



Making Sense of Eco-labels – Federal Approach

Environmental Purchasing Policies (EPP): City Procurement of
Goods & Services with Less Impact on Health & the Environment

John Katz, US EPA





Why Purchasing?

- **The Federal Footprint**
 - Procurement represent roughly **2.7% of USGDP** and influence much more
 - Spent **\$474 billion** on goods and services in FY16
 - Spend **\$90 billion annually** on IT equipment and services
 - Spend **\$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.
- State and local government spend \$1.5 Trillion annually on goods and service





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



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)."



EPP Program: What We Do

GOAL: Harness federal purchasing power to create market opportunities for industry innovators and green markets

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

ECOLABELS FOUND IN THE MARKETPLACE IN 1995 (13)





ECOLABELS FOUND IN THE GLOBAL MARKETPLACE TODAY (460+)

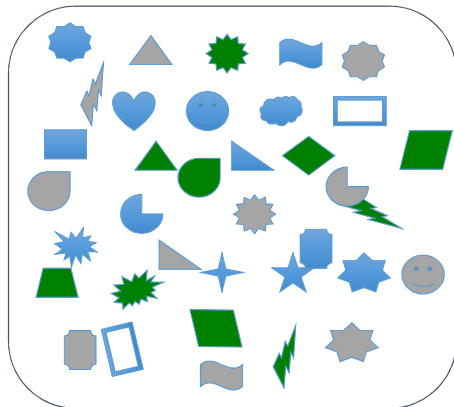




MULTI-STAKEHOLDER APPROACH: EPP RECOMMENDATIONS

Leveling the Playing Field & Bringing Clarity to the Marketplace

Global Marketplace
400+



Public Comment and Multi-
Stakeholder Participation



Independent Assessment

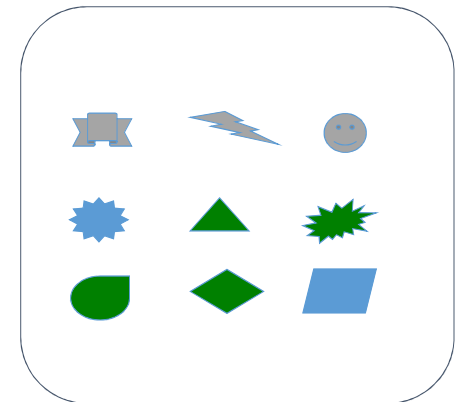
1) Based on review and use by
another federal agency
(currently DOE or GSA PBS)

OR

2) assessment per multi-
stakeholder developed

EPP GUIDELINES

Recommended
Standards & Ecolabels





CRITERIA IN DRAFT EPP GUIDELINES

- 1. Process for Developing the Standard** — transparency, balance, representation?
- 2. Environmental Effectiveness of the Standard** — meaningful and measurable results, differentiation, key lifecycle stages?
- 3. Conformity Assessment** — transparent, independent verification?
- 4. Management of Ecolabeling Programs** — no conflicts, transparency, fees appropriate?





EPP RECOMMENDATIONS OF NON-FEDERAL STANDARDS & ECOLABELS



LIVING
PRODUCT
CHALLENGE



epa.gov/greenerproducts



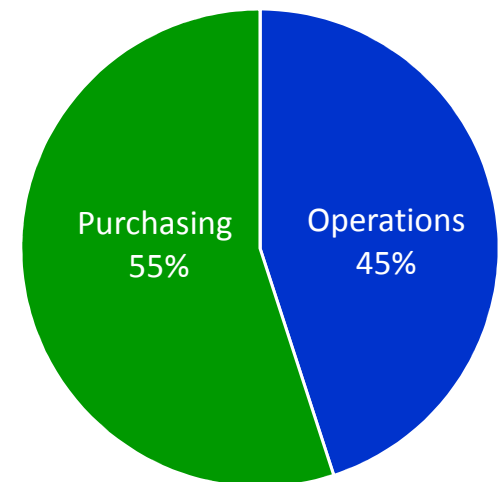
Climate Friendly Purchasing Toolkit

Project of the West Coast Climate and Materials Management Forum

Toolkit Goals:

- Reduce carbon footprint from purchases
- Identify the most carbon-intensive products and services
- Provide how-to guide for purchasing professionals

GHG Emissions from Public Institutions





Toolkit Contents

Targeting Tools

To help government target their efforts on the most significant GHG emissions in the supply chain.



How to complete a supply chain GHG inventory

This detailed primer shows how to combine purchasing data and available LCA tools to get a complete picture of the GHG emissions in your organization's specific supply chain.



Trends Analysis

Instructions are provided on how to use the data from trends analysis to target GHG reductions. It is a compilation of more than 40 supply chain GHG inventories, sortable by organization type, size, and total supply chain budget.

Sector-specific strategies

Each module includes background on how the sector contributes to GHG emissions, and guidance on specific purchasing strategies to reduce GHG emissions.



Carpeting & Flooring



Construction
Asphalt, Concrete and More



Diesel Fuels



Food



Information and Communication Technology (ICT)



Professional Services

westcoastclimateforum.com/cfpt



EPP LESSONS LEARNED

- Mandates are not enough – need reporting, accountability, training at all levels
- Two competing approaches – focus on the most important/highest impact AND find easy wins (low hanging fruit)
 - high impact such as construction, built environment, highly technical – makes it difficult to define sustainability criteria, but can get big environmental results (e.g. data center metrics, buildings)
 - easy wins – e.g. recycled paper, Energy Star, labeled cleaning products – not huge environmental impact but easy to implement
- Need to devote resources – setting priorities, identifying products, setting specifications, training and tracking
- KEEP IT SIMPLE – integrate sustainability requirements into acquisition regulations and keep requirements as concise and simple as possible.