

Greener Purchasing that Saves

How to save money while reducing your environmental footprint



For a prize: Which of these boxes is green?

A

B

Which of these boxes is green?

C

D

E

Example Shades of Green: Coffee Cups



**LIGHT
GREEN:**

**10% Recycled
cup**

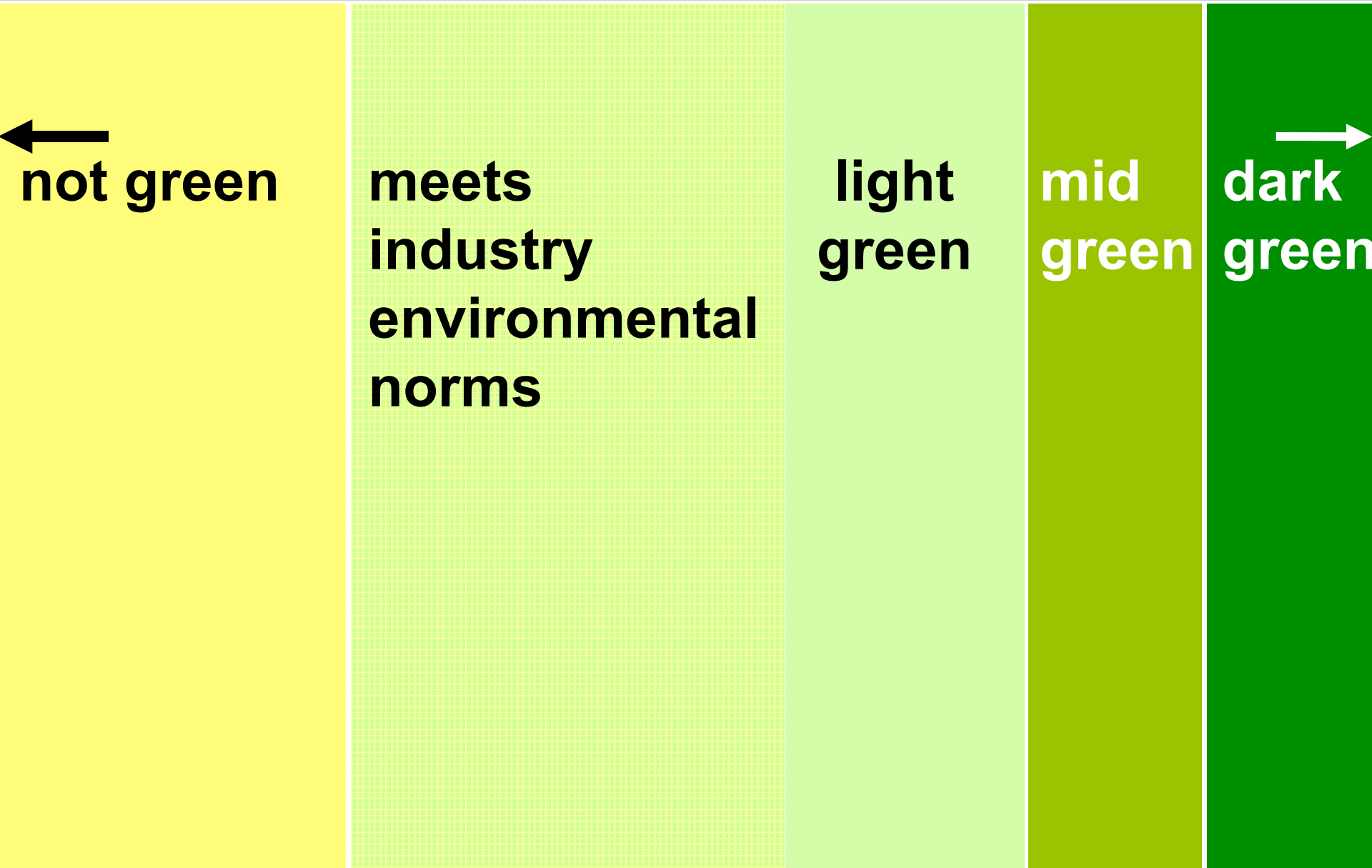
MID GREEN:

**Compostable
cup that's
composted**

DARK GREEN:

**Reusable cup
that's reused**

First lesson: there are only shades of green



Three topics

- 1. Why greener purchasing?**
- 2. What is greener purchasing?**
- 3. How to green your purchasing & save:
A five-step program**

And one call to action

- 1. Why go greener?**
2. What is greener purchasing?
3. How to green your purchasing cost-effectively [a five-step program]

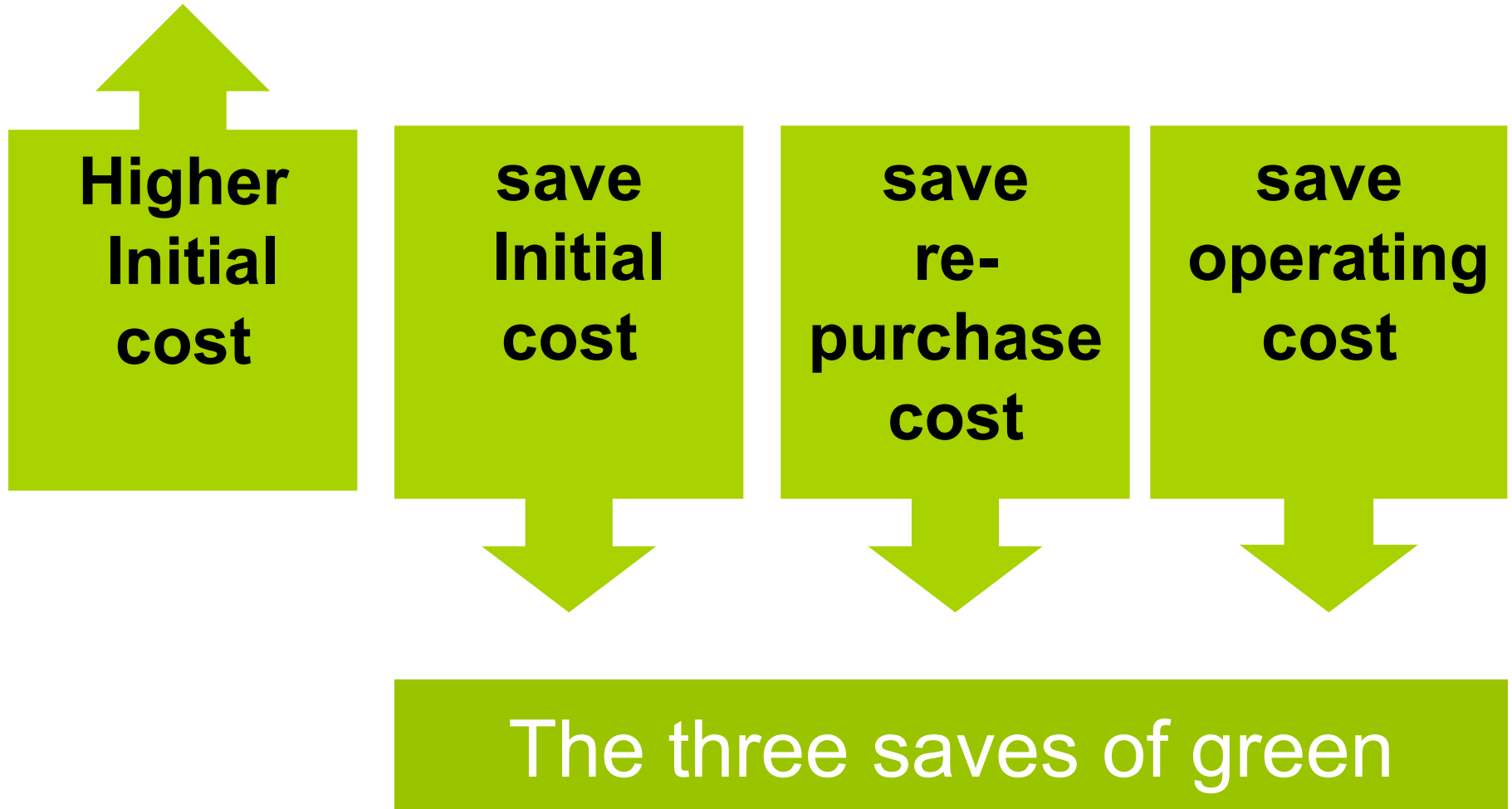
And one call to action

Myth 1: Primary barrier to greener purchasing



**greener products
cost too much**

Truth: Range of cost impacts & 3 saves of green



Save Initial Cost Example [\$500 saved]



Item # 314310



**30% Recycled Content
PVC tabs
\$15 for a 25 pack.
100 per year = \$1,400**



Item # 810994



**95% Recycled Content
PVC-free tabs
\$9 for a 25 pack.
100 per year = \$900**

Save Initial Cost Example [\$2,000 saved]



If Remanufactured cartridges costs \$80 vs. virgin cartridge at \$100, savings from 100 Reman cartridges = \$2,000



Save repurchase cost example [\$720 saved]



Disposable batteries = \$8 for 4-pack = **\$800** for 100



\$40 for charger plus \$10 each for 4 rechargeable packs = **\$80**



Save Operating Cost Example



A small business decides to purchase:

**600 LED bulbs at \$40 each (\$24,000), instead of
600 halogens at \$8 each (\$4,200)**

**How much could the extra ~\$19,800 investment
in LED bulbs save them over five years?**

A. Over \$50,000

B. Over \$90,000


C. Over \$230,000

Save Operating Cost Case Study [\$230,000 saved]



CASE STUDY





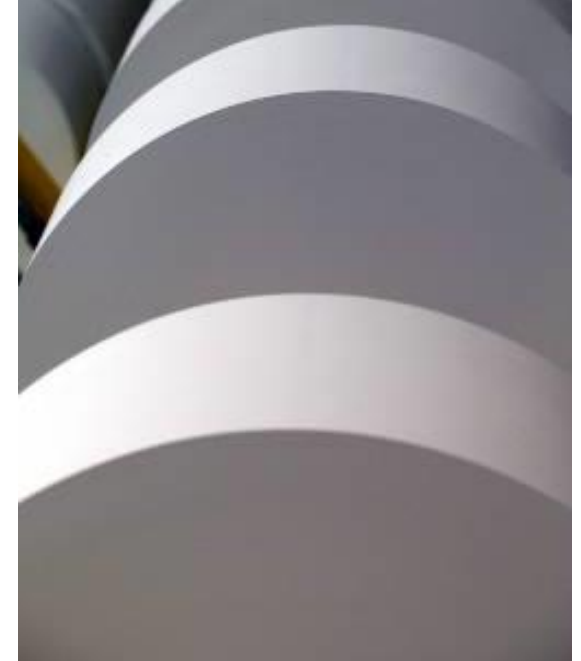
**Would you invest
\$20,000 to gain more
than \$233,000 over
5 years?**

Myth 2: Secondary barrier to greener purchasing

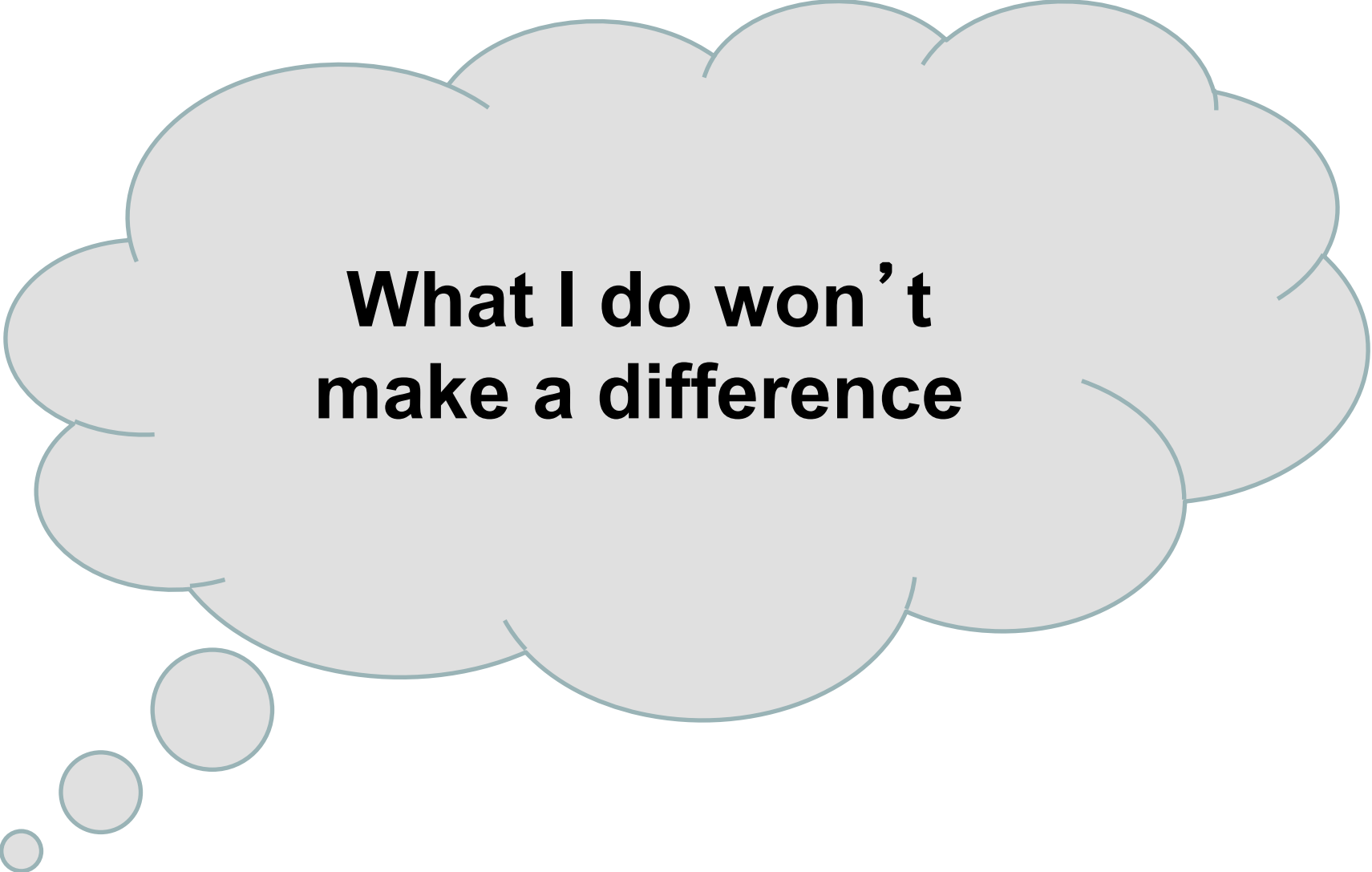


greener products suck

Truth: Now green works, and can be innovative



Myth #3



**What I do won't
make a difference**

Truth: Every step counts

All sector's greener purchasing

My sectors greener purchasing

My organizations greener purchases

My greener purchases

Plus...advance goals in GreenBiz Cupertino



Living

Green Cupertino

- GREEN CUPERTINO
 - 2010 Community Congress
 - Your Green City
 - Green Living
 - Green Learning
 - Green Working
 - Green Resources

Print E-mail Font Size



Welcome to Cupertino's Green Program

Cupertino is committed to maintaining our City as a sustainable place to live, learn, work and play for all of our community members. To achieve this goal of safeguarding our community's wellbeing and our shared environment's health, your City is actively working to implement its first Climate Action Plan and provide residents, businesses and schools with clear and easy-to-access programs and services to jumpstart your green leadership (and in most cases, some significant cost savings!). Read on to learn more and to get started!

Climate Action Plan

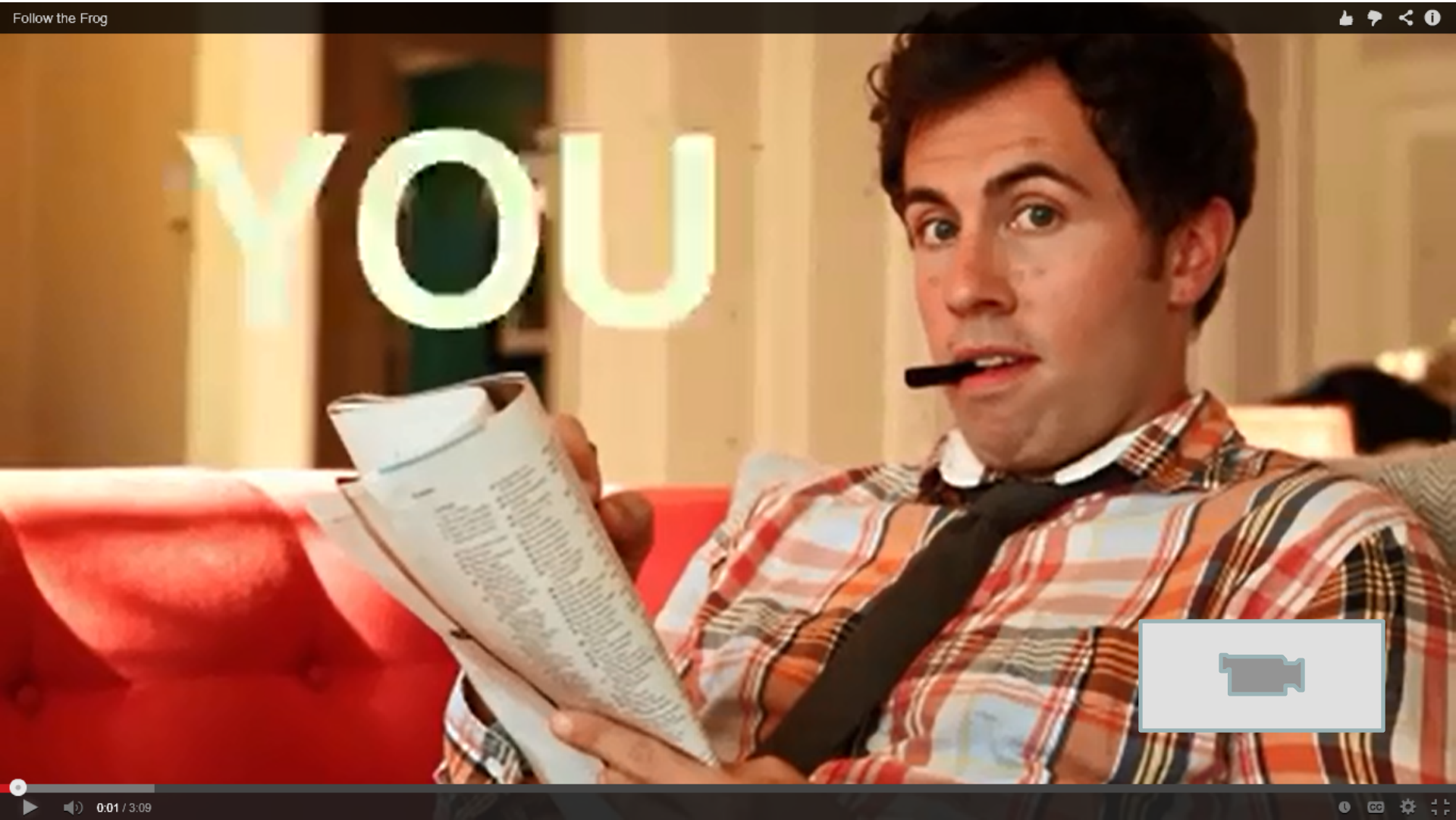
Through extensive research and community input, Cupertino's Climate Action Plan (CAP), defines strategies to not only reduce greenhouse gas emissions, but also provide energy, water, fuel, and cost savings for the City, its community members and businesses, further improving Cupertino's already high quality of life. The plan also represents another example of a successful partnership between engaged community members and City staff to jointly plan for Cupertino's sustainable future and continue to lead by example on important environmental issues. Access Cupertino's Climate Action Plan and it's Environmental Document (EIR Addendum).

When buying greener many discover it feels good

More positive impact on the planet



the power of your purchasing



Exercise

What's your personal why? Please rank & share

I want to help green my organization's purchasing in order to:

- Make a positive impact / lower our environmental footprint**
- Achieve my goals in GreenBiz Cupertino**
- Be part of the societal shift towards green**
- Source better quality / innovative products**
- Save money immediately**
- Save money over time**

[Share with room, for a prize]

Second topic

1. Why greener purchasing?
- 2. What is greener purchasing?**
3. How to green your purchasing cost-effectively [a five-step program]

And one call to action

EPA definition: environmentally preferable / greener

*Products with **reduced impact** on human health and the environment, when compared with competing products that serve the same purpose.*

Gauging true reduced impact on human health & the environment is hard without complex data...



product lifecycle inputs

product lifecycle outputs

Simple proxy for lower impact = seek eco-labels



etc.

Another simple proxy = seek eco-attributes



recycled



energy efficient

etc.

Other examples

Save Resources/Avoid Waste



Recycled – contains postconsumer and/or postindustrial recycled materials



Remanufactured – made from quality components of previously used products



Recycling Solutions – designed to make recycling simple and convenient



Designed for Recyclability – easily disassembled by you after use



Helps Avoid Waste – reduces or eliminates material waste and/or chemical use



Leadership Forestry – made with fiber from Forest Stewardship Council (FSC) certified forests or sourcing programs



Responsible Agriculture – sourced from farms that meet specific leadership standards



Plant-Based/Biobased Materials – made using tree-free agricultural products or by-products



Compostable – made from materials that can quickly break down into organic matter (within commercial composting facilities)



Refills/Refillables – designed for continued use, helping avoid single-use disposables



Reusables & Avoid Disposables – designed to be used repeatedly, helping avoid single-use disposables



Rechargeable & Avoid Disposables – designed to be used repeatedly, helping avoid single-use disposables

Save Energy/Avoid Emissions



Energy Efficient/Helps Conserve Energy – designed to use less energy than alternative products/reduce energy used by other products



Renewably Powered – designed to work without relying on an electric connection or disposable batteries



Carbon-Balanced – all or part of the carbon dioxide emissions associated with this product have been calculated and offset with credible carbon offsets



Made With Renewable Energy – manufactured using either solar, wind, geothermal or fuel cell energy

Use Safer Chemicals/Avoid Exposure



Reduced Harsh Chemicals – made with fewer harsh chemicals, or safer chemicals than typical alternatives



Chlorine Free – unbleached or bleached with Process Chlorine Free (PCF) or Total Chlorine Free (TCF) methods



Plant-Based/Biobased Formula – made using tree-free agricultural products or by-products



Biodegradable in Water – safely breaks down in freshwater or marine environments after use

All of these attribute icons were created by Office Depot® to visually depict the attributes we know our customers seek in their Greener Purchasing Policies. The ecolabels below are created by third-party certification organizations.

Other examples



BPI Certified Compostable – For products certified by the Biodegradable Products Institute (BPI) to be compostable in commercial compost facilities (where facilities exist)



Cradle to Cradle – For products with reduced environmental impacts, from an overall lifecycle standpoint, ranked in five tiers: Basic, Bronze, Silver, Gold and Platinum



Design for the Environment – For products that meet federal guidelines for safer chemistry



Green Seal or ECOLOGO – For products with reduced environmental impacts from an overall lifecycle standpoint



Forest Stewardship Council™ – For wood/paper products from forests managed to rigorous environmental and social standards, supported by the world's leading conservation organizations



GREENGUARD – Products certified for low chemical emissions: UL.COM/GG-UL 2818. Ranked in two tiers: Certified and Gold



Green-e – For products for which the manufacturer has purchased verified renewable energy credits to balance or 'offset' the item's carbon footprint



ENERGY STAR – For products that meet federal guidelines for energy efficiency



USDA ORGANIC – For agricultural products that meet federal guidelines limiting the use of pesticides and other synthetic chemicals



SCS Indoor Advantage – For products that meet strict indoor air quality guidelines, ranked in two tiers: Certified and Gold



level – For furniture products with multiple environmental and social attributes – ranked in three tiers: level 1, 2 or 3



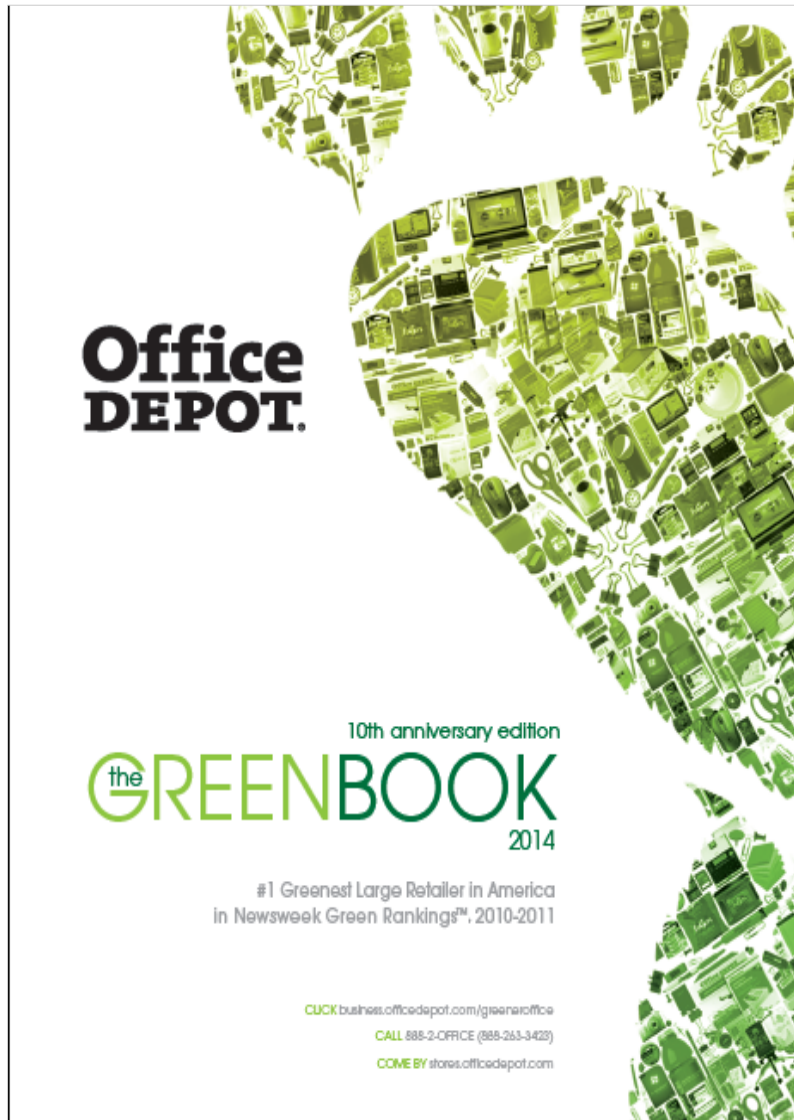
USDA CERTIFIED BIOBASED – For products that meet federal guidelines for plant/biobased content



EPEAT – For technology products with multiple environmental attributes – ranked in three tiers: Bronze, Silver or Gold

Exercise

Understanding eco-attributes, eco-labels, shades



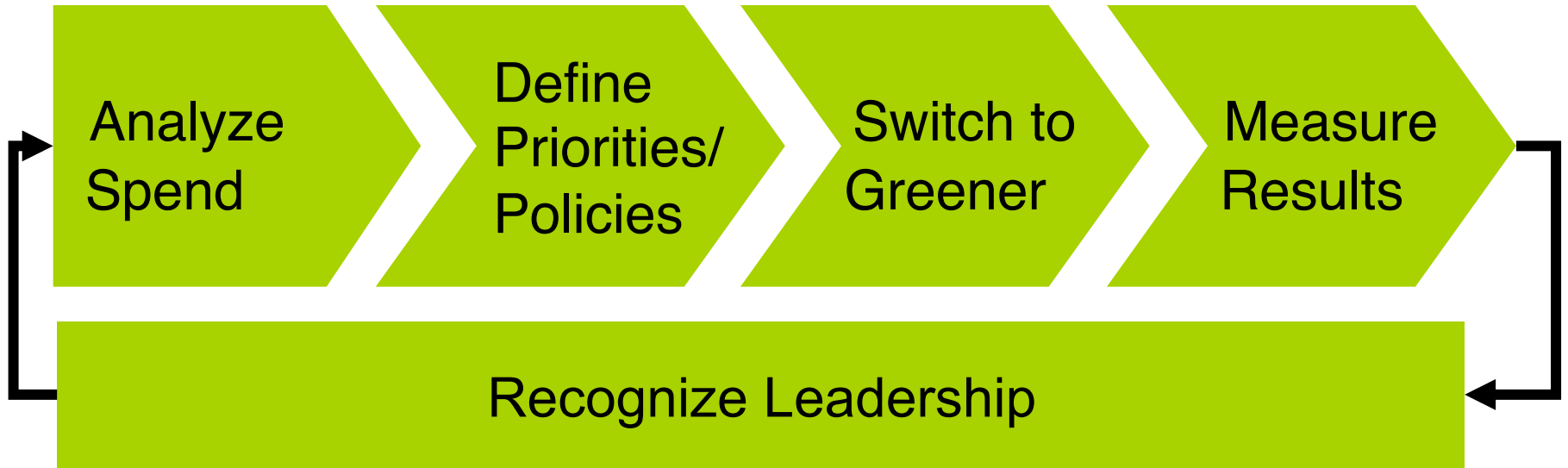
1. Get with a partner
2. Review page provided and review eco-attributes and eco-labels
3. Interpret the icons
4. Share with room

Third topic

1. Why go greener?
2. What is greener purchasing?
- 3. How to green your purchasing cost-effectively [a five-step program]**

And one call to action

Five Step Greener Purchasing Program



Step 1: Analyze Spend



Example tool for step 1: analyze spend

Office Depot Green Business Review



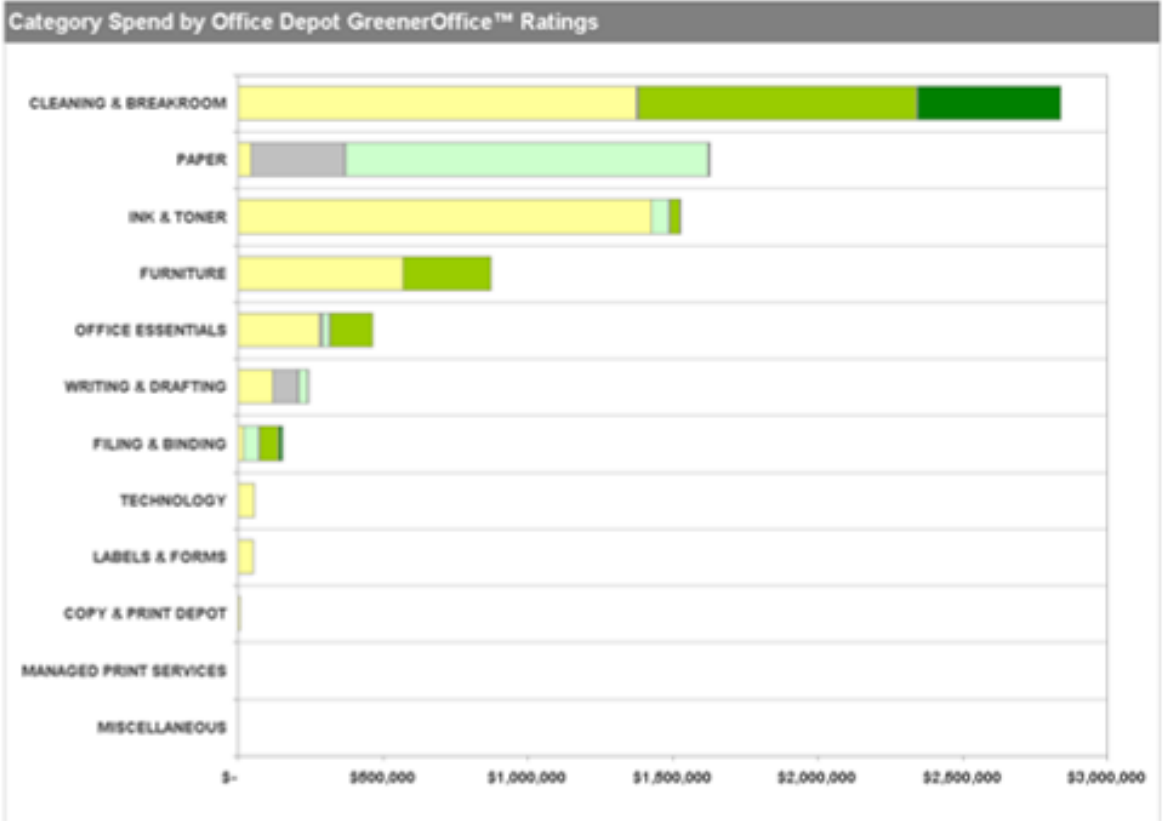
Office Depot GreenerOffice™ Dashboard

Spend by Type		
Recycled / Remanufactured Products	\$ 2,133,946	27%
Other Green Attributes Products	\$ 1,363,363	17%
▶ Total Green Spend	\$ 3,497,309	44%
Non-Green / Meets Norms Products	\$ 4,414,586	56%
▶ Total Spend	\$ 7,911,896	100%

Greener Spend by Office Depot GreenerOffice™ Ratings		
Dark Green Products	\$ 518,892	7%
Mid and Dark Green Products	\$ 2,047,679	26%
Light, Mid, Dark Green Products	\$ 3,497,309	44%



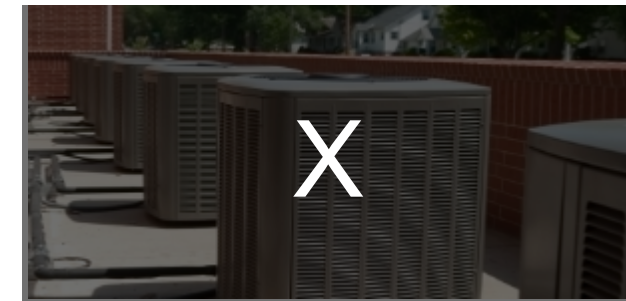
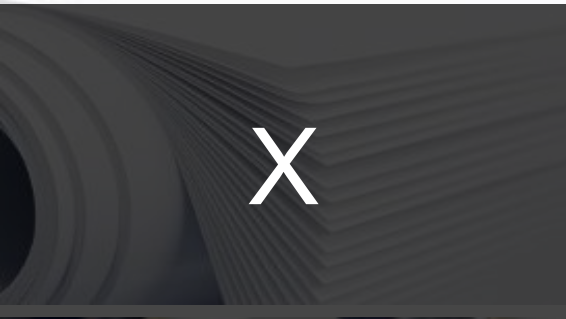
Note: Office Depot maintains a database of environmental attributes & certifications based on vendor claims. The chart shown is fully reliant on these vendor claims. Spend is defined as sales, net of returns.



■ Non-Green
 ■ Meets Norms
 ■ Light Green
 ■ Mid Green
 ■ Dark Green

Step 2: Define priorities/policies:

Option A: Prioritize specific product categories



Define priorities/policies:

Option B: Prioritize specific economic consequences

Higher Initial Cost



Approx Same Cost



Higher Initial Cost

Lower Re-purchase Cost



Higher Initial Cost

Lower Operating Cost



Lower Initial Cost



Define priorities/policies:

Option D: Prioritize specific eco-attributes

→ save resources

→ save energy

→ use safer chemicals



Recycled



remastered



compostable



energy efficient



reduced harsh chemicals



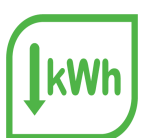
Responsible forestry



plant-based materials



rechargeable / recharger



helps conserve energy



plant-based formula



recycling solutions



designed for recyclability



renewably powered



chlorine free



refills / refillables



reusable



carbon balanced



biodegradable in water

Define priorities/policies:

Option E: Prioritize specific eco-labels

→ save resources

→ save energy

→ use safer chemicals



Multiple Attribute Ecolabels

+ Others



Furniture

Technology

Define priorities/policies:

Option F: Prioritize actions that give announceables

“By switching 1000 incandescent bulbs to 1000 LEDs, we saved over \$300,000 in utility costs and reduced our carbon footprint by 10,000 metric tons”

“We switched to 100% post consumer recycled paper, and helped avoid the harvesting of 8,000 trees”

“We only buy GREENGUARD-certified furniture – every piece of furniture in our HQ is certified for healthier air”

“In 2014, 70% of the ink and toner cartridges we use were remanufactured – helping us save over \$200,000”

“In 2015, we released our greener purchasing policy ... and we plan to reach all stated target by 2020”

Switch to Greener:

Copy Paper



Meets Industry Norms

0% recycled
SFI certified

Light Green

0% Recycled
FSC-Certified

Mid Green

30% Post
Consumer
Recycled

Dark Green

100% Post
Consumer
Recycled

Phase 3: Switch to Greener:

Toner



Meets Industry Norms

Free take-back

Light Green

High Yield or some recycled plastic

Mid Green

Remanufactured but not Certified

Dark Green

Remanufactured & EcoLogo certified

Phase 3: Switch to Greener:

Lighting



Not Green

Incand-
escent

Light Green

Halogen

Mid Green

CFL

Dark Green

LED

Phase 3: Switch to Greener:

Cleaning



Meets Industry Norms

Phosphate Free

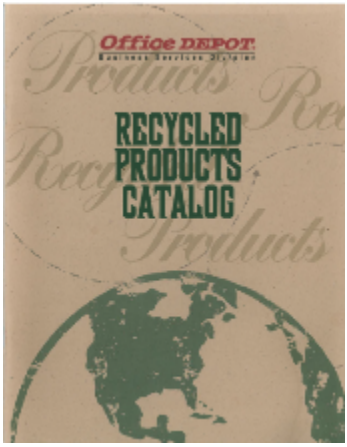
Light Green

Plant based, not certified

Mid Green
Certified EcoLogo, GreenSeal, DfE, C2C bronze/silver

Dark Green
Certified C2C gold/platinum or Ionized water

Example tool to Switch to Greener: Green Book



1999?



2004



2005



2006



2007



2008



2009-2010



2011-2012



2012-2013



2014

Discussion

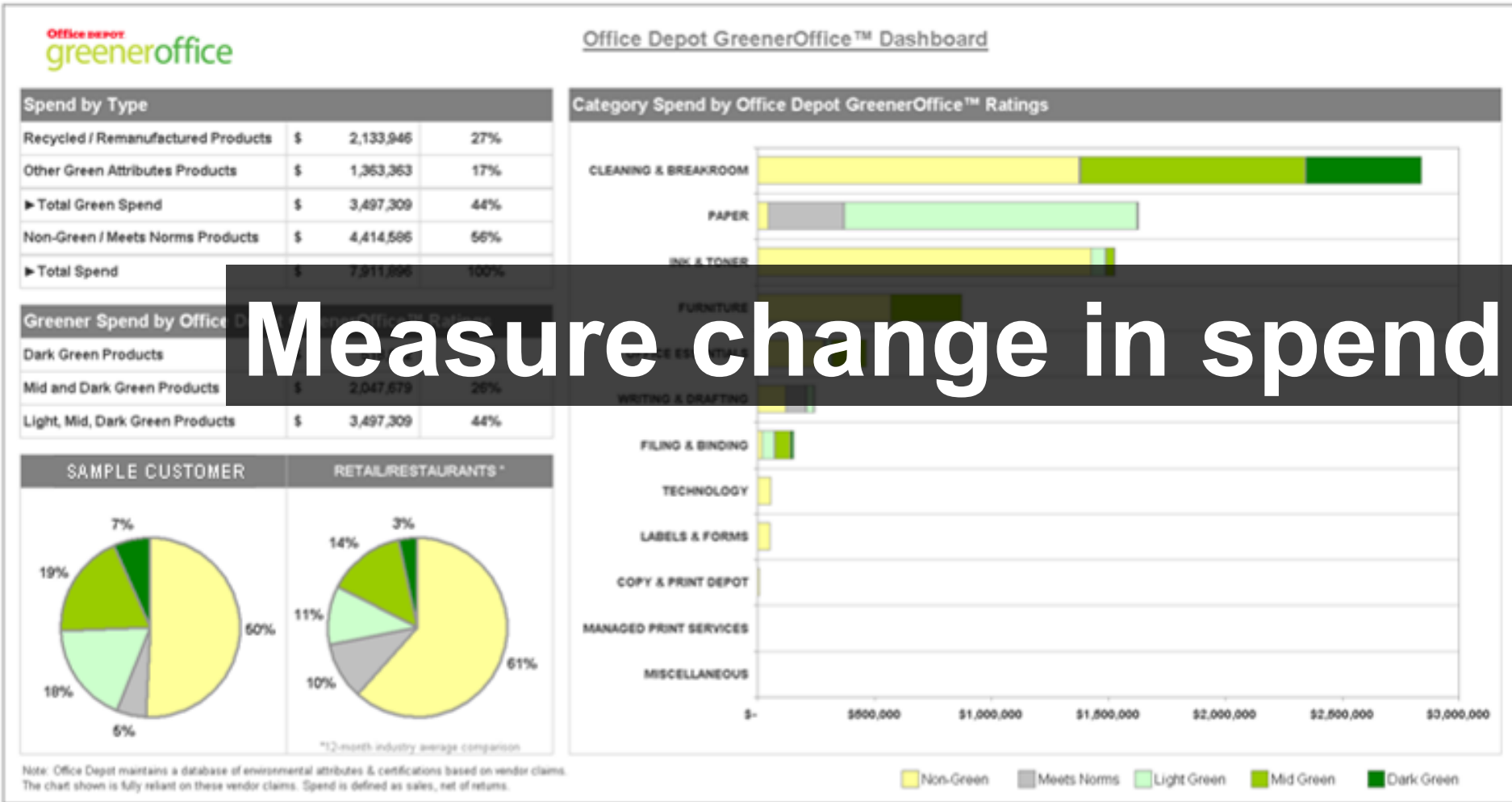
Share experiences with specific greener products

Who has already succeeded and switched to greener purchasing in certain categories ?

Please share your experience with the room [For a prize]

Step 4: Measure results

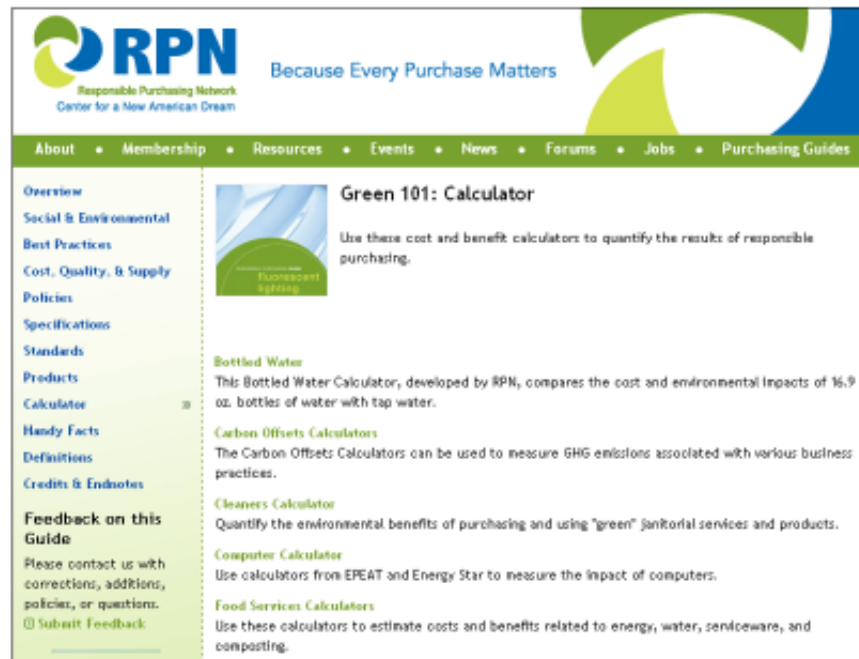
Office Depot Green Business Review



Phase 4: Measure results

Measure environmental impacts reduced where tools are available

http://www.responsiblepurchasing.org/purchasing_guides/all/calculator/



The screenshot shows the RPN (Responsible Purchasing Network) website. The header features the RPN logo and the tagline "Because Every Purchase Matters". A navigation menu includes links for About, Membership, Resources, Events, News, Forums, Jobs, and Purchasing Guides. The main content area is titled "Green 101: Calculator" and includes a sub-header "Use these cost and benefit calculators to quantify the results of responsible purchasing." Below this, there are several calculator categories listed: Bottled Water, Carbon Offsets Calculators, Cleaners Calculator, Computer Calculator, and Food Services Calculators. Each category has a brief description of what the calculator does.

RPN Because Every Purchase Matters
Responsible Purchasing Network
Center for a New American Dream

About • Membership • Resources • Events • News • Forums • Jobs • Purchasing Guides

Green 101: Calculator
Use these cost and benefit calculators to quantify the results of responsible purchasing.

Bottled Water
This Bottled Water Calculator, developed by RPN, compares the cost and environmental impacts of 16.9 oz. bottles of water with tap water.

Carbon Offsets Calculators
The Carbon Offsets Calculators can be used to measure GHG emissions associated with various business practices.

Cleaners Calculator
Quantify the environmental benefits of purchasing and using "green" janitorial services and products.

Computer Calculator
Use calculators from EPEAT and Energy Star to measure the impact of computers.

Food Services Calculators
Use these calculators to estimate costs and benefits related to energy, water, serviceware, and composting.

Feedback on this Guide
Please contact us with corrections, additions, policies, or questions.
[Submit Feedback](#)

Step 4: Measure results



Measure how much you saved

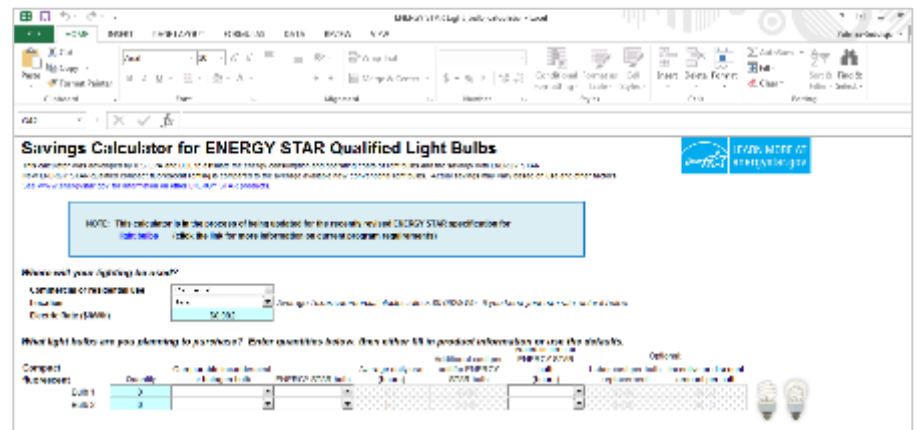
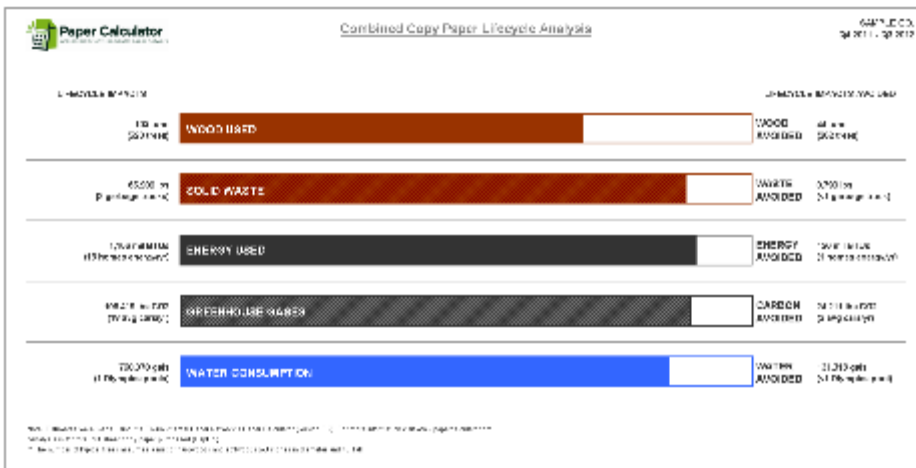


Exercise

Using available tools

www.papercalculator.org

Energy Star calculator



Once measured, could you apply some savings to buy greener in categories where cost may be higher?



Paper
with the
frog or
tree



Organic food & beverages?



Greener cleaning products?



Cleaners
with the
Seal?



GOJO

**GREEN CERTIFIED
FOAM HAND CLEANER
NETTOYANT MOUSSANT
ÉCOLOGIQUE POUR LES MAINS
ESPUMA LIMPIADORA DE
MANOS COMPATIBLE CON EL
MEDIO AMBIENTE**

CCO-104
Hand Cleaners
Nettoyant pour
les mains

For general institutional handwashing
Pour le lavage général des mains en établissement
Para lavado de manos institucional en general

Final step: Recognize Leadership: Award staff



Call to action

Consider what sort of announcement would you like to be able to make about your greener purchasing in 1 year

Consider what you could do tomorrow to get a plan in motion?

Share with the group

