## "Green" Purchasing 101

## Spare the Air Webinar September 20, 2011





### Logistics

#### Questions?

Submit questions by typing them into the Questions box in your Go2Webinar application and we will compile and answer them during Q & A at the end of the webinar.





### "Green" Purchasing



Alicia Culver Responsible Purchasing Network

Spare the Air Webinar September 20, 2011





#### **RPN**

### Nonprofit, ~200 members

- States
- Local governments
- Federal agencies
- Colleges and universities
- School districts
- Businesses
- Non-profits

#### **RPN Mission**

**Promote** and practice responsible purchasing by identifying best practices, developing effective purchasing tools, educating the market, and using our collective purchasing power to maximize environmental stewardship, protect human health, and support local and global sustainability."





#### What Should We Avoid?







Poor energy efficiency

















#### **Green Products are...**

- Made with recycled content
- Highly energy- or water efficient
- Designed to be long lasting
- Recyclable or compostable
- Made from renewable resources
- Less toxic than conventional goods
- Manufactured locally and responsibly
- Safely managed at the end of their life











## Why Buy Green Products?



#### **Progress towards:**

- Reducing air and water pollution
- Meeting climate protection and "zero waste" goals
- Minimizing toxic chemical releases and exposures



- Creating "green" jobs
- Earning green building credits
- SAVING MONEY





## **Bottle-less Cooler Systems**

- Eliminate transportation impacts from trucking bottled water
- Reduce monthly water costs 30-70% versus bottled water delivery
- Saves time lost to changing bottles, especially in larger offices
- Prevents employees from hurting their back while lifting heavy water bottles







RPN has a bottled water alternatives guide & calculator





#### **Rocket Air Blowers**



- Just uses air.
- You just need one.
- \$9.95

#### **Replace Gas Dusters**



- Contains Refrigerant:1,1-Difluoroethane =GHG 120X > CO2
- Some brands contain HFC 134a 1,1,1,2-Tetrafluoroethane
  - = GHG 1300X > CO2
  - \$5-\$15/can; you need many





## **Best Practice Institutionalize**

- Get top level support
- Assess your internal resources
- Assemble a "Green Team"
- Create a process for working together
- Establish communication and outreach strategies
- Adopt EPP policy and/or guidelines







#### **Poll # 1**

Does your organization have a green purchasing policy or commitment?



Please answer now.





# Green Purchasing Policy Goals

By incorporating environmental considerations into public purchasing, the City of San Jose, CA intends to:

- reduce impacts to human health and the environment;
- reduce its carbon footprint;
- remove unnecessary hazards from its operations;
- reduce costs and liabilities;
- fulfill its commitments under the City's Green Vision and Urban Environmental Accords;
- meet LEED requirements for USGBC certification; and
- improve the environmental quality of the region.







### **Environmental Claims Increasing**

- Eco-safe
- **Environmentally friendly**
- Earth friendly
- Environment NIC Saferding to
- Environmentally ref
- Essential
- Practically

- Made with non-texic ingredients
- Degradable
- Natula

Recyclable







## 7 "Sins" of Greenwashing

**Fibbing** "Non-Toxic"

No Proof "Just trust us"

**Irrelevance** "CFC-Free"

Hidden
Trade-Off
Compostable
food containers
with
"Teflon" coating

Sin of Vagueness "100% Natura Lesser of Two Evils Organic cigarettes

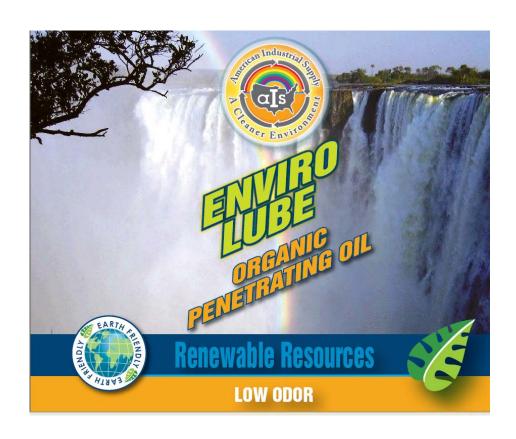
Worshipping False Labels







## Manufacturer-created Eco-Labels





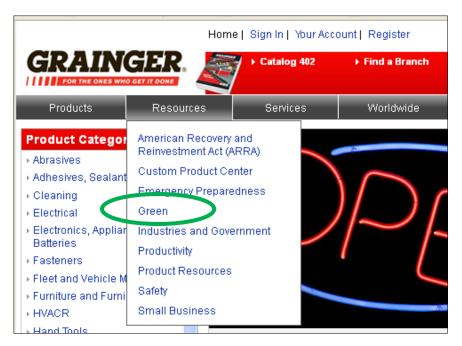






## Retailer-created Ecolabels











# Best Practice Require Claims to be Verified

"Suppliers citing environmentally preferred product claims shall provide proper certification or detailed information on environmental benefits, durability and recyclable properties."





**Environmental Claims Validated Mark** 

Source: University of California Policy on Sustainable Practices





#### **Green Seal**



Household Products (GS-8)



Construction Materials & Equipment (GS-13, GS-31)



Paints & Coatings (GS-11, GS-43)



Printing & Writing Paper (GS-7, GS-10, GS-15)



Paper Towels, Napkins & Tissue Paper (GS-1, GS-9)



Food Packaging (GS-18, GS-35)



Institutional Cleaning Products (GS-34, GS-37, GS-40)



Hand Soaps & Cleaners (GS-41)





Commercial Cleaning Services (GS-42)



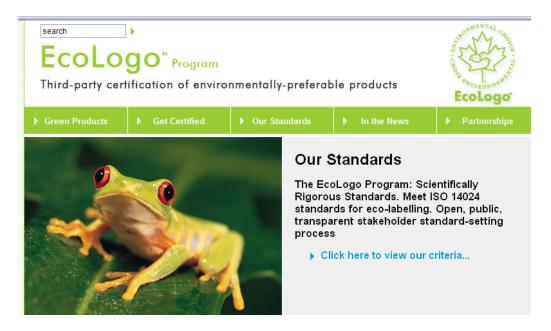
Hotels and Lodging Properties (GS-33)

www.greenseal.org





## **EcoLogo**









## **Specify Certified Products**Green Cleaners

- Green Seal- or EcoLogo-certified products
- Metered dilution system (to reduce exposure and save money)
- Performance test, if possible
- Require vendor training and service
- Publicize available products











## Other Multi-Attribute Certifications



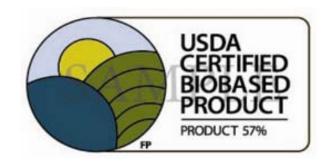








## Single Attribute Certifications











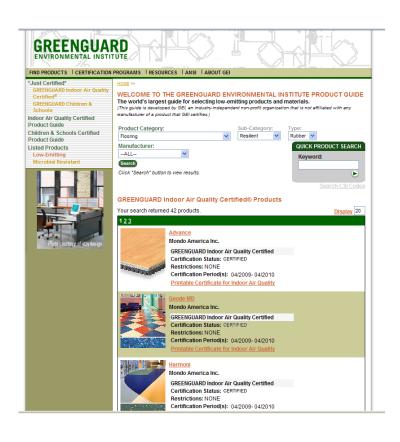








#### **GREENGUARD**



Certifies products that protect indoor air quality (are low-emitting):

- Cabinetry
- Countertops
- Flooring
- Furniture
- Wood paneling
- Other types of construction materials







## **Product Rating Systems**



• US DOE/EPA ENERGY STAR Program (energy-efficient appliances, office and lighting equipment)



• Electronic Products Environmental Assessment Tool (EPEAT) ("green" computer equipment)



US EPA Design for the Environment (DfE) Program (low-toxicity cleaners)





#### **Poll # 2**

How does your organization buy green products most often?



Please answer now.





## **Best Practice Centralize**

- Lowers prices by aggregating demand
- Makes it easier to control/monitor purchases
- Simplifies education process
- Saves time on ordering, book-keeping







# Best Practice Prioritize Opportunities

- Largest potential impact (\$ or volume)
- Ability to meet environmental/health goals
- Opportunities for change (contracts re-bid)
- Ease of implementation (using existing specs and certifications)
- THIS IS SERIOUS!

- Likelihood to save money
- Potential to transform the marketplace





## **Best Practice Focus on Products that Save Money**





- Lower upfront costs
- Conserve energy or water
- Reduce paper or fuel use
- Lower maintenance costs
- Reduce replacement costs
- Avoid disposal and cleanup costs
- Support the local economy





### **Toner and Ink Cartridges**

 Remanufactured toner & ink cartridges cost 30-60% less per copy than "virgin" cartridges



- **✓ Need strict performance standards**
- ✓ Can support local jobs
- Requiring vendors to recycle empties can reduce disposal costs (ask for rebates)
- High-yield (XL) toner & ink cartridges reduce replacement costs and transportation impacts







#### **Re-refined Motor Oil**



#### **CASE STUDIES**

Santa Monica, CA purchases re-refined motor oil for all its fleet vehicles; costs 25% less than comparable "virgin" motor oil







# ENERGY STAR-rated LED Lamps



Energy-efficient
 (75% less than incandescent)



- Long life (15X longer than incandescent; ≥25,000 hours rated life)
- Mercury-free

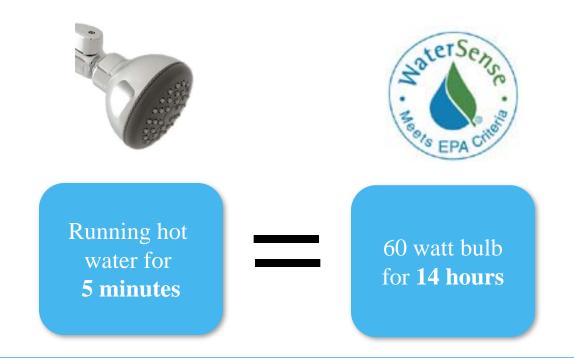


Qualified list: www.energystar.gov





## **Water Conserving Products**



Water conservation saves energy at ~60% of cost of energy conservation





#### **Purchase for Zero Waste**



- Avoid single-use items

   (e.g., disposable cutlery, paper towels, food service ware)
- Choose reusable items
- Buy recycled-content products
- Specify recyclable/compostable









#### **Batteries**





 Add significantly to cost and environmental impact of equipment

 Rechargeable batteries work well for many applications and have quick payback





## **BioSpecs for Compostable Food Service Ware**







Commercially compostable







• 10 samples must be provided for performance testing





# **Best Practice Require Vendors to Recycle**

 Saves time/money by shifting responsibility for recycling to manufacturers and distributors



Stimulates infrastructure for efficient recycling



 Encourages manufacturers to redesign their products to be more durable, more easily recyclable, and less toxic









## e-Stewards

THE GLOBALLY RESPONSIBLE WAY TO RECYCLE YOUR ELECTRONICS

ome About us

Find e-Stewards Recyclers

The e-waste crisis

Recycling resources

e-Stewards Certification

News + Media







## **Best Practice Reduce Transportation Impacts**

- Avoid overnight shipping, whenever possible
- Ask vendors to offer incentives for reducing the frequency of deliveries
- Reduce packaging, buy concentrated products
- Support local manufacturers & distributors







that was easy:

#### **Congratulations!**

Your efficient ordering has allowed The City of Santa Rosa to significantly reduce CO2, waste and water use!

Small Order Reduction: \$50 cap		
Environmental Impact 2009		
Three	Three-month pilot study	
74	Orders Eliminated	
193	Miles not driven	
19	Gallons of fuel saved	
255	Boxes not used	
408	pounds (boxes)	
0.2	tons (boxes)	
255	Shipping labels	
2	pounds of pulp	
385	Packing slip pages	
429	Air pillows	
4	pounds of air pillows	
5	Trees saved	
393	pounds of waste avoided	

pounds eCO2 avoided

gallons water saved



1064

2407



## **Local Food Purchasing**

#### **CASE STUDIES**

Portland, OR bought 45% local produce for county jail at no extra cost

Santa Clara County set goal of 40% local produce and exceeded it within 1 year







### **Poll # 3**

How are your organization's service needs (janitorial, painting, etc.) handled?



Please answer now.





## Support Green-certified Businesses

















## **Best Practice Performance Test**



- Engage end-users early
- Set performance criteria
  - ✓ Should be no trade-off
- Request product samples
- Conduct pilot tests
  - **✓ Try innovative products**
- Only approve what works





# Best Practice Publicize Sustainable Products Offered on Your Contracts





Recycled and Environmentally Preferable Products and Services Guide

Massachusetts
Statewide Contracts

Operational Services Division





## Best Practice Ask Suppliers to...

- Clearly label products that meet YOUR environmental criteria
- Require "greenest" products to be listed first via online searches

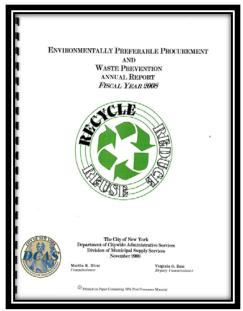
- Substitute (or suggest) green products when conventional items ordered
- Periodically report "green" spend \$





## **Track and Report**







#### Meet reporting requirements

#### Measure success!

- Determine quantity of "sustainable" goods and services used by your facilities
  - **✓ Identify challenges and opportunities**
  - **✓ Plan for future efforts**
- Identify cost impacts
  - **✓** Measure cost savings and increases
  - ✓ Demonstrate the financial case for a Responsible Purchasing Program





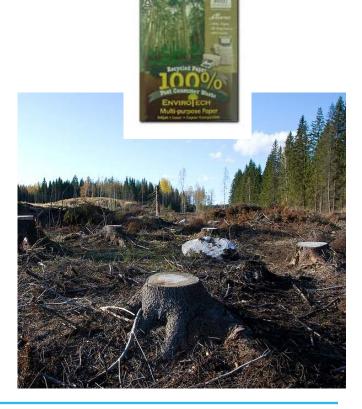
## Calculate Environmental mental Impact Benefits

#### Lifecycle Environmental Impact

The following is a break down of the environmental impact of your choices for different grades of paper.

Recalculate	Baseline Paper	100% Recycled Paper	
Paper	Uncoated Freesheet (e.g. c Uncoated Freesheet (e.g.		
Quantity per year	1000 Pounds	1000 Pounds	
% Postconsumer	0	100	
Wood Use	2 tons	0 tons 2 tons less	
Net Energy	15 million BTU's	11 million BTU's 4 million BTU's less	
Greenhouse Gases	2,941 lbs CO <sub>2</sub> equiv.	<b>1,711 lbs CO<sub>2</sub> equiv.</b> 1,230 lbs CO <sub>2</sub> equiv. less	
Wastewater	r 11,109 gallons 5,186 gallons 5,924 gallons less		
Solid Waste	954 pounds	<b>595 pounds</b> 360 pounds less	

The Baseline Paper uses 2 tons , the equivalent of about 13 trees 100% Recycled Paper would use/produce 2 tons less , the equivalent of about 13 fewer trees







### **EPEAT Calculator**

#### EPEAT: Electronic Products Environmental Assessment Tool

Estimated Environmental Benefits from 2007 EPEAT Purchasing

			<u> </u>				
		Reductions	Equivalents		TM	TM	
	Electricity	42.2 Billion kWh	Annual consumption of 3,723,185 US households		EPEAT		
	Primary Materials	75.5 million metric tons	Weight of 585,092,145 refrigerators		LPLAT		
	Air Emissions	174,393,139,000 kg	174,393,139 metric tons	Product	BRONZE	SILVER	GOLD
	Water Emissions	364,789,000 kg	364,789 metric tons	Desktops	<u>5</u>	<u>47</u>	<u>69</u>
_	Greenhouse Gas Emissions	3.31 million metric tons	Removing 2,630,619 US cars from the road for a year	Integrated Systems	0	24	0
\	Toxic Materials	3220 metric tons	Weight of 1,609,545 bricks	Monitors	<u>6</u>	<u>365</u>	<u>30</u>
	TOXIC THURSDAY	OZZO MENICIONA	The amount of mercury in 482,381 fever thermometers	Notebooks	0	<u>334</u>	<u>46</u>
	Hazardous Waste	124,000 metric tons	Weight of 61,831,455 bricks	Totals	11	770	145
	Cost Savings	\$3,660,553,851					

#### **Environmental specifications for computers:**

- 23 required and 28 optional criteria across 8 categories
  - Meet standards for ENERGY STAR (required)

www.epeat.net





Total

926

## Best Practice Purchase Cooperatively

- Don't try to do it on your own!
- Use specifications and contracts developed by other businesses or public agencies
- "Recycle" outreach materials
  - ✓ StopWaste.org
  - ✓ State-level EPP websites (e.g., CA DGS Buying Green)







## **Best Practice**Collaborate

### Join the Bay Area Sustainable Purchasing Network

SAVE TIME by not "reinventing the wheel" by sharing research, specifications, bid solicitation documents, and vendor lists to create new "green" contracts

**SAVE MONEY** by aggregating demand from multiple entities







### **Thank You!**



Alicia Culver Responsible Purchasing Network

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www.responsiblepurchasing.org







## **Green Purchasing at Alameda County**

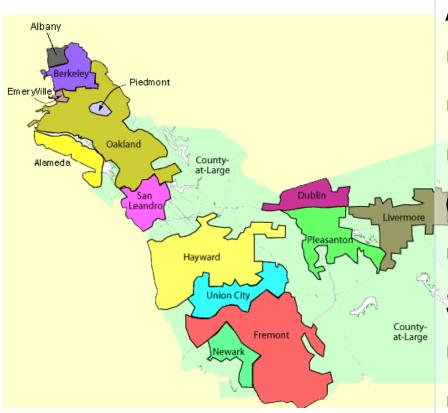
Karen Cook, Sustainability Project Manager

Spare the Air Webinar September 20th, 2011





### Who We Are



#### Alameda County

- 9,000 employees
- 20 agencies
- Serving 1.5M residents
   General Service Agency
- Runs County operations
   Sustainability Program
- Greens the operations
- Influences employee actions



## Where We Started

- Started with 'buy recycled' in 1990's
- Early adopter of solar
- Early adopter of hybrid electric and all electric vehicles
- 'Greened' over \$20M in goods contracts



Santa Rita Jail, Dublin 1.18 MW, Dedicated 10/2002



### Where We Are Now

- Board adopted policy in April 2011
- Policy includes key principles to consider in purchasing decisions
  - 1. Prioritize waste reduction
  - 2. Buy recycled content
  - 3. Consider other environmental factors, e.g. energy, water, toxicity, end-of-life issues
  - 4. Use eco-labels



## Why We Do It?

- Our Board wants good news
- We want to show leadership and drive market innovation
- We want to provide best value to our bosses, the taxpayers



Board Members with LEED Gold Award Juvenile Justice Center, 2007



### What Do We Include?

Products and services that have a green alternative which meet performance requirements at a competitive value



We began purchasing hybrid vehicles in their first model year.

### **How Do We Prioritize?**

- High Volume Commodities
  - Office Supplies, Janitorial Supplies
- High Impact Commodities
  - Computers, Vehicles
- Be Opportunistic
  - Make quick wins when opportunity knocks
- Leverage service agreements and contracts
  - Require vendors to use green products



## Office Supplies and Paper

- Include green products in core price list
- Block specific non-green items like virgin papers
- Utilize vendors green catalog
- Consolidate orders to reduce shipments



Using recycled content paper in 2010 reduced our greenhouse gas emissions equivalent to taking 31 cars off the road.\*



## Computers, Copiers and Other IT Equipment

- Specify third party standards
  - Energy Star, EPEAT
- Deliver with energy saving features enabled
- Set default to duplex printing and copying



Use of EPEAT standards globally in 2009 resulted in air pollution reductions equivalent to removing 1.4M cars for a year.\*

<sup>\*</sup>Source: www.epeat.net

## **Green Cleaning**

- Specify third party standard for chemicals
  - Green Seal, EcoLogo or Design for the Environment
- Require training
- Microfiber cloths
- Recycled content papers
  - See US EPA's
     <u>Comprehensive Procurement</u>
     Guidelines



Third party certified products reduce indoor and outdoor air pollutants.



### **Business Travel**

- Specify top 10% fuel efficiency in class
- Must justify use of SUV or truck
- Invest in alternative fuel technology
- Provide passes or reimbursement for use of public transit for business travel



Our fleet includes eight all electric messenger service vans.

## New Construction or Remodels

- Lighting specify high efficiency, long lasting, low mercury lamps
- Flooring, furniture and paint meet LEED indoor air quality standards for low VOCs
- Specify energy and water efficient systems



Certified low-VOC emitting furniture, carpet, and paints reduce indoor and outdoor air pollutants.



## www.acsustain.org



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**Purchasing** 

Bids and Specifications

For Vendors

Purchasing Policy

Resources

Success Stories in Purchasing

What we buy has an impact on the world around us and our communities. Local governments, like Alameda County, purchase a large number of goods and services that they use to help them provide services to residents. Choosing less-toxic and recycledcontent products can go a long way towards protecting our climate, preventing pollution, and preserving natural resources.

Alameda County makes a point of purchasing a wide range of products with environmental specifications—everything from office paper to vending machines to janitorial products. We achieve comparable cost and product performance. In fact, we make it a requirement. In our purchases, we provide opportunities for small, local and emerging businesses. We also have found that sometimes the best purchase is one you don't make. Our Property & Salvage department reuses County furniture. technology, and other items.

#### **Policies**

- Environmentally Preferable Purchasing Policy
- · Other related policies

Success Stories



Low-mercury lighting and low-emitting carpet and furniture with recycled content are featured in this Juvenile Justice Center courtroom, improving air quality and reducing toxins.





### Contact me at:

Karen Cook
Sustainability Project Manager
<a href="mailto:karen.cook@acgov.org">karen.cook@acgov.org</a>
(510) 208-9754



## "Green" Purchasing Resources



**Phillip Kobernick Responsible Purchasing Network** 

Spare the Air Webinar September 20, 2011







#### **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





## **RPN Purchasing Guides**

#### **Contents:**

- Overview
- Social and Environmental Issues
- Best Practices
- Cost, Quality, and Supply
- Policies
- Specifications
- Standards
- Definitions
- Case Studies
- Calculators





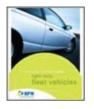
















#### **Product Categories:**

- Bottled Water Alternatives
- Carbon Offsets
- Cleaners
- Computers
- Copy Paper
- Fleets Vehicles
- Fluorescent Lights
- Food Services
- LEDs
- Graffiti Remover
- Green Power
- Office Machines
- Paint
- Toner Cartridges
- Tires, Wheel Weights







#### **Because Every Purchase Matters**



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#### Join RPN

And get a free copy of The Competitive Advantage: EcoPurchasing!



#### Subscribe Now

The latest news from our free email list



#### Learn More

From our terrific Purchasing Guides



#### Go Green

With RPN Consulting Services

Jobs Available

#### RPN Local Resources: San Francisco Bay Area

In an effort to encourage collaboration on green procurement issues and connect local purchasers, RPN has decided to create regionally based sections with a geographic focus.

While these resources are targeted for a specific area, you'll find that much of the information and material is intended to be applicable to all organizations regardless of geographic location.

This section focuses on the Cities and Counties of the San Francisco Bay Area.



#### Bay Area Environmentally Preferable Purchasing (EPP) Policies

City/County Name Date

August 1, 2007 Albany

January 23, 1990 Antioch

November 17, 2004 Berkeley

N/A Burlingame

Contra Costa County Forthcoming (Click here for Climate Action Plan)





#### **RPN Fact Sheets**



#### Responsible Purchasing Resources:

For Public Agencies and Institutions

Eco-Labels	
	Biodegradable Products Institute is an organization which certifies that plastic products with "biodegradable" claims will safely break down in a typical commercial composting facility. www.
	Chlorine-free Products Association is a nonprofit organization that certifies chlorine-free processory paper, envelopes and tissue products. www.chlorinefreeproducts.org
EcoLogo	EcoLogo is Canada's environmental product certification program. It has issued standards for o product categories (such as flooring, paint, electricity, cleaners, office equipment, and paper prod which are sold in the United States. www.ecologo.org/en/
GOLD	Electronic Products Environmental Assessment Tool (EPEAT) is an independent program "green" electronic equipment such as computers, monitors and laptops. www.epeat.net
ENERGY STAR	ENERGY STAR is a joint program of the US Department of Energy and US Environmental I Agency that allows its label to be used on energy-efficient products (such as light fixtures, CFLs, appliances and office equipment). www.energystar.gov
e-Stewards	E-Stewards is a program that certifies recyclers of electronic equipment that adhere to the highs environmental responsibility and worker protection. The e-Stewards Standard for Responsible Re Reuse of Electronic Equipment® can be found at http://e-stewards.org/certificationovervice
$\bigcap_{\mathrm{FSC}}^{\circ}$	Forest Stewardship Council certifies lumber and other building products made with sustainabl wood or that reduce wood consumption. www.fscus.org



sponsible Purchasing Network 1201 Martin Luther King Jr. Way Oakland, CA 94612 1.866.RPN.1330 www

#### 10 Steps to Starting a Sustainable Purchasing

#### 1. Assemble a Sustainable Purchasing Team

- · Identify key players and other resources
- Assign responsibilities
- · Get input early from end-users and other stakeholders
- · Get support from the top

#### 2. Establish a process for working together

· Create goals, a timeline and a meeting schedule

#### 3. Define the scope of the sustainable procurement initiative(s)

- Target environmental problems to solve under the program
- · Review existing policy drivers and practices
- · Adopt or revise your Sustainable Procurement Policy, if needed

#### 4. Prioritize contracts to change

- · Look for products with greatest impact
- Identify low-hanging fruit (including products for which there are existing spec certifications or cooperative purchasing opportunities)
- Determine contract re-bid schedule

#### 5. Research environmentally preferable alternatives

- · Evaluate availability, price, environmental attributes and performance of poten
- · Conduct pilot tests with end-users, if desirable or necessary
- Develop a strategy for incorporating environmental considerations into your bit





#### **EPPNet**



- State Information
- Projects
- Topic Areas
- Policy Positions
- Tools
- Membership

#### **EPPnet**

#### SUBSCRIBE TO NERC'S ENVIRONMENTALLY PREFERABLE PRODUCTS PROCUREMENT LISTSERV (EPPnet)

The EPPnet listserv was established by the Northeast Recycling Council, Inc. (NERC) in 1998. EPPnet links federal, state, and local environmental officials; and private procurement specialists charged with purchasing green products and services and developing policies for the procurement of these products. EPPnet is intended to provide subscribers with quick access to information, such as: availability of

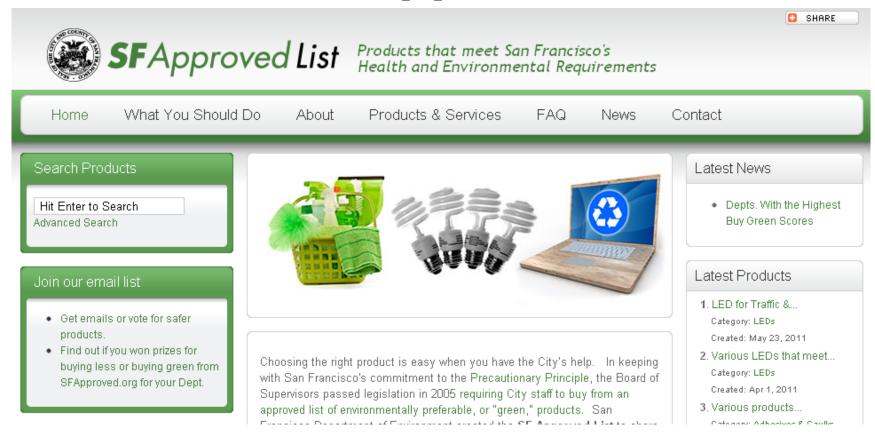
- Availability of product specifications
- Vendors of particular products
- Pricing information
- Strategies to achieve recycled product procurement goals and federal procurement policies
- Not available for private vendors

nerc.org/eppnet





## **SF Approved**



#### sfapproved.org





## **Upcoming ABAG EPP Workshop**



## SUSTAINABLE PURCHASING PRODUCTS AND PRACTICES THAT SAVE TIME & MONEY



November 3, 2011 8:45 a.m. -- 3:00 p.m. Nile Hall 1233 Preservation Park Way Oakland, CA

http://www.abag.ca.gov/abag/events/epp/







## Next Spare the Air Green Purchasing Webinar



**Green Cleaners** 



**Early December** 









## **RPN Membership Discount**

RPN is happy to provide a 10% discount on our membership dues to all attendees of today's presentation!

If you are interested in becoming a member please email us at:

Info@responsiblepurchasing.org







### **Poll # 4**

If we were to offer another webinar regarding green purchasing, which topics would you most like covered?



Please answer now.





## Survey

Attendees who take
the survey will be
entered into a raffle
to receive a
complimentary RPN
membership or inperson green
purchasing audit







### **Thank You!**



Phillip Kobernick Responsible Purchasing Network

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510.547.5475

www.responsiblepurchasing.org





#### **Q & A**

#### Questions?

Submit questions by typing them into the Questions box in your Go2Webinar application and we will compile and answer them during Q & A at the end of the webinar.



