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Green Purchasing Standards & Resource Conservation

**Chris O'Brien, Director
Responsible Purchasing Network**

**EPA Webinar
August 21, 2008**

My 3 Biases:



1. Tree-hugger

www.ResponsiblePurchasing.org



2. Green Business Owner

www.BrewOrganic.com

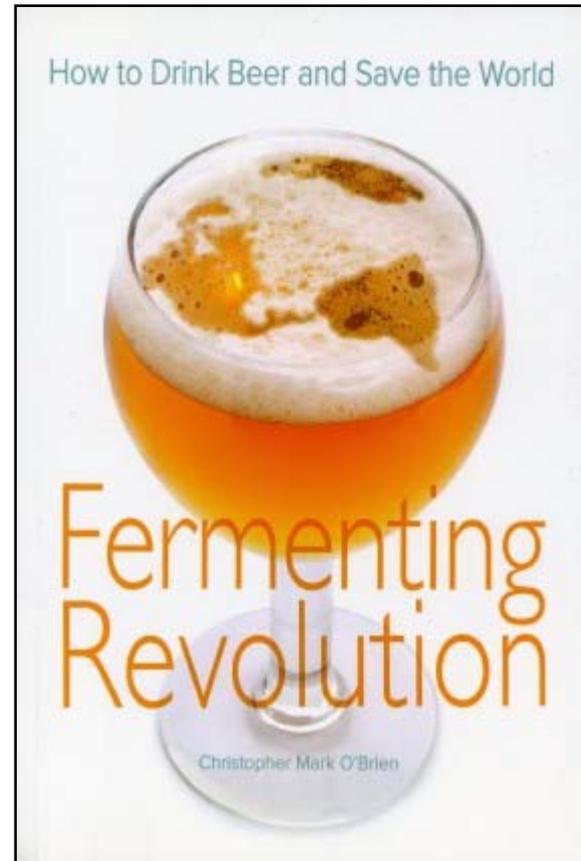


3. Beer Activist (read the book!)

www.BeerActivist.com

My Book

Fermenting Revolution: How to Drink Beer & Save the World





White House Responsible Purchasing Conference, 2005

Launched RPN with institutional purchasers from
Gov't, Business, Higher Ed., Faith communities



What Does Green Mean?

Learn the Lingo of Ecolabeling

- ▶ **Attribute**: a product characteristic, e.g. recycled content
- ▶ **Criterion**: a quantified attribute, e.g. 30% PCW
- ▶ **Standard**: a group of criteria used as a benchmark, e.g. 30% PCW, 20% pre-consumer, and PCF can be a certification standard or a purchasing standard.
- ▶ **Certification**: the verification of a standard.
- ▶ **Ecolabel**: a label indicating the verification of a standard.

Types of Ecolabels

The International Standards Organization defines three types:

Type I: A multi-criteria, third party-certified environmental labeling program based on life cycle considerations. Type I labels are sometimes referred to as “seals of approval”.

Type II: An informative environmental product self-declaration that has not been independently verified.

Type III: A quantitative, independently-verified, environmental label containing information about a product’s life cycle impact.

Common Ecolabels



Success Stories Are Popping up Everywhere



Green Power

NJ Higher Education Partnership for Sustainability (NJHEPS)

- ▶ Group fuel cell discount saved \$340k
- ▶ Group discount on wind

RPN & Wisconsin

- ▶ Biggest state green power purchase in the country



Greener Fleets

San Jose, CA 2007

- ▶ Increase clean vehicles
- ▶ Track ridership and fuel
- ▶ Advocate w/ industry
- ▶ Mandatory annual report

LSU (& many others)

- ▶ Cooking oil from cafeterias fuels campus diesel vehicles

RPN Hybrid Calculator

- ▶ Calculate costs & impacts



Green Cleaners

Green Seal & EcoLogo

Mandates adopted:

- ▶ Chicago Public Schools
- ▶ Massachusetts
- ▶ New Jersey
- ▶ Alameda County
- ▶ Montgomery Co.



EPEAT Computers

Over \$200b contracted

RPN Social Justice Clause

U of CA, Cornell mandate EPEAT

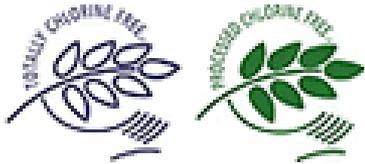


Copiers, Printers, Fax Machines

**Duplexers can reduce
paper by 40%**

**Energy Star-
equipment reduces
energy up to 60%**

LEED credit



Copy Paper

**University Mandates:
OSU, Princeton, U of OR,
UNC, WA State U**

City of Portland, OR

- ▶ **Reduce usage by 15%**
- ▶ **Meet or exceed EPA**
- ▶ **Aim for 30-100% PCW**
- ▶ **Prefer chlorine-free**
- ▶ **Seek alternative pulp**
- ▶ **Saved >\$10,000 1st year**

Key Strategy: Group Purchasing



Government Purchasers Saving You Money



- ▶ 17 U.S. Communities contracts aggregate massive purchasing power
- ▶ Contracts include many certified products
- ▶ Open to all local/state gov't, schools/colleges, nonprofits
- ▶ RPN worked with U.S. Communities to identify green certified products on their contracts, e.g. Green Seal certified cleaners on the Dallas Co. cleaners contract with Zep Superior Solutions.

Responsible Purchasing Network (RPN)

- ▶ ~200 members
- ▶ Combined annual spend exceeds US \$20b
- ▶ Employ well over 100,000 people
- ▶ 3 in 4 have an environmental purchasing policy
- ▶ 2/3rds consider social/enviro issues in some/all purchasing
- ▶ 94% plan to do more green purchasing in the next two years

Tools: Responsible Purchasing Guides

Series covers:

- ▶ Bottled Water
- ▶ Cleaners
- ▶ Computers
- ▶ Copy Paper
- ▶ Fleets Vehicles
- ▶ Fluorescent Lights
- ▶ Graffiti Remover
- ▶ Green Power
- ▶ Office Machines
- ▶ Paint
- ▶ Remanufactured Toner
- ▶ Tires, Wheel Weights



- Overview
- Social & Environmental
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- Policies
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- Handy Facts
- Definitions
- Credits & Endnotes

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Cleaners: Products

Hundreds of cleaning products are certified by Green Seal and/or EcoLogo (see [Green Seal](#) and [EcoLogo](#) websites) for general purpose, floor care, carpet, degreasers, drains, hands, household and industrial cleaning applications. The listings in this database are for general use only but please check directly with the certifying agency for the most updated list.

> [Click here to download an Excel version of this listing.](#)

Search these results:

Search by Type:

[Select One]

< 1 2 3 4 5 >

[see all results](#) (page 1 of 113)

Type	Manufacturer	Product/Model	
Floor Cleaner	Zep Manufacturing	Green Link Neutral Floor	GS-37
Floor Finish	Zep Manufacturing	Green Link Floor Finish	GS-40
Floor Stripper	Zep Manufacturing	Green Link Floor Stripper	GS-40
General Purpose Cleaner	Zep Manufacturing	Multi-Clean Green	GS-37
Window / Glass Cleaner	Zep Manufacturing	Green Link Glass Cleaner	GS-37
Drain Cleaner	Zep Manufacturing	ZEP Bio Multi-Purpose Drain care	CCD-113
Floor Cleaner	Zep Manufacturing	ZEP Bioswab Floor Cleaner	CCD-110

- Green 101
- Bottled Water
- Cleaners**
- Computers
- Fleets
- Graffiti Remover
- Green Power
- Lighting
- Office Electronics
- Paint
- Paper
- Tires & Wheel Weights
- Toner Cartridges

Thank you.

www.ResponsiblePurchasing.org

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