Order Reduction Message: \$50.00

Miles not driven (2.6 per order)	37,613
Gallons of fuel (10.4 miles/gallon)	3,617
Boxes (1 boxes per order)	14,411
Box Weight (1.6lbs per box)	23,058
Tons of corrugated (boxes)	12
Shipping Labels	14,411
Packing Slip Pages	28,822
Air Pillow Count	83,584
Air Pillow Weight	694
Wood Use (Tons)	21.0
Greenhouse Gas (lbs CO2)	54,939.8
Wastewater (Gallons)	85,424.2
Equivalent Trees	145.2
CO2 lbs	71,117

Sample small order reduction report



Toner & Ink Recycling

- Free cartridge recycling
- Customer pickup and mail return labels

Technology

- Free recycling of office electronics at local Staples stores across the country
- PrintStart donation program
- Data tape remanufacturing

Furniture

- Decommissioning and recycling of office furniture
- Collection of bulk 'surplus' items for donation



Environmental Case Studies

Green Cleaning Program: University of Colorado



The organization

- University of Colorado
- Three public universities across four locations in Boulder, Colorado Springs, Denver, and Aurora

The challenge

- Reduce total cleaning costs
- Shift to green cleaners without impacting performance

The solution

- After an extensive bid process and blind tests, Sustainable Earth product came out on top
- Performance, price and safer greener chemistry were key factors

The results

- Projected savings of 23% by consolidating products and eliminating waste
- One source for office and facilities supplies
- Healthier and greener learning environments



“We looked at the per-use cost after dilution and the Staples Sustainable Earth products provided the absolute best value – with prices 23 percent lower than the other vendors.”

*Sandy Hicks
Assistant VP and Chief
Procurement Officer University of
Colorado*



The organization

- State of Kansas, including State agencies and political subdivisions
- Approximately 20,000 employees

The challenge

- The State wanted to improve their environmental performance while adjusting to ongoing budget cuts

The solution

- Implemented paper reduction, order consolidation, and green alternatives educational campaigns
- Helped implement 2 state wide contracts mandating auto-duplexing on central MFDs
- Partnered with state use program vendors employing the disabled to offer remanufactured toner and other recycled products

The results

- Recycled products have increased from 17% to 33% of spend since 2004
- Since 2004, average order size has increased 40%
- All while State decreased spend 30%+ since 2004



The organization

- Charlotte-Mecklenburg School system
- Top 25 largest school districts in U.S., CMS has 172 schools serving 137,000 students in pre-K to 12

The challenge

- Large varied assortment of cleaners across schools that were costly and difficult to mix and dilute
- Consolidate to four green cleaners to reduce complexity and cost, install 600 dispensers
- Undergo performance trial versus competitors

The solution

- Staples met CMS requirements with just three Sustainable Earth cleaning products

The results

- 20% reduction in cleaning costs
- Great performance, low cost per use, green, healthier
- Now exploring other greening opportunities with supplies



The organization

- A Fortune 500 company

The challenge

- The customer wanted to reduce the environmental impacts of their office supply program

The solution

- Drove program compliance on eCommerce site and promoted eco-product alternatives
- Reduced small, inefficient orders

The results

- Eco-product spend increased from 7% to 31% with zero cost impact to the customer
- Order consolidation eliminated 45,000 boxes
- Collected more than 20,000 cartridges since 2007
- eCommerce compliance increased to 94%, eliminating one million paper orders over 5 years





Green Operations



***U.S. Top 500
#10 overall, #2 retailer***



Energy & Carbon

- 481 ENERGY STAR facilities in US
- 30% more energy efficient since 2007
- 20% better fleet fuel economy since 2006
- Greening up 80% of our electricity use
- 35 solar sites
- 110 sites certified to ISO 14001 globally

Waste & Recycling

- 16% reduction in waste to landfill since 2008
- 70 million ink & toner cartridges recycled in 2011
- 22 million pounds of e-waste recycled in 2011

STAPLES Advantage

Thank you!

Jake Swenson

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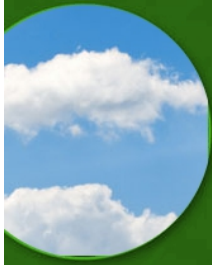


Poll Question #2

What green services are most important to you?

VOTE NOW





GREEN MATTERS

RESPONSIBLE PURCHASING NETWORK: OFFICE PRODUCTS ROUNDTABLE

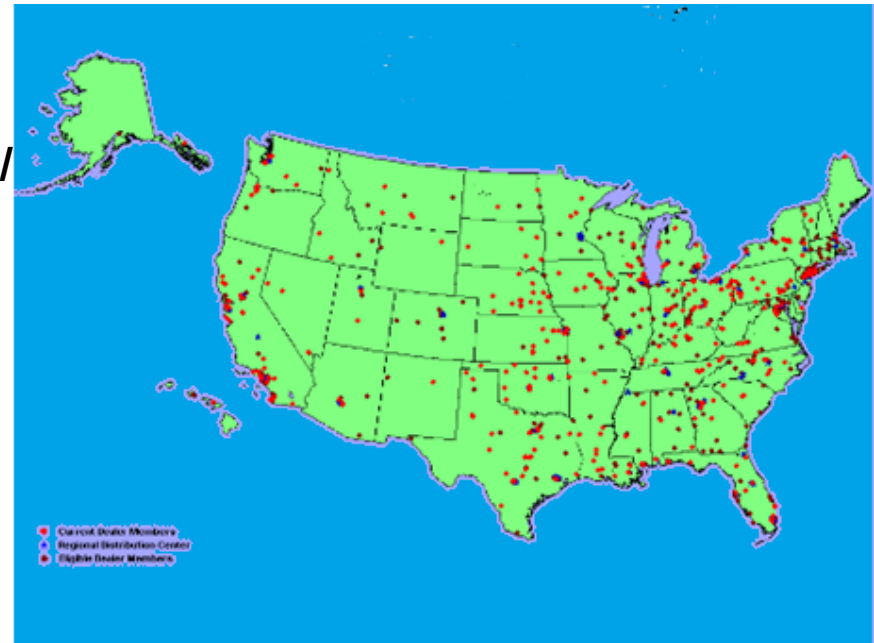
SCOTT ZINTZ – SUSTAINABILITY STRATEGIST



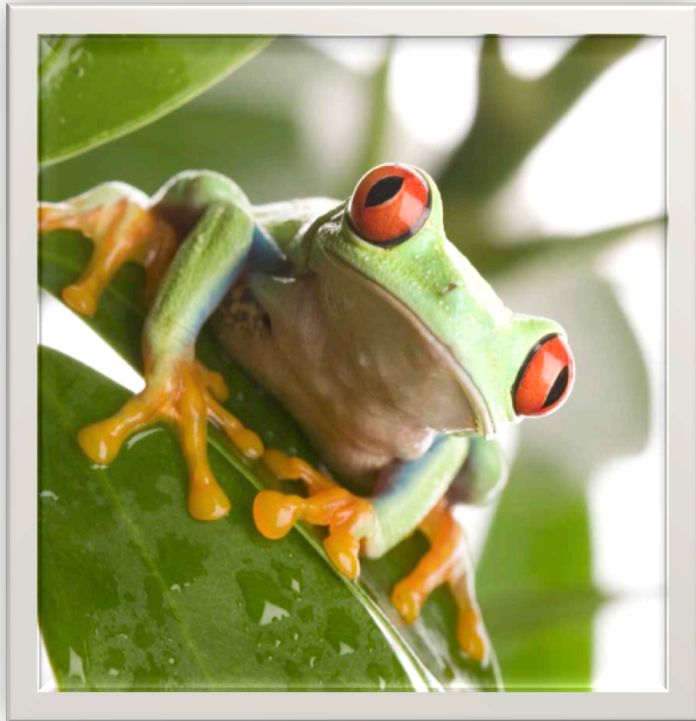
Amazingly advanced. **Uniquely local.**

▶ WHO IS INDEPENDENT STATIONERS?

- Established in 1977
- National non-profit, independent dealer owned cooperative
 - 375+ dealers, 700+ locations, 2000+ sales representatives
 - Local small business dealers and/or minority owned dealers
- Certified Small Business Enterprise
- Over \$2.1 Billion in end-user sales
- Partner with national office product wholesalers and distributors
- US Communities contract holder



▶ GREEN MATTERS PROGRAM



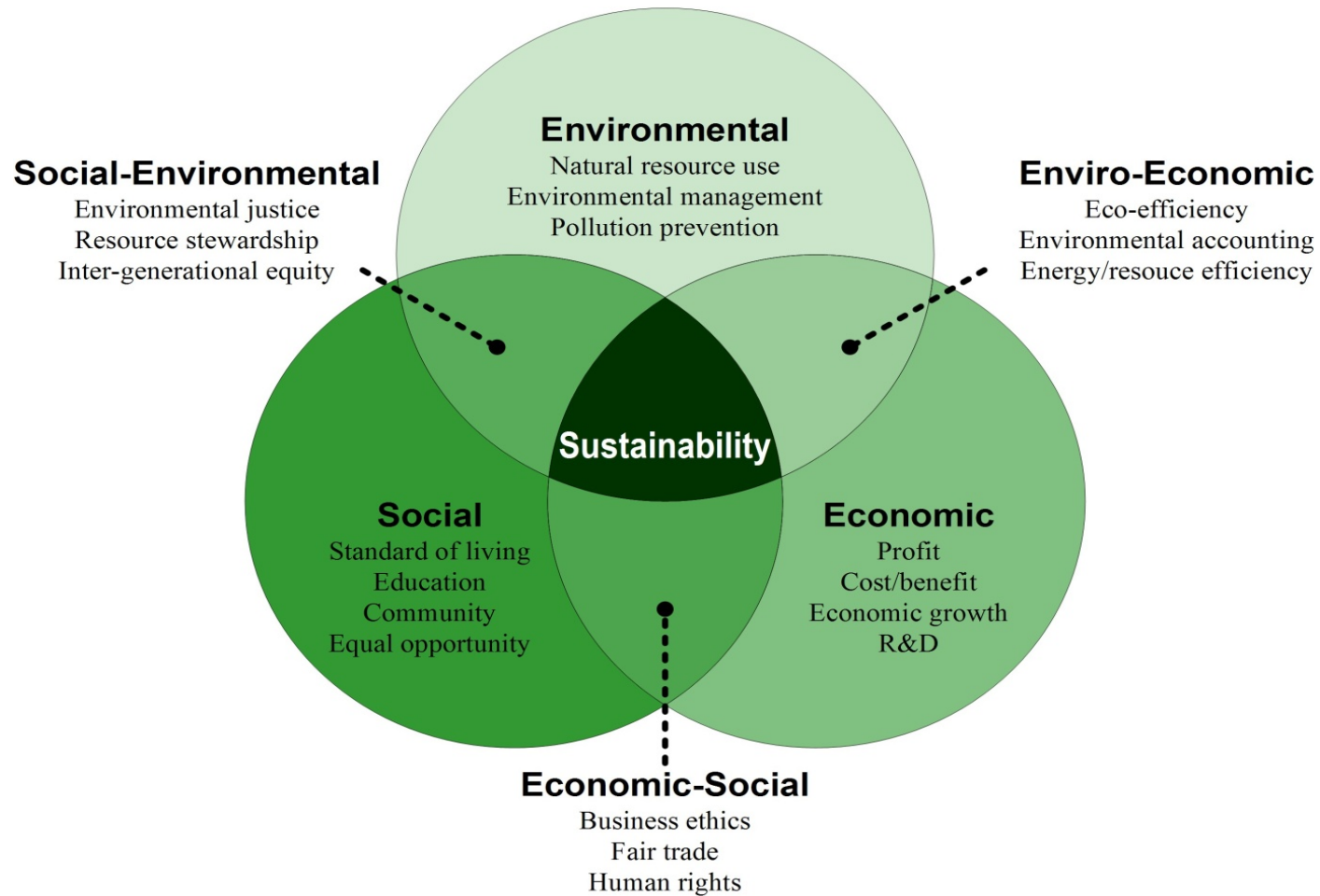
- We work hard every day to offer you innovative and affordable green product choices that help you do the right thing, including over 10,000 products today with green attributes
- We make it easy to choose green selections via our eCommerce website with easily identifiable green icons, additional information, shopping lists and customizable preferences
- Turnkey sustainability solutions are available to all of our dealer/members and customers
- Organizations and public agencies are looking to “Buy Local” and promote their local economy
- We offer a third party certified program to offset the carbon footprint of our deliveries, making them carbon neutral



green matters

▶ SUSTAINABILITY IS MORE THAN ENVIRONMENT

Three Spheres of Sustainability



▶ WHAT DO WE CONSIDER TO BE A GREEN ITEM?



1. *Products that use fewer resources*

- Recycled content, remanufactured, reusable, recyclable, rechargeable

2. *Products that reduce waste*

- Biodegradable, high quality, reusable

3. *Fewer or no toxic chemicals*

- Low/No VOC or CFC, Greenguard

4. *Products that require less energy*

- Energystar, EPEAT, CFL, LED, carbon neutral, power strips, solar powered

5. *Third Party certified products*



▶ HOW DO WE KNOW A PRODUCT IS GREEN?

Supplier survey must be completed for Green

- Listing any and all green attributes
- Green claims must be stated and substantiated
- Recycled content (pre and post consumer) listed
- Explanation of any green claims
- Third party certifications
- Manufacturing processes
- Material content and toxicity
- Social Responsibility (CSR, Human rights)
- Life cycle considerations (cradle to grave considerations)
- Audits and inspections, especially on private brand items



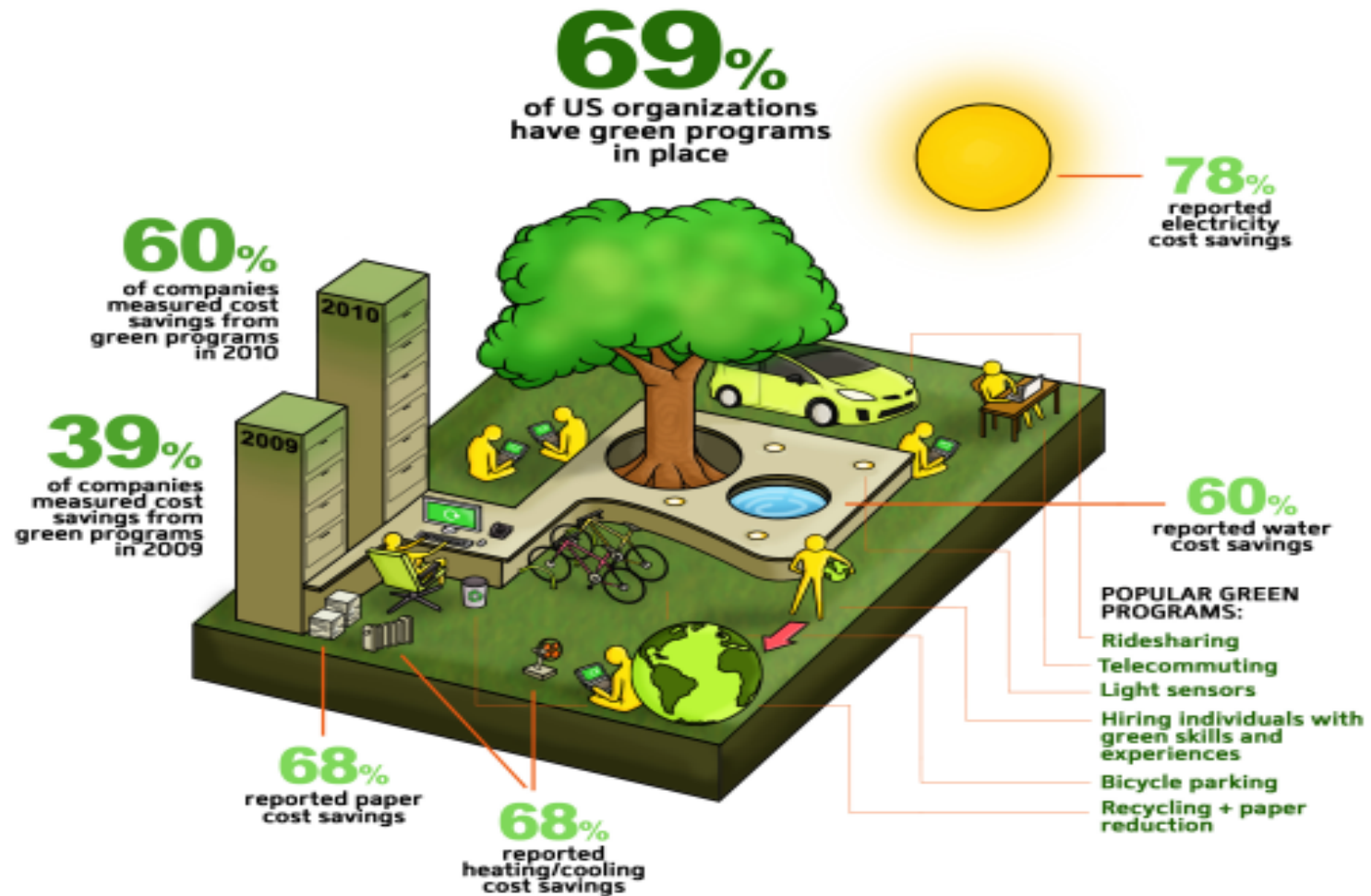
▶ GOING GREEN IS A PARTNERSHIP

We work in partnership with our customers

- What matters to you?
- Green products & operations
- Ink and Toner recycling
- Electronic waste partnership
- Quality versus Quantity
- Reduced demand for supplies
- Order Consolidation
- Green Delivery Options



GREEN PROGRAMS SAVE GREEN



Source: Buck Consultants' third annual green survey, "The Greening of the American Workplace 2010"



▶ HOW DOES SUSTAINABILITY RELATE TO BUSINESS?



- Sustainability is recognized as being a key driver of competitive advantage in our time
- Economic benefits and cost savings drivers are documented in studies from WSJ, Terrachoice, Buck Consulting, Goldman Sachs and many others
- Your customers are looking for sustainable solutions and cost savings opportunities...if you don't deliver them who will?!?
- Organizations should take advantage NOW, before you are forced to through regulation or customer demand



▶ BENEFITS OF BUYING LOCAL

- Studies show that buying from a local business keeps up to 3 times more money in the local economy
- Local businesses have a smaller environmental footprint than national chains, and reduce urban sprawl
- Local businesses give back to their communities up to 250% more than “big box” alternatives



▶ WHAT DOES A GOOD PROGRAM LOOK LIKE?

- *Reduced usage of office and paper supplies*
- *Switch to reman ink & toner*
- *Increase purchases of recycled content products*
- *Green furniture options with reduced chemicals and off-gassing, recyclable or rapidly renewable*
- *Energystar and EPEAT technology, CFL or LED lights*
- *Technology plugged into power strips and turned OFF*
- *Reusable coffee mugs, water bottles, batteries*
- *2-3 day a week deliveries*
- *Reusable tote or corrugate take back programs*
- *Thought given to full life cycle of a product*
- *Training for all employees*
- *Promoting your local economy by “Buying Local”*



▶ CASE STUDY EXAMPLES

- **Fairfax County, Virginia**
 - Reduced paper spend by over 20%
 - Switched to minimum 30% recycled paper
 - Substitute 50 high use toner items to reman
- **Cobb County, Georgia**
 - Hard substitution of toner items to reman alternates, saving over \$100K
- **IDC-USA, Indiana**
 - Consulting and training program offered to all 98 of their members across the country
 - Decrease overall operating expenses of membership by 5-15%





GREEN MATTERS

RESPONSIBLE PURCHASING NETWORK: OFFICE PRODUCTS ROUNDTABLE

SCOTT ZINTZ – SUSTAINABILITY STRATEGIST

zintz@independentstationers.coop

Phone – (630) 220-9505



Amazingly advanced. **Uniquely local.**

Poll Question #3

Have you developed a green market basket list for your bid solicitations?

VOTE NOW





Office DEPOT[®]

Our Approach to Defining 'Greener Products' &
Supporting Your Greener Purchasing Efforts

Yalmaz Siddiqui, Senior Director, Environmental Strategy

RPN Office Supplies Roundtable

Three questions we were asked to answer by RPN

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

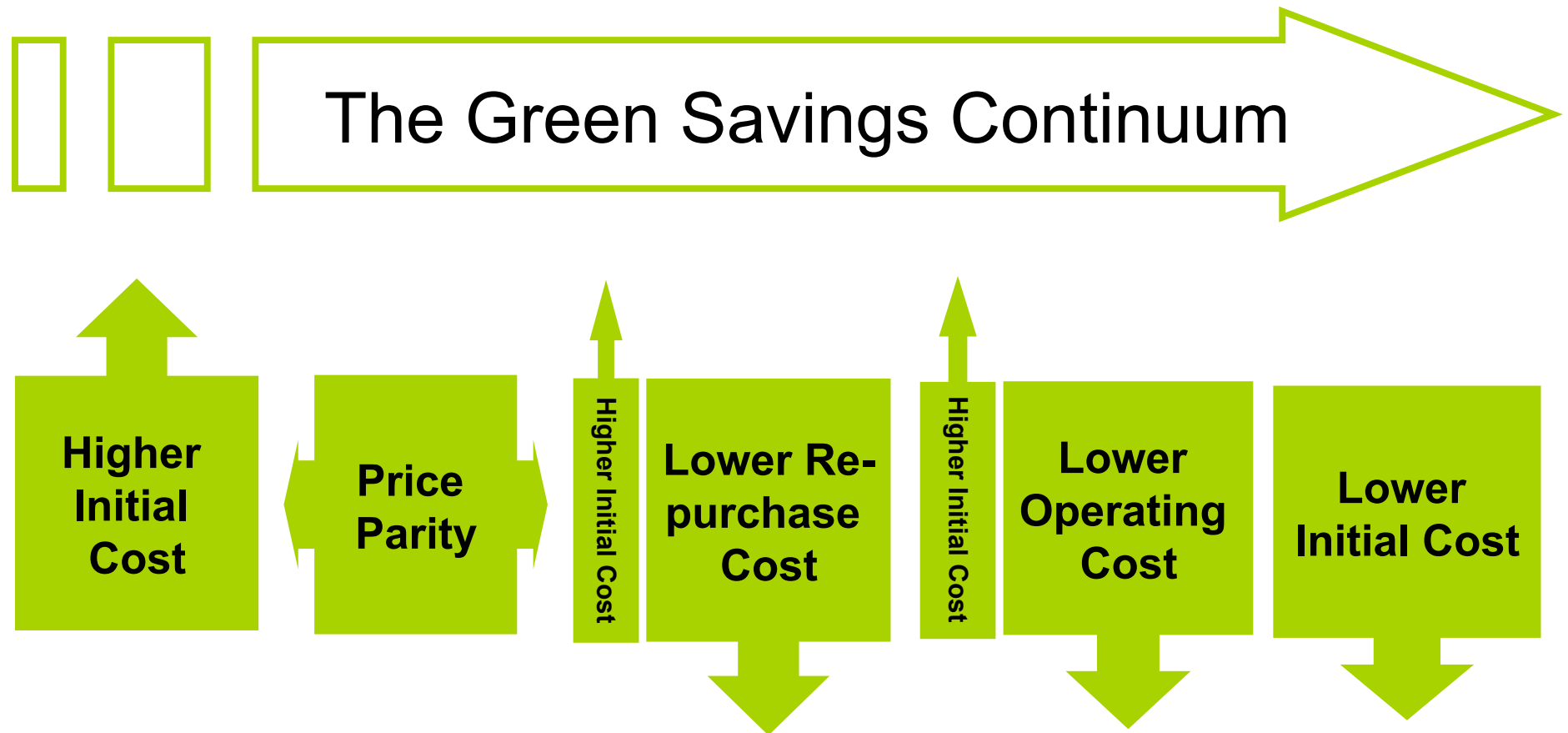
+ what can we uniquely do for you?

Preamble: Why office products matter



1. Office products create a daily reminder of an organization's environmental commitment
2. Greening office products can allow many internal and external 'announce-ables'
3. Greener purchasing policy implementation is often more simple with office products
4. Office products offer a relatively cost-effective way to go green

Important Insight: Greener products can save money



Question 1

Office DEPOT.

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?

Step 1: We read the exact language in important EPPs

1. US EPA (Buying Green Guides & CPG)
2. General Services Administration
3. National Association of State Procurement Officials
4. Selected US States: California, Florida, Washington
5. US Green Building Council
6. Association for Advancement of Sustainability in Higher Ed
7. LA County
8. King County
9. City of Portland
10. City of Seattle
11. Many leading corporations
12. Green Guides: FTC, DEFRA, Sweden, Germany, EU etc.

Step 2: We identified underlying specs used by big buyers

Terms used by major institutional buying segments in their current definitions of "green" for products								Impact Reduction Options				
E013514	GSA	NASPO	State of California	State of Florida	USGBC	AASHE	LA County	Underlying Attribute	Standards (no ecolabel)	Ecolabel/s	Environmental Concepts	
1	Recycled	Recycled	Recycled (10%/10%/30% PCR)	Recycled (CPG)	Recycled (10% or 20%TR)	Recycled (10%-100% PCR)	Recycled	Recycled	CPG		Material Quantity / Waste	
2	CPG 1%-100%	CPG		CPG					SABRC			
3			SABRC	SABRC								
4			Take-back program			Take-back program		Recycling Solution				
5					Recycling Solution	Recycling Solution						
6			Prevents Waste	Prevents Waste				Durable / Reusable				
7			Reduce / Reuse	Reduce / Reuse	Reusable	Reusable	Reusable					
8			Repairable	Repairable								
9			Durable	Durable								
10							Reduced Packaging	Reduced Packaging				
11			Refillable	Refillable				Refillable				
12							Refurbished	Refurbished				
13			Source Reduction					Resource Efficiency				
14					Rechargeable			Rechargeable				
15	Biodegradable	Biodegradable					Biodegradable	Biodegradable	PRIME			Waste
16	PRIME											
17		Compostable					Compostable	Compostable			Material Type	
18	BioPreferred (7%-90%)	USDA Biobased						Biobased		BioPreferred		
19		Biobased										
20												
21						Biofuels						
22	FSC Certified			FSC	Rapidly Renewable		Renewable Materials	Rapidly Renewable			Biodiversity	
23					FSC Certified			Responsible Harvesting		FSC		
24					Food Alliance	Food Alliance				Food Alliance		
25					Rainforest Alliance	Rainforest Alliance				Rainforest Alliance		
26					Protected Harvest	Protected Harvest				Protected Harvest		
27	Energy efficient	Energy efficient	Conserves Energy	Conserves Energy	Energy Efficient	Energy Star	Energy efficient	Energy Efficient		Energy Star	Energy / Fuel	
28	Energy Star	Energy Star	Energy Star	Energy Star	Energy Star	Energy Star						
29	FEMP	FEMP		FEMP					FEMP	Flex your Power		
30			Flex your Power	Flex your Power								
31			CEC Appliance Efficiency	CEC Appliance					CEC			
32				NEMA Premium					NEMA			
33					Helps Save Building Energy	Helps Save Building Energy		Helps Save Energy				
34				EPA SMARTWAY				Fuel efficient		EPA Smartway		
35						Fuel efficient						
36					Regionally Sourced	Locally Sourced		Locally Sourced				
37					Green Power	Green Power		Renewable Energy			Energy	
38		Green-E										
39					Renewable Energy Credits	Renewable Energy Credits		Renewable Energy Credits		Green-E		
40	Nonozone depleting	SNAP-Approved					CFC-Free	Non-Ozone Depleting			Air Emissions	
41					Enhanced Refrigerant							
42			Global Warming				Reduced GHG	Reduced Carbon Footprint				
43	Low VOC	Low VOC	Low VOC		Low VOC	Low VOC	Low VOC	Reduced Toxicity			Chemicals	
44	GREENGUARD	GREENGUARD		Greenguard	GreenGuard					GREENGUARD		
45					SCS IndoorAdvantage/Gold					SCS Indoor		
46			Indoor Air Quality									
47	EPA Primary Metals Free			RoHS			Heavy Metal Free			RoHS		
48				USDA Organic Label	USDA Organic	USDA Organic				USDA Organic		
49	Non Toxic / Less Toxic	NESHAP	Less Hazardous (Caution/Warning/				Low Toxicity					
50					Reduced Mercury							
51							Carcinogen/Bioaccumulative Toxin-Free					
52	Water efficient		Conserves water	Conserves water	Water Efficient	WaterSense	Water efficient	Water Efficient		WaterSense	Water	
53		WaterSense		EPA WaterSense	WaterSense							
54			Total Chlorine Free (CFPA)					Chlorine Free		CFPA	Water Pollution	
55			Process Chlorine Free (CFPA)									
56	EPEAT	EPEAT		EPEAT	EPEAT	EPEAT		Multiple		EPEAT		
57		Greenseal		Green Seal	Greenseal	Greenseal				Green Seal		
58			EcoLogo	EcoLogo	Ecologo	Ecologo				EcoLogo		
59			SCS	SCS / NSF						SCS		
60				MDBC's Cradle to						Cradle to Cradle		

60 Terms

24 Single Attributes

6 Standards

21 Ecolabels

10 Concepts

Step 3: We reviewed trends & conducted our studies

Issue	% Saying Important or Very Important	% Saying Very Important
Recycled content	91%	46%
Energy conservation	90%	56%
Human health	89%	51%
Recyclability	87%	39%
Toxics	83%	35%
Indoor air quality	77%	28%
Sustainability	76%	32%
Water conservation	75%	35%
Water pollution	74%	29%
Greenhouse gas emissions	72%	33%
Air pollution	71%	28%
Volatile organic compounds	68%	27%
Reduced packaging	67%	23%
Reusability	65%	24%
Climate change	63%	26%
Locally owned suppliers	62%	21%
Biodegradable/compostable	61%	23%
Bio-based alternatives	58%	17%
Sustainable forestry	58%	20%
Remanufactured	57%	17%

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%



Source: Responsible Purchasing Trends 2010 Issues & Standards

OD SMB Index

Step 4: We focused on categories customers prioritize



Step 5: We developed a Point of View, separating 4 concepts

Attributes

Ecolabels

Specification

Policy
Compliance

Example:

Recycled



Example:

Green Seal



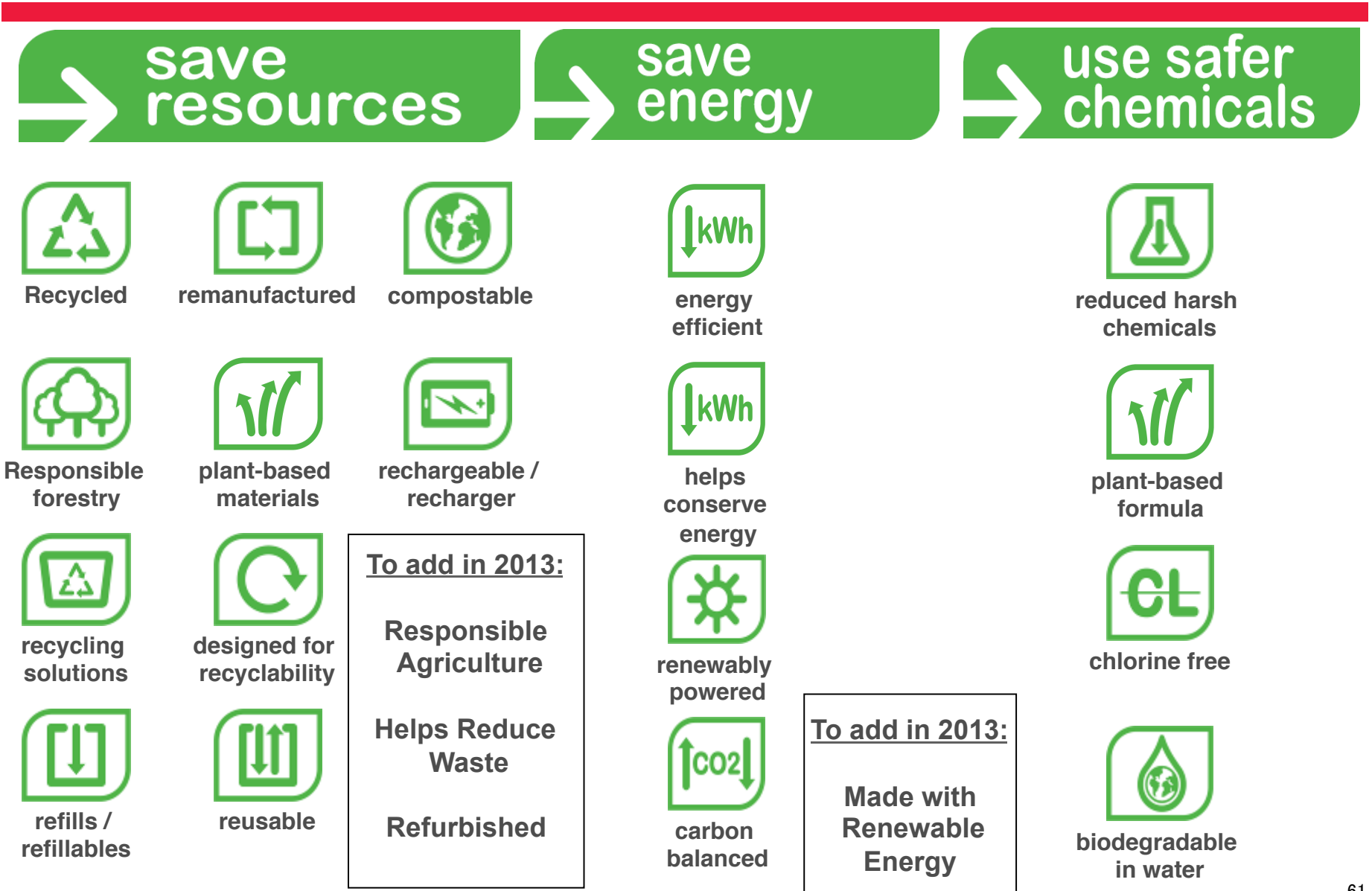
Example:

30%
Post
Consumer
Content

Example:



Step 6: We designed icons to visualize green attributes



Step 7: We decided which of 400 eco-labels to rely on

→ save resources

→ save energy

→ use safer chemicals



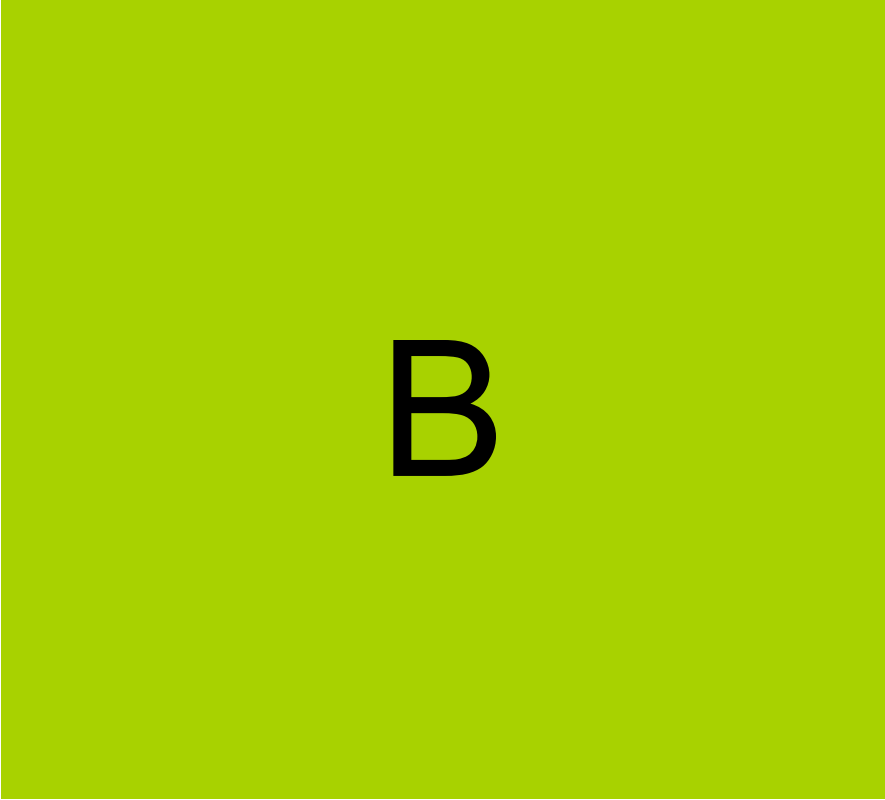
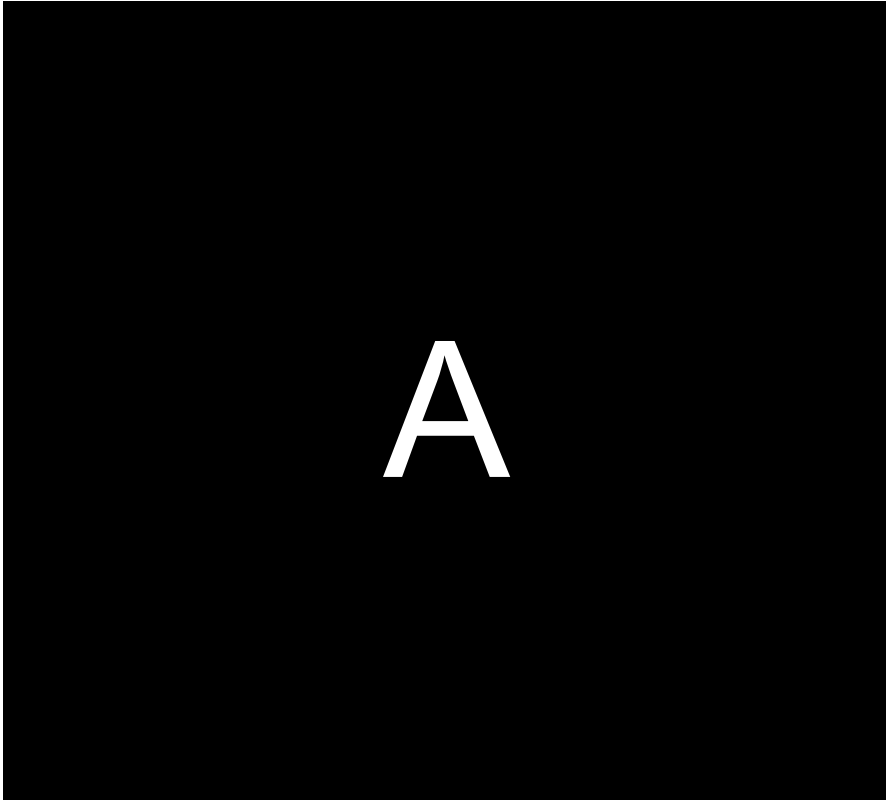
+ Others

Multiple possible environment benefit areas:



Technology 62

Step 8: We had a breakthrough idea: Which box is green?



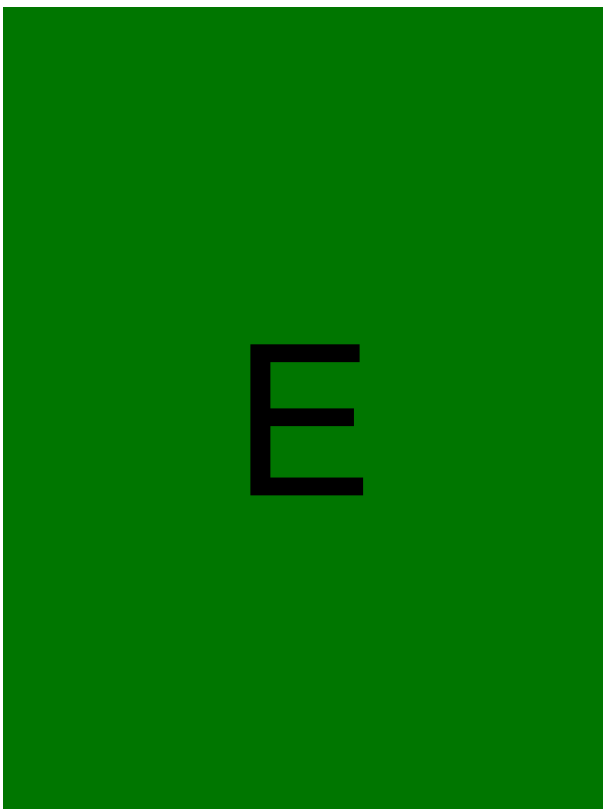
Step 8: Which box is green?



C



D



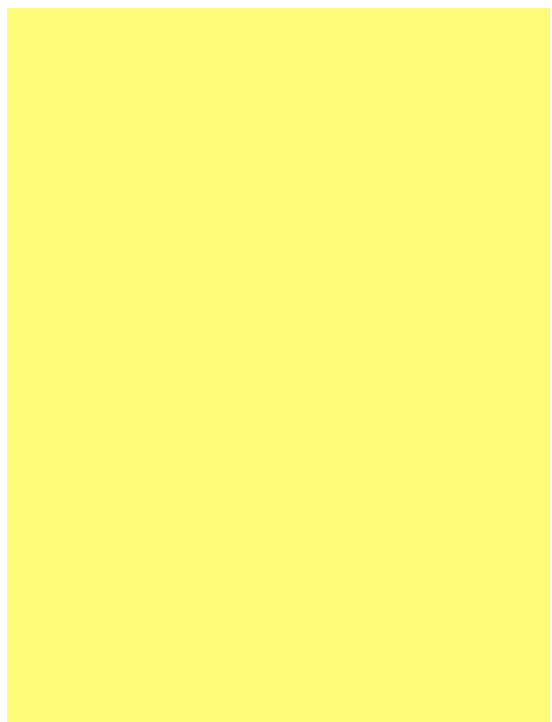
E

Step 8 Breakthrough: there are only shades of green

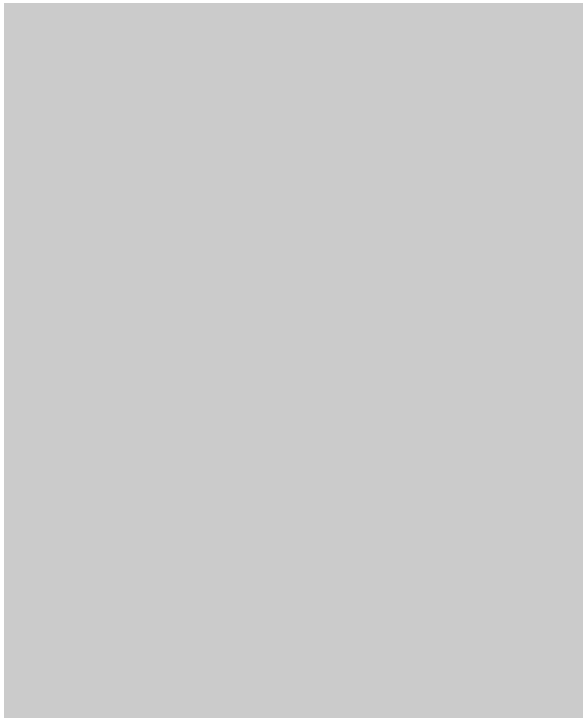


Probably higher environmental impact...

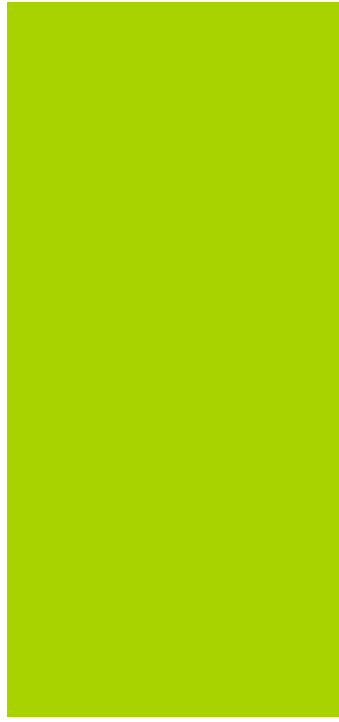
lower environmental impact



not green / unknown



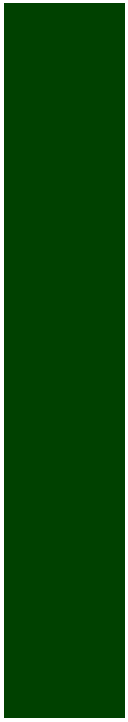
**meets industry norms
[min green]**



**light
green**



**mid
green**



**dark
green**

Step 10:

We reviewed & rated over 12,000 products e.g. Paper



Meets Industry Norms

0% recycled
SFI certified
or
FSC
Controlled
Wood

Light Green

0% Recycled
FSC-Mixed

Mid Green

30% Post
Consumer
Recycled
&
with virgin %
ideally FSC
or if not, SFI

Dark Green

100% Post
Consumer
Recycled
&
with recycled %
ideally certified
or if not, affidavit

Step 10: E.g. Technology



**Meets
Industry Norms**

ENERGY STAR
Printer,
Non Duplex

Light Green:

ENERGY STAR
Laptop

Mid Green

EPEAT/
EcoSense
Bronze / Silver

Dark Green:

EPEAT/
EcoSense
Gold

Step 10: E.g. Toner



Meets Industry Norms

Vendor has a recycling / take-back program

Light Green

10% - 49% recycled metal / plastic

Mid Green

50% - 100% Recycled metal / plastic

Remanufactured but not certified

Dark Green

Remanufactured & Certified

(e.g. EcoLogo)

To assign shade we consider industry norms and attribute/ecolabel relevance: *Is green claim likely to lower impact at a 'lifecycle hotspot'?*

	Extraction	Production	Transport	Use	End of Life
Material Use					
Material Waste					Landfill
Bio-resource Use	Use of wood fiber				
Bio-resource Loss	Reduction of habitat				
Energy Use		Energy used in pulp mill		Energy used for printing	
& Air Emissions		Air emissions from pulp mill			
Water Use		Water in pulp/paper mill			
& Water Pollution		Pollution from pulp/paper mill			
Toxic Chemical Use		Chlorine-based bleach			
& Exposure					

Question 2

Office DEPOT.

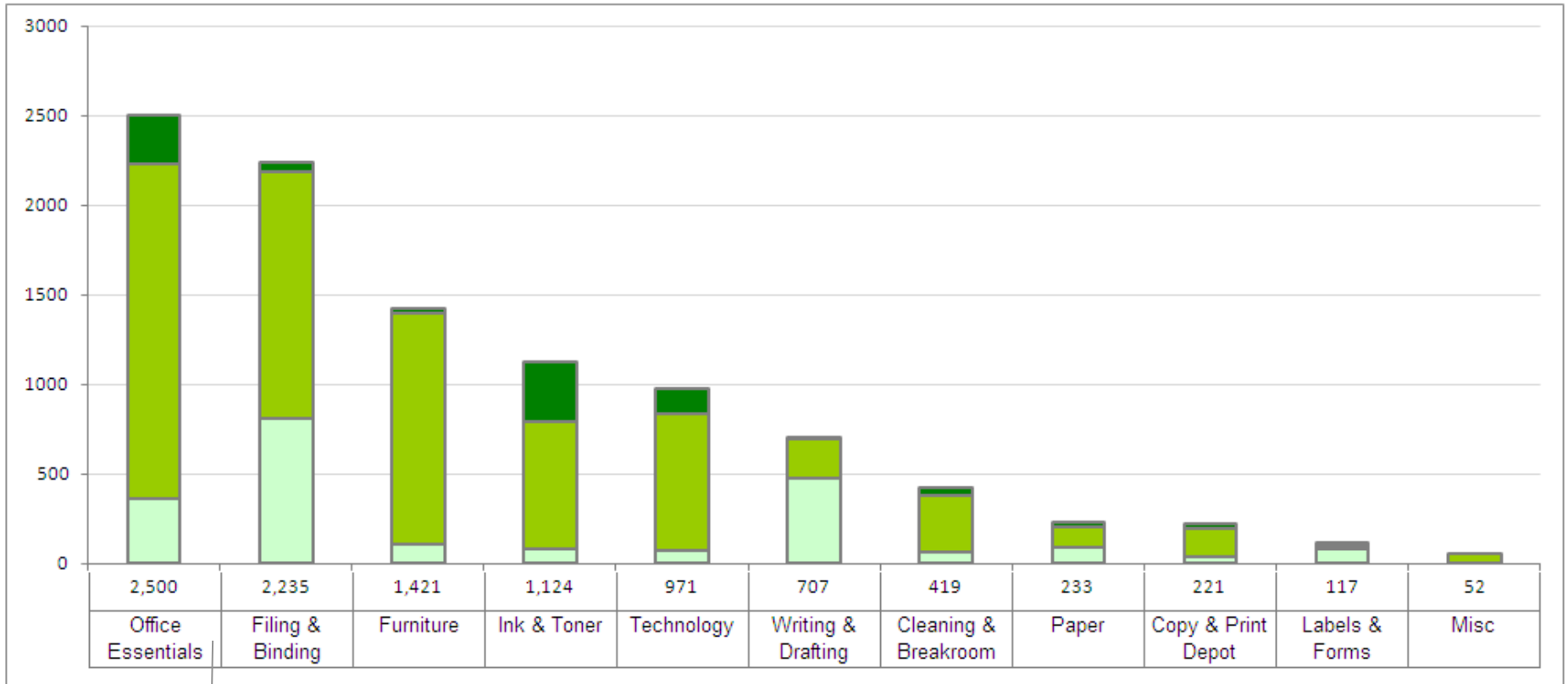
How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

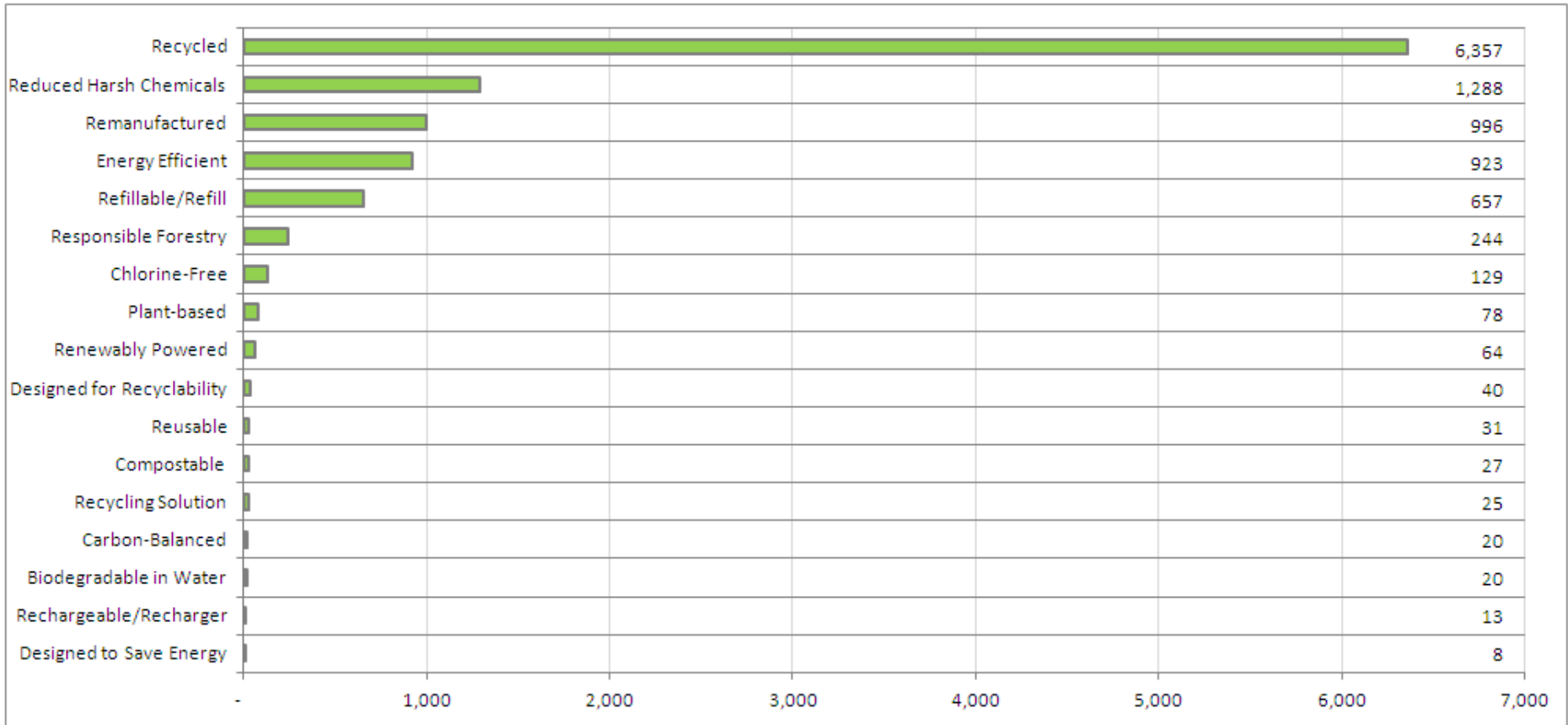
+ what can we uniquely do for you?

10,000 office products rated light, mid or dark green...

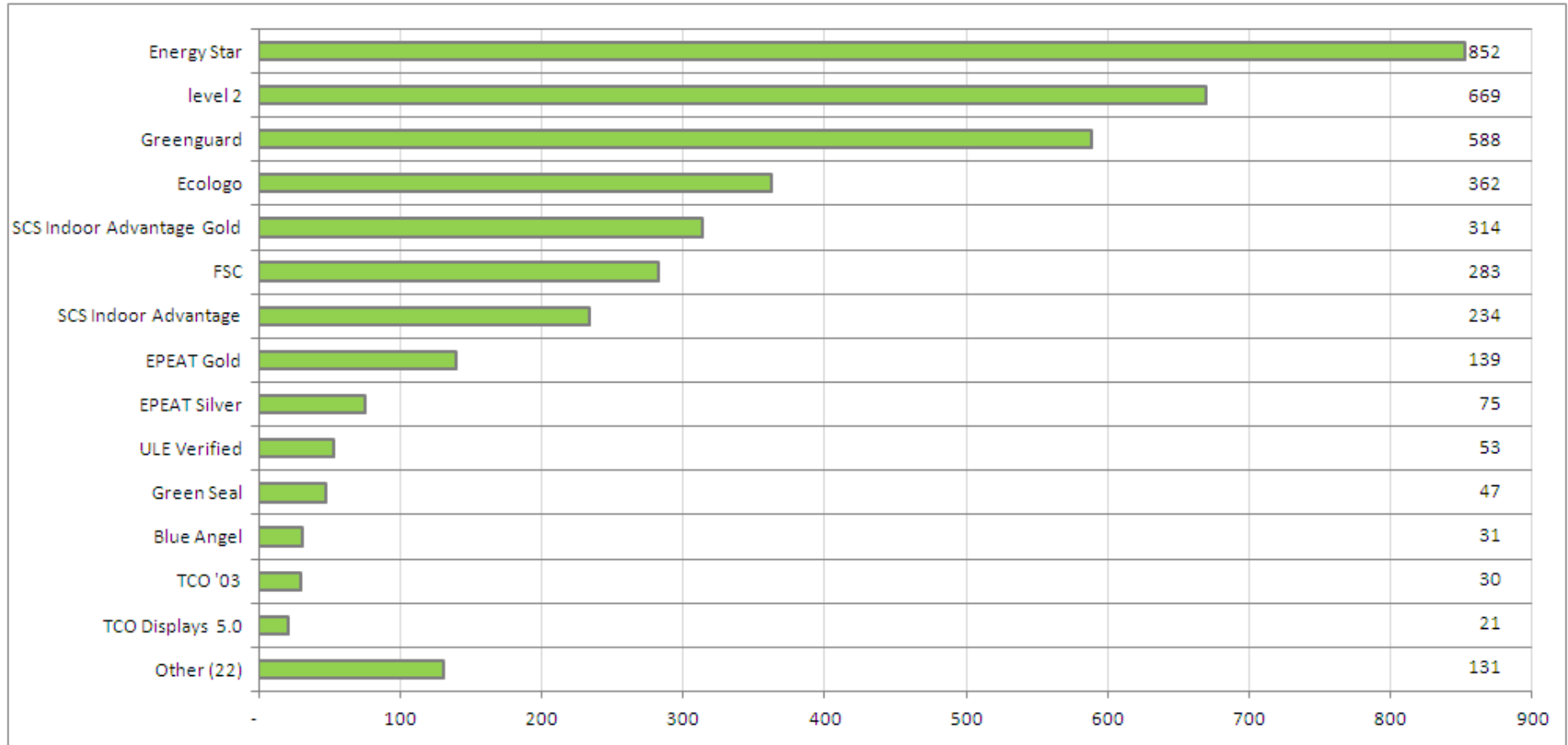


- Storage
- Mailing/ shipping
- Dated goods
- School supplies
- Etc.

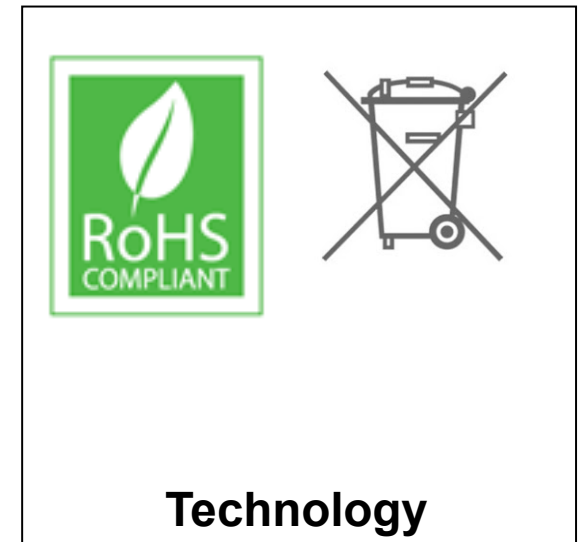
At least 10,920 green attributes represented [Some SKUs have more than 1 attribute, we capture up to 4]



At least 3,800+ eco-labels that 'go beyond industry norms'
[Some SKUs have more than 1 ecolabel, we capture up to 4]



Examples of ecolabels/attributes we deem 'Meet Industry Norms' [Over 3,000 SKUs, not rated 'green' but purchases may still be tracked]



Question 3

Office DEPOT.

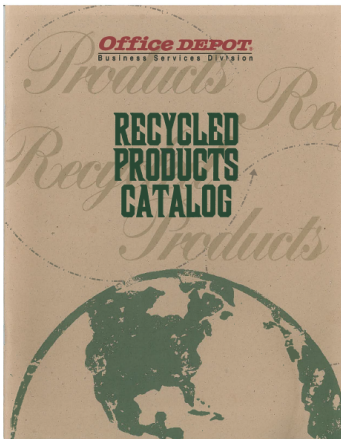
How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?

The Green Book: Our key tool for greener purchasing



1999?



2004



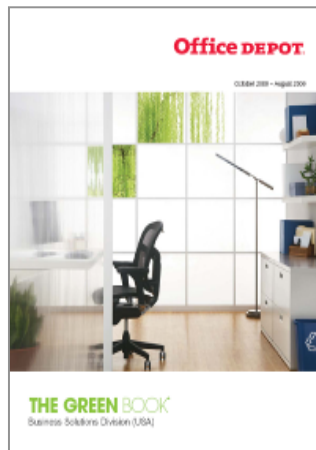
2005



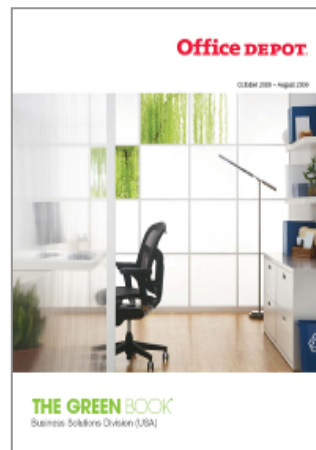
2006



2007



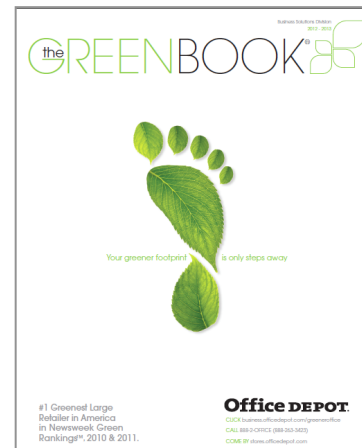
2008



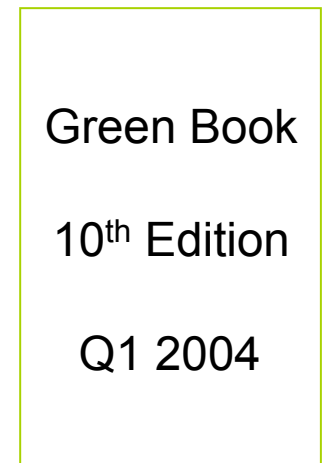
2009-2010



2011-2012



2012-2013



Example pages from the Green Book

Understanding green attributes & ecolabels a guide for shopping smarter

Attributes: Office Depot® developed the following set of icons to help you understand green attributes – from recycled to biobased and beyond – that help make one product greener than another.

Save Resources

- Recycled** – contains postconsumer and/or post industrial recycled content
- Remanufactured** – made from quality components of previously used products
- Recycling Solutions** – designed to encourage recycling
- Designed for Recyclability** – designed to be recycled after the product's use, in a product category where recyclability is not common
- Responsible Forestry** – contains wood fiber or paper from certified responsibly managed forests, with harvesting practices that go beyond industry norms
- Bio-Based Materials** – solid products made with tree-free, plant-based materials that regenerate in 10 years or less
- Compostable** – solid products that quickly break down to compost, leaving no visible or toxic residue
- Refills/Refillables** – durable items with corresponding refills designed specifically to extend the product's life, helping avoid one-time-use disposables
- Reusables** – durable items that replace one-time-use disposables
- Rechargeable/Recharger** – batteries and chargers that replace or help avoid one-time-use disposable batteries

Save Energy

- Energy Efficient/Helps Conserve Energy** – office technology or lighting that helps reduce energy use and energy costs during use
- Renewably Powered** – innovative solar-powered or manually cranked items
- Carbon-Balanced** – manufacturing emissions have been calculated and "balanced" with credible CO₂ offsets or renewable energy certificates

Safer Chemicals

- Reduced Harsh Chemicals** – products made with substances that result in less human exposure to potentially harsh chemicals
- Chlorine Free** – paper products that are Unbleached or bleached with Process Chlorine Free (PCF) or Total Chlorine Free (TCF) methods
- Bio-Based Formulas** – cleaning products made with plant-based ingredients instead of synthetic
- Biodegradable in Water** – liquid or solid products that quickly break down in water – leaving no visible or toxic residue

Ecolabels: These provide assurance that a product meets a third-party green standard and may indicate that the manufacturer's claims have been independently verified. A product may have one or more attributes and be a greener choice even if it doesn't bear a third-party ecolabel. Moreover, ecolabels provide additional credibility.

- EcoLogo** – certified products with environmental and human health benefits verified by an independent third party
- GREENGUARD** – a certification program for products that meet acceptable Indoor Air Quality pollutant guidelines
- SCS Indoor Advantage Gold** – a certification program for furniture that meets established criteria for low emissions of Volatile Organic Compounds (VOCs)
- ENERGY STAR** – a U.S. government program that sets standards for energy-efficient products
- USDA ORGANIC** – A U.S. government program that sets standards for less chemically intensive agriculture

- The Forest Stewardship Council** – sets standards for responsible management of forest resources
- EPEAT** – the Electronic Product Environmental Assessment Tool ranks technology items as Bronze, Silver, or Gold depending on their number of environmental attributes
- Design for the Environment** – a U.S. government program that sets criteria for safer chemistry in product design
- Innovative** – a multi-attribute certification focused on sustainable attributes (environmental, economic and social) of business and institutional furniture products
- Compostable** – certified by BPI to be compostable in commercial composting facilities

Office DEPOT greeneroffice.

A Office Depot® Brand 100% Recycled Envirocopy™ Paper
Weight: 20 lb Brightness: US 92/Euro 104
Ideal Use: Everyday printing and copying

- Contains 100% postconsumer recycled content
- Processed Chlorine Free (PCF)
- Carbon-balanced with Green-e Certified Windpower Renewable Energy Certificates (RECs)
- Forest Stewardship Council (FSC) certified recycled content

Item #	Mfr. #	Description	Qty.
521-060	007-35854-22825-7	8-1/2" x 11", 10 Ream	CS
301-435	007-35854-22826-75A	8-1/2" x 11"	RM
522-050	007-35854-22827-0	8-1/2" x 14", 10 Ream	CS

B Office Depot® Brand 30% Recycled Envirocopy™ Paper
Weight: 20 lb Brightness: US 92/Euro 104
Ideal Use: Everyday printing and copying

- Our best selling recycled paper
- Contains 30% postconsumer recycled content
- Forest Stewardship Council (FSC) certified virgin fiber and recycled content
- Green Seal®-certified to ensure lower impact on the environment

Item #	Mfr. #	Description	Qty.
048-850	001120R	8-1/2" x 11", 10 Ream	CS
222-202	0040430	8-1/2" x 11", 5 Ream	CS
011-898	00DC1120REA	8-1/2" x 11"	RM
711-021	00B5102100	8-1/2" x 11", 10 Ream, 3-Hole Punched	CS
811-544	00DC11203HPR	8-1/2" x 11", 3-Hole Punched	RM
048-888	001420R	8-1/2" x 14", 10 Ream	CS
304-400	00B5400100RH	8-1/2" x 14"	RM
021-408	00B51117100	11" x 17", 5 Ream	CS
301-450	00B5111700EA	11" x 17"	RM

GreenerOffice Site [business.officedepot.com, homepage]

Welcome, BSD\NET\OFOD\INTERNET\TEST\ACCOUNT - Logout | Account#: 33276301

[Office Supplies](#) [Paper](#) [Ink & Toner](#) [Breakroom](#) [Cleaning](#) [Technology](#) [Furniture](#) [Our Services](#) [My Account](#)

[Home](#) > GreenerOffice

More Ways to Shop

- Office Depot Brand Products
- Greener Office Products

Download our GreenerOffice™ Delivery Service FAQs


▶ [CLICK HERE](#)

Find out more about greener options for your business

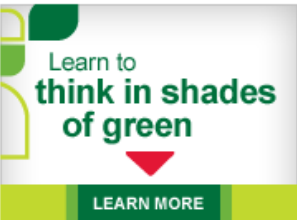
▶ [CLICK HERE](#)

View our Succeeding through Partnership & Innovation video

▶ [CLICK HERE](#)




GreenerOffice




Learn to think in shades of green

▶ [LEARN MORE](#)


Featured Categories




Ink & Toner Cartridges
Remanufactured & Recycled




Filing & Storage
10% or more Post Consumer Recycled Content




Binders & Accessories
10% or more Post Consumer Recycled Content




Pens, Pencils & Markers
Refillable, Refills & Some Recycled



Copy & Printer Paper
Recycled & FSC certified



Desk Accessories, Décor & Lighting
Energy efficient & ENERGY STAR qualified



Download our green solutions guide

▶ [DOWNLOAD](#)

Need Help?

- Email Assistance
- FAQs


Chat not available

GreenerOffice Site: Product Descriptions, Details & Search

Welcome, BSD NET of OD INTER

Office Supplies | Paper | Ink & Toner | Breakroom | **Cleaning** | Technology

Home > Cleaning > Cleaning Chemicals > All-Purpose Cleaners > All-Purpose Cleaners > Product Details



Green Works® Natural All-Purpose C
Item # 434205 Entered Item # 434205

Powers through grease, grime, dirt and soils

- Made with naturally derived cleaning ingredients.
- Safe to use on a wide variety of surfaces.

[▶ MORE ABOUT THIS PRODUCT](#)

Your Price **\$4.89** / each

Also available in...

Qty [Add to Cart](#)

[ADD TO SHOPPING LIST](#)

[▶ Material Safety Data Sheets](#)

About This Product | Description | **Product details** | Related Items

Powers through grease, grime, dirt and soils

- **Made with naturally derived cleaning ingredients.** Leaves behind no harsh chemical residue.
- **Safe to use on a wide variety of surfaces.** Great for cleaning kitchens and bathrooms, stainless steel, sealed granite, chrome.
- **Certified to EPA Design for Environment standards.** Product performs well, is cost-effective and safer for the environment.

- Attribute / ecolabel benefit descriptions and search are good (but not great yet)
- Web approach for shades, filters etc being considered for future implementation

About This Product | Description | **Product details** | Related Items

Item #	434205
Manufacturer #	456
contains bleach	no
brand name	Green Works
quantity	1
container weight	32 oz
manufacturer	The Clorox Company
Ecolabel	EPA Design for Environment
postconsumer recycled content	0 %
total recycled content	0 %

GreenerOffice Site: Green Select Cart (it nudges)

The item listed below was added to your shopping cart.



Office Depot® Brand Copy Paper, 8 1/2" x 11", 104 (Euro)/92 (U.S.) Brightness, 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item # 348037

Your Price: \$34.89 /case

Qty: 1

Go Greener
view GreenerOffice alternatives

Greener Alternatives

You requested this item

CURRENT ITEM



Office Depot® Brand Copy Paper, 8 1/2" x 11", 104 (Euro)/92 (U.S.) Brightness, 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item # 348037

Your Price: \$34.89 /case

Qty: 1

But this item is eco-preferable

GREENER ALTERNATIVE



Office Depot® Brand 30% Recycled EnviroCopy™ FSC Certified Paper, 8 1/2" x 11", 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item # 940650

Your Price: \$35.81 /case

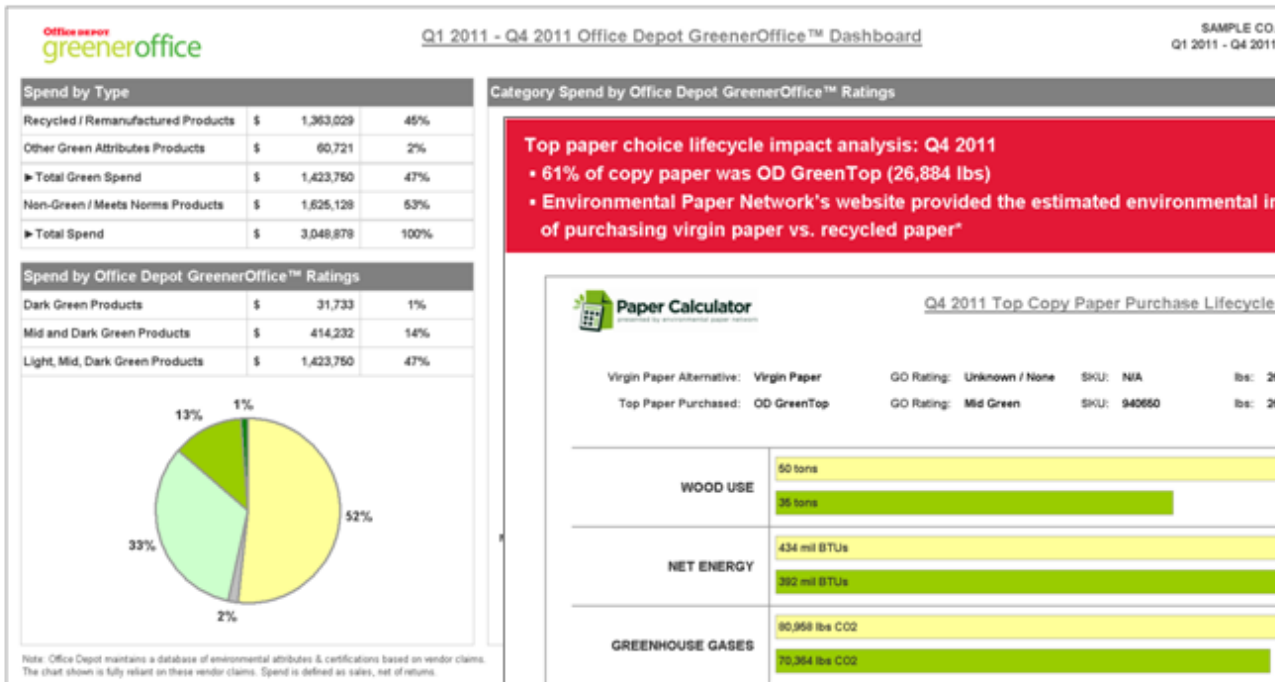
Choose this item.

Cancel **REPLACE CHECKED ITEMS**

Green Business Review: Quantifies spend & some benefits

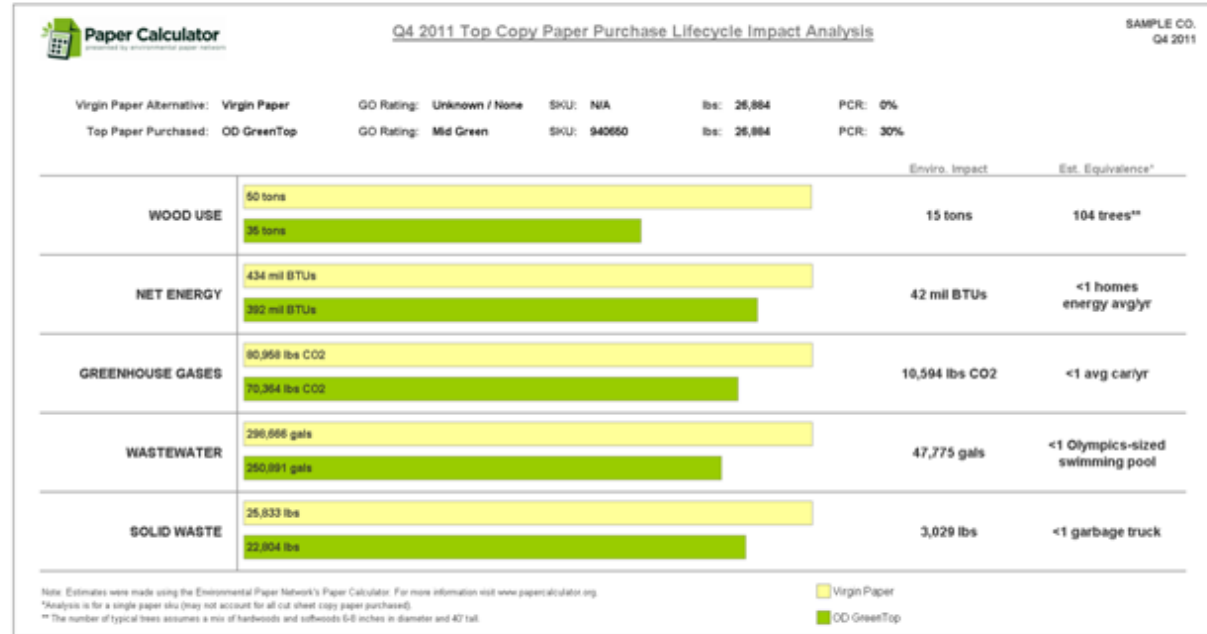
From Q1 2011 - Q4 2011, SAMPLE CO. purchased \$3,048,878 in office supplies

- 45% of spend was on recycled / remanufactured products and 2% of spend was on products with other green attributes
- 14% of spend was considered mid green or dark green according to Office Depot GreenerOffice™ Ratings
- 47% of spend was considered light, mid, or dark green according to Office Depot GreenerOffice™ Ratings



Top paper choice lifecycle impact analysis: Q4 2011

- 61% of copy paper was OD GreenTop (26,884 lbs)
- Environmental Paper Network's website provided the estimated environmental impact of purchasing virgin paper vs. recycled paper*



GreenerOffice Ratings on many Office Depot Own Brand Packages (On some SKUs now, many more in development)



Office Depot Shades of Green Rating Dark Green

 Our shades of green rating system is designed to help you quickly find products with the level of environmental attributes and/or third party ecolabels you seek. Items with a dark green rating reflect our greenest choices.

Green Attributes (unless otherwise noted, all percentages are by total product weight)

-  **Bio-based:**
 - Sugar cane fiber as a percent of paper 80%
 - Sugar cane fiber as a percent of total product 60%
-  **Recycled:**
 - Postconsumer recycled content 10%
 - Total recycled content 20%
-  **Reduced Harsh Chemicals:**
 - Nontoxic soy or water-based inks on paper & packaging
-  **Recyclable:** (where facilities exist)
 - Paper, board cover, pocket divider paper recycling bin
 - Polypropylene cover plastic recycling bin

Third Party Ecolabels (visit www.ecolabelindex.com to learn more)

 **Forest Stewardship Council™ (FSC®) Certified**
The FSC ecolabel ensures the use of responsibly harvested and/or verified recycled fiber

Find thousands more smart choices at officedepot.com/greeneroffice

Unique capabilities & case study **Office DEPOT.**

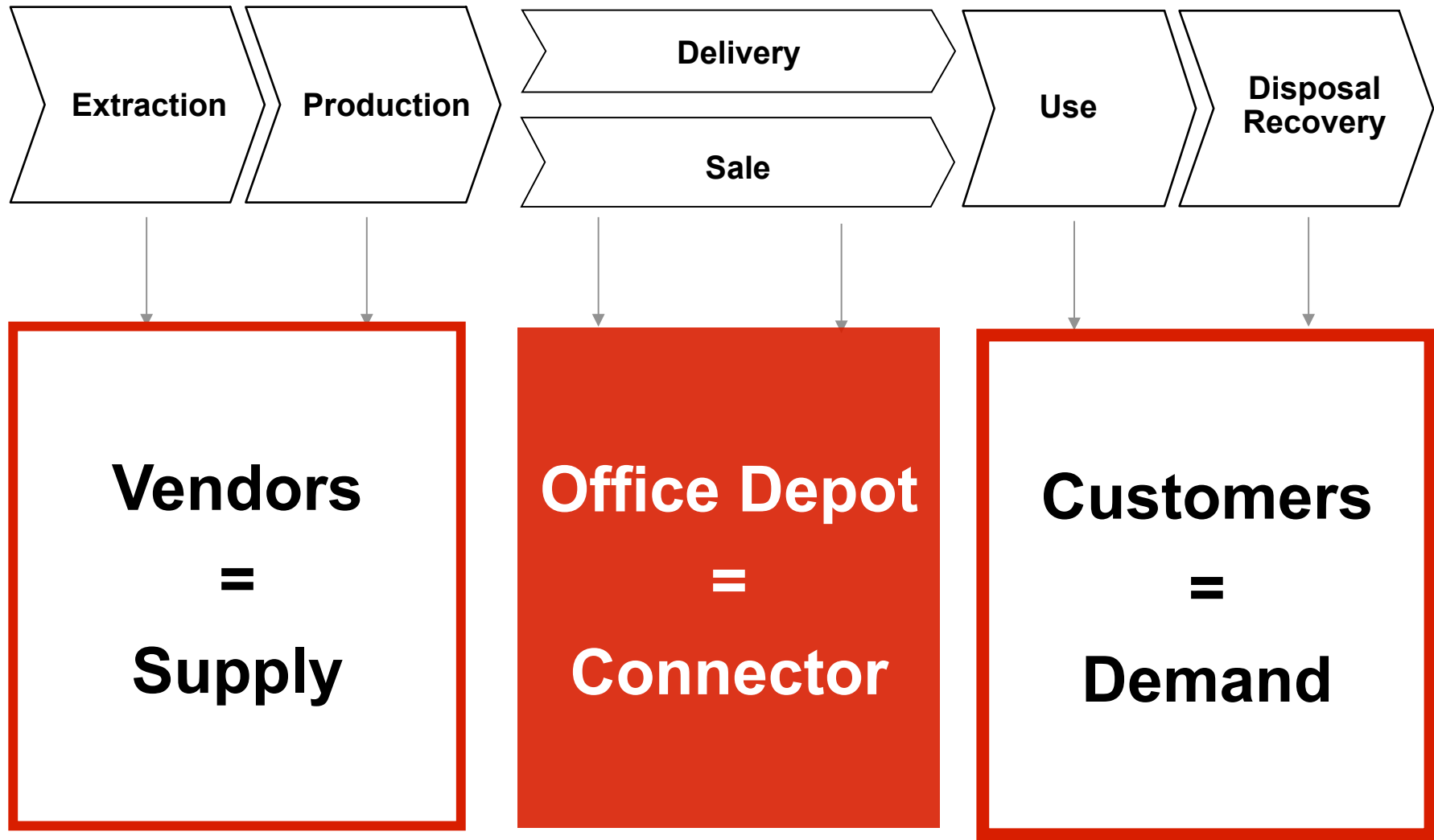
How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?

1. Connect your demand/s to our products & solutions



2. Provide Public sector coop pricing for many green products



2. Support your goals with 24 customer-centric solutions

Goal 1: Greener Purchasing [Customer wants to 'buy greener']

- 1.
- 2.
- 3.
- 4.
- 5.
6.  Sample Greener Purchasing Policies*

Goal 3: Greener Behavior [Customer wants help to sell green internally]

- 13.
- 14.
- 15.
- 16.
- 17.
18.  Purchasing Awards*

Goal 2: Greener Operations [Customer wants to 'be greener']

7. GreenerOffice Delivery Service*
- 8.
- 9.
- 10.
- 11.
12. 

Goal 4: Green Reporting & Communication [Customer wants to 'tell their green story']

19. Green Business Review*
20. LEED Credit Report*
21. Federal CPG/Executive Order
22. AASHE STARS report
23. Custom Green Spend Reports
24. Green Customer Case Studies



4. Bring you the benefit of our experience serving the greener purchasing leaders e.g. Stacey Foreman / City of Portland

Office DEPOT.

Bringing greater savings and greener solutions to Portland

Office Depot® has been awarded a five-year contract to become the city's office products supplier

Deep discounts help budgets go further
The contract, which took effect in January, 2011, enables the city government and schools to take advantage of the following significant discounts:

- 70% off list pricing on more than 800 general supply items
- 40% off list pricing on more than 150 toner cartridges, including Office Depot® Brand

The "Greenest City in America" goes greener with Office Depot
Office supplies will now be delivered to city locations by electrically-assisted cargo tricycles. This new delivery method will create less traffic for the downtown area, lower local air emissions and reduce Portland's office supply delivery carbon footprint.

In addition, Office Depot supports the city's sustainable procurement and existing green building efforts by supplying a wide assortment of eco-conscious products and custom usage reports. We've also developed a Leadership in Energy & Environmental Design (LEED) credit report to help organizations save a substantial amount of time and resources when applying for LEED certification.

More than 9,000 greener products to help you meet your environmental goals.

For additional information, contact Carol Carpenter at carol.carpenter@officedepot.com or at 503-290-0260.

CLICK | business.officedepot.com
CALL | 888-2-OFFICE (888-263-3423)

Shades of Green: Gave feedback during development of Shades of Green ratings

Attribute Accuracy: Drove improved accuracy, disclosure, and completeness of attribute descriptions in catalogs/online

Logistics: Asked Office Depot to partner with B-Line, for trike delivery of products – we did (as we do in London, UK)

New Green Products: Advocated for new “green” products e.g. Pilot VBoard refillable dry erase markers and 100% recycled ReBinder products

Green Product Fairs: Created “green” product fairs with better-trained reps & “green”-only products (!)

5. Bring personal passion and willingness to help you

Yalmaz Siddiqui

Senior Director,
Environmental Strategy
Yalmaz.siddiqui@officedepot.com



Environmental strategy

Shela Fletcher

Senior Manager
Environmental Strategy
Shela.fletcher@officedepot.com



Environmental strategy

Molly Phillips

Environmental Solutions
Manager - West Coast
Molly.phillips@officedepot.com



Greener Solutions / Sales

Adam Ross

Green spend reports

Zulema Negrón

Green attributes/ecolabels

Office Depot Sales Reps

Green Books, Reports etc.

6. Share best practices from our Environmental leadership



2010

#1 Greenest Large
Retailer in America

Office DEPOT.

2011

#1 Greenest Large
Retailer in America

Office DEPOT.

2012

#1 Greenest Large
Retailer in America

Office DEPOT.



Thank You for Attending RPN's Office Products Roundtable Webinar!

Questions? Comments?



www.ResponsiblePurchasing.org

