Green Purchasing
At Tufts

Tufts
gets green
1. If end-users can select their own products, how do you encourage them to choose “green” options?
2. Assumptions that recycled products will not work as well; cannot work in copiers; are lower quality etc.
3. Assumption that ‘green’ products always cost more than ‘conventional’ products
4. It takes time to learn about alternatives and new product lines
5. How do you know what is the most appropriate product to purchase or recommend – there are so many different standards out there!
1. By changing what is offered to your constituents, you can effect a large volume of product.
2. Large purchasers have greater bargaining power than individuals and can drive down the cost of products.
3. By reviewing product choices and expectations during contract negotiations, you can ensure product availability with minimal work on your part.
4. Examining purchasing practices can lead to streamlining of purchasing practices, potentially leading to cost savings. In addition, some ‘green’ items like recycled toner cartridges are actually cheaper than the traditional item.
5. As the purchasers you have the ability to educate and inform a large number of end users about alternative options and the benefits of ‘green’ products.
A lot of companies try to sound green
Many claim their *products* are green
While many manufactures make claims about the ‘greenness’ of their product, you want to choose products whose claims are backed up by third party verification and certification. There are many options out there!

The next 11 slides show the most common ones.

"Green Seal is a non-profit organization dedicated to environmental standard setting, product certification, advertising claims substantiation and public education."

**Product(s):** Over 40 product categories including: cleaners, paints, and more

www.greenseal.org
Good Morning,

I am glad to see that those on this list are comparing environmental standards like the Canadian Eco Logo and Green Seal. As someone who has worked with and studied both programs there is truly only a few differences as both are consensus based standards. "Shooting for the lowest common denominator and a wide market share."

1. Eco Logo is a Canadian for profit organization and Green Seal is a not for profit.
2. Eco Logo is controlled by TerraChoice a for profit marketing firm.
3. Green Seal is more academic and very profitable last year more than $1 million in revenues. First time in its history.
4. Green Seal and EcoLogo have mutual recognition agreements on many standards.
5. Green Seal and EcoLogo both have over 100 standards covering cleaning products, to copiers, to paper.

No matter which program you choose to support they both provide a minimum base line to improve and support Green Purchasing. Both use the same structure to set standards and have mutual recognition.

**What makes EcoLogo products different?**

EcoLogo® symbol in storefront. "EcoLogo® products sold here. Look for this symbol." [Click to enlarge.]

There are two key features of the EcoLogo® which set it apart from some other environmental labelling systems. Firstly the Program looks at the total impact of the product across its life cycle. Secondly the Program performs third party audits to verify the claims. Life cycle assessment is a cradle-to-grave approach to examining the impacts associated with a product or service. It looks at the impacts throughout the whole life cycle of the product including acquisition of materials, manufacturing, transportation, distribution, use and disposal of a product. Life cycle assessment can help establish what primary and secondary impacts exist and then are used as the guide to developing leadership environmental performance criteria.

http://www.ec.gc.ca/EnviroZine/English/issues/23/feature3_e.cfm
• **The Green-e logo** is a nationally recognized symbol to help consumers identify superior, certified renewable energy products.

• **Product(s):** Renewable energy certificates, utility green pricing programs, competitive market electricity, and greenhouse gas emissions reductions

• [www.green-e.org](http://www.green-e.org)
EPEAT is a system to help purchasers in the public and private sectors evaluate, compare and select desktop computers, notebooks and monitors based on their environmental attributes. Bronze, Silver, and Gold levels of certification are available.

Product(s): Desktop computers, integrated systems, monitors, notebooks

www.epeat.net
What Makes an EPEAT Computer Better for the Environment?

Gets the Lead Out
EPEAT-registered computers eliminate nearly all lead, in addition to six other toxins typically found in electronic equipment.

Closes the Loop
I have recyclable materials, and designed to be easily recycled.

Saves Your Energy
Meets the strictest standards for energy efficiency, saving money and the environment.

Packs Lightly
Packaging is free of toxic chemicals and recyclable.

Lives Long and Prospers
Designed to be easily upgraded with available parts.

Comes Around, Goes Around
Manufacturers of EPEAT-registered computers agree to take back and responsibly recycle their products.

www.epeat.net  Electronic Product Environmental Assessment Tool
California Gold Sustainable Carpet Standard

The California Department of General Services developed the California Gold Sustainable Carpet Standard for purchase of carpet for new construction, renovations, leases, Contract Multiple Award Schedule (CMAS), and replacement.

**Product(s):** Modular tile and broadloom carpet

Who am I. Well I represent the Chlorine Free Products Association we too have standards but they are focused on pulp, paper, packaging, printing and water. The CFPA is an independent not-for-profit accreditation/standard setting association registered in 1994 in the State of Illinois, USA. Our focus is promoting sustainable manufacturing practices, educating consumers on alternatives, and developing world markets for sustainable produced third party certified products and services.

Our audits require a chain of custody for all raw materials, measures the impact of a manufacturing process on the environment: water and energy use, chemistry, carbon gas releases, reviews environmental policy and permit compliance, reviews ethical management practices and compliance, financial performance, product stewardship, public information, funding of research and development, and employee recognition. Once the audit is complete we are able to plug the numbers in to provide a ranking on a Sustainability Index (SI rank best of 1350 points). Only processes, or products that are manufactured free of chlorine chemistry are identified with the TCF (Totally Chlorine Free) or PCF (Processed Chlorine Free) Trademarks. The CFPA has no financial interest in any manufacturer or company of the products it certifies.

Sustainability Index = Environmental Policy + Environmental Management + Mill Process + Forestry Certification + Environmental Risk Management + Product Stewardship + Public Information + Environmental Compliance + Employee Recognition

For more information or questions please feel free to contact me.

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ENERGY STAR

A joint program of the U.S. Environmental Protection Agency and Department of Energy certifying energy-efficient products.

**Product(s):** Over 50 categories including: electronics, lighting, and more

www.energystar.gov
GREENGUARD

Summary: The GREENGUARD Environmental Institute is an independent non-profit, ANSI-authorized standards developer that offers three air emissions certifications: Indoor Air Quality; Children and Schools; and Building Construction.

Product(s): Over 15 product categories including: cleaners, office electronics, paints, and more

www.greenguard.org

GREENGUARD Indoor Air Quality Certified®
Product certification program for low emitting interior building materials, furnishings, and finish systems. All GREENGUARD Certified Products have been tested for their chemical emissions performance and can be found in the GREENGUARD Online Product Guide.
Single and multiple attribute certification programs allow manufacturers to earn certification for one aspect of a product’s environmental impact (recycled content, indoor air quality) or multiple environmental performance attributes (toward life cycle assessment).

**Product(s):** Electricity, food and agriculture, manufacturing (including carpets and rugs), building and forest products (including FSC paper), fisheries and more.

http://www.scscertified.com

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**How it Works: Single Attribute to Multi-Attribute Certification**

Single attribute certification can be a gateway to a product’s greater environmental performance. SCS provides certification assessment for a full range of environmental performance:

1. A plywood product, for example, might start with a No Added Formaldehyde certification, verifying that no formaldehyde was added to the product during manufacture.
2. The manufacturer might then source recycled or FSC-certified wood, and submit the product for Recycled and or FSC chain-of-custody certification.
3. If the product is used in an indoor environment like an office or school, SCS Indoor Advantage™ certification ensures that end users will not be exposed to high levels of volatile organic chemicals (VOCs).
4. Finally, a top-performing product may be eligible for a multi-attribute certification – level™ certification for business and industrial furniture or SCS Sustainable Choice™ certification for carpets and rugs.
Forest Stewardship Council

“FSC (Forest Stewardship Council) is a non-profit organization that encourages the responsible management of the world's forests and sets standards that ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way.”

To earn FSC certification, a product made of pulp or paper must pass through a complete “chain of custody” from an FSC-certified forest to and FSC-certified paper manufacturer, merchant and printer.

FSC-certification is seen as the gold standard

Product(s): Forest products, including paper

http://www.fsc.org/en/
The SFI program was launched in 1994 as one of the U.S. forest sector’s contributions to the vision of sustainable development established by the 1992 United Nations Conference on Environment and Development. Its original principles and implementation guidelines began in 1995, and it evolved as the first SFI national standard backed by third-party audits in 1998.

Today, SFI Inc. is an independent, non-profit organization responsible for maintaining, overseeing and improving a sustainable forestry certification program that is internationally recognized and is the largest single forest standard in the world.

The SFI 2010-2014 Standard is based on principles and measures that promote sustainable forest management and consider all forest values. It includes unique fiber sourcing requirements to promote responsible forest management on all forest lands in North America.

SFI certification also extends to the market. When they see the SFI label on a product, consumers can be confident they are buying wood or paper from responsible sources – whether it is reams of paper, packaging or two-by-fours.
An international non-profit, non-governmental organization dedicated to promoting sustainable forest management

Environmentally Sound, Socially Just, and Economically Viable
The ISO 14000 environmental management standards exist to help organizations:

- Minimize how their operations negatively affect the environment (cause adverse changes to air, water, or land)
- Comply with applicable laws, regulations, and other environmentally oriented requirements
- Continually improve on the above.

www.iso.org
Additional Resources

- Responsible Purchasing Network:
  - http://www.responsiblepurchasing.org/purchasing_guides/all/standards/

- EPA:
  - http://www.epa.gov/epp/pubs/labeling.htm

- Tufts Purchasing Department
  - http://finance.tufts.edu/purchasing/

- Green Printing at Tufts
  - http://sustainability.tufts.edu/?pid=109&c=48
Buy Green with Tufts Purchasing Partners

- Tandem makes energy-star compliant laser printers now the default
- Recyclable toner cartridges, recycled plastic housing on Konica Minolta machines
- Networked copiers use less energy and money than desktop printers

- Recycled/reusable products available
- Used membrane/air filters available through Workplace wiki “rare manufacturers”

- Buy energy-star rated machines

- Used or new copiers available
- Some reduced emissions and/or biodiesel vehicles available
- Ask for furniture donations and/or recycling

- Staples offers a wide variety of recycled products
- Also looks for small and/or women-owned business certifications (SME)
- Roxbury Technology Corporation remanufactures toner cartridges

- Staples 37% recycled now priced at discount
- Print & publications partners offer recycled options
- A variety of green promotional items are available.
- Fair trade standards used by both partners.

- Search for "green" products on supplier websites (e.g., Fishnet, Schacht)
- Purchase post-consumer waste or corn-based plastics.

- Use Tufts Marketplace online business-to-business system
- Use electronic requisitioning system
- Use proof for small-dollar transactions.