Chapter 4
Category Guidance

**IMPORTANT TIP... READ THIS FIRST...**

Prioritize for leadership.
Chapter 4 of the Guidance is intended for organizations that have already conducted a strategic analysis that identifies procurement of a specific category of goods or services as a priority opportunity for improving the overall environmental, social, and/or economic performance of the organization’s purchasing.

Use of the category-specific guidance in this chapter without conducting such an analysis is discouraged, since any performance gains achieved, while positive, could be statistically insignificant, relative to the overall improvement opportunities available.

In such cases, organizations risk the opportunity cost of dedicating resources to non-priority categories at the expense of higher priority categories of spending, missing an opportunity for leadership, and compromising the credibility of their sustainable purchasing program.
Agenda

1. Scope of Professional Services
2. Major Impacts
3. Recommended Actions
4. Benefits
5. Challenges
How would you define Professional Services?
Professional Services are industries characterized by

• low capital intensity,
• high knowledge intensity and
• a professionalized workforce.

Examples include legal, consulting, architectural, engineering, public relations, and financial firms.
What are the major impacts of Professional Services?
Impacts

TRAVEL (environmental and social)

- Energy and GHG impacts of:
  - Transportation (mode/distance)
  - Lodging
  - Food

- Social and economic impacts on employees from regular or excessive job-related travel
Actions

TRAVEL

• Invest in alternatives to travel: e.g. teleconferencing

• Incorporate travel policy into contract:
  
  *Local travel*: walking, biking, public transport, low-emitting vehicles

  *Long-distance travel*: rail, direct flights

  *Lodging*: prefer green hotels close to meeting

Measure and report emissions
Benefits

TRAVEL

- Reduced emissions of carbon and other air pollutants
- Reduced employee time and productivity loss
- Cost savings from avoided travel
- Potential for improved health, well-being and job satisfaction
Impacts

SERVICE DELIVERABLES

(development and transport)

• Printing
• Packaging
• Shipping
Actions

SERVICE DELIVERABLES

• Shift from hardcopy to electronic deliverables

• Use environmentally-preferable paper and packaging:
  • Paper from responsibly-managed forests
  • Post-consumer recycled content
  • Double-sided printing

• Use environmentally-preferable imaging equipment:
  • ENERGY STAR or IEEE 1680.2 certified
Benefits

SERVICE DELIVERABLES

• Reduced emissions of carbon and other air pollutants
• Reduced demand for virgin forest materials
• Cost savings from avoided paper and packaging
Additional Impacts and Actions

DIVERSE SUPPLIERS

Social and economic benefits from selecting

- small,
- minority-owned,
- veteran-owned,
- women-owned,
- service-disabled, and/or
- HUBZone

suppliers and social enterprises.
Additional Impacts and Actions

SUPPLIER’S FACILITY

Buildings and spaces owned and/or rented by the supplier
- electricity use
- water consumption
- impacts of building services
- waste management
Additional Impacts and Actions

WORKFORCE PRACTICES

Social impacts of organizational practices:

• Health, safety and well-being of employees
• Workforce diversity
• Employee training and development
• Employee engagement and satisfaction
• Ethical behavior and compliance
Suppliers’ Purchasing

Upstream supply chain impacts of ongoing purchasing by suppliers:

- Embedded electricity.
- Purchase of products:
  - furniture,
  - IT products,
  - office supplies
Additional Impacts and Actions

**LOCAL IMPACT**

Community and economic investment by the supplier:

- Sponsoring employee volunteering
- Pro bono or in-kind service
- Philanthropic donations
- Community
Challenges

• Variations in significant impacts of service providers

• Lack of consistent scoring criteria for suppliers

• Determining appropriate and consistent leadership criteria for service providers across sectors

• Service providers’ ability to claim the benefits of employee actions

• Addressing emerging standards
Questions?