Social Sustainability and Sustainable Purchasing

Eco-Ambassadors Session 7
March 13, 2012

Tufts gets green
What is social sustainability?

Economic

Social

Environmental

Sustainability
Social Sustainability at Tufts

STARS & Social Sustainability

- Diversity and Affordability (100%)
- Human Resources (100%)
- Public Engagement (80%)

What have you done in your office? What else could you do?
What is the role of an Eco-Ambassador?

- Create a healthy work environment
- Understand sustainable purchasing and purchase products wisely
- Share information with your colleagues
  - Address assumptions
- Examine purchasing practices in your office
Green Claims – “Green” or Greenwashing?

Between 2009 and 2010, the number of “green” products increased 73%.

Source: TerraChoice
Green (Reliable) vs. Greenwashing (Unreliable)

Green (Reliable) logos include:
- EPEAT
- Recycled Content 25% Post
- Recycled Content 40% Post
- Sustainable Forestry Initiative
- Greenlist
- Greenguard
- SCS Certified
- Green Seal Certified
- Fair Trade CERTIFIED
- USDA Organic
- Certified Humane RAISED & HANDLED
- Cruelty Free

Greenwashing (Unreliable) logos include:
- 100% Natural
- 100% Recyclable
- Energy Star
- Energy
- Energy Manufacturing
- Certified Organic
- United Egg Producers CERTIFIED

These logos represent certifications and standards for environmentally friendly and socially responsible products and practices.
A few words about paper...

- In FY ‘11 Tufts purchased 252,624 lbs. of paper
- Average recycled content: 34%
What you can do

- Reduce and reuse first
- When you buy, buy sustainable
- Talk with co-workers, purchasing staff, and suppliers
- Make sustainability the default option in your office
Helpful Resources

- Tufts Purchasing Department
  - [http://finance.tufts.edu/purchasing/](http://finance.tufts.edu/purchasing/)

- Purchasing Guides:
  - [http://www.responsiblepurchasing.org/purchasing_guides/all/standards/](http://www.responsiblepurchasing.org/purchasing_guides/all/standards/)
  - [www.epa.gov/epp](http://www.epa.gov/epp)
  - [www.coopamerica.org/pubs/greenpages](http://www.coopamerica.org/pubs/greenpages)

- Eco-Labeling
  - [http://www.epa.gov/epp/pubs/labeling.htm](http://www.epa.gov/epp/pubs/labeling.htm)
  - [http://www.nrdc.org/living/labels/cleaning.asp](http://www.nrdc.org/living/labels/cleaning.asp)

- Food Labeling
  - [http://www.earthwatch2.org/sustainability/decoding%20labels.htm](http://www.earthwatch2.org/sustainability/decoding%20labels.htm)

- Green Printing at Tufts
  - [http://sustainability.tufts.edu/?pid=109&c=48](http://sustainability.tufts.edu/?pid=109&c=48)