Welcome

Chris O’Brien
Director of Sustainability
American University
Welcome

Joel Makower
Executive Editor
GreenBiz Group
1 Introducing the Council

Dr. Kevin Lyons
Assistant Professor, Supply Chain Management
Rutgers Business School

Yalmaz Siddiqui
Senior Director, Environmental Strategy
Office Depot

Jason Pearson
Executive Director
Sustainable Purchasing Leadership Council
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Challenges facing purchasing organizations

Related to Program GUIDANCE:
- Policy inconsistency
- Lack of program guidance
- Product label growth & gaps
- Inertia of standard practices

Related to Performance MEASUREMENT:
- No standard methodology
- Silo-ed accounting practices
- No standard process
- Software not optimized
- Lack of ROI for program

Related to Leadership RECOGNITION:
- No recognition framework
- No professional distinction
- Lacking multi-sector forum
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Green Products Roundtable

National Policy Questions

1. What is a credible green claim?
2. What is a green product?
Green Products Roundtable

Federal, State & Local Government
• General Services Administration
• U.S. Department of Energy
• U.S. Environmental Protection Agency
• National Institute of Standards and Technology
• National Association of State Procurement Officers
• City of Santa Monica

Universities
• American University
• University of Michigan
• University of Minnesota

Environmental Groups
• Rainforest Alliance
• World Resources Institute
• World Wildlife Fund

Additional Participants
• 3M
• Ashkin Group
• Big Room
• DEKRA
• Five Winds International
• Greencurement
• ISEAL Alliance
• Office Depot
• The Overbrook Foundation
• Responsible Purchasing Network
• Shaw Industries
• Weyerhaeuser
• and others…

Ecolabels
• Green Electronics Council (EPEAT)
• Green Seal
• UL Environment
• GreenGuard

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL
Launch Event Webcast July 23, 2013
Green Products Roundtable
“What is a credible claim?”

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Green Products Roundtable

“What is a green product?”

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Green Products Roundtable
“What is a green product?”

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Green Product Options</th>
<th>Life cycle environmental impacts of products</th>
<th>Attributes</th>
<th>Standards</th>
<th>Ecolabels</th>
<th>Other impact reduction options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewable energy</td>
<td>Water use &amp; Emissions</td>
<td>Water efficient</td>
<td>Renewable energy</td>
<td>Renewable energy</td>
<td>Renewable energy</td>
<td>Renewable energy</td>
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<td></td>
<td>Other impact reduction options</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>PURCHASING POLICYMAKERS</td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>SCIENTISTS</td>
</tr>
</tbody>
</table>

Life cycle environmental impacts of products

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Green Products Roundtable

*Insight:* Analysis and prioritization are key.

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending</th>
<th>Estimated Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td>33.6%</td>
<td></td>
</tr>
<tr>
<td>Ag, Food, &amp; Dining</td>
<td>20.2%</td>
<td></td>
</tr>
<tr>
<td>Construction &amp; Maintenance</td>
<td>13.7%</td>
<td></td>
</tr>
<tr>
<td>Fueals</td>
<td>9.9%</td>
<td></td>
</tr>
<tr>
<td>Sanitary &amp; Waste</td>
<td>5.5%</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td>4.8%</td>
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</tr>
<tr>
<td>Chemicals &amp; Plastics</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>IT/Communications Services</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Office/ Lab Equipment</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>Vehicles</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>Wood &amp; Fiber Products</td>
<td>0.5%</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td>0.4%</td>
<td></td>
</tr>
<tr>
<td>Textiles</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0.2%</td>
<td></td>
</tr>
</tbody>
</table>

5 purchasing categories
64% of total spending
83% of estimated impacts
Economically Sustainable Purchasing

Environmentally Sustainable Purchasing

Socially Sustainable Purchasing

Enables protection

Enables inclusion

Enables prosperity

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL
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Steering Committee (2013)

Anastasia O’Rourke, Co-Chair
Principal, DEKRA
Founder, EcoLabel Index

Yalmaz Siddiqui, Co-Chair
Senior Director, Environmental Strategy
Office Depot

Josh Silverman
Director, OSES
US Department of Energy

Jonathan Rifkin
Green Purchasing Coordinator
NASPO / City of Washington, DC

Cynthia Cummis
Manager, GHG Protocol
World Resources Institute

Mark Rossolo
Public Affairs Director
UL Environment

Dennis McGavis
Director of EHS, Sustainability
Goodyear Tire & Rubber Co.

US EPA Liaison:
Alison Kinn Bennett
Senior Advisor
EPP Program, US EPA

US GSA Liaison:
Jessica Thurston
Sustainability Program Analyst
US General Services Administration

Chris O’Brien
Director of Sustainability
American University

Nancy Gillis
Senior Manager
Ernst & Young, LLC

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Founders Circle as of July 23, 2013

- American University
- Apex Clean Energy
- Arizona State University
- CIPs Sustainability Index
- City of Portland, OR
- City of San Francisco, CA
- City of Washington, DC
- DEKRA
- Dell
- Domtar
- Ecolab
- Emory University
- Fair Trade USA
- FedEx
- Green Circle Certified
- King County
- Michigan State University
- Office Depot
- Portland Community College
- SCS Global Services
- Social Hotspots Database
- State of California DGS
- State of Minnesota PCA, MMD
- U.S. Department of Agriculture
- SUSTAINABLE PURCHASING LEADERSHIP COUNCIL
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Institutional Purchasers
- American University
- Arizona State University
- City of Portland, OR
- City of San Francisco, CA
- City of Washington, DC
- Emory University
- King County, WA
- Portland Community College
- Michigan State University
- State of California
- State of Minnesota
- US Dept of Agriculture

Suppliers
- Apex Clean Energy
- CarbonNeutral Co.
- Dell
- Domtar
- EcoLab
- FedEx
- Office Depot
- SciQuest
- Waste Management

Market Advisors
- CIPS Sustainability Index
- DEKRA
- FairTradeUSA
- GreenCircle Certified
- SCS Global Services
- Social Hotspots Database Project
- UL Environment

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL
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Strategic Partners as of July 23, 2013

- ANSI: American National Standards Institute
- American Sustainable Business Council
- aashe: The Association for the Advancement of Sustainability in Higher Education
- BIFMA
- ICLEI: Local Governments for Sustainability
- ISM: Institute for Supply Management
- Iseal Alliance
- NASPO: National Association of State Procurement Officials
- Practice Greenhealth
- Product Stewardship Institute
- Sustainable Food Lab

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL

Founding Summit
August 27-28, 2013

National Academies of Science
Washington, DC

For more information:
www.purchasingcouncil.org

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Sustainable Purchasing Leadership Council
Could we collaborate to launch a shared program...?
Pursue leadership.
Prioritize strategic action.
First buy less. Then buy better.
Build on existing guidance.
Respect current processes.
Spend Management Process

Standard Procurement Process
Iterate. Iterate. Iterate.
Summit Goals

1. Build **consensus** around mission, vision, and values.

2. Finalize the **governance** of the Council.


4. Formalize the Council’s **Principles for Leadership in Sustainable Purchasing**
Within 12 months…

1. Final version of **Definition & Principles of Leadership in Sustainable Purchasing**
2. Guidance and training on **spend-related impact assessment** methods
3. An early draft of **Action Planning** guidance
4. **Solicitation-ready guidance** for several high priority product/service categories
5. A support **infrastructure** for the community of practice.
Within 2 years…

1. Refined **Action Planning** guidance and accompanying tools

2. **Solicitation-ready guidance** for a number of common product/service categories

3. An **API** that will for eProcurement, ERP and other software vendors; and

4. Pilot-ready version of **rating system v1.0**
The Demand Engine of the Economy

$15.2 Trillion
The Demand Engine of the Economy

$10.7 Trillion
Households 71%

$2.6 Trillion
Government 17%

$1.9 Trillion
Exports 12%
The Demand Engine of the Economy

- Services: $7.5 Trillion (50%)
- Goods: $2.4 Trillion (16%)
- Government: $2.6 Trillion (17%)
- Exports: $1.9 Trillion (12%)

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL
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The Demand Engine of the Economy

- Household Goods: $2.4 Trillion (16%)
- Service Providers: $7.5 Trillion (50%)
- Government: $2.6 Trillion (17%)
- Exports: $1.9 Trillion (12%)

Sustainable Purchasing Leadership Council
Launch Event Webcast July 23, 2013
The Demand Engine of the Economy

- Household Goods: $2.4 Trillion (16%)
- Institutional Purchasing: $10.1 Trillion (67%)
- Exports: $1.9 Trillion (12%)

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$10.1 Trillion
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2 Connecting to Existing Work

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Program Manager, Office of the Under Secretary of Defense
US Department of Defense

Alison Kinn Bennett
Senior Advisor on Product Sustainability
US Environmental Protection Agency

Dr. Anastasia O’Rourke
Principal
DEKRA Sustainability and Performance Excellence
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US Environmental Protection Agency

Dr. Anastasia O’Rourke
Principal
DEKRA Sustainability and Performance Excellence
Thursday,
October 8, 2009

Part VII

The President

Executive Order 13514—Federal Leadership in Environmental, Energy, and Economic Performance
Public Law 104–113
104th Congress

An Act

To amend the Stevenson-Wydler Technology Innovation Act of 1980 with respect to inventions made under cooperative research and development agreements, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “National Technology Transfer and Advancement Act of 1995”.

SEC. 2. FINDINGS.

The Congress finds the following:

(1) Bringing technology and industrial innovation to the marketplace is central to the economic, environmental, and social well-being of the people of the United States.

(2) The Federal Government can help United States business to speed the development of new products and processes by entering into cooperative research and development agreements which make available the assistance of Federal laboratories to the private sector, but the commercialization of technology and industrial innovation in the United States depends upon actions by business.

(3) The commercialization of technology and industrial innovation in the United States will be enhanced if companies, in return for reasonable compensation to the Federal Government, can more easily obtain exclusive licenses to inventions which develop as a result of cooperative research with scientists employed by Federal laboratories.
The EPA Greener Products portal is designed to help the user navigate the increasingly important and complex world of greener products. It allows users to search for EPA programs related to greener products based on the type of user and their specific product interests. It also links to additional greener products information from EPA and other sources.

Use the selector below to search for EPA eco-labeling programs or standards EPA helped develop and manage. Click here for an introduction to eco-labels and standards.

<table>
<thead>
<tr>
<th>Step 1: User Type</th>
<th>Step 2: Product Category</th>
<th>Step 3: Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
</tbody>
</table>

Quick Finder: Product-related programs

- Barn Wise
- Environmentally Preferable Purchasing
- GreenScapes
- SmartWay Certified Vehicles
- Climate Leaders (Interim site)
- EPAT
- EXE EcoCerti
- ENERGY STAR
- Green Homes
- List of Greener Products Programs

Did You Know?

- Pollution Prevention Pk: Eliminate Sounds

Website Links

- Basic Information
- Introduction to Eco-Labels and Standards
- List of Greener Products Programs
- Consumer
- Institutional/Professional Purchaser
- Manufacturer
- Glossary
- Related Links

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Last updated on 4/8/2013
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DEKRA Sustainability and Performance Excellence
Dr. Anastasia O’Rourke
Co-Chair and International Liaison, SPLC
Principal, DEKRA Sustainability & Performance Excellence

Email: anastasia.orourke@dekra.com
Skype: anastasia_or
Based in: New Haven, CT, USA (East Coast USA)

www.unep.fr/scp/procurement
3 Panel Conversation

Joel Makower, GreenBiz Group (moderator)

Alison Kinn Bennett, US Environmental Protection Agency

Chris O’Brien, American University

Jason Pearson, Sustainable Purchasing Leadership Council

Yalmaz Siddiqui, Office Depot