



# US EPA's Environmentally Preferable Purchasing Program & EO 14057

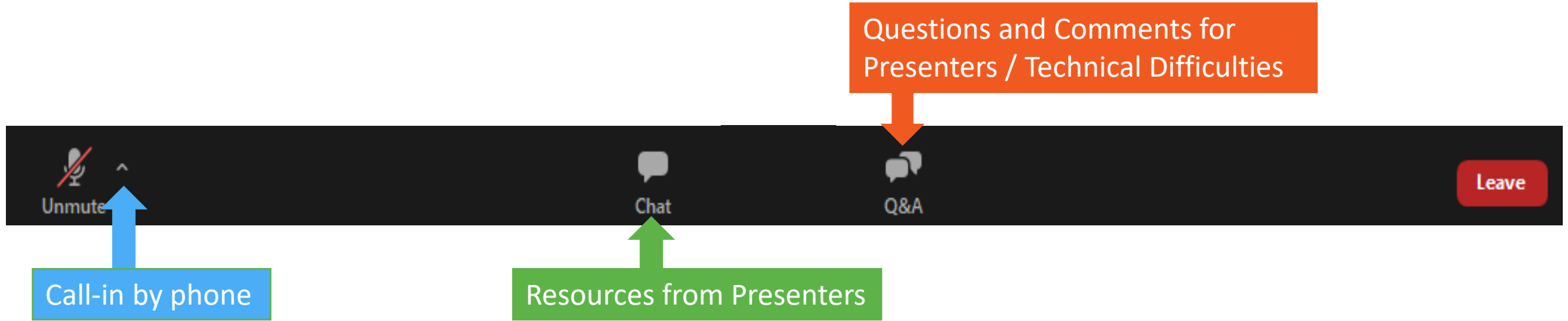
March 2, 2022

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Data Gathering and Analysis Division (DGAD)  
Sustainability & Pollution Prevention Branch (SPPB)

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# Webinar Logistics



- **To ask a question:** Type your question in the Q&A box. We will take questions at the end of the webinar.
- **Technical difficulties:** If you are having technical difficulties, please send a message through the Q&A box, or email [Kathryn.Harrison@erg.com](mailto:Kathryn.Harrison@erg.com)
- This webinar is being recorded.
- All attendees will stay **muted with webcams turned off** during this webinar to preserve audio and visual quality.
- The presentation and recording will be available on EPA's website after the webinar.



*Eight supply chains account for more than 50% of global GHG emissions. Setting ambitious procurement standards can help reduce these by up to 40%. (WEF, 2021)*

## ***Today's Webinar:***

- Updates to the *Framework for the Assessment of Environmental Performance Standards and Ecolabels*
- Initial Plans to Expand the *Recommendations of Specifications, Standards and Ecolabels for Federal Purchasing*

***But first,*** an introduction to EPA's Environmentally Preferable Purchasing (EPP) Program & President Biden's Executive Order 14057 and accompanying Federal Sustainability Plan



# *Large Federal Footprint = Opportunity for Feds to Lead by Example and Influence the Sustainable Products Market*

The U.S. Federal government:

Is the single largest purchaser in the world spending **~\$650 billion annually** on goods and services

Procurements represent roughly **2.5% of USGDP** and influence much more

Manages over **350,000 buildings, 600,000 vehicles**, and nearly **1 of every 5 acres** in the U.S.

Spends **~\$90 billion annually** on IT equipment and services

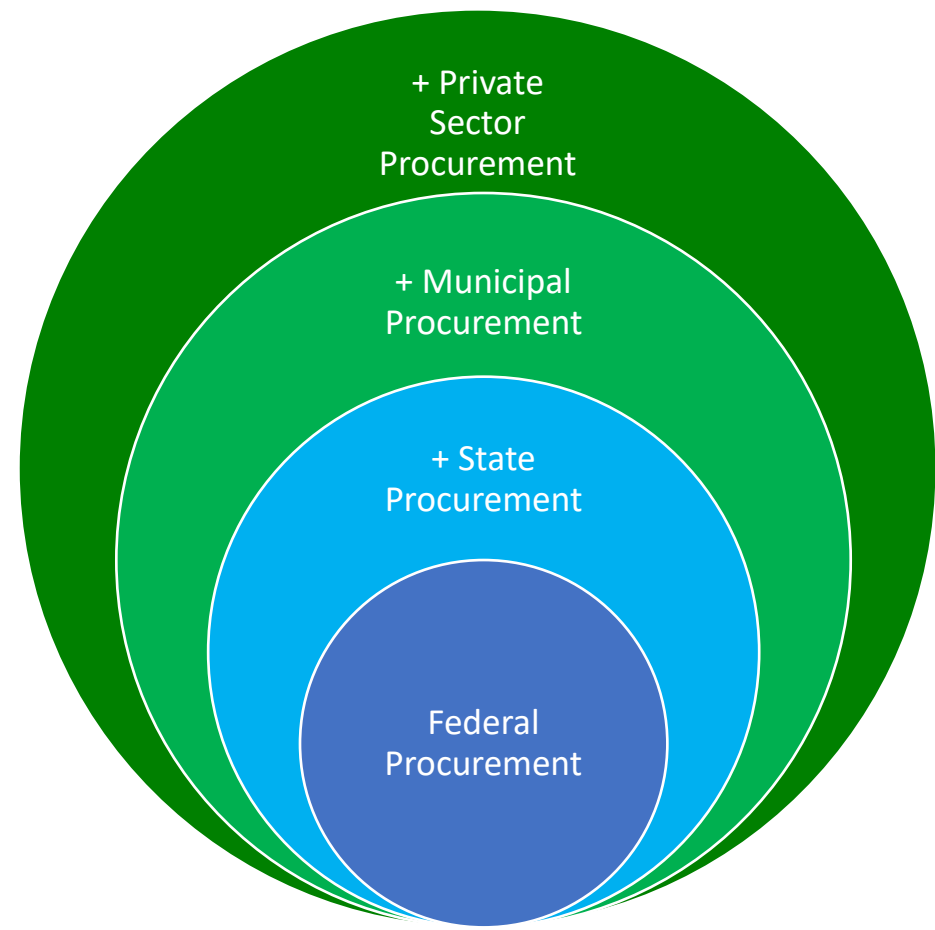
Is the largest energy consumer in the nation, spending **~\$18.3 billion annually**

Uses **renewable energy** to power 8.6% of its facility electric energy needs





# *Sustainable Federal Procurement as a Force Multiplier*





## *E.O. 14057 on Catalyzing Clean Energy Industries through Federal Sustainability and accompanying Federal Sustainability Plan and Memo to Agencies*

### **Sustainable Purchasing Elements:**

- Set a Net-Zero Emissions Procurement Goal for the U.S. government by 2050
- After meeting statutory mandates (ENERGY STAR/FEMP, BioPreferred, CPG, SNAP) purchasers must maximize the procurement of sustainable products and services identified or recommended by EPA
  - WaterSense;
  - Safer Choice;
  - SmartWay Transport partners and SmartWay products; and
  - **EPA Recommendations of Specifications, Standards, and Ecolabels for Federal Purchasing.**
- Direct agencies to prioritize substitutes for products that contain perfluoroalkyl or polyfluoroalkyl substances (PFAS).
- Require major Federal suppliers to publicly disclose GHG emissions and climate risks and set science-based targets to reduce emissions.
- Change Federal procurement rules to minimize the risk of climate change, including factoring in the social cost of GHG in procurement decisions.
- Establish the Net Zero Emissions Procurement Federal Leaders Working Group, including a Buy Clean Task Force, to drive strategy and implementation for low-carbon construction materials.





# Environmentally Preferable Purchasing (EPP) Program

[epa.gov/greenerproducts](https://epa.gov/greenerproducts)



Take a lifecycle, multi-attribute approach to defining “environmentally preferable”



Engage in the development/update of key private sector product & service sustainability standards & ecolabels



Assess & recommend specifications, standards, and ecolabels for federal purchasers



Assist feds (and others) in buying environmentally preferable products and services



Assist small businesses in selling their greener products and services to the federal government



Measure the benefits of buying green



# *EPP Program Recommendations Support Multiple Administration Priorities*

Standards and ecolabels currently recommended and influenced by EPA incentivize:

- **Climate Change Impact Reductions:**
  - Renewable energy use and energy efficiency in supply chains
  - Lower global warming potential process chemicals
  - Greener transport/shipping
- **Chemical Safety**
  - Full material inventory and disclosure
  - Chemical alternatives assessment
  - Selection of safer alternatives
  - Elimination or reduction of specific chemicals of concern:
    - Residing in the product (e.g., PFAS, flame retardants, plasticizers)
    - Used during manufacturing (e.g., Cleaning solvents)
- **Circular Economy:**
  - Recycling and reuse of critical minerals
  - Reducing/eliminating single use plastics
  - Design for ease of refurbishment & reuse
- **Environmental Justice:**
  - Protecting frontline communities by increasing supply of and demand for sustainable products and services





## *Why Use Private Sector/Non-governmental Product/Service Sustainability Standards & Ecolabels to Achieve Our Missions?*

- Available **now!** We can influence updates.
  - Provide a **market-based, multi-stakeholder collaborative approach** for addressing emerging environmental issues
  - Bring a **multi-attribute, lifecycle perspective** to avoid risk-shifting (e.g., GHGs + Toxics + Circularity)
  - **Simplify** complex environmental issues for purchasers
  - Establish a **clear path of progress & aspirational goals** for industry
  - Provide purchasers **third-party verification** of environmental performance & **registries** of compliant products/services
- The National Technology Transfer and Advancement Act (NTTAA) and related policies provide direction to Federal agencies on the use of and participation in private sector standards.





Ecolabels  
Found in the  
Global  
Marketplace  
Today (460+)



# The Recommendations of Specifications, Standards, and Ecolabels “Recommendations”

## Leveling the Playing Field & Bringing Clarity to the Marketplace

### Global Marketplace

460+ Standards/Ecolabels



1) Based on review and use by another federal agency

**OR**

2) Based on an assessment against the multi-stakeholder developed Framework for Environmental Performance Standards and Ecolabels

### The Recommendations


30 product categories, 48 private sector standards/ecolabels, 3 specifications

**Recommended Private Sector Standards/Ecolabels**


**1<sup>st</sup> Choice Private Sector Standards/Ecolabels:**

Multi-attribute with confirmed accredited or conforming certification body:


Cradle to Cradle Certified™ Product Standard<sup>1,2</sup>

 [Access standard.](#)  [Find products.](#)

Good Environmental Choice Australia (GECA) Floor Coverings<sup>1,2</sup>

 [Access standard.](#)  [Find products.](#)

GreenCircle Certified Environmental Facts for Flooring Products<sup>1,2</sup>

 [Access standard.](#)

Sample Carpet Category



**Section I:** Standards development process

**Section II:** Effectiveness in addressing human and environmental health

**Section III:** Conformity assessment procedures

**Section IV:** Ecolabel program management

## *What is the Framework for the Assessment of Environmental Performance Standards and Ecolabels?*

- Provides a transparent & consistent approach to assessing environmental performance standards & ecolabels for incorporation into the Recommendations.
- Developed through an interagency & multi-stakeholder, consensus-based process - including public comment and pilot testing.
- Aligned with USG standards policy (OMB A119, NTTAA) and relevant international guides and protocols
- Encourages best practices for environmental performance leadership standards & ecolabels.



# *Framework Development Timeline*

Developed through an interagency & multi-stakeholder, consensus-based process - including public comment and pilot testing.

- **2011-2013:** An interagency group convened to draft the Framework and hold stakeholder listening sessions
- **2013-2015:** Public comment on draft Framework, EPA responds to comments and issues new iteration of the Framework
- **2015-2016:** Framework tested via a pilot in the furniture, flooring (including carpet), and paints & coatings categories
- **2016:** Pilot Framework posted to the EPA website
- **2017:** Drafted updates to the Framework based on lessons learned from the pilot (mainly aligning with revised OMB Circular A119, reordering, clarifying & streamlining)
- **2020-2021:** Additional changes to reflect learnings from implementation (e.g., eligibility criteria)
- **February 2022: Updated Framework posted on the EPA website**
- **Next:** Public comment on & reinstatement of Information Collection Request per the Framework
- **Then:** Call for standards and ecolabels to be assessed so that EPA can expand Recommendations in new purchase categories to address climate, PFAS, and other priorities.



# *Key Update: Reducing information collection burden while continuing to signal leadership practices*

- Out of the dozens of criteria, only required to respond to:
  - **Section I Standards Development Process**
    - I.1 Most direct pathway to confirm if a Voluntary Consensus Standard per OMB A119; *standards that use other development processes can be included in Recommendations*
  - **Section II Environmental Effectiveness**
    - II.1 Transparency of weighting methodology
    - II.2 Effectively addressing environmental hotspots
    - Plus, when chemical substances of concern are a key hotspot for the purchase category**
    - II.3 Approach(es) to reducing toxicological hazard(s)
    - II.4 Disclosure of chemical substances of concern
  - **Section III Conformity Assessment**
    - III.1 Most direct pathway to confirm there is a competent certification program; *demonstration of competent certification program is required for all recommended standards and ecolabels by December 2023*
- Optional to convey leadership practices
- Increased opportunities to provide "attestations" in lieu of documentation





# Framework: Scoping Questions

*Responses will confirm eligibility for a full assessment and potential inclusion in the Recommendations.*



- Which purchase categories are applicable
- Which sections of the Framework the respondent is planning to be assessed against
- Sufficient certified product/service availability and existence of a product registry
  - *Standards/ecolabels not yet meeting these eligibility criteria are still welcome to submit for a full assessment and have the potential to be recognized by EPA as conforming to other sections of the Framework.*
- If the standard/ecolabel includes criteria that meets or exceeds federal sustainable acquisition statutory mandates relevant to the product category(ies)
  - Statutory requirements include: CPG, ENERGY STAR/FEMP, BioPreferred, and SNAP. Answers may be used by federal purchasers when determining if/how to use the standard/ecolabel/certification to meet their agency goals and mandates.





# Framework Section I: Process for Developing Standards

\*EPA recommends both VCS and other standards; however, our website indicates when a standard is not a VCS.

The standard is a voluntary consensus standard (VCS) as defined by OMB A-119 Section 4. If a standard is an ANSI approved American National Standard (ANS) AND achieved balance in the consensus body, then the standard is considered a VCS.

**OR**

An alternative approach to confirming that a standard is a VCS is provided. Specifically, should address the following, among other criteria:

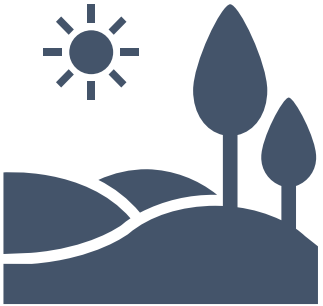
- Conflicts of interest
- Transparency of participation procedures
- Public announcements at key stages of the standards creation, revision, reaffirmation or withdrawal
- Selection of membership of decision-making body(ies)
- Balance of interest in decision-making body(ies)
- Lack of dominance in decision-making body(ies)
- Policies for patented technology
- Reasonable effort to achieve consensus
- Procedural appeals mechanism
- Publicly available criteria





## *Framework Section II: Environmental Effectiveness*

- Transparency of standard's weighting methodologies
- Addresses all significant hotspots/lifecycle stage impacts, or is transparent about which hotspot(s) is not addressed
- Requires reduction of toxicological hazards (where a key hotspot)
- Requires disclosure of chemicals of concern (where a key hotspot)





# Framework Section III: Conformity Assessment

\*Demonstration of competent certification program is required for all recommended standards and ecolabels by **December 2023**.

Demonstrate conformance to relevant standards within the ISO/IEC 17000 series;  
Accreditation body must be a member of the International Laboratory Accreditation Cooperation (ILAC; or regional counterpart) or International Accreditation Forum (IAF).

**OR**

An alternative approach to confirming that a conformity assessment program is competent. Should address the following, among other criteria:

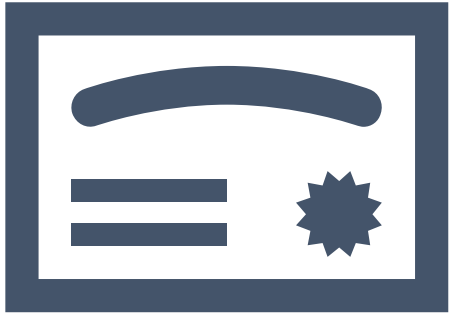
- Transparent information on fees
- Independence; Impartiality; Conflict of interest policy
- Sufficient personnel; Role separation
- Adequate facilities & equipment
- Quality objectives/Quality management system
- Records management; documented procedures (inc. traceability & dispute resolution)
- Periodic evaluations of marked products; suitable actions for misuse





## Framework Section IV: Ecolabel Program Management

*\*Responses in this section are informational and not required for inclusion in Recommendations; non confidential responses would be made publicly available upon request.*



- Transparency of information on fees
- Free from undue pressures
- Quality objectives/Quality management system
- Disclosure of program governance
- Procedures for granting the use of the mark
- Up-to-date, machine-readable registry/directory of conformant products
- Periodic evaluation of marked products
- Suitable action for misuse
- Dispute resolution procedures



# The Recommendations Today

- Currently recommend:
  - 48 private sector standards/ecolabels
  - 3 specifications
- Cover 30 product categories



[epa.gov/greenerproducts](http://epa.gov/greenerproducts)



# Current Product Categories in the Recommendations

\*Pilot Category. Standards/ecolabels in these categories were assessed against the December 2016 version of the Framework

## Cafeteria

- Food Service Ware: Containers, Cutlery, Dishware
- Commercial Dishwasher Detergent

## Construction

- Adhesives
- **Carpet\***
- Ceiling Tiles-Acoustical
- Fiberboard, Gypsum Panels, and Wallboard
- **Flooring\***
- Insulation
- **Interior Latex Paint\***
- **Other Miscellaneous Building Finishes\***

## Office/Furniture

- Copy Paper
- **Furniture\***

## Custodial

- Cleaners: Carpet, Glass, Multipurpose
- Floor Care
- Hand Soap
- Bathroom Tissue
- Paper Towels
- Trash Bags

## Machine Shop Operations

- Parts Wash Solution

## Electronics and Associated Services

- Computers
- Cloud Services
- Electronics Recycling Services
- Imaging Equipment
- Mobile Phones
- Print Management Services
- Seat Management Services
- Servers
- TVs
- Wireless Services

## Grounds/Landscaping

- Deicer



# Recommendations Website

**First Tier of Preference**  
Multi-attribute with  
Certification Program meeting  
Section III

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**Second Tier of Preference**  
Multi-attribute but could not  
confirm competent  
certification; *tier will be  
removed after December 2023*

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**Third Tier of Preference**  
Single Attribute

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+ Specification(s) to fill  
potential gap(s) in standards

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**Applicable Statutory  
Requirements & Federal  
Programs**





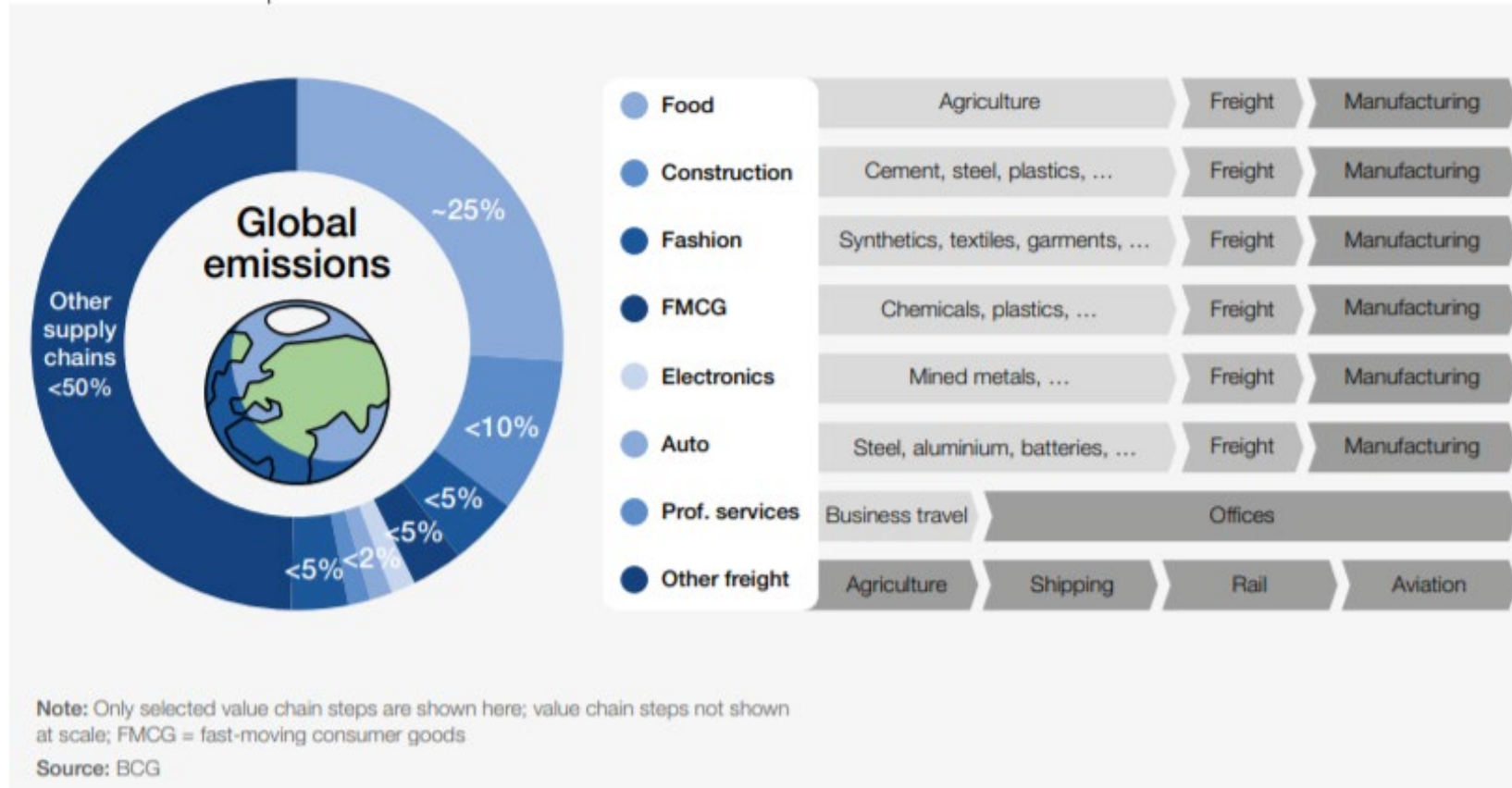
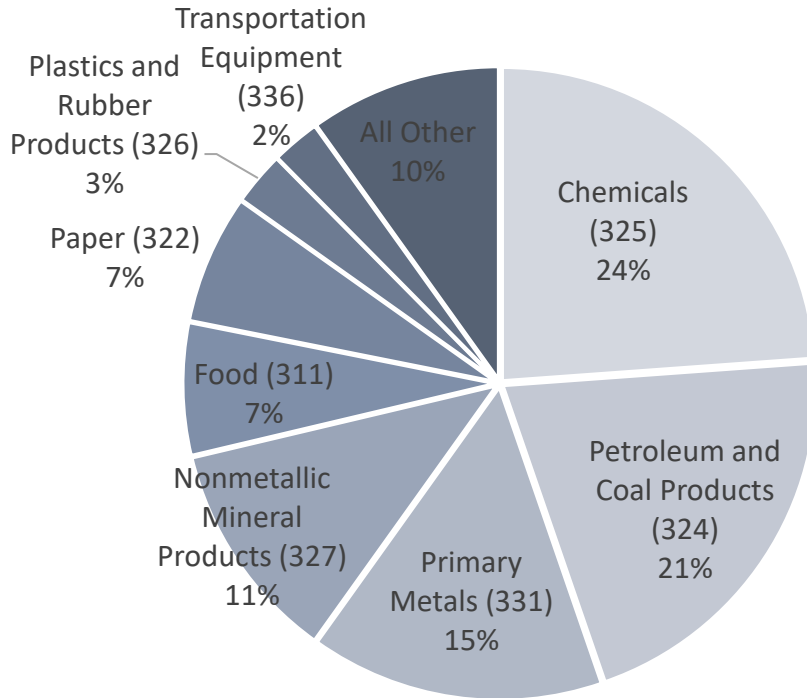
# There are key *climate* gaps in the Recommendations...

## Primary Industries



## End Products

US Industrial GHG Emissions by 3-digit NAICS code



Note: Includes Direct, Indirect, and Process Emissions.  
 Source: ENERGY STAR Industrial Team Internal Energy & GHG Emission Analysis based on MECs, EPA Inventory, and EPA GHGRP



# *Key Evaluation Factors for Expanding the Recommendations*

- **Impact**

- Would a Recommendation in the category address a high-priority of the Administration?
- Does the category have significant volume of purchases by the Federal government?

- **Opportunity**

- Are there existing private sector standards/ecolabels in the market?
- Is there adequate product availability meeting the spec/standard/ecolabel(s)?
- Is the EPA EPP Program the best venue to take the lead on providing Recommendations in the category? Or is there legislation or another federal agency program better positioned to establish a government-wide procurement mandate for the issue/category?

- **Resources**

- Scope of categories EPA assesses will be determined by available resources and priority level.



Goal: Leverage private sector standards and ecolabels to support EO 14057 building and procurement goals.

## *Potential for expansion of the Recommendations*

- Consider specifications, standards, and ecolabels that can support federal net-zero emissions as well as other Administration priorities in these sectors:
  - Construction/infrastructure materials
  - Food and agricultural products and cafeteria services
  - Uniforms / Clothing
  - Landscaping Projects
  - Infrastructure Projects
  - Professional Services
- Consider certifications that can support manufacturer claims of and federal procurement of products that do not contain perfluoroalkyl or polyfluoroalkyl substances (PFAS).



## Phase 1: Based on 2022 Resources

### ***PHASE 1: ACTIVITIES PLANNED***

**Throughout 2022, to quickly respond to Executive Orders and other, the EPP Program will:**

- Engage with CEQ Buy Clean Task Force; based on TF recommendations, consider if and how EPP should consider embodied carbon in construction materials including potential engagement with Product Category Rules, key product standards, and building codes
- Lead USG engagement in the development of key product standards.
- Engage in GSA's Category Management Leadership Council to integrate sustainability into federal government-wide Best in Class contracts.
- Support GSA Commercial Platforms (Amazon, Overstock, Fisher Scientific) with reflecting EPP Recommendations and other federal sustainable procurement requirements
- Continue to expand EPP Recommendations based on other Federal agency precedence/programs
- Explore adding standards/ecolabels based on other organizations' analyses and successful use in public procurement
  - *Please send any analyses of specs/standards/ecolabels your organization has completed for EPA's consideration to [epp@epa.gov](mailto:epp@epa.gov).*



*Phase 2:  
Information  
Collection  
Request  
approval &  
additional  
resources*

## *PHASE 2: ACTIVITIES PLANNED*

FY 2023 and beyond, EPA plans to use the updated *Framework* to assess & recommend standards/ecolabels in additional federal purchase categories.

- Requires OMB Information Collection Request Approval to gather data from private sector standards and ecolabels per the updated Framework.
- Public comment periods provide opportunities for input.
- Over time, EPA envisions conducting assessments of all standards and ecolabels in the Recommendations against the Framework.
- Volunteer standards and ecolabels will be solicited for assessment in a phased process based on category priorities and resources.



# For More Information...

- EPA's Framework and Recommendations
  - [www.epa.gov/greenerproducts](http://www.epa.gov/greenerproducts)
- E.O. 14057 & Federal Sustainability Plan
  - [www.sustainability.gov](http://www.sustainability.gov)
- U.S. policy and information resources on standards
  - [standards.gov](http://standards.gov)
- Sign up for our listserv
  - <https://www.epa.gov/greenerproducts/forms/contact-us-about-greener-products-and-services>
- Email the EPP Program
  - [epp@epa.gov](mailto:epp@epa.gov)