



Government Purchasers Save the World

The Greening of Government Purchasing

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Link Between Purchasing and the Environment

It's All Connected to Purchasing

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Green is Suddenly Everywhere



...Even Soap Opera Digest

soap opera
Style Days goes Green for *Lumi's* wedding

Wedding Belles

Compiled by Gabrielle Winkel

Sami and Lucas
(Katie Stevens and Bryan K. Butler)
Sami's silk gown is by Monique Lhuillier (moniquelhuillier.com). "She had Bryan's (Lucas) tuxedo for probably 10 years," says the show's costume designer, Richard Moore.

Stephanie
(Stephy Hong)
"Stephanie is a bit more socially conscious and body-conscious," Moore explains. "Her gown flows and she's wearing silk chiffon just down to the hem."

Caroline and Shawn
(Peggy McCay and Frank Parker)
Caroline is wearing a three-piece suit — a jacket, a vest and a skirt — by Ellen Tracy.

Lucas
(Gavan Rossdale)
"His dress is by Alexander Wang, and the great jacket is Genny Blank White."

Chloe
(Rachel Melnick)
"Chloe needs a simple, 100 percent silk, wrap dress by Steve & Lisa. It's in pink to match the wedding flowers."

Maggie
(Najeeha Rogers)
"She's wearing a 'classic' outfit: Calvin Klein. She will get some accessory detailing."

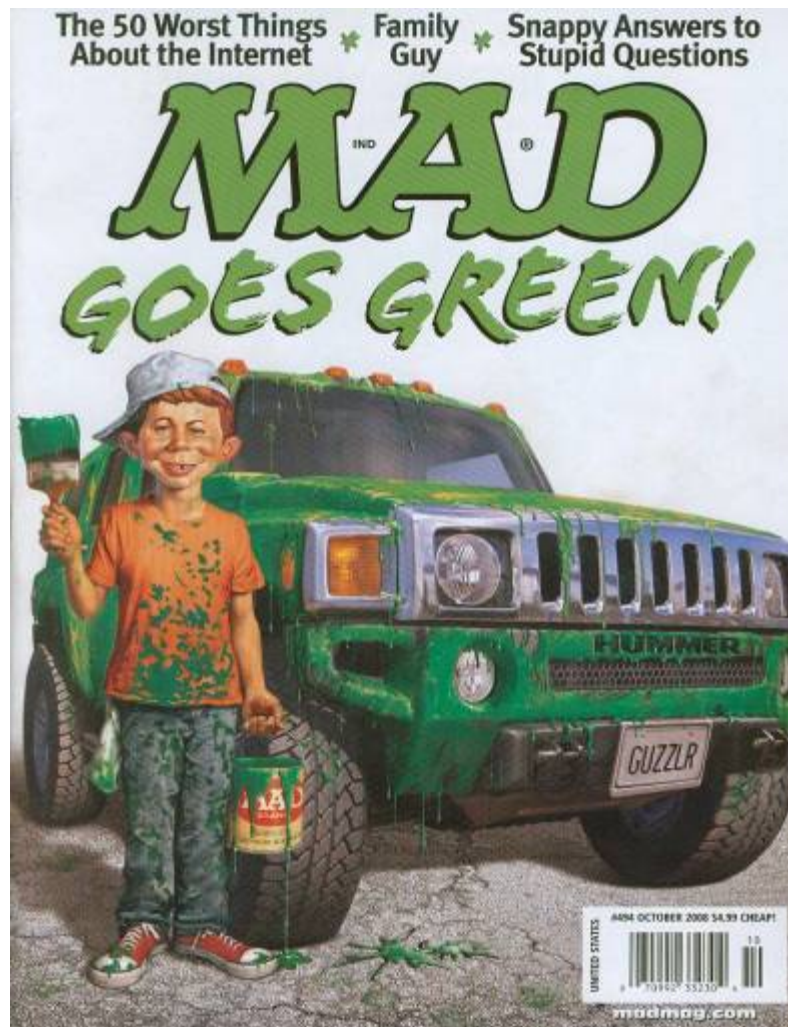
Julia
(Julie Flemer)
"Julia wears a dress by Nicole Miller. It's an off-the-shoulder silk organza, which has been body-con in color."

Crystal
Crystal loved the dress at first sight! "I really liked it," says the bride. "See page 6 for more."

1047 ©2009 W



...And Mad Magazine

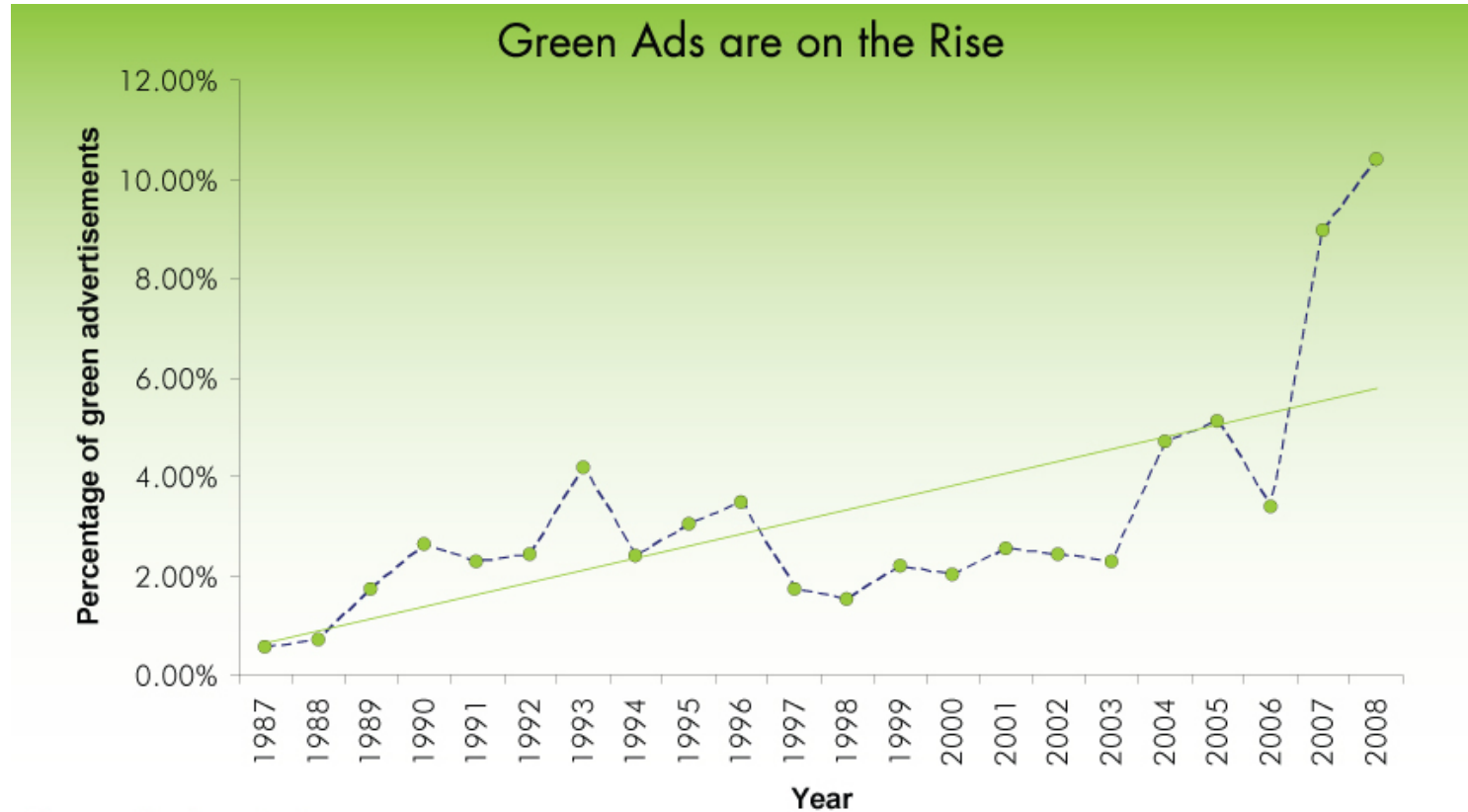


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Growth of Green Advertising



www.terrachoice.com






EcoLogo™ Environmental Concerns

- Mass extinctions
- Deforestation & soil erosion
- Air & water pollution
- “Super” bacteria, viruses, and insects
- Dwindling natural resources
- Cancer rates increasing
- Reproductive disorders increasing
- Fisheries collapsing
- Water tables falling
- Climate Change

Warnings



INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE

Climate Change 2007: The Physical Science Basis

Summary for Policymakers

Contribution of Working Group I to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change

This Summary for Policymakers was formulated by the lead authors of Working Group I of the IPCC.

Note:
Text, tables and figures given here are final copy-edited and editorially adjusted.

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See page 115 for Analyst Certification and Important Disclosures

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SECURITY
RESEARCH
GLOBAL

Thematic Investing

January 19, 2007

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Climatic Consequences
Investment Implications of a Changing Climate


- > **Investment Issue** — For investors, the issue is not whether climate change is occurring. Today a variety of entities (governments, regulators, corporations, and individuals) are reacting to the perceived climate change threat, creating a number of near-term opportunities.
- > **Physical Implications** — While physical implications may become apparent over the long term, there may already be some repercussions today — warmer winters and hotter summers in the U.S., droughts in Spain and Australia, and an increased frequency of intense hurricanes in the Gulf of Mexico.
- > **Regulatory Implications** — There has already been a move to regulate greenhouse gases, ranging from international conventions sponsored by the United Nations, to legislation at the state level in the U.S. Importantly, companies with international operations are increasingly subject to various emissions regulations and standards in key markets, most notably today in the EU.
- > **Behavioral Implications** — Even when not facing imminent regulation, a growing number of corporations are pursuing various climate strategies.
- > **Who Will Benefit?** — We identify 74 companies (across 21 industries and based in 18 countries) that seem well positioned to benefit from these trends.

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WORLD ECONOMIC FORUM
COMMITTED TO IMPROVING THE STATE OF THE WORLD

Global Risks 2007
A Global Risk Network Report



A World Economic Forum Report
in collaboration with
Citigroup
Marsh & McLennan Companies (MMC)
Swiss Re
Wharton School Risk Center

World Economic Forum
January 2007



EcoLogo™ Consuming the Environment

“The major cause of the continued deterioration of the global environment is the unsustainable pattern of production and consumption, particularly in industrialized countries.”

– United Nations Agenda 21 Report



2002 World Summit

Emphasized the need for authorities to “[p]romote public procurement policies that encourage development and diffusion of environmentally sound goods and services.”

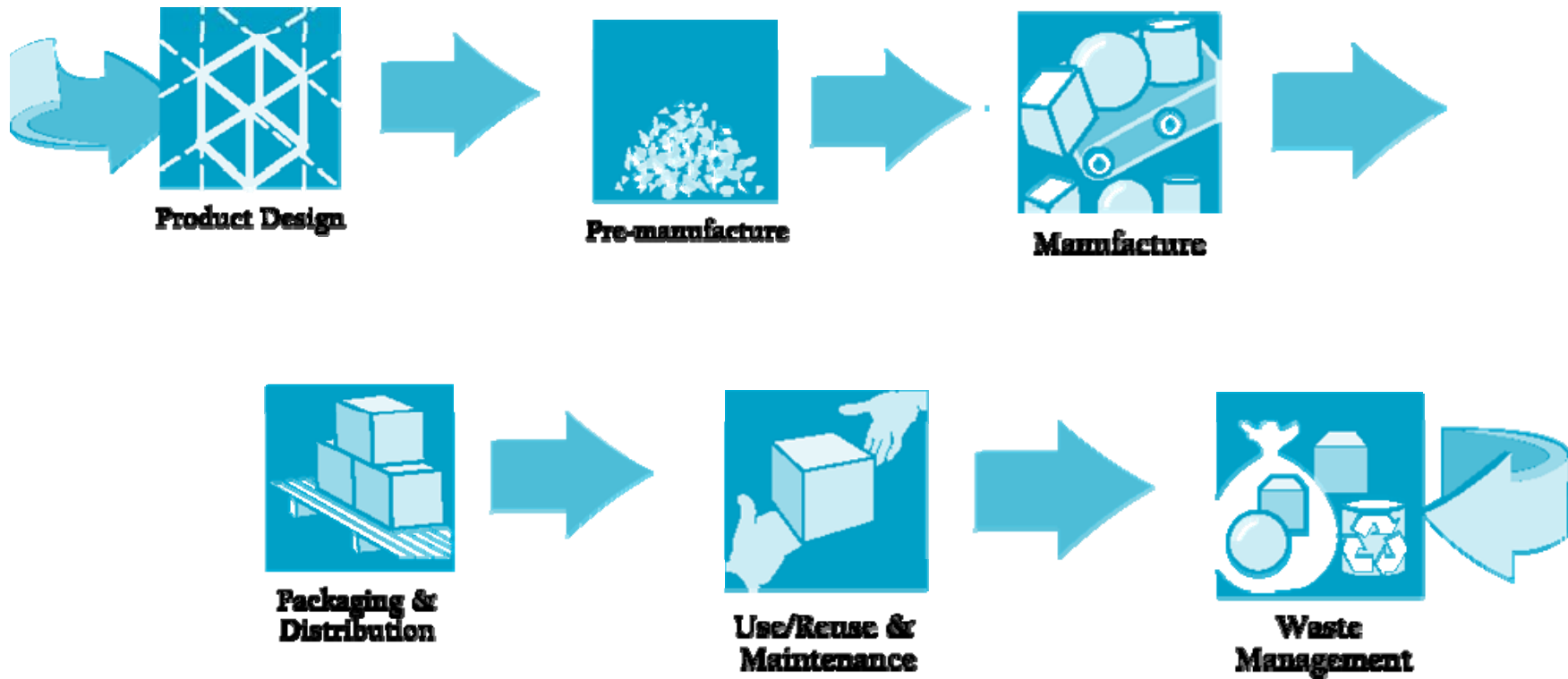
- 2002 World Summit on Sustainable Development in Johannesburg



Two Cups of Coffee a Day

- 34 gallons of coffee a year.
- 18 pounds of coffee beans
- 12 pounds of fertilizer
- A few ounces of highly toxic pesticides
- 43 pounds of coffee pulp
- Clear cutting of forests to grow even more coffee
- Bird species disappearing
- More erosion
- More pesticides

Lifecycle Perspective





Resource Consumption

- One ton of virgin paper requires 98 tons of resources to produce.

- A single 1/10 ounce, 14-carat gold ring requires 2.8 tons of ore



Typical Desktop Computer

- Manufacturing a typical desktop computer creates 139-pounds of waste and 49 pounds of hazardous materials.
- Producing the six-inch silicon wafer from which computer chips are cut generates 2,840 gallons of wastewater and 7 pounds of hazardous waste.



Remember One Thing

Purchasing Matters!



Responsible Purchasing Primer

The Power of Government Purchasing

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Basic Premise #1

Every single purchase has hidden human health, environmental, and social impacts throughout the entire supply chain.



Basic Premise #2

Government purchasing is the most important force in the entire global economy.

- Government purchasing represents 20 percent of the annual Gross National Product.
- It is very structured.
- It influences others.

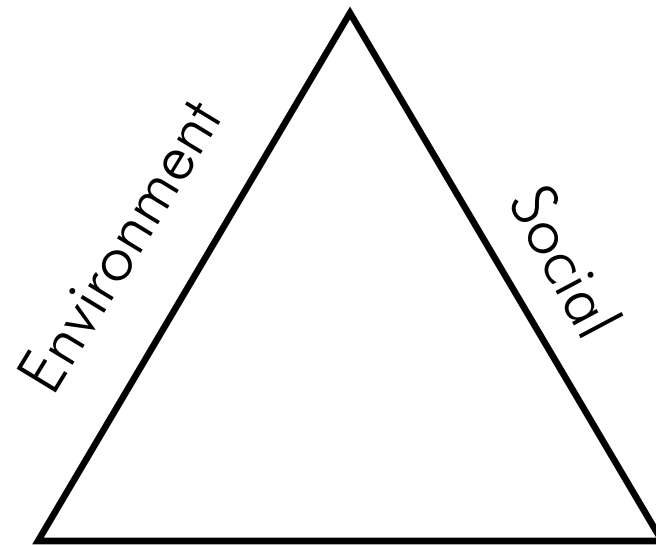


Government Purchasing History

- Clothing sizes during the U.S. Civil War
- Small Business Administration
- Automobile airbags
- Energy-efficient computers
- Recycled-content paper



Responsible Purchasing



Price, Performance, & Availability



Defining Responsible Purchasing

Responsible Purchasing Means:

Buying better products and
services from better companies.

Wal-Mart's Goals



To be supplied 100% by renewable energy

- Existing stores 20% more efficient in 7 years
- New stores 30% more efficient in 4 years
- Fleet 25% more efficient in 3 years, double in 10 years



To create zero waste

- 25% reduction in solid waste in 3 years
- All private brand packaging improved in 2 years (right sized, reusable materials)



To sell products that sustain our resources & environment

- 20% supply base aligned in 3 years
- Preference given to aligned suppliers in 2 years
- Design and support Green Company in China



Green Purchasing Strategies

How are Others Doing It?

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Green Purchasing Strategies

- Written Policies
- Cooperative Efforts
- Price Preferences
- Lifecycle Costing
- Best Value Purchasing
- Green Teams
- Vendor Outreach
- Approved Product Lists
- Eco-Labels
- Incentive Programs
- Employee Training
- Plagiarize
- Pilot Projects
- Measure Results



Defining Green

**Doesn't it Seem Like Everyone is
Claiming to Be Green These Days?**

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Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the Federal Trade Commission:
FALSE CLAIMS

Original Source: Kirsten Ritche, Gensler

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FTC Green Marketing Guidelines

GENERAL
 Federal Trade Commission
 1-877-FTC-HELP
 www.ftc.gov

FTC FACTS for Consumers

Sorting Out 'Green' Advertising Claims

Grocery shelves, hardware stores, card shops, and other retail operations are filled with products and packages announcing environmental features that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "ozone friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know.

The FTC, in cooperation with the EPA, has developed guidelines for advertisers to ensure that their environmental marketing claims don't mislead consumers. Here are six tips to help you sort through environmental claims.

ENVIRONMENTAL CLAIMS SHOULD BE SPECIFIC.

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both. For example, if a label says "recycled," check how much of the product or package is recycled. The fact is that unless the product or package contains 100 percent recycled materials, the label must tell you how much is recycled.

Increasingly, labels on "recycled" products tell where the recycled material comes from. "Post-consumer" material comes from previously used business or

Available at:
www.ftc.gov

Facts
 for Business

Environmental Marketing Claims

Federal Trade Commission
 Bureau of Consumer Protection
 Office of Consumer & Business Education
 1-877-FTC-HELP
www.ftc.gov

October 1999



Seven “Sins” of Greenwashing

- Sin of Fibbing – Misleading customers about the actual environmental performance of their products.
- Sin of No Proof – Also known as the sin of “just trust us,” some manufacturers are unable to provide proof of their environmental claims.
- Sin of Irrelevance – Factually correct, but irrelevant, environmental assessments (e.g., “CFC-free”)
- Sin of the Hidden Trade-Off – Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.





Seven “Sins” of Greenwashing

- Sin of Vagueness – Broad, poorly defined environmental claims (e.g., “100 percent natural”)
- Sin of Lesser of Two Evils – A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., “organic cigarettes”)
- Worshipping false labels – a product that through words or images gives the impression of third-party endorsement where no such endorsement actually exists; fake labels, in other words.

The Seven Sins of Greenwashing report, released 4/15/09, is available at <www.sinsofgreenwashing.org>





To Avoid Greenwashing...

The environmental standards most widely recognized by green purchasers:



<www.ecologo.org>

- Founded 1988
- 100 standards
- 6,500 certified products



<www.energystar.gov>

- Founded 1992
- 50 standards
- "Thousands and thousands" of *registered* products



<www.greenseal.org>

- Founded 1989
- 30 standards
- 3,650 certified products



EcoLogo Overview

- Founded in 1988 by Environment Canada
- Managed by TerraChoice since 1995
- Developed 100 EcoLogo standards
- Certified more than 7,500 products
- Respected as North America's largest, most established environmental standard and certification program



Lots of Labels Around

A *partial* list of labels currently being used:

- Blue Angel
- CFP
- CPG
- DfE
- Eco Mark
- EcoLogo
- Ecomark
- Eco-OK
- Energy Star
- Environmental Choice
- EPEAT
- EU Flower
- Fair Trade
- FSC
- GBI
- Good Green Buy
- Green Label
- Green Seal
- GREENGUARD
- Greenstar
- LEED
- MSC
- Nordic Swan
- Process Chlorine Free
- SCS
- SFI
- TCO
- Totally Chlorine Free
- USDA-Organic
- WaterSense

EcoLogo™ Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Validity of the standard
- Standard setting process
- Verification process





Recommended Contract Language

- “Products purchased under this contract must provide demonstrable proof of meeting the _____ standard. The _____ standard is available at < _____ >.”
- “Products purchased under this contract must provide demonstrable proof of meeting the **Energy Star** standard. The **Energy Star** standard is available at < www.energystar.gov >.”
- “Products purchased under this contract must provide demonstrable proof of meeting the **EPEAT** standard. The **EPEAT** standard is available at < www.epeat.net >.”





Recommended Contract Language

“Products purchased under this contract must be EcoLogo certified or provide demonstrable proof of meeting the EcoLogo standard and certification requirements. The EcoLogo standard and certification requirements are available at <
>www.ecologo.org”



Popular Labels

- Chlorine Free Products Association – <www.chlorinefreeproducts.org>
- EcoLogo (Environmental Choice) – <www.ecologo.org>
- Energy Star – <www.energystar.gov/purchasing>
- EPEAT - <www.epeat.net>
- Forest Stewardship Council – <www.fsc.org>
- Green-e – <www.green-e.org>
- Green Guard – <www.greenguard.org>
- Green Seal – <www.greenseal.org>
- Green Building Council (LEED) – <www.usgbc.org/leed>
- Scientific Certification Systems – <www.scscertified.com>
- TCO – <www.tcodevelopment.com>
- Water Sense – <www.epa.gov/watersense>



Best Advice

If a supplier is making a public claim, ask for public proof.





Questions?

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