# SUPPLIER – CUSTOMER PARTNERSHIPS TO ADVANCE GREEN PURCHASING

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## What I will cover

- Supplier Challenge:
  - How to define "what's green"?
  - How to decide "what's greener"?
- Choice:
  - Develop own system internally, or
  - Collaborate with RPN & Customers
- Office Depot Conclusion:
  - Longer & more complex to engage NGOs & customers, and will have to "give some things up"
  - But, great value in collaborating with stakeholders & customers = access to great thinking, passion and better ultimate solutions



## Office Depot Context: Trying to self-define green since '03



Recordable CDs

- E-Star Tech/CFL
- Biodegradable
- Cert green cleaners
- **Recycling Solutions**
- Rechargeable batt's
- **Recycling Solns**

Attribute/Cert Icons •

Office DEPOT

- >=30%PCR/50%TR ٠
- Remanufactur'd •

THE GREEN BOOK

- Refills / MF writing •
- E-Star/EPEAT • Tech/CFL
- Double-sided printer ٠
- **Bio-Based/Cmpstbe** •
- Cert green cleaners •
- **Recycling Solutions** •
- Rechargeable batt's •
- **Recycling Solns** •
- Reusable cups/totes



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Uncertified

"green" cleaners

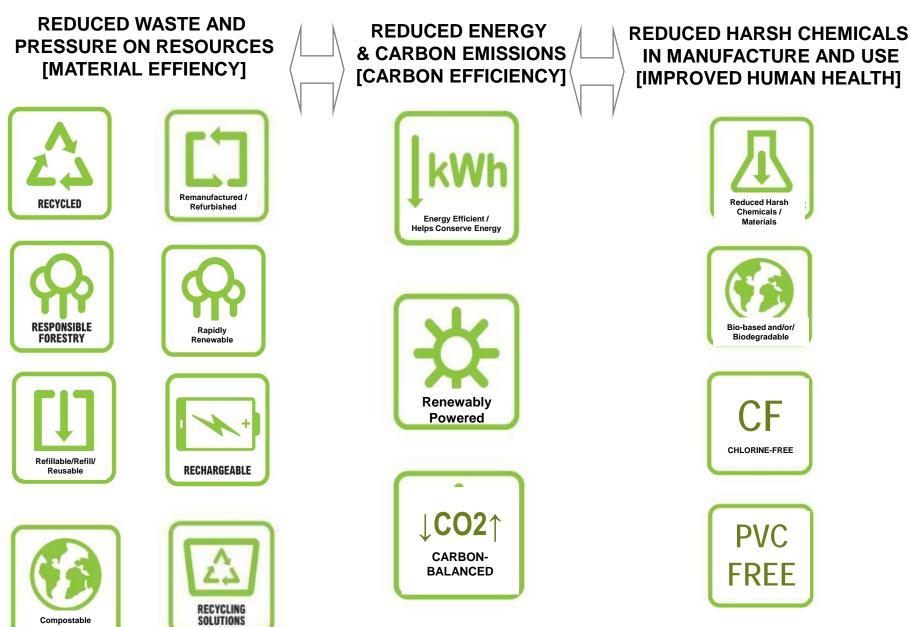
Recordable CDs

USB Flash drive

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## Office Depot Conclusion: Specific attributes drive specific benefits



### Challenge: Different definitions of green, some light green, some dark



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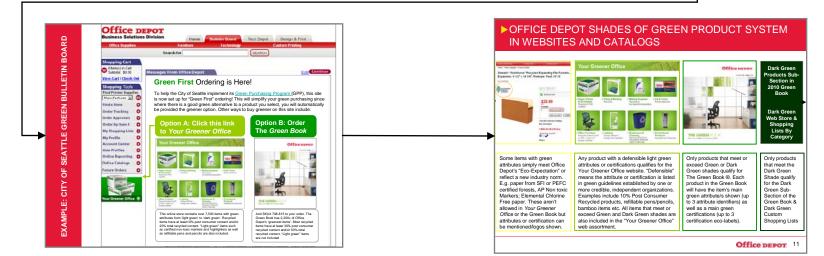


New green perspective: there are only Shades of Green, but need to define what's not green, eco-expectation, light green, green & dark green?



New approach: Instead of trying to "work it out" internally, engaged "greenest" customers Seattle & Portland (not certifiers) and developed "Shades of Green Product System©". Starting to use for websites, catalogs, green lists, reports

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