



Simplifying Sustainable Purchasing

Leveling the playing field & bringing clarity to the market

EPA's Environmentally Preferable Purchasing Program
Recommendations of Specifications, Standards, and Ecolabels





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The Environmentally Preferable Purchasing (EPP) Program

- Markets need **sound, reliable information** to perform efficiently.
- **Significant demand** for environmentally preferable products and services, but many definitions of what is “green.”
- U.S. businesses want **agreed definitions** of what constitutes environmental preferability for their product/service sector in order to meet this demand, gain a competitive edge in the global marketplace, and reduce regulatory and liability risks associated with unsustainable manufacturing practices.
- The federal government has been a **key player**.

Federal Acquisition Regulations (FAR) 48 CFR Part 23.703

- Agencies must "(M)aximize the utilization of environmentally preferable products and services (based on EPA-issued guidance)."



The Environmentally Preferable Purchasing (EPP) Program

- Coordinate and provide **EPA technical input** for key product sustainability standard development efforts.
- **Assess** and **recommend** standards & ecolabels
- **Help federal agencies procure** products and services conformant with our recommended standards and ecolabels
- **Measure** the economic and environmental benefits of this work.



THE FEDERAL FOOTPRINT

- The federal government:
 - Spent **\$501 billion** on contracts in FY17
 - Spends **~\$80 billion annually** on IT equipment and services
 - Spends **~\$3.5 billion annually** to provide energy to its facilities
 - Owns/leases **~630,000 vehicles** worldwide
 - Manages or owns nearly **1 of every 5 acres** in the U.S.
 - USG procurements represent roughly **2.7% of US GDP**





Ecolabels found in the US Marketplace in 1995 (13)





Ecolabels found in the US Marketplace in 2011 (70+)





Ecolabels found in the Global Marketplace today (400+)

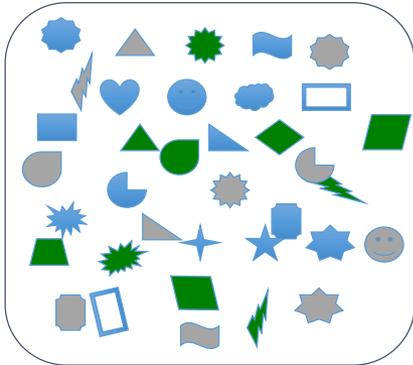




EPA's Recommendations of Specifications, Standards, and Ecolabels

Leveling the Playing Field & Bringing Clarity to the Marketplace

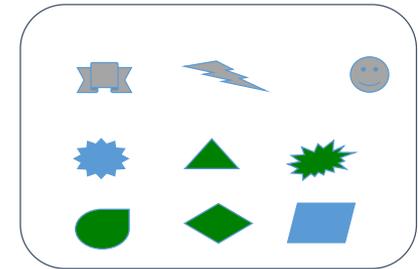
Global Marketplace
400+



Public Comment and Multi-Stakeholder Participation



EPP Recommendations of
Standards & Ecolabels



Independent Assessment

1) Based on review and use by another federal agency (currently DOE or GSA PBS)

OR

2) Pilot assessment per multi-stakeholder developed

EPP GUIDELINES



Guidelines for Assessing Environmental Performance Standards and Ecolabels

- Section I – Standards development process
- Section II – Effectiveness in addressing human and environmental health
- Section III – Conformity assessment procedures
- Section IV – Ecolabel program management



2016 Guidelines Pilot

Assessed standards/ecolabels in the Flooring, Furniture, and Paints/Coatings categories

- Approximately 20 organizations submitted ~50 standards/certifications/ecolabels for assessment
 - Component-specific (textiles) and finished product standards
 - Sector-specific standards (NSF 140-Carpet) and standards applicable to multiple product types (Cradle to Cradle)
 - Multi-impact/lifecycle stage and single-impact/lifecycle stage
 - Programs with certification integrated (GreenSeal), open to others that are accredited (BIFMA), and many other models



EPA Ecolabels & Recommended Private Sector Standards & Ecolabels





Product Categories in EPA Recommendations

- **Cafeteria**

- Take-out Service: Containers, Cutlery, Dishware
- Commercial Dishwasher Detergent

- **Construction**

- Adhesives
- Carpet
- Ceiling Tiles-Acoustical
- Fiberboard, Gypsum Panels, and Wallboard
- Flooring
- Insulation
- Interior Latex Paint

- **Office/Furniture**

- Copy Paper
- Furniture

- **Custodial**

- Cleaners: Carpet, Glass, Multipurpose
- Floor Care
- Hand Soap
- Toilet Tissue
- Towels – paper
- Wastebasket Liners (24" x 33" or smaller)

- **Electronics**

- Computers
- Imaging Equipment
- Mobile Phones
- TVs

- **Grounds/Landscaping**

- Deicer



Who's Using the Recommendations?

Government-wide use required via the FAR: Agencies must

"(M)aximize the utilization of environmentally preferable products and services (based on EPA-issued guidance)."

- Federal Acquisition Service (FAS)
 - Incorporated into its contracts to procure furniture, paints, and flooring products.
 - To identify green products available through Schedules and Global Supply on GSA Advantage and has added a "Meets Recommended Ecolabels" icon
- Public Buildings Service (PBS)
 - To update Key Sustainable Products (KSP) list
 - Incorporated applicable product categories into government-wide Facilities Standards (P100) and Global Facility Lease document (L-100)
- Acquisition Gateway
 - Integrated into IT aisles
 - Model contract language provided to Facilities/Construction aisle
- Sustainable Facilities (SF) Tool
 - Incorporates all product category Recommendations
- Integrated into all sustainable acquisition trainings



Who's Using the Recommendations?

- DOE GreenBuy Awards Program
 - Using Recommendations to update their program
- EPA Office of Administration and Resources Management (OARM)
 - Updating its facility “Green Check” questionnaire to refer to the Recommendations
- Recommendations have also been adopted in part by:
 - State & local governments (e.g., State of California, Arlington, VA)
 - Retailers (e.g., The Home Depot)
 - Corporate sustainability reporting standards (e.g., EPEAT in GRI)
 - Group purchasing organizations (e.g., Vizient for hospitals).



Measuring the Impacts of the Recommendations

Cost Savings:

- Saves federal purchasers time by eliminating the need to conduct independent research of appropriate standards and ecolabels
 - Initial findings indicate savings between **\$3.7 million** to **\$16.2 million** annually
- To manufacturers if they reduce the number of certifications they pursue and maintain

Increased Revenues:

- To manufacturers of products meeting recommended standards and ecolabels
- To SDOs/ecolabels that are included in the recommendations

Environmental and Public Health Impact Reductions

- Throughout the lifecycle of certified products
 - Cost and environmental savings from procuring EPEAT registered products (per the EEBC)



Stakeholder Feedback

"...the Recommendations have been highly regarded, and in some cases emulated, in the private sector and beyond Federal procurement."

Bill Griese, The Tile Council/GreenSquared

"EPA's identification of standards and ecolabels for use by Federal agencies has been a godsend...The EPA Recommendations make it simple for our contractors to locate compliant products..."

Rebecca Stevens, General Services Administration (GSA) Public Buildings Service



Feedback? Questions?

- EPA's "Sustainable Marketplace: Greener Products & Services": <http://www.epa.gov/greenerproducts>
- GSA's Green Procurement Compilation: <https://sftool.gov/greenprocurement>

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