Questions?

Submit questions by typing them into the Questions box in your GoToWebinar application.

We will compile and answer them during the Q&A at the end of the webinar.
1. Welcome and Introduction
2. Jake Swenson, Staples
3. Scott Zintz, Independent Stationers
4. Yalmaz Siddiqui, Office Depot
5. Q&A
Who is RPN?

International Network

- State and local governments
- Federal agencies
- Colleges and universities
- School districts
- Businesses
- Nonprofit organizations
- Faith-based organizations
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

www.ResponsiblePurchasing.org
Product Categories:

- Bottled Water
- Carbon Offsets
- Cleaners
- Computers
- Copy Paper
- Fleet Vehicles
- Fluorescent Lights
- Food Services
- Graffiti Remover
- Green Power
- LEDs
- Office Electronics
- Paint
- Tires & Wheel Weights
- Toner Cartridges
Webinars

Previous:

• Purchasing for Climate Protection
• Cutting-Edge Eco-Labels
• Green Purchasing Tools for Federal, State, and Local Governments
• Compostable Food Service Ware

In the works:

• Green Lighting
• Green Carpeting
• Recycled and Low-VOC Paint
• Janitorial Tissue Products
• … and many more!
E-Newsletter & Announcements

• Responsible Purchasing Updates: RPN’s quarterly e-newsletter

• Responsible Purchasing Announcements: periodic emails about webinars, events, other resources
What is Green Purchasing?

Procurement of products and services that have a green alternative, which meets performance requirements at a competitive value.
Why Buy Green Products?

- Reduce air and water pollution
- Meet energy efficiency and “zero waste” goals
- Minimize toxic chemical releases and exposures
- Create “green” jobs
- Earn green building credits (LEED)
- SAVE MONEY
Join RPN
Because Every Purchase Matters.

Membership Benefits:
- Model policies and specifications
- Green purchasing webinars
- Certified green products database
- Expert sustainability speakers
- Responsible Purchasing Awards

Consulting Services:
- Custom green specifications
- Green purchasing policies
- Life Cycle Analyses
- Green office audits
- Cost-saving green practices

www.ResponsiblePurchasing.org
Questions?

Comments?

Responsible Purchasing Network

510-547-5475

info@responsiblepurchasing.org
Poll Question #1
How does your organization most often purchase office supplies?

VOTE NOW
Sustainability at Staples

Making it Easy to Make a Difference

Responsible Purchasing Network Webinar

October 31, 2012

Jake Swenson, Director – Sustainable Products & Services
Agenda Topics

- Green Product Offering
- Green Services and Support
- Case Studies
- Green Operations
Green Product Offering
More Than Just Paper and Office Supplies…

Our selection spans broad product categories, serving as one source for your sustainable purchasing needs.

<table>
<thead>
<tr>
<th>Print Solutions</th>
<th>Facilities &amp; Breakroom</th>
<th>Technology</th>
<th>Business Interiors</th>
<th>Promotional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Copy Print Services</strong>&lt;br&gt;Recycled/FSC paper</td>
<td><strong>Product Solutions</strong>&lt;br&gt;Sustainable Earth and national brand green cleaners&lt;br&gt;Recycled Janitorial Papers&lt;br&gt; Rolled Towel vs. Folded Towel&lt;br&gt;Fair trade and organic coffee and teas&lt;br&gt;Compostable tableware</td>
<td><strong>Product Solutions</strong>&lt;br&gt;EnergyStar and EPEAT qualified technology&lt;br&gt;Digital media for paper reduction&lt;br&gt; <strong>Professional Services</strong>&lt;br&gt;Ink and toner recycling&lt;br&gt;Managed print services efficiency gains&lt;br&gt;PrintStart donation program&lt;br&gt;Data tape recycling/ remanufacturing&lt;br&gt;Greener data centers</td>
<td><strong>Product Solutions</strong>&lt;br&gt;Complete line of LEED eligible furniture&lt;br&gt;level, GreenGuard, Indoor Advantage, Cradle to Cradle&lt;br&gt;Furniture decommissioning and recycling&lt;br&gt; <strong>Professional Services</strong>&lt;br&gt;On-Site needs assessment&lt;br&gt;Expertise in LEED Certification and GreenGuard&lt;br&gt;LEED-EB reporting (coming soon)</td>
<td><strong>Product Solutions</strong>&lt;br&gt;Complete line of apparel and promotional items made from recycled, organic and bio-based alternatives&lt;br&gt;Reusable water bottles and coffee cups&lt;br&gt;Reusable tote bags</td>
</tr>
</tbody>
</table>
Large Assortment of Green Products

10,000+ products across all categories
- Paper, supplies, tech, cleaners, furniture, break room, food
- Third-party certifications, such as Green Seal, EPA DfE, FSC, SFI, Green Guard, Energy Star, EPEAT, level, organic, BPI compostable, etc.
- Recycled, remanufactured, rechargeable, refillable, etc.

$3 billion in sales of products with environmental attributes in the U.S. in 2011
- $2 billion meet Staples advanced eco-conscious criteria (30%+ PCW, Green Seal, Energy Star, etc.)
- $425 million of FSC certified paper product sales
Leading the Way with Staples Brand Products

Sustainable Earth by Staples products

– Nearly 1,000 products, from cleaning and break room to office supplies
– Products meet high environmental standards
  • Credible third party certifications
  • High % of post-consumer or remanufactured content
  • Alternative agricultural waste fibers

Every day Staples brand products

– Build sustainability into broader assortment
– Integrate recycled content, certifications, alternative materials into common office supplies
– Packaging reduction now integrated into ongoing packaging refresh cycles
Key focus of sustainability strategy is product supply chain

- Work with suppliers and other stakeholders to reduce product impacts across life cycle
- Develop metrics and scorecards to drive continuous improvement across assortment
- Engaging with WRI, GreenBlue, Rainforest Alliance, EPEAT, and others

Staples Sustainable Innovation Lab at RIT

- Opening Nov 2012 in new LEED building (platinum expected)
- Support collaboration with suppliers to find more sustainable solutions for product design, manufacturing and packaging
- Develop training / educational sessions for procurement teams on green purchasing
More sustainable product packaging
- Staples brands integrating more sustainable packaging across multiple categories (paper, supplies, tech)
- Continuing to collaborate with name brand suppliers to drive improvements in design
- Focused on cube, amount of material, and material types used

Smart-size packaging technology
- Customize box sizes to order size
- Eleven facilities transitioned to date, all facilities complete by 2014
- 20% improvement in box utilization
- 16% less corrugate and 60% fewer air pillows

Goal of 20% reduction from 2010 to 2020

Watch this short video to see how it works! Click here
Green Services & Solutions
Support for Green Purchasing

StaplesAdvantage.com makes it easy to find and purchase green products
- Filter by eco-conscious or recycled products
- Search for specific product types
- Suggest or auto-substitute greener alternatives
- Create shopping lists of eco-conscious products
- Order consolidation support

Educational campaigns
- Events, posters, emails, etc. to raise awareness among end users about new initiatives

Green products in catalog
- Key environmental features called out in catalogs
- Electronic catalogs can be searched
Environmental Reporting

Tools to help customers measure green procurement progress
- Purchase report on recycled, certified, and other green products relative to total spend
- Details by product category or to SKU level
- Identification of “advanced” eco purchases
- Benefits of recycled paper purchases

Improved capabilities coming soon
- More flexible and powerful reporting
- Deliver better insights into opportunities
- New LEED-EB reporting capabilities
- Expected release in Q2 2013

Example of custom reporting provided to a customer based on new reporting tools
Ordering Efficiency Collaboration
- Partner to reduce small orders
- Fewer deliveries and packages
- Reduced materials use and emissions

Vendor Consolidation Collaboration
- Broad assortment of business solutions enables customers to consolidate vendors and orders
- Reduce the environmental impact of duplicated delivery and packaging

Customer Name: ABC, Inc
Analysis Timeframe: January 1, 2011 – July 29, 2011
Small Order Count: 14,411
Small Order Reduction Message: $50.00

<table>
<thead>
<tr>
<th>Metric</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles not driven (2.6 per order)</td>
<td>37,613</td>
</tr>
<tr>
<td>Gallons of fuel (10.4 miles/gallon)</td>
<td>3,617</td>
</tr>
<tr>
<td>Boxes (1 boxes per order)</td>
<td>14,411</td>
</tr>
<tr>
<td>Box Weight (1.6lbs per box)</td>
<td>23,058</td>
</tr>
<tr>
<td>Tons of corrugated (boxes)</td>
<td>12</td>
</tr>
<tr>
<td>Shipping Labels</td>
<td>14,411</td>
</tr>
<tr>
<td>Packing Slip Pages</td>
<td>28,822</td>
</tr>
<tr>
<td>Air Pillow Count</td>
<td>83,584</td>
</tr>
<tr>
<td>Air Pillow Weight</td>
<td>694</td>
</tr>
<tr>
<td>Wood Use (Tons)</td>
<td>21.0</td>
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<tr>
<td>Greenhouse Gas (lbs CO2)</td>
<td>54,939.8</td>
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<tr>
<td>Wastewater (Gallons)</td>
<td>85,424.2</td>
</tr>
<tr>
<td>Equivalent Trees</td>
<td>145.2</td>
</tr>
<tr>
<td>CO2 lbs</td>
<td>71,117</td>
</tr>
</tbody>
</table>

Sample small order reduction report
Recycling Services

**Toner & Ink Recycling**
- Free cartridge recycling
- Customer pickup and mail return labels

**Technology**
- Free recycling of office electronics at local Staples stores across the country
- PrintStart donation program
- Data tape remanufacturing

**Furniture**
- Decommissioning and recycling of office furniture
- Collection of bulk ‘surplus’ items for donation
Environmental Case Studies
Green Cleaning Program: University of Colorado

The organization
- University of Colorado
- Three public universities across four locations in Boulder, Colorado Springs, Denver, and Aurora

The challenge
- Reduce total cleaning costs
- Shift to green cleaners without impacting performance

The solution
- After an extensive bid process and blind tests, Sustainable Earth product came out on top
- Performance, price and safer greener chemistry were key factors

The results
- Projected savings of 23% by consolidating products and eliminating waste
- One source for office and facilities supplies
- Healthier and greener learning environments

“We looked at the per-use cost after dilution and the Staples Sustainable Earth products provided the absolute best value – with prices 23 percent lower than the other vendors.”

Sandy Hicks
Assistant VP and Chief Procurement Officer University of Colorado
Greener Office Supplies: State of Kansas

The organization
- State of Kansas, including State agencies and political subdivisions
- Approximately 20,000 employees

The challenge
- The State wanted to improve their environmental performance while adjusting to ongoing budget cuts

The solution
- Implemented paper reduction, order consolidation, and green alternatives educational campaigns
- Helped implement 2 state wide contracts mandating auto-duplexing on central MFDs
- Partnered with state use program vendors employing the disabled to offer remanufactured toner and other recycled products

The results
- Recycled products have increased from 17% to 33% of spend since 2004
- Since 2004, average order size has increased 40%
- All while State decreased spend 30%+ since 2004
Green Cleaning Program: Charlotte-Mecklenburg Schools

The organization
- Charlotte-Mecklenburg School system
- Top 25 largest school districts in U.S., CMS has 172 schools serving 137,000 students in pre-K to 12

The challenge
- Large varied assortment of cleaners across schools that were costly and difficult to mix and dilute
- Consolidate to four green cleaners to reduce complexity and cost, install 600 dispensers
- Undergo performance trial versus competitors

The solution
- Staples met CMS requirements with just three Sustainable Earth cleaning products

The results
- 20% reduction in cleaning costs
- Great performance, low cost per use, green, healthier
- Now exploring other greening opportunities with supplies
The organization
- A Fortune 500 company

The challenge
- The customer wanted to reduce the environmental impacts of their office supply program

The solution
- Drove program compliance on eCommerce site and promoted eco-product alternatives
- Reduced small, inefficient orders

The results
- Eco-product spend increased from 7% to 31% with zero cost impact to the customer
- Order consolidation eliminated 45,000 boxes
- Collected more than 20,000 cartridges since 2007
- eCommerce compliance increased to 94%, eliminating one million paper orders over 5 years
Green Operations
Be a More Sustainable Partner for Our Customers

Energy & Carbon

- 481 ENERGY STAR facilities in US
- 30% more energy efficient since 2007
- 20% better fleet fuel economy since 2006
- Greening up 80% of our electricity use
- 35 solar sites
- 110 sites certified to ISO 14001 globally

Waste & Recycling

- 16% reduction in waste to landfill since 2008
- 70 million ink & toner cartridges recycled in 2011
- 22 million pounds of e-waste recycled in 2011
Thank you!

Jake Swenson
jake.swenson@staples.com
508-253-9807
Poll Question #2

What green services are most important to you?

VOTE NOW
GREEN MATTERS

RESPONSIBLE PURCHASING NETWORK: OFFICE PRODUCTS ROUNDTABLE

SCOTT ZINTZ – SUSTAINABILITY STRATEGIST
WHO IS INDEPENDENT STATIONERS?

• Established in 1977
• National non-profit, independent dealer owned cooperative
  • 375+ dealers, 700+ locations, 2000+ sales representatives
  • Local small business dealers and/or minority owned dealers
• Certified Small Business Enterprise
• Over $2.1 Billion in end-user sales
• Partner with national office product wholesalers and distributors
• US Communities contract holder
We work hard every day to offer you innovative and affordable green product choices that help you do the right thing, including over 10,000 products today with green attributes.

We make it easy to choose green selections via our eCommerce website with easily identifiable green icons, additional information, shopping lists and customizable preferences.

Turnkey sustainability solutions are available to all of our dealer/members and customers.

Organizations and public agencies are looking to “Buy Local” and promote their local economy.

We offer a third party certified program to offset the carbon footprint of our deliveries, making them carbon neutral.
SUSTAINABILITY IS MORE THAN ENVIRONMENT

Three Spheres of Sustainability

Social-Environmental
- Environmental justice
- Resource stewardship
- Inter-generational equity

Environmental
- Natural resource use
- Environmental management
- Pollution prevention

Enviro-Economic
- Eco-efficiency
- Environmental accounting
- Energy/resource efficiency

Social
- Standard of living
- Education
- Community
- Equal opportunity

Economic
- Profit
- Cost/benefit
- Economic growth
- R&D

Economic-Social
- Business ethics
- Fair trade
- Human rights
WHAT DO WE CONSIDER TO BE A GREEN ITEM?

1. **Products that use fewer resources**
   - Recycled content, remanufactured, reusable, recyclable, rechargeable

2. **Products that reduce waste**
   - Biodegradable, high quality, reusable

3. **Fewer or no toxic chemicals**
   - Low/No VOC or CFC, Greenguard

4. **Products that require less energy**
   - Energystar, EPEAT, CFL, LED, carbon neutral, power strips, solar powered

5. **Third Party certified products**
Supplier survey must be completed for Green

- Listing any and all green attributes
- Green claims must be stated and substantiated
- Recycled content (pre and post consumer) listed
- Explanation of any green claims
- Third party certifications
- Manufacturing processes
- Material content and toxicity
- Social Responsibility (CSR, Human rights)
- Life cycle considerations (cradle to grave considerations)
- Audits and inspections, especially on private brand items
We work in partnership with our customers

- What matters to you?
- Green products & operations
- Ink and Toner recycling
- Electronic waste partnership
- Quality versus Quantity
- Reduced demand for supplies
- Order Consolidation
- Green Delivery Options
GREEN PROGRAMS SAVE GREEN

69% of US organizations have green programs in place.

60% of companies measured cost savings from green programs in 2010.

39% of companies measured cost savings from green programs in 2009.

68% reported paper cost savings.

68% reported heating/cooling cost savings.

78% reported electricity cost savings.

60% reported water cost savings.

POPULAR GREEN PROGRAMS:
- Ridesharing
- Telecommuting
- Light sensors
- Hiring individuals with green skills and experiences
- Bicycle parking
- Recycling + paper reduction

Source: Buck Consultants’ third annual green survey, “The Greening of the American Workplace 2010”
HOW DOES SUSTAINABILITY RELATE TO BUSINESS?

- Sustainability is recognized as being a key driver of competitive advantage in our time.

- Economic benefits and cost savings drivers are documented in studies from WSJ, Terrachoice, Buck Consulting, Goldman Sachs and many others.

- Your customers are looking for sustainable solutions and cost savings opportunities...if you don’t deliver them who will?!?

- Organizations should take advantage NOW, before you are forced to through regulation or customer demand.
• Studies show that buying from a local business keeps up to 3 times more money in the local economy

• Local businesses have a smaller environmental footprint than national chains, and reduce urban sprawl

• Local businesses give back to their communities up to 250% more than “big box” alternatives
WHAT DOES A GOOD PROGRAM LOOK LIKE?

- Reduced usage of office and paper supplies
- Switch to reman ink & toner
- Increase purchases of recycled content products
- Green furniture options with reduced chemicals and off-gassing, recyclable or rapidly renewable
- Energystar and EPEAT technology, CFL or LED lights
- Technology plugged into power strips and turned OFF
- Reusable coffee mugs, water bottles, batteries
- 2-3 day a week deliveries
- Reusable tote or corrugate take back programs
- Thought given to full life cycle of a product
- Training for all employees
- Promoting your local economy by “Buying Local”
CASE STUDY EXAMPLES

• Fairfax County, Virginia
  • Reduced paper spend by over 20%
  • Switched to minimum 30% recycled paper
  • Substitute 50 high use toner items to reman

• Cobb County, Georgia
  • Hard substitution of toner items to reman alternates, saving over $100K

• IDC-USA, Indiana
  • Consulting and training program offered to all 98 of their members across the country
  • Decrease overall operating expenses of membership by 5-15%
GREEN MATTERS

RESPONSIBLE PURCHASING NETWORK: OFFICE PRODUCTS ROUNDTABLE

SCOTT ZINTZ – SUSTAINABILITY STRATEGIST
zintz@independentstationers.coop Phone – (630) 220-9505
Poll Question #3

Have you developed a green market basket list for your bid solicitations?

VOTE NOW
Our Approach to Defining ‘Greener Products’ & Supporting Your Greener Purchasing Efforts

Yalmaz Siddiqui, Senior Director, Environmental Strategy
RPN Office Supplies Roundtable
Three questions we were asked to answer by RPN

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?
Preamble: Why office products matter

1. Office products create a daily reminder of an organization’s environmental commitment
2. Greening office products can allow many internal and external ‘announce-ables’
3. Greener purchasing policy implementation is often more simple with office products
4. Office products offer a relatively cost-effective way to go green
Important Insight: Greener products can save money

The Green Savings Continuum

- Higher Initial Cost
- Price Parity
- Lower Repurchase Cost
- Lower Operating Cost
- Lower Initial Cost
Question 1

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?
Step 1: We read the exact language in important EPPs

1. US EPA (Buying Green Guides & CPG)
2. General Services Administration
3. National Association of State Procurement Officials
5. US Green Building Council
6. Association for Advancement of Sustainability in Higher Ed
7. LA County
8. King County
9. City of Portland
10. City of Seattle
11. Many leading corporations
12. Green Guides: FTC, DEFRA, Sweden, Germany, EU etc.
Step 2: We identified underlying specs used by big buyers

<table>
<thead>
<tr>
<th>Terms used by major institutional buying segments in their current definitions of “green” for products</th>
<th>Impact Reduction Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>EO1354</td>
<td>GSA</td>
</tr>
<tr>
<td>1</td>
<td>Recycled</td>
</tr>
<tr>
<td>2</td>
<td>CPQ 1% 100%</td>
</tr>
<tr>
<td>3</td>
<td>SABRC</td>
</tr>
<tr>
<td>4</td>
<td>Take-back program</td>
</tr>
<tr>
<td>5</td>
<td>Durable</td>
</tr>
<tr>
<td>6</td>
<td>Biodegradable</td>
</tr>
<tr>
<td>7</td>
<td>Compostable</td>
</tr>
<tr>
<td>8</td>
<td>Energy efficient</td>
</tr>
</tbody>
</table>

24 Single Attributes | 6 Standards | 25 EcoLabels | 10 Concepts
Step 3: We reviewed trends & conducted our studies

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Saying Important or Very Important</th>
<th>% Saying Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycled content</td>
<td>91%</td>
<td>46%</td>
</tr>
<tr>
<td>Energy conservation</td>
<td>90%</td>
<td>56%</td>
</tr>
<tr>
<td>Human health</td>
<td>89%</td>
<td>51%</td>
</tr>
<tr>
<td>Recyclability</td>
<td>87%</td>
<td>39%</td>
</tr>
<tr>
<td>Toxics</td>
<td>83%</td>
<td>35%</td>
</tr>
<tr>
<td>Indoor air quality</td>
<td>77%</td>
<td>28%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>76%</td>
<td>32%</td>
</tr>
<tr>
<td>Water conservation</td>
<td>75%</td>
<td>35%</td>
</tr>
<tr>
<td>Water pollution</td>
<td>74%</td>
<td>29%</td>
</tr>
<tr>
<td>Greenhouse gas emissions</td>
<td>72%</td>
<td>33%</td>
</tr>
<tr>
<td>Air pollution</td>
<td>71%</td>
<td>28%</td>
</tr>
<tr>
<td>Volatile organic compounds</td>
<td>68%</td>
<td>27%</td>
</tr>
<tr>
<td>Reduced packaging</td>
<td>67%</td>
<td>23%</td>
</tr>
<tr>
<td>Reusability</td>
<td>65%</td>
<td>24%</td>
</tr>
<tr>
<td>Climate change</td>
<td>63%</td>
<td>26%</td>
</tr>
<tr>
<td>Locally owned suppliers</td>
<td>62%</td>
<td>21%</td>
</tr>
<tr>
<td>Biodegradable/compostable</td>
<td>61%</td>
<td>23%</td>
</tr>
<tr>
<td>Bio-based alternatives</td>
<td>50%</td>
<td>17%</td>
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<tr>
<td>Sustainable forestry</td>
<td>58%</td>
<td>20%</td>
</tr>
<tr>
<td>Remanufactured</td>
<td>57%</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard/Certification</th>
<th>Recognized / Used</th>
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</thead>
<tbody>
<tr>
<td>ENERGY STAR</td>
<td>99% / 94%</td>
</tr>
<tr>
<td>LEED</td>
<td>97% / 85%</td>
</tr>
<tr>
<td>Green Seal</td>
<td>95% / 76%</td>
</tr>
<tr>
<td>EPEAT</td>
<td>89% / 69%</td>
</tr>
<tr>
<td>EcoLogo (Environmental Choice)</td>
<td>88% / 55%</td>
</tr>
<tr>
<td>Fair Trade Certified</td>
<td>88% / 36%</td>
</tr>
<tr>
<td>USDA Organic</td>
<td>86% / 46%</td>
</tr>
<tr>
<td>FSC (Forest Stewardship Council)</td>
<td>84% / 62%</td>
</tr>
<tr>
<td>EnergyGuide</td>
<td>79% / 51%</td>
</tr>
<tr>
<td>CRI Green Label</td>
<td>78% / 42%</td>
</tr>
<tr>
<td>CFPA (Chlorine-Free Products Association)</td>
<td>76% / 32%</td>
</tr>
<tr>
<td>GreenGuard</td>
<td>70% / 37%</td>
</tr>
<tr>
<td>C2C (Cradle-to-cradle)</td>
<td>66% / 15%</td>
</tr>
<tr>
<td>SFI (Sustainable Forestry Initiative)</td>
<td>64% / 22%</td>
</tr>
<tr>
<td>DFE (Design for Environment)</td>
<td>62% / 27%</td>
</tr>
<tr>
<td>Green-e</td>
<td>58% / 20%</td>
</tr>
<tr>
<td>WaterSense</td>
<td>57% / 21%</td>
</tr>
<tr>
<td>Rainforest Alliance Certification*</td>
<td>56% / 11%</td>
</tr>
<tr>
<td>SCS (Scientific Certification Systems)</td>
<td>48% / 13%</td>
</tr>
<tr>
<td>MSC (Marine Stewardship Council)*</td>
<td>45% / 9%</td>
</tr>
<tr>
<td>Level (from BIFMA, Business and Institutional Furniture Manufacturer’s Association)*</td>
<td>40% / 9%</td>
</tr>
</tbody>
</table>

Source: Responsible Purchasing Trends 2010 Issues & Standards

OD SMB Index
Step 4: We focused on categories customers prioritize

Respondents that require social or environmental considerations in their product or service contracts, policies or laws when making a purchase. If no contracts, policies, or laws exist, how often does your organization actually consider these factors when purchasing these products or services?

Other answers choices included: “No requirement, but occasionally,” “we don’t purchase these,” and “I don’t know.”
Step 5: We developed a Point of View, separating 4 concepts

- **Attributes**
  - Example: Recycled

- **Ecolabels**
  - Example: Green Seal

- **Specification**
  - Example: 30% Post Consumer Content

- **Policy Compliance**
  - Example: CPG
Step 6: We designed icons to visualize green attributes

- **save resources**
  - Recycled
  - Remanufactured
  - Compostable
  - Responsible forestry
  - Plant-based materials
  - Rechargeable / recharger
  - Recycling solutions
  - Designed for recyclability
  - Refills / refillables
  - Reusable

- **save energy**
  - Energy efficient
  - kWh
  - Helps conserve energy
  - Renewable powered
  - Carbon balanced

- **use safer chemicals**
  - Reduced harsh chemicals
  - Plant-based formula
  - Chlorine free
  - Biodegradable in water

**To add in 2013:**
- Responsible Agriculture
- Helps Reduce Waste
- Refurbished

**To add in 2013:**
- Made with Renewable Energy
Step 7: We decided which of 400 eco-labels to rely on

- save resources
- save energy
- use safer chemicals

Multiple possible environment benefit areas:
Step 8: We had a breakthrough idea: Which box is green?
Step 8: Which box is green?
Step 8 Breakthrough: there are only shades of green

- Probably higher environmental impact…
- lower environmental impact

- not green / unknown
- meets industry norms [min green]
- light green
- mid green
- dark green
Step 9: We created our GreenerOffice™ Rating System

### Attribute & Ecolabel based Shades of Green – being used now

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Lab &amp; Power</td>
<td></td>
<td>Same Resource</td>
<td>Same Resource</td>
<td>Same Resource</td>
<td>Same Resource</td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td>Same Resource</td>
<td>Same Resource</td>
<td>Same Resource</td>
<td>Same Resource</td>
</tr>
</tbody>
</table>

### Category-based Shades of Green – being designed for future

- [Category-based Shades of Green – being designed for future](#)
Step 10:
We reviewed & rated over 12,000 products e.g. Paper

- **Mid Green**
  - 30% Post Consumer Recycled & with virgin % ideally FSC or if not, SFI

- **Light Green**
  - 0% Recycled FSC-Mixed

- **Dark Green**
  - 100% Post Consumer Recycled & with recycled % ideally certified or if not, affidavit

**Meets Industry Norms**

- 0% recycled SFI certified or FSC Controlled Wood

---

Meets Industry Norms

0% recycled SFI certified or FSC Controlled Wood
Step 10: E.g. Technology

Meets Industry Norms
ENERGY STAR Printer, Non Duplex

Light Green:
ENERGY STAR Laptop

Mid Green
EPEAT/EcoSense Bronze / Silver

Dark Green:
EPEAT/EcoSense Gold
Step 10: E.g. Toner

**Meets Industry Norms**
Vendor has a recycling / take-back program

**Light Green**
10% - 49% recycled metal / plastic

**Mid Green**
50% - 100% Recycled metal / plastic
Remanufactured but not certified

**Dark Green**
Remanufactured & Certified
(e.g. EcoLogo)
To assign shade we consider industry norms and attribute/ecolabel relevance: *Is green claim likely to lower impact at a ‘lifecycle hotspot’?*

<table>
<thead>
<tr>
<th></th>
<th>Extraction</th>
<th>Production</th>
<th>Transport</th>
<th>Use</th>
<th>End of Life</th>
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</thead>
<tbody>
<tr>
<td><strong>Material Use</strong></td>
<td></td>
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<tr>
<td><strong>Material Waste</strong></td>
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<td></td>
<td></td>
<td></td>
<td>Landfill</td>
</tr>
<tr>
<td><strong>Bio-resource Use</strong></td>
<td></td>
<td>Use of wood fiber</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bio-resource Loss</strong></td>
<td></td>
<td>Reduction of habitat</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Energy Use</strong></td>
<td></td>
<td>Energy used in pulp mill</td>
<td>Energy used for printing</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>&amp; Air Emissions</strong></td>
<td></td>
<td>Air emissions from pulp mill</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Water Use</strong></td>
<td></td>
<td>Water in pulp/paper mill</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>&amp; Water Pollution</strong></td>
<td></td>
<td>Pollution from pulp/paper mill</td>
<td></td>
<td></td>
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<tr>
<td><strong>Toxic Chemical Use</strong></td>
<td></td>
<td>Chlorine-based bleach</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>&amp; Exposure</strong></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Question 2

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?
10,000 office products rated light, mid or dark green…

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Essentials</td>
<td>2,500</td>
</tr>
<tr>
<td>Filing &amp; Binding</td>
<td>2,235</td>
</tr>
<tr>
<td>Furniture</td>
<td>1,421</td>
</tr>
<tr>
<td>Ink &amp; Toner</td>
<td>1,124</td>
</tr>
<tr>
<td>Technology</td>
<td>971</td>
</tr>
<tr>
<td>Writing &amp; Crafting</td>
<td>707</td>
</tr>
<tr>
<td>Cleaning &amp; Breakroom</td>
<td>419</td>
</tr>
<tr>
<td>Paper</td>
<td>253</td>
</tr>
<tr>
<td>Copy &amp; Print Depot</td>
<td>221</td>
</tr>
<tr>
<td>Labels &amp; Forms</td>
<td>117</td>
</tr>
<tr>
<td>Misc</td>
<td>52</td>
</tr>
</tbody>
</table>

- Storage
- Mailing/shipping
- Dated goods
- School supplies
- Etc.
At least 10,920 green attributes represented
[Some SKUs have more than 1 attribute, we capture up to 4]
At least 3,800+ eco-labels that ‘go beyond industry norms’ [Some SKUs have more than 1 ecolabel, we capture up to 4]
Examples of ecolabels/attributes we deem ‘Meet Industry Norms’
[Over 3,000 SKUs, not rated ‘green’ but purchases may still be tracked]

Wood & Paper Products
- SFI
- PEFC
- Certified Forest

Toner
- STMC
- Compliant Company
- Recycle

Technology
- RoHS
- Compliant
- Trash Can

Writing Instruments
- ACMi
- Pencil Makers Association
- Certified

Factory
- ISO 14001

Furniture
- California Air
- Resources Board
Question 3

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?
The Green Book: Our key tool for greener purchasing
Understanding green attributes & ecolabels

a guide for shopping smarter

Attributes:
Office Depot® developed the following list of icons to help you understand green attributes... from recyclable to biodegradable and beyond — that help make our product line green-ready.

Save Resources
- Recycled — contains postconsumer and/or preindustrial recycled content
- Remanufactured — made from quality components of comparable, used products
- Reused/Resale — designed to encourage reusing
- Designed for Recyclability — designed to be recycled after the product's useful life, in a product category when recyclability is not common
- Sustainable Forestry — contains wood that is from certified, responsibly managed forests, with harvesting practices that go beyond industry norms

Bio-Based Materials — food products made with tree-based, plant-based materials that originate in 10 years or less
- Compostable — end products that break down in compost, leaving no visible or toxic residues
- MultiLife/Multi-Stage — available in stages with progressively different degradation timeframes to extend the product's life, helping avoid one-time-use disposables
- Reusable — durable bags that replace one-time-use disposables
- Rechargeable/Recharge — batteries and chargers that replace or help avoid one-time-use disposables

Ecolabels:
These provide assurance that a product meets a third-party green standard and may indicate that the manufacturer’s entire line is independently verified. A product may have one or more attributes and be a greener choice even if it doesn’t bear a third-party ecolabel. Moreover, ecolabels provide additional credibility.

- Green Seal/En-Label — certified products with environmental and human health benefits verified by an independent third party
- GREENGUARD Gold — a certification program for products that meet acceptable indoor air quality standards
- ECO+ Indoor Advantage Gold — a certification program for products that meet environmental and human health standards
- ENERGY STAR — a U.S. government program that sets standards for energy-efficient products
- USDA Organic — a U.S. government program that sets standards for less chemically intensive agriculture

Eco-friendly materials, processes, construction, and design can make a big difference in the environmental impact of the overall office environment. For more information, please refer to the Office Depot® Sustainability Report.
GreenerOffice Site [business.officedepot.com, homepage]
GreenerOffice Site: Product Descriptions, Details & Search

- Attribute / ecolabel benefit descriptions and search are good (but not great yet)
- Web approach for shades, filters etc being considered for future implementation
The item listed below was added to your shopping cart.

Office Depot® Brand Copy Paper, 8 1/2” x 11”, 104 (Euro)92 (U.S.) Brightness, 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item #: 348037
Your Price: $34.80 /case
Qty: 1

Go Greener
view GreenerOffice alternatives

Greener Alternatives
You requested this item
But this item is eco-preferable

Current Item
Office Depot® Brand Copy Paper, 8 1/2” x 11”, 104 (Euro)92 (U.S.) Brightness, 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item #: 348037
Your Price: $34.80 /case
Qty: 1

Greener Alternative
Office Depot® Brand 30% Recycled EnviroCopy™ FSC Certified Paper, 8 1/2” x 11”, 20 Lb, Ream Of 500 Sheets, Case Of 10 Reams
Item #: 348050
Your Price: $35.81 /case

Choose this item.
Green Business Review: Quantifies spend & some benefits

From Q1 2011 - Q4 2011, SAMPLE CO. purchased $3,048,878 in office supplies:
- 45% of spend was on recycled / remanufactured products and 2% of spend was on products with other green attributes
- 14% of spend was considered mid green or dark green according to Office Depot GreenerOffice™ Ratings
- 47% of spend was considered light, mid, or dark green according to Office Depot GreenerOffice™ Ratings
GreenerOffice Ratings on many Office Depot Own Brand Packages (On some SKUs now, many more in development)
Unique capabilities & case study

How do we identify greener products?

What types of greener products do we sell?

How do we communicate availability & benefits?

+ what can we uniquely do for you?
1. Connect your demand/s to our products & solutions

- **Extraction**
- **Production**
- **Delivery**
- **Use**
- **Disposal Recovery**

**Vendors = Supply**

**Office Depot = Connector**

**Customers = Demand**
2. Provide Public sector coop pricing for many green products
2. Support your goals with 24 customer-centric solutions

<table>
<thead>
<tr>
<th>Goal 1: Greener Purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Customer wants to ‘buy greener’]</td>
</tr>
<tr>
<td>1. Go Green Office</td>
</tr>
<tr>
<td>2. GreenerOffice Solution:</td>
</tr>
<tr>
<td>Sample Green Purchasing</td>
</tr>
<tr>
<td>Policies*</td>
</tr>
<tr>
<td>4. Sample Greener Purchasing Policies*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2: Greener Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Customer wants to ‘be greener’]</td>
</tr>
<tr>
<td>7. GreenerOffice Delivery Service*</td>
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<td>10.</td>
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<td>11.</td>
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<tr>
<td>12.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 3: Greener Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Customer wants help to sell green internally]</td>
</tr>
<tr>
<td>13. Greener Purchasing Training Seminars*</td>
</tr>
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<td>14.</td>
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<td>15.</td>
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<tr>
<td>16.</td>
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<td>17.</td>
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<tr>
<td>18. Purchasing Awards*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 4: Green Reporting &amp; Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Customer wants to ‘tell their green story’]</td>
</tr>
<tr>
<td>19. Green Business Review*</td>
</tr>
<tr>
<td>20. LEED Credit Report*</td>
</tr>
<tr>
<td>21. Federal CPG/Executive Order</td>
</tr>
<tr>
<td>22. AASHE STARS report</td>
</tr>
<tr>
<td>23. Custom Green Spend Reports</td>
</tr>
<tr>
<td>24. Green Customer Case Studies</td>
</tr>
</tbody>
</table>
4. Bring you the benefit of our experience serving the greener purchasing leaders e.g. Stacey Foreman / City of Portland

Shades of Green: Gave feedback during development of Shades of Green ratings

Attribute Accuracy: Drove improved accuracy, disclosure, and completeness of attribute descriptions in catalogs/online

Logistics: Asked Office Depot to partner with B-Line, for trike delivery of products – we did (as we do in London, UK)

New Green Products: Advocated for new “green” products e.g. Pilot VBoard refillable dry erase markers and 100% recycled ReBinder products

Green Product Fairs: Created “green” product fairs with better-trained reps & “green”-only products (!)
5. Bring personal passion and willingness to help you

Yalmaz Siddiqui
Senior Director, Environmental Strategy
Yalmaz.siddiqui@officedepot.com

Shela Fletcher
Senior Manager Environmental Strategy
Shela.fletcher@officedepot.com

Molly Phillips
Environmental Solutions Manager - West Coast
Molly.phillips@officedepot.com

Environmental strategy

Adam Ross
Green spend reports

Zulema Negron
Green attributes/ecolabels

Greener Solutions / Sales

Office Depot Sales Reps
Green Books, Reports etc.
6. Share best practices from our Environmental leadership

2010
#1 Greenest Large Retailer in America

2011
#1 Greenest Large Retailer in America

2012
#1 Greenest Large Retailer in America
Thank You for Attending RPN’s Office Products Roundtable Webinar!

Questions? Comments?