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

January 19, 2017

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

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https://www.sustainablepurchasing.org/past-webinars

To see future webinars for SPLC members and public:

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This session is being recorded.

The recording and slides will be posted in SPLC’s online member community and on this webpage: www.sustainablepurchasing.org/past-webinars
Audio Controls

**Option 1:** Raise your hand panel

- Click button to “raise your hand”
- Microphone turns green when you’ve been unmuted.
- Click button to “put your hand down.”

**Option 2:** Submit a request via Q&A

- Q: When was the Council launched?

I’d like to say something. Can you unmute me?
**Opportunity**

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.
Panelists

Beth Meer
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New York State Dept. of Environmental Conservation
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Center for Environmental Health
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Green Chemist (former VP and Senior Scientist at Staples)
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Healthier Procurement and Operations in New York State

Elizabeth Meer
Special Assistant for Pollution Prevention and Green Procurement
Commissioner’s Designee to Co-Chair the EO 4 Interagency Committee on Agency Sustainability and Green Procurement

January 19, 2017
Evolution of Green Procurement & Environmental Health

Is there a safer, more environmentally friendly alternative?
Is it technically feasible and effective?
Is it available on the market at a competitive cost?

Then why not -- Choose it?
Buy it?
How can government ease the transition to a green economy?

Be Green, Buy Green, Support Green
EO 4, Green Procurement & Agency Sustainability, signed 2008; (https://www.ogs.ny.gov/EO/4/)

Sustainability encompasses:

• Toxics use reduction
• Waste reduction and reuse
• Recycling and composting
• Energy efficiency
• Renewable energy
• Transportation
• Water and natural resource conservation
• Green procurement
BUY GREEN

Available from preferred sources and 20 contracts

40 Green Specifications
Covering
80+ products

- Computers
- Cleaning products
- Pest management
- Lamps
- Floor coverings
- Paper
What chemicals do we know, or have reason to believe, are hazardous?

What products contain such chemicals?

Consider lists of chemicals of concern:

• EPA Waste Minimization List
• US HHS NTP Carcinogen List
• EPA TSCA Action Plan List
Buy Green: Cleaning Products

OGS green cleaning site lists 1700 products that meet the requirements of NYS law and EO 4
(NYS Green Cleaning Law enacted 2005)
The KEY is getting your products on contract and making them as easy and cheap to buy as possible

- Multi-state “Environmentally Preferable Cleaning Products” contract issued March 2015 (MA, NY, NE)
  - general purpose, floor, disinfectants, microfiber products and training.
  - [http://www.ogs.ny.gov/purchase/spg/awards/3900022830can.htm](http://www.ogs.ny.gov/purchase/spg/awards/3900022830can.htm)

- Many Preferred Source products meet State law and EO 4
  - “Snappy Solutions” is Preferred Source, EO 4 Compliant, and MWBE

- Use third party certifications wherever possible
CLEAN GREEN

- 79% of agencies use green cleaning products all or most of the time
- 75% Use fragrance-free
- 69% reduced overall amount of cleaning product used
- 49% reported savings or no change in costs – 12% experienced increase in costs
Buy Green: Carpet and Carpet Tile

[Image: A screenshot of a webpage showing a table and a PDF document link.]

Buy Green: Computers

- In FYs 14-15 & 15-16, aggregate purchase of EPEAT Gold “Plus 7” computers
- Saved $139.6 million off state contract price

http://ogs.ny.gov/purchase/PCPurchase.htm
PEST MANAGE GREEN

• 83% Use IPM for indoor pest control all or most of the time

• 70% Use Non-Chemical Pest Control for turf and ornamentals (up from 43% in 2009-10)

• 51% experienced savings or no change in costs – 9% experienced an increase in costs
My TO-DO List
Thank You

Elizabeth Meer
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• Elizabeth.meer@dec.ny.us
• (518) 402-2796

Connect with us:
Facebook: www.facebook.com/NYSDEC
Twitter: twitter.com/NYSDEC
Flickr: www.flickr.com/photos/nysdec
Safer Seating: Furniture Free of the “Hazardous Handful”
Center for Environmental Health (CEH)

A non-profit organization dedicated to protecting public health from exposures to toxic chemicals.

The Center for Environmental Health works with large purchasers to utilize their buying power to incentivize the production of environmentally preferable products

www.ceh.org
Picking a Sustainability Project

- Positive Impact
- Stakeholder Support
- Story
- Expertise
- Aligns w/Org. Values
- Receptive Market
- Finances
- Safer Options Available
- Sustainability Project
Case Study: Healthier Furniture
The “Hazardous Handful”

VOC’s (including Formaldehyde)
Antimicrobials
Fluorinated Stain Treatments
Flame Retardants
PVC
Healthier Furniture: “Low Hanging Fruit”

- Healthier People and Communities
- Market is Receptive
- Safer Alternatives Exist
- Cost Neutral or Cost Savings *
- Sustainability success story
- Aligns with organizational mission and values
- CEH offering technical assistance and resources

* Hackensack University Medical Center saved $65,000 on a $250,000 spend for lounge furniture
Tools

Research/Educate Staff:

Purchaser Policy/Pledge
Purchaser Pledge Signers

$1 Billion Purchaser Power Power Challenge
Suppliers are key partners

Bring them along. Signal your interests and intentions in advance

“Forewarned is Forearmed”
# Tools (Cont’d)

## Survey Your Suppliers

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

The information in the table was submitted by the vendors/manufacturers and has not been verified by the Commonwealth of Massachusetts. OES will update the information periodically, but it is important that buyers verify the information with vendors prior to purchase. This table is meant solely as a guide to help buyers identify environmentally preferable options. Vendors that would like to change any information should send a request to Julia Votelle, Director of Environmental Purchasing at julia.votelle@mass.gov.

For a summary of this table and additional guidance, visit the ODE EP Furniture webpage at [www.mass.gov/epa](http://www.mass.gov/epa).

This table was compiled as of 7/3/2006.

Use the filter buttons in the upper right corners of the header rows cells to sort options.

<table>
<thead>
<tr>
<th>OFF38 Vendor</th>
<th>Manufacturer</th>
<th>Product Line</th>
<th>Product Type</th>
<th>EPP or EPP Plus</th>
<th>Reduced VOC Emissions</th>
<th>Flame Retardant-Free</th>
<th>Free of Added Antimicrobial</th>
<th>Free of Perfluorinated Chemicals</th>
<th>Generalized Gold Certified</th>
<th>SCS Indoor Advantage Gold Certified</th>
<th>Cradle to Cradle Certified</th>
<th>BIFMA Level</th>
<th>Health Product Declarations Available</th>
<th>Forest Stewardship Council Certified</th>
<th>Lab Tested for Flame Retardant Content (for Section 18394 to the Banham and Prolocali Code)</th>
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<tbody>
<tr>
<td>Creative Office</td>
<td>Human Touch</td>
<td>Flex</td>
<td>Seating</td>
<td>EPP Plus</td>
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<td>Homesteck</td>
<td>Office</td>
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</tbody>
</table>

**Key**

- **All**: All attributes listed below are present.
- **Some**: One or more attributes are present, but not all.
- **None**: None of the attributes are present.
- **Not Applicable**: Not applicable to the product type.

Consider EPP Plus if the product line meets the EPP attributes in columns F-K, and has "All" or "Some" in at least one of the attributes listed below.

**Additional Attributes For Consideration**

- **Cradle to Cradle Certified**
- **BIFMA Level**
- **Health Product Declarations Available**
- **Forest Stewardship Council Certified**
- **Lab Tested for Flame Retardant Content**

CEH
Sample Criterion - Commonwealth of MA

- VOC Emissions
- Chemical Flame Retardants
- Antimicrobials
- Fluorinated Stain Treatments
- PVC

- IAQ 3rd Party Certifications
- Cradle to Cradle
- BIFMA
- Health Product Declarations
- Healthier Hospitals Initiative
- Labeling of FR Content
Technical Specifications

Existing Lists (Furniture)

- Center for Env. Health
- Healthier Hospitals
- RPN
- Government EPP Lists
- 3rd Party Certifications: IAQ, Multi-Attribute: Cradle to Cradle, BIFMA (7.4.3 in 2017?)
Healthier Hospitals: Healthy Interiors (partial list)

<table>
<thead>
<tr>
<th>Steelcase</th>
<th>Coalesse</th>
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<tbody>
<tr>
<td><strong>Product</strong></td>
<td><strong>Product</strong></td>
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<tr>
<td>Amia</td>
<td>1, 2, 3, 5, or no upholstered arm caps</td>
</tr>
<tr>
<td>Cachet</td>
<td>1, 2, 3, 5, or no upholstered back</td>
</tr>
<tr>
<td>cobi</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Gesture</td>
<td>1, 2, 3, or no fixed arms</td>
</tr>
<tr>
<td>Leap</td>
<td>1, 2, 3, or no cushioned back</td>
</tr>
<tr>
<td>Move</td>
<td>1, 2, 3</td>
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<thead>
<tr>
<th>Node</th>
<th>QiVi</th>
<th>Reply</th>
<th>Siento</th>
<th>Snodgrass</th>
<th>Think</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2, 3</td>
<td>1, 2, 3, or no integral skin armcaps</td>
<td>1, 2, 3</td>
<td>1, 2, 3</td>
<td>1, 2, 3, or no headrest</td>
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<tr>
<th>Stryker</th>
<th>Carnegie</th>
<th>Stinson</th>
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<td><strong>Product</strong></td>
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<td><strong>Product</strong></td>
<td><strong>Product</strong></td>
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<tr>
<td>Kart</td>
<td>Lagunitas Lounge</td>
<td>Massaud Lounge</td>
<td>Massaud Ottoman</td>
</tr>
<tr>
<td>1, 2, 3</td>
<td>1, 2, 3, 5</td>
<td>1, 2, 3, 5</td>
<td>1, 2, 3, 5</td>
</tr>
</tbody>
</table>
The following companies have removed toxic flame retardants from ALL of their products:

- Allermuir Senator Group
  thesenatorgroup.com
- Andreu World
  andreuworldamerica.com
- *Arcadia Contract
  arcadicontract.com
- DARRAN
darran.com
- Fresh Coast
  freshcoastfurniture.com
- *Humanscale
  humanscale.com
- Irwin Seating
  irwinseating.com
- *Izzy+
  izzyplus.com
- Keilhauer
  keilhauer.com
- Leland International
  lelandinternational.com
- *Martin Brattrud
  martinbrattrud.com
- *Neutral Posture
  neutralposture.com
- *Nightingale
  nightingalechairs.com
- *SitOnIt Seating
  sitonit.net
- Stance Healthcare
  stancehealthcare.com
- Teknion
  teknion.com
- *Wieland (Healthcare)
  wielandhealthcare.com
- 9 to 5 Seating
  9to5seating.com

The following companies have removed toxic flame retardant chemicals from SOME of their products. You’ll want to ask them to point you to products that are flame retardant-free.

- Allseating
  allseating.com
- *Allsteel
  allsteeloffice.com
- *American Seating Company
  americanseating.com
- David Edward Company
  davidedward.com
- *Global/GLOBALcare
  usa.thinkglobalcare.com
- Gunlocke
  gunlocke.com
- Haworth
  haworth.com
- Herman Miller
  hermanmiller.com
- KI
  k1.com
- OFS Brands
  ofsbrands.com
- Steelcase
  steelcase.com
Moving the Market Toward Safer Products

- Test the market with RFIs (if needed)
- Build in E&H considerations into RFPs/RFIs/Contracts
- Identify healthier products and block non EP Products within existing contracts
- Utilize existing specifications for EP Products
- Piggy back on “green” cooperative buying agreements
- Use contract extensions as opportunity for change
- Partner with an NGO
- Join forces with your peers
Your Organization as a Tool for Change

Businesses can influence the market faster than regulations or legislation
Resources for Furniture

- Center for Environmental Health
  http://www.ceh.org/office-furniture/
- Healthier Hospitals Initiative
- Commonwealth of Massachusetts: EPP Furniture Guidance Documents and Product Database
  http://bit.ly/2iWIL1K
- Responsible Purchasing Network
  http://bit.ly/2iHwH3m
Contact

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Center for Environmental Health
Pollution Prevention Director
(510) 655-3900 ext. 316
judy@ceh.org
How to Achieve Better Results with Integrated Approaches for Healthier Procurement

Roger McFadden
President, Chief Science Officer
(Former VP and Senior Scientist, Staples)
Green Chemist
McFadden and Associates, LLC
Presentation Overview
How to Achieve Better Results with Integrated Approaches for Healthier Procurement

- **Communication** – What is your vision and mission and how does integrating healthier procurement help you achieve it?

- **Drivers** - Why does healthier procurement matter? And who cares the most?

- **Barriers** – What obstacles will you likely face?

- **Tools** – How do you get it done? What tools are available to help you?

- **Shared Value** – What is the value of doing this for your organization, for your customers and for the greater community?
Clearly Communicate Your Vision and Mission

• Clearly communicate your **vision** of a procurement policy and/or a strategy that integrates human and environmental health considerations.

• Share your **mission** to purchase products that meet all your purchasing criteria and are safer for human and environmental health.

• Let suppliers know why you are taking this action and integrating human and environmental health criteria into your procurement language.

• Make the business case to your suppliers.

• Leadership suppliers will appreciate the clarity and help you meet your objectives.
Building a Collaborative, Transparent and Sustainable Supplier Relationship

- Communicating Your Vision and Mission
- Making the business case to show them “what’s in it for them”
- Defining the Problem and Challenging the status quo
- Attracting and collaborating with the right suppliers
- Expect transparency and accountability.
- Establish accountability and verification.

McFadden and Associates, LLC
Impact of social media and how it changes the way consumers communicate. Consumers are demanding more transparency and accountability.

- Biomonitoring studies, chemical hazard assessments and chemical exposure assessments.

- Chemicals in consumer products legislation is being introduced and/or being enforced in states. New York State, California, Washington, Oregon and Vermont are examples.

- NGOs and Non-Profit Organizations are working are collaborating with businesses to remove chemicals of concern from consumer products. Organizations like Center for Environmental Health are playing an active and effective role in driving change.

- Leadership businesses are taking voluntary action which encourages others in the marketplace to follow.
Businesses aren’t expected to be perfect, but they are expected to be honest.

Consumers are seeking greater accountability from the brands they buy.

Social media has become a powerful tool for business, brand and consumer.

Consumers will dig, discover and divulge any and all information across the web.

Consumers will find out if your business is truthful or not, then blog it, tweet it, and share it on Facebook.
Barriers
Ask your suppliers to help you overcome barriers

- Past experience with “safer” products that did not perform. Perception of inferior quality
- Corporate and government bureaucracy
- Complex supply chain
- Lack of a compelling business case, differentiation or “return on investment”
- Lack of transparency, accountability and ingredient disclosure
- Fear of greenwashing
- Fear of regrettable substitutions
## Tools

Apply tools and resources that help you and your suppliers achieve healthier procurement

<table>
<thead>
<tr>
<th>Type of Tool or Resource</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemicals of Concern Lists</td>
<td>Examples: SIN List, Pharos, Prop 65, Red Lists</td>
</tr>
<tr>
<td>Safer Ingredients Lists</td>
<td>Examples: Cleangredients, EPA Safer Chemical Ingredient List</td>
</tr>
<tr>
<td>Chemical Hazard Assessment Tools</td>
<td>Example: GreenScreen</td>
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<tr>
<td>Safer Chemical Collaborations</td>
<td>Examples: BizNGO, Green Chemistry Commerce Council (GC3)</td>
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<tr>
<td>Measures Corporate Progress to Safer Chemicals</td>
<td>Example: Chemical Footprint Project</td>
</tr>
<tr>
<td>Product Certifications</td>
<td>Examples: GreenSeal, UL EcoLogo, EPA Safer Choice</td>
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<tr>
<td>Webpage</td>
<td>Tool and/or Resource</td>
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<td><a href="http://chemicalfootprint.org">http://chemicalfootprint.org</a></td>
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<td>Implementation Guide to Safer Chemicals</td>
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<td><a href="http://productguide.ulenvironment.com">http://productguide.ulenvironment.com</a></td>
<td>UL EcoLogo</td>
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Changing Supplier Behavior Towards Healthier Procurement

• Be clear with your suppliers about what you want. Suppliers are looking for ways to differentiate themselves and bring you value. The best in class will cooperate.

• Be fair with your suppliers and provide them reasonable time to meet your expectations, but don’t allow them to use this to stall or delay taking action.

• Expect honesty, integrity and ethical behavior at all levels of the healthier procurement and business relationship.

• Don’t be held hostage by “status quo”. Be willing to look at new suppliers.

• Find ways to recognize exceptional supplier behavior.

“We change our behavior when the pain of staying the same becomes greater than the pain of changing.”

-Henry Cloud-

“We don’t change their behavior unless it makes a difference for them to do so.”

- Actress Sharon Stone -
Shared Value

Clearly identify the shared value of healthier procurement to your organization, suppliers, consumers and community.

- Healthier procurement creates shared value for consumer, community and company.
- Suppliers are able to leverage their innovation & differentiation.
- Chemicals of concern become obsolete as they are replaced with safer alternatives.
- Helps protect human health.
- Helps protect natural and built environment both now and in the future.

McFadden and Associates, LLC
1. Knowing is better than not knowing.

2. Transparency and disclosure is better than vagueness or obscurity.

3. Action is better than inaction.

4. Eliminating chemical hazard at design is better than dealing with exposure control failures later.

5. An orderly proactive transition is better than a chaotic reactive response.

Mcfadden and Associates, LLC
Thank You

Contact Information:
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Phone – 503-915-4640
Pause for questions
Contact Us

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Special Assistant for Pollution Prevention and Green Procurement
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elizabeth.meer@dec.ny.gov

Judy Levin
Pollution Prevention Director
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