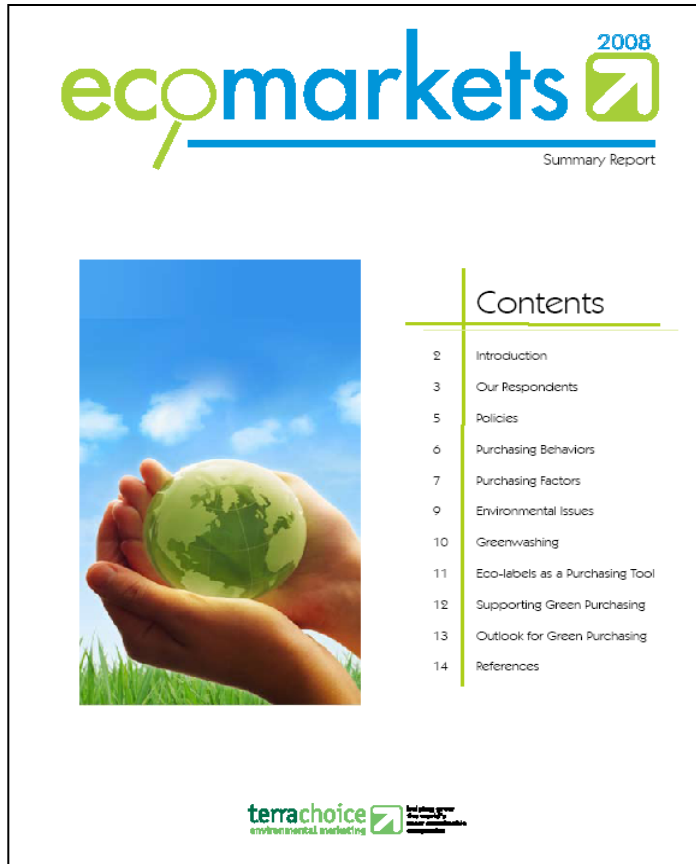


# Summary of Results



## EcoMarkets 2008 Summary Report

Presented by:

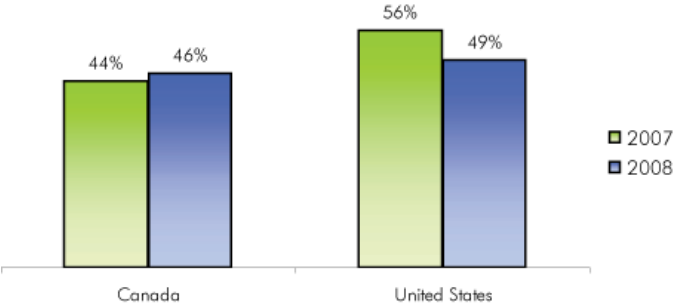
Melissa Peneycad  
**Consultant and Client Service Manager**  
**TerraChoice Environmental Marketing Inc.**  
**Phone: 1.800.478.0399**  
**Email: [mpeneycad@terrachoice.com](mailto:mpeneycad@terrachoice.com)**



# Our Respondents

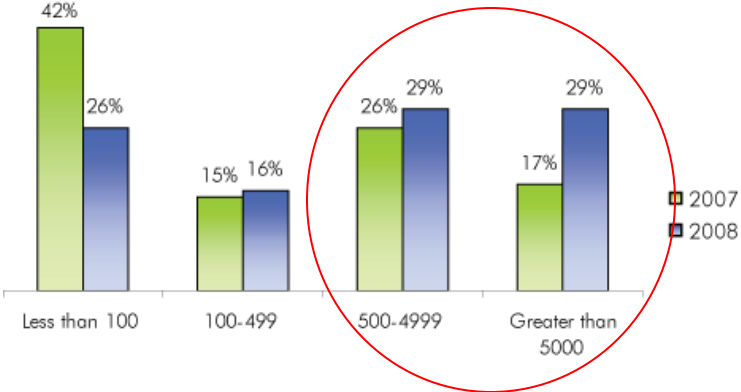


## Organization Location

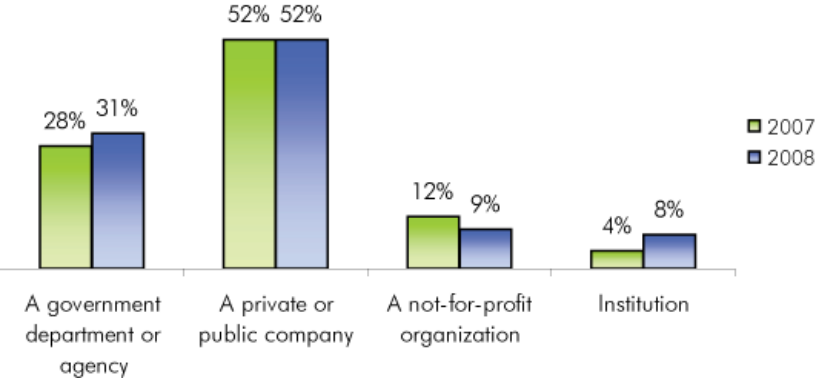


## Organization Size

Number of employees



## Organization Type

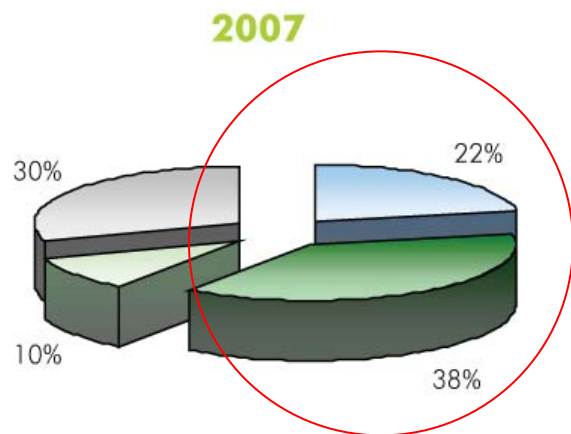


**Larger organizations and more spending authority represented in the 2008 sample population**

Over **\$78 BILLION** in annual spending is represented in our sample population!

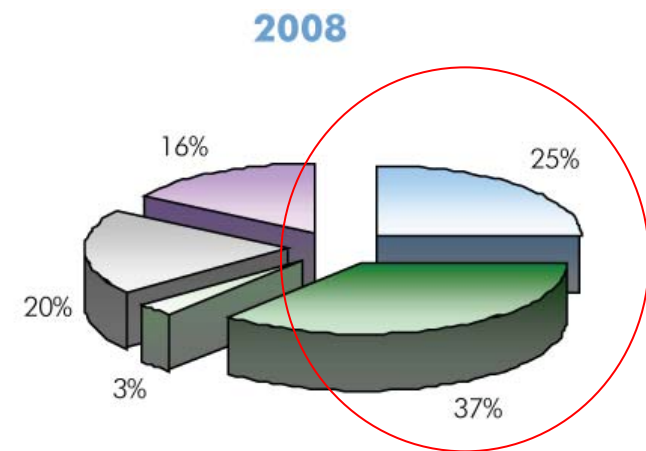
# 'Green' Purchasing Policies

## The Prevalence of 'Green' Purchasing Policies



**2007: Organizations with formal and informal green purchasing policies = 60%**

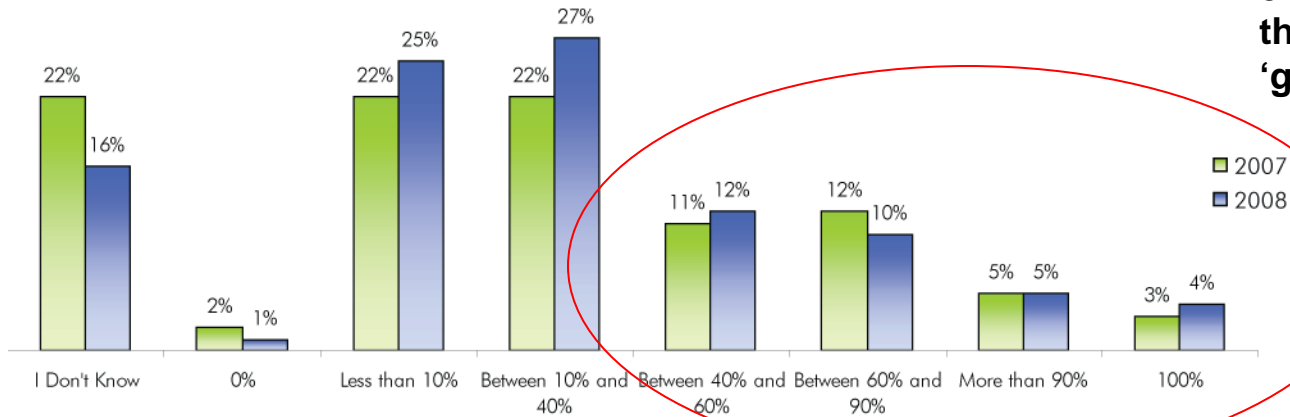
- We have a formal policy
  - We have an informal policy
  - I don't know
  - We do not have a policy
  - No, but we are planning on it
- New option added for 2008



**2008: Organizations with formal and informal green purchasing policies = 62% + 16% plan on implementing one in the future**

# Purchasing Behaviors

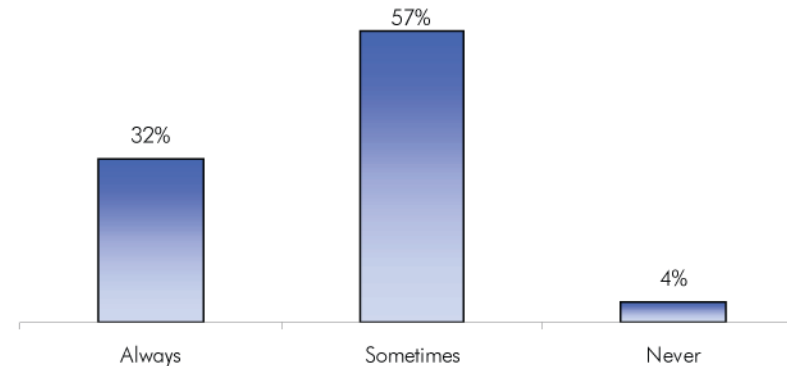
**Percentage of Spending that is Actually 'Green' Influenced**



**31% of respondents indicated that at least 40% of spending is 'green' influenced.**

**Percentage of Purchasers Who Include Environmental Performance Considerations in Product Specifications**

Only asked in 2008

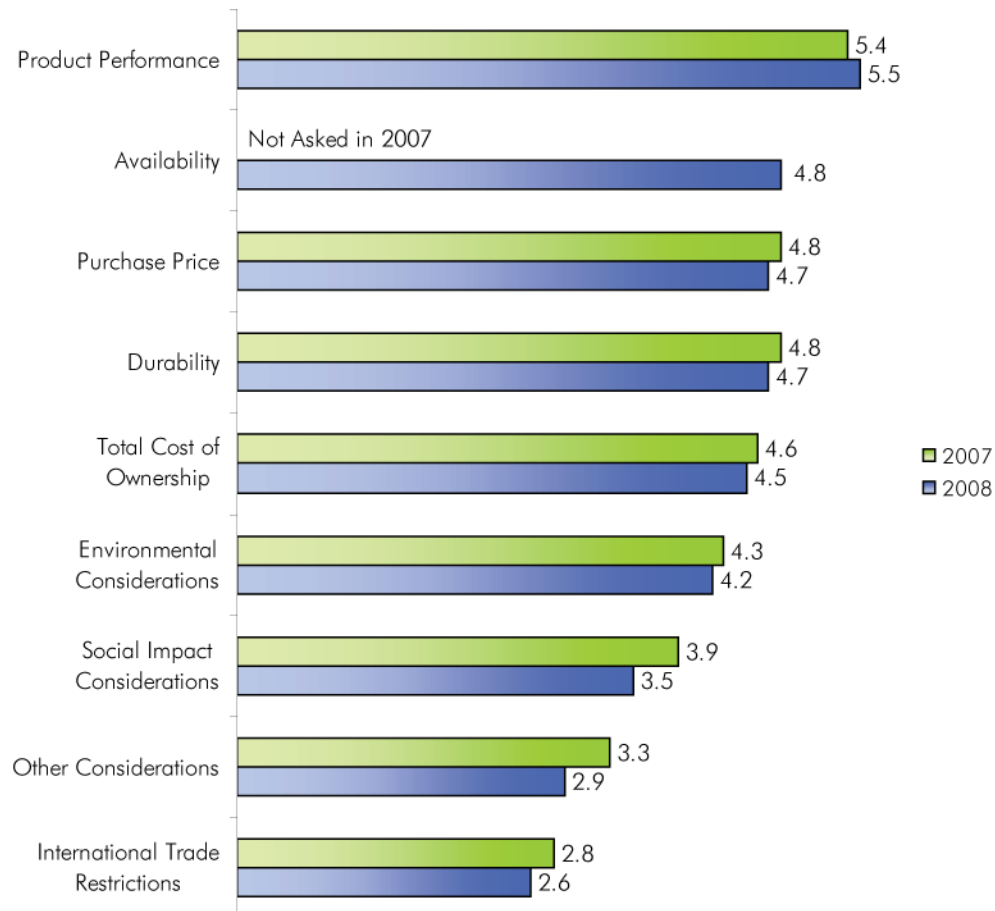


Does not include "I don't know"

# Purchasing Factors

## Relative Importance of Purchasing Factors

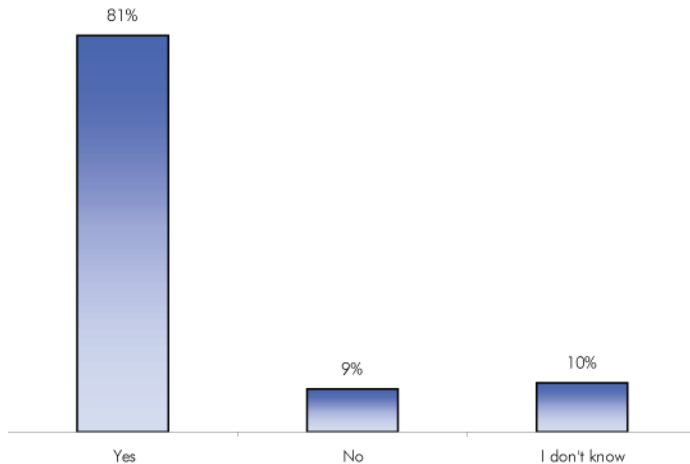
Scale of 1 (Least Important) to 6 (Most Important)



**Product performance is considered to be more important than price – good news for greener products that perform as well (if not better) than their ‘conventional’ counterparts**

# Approaches to Purchasing

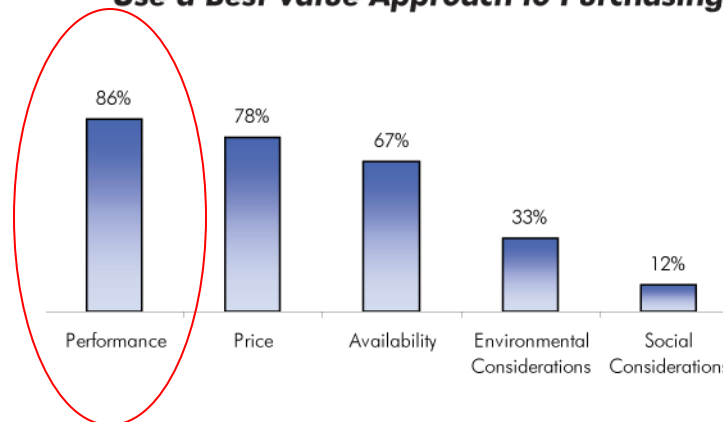
## Whether or not Purchasers use a Best Value Approach To Purchasing



A 'best value' approach to purchasing means including a **variety** of factors – not just price – in purchasing decisions.

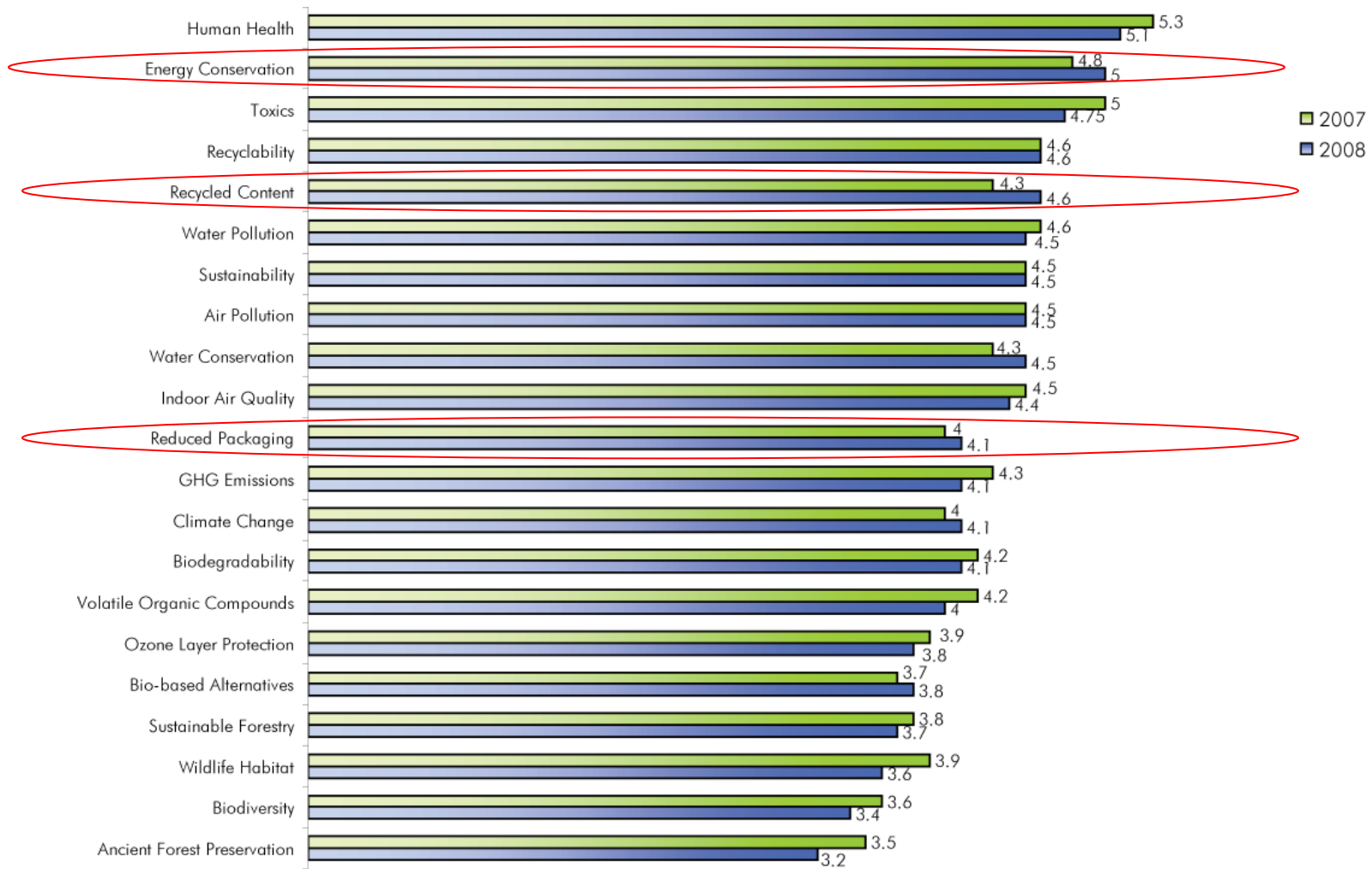
## Factors Always Considered by Purchasers Who Use a Best Value Approach to Purchasing

'Performance' (**86%**) is always considered by those using a best-value approach more often than 'price' (**78%**).

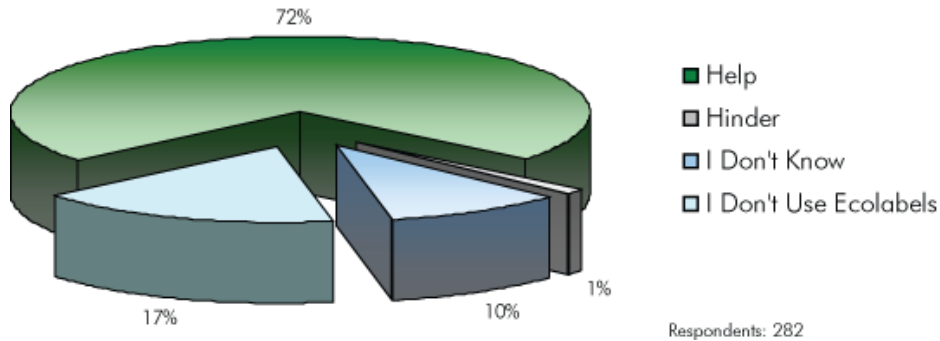


# Environmental Issues

**Relative Importance of Environmental Issues**  
 Scale of 1 (Least Important) to 6 (Most Important)



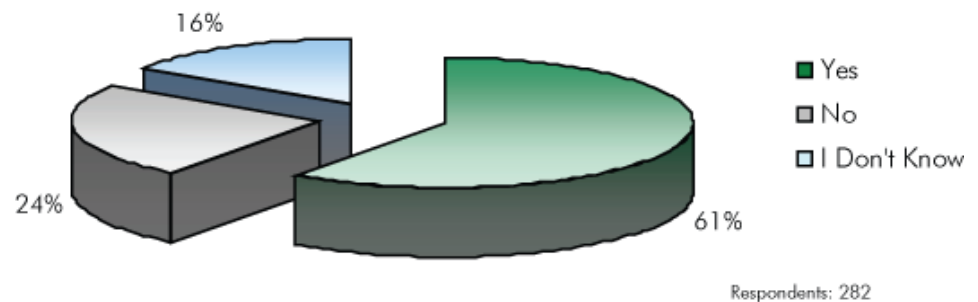
## Whether Eco-labels Help or Hinder Purchasing Decisions



A majority of purchasers (**72%**) feel that eco-labels **help** purchasing decisions.

Sixty-one percent (**61%**) of purchasers feel that it is important to have a **choice** of which eco-label to use.

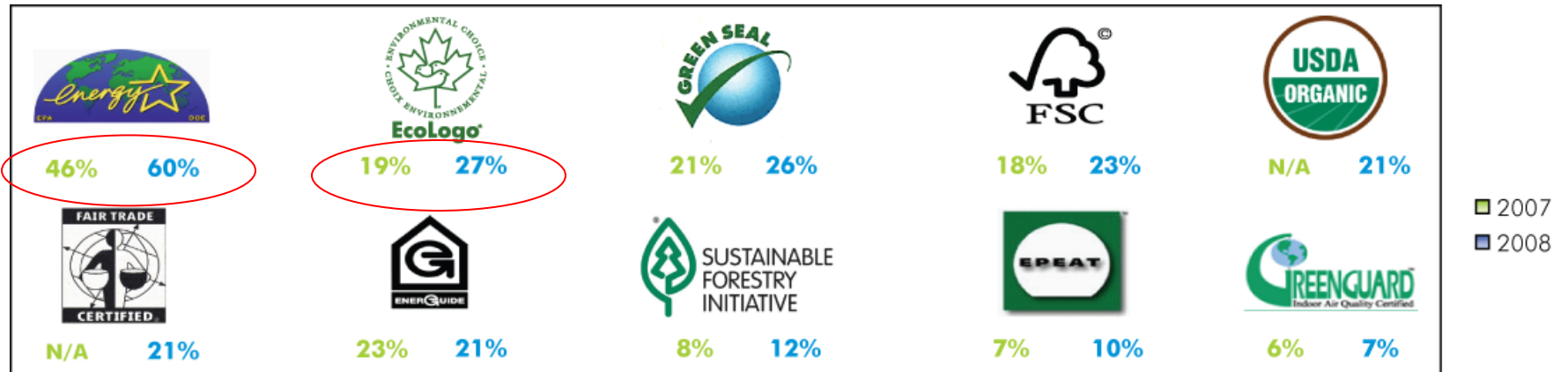
## Whether Having a Choice of Which Eco-labels to Use is Important to Purchasers





# Eco-labels (con't)

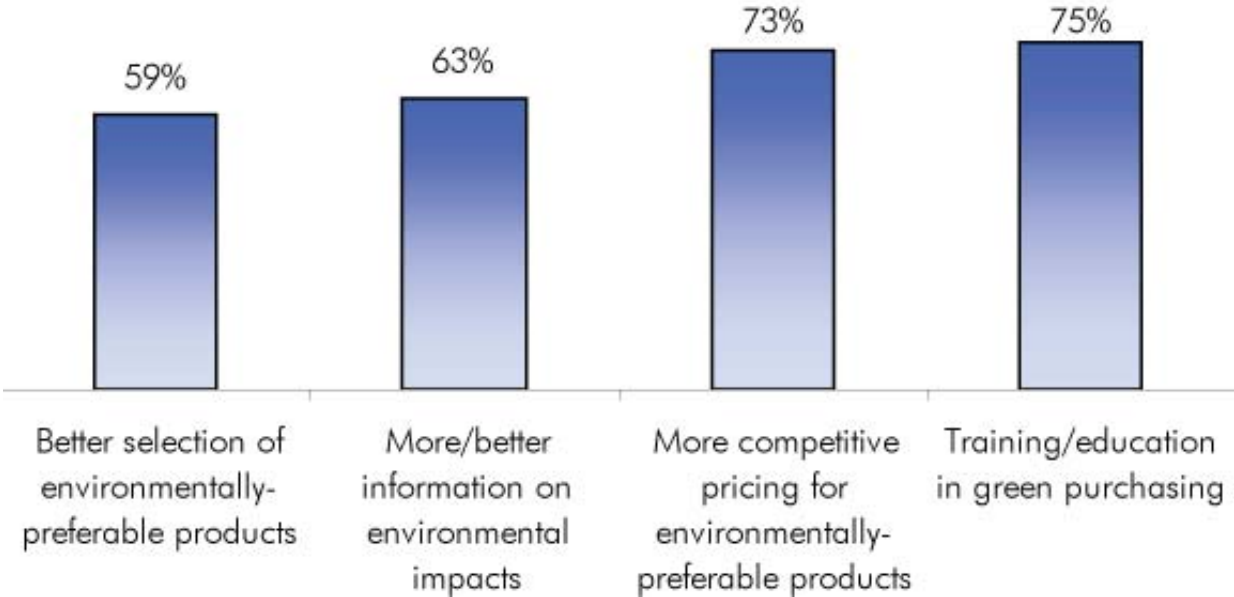
## Purchasers' Top Ten: Most used eco-labels



Energy Star and EcoLogo<sup>M</sup> saw the biggest increases in use from 2007.

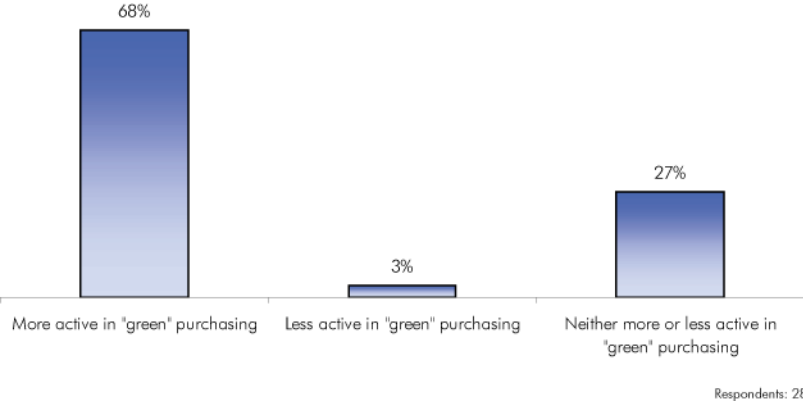
## **Approaches That Would Help Organizations Do More 'Green' Purchasing**

2008



### Organizational Purchasing Behavior Over the Past Twelve Months

Only asked in 2008

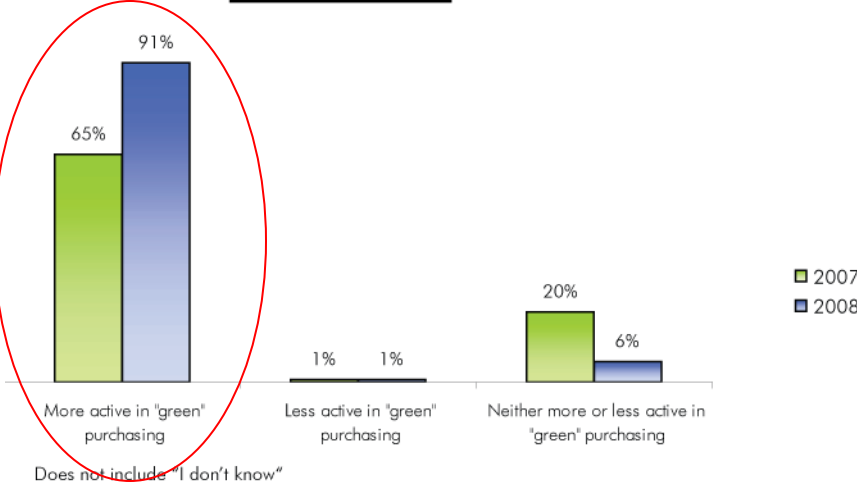


'Green' markets grew by a significant margin in 2007.

Is this a trend that we can expect to continue?

Ninety-one percent (91%) of purchasers expect their organization to be **more active yet** over the next two years.

### Expected Organizational Purchasing Behavior Over the Next Two Years





The image shows a login page for the EcoLogo Procurement Think Tank. The background is a blue sky with clouds and a green field at the bottom. In the top left is the EcoLogo logo, which features a stylized maple leaf with a bird inside, surrounded by the text "ENVIRONMENTAL CHOICE" and "CHOIX ENVIRONNEMENTAL". Below the logo is the text "EcoLogo". To the right of the logo, the text "Shaping the future of purchasing" is written in a smaller font, followed by "ECOLOGO PROCUREMENT THINK TANK" in a larger, bold font. A red arrow points from the text area to a button that says "JOIN THINK TANK >". Below this, there is a login form with the text "Please enter your login information below:". The form includes fields for "Email Address:" and "Password:", a checkbox for "Remember me", and two buttons: "FORGOT PASSWORD?" and "SIGN IN". At the bottom left, there is text for technical assistance: "for technical assistance, please contact the help desk at: Email: [thinktank@ecologo.org](mailto:thinktank@ecologo.org)" and a link for "PRIVACY POLICY". In the bottom right corner, there is a small logo for "POWERED BY VISIONCRITICAL".

To sign up please go to [www.thinktank.ecologo.org](http://www.thinktank.ecologo.org).

## Benefits of becoming a Fellow of the EcoLogo Procurement Think Tank

- Exclusive summaries of research results on a quarterly basis.
- A certificate signifying your involvement.
- Opportunities to set the research agenda.
- Access to leading information that will enhance your negotiations and decision-making.



Questions?

email us at [thinktank@ecologo.org](mailto:thinktank@ecologo.org)

