Advancing Green Purchasing Through the Use of Trusted Ecolabels

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Responsible Purchasing Network

WSPPN Webinar • January 20, 2011
Overview

• What is “greenwashing”?

• What actions can you take to prevent it?

• What strategies can you use to incorporate the use of trusted ecolabels into your sustainable purchasing policy and bid specifications?

• What other sustainable purchasing resources are available?
RPN

Nonprofit, ~200 members

• States
• Local governments
• Federal agencies
• Colleges and universities
• School districts
• Businesses
• Non-profits

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 and specifications
• *Model Responsible Purchasing Report*
• Calculators and other tools
Environmentally Preferable Goods & Services...

“...have a lesser or reduced effect on human health and the environment when compared to competing products and services that serve the same purpose.”
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
EPPs are...

- Made with recycled content
- Highly energy efficient
- Designed to be long lasting
- Recyclable or compostable
- Made from renewable resources
- Less toxic than conventional goods
- Manufactured locally and responsibly
- Fairly traded
- Safely managed at the end of their life

www.ResponsiblePurchasing.org
Why Do “Green” Purchasing?
“Green” Purchasing Opportunities

• Commodity contracts
• Service agreements
• Construction projects
• Purchase orders
• Credit cards
• E-procurement

Every purchase matters
“Green” Claims Increasing

• Eco-safe
• Environmentally friendly
• Earth friendly
• Earth smart
• Environmentally safe
• Environmentally preferable
• Basically non-toxic
• Practically non-toxic
• Made with non-toxic ingredients
• Degradable
• Natural
• Environmentally safe
• CFC-free
• ozone friendly
• Recyclable

Original Source: Kirsten Ritche, Gensler

www.ResponsiblePurchasing.org
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-created Ecolabels

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) 321-0330 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>25498-49-1</td>
</tr>
<tr>
<td>Citrus extracts blend</td>
<td>1 – 10</td>
<td>94266-47-4 / 8028-48-6</td>
</tr>
</tbody>
</table>
Retailer-created Ecolabels
Multi-Attribute Certifications

Our Standards


Click here to view our criteria...
Single Attribute Certifications

www.ResponsiblePurchasing.org
Support Green-certified Businesses
e-waste in Gulyu, China is often simply burned
resulting in severe pollution of ground, water, and air.
Verification of Environmental Claims

- CERTIFIED BIODEGRADABLE
  SCS-BIO-01004
  • Breaks down into carbon dioxide, basic minerals, and water

- UL Environment™
  Sustainable Product Certification Mark

- Recycled Content
  Minimum 75%
  10% Post-consumer
  65% Pre-consumer
  SCS-NC-01010
  This product can be used to earn LEED MR Credits 4.1 and 4.2

- Sustainable Carpet
  PLATINUM
  Nov 14, 2017: SCS-SC-10002

- Verified
  nongmoproject.org

www.ResponsiblePurchasing.org
Rating Systems

- US DOE/EPA ENERGY STAR Program
- EPEAT (green computer equipment)
- US EPA Design for the Environment (DfE) Program
- USDA BioPreferred
- EU RoHS Directive (Restriction of Hazardous Substances)
Consumer Reports’ Eco-Labels Center

Label search results

Dolphin safe

LABEL REPORT CARD

<table>
<thead>
<tr>
<th>Meaningful is the label?</th>
<th>Label verified?</th>
<th>Meaning of the label consistent?</th>
<th>Standards publicly available?</th>
<th>Information about the organization publicly available?</th>
<th>Organization free from conflict of interest?</th>
<th>Label developed with broad public and industry input?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

1. However, the dolphin safe label is a partially certified claim since the NMFS only verifies tuna caught from a specific region and not all tuna that is labeled dolphin safe.

2. However, since the manufacturer can make the decision about labeling tuna when it is caught outside the verified region for dolphin safe, there can be conflict of interest.
# Responsible Purchasing Trends

## Recognized/Used Standards, Eco-labels & Certifications

<table>
<thead>
<tr>
<th>Standard/Certification</th>
<th>Recognized / Used</th>
</tr>
</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>
</tbody>
</table>

[www.ResponsiblePurchasing.org](http://www.ResponsiblePurchasing.org)
2.5 Use of Social and Environmental Product or Service Labels

City employees are encouraged to use independent, third-party social and/or environmental (eco) product or service label standards when writing specifications for, or procuring materials, products, or services, so long as such labels:

- Were developed and awarded by an impartial third-party;
- Were developed in a public, transparent, and broad stakeholder process; and
- Represent specific and meaningful leadership criteria for that product or service category.

City of Portland, OR Sustainable Procurement Policy
Require Product Claims to be Verified

“Suppliers citing environmentally preferred product claims shall provide proper certification or detailed information on environmental benefits, durability and recyclable properties.”

Specifically supports use of Green Seal and EPEAT

University of California Policy on Sustainable Practices
Multi-attribute Specifications: Green Lighting Equipment

- Energy efficiency
- Waste prevention (long life)
- Toxicity reduction (mercury, lead)
- Light quality
- Recycling (“takeback”)

CA and MN adopted green lighting specs
Multi-attribute Specifications: Green Cleaning Products

- Green Seal- or EcoLogo-certified cleaners
- Asthma-safe disinfectants
- Metered dilution system (to reduce exposure and save money)
- Pilot test, if possible
- Training and service
Shades of Green
How Much...

- Recycled content
- Bio-based content
- Mercury content (in fluorescent lamps)
- Energy, fuel or water consumption
Strategy:
Block “Red Flag” Products

- Hazardous ingredients
- Poor energy efficiency
- Wasteful (disposable)
- Unsustainable production
WSPPN Webinar: Advancing Green Purchasing Through the Use of Trusted Ecolabels

Strategy: Cooperative Purchasing

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

Affiliation: WSCA
Lead State: Oregon
Lead State Contract Number: 102.5931-5
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
Strategy: Publicize “Green” Products Offered on Your Contracts

Recycled and Environmentally Preferable Products and Services Guide

Massachusetts Statewide Contracts Operational Services Division

www.ResponsiblePurchasing.org
Strategy:
Direct Suppliers to...

- Add “green” products to their “core” list
- Clearly label products that meet YOUR “green” criteria
- Require “greenest” products to be listed first via online searches
- Substitute (or suggest) EPPs when conventional items ordered
- Periodically report $ amount of compliant/non-compliant purchases on your contract
- Conduct training and outreach
Thank You!

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