“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?

- Hazardous ingredients
- Poor energy efficiency
- Wasteful (disposable, no recycled content)
- Unsustainable production
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
- Earth smart
- Environmentally preferable
- Essential non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Natural
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the FTC: FALSE CLAIMS

Original Source: Kirsten Ritche, Gensler
7 “Sins” of Greenwashing

- **Fibbing**
  “Non-Toxic”

- **No Proof**
  “Just trust us”

- **Irrelevance**
  “CFC-Free”

- **Sin of Vagueness**
  “100% Natural”

- **Lesser of Two Evils**
  Organic cigarettes

- **Hidden Trade-Off**
  Compostable food containers with “Teflon” coating

- **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.”

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)

www.greenseal.org
EcoLogo

EcoLogo™ Program
Third-party certification of environmentally-preferable products

Our Standards


» Click here to view our criteria...

CERTIFIED EcoLogo™

SPARE THE AIR EMPLOYER NETWORK
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
SPARE THE AIR EMPLOYER NETWORK

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)
- 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

City of San Jose contract offers competitive prices on wide range of re-refined lubricants
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

Running hot water for 5 minutes = 60 watt bulb for 14 hours

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

• Minimum % biobased material
• Commercially compostable
• Avoid ingredients of concern (e.g., Teflon, GMOs)
• 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-waste in Gulyu, China is often simply burned
resulting in severe pollution of ground, water, and air.
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
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-month pilot study

<table>
<thead>
<tr>
<th>74</th>
<th>Orders Eliminated</th>
</tr>
</thead>
<tbody>
<tr>
<td>193</td>
<td>Miles not driven</td>
</tr>
<tr>
<td>19</td>
<td>Gallons of fuel saved</td>
</tr>
<tr>
<td>255</td>
<td>Boxes not used</td>
</tr>
<tr>
<td>408</td>
<td>pounds (boxes)</td>
</tr>
<tr>
<td>0.2</td>
<td>tons (boxes)</td>
</tr>
<tr>
<td>255</td>
<td>Shipping labels</td>
</tr>
<tr>
<td>2</td>
<td>pounds of pulp</td>
</tr>
<tr>
<td>385</td>
<td>Packing slip pages</td>
</tr>
<tr>
<td>429</td>
<td>Air pillows</td>
</tr>
<tr>
<td>4</td>
<td>pounds of air pillows</td>
</tr>
<tr>
<td>5</td>
<td>Trees saved</td>
</tr>
<tr>
<td>393</td>
<td>pounds of waste avoided</td>
</tr>
<tr>
<td>1064</td>
<td>pounds eCO2 avoided</td>
</tr>
<tr>
<td>2407</td>
<td>gallons water saved</td>
</tr>
</tbody>
</table>
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

Revised and Updated

Recycled and Environmentally Preferable Products and Services Guide

Massachusetts Statewide Contracts
Operational Services Division

SPARE THE AIR EMPLOYER NETWORK
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 Benefits

### Lifecycle Environmental Impact

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

<table>
<thead>
<tr>
<th></th>
<th>Baseline Paper</th>
<th>100% Recycled Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recalculate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Paper</strong></td>
<td>Uncoated Freesheet</td>
<td>Uncoated Freesheet</td>
</tr>
<tr>
<td><strong>Quantity per year</strong></td>
<td>1000 Pounds</td>
<td>1000 Pounds</td>
</tr>
<tr>
<td><strong>% Postconsumer</strong></td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td><strong>Wood Use</strong></td>
<td>2 tons</td>
<td>0 tons</td>
</tr>
<tr>
<td><strong>Net Energy</strong></td>
<td>15 million BTU’s</td>
<td>11 million BTU’s</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 million BTU’s less</td>
</tr>
<tr>
<td><strong>Greenhouse Gases</strong></td>
<td>2,941 lbs CO₂ equiv.</td>
<td>1,711 lbs CO₂ equiv.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,230 lbs CO₂ equiv. less</td>
</tr>
<tr>
<td><strong>Wastewater</strong></td>
<td>11,109 gallons</td>
<td>5,186 gallons</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5,924 gallons less</td>
</tr>
<tr>
<td><strong>Solid Waste</strong></td>
<td>954 pounds</td>
<td>595 pounds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>360 pounds less</td>
</tr>
</tbody>
</table>

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**

**Environmental specifications for computers:**
- 23 required and 28 optional criteria across 8 categories
  - Meet standards for ENERGY STAR (required)

[www.epeat.net](http://www.epeat.net)
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!

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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.*

*Estimates from Environmental Paper Network Calculator
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.*

*Source: [www.epeat.net](http://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 Comprehensive Procurement 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.
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 recycled-content 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

Photo credit: Chi Fang

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:

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Sustainability Project Manager
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(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
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

<table>
<thead>
<tr>
<th>City/County Name</th>
<th>Date</th>
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<tbody>
<tr>
<td>Albany</td>
<td>August 1, 2007</td>
</tr>
<tr>
<td>Antioch</td>
<td>January 23, 1990</td>
</tr>
<tr>
<td>Berkeley</td>
<td>November 17, 2004</td>
</tr>
<tr>
<td>Burlingame</td>
<td>N/A</td>
</tr>
<tr>
<td>Contra Costa County</td>
<td>Forthcoming (Click here for Climate Action Plan)</td>
</tr>
</tbody>
</table>
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 paper, envelopes and tissue products. www.chlorinefreeproducts.org

- **EcoLogo** is Canada’s environmental product certification program. It has issued standards for product categories (such as flooring, paint, electricity, cleaners, office equipment, and paper products sold in the United States). www.ecologo.org/en/

- **Electronic Products Environmental Assessment Tool (EPEAT)** is an independent program “green” electronic equipment such as computers, monitors and laptops. www.epeat.net

- **ENERGY STAR** is a joint program of the US Department of Energy and US Environmental Protection 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** is a program that certifies recyclers of electronic equipment that adhere to the high environmental responsibility and worker protection. The E-Stewards Standard for Responsible Recycling of Electronic Equipment® can be found at http://e-stewards.org/certificationoverview

- **Forest Stewardship Council** certifies lumber and other building products made with sustainable wood or that reduce wood consumption. www.fscusa.org

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**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 specifications or cooperative purchasing opportunities)
   - Determine contract re-bid schedule

5. **Research environmentally preferable alternatives**
   - Evaluate availability, price, environmental attributes and performance of potential
   - Conduct pilot tests with end-users, if desirable or necessary
   - Develop a strategy for incorporating environmental considerations into your bi
EPPNet

• 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

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

nerc.org/eppnet
Choosing the right product is easy when you have the City’s help. In keeping with San Francisco’s commitment to the Precautionary Principle, the Board of Supervisors passed legislation in 2005 requiring City staff to buy from an approved list of environmentally preferable, or “green,” products. San Francisco’s Department of Environmental Affairs created the SF Approved List to help...
Upcoming ABAG EPP Workshop

BUYING GREEN ....BUYING SMART
Environmentally Preferable Purchasing (EPP) Helps Public Agencies Meet Climate Action and Other Goals

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 in-person green purchasing audit.
Thank You!

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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.