Healthier Procurement:
How to Specify and Verify for Human and Environmental Health

December 15, 2016

The session will begin shortly.
Everyone is muted by default.
SPLC Winter Webinar Series

Healthier Procurement: How to Achieve Better Results with Integrated Approaches for Healthier Procurement

January 19 1:00pm

Judy Levin, Pollution Prevention Director, Center for Environmental Health
Elizabeth Meer, Special Assistant, New York State Dept. of Environmental Conservation

https://www.sustainablepurchasing.org/calendar/
Recording

This session is being recorded.

The recording and slides will be posted in SPLC’s online member community.
Audio Controls

Option 1: Raise your hand

Option 2: Submit a request via Q&A pane
Opportunity

$10 Trillion

Institutional purchasers send a powerful economic signal that focuses the forces of market innovation.

Challenge

Purchasers lack shared resources to build a robust strategy and avoid duplication of effort.

Suppliers face multiple, “different but similar” market signals as they seek to differentiate their offerings.

Solution

A shared program provides a framework for leadership action and aligns market innovation for a positive future.
Healthier Procurement

A webinar series focused on best practices for promoting environmental and human health through strategic sustainable purchasing.
Presenters

Lara Koritzke
Director of Development & Communications
ISEAL Alliance

Daniel Pedersen
Vice President of Science & Standards
Green Seal

Julia Wolfe
Director of Environmental Purchasing
Commonwealth of Massachusetts’ Operational Services Division
ISEAL Alliance

Using a credible certification in your procurement plans
World of standards and labels out there
“Certification” = more than just labels and compliance

Impact monitoring, evaluation and learning

Multi Stakeholder input
Standard
Standard Criteria

Capacity-building organisations

Certification
Is the producer / manufacturer in compliance with the standard’s criteria?

Accreditation

Consumer

Coffee

iseal alliance
Understanding business needs for information about the business case and impacts of sustainability standards

ABOUT THE SURVEY

- 101 business leaders were surveyed
- They represented 86 companies
- People were contacted because they had engaged before with ISEAL
- 9 out of 10 respondents currently use sustainability standards
- 8 out of 10 using standards, said they are considering expanding their use

THE FINDINGS

About the business case:

- 7 out of 10 individuals said there is a strong business case
- Businesses agree there is a strong business case for using standards but 1 in 4 need more evidence that standards provide business value to their suppliers, clients, and trading partners
- 1 out of 5 lack sufficient evidence to convince decision makers in their companies of the business case for using standards
- Respondents in emerging markets are more convinced of the business case
ISEAL Credibility Principles

- Sustainability
- Improvement
- Relevance
- Rigour
- Engagement
- Impartiality
- Transparency
- Accessibility
- Truthfulness
- Efficiency
Challenges to Effective Auditing Systems

- Poor CB internal management
  - Lack of leadership - poor system enforcement
  - Lack of leadership commitment
  - Not understanding system complexity (non-ISO)
  - Lack of human and financial resources

- Mission driven
- Globale scope
- Multi-stakeholder governance
- Challenging financial viability
- Uncertainty of environment / human nature
- Complexity of standard framework
- Frequently changing standards
- Inadequate training and professional development
- Lack of internal training and evaluation
- Inadequate personal attributes
- Auditors not qualified for assignment
- Poor project management
- Poor audit performance / implementation
- Poor implementation / adaptation of methodology

- Financial viability
- Small part of overall business

- Number of standards
- Over-reliance on standard-setter for interpretation

- Complex standard content
- Local variations
- Unclear local laws (cultural, legal)
- External pressures (political, logistical)
- Lack of consistency of findings

- Lack of auditor competence
- Lack of knowledge or skills
- Inadequate personal attributes
- Auditors not qualified for assignment

- Poor implementation / adaptation of methodology
- Lack of clarity in required methodology
- Lack of client openness and transparency

- Lack of client preparation and understanding
- Resource constraints

- Complaints
- Stakeholder politics
7. Transparency

- Freely available information about standard and impacts
- Disclose how important decisions are made
- Organized and relevant to enable informed choice
4. Rigor

- Requirements lead to measurable progress
- Consistency throughout standards system
- Accurate certification decisions
6. Impartiality

• Identify and mitigate all conflicts of interest
• Increased transparency and balanced representation
• Assurance and governance
ALL OUR BANANAS ARE FAIRTRADE

So if you want to shop responsibly, you'd be bananas to go anywhere else.
What are sustainability claims?

Sustainability claims are the words or images that are used to set apart responsible products, processes, businesses or services.

They can act as filters that provide people with information about the social and environmental attributes of a product or service, which may affect the decision whether to buy a particular product.

It is therefore important that these claims are truthful and that they convey what has actually been achieved.

www.challengethelabel.org
CREDIBLE SUSTAINABILITY CLAIMS SHOULD BE:

1. CLEAR
2. ACCURATE
3. RELEVANT

BASED ON A SYSTEM THAT IS:

4. TRANSPARENT
5. ROBUST
Links to the whole system

Figure 6  Example of a text claim 1
ISEAL training and support

Learn from ISEAL experts

› Sustainability Standards Training Webinars
› Training modules for emerging systems
› Foundation and advanced training workshops
› One-on-one technical support

Who can benefit? Emerging standards or any sustainability professional looking to understand the foundations of credible standards systems
Thank You!

lara@isealalliance.org
www.iseal.org

Photo© Marine Stewardship Council
Pause for questions
Using Labels to Identify Environmentally Preferable Products

Daniel Pedersen, Ph.D.
VP Science & Standards, Green Seal
Challenge: Identify Preferable Products

Procurement professionals are looking for products based on PRICE, PERFORMANCE, AVAILABILITY.

Thorough analysis of sustainability is a big challenge, requiring KNOWLEDGE, INFORMATION, TIME that are rarely available.
(Some) Labels Can Help!

If they

• are credible (as described by Lara)
• are developed correctly
• provide full and relevant information
• are trusted or verified

Not so much if they

• are misleading or unverified (or false!)
• make irrelevant or immaterial claims (gluten-free water ...?)
• address only a few issues that are not important to you
Labels Galore!

**Ecolabel Index**

Ecolabel Index is the largest global directory of ecolabels, currently tracking **465 ecolabels** in **199 countries**, and **25 industry sectors**.

- Manufacturer self-declaration/logo
- Trade-group label
- Third-party designation
- Verified vs. Unverified
- Single- vs. Multi-attribute
- Single-stage vs. Life-cycle
- Raw results vs. Context
Logos Created by Manufacturers

• Self declarations by manufacturers
• May or may not be verified by independent parties
• Should be clear about who is behind the label and what it represents

• Purchasers can evaluate
  – familiarity
  – trust
  – past experience

P&G Professional’s Green Guarantee is our internal certification program.

We call the environmental part of our sustainability platform Green by Design.

The Green Promise® designation is Benjamin Moore’s assurance…
Logos from Trade Groups

- Declarations by trade groups
- May/may not be verified
- May/may not be stakeholder developed
- Should be clear about who is behind the label and what it represents

- Purchasers can evaluate
  - familiarity
  - trust
  - past experience

“CRGI designed the Green Wise paint standards and test methods with scientific input from member paint chemists.”

“meet the definition of natural created by the industry's oldest and largest trade association for natural products.”
Third Party Labels

- Single- vs. Multi-Attributes
- Single-Stage vs. Life-Cycle
  - energy/water efficiency
  - recycled content
  - VOC emissions
  - renewable energy
  - fiber sourcing
  - multiple attributes
  - type I Ecolabels

- Pre-existing criteria, 3rd party verified
Armstrong Ultima Ceiling Panels
EPD - Environmental Product Declaration
Eco-Labels for Products: ISO

• **Type I:** multi-attribute, life-cycle criteria
  – set in advance
  – verified by a 3\textsuperscript{rd} party
  – ISO 14024

• **Type II:** self-declaration claims
  – often single attribute
  – made by the producer, usually unverified
  – ISO 14021

• **Type III:** quantified life-cycle data
  – reporting process pre-defined
  – verified by a 3\textsuperscript{rd} party
  – ISO 14025
FTC Green Guides

Federal Trade Commission
16 CFR Part 260
*Guides for the Use of Environmental Marketing Claims*


- Any party making a sustainability claim must have reasonable basis for that claim
- The basis for making the claim must be clear and should not mislead
- The identity of the body making the claim should be disclosed
Guidelines for “Good” Ecolabels: Commonalities

• Voluntary participation
• Run by organizations without conflicts of interest
• Standards development involves stakeholders and the public
• Criteria, assumptions, methods & data used are open & transparent (i.e., publicly available, easily accessed and understandable)
• Legally protected mark
• On-site audit
• Science/evidence based

• Criteria based on life cycle
• Open access to licensees of all sizes, all countries
• Authority to audit manufacturing facility or service location
• Criteria that encourage products and services that are significantly less damaging to the environment (i.e., leadership)
• Periodic review of criteria, considering technology and the marketplace
A Few Good Places to Start
Four Basic Categories of Eco-Labels

(1) those issued by an independent third party,
(2) partnership and recognition programs,
(3) eco-labels issued by a trade group or industry association, and,
(4) those issued by a company for its own product, or “self-declared.”

- Independent third-party certification offers the most credible eco-label.
- The best eco-labels are developed by multi-stakeholder standard-setting processes that allows for public comment.
- Multi-attribute labels that integrate a range of product quality and environmental issues into certification are generally a more robust choice.

National Association of Counties (NACo) Green Purchasing Tool Kit
http://www.naco.org/greenkit
Labels Galore!

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Green Seal is a nonprofit organization.

Our Main Programs:

• Standard Development

• Product Certification

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Pause for questions
How to Specify and Verify for Human & Environmental Health

Julia Wolfe, Director of Environmental Purchasing

Serving Public Buyers and Vendors of the Commonwealth of Massachusetts
Operational Services Division

FY15 –
• Quarter of purchases EPP (~$400M out of $1.4B)
• Over 40 contracts with EPP’s
• Thousands of products available
Executive Order 515

Environmental Purchasing Policy

“Conserve natural resources, reduce waste, protect public health and the environment, and promote the use of clean technologies, recycled materials, and less toxic products”

Procure EPP’s whenever such products and services are:

✓ readily available
✓ perform to satisfactory standards
✓ represent best value to the Commonwealth.

Agencies required to:

• Consider Total Cost of Ownership
• Consider environmental / health impacts in purchasing
• Identify toxics use reduction opportunities
• Increase EPP purchases
• Use minimum EPP specs in RFRs and contracts (including green cleaning)
• Educate staff on EPP’s
Toxics Reduction Task Force (TRTF)

- Established through EO515
- Members:
  - Dept. of Public Health
  - Division of Labor Standards
  - Office of Technical Assistance
  - Toxics Use Reduction Institute

- Set priority focus areas for toxics reduction in state purchasing:
  - Green cleaners
  - Safer Sanitizers/Disinfectants
  - Healthier furniture
  - Reduced pesticides

TRTF Progress Reports
Price, Performance and Availability
Greener Cleaners - FAC85

- Environmentally Preferable Cleaning Products, Programs, Equipment and Supplies
- Sourcing team - users and technical experts: Dept. of Health, Responsible Purchasing Network, MassCOSH, Toxics Use Reduction Institute

Helped define human and environmental health criteria:
Including, but not limited to acute toxicity, aquatic toxicity and biodegradability, asthma/respiratory sensitization, bioaccumulating compounds, carcinogens, colorants, heavy metals, combustibility/ignitability, endocrine disruptors, eutrophication, eye irritation, fragrances, inhalation toxicity, mutagens, neurotoxicity, optical brighteners, ozone depleting compounds, repeated dose toxicity, reproductive toxins, skin irritation, skin sensitization, skin absorption, volatile organic compounds, miscellaneous prohibited ingredients, *functional performance*!
Greener Cleaners – 3d party certified

• Opted for 3d party certified
• Multi-state process to review eco-labels
Greener Cleaners – 3d party certified

1. Open, transparent and public process in developing criteria/standards, provides opportunities for public comment, and, if possible, operates by consensus.
2. Award criteria, assumptions, methods and data used to evaluate the product or product categories that are transparent (i.e., they are publicly available, easily accessed and understandable to the lay person).
3. A system of data verification and data quality
4. Peer review process for developing criteria
5. Criteria based on “systems” or life cycle approach.
6. Update standards as technology and scientific knowledge advance
7. Authority to inspect the facility and perform periodic inspections
8. Testing protocols conducted by credible institution
9. Access to obtaining seal by small and medium sized companies
10. Compliance with FTC Green Guides
11. Run by organization without commercial interests
12. Open access to potential licensees from all countries
13. Voluntary participation for all licensees
14. Criteria takes fitness for purpose and levels of general performance into account
15. Meaningful and verifiable
16. Consistent and clear
17. Clearly defines fees
18. Bases certification on criteria for reducing effects on human health and safety, ecological toxicity, other environmental impacts and resource conversation, including, at a minimum chemicals that cause cancer, mutagenic and reproductive harm, asthma
19. Has registered, and legally protected certification mark
20. Establishes leadership level in standards for products
Greener Cleaners – 3rd party certified

- International Organization for Standardization
- American National Standards Institute
- Consumer’s Union
- Information from existing green cleaning certification and ecolabel programs
Greener Cleaners – 3d party certified

<table>
<thead>
<tr>
<th>Certification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UL Ecologo 2845 (2013)</td>
<td>Personal Care Products.</td>
</tr>
<tr>
<td>USDA Biopreferred</td>
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</tr>
<tr>
<td>CRI – Carpet and Rug Institute</td>
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<tr>
<td>Biodegradable Products Institute</td>
<td>Biodegradable Products Institute.</td>
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<tr>
<td>CFPA – Chlorine Free Products Association</td>
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<tr>
<td>CONEG – Coalition of Northeast Governors</td>
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<tr>
<td>OSHA – Occupational Safety &amp; Healthy Administration</td>
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</tbody>
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Rely heavily on 3d party certifications
- environmental & health criteria
- efficacy
Safer Disinfectants, Non-Food Contact and Food Contact Surface Sanitizers:

Developed criteria for “safer sanitizers and disinfectants”

- Toxics Reduction Task Force (state environmental and health experts)
- Toxics Use Reduction Institute (science based information – Green Cleaning Lab)
- Responsible Purchasing Network (national non-profit for socially responsible and environmentally sustainable purchasing)
Safer Disinfectants, Non-Food Contact Surface Sanitizers:

Prohibited

- human carcinogens per IARC, NTP or the State of California.
- reproductive toxins per the State of California.
- asthmagens per AOEC (listed with a G, Rs, Rrs or Rr designation).
- nonyl phenol ethoxylates or other alkyl phenol ethoxylates (APEs).

**Active Ingredients**
- Chlorine Bleach (Sodium hypochlorite)
- Hydrogen chloride (HCl)
- Phenols (e.g., Ortho-phenylphenol)
- Pine oil
- Quaternary ammonium chloride compounds (e.g., Benzalkonium chloride, ADBACs, DDACs)
- Silver
- Thyme oil

Approved

**Active Ingredients**
- Hydrogen peroxide (including Accelerated Hydrogen Peroxide)
- Citric Acid
- Lactic acid
- Caprylic acid
- Food Grade Dichloroisocyanurate (NaDCC) with CAS#2893-79-8 (Must be able to maintain a pH from 4-6.5. Only to be sold in tab form)

ALSO: EPA Registered and Closed Loop Dilution System (unless in portion controlled packages)
Safer Food Contact Surface Sanitizers:

**Prohibited**

- **Active Ingredients**
  - Chlorine Bleach (Sodium hypochlorite)
  - Hydrogen chloride (HCL)
  - Quaternary ammonium chloride compounds (e.g., Benzalkonium chloride, ADBACs, DDACs)
  - Silver
  - Thyme oil

**Approved**

- **Active Ingredients**
  - Hydrogen Peroxide
  - Peroxyacetic acid
  - Lactic Acid
  - Citric Acid
  - Caprylic Acid

ALSO: EPA Registered
Alternative/Innovative Product

- Allow for innovative/alternative products to be assessed during life of contract
- [Alternative Approval Request](#) reviewed by TRTF
Green Cleaners - Verification

**Issues:**

- Product naming conventions not consistent:
  - Between 3rd party certification product listing and vendor product names
  - Would like SKU listed in certifications – to verify product
- Need easier way to search for products – very tedious and not straightforward
- Must be diligent or vendors will slack
EPP Furniture:

OFF38: Office, School and Library Furniture, Accessories & Installation

- Required ANSI/BIFMA standards only
- Partnered with Center for Environmental Health
  - How identify “greener” options for IAQ?
  - Developed searchable list of 850 lines of furniture (9 vendors, 27 mfr’s)

Vendor survey included questions identifying:
- Reduced formaldehyde and volatile organic compounds (VOCs) emissions
- Free of added antimicrobials
- Flame retardant free
- Polyvinyl chloride (PVC) free
- Free of per- and poly-fluorinated chemicals used as stain/water/oil resistant treatments
- GreenGuard Gold
- SCS Indoor Advantage Gold
- Cradle to Cradle Certification
- BIFMA Level Certified
- Met Healthy Interiors Challenge
- Forest Stewardship Council Certified
- Labeled Flame Retardant Free
# EPP Furniture

- Summary of project
- EPP Furniture Table
- Guidance For Environmentally Preferable Furniture: Review of Chemicals of Concern and Certifications & Standards in Furniture

www.mass.gov/epp

Note: all information was vendor/Mfr reported – verifiable 3rd party certifications/registrations

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### EPP Furniture on OFF38: Office, School and Library Furniture, Accessories & Installation Statewide Contract

![EPP Furniture Table](image)

Note: all information was vendor/Mfr reported – verifiable 3rd party certifications/registrations

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@Mass_OSD
Pesticides

- Integrated Pest Management – indoor and landscape
- EPA’s list of 25 B-Minimum Risk pesticide active ingredients
- San Francisco Reduced-Risk Pesticide List
• Invite human and environmental health representatives on sourcing teams
• Specify for 3rd party certifications as appropriate
• Identify peer reviewed Approved Products Lists

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