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**American dream**

[newdream.org](http://newdream.org)

# Smart Green Purchasing

EcoLabels and Other Tools



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# Scot Case

## Director of Procurement Strategies

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# Who Are We?

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The Center for a New American Dream is a non-profit organization helping Americans consume responsibly to protect the environment, enhance quality of life and promote social justice.

[www.newdream.org](http://www.newdream.org)

[www.newdream.org/procure](http://www.newdream.org/procure)

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# Link Between Purchasing and the Environment

It's all connected to purchasing

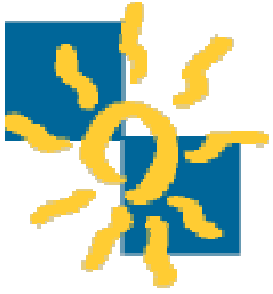
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# Environmental Concerns

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- Mass extinctions
- Deforestation & soil erosion
- Air & water pollution
- "Super" bacteria, viruses, and insects
- Dwindling natural resources
- Cancer rates increasing
- Reproductive disorders increasing
- Fisheries collapsing
- Water tables falling
- Climate Change



# Resource Consumption

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- One ton of virgin paper requires 98 tons of resources to produce.
- A single 1/10 ounce, 14-carat gold ring requires 2.8 tons of ore



# Typical Desktop Computer

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- Manufacturing a typical desktop computer creates 139-pounds of waste and 49 pounds of hazardous materials.
- Producing the six-inch silicon wafer from which computer chips are cut generates 2,840 gallons of wastewater and 7 pounds of hazardous waste.

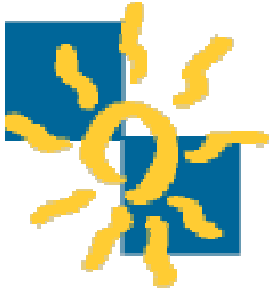
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# Environmental Attributes

## Defining "Green"

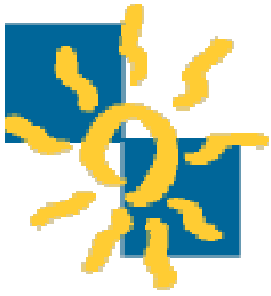
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# Environmental Attributes

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- Product-specific attributes
- Process-specific attributes
- Manufacturer-specific attributes
- Life cycle perspective



# Representative Attributes

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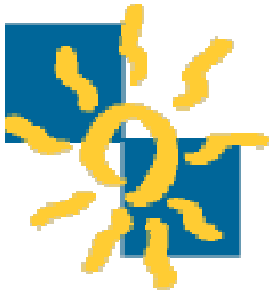
- Biobased
- Biodegradable
- Carcinogen-free
- Chlorofluorocarbon (CFC)-free
- Compostable
- Durable
- Energy efficiency
- Lead-free
- Less hazardous
- Locally manufactured
- Low volatile organic compound (VOC) content
- Low-toxicity
- Mercury-free
- Persistent bioaccumulative toxin (PBT)-free
- (Rapidly) renewable materials
- Recyclable
- Recycled content
- Reduced greenhouse gas emissions
- Reduced packaging
- Refurbished
- Resource efficiency
- Upgradeable
- Water efficiency

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# Opportunities

Where Can We Begin?



# Opportunities

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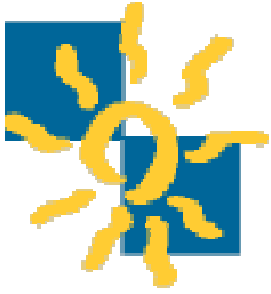
- Buildings
  - New construction
  - Renovation
  - Maintenance
- Cafeteria Supplies
- Cleaning Products
- Computers
- Copiers
- Electricity
- Furniture
- Landscaping/Pest Management
- Lodging
- Meetings
- Office Supplies
- Paint
- Paper
- Printing
- Vehicle Fleets

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# Successful EPP Strategies

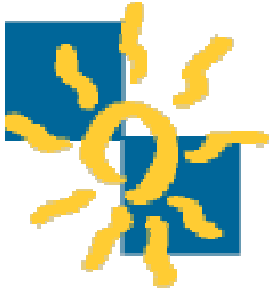
How Do We Make It Work?



# EPP Strategies

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- Written Policies
- Cooperative Efforts
- Price Preferences
- Lifecycle Costing
- Best Value Purchasing
- Green Teams
- Vendor Outreach
- Approved Product Lists
- Eco-Labels
- Incentive Programs
- Employee Training
- Plagiarize
- Pilot Projects



# Plagiarize

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- Center for a New American Dream  
<[www.newdream.org/procure](http://www.newdream.org/procure)>
- EPP Contracts Database  
<[www.epa.gov/oppt/epp/database.htm](http://www.epa.gov/oppt/epp/database.htm)>
- EPPNet <[www.nerc.org/eppnet.html](http://www.nerc.org/eppnet.html)>
- King County, Washington; Massachusetts;  
Minnesota; Santa Monica, California

# Q & A

➤ To ask a question, press 01 on your touch-tone phone. This places your call into an electronic queue.



➤ To submit a question over the web, type your question in the "text chat" area at the bottom left hand corner of the screen, then click on "Ask Presenter".

Thank you for your questions

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