National Healthy Schools Day: *Sustainable Purchasing for K-12 Schools Webinar*

Responsible Purchasing Network (RPN) and Santa Monica-Malibu School District

April 13, 2011

www.ResponsiblePurchasing.org
Webinar Outline

• Introduction
• Greenwashing vs. Green Products: Lessons for Schools
• Santa Monica-Malibu School District: Green Schools Case Study
• 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.
About RPN

>200 members

- State and local governments
- Federal agencies
- Colleges and universities
- School districts
- Businesses
- Non-profit organizations
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.”
RPN Resources

• **Responsible Purchasing Guides** for 15 product categories
• Webinars on green procurement issues
• Monthly newsletter highlighting green purchasing activities and resources
• Sustainable purchasing policies
• **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
• 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

www.ResponsiblePurchasing.org
Previous:
- RPN Trends Report
- Sustainable Purchasing 101
- Purchasing for Climate Protection

RPN Webinars

Coming Up:
- Sustainable Purchasing for Higher Education – May 4
- Compostable Service Ware – May 12

www.ResponsiblePurchasing.org
Greenwashing vs Green Products: Lessons for Schools

Alicia Culver
Responsible Purchasing Network

April 13, 2011
Learning Objectives

Attendees will learn how to:

• Spot false “green” marketing claims, particularly those for cleaning products;

• Differentiate between products with and without substantiated “green” marketing claims; and

• Specify, evaluate and procure certified “green” cleaners and asthma-safe disinfectants.
Why is Sustainable Purchasing Important?
Green School Cleaning Supplies = Fresh Air + Healthier Kids

Green cleaning releases one-sixth the air pollution
Greener School Cleaning Supplies = Fresh Air + Healthier Kids

**Average number of air contaminants**

- Conventional cleaning products (we tested 8): 38
- Certified Green cleaning products (we tested 5): 8

**General purpose cleaners**
Environmental Claims Increasing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the FTC: FALSE CLAIMS

Original Source: Kirsten Ritche, Gensler
What is ‘Greenwashing’?

Greenwash (grēn'wôsh', -wôsh') – verb: the act of misleading consumers about the environmental practices of a company or the environmental benefits of a product or service.

WARNING:
Ask critical questions or you might be buying products with creative marketing rather than products with legitimate environmental benefits.
Greenwashing vs. Green Products

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% Natural”

- **Lesser of Two Evils**
  Organic cigarettes

- **Worshipping False Labels**
Manufacturer-created Eco-Labels
Greenwashing vs. Green Products

Manufacturer “Green” Claims

MATERIAL SAFETY DATA SHEET

SECTION 1 – CHEMICAL PRODUCT AND COMPANY IDENTIFICATION

Product Name: GOO GONE
Product Code: GG01, GG06, GG12, GG12C, GG12TB, GG12LN, GG12CNLN, GGP16A, GGP16CN, GG44, GG44TB, GG4472ST, GG447218, GG89, GG89AUST, GG89CN, GZ92, 1647, 1649, 1650, 17 5011480, 5011488, 77133
Supplier: MAGIC AMERICAN PRODUCTS
Address: 26901 CANNON ROAD, SUITE 190
BEDFORD HEIGHTS, OH 44146
Telephone: (800) 321-6330 M-F, 9-5 EST
Emergency: CHEMTREC 24 HR (800) 424-9300
Date: October 18, 2010

SECTION 2 – COMPOSITION, INFORMATION ON INGREDIENTS

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Percent</th>
<th>CAS #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distillates (petroleum), hydrotreated light</td>
<td>&lt; 95</td>
<td>64742-47-8</td>
</tr>
<tr>
<td>Tripropylene glycol methyl ether</td>
<td>1 – 10</td>
<td>25408-49-1</td>
</tr>
<tr>
<td>Citrus extracts blend</td>
<td>1 – 10</td>
<td>94266-47-4 / 8028-48-6</td>
</tr>
</tbody>
</table>
Environmental Claims True or Misleading?

- “Non-toxic”
- Biodegradable
- No known hazards if used as directed (diluted) by manufacturer
Multi-Attribute Certifications

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

Our Standards

Click here to view our criteria...

About EcoLogo

EcoLogo™

<www.ecologo.org>

- Founded 1988
- 120 standards
- 7,500 certified products

www.ResponsiblePurchasing.org
Greenwashing vs. Green Products

Single Attribute
Product Certifications

www.ResponsiblePurchasing.org
EPA’s DfE Product Recognition Program

Pros

• Good technical assistance program
• More product categories than Green Seal
• Evaluates individual ingredients

Cons

• Less transparent/participatory than Green Seal or EcoLogo
• Some criteria vague
• Doesn’t address all environmental attributes
• Info submitted by manufacturers, not all verified
Environmental specifications for computers:

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

www.epeat.net
Greenwashing vs. Green Products

Green by Association

Clorox Expands Green Works Line, Gives $470K to Sierra Club

By GreenerDesign Staff
Published January 19, 2009

Clorox has added biodegradable wipes to its line of Green Works cleaners and announced how much it is giving the Sierra Club as part of their marketing relationship.

On the one-year anniversary of the launch of Green Works—a product line that now include eight different cleaners, all made with plant-based ingredients—Clorox has announced its new Green Works cleaning wipes.

The wipes are made with 100 percent cellulose fibers harvested from forests that are certified by the Forest Stewardship Council. Their packaging—HDPE, or #2 plastic—contains at least 25 percent post-consumer recycled content.

They are also biodegradable, but only in compost conditions, based on the ASTM Standard 5338 for biodegradability.

Clorox also said that it is giving the Sierra Club $470,000 as part of the relationship for the product line. When Green Works was first announced, the Sierra Club endorsed the product, letting the cleaners carry its logo for, at that time, an undislosed amount. The contribution is based on sales of Green Works products from April to December 2008.
Things to Avoid in Cleaning Products

- Hazardous ingredients (on MSDS)
- DANGER!
- Corrosive
- Flammable
- Aerosols
- Antibacterial hand soap
Rocket Air Blowers

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

• Just uses air.
• You just need one.
• $9.95
How to Effectively Use Eco-labels

“How Buyers shall give primary consideration to information published by recognized independent third-party certification organizations when considering environmentally acceptable product (and service) attributes.”

State of Colorado EPP Policy
Specifications: Green Cleaners

• Green Seal or EcoLogo certification (if available)
• No open containers
• Performance (must pass pilot test)
• Training must be provided
• Preference for local distributor
Environmentally Preferable Purchasing (EPP) Simplified

EPP = Environment + Price + Performance
Benefits of Green Cleaners

Minneapolis, MN conducted 3-year “green” cleaning pilot test and reported:

- Cost savings moving to metered dilution system away from hand mixing
- Fewer sick days for custodial staff
- Reduced waste and other liabilities
- Improved indoor air quality (IAQ)
Documented Health & Safety Improvements

- Workers reported “green” floor strippers and disinfectants caused fewer breathing problems
- Microfiber mops easier to push around than cotton mops
- Green cleaners in no-spill containers
Documented Performance
Proper Disinfection

• All disinfectants are toxic (EPA-registered pesticides)
• Disinfectants should be…
  – Used only when needed
  – Applied on clean surface
  – Properly diluted
  – Left on long enough to work
• Safer disinfectants are available
Conventional Disinfectants

Chlorine bleach (Sodium hypochlorite)
- Causes occupational asthma
- Corrosive to eyes and skin

Quaternary ammonium chloride ("Quats")
- Asthmagens
- Concentrating in sewage sludge
- Corrosive, need to be rinsed off

Pine oil
- Potential respiratory/skin sensitizer

Ortho-Phenyl Phenol
- Carcinogen and asthmagen
Did You Know?

The pine oil in Pine-Sol® cleaner is a waste by-product from the kraft paper pulp industry. Made from wood pulp, kraft paper is a coarse paper of the type typically used for grocery sacks.
Safer Disinfectants

Only EcoLogo certifies disinfectants

Safer “active” ingredients:

• Hydrogen peroxide
• Citric/Lactic acid
  – Some formulations are broad-spectrum disinfectants
  – No asthmagens or sensitizers
  – Break down in sewage
  – Acidic pH but not corrosive to eyes/skin
# Cost Savings: Disinfectants

<table>
<thead>
<tr>
<th>Product</th>
<th>Size</th>
<th>Cost</th>
<th>Cost/Gal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventional (NABC)</td>
<td>55 gal drum</td>
<td>~$380</td>
<td>$6.90</td>
</tr>
<tr>
<td>Conventional (NABC)</td>
<td>55 1-gallon bottles</td>
<td>~$660</td>
<td>$12.00</td>
</tr>
<tr>
<td>Green Alpha HP (1:64)</td>
<td>2 1/5 1.5L bottles</td>
<td>~$54</td>
<td>$0.96</td>
</tr>
</tbody>
</table>

![Greenwashing vs. Green Products](image-url)
Green Cleaners Save $

Reducing variety of products used
Replacing 20 products with 1 Green Seal product saved $280,000/year at Riverside Military Academy, Gainesville, GA

Reducing amount of chemicals used via best practices, dilution equipment
Palm Beach schools saving $360,000/yr

Purchasing with procurement contracts
Novato Unified switched with no additional cost; Waxie offers 45% discounts through WSCA contract

Source: Green Schools Initiative
Institutional Green Cleaners are Widely Available

JANITORIAL SUPPLIES AND INDUSTRIAL PAPER (WSCA-OR)
W20-2007

BASIC CONTACT INFORMATION - LEAD STATE

PARTICIPATING STATES:

Affiliation: WSCA
Lead State: Oregon
Lead State Contract Number: 102-5011-5
Contact person: Pam Johnson
Phone: (503) 378-4731
Fax: (503) 373-1626
Email: pam.johnson@state.or.us

LINK TO LEAD STATE WEBSITE

www.ResponsiblePurchasing.org
Green Cleaning Resources

- **Cleaning for Asthma Safe Schools: The Green Cleaning Toolkit**
  [www.greenschools.net/article.php?id=245](http://www.greenschools.net/article.php?id=245)

- **Cleaning for Healthy Schools Toolkit**
  National Collaborative Workgroup on Green Cleaning and Chemical Policy Reform in Schools
  [www.cleaningforhealthyschools.org](http://www.cleaningforhealthyschools.org)

- **Breathing Easier: California Success Stories**
  [www.rampasthma.org](http://www.rampasthma.org)

- **Cleaning for Health Report (2002)**
  [www.informinc.org/cleanforhealth.php](http://www.informinc.org/cleanforhealth.php)

- **Quick & Easy Guide to Green Cleaning in Schools**
# Greenwashing vs. Green Products

## Calculators

### List of Products

<table>
<thead>
<tr>
<th>Name of Building: ABC Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of Your Estimate: Green Saving</td>
</tr>
<tr>
<td>Address: 111 Street, New City, MA 1223</td>
</tr>
</tbody>
</table>

### List the Cleaning Products That You Use

<table>
<thead>
<tr>
<th>Product</th>
<th>Do You Use This Product?</th>
<th>Your Estimated Annual Amount (lbs/yr)</th>
<th>GS-37 or GS-40</th>
<th>Buy Aerosol Cans</th>
<th>Buy Ready to Use Containers</th>
<th>Buy Concentrates</th>
<th>Haz Mat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sealer</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Floor Finish</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Finish Restorer</td>
<td>No</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Stripper</td>
<td>No</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Baseboard Stripper</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Neutral Floor Cleaner</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Dust Mop Spray</td>
<td>Yes</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Unit Converter**

Enter product weights here. Use the converter to find out the weight in pounds.

**Notes:**
- Use this amount for estimating hazmat content, or enter your own information.
- If you choose GS-37 or GS-40, then you might also have to change the hazmat %. Check the MSDS.

### Reductions

<table>
<thead>
<tr>
<th>Reduction %</th>
<th>Total Product (lbs)</th>
<th>Hazmat Content (lbs)</th>
<th>HazMat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>559</td>
<td>98.8</td>
<td>18</td>
</tr>
</tbody>
</table>

#### Purchasing Controls

- Buy/Mix According to Shelf Life
- Buy Non-Aerosol
- Buy or Rent Pre-treated Dust Mops

#### Improve Mixing

- Mixing Station or Designated Chef

#### Product Changes

- Less Toxic Ingredients
- Use Fewer Products

#### Work Changes

- Vacuuming Techniques
- Clean By Need Not Schedule
- Training Emphasis / Monitor Use
- Microfiber Mops

#### Other Changes

- Auto-Flush Valves
- Building Perimeter Mats
- Floor Mats Below Urinals

**Amounts Used Before**

<table>
<thead>
<tr>
<th></th>
<th>559</th>
<th>98.8</th>
<th>18</th>
</tr>
</thead>
</table>

**Amounts Used After Changes**

|                          | 537.4 | 85.9 | 15 |

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Thank You!

Alicia Culver
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Santa Monica Malibu School District

Virginia Hyatt
Purchasing Director/Sustainable Coordinator

April 13, 2011
Project Overview

• Mission

• Provide clean, healthy learning environment to Students, Teachers and Staff.

• Minimize District’s long term impact on the Environment.

• Implement Collaborative for High Performing Schools (CHPS) by 15 percent.
Project Overview

• Collaborations
Project Overview

• Outcomes
  • Reduced Asthma
  • Healthier employees
  • Reduced Absenteeism
  • Greater Revenue (Increase ADA = more dollars)
  • Better learning environment
  • Cost Savings on chemicals
  • Light footprint on planet
  • Student/Parent/Employee engagement
Key Milestones

1) Questionnaires
   - Sent to twelve (12) local distributors requesting:
     - Product list
     - Green seal or Ecologo certification of product
     - Information on: packaging
     - Manufacturing
     - Distance from distribution center

2) Interviews list reduced to five (5) vendors with products meeting criteria.
Key Milestones

3) Pilot tests and evaluations

• Four manufactures selected to test at four elementary sites.
• Two week rotations, dispensing units installed, product supplied.
• Product Evaluation questionnaires
  • Floor Cleaner
  • Multi-Purpose Cleaner
  • Glass Cleaner
  • Disinfectant Cleaner
4) The final two vendors with highest points and interviewed to evaluate:

- Received points for final selection to:
  - Costs based on RTO and existing piggy backable contracts
  - Educational component
  - Training
  - Number of products used to implement program
  - Dispensing Units
Key Milestones

And the winner is....
Results and Conclusions

• Lessons learned

  Do your research. Dispensing units and containers are proprietary.

  • Once selected, you are locked into that manufacture and their dispensing unit.
    • Alternative: Universal dispensing units.
  
  • Chemicals – Genlabs sold by most distributors under their labels and proprietary containers.
Results and Conclusions

• Key takeaways

  • Check existing contracts for terms and conditions to make sure you are not locked into year long contracts, you can’t get out of.

  • Work closely with operations/custodial staff on their input from the beginning. Training and education is important for their understanding of why the program is being implemented.

  • Use it as an opportunity for educating students, teaching staff and parents on need for clean, healthy environment that they are in seven hours of every day.
Mission Statement

Through our dedication and spirit of collaboration, we the Project teams and Community stakeholders, will create safe and healthy high performance facilities of enduring quality, sustainability and efficiency that enhance the learning environment for District students and employees. We will enhance the communities of Santa Monica and Malibu as stewards of our environment and natural resources to ensure that they are sustainably managed for current and future generations.
Virginia I. Hyatt
Purchasing Director, Sustainable Coordination
Santa Monica-Malibu Unified School District

(310) 450-8338, extension 70-249

vhyatt@smmusd.org
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.
Upcoming RPN Webinars

• May 4 - Sustainable Purchasing for Higher Education (with AASHE)
  https://www1.gotomeeting.com/register/474343697

• May 12 – Compostable Food Service Ware
  https://www1.gotomeeting.com/register/824230936
Join RPN
Because Every Purchase Matters.

<table>
<thead>
<tr>
<th>Membership Benefits:</th>
<th>Consulting Services:</th>
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</thead>
<tbody>
<tr>
<td>▶ Model policies and specifications</td>
<td>▶ Custom green specifications</td>
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<tr>
<td>▶ Green purchasing webinars</td>
<td>▶ Green purchasing policies</td>
</tr>
<tr>
<td>▶ Certified green products database</td>
<td>▶ Life Cycle Analyses</td>
</tr>
<tr>
<td>▶ Expert sustainability speakers</td>
<td>▶ Green office audits</td>
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<tr>
<td>▶ Responsible Purchasing Awards</td>
<td>▶ Cost-saving green practices</td>
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</table>

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