

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

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



April 13, 2011



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

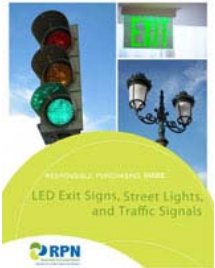
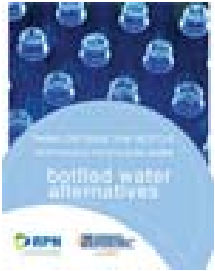
- **State and local governments**
- **Federal agencies**
- **Colleges and universities**
- **School districts**
- **Businesses**
- **Non-profit organizations**



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

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**

Greenwashing vs Green Products: Lessons for Schools



Alicia Culver
Responsible Purchasing Network

April 13, 2011

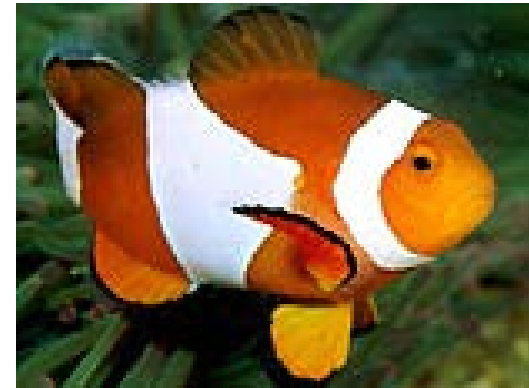
Learning Objectives

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.**



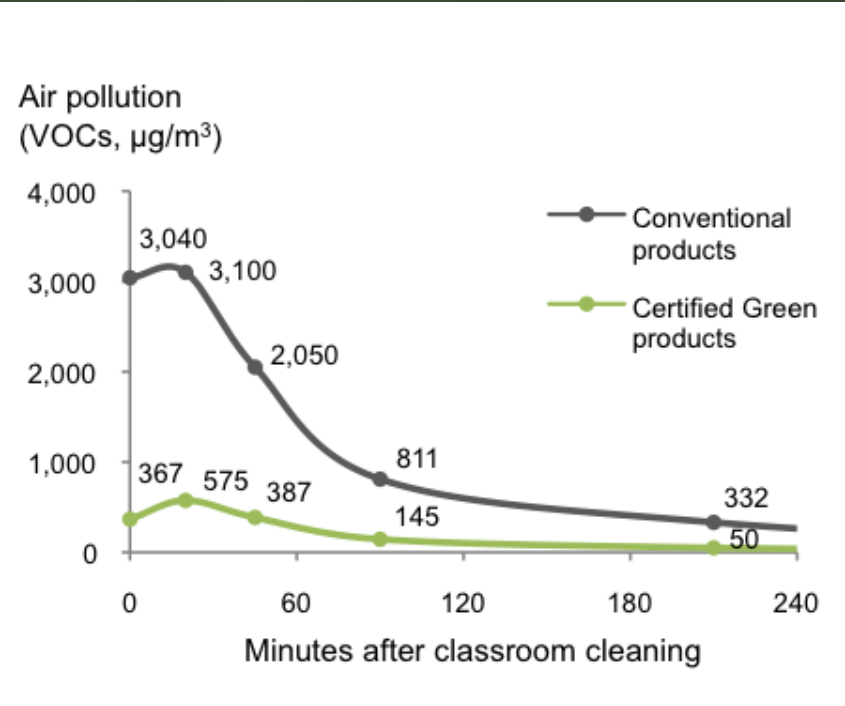
Why is Sustainable Purchasing Important?



Greener School Cleaning Supplies = Fresh Air + Healthier Kids



 ENVIRONMENTAL WORKING GROUP

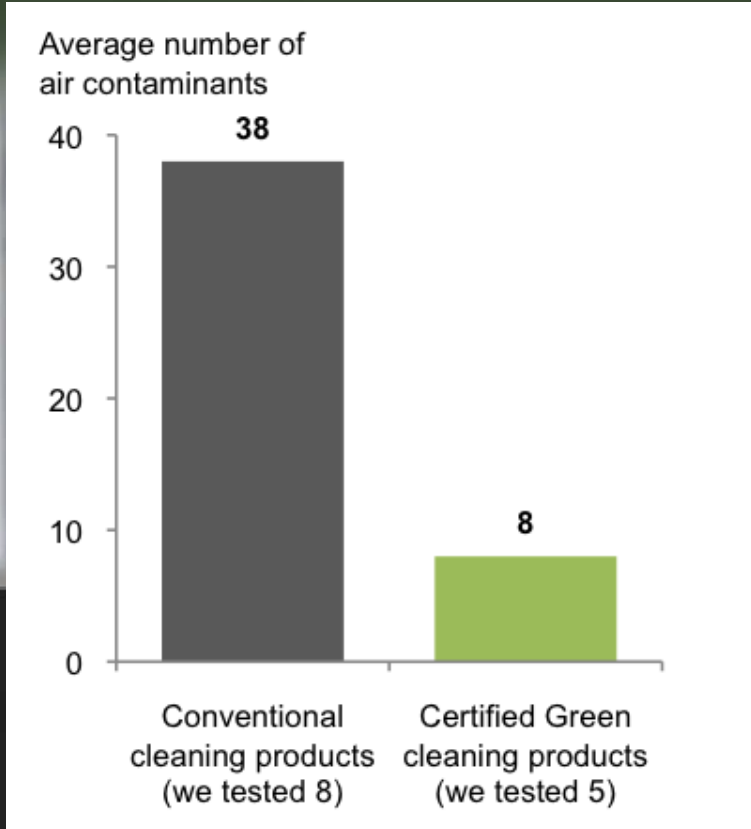


Green cleaning releases one-sixth the air pollution

Greener School Cleaning Supplies = Fresh Air + Healthier Kids



 ENVIRONMENTAL WORKING GROUP



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'?



Green-wash (grēn'wōsh', -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.

7 "Sins" of Greenwashing

Fibbing
"Non-Toxic"

No Proof
"Just trust us"

Irrelevance
"CFC-Free"

Hidden Trade-Off
Compostable food containers with "Teflon" coating

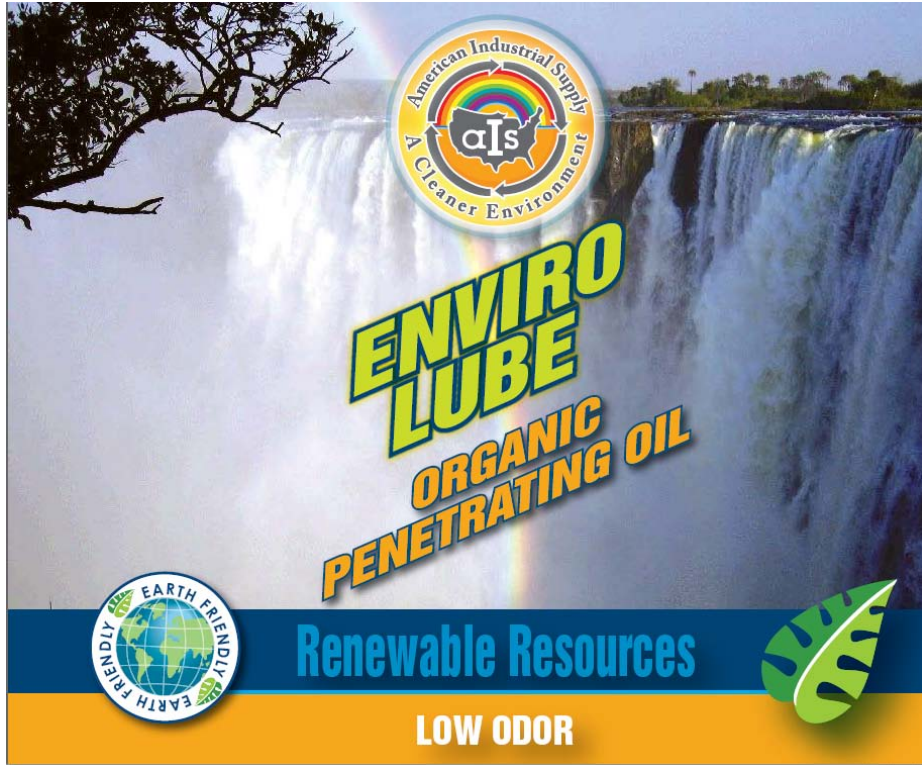
Sin of Vagueness
"100% Natural"

Lesser of Two Evils
Organic cigarettes

Worshipping False Labels



Manufacturer-created Eco-Labels



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, 175011480, 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

=====

<u>Ingredients</u>	<u>Percent</u>	<u>CAS #</u>
Distillates (petroleum), hydrotreated light	< 95	64742-47-8
Tripropylene glycol methyl ether	1 – 10	25498-49-1
Citrus extracts blend	1 – 10	94266-47-4 / 8028-48-6

The Power of Citrus

Made with a special combination of Citrus Power and scientific technology, [Goo Gone safely removes any mess.](#)



Environmental Claims True or Misleading?




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

Multi-Attribute Certifications

search

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

[Green Products](#) |
 [Get Certified](#) |
 [Our Standards](#) |
 [In the News](#) |
 [Partnerships](#)



Our Standards

The EcoLogo Program: Scientifically Rigorous Standards. Meet ISO 14024 standards for eco-labelling. Open, public, transparent stakeholder standard-setting process

[Click here to view our criteria...](#)

EcoLogo[™]
ENVIRONMENTAL CHOICE
CHOIX ENVIRONNEMENTAL

www.ecologo.org

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



Single Attribute Product Certifications

The screenshot shows the GREENGUARD Environmental Institute website. At the top, there are navigation links for Home, Contact Us, MyGREENGUARD, and English. Below this is a menu with categories: Manufacturers, Architects & Designers, Owners & Builders, and Consumers. A secondary menu includes indoor air quality, certification programs, technical center, find products, and about us. The main content area shows search results for 'Cleaning Products/Systems' with 23 results found. A sidebar on the left offers filters for Product Category, Subcategory, Manufacturer, Sustainable Credits, and Certification Type. The search results list four Bona products, each with an image and a list of certifications including GREENGUARD Indoor Air Quality Certified and GREENGUARD Children and Schools Certified.

CERTIFIED
BIODEGRADABLE
 • Breaks down into carbon dioxide, basic minerals, and water
 SCS-BIO-01004
 SCIENTIFIC CERTIFICATION SYSTEMS 1-800-ECO-FACTS



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**






EPEAT Rating System

Electronic Products Environmental Assessment Tool

Estimated Environmental Benefits from 2007 EPEAT Purchasing

	Reductions	Equivalents
Electricity	42.2 Billion kWh	Annual consumption of 3,723,185 US households
Primary Materials	75.5 million metric tons	Weight of 585,092,145 refrigerators
Air Emissions	174,393,139,000 kg	174,393,139 metric tons
Water Emissions	364,789,000 kg	364,789 metric tons
Greenhouse Gas Emissions	3.31 million metric tons	Removing 2,630,619 US cars from the road for a year
Toxic Materials	3220 metric tons	Weight of 1,609,545 bricks The amount of mercury in 482,381 fever thermometers
Hazardous Waste	124,000 metric tons	Weight of 61,831,455 bricks
Cost Savings	\$3,660,553,851	

				Total
Product	BRONZE	SILVER	GOLD	
Desktops	5	47	69	121
Integrated Systems	0	24	0	24
Monitors	6	365	30	401
Notebooks	0	334	46	380
Totals	11	770	145	926

Environmental specifications for computers:

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

www.epeat.net

Green by Association



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

By GreenerDesign Staff
Published January 19, 2009

[Email](#) | [Print](#) | [Single Page View](#)

Tags: [Design](#), [Design & Innovation](#)



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.

1
tweet
retweet

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 or Program for the Endorsement of Forestry Certification. 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 is it 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 the time, an undisclosed 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



- 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



How to Effectively Use Eco-labels



“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**

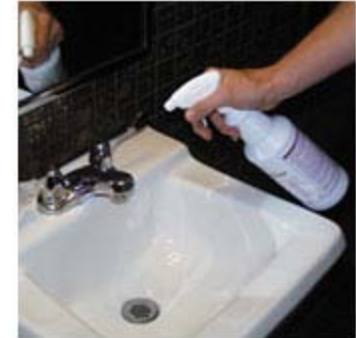


Documented Performance



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 chlorides (“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



Product	Size	Cost	Cost/Gal
Conventional (NABC)	55 gal drum	~\$380	\$6.90
Conventional (NABC)	55 1-gallon bottles	~\$660	\$12.00
Green Alpha HP (1:64)	2 1/5 1.5L bottles	~\$54 (Waxie)	\$0.96

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



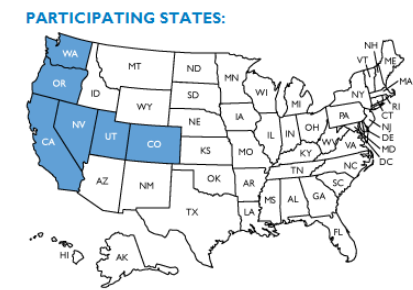
Institutional Green Cleaners are Widely Available



CURRENT COOPERATIVE CONTRACTS

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

BASIC CONTACT INFORMATION - LEAD STATE



Affiliation: WSCA

Lead State: Oregon

Lead State Contract Number: 102-5031-5

Contact person: Pam Johnson

Phone: (503) 378-4731

Fax: (503) 373-1626

Email: pam.johnson@state.or.us

[LINK TO LEAD STATE WEBSITE](#)



Green Cleaning Resources

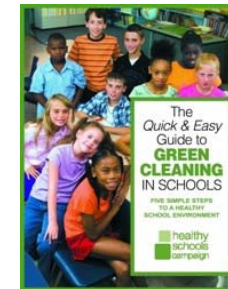
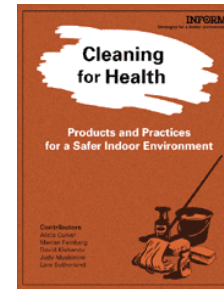
- *Cleaning for Asthma Safe Schools: The Green Cleaning Toolkit*
www.greenschools.net/article.php?id=245



- *Cleaning for Healthy Schools Toolkit*
National Collaborative Workgroup on Green Cleaning and Chemical Policy Reform in Schools
www.cleaningforhealthyschools.org

- *Breathing Easier: California Success Stories*
www.rampasthma.org

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



- *Quick & Easy Guide to Green Cleaning in Schools*
http://healthyschoolscampaign.org/campaign/green_clean_schools/guide.php

Calculators

List of Products

Name of Building: ABC Building
 Title of Your Estimate: Green Saving
 Address: 111 Street, New City, MA 11223

Unit Converter

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

----> List the Cleaning Products That You Use

	Do You Use This Product?	Your Estimate Annual Amount (lbs/yr)	GS-37 or GS-40	Buy Aerosol Cans	Buy Ready to Use Containers	Buy Concentrates		Haz Mat %
						Hand Mix	Dispenser	
Hard Floor Care								
Sealer	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	<input checked="" type="radio"/>	<input type="radio"/>	N/A	0
Floor Finish	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	<input checked="" type="radio"/>	<input type="radio"/>	N/A	0
Finish Restorer	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	<input checked="" type="radio"/>	<input type="radio"/>	N/A	0
Stripper	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	<input type="radio"/>	<input checked="" type="radio"/>	N/A	0
Baseboard Stripper	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	N/A	0
Neutral Floor Cleaner	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	<input type="radio"/>	<input type="radio"/>	N/A	0
Dust Mop Spray	<input type="radio"/> Yes <input checked="" type="radio"/> No	0	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/>	<input type="radio"/>	N/A	N/A	0

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.

	Reduction %	Total Product (lbs)	Hazmat Content (lbs)	HazMat %
Amounts Used Before		559	98.8	18
----> Purchasing Controls				
Buy/Mix According to Shelf Life	0	0	0	
Buy Non-Aerosols	0	0	0	
Buy or Rent Pre-treated Dust Mops	5	1.6	1	
----> Improve Mixing				
Mixing Station or Designated Chef	0	0	0	
----> Product Changes				
Less Toxic Ingredients	25	0	11.9	
Use Fewer Products	0	0	0	
----> Work Changes				
Vacuuming Techniques	0	0	0	
Clean By Need Not Schedule	0	0	0	
Training Emphasis / Monitor Use	0	0	0	
Microfiber Mops	0	0	0	
----> Other Changes				
Auto-Flush Valves	0	0	0	
Building Perimeter Mats	0	0	0	
Floor Mats Below Urinals	0	0	0	
Reductions From Making Changes		1.6	12.9	
Amount Used After Changes		557.4	85.9	15



Thank You!

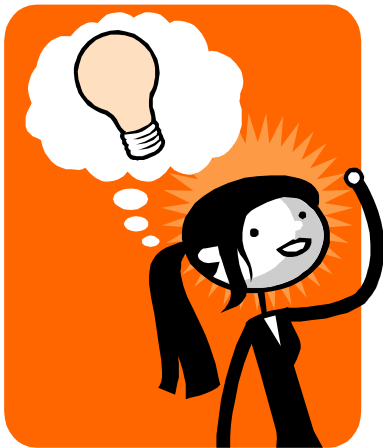


Alicia Culver

Responsible Purchasing Network

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www.responsiblepurchasing.org

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

Key Milestones

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.

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**