

## EPP Environmentally Preferable Purchasing or Green Purchasing

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EDC, November 8, 2006

### Outline

Premise: As you consider a buy local policy, consider also buy green or EPP as a wholistic approach. These initiatives can work in sync with each other rather than in a confusing or conflictual manner to our purchasing staff.

1. Background re SDE Buy Green initiative as part of existing city policies and programs
  - a. Ties into sustainable city- sustainable by definition economy, environment, equity
  - b. Part of US Green Building Council's LEED green building rating system
2. Staff progress
  - a. policy development by Monona Terrace, green purchasing, green cleaning
  - b. purchasing department- staff training, vendor inservice, RFP language
3. What is EPP
4. What are LEED definitions and materials targeted
5. How does buy local tie in as a preferential purchasing consideration
6. Purchasing Policy Approach: Best Value Purchasing sends message out

1. Existing initiative as part of the *Building a Green Capital City: A Blueprint for Madison's Sustainable Design and Energy Future* adopted unanimously by the city council 2004.

Making Madison a Green capital city and leader in energy efficiency and renewable energy is a **strategy to improve the city's economic vitality**.

Green purchasing ties into several of the Green Capital City initiatives

- The Natural Step framework- which the city adopted as its guiding principle Dec. 2005
  - Buy Green – part of the green framework of city decision making and operations
  - LEED certified green buildings
2. **Staff progress in green purchasing**
    - MTCC developed a green cleaning policy and green purchasing policy as part of its LEED-EB certification.
    - Purchasing dept and MTCC staff (as part of Monona Terrace's LEED –EB certification process) held a green RFP evaluation training 3 days in October – interdepartmental - where brought in manufacturers and suppliers. Focus on

green cleaning products and services, paper products and dispensers, trash can liners and copier paper.

- Purchasing department is getting a committee of agency representatives to develop standards for other green products that include furniture, lighting, paints, cleaning equipment, office equipment, antifreeze, brake cleaners, re-refined motor oil, etc.

**3. What is Green Purchasing? Environmentally preferable purchasing** is the purchase of "products and services [that] have a lesser or reduced effect on human health and the environment when compared to other products and services that serve the same purpose."

EPP, however, does not only protect the environment; it also protects human health, saves money, and improves the overall quality of government purchases. Formally adopted by Federal Government in 1993 and expanded 1998 EOs though part of RCRA.

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### **The Benefits of Environmentally Preferable Purchasing**

- Improved ability to meet existing environmental goals
- Improved worker safety and health
- Improved community safety and health
- Reduced liabilities
- Reduced health and disposal costs

Green purchasing considerations and environmental approaches reduce impacts on: air, water and land, greenhouse gas emissions, resource availability, biodiversity, energy, toxics generation, disposal and health impacts, waste generation, packaging and transport energy.

Rather than addressing environmental problems on a single-medium basis, such as energy efficiency or recycled content, environmentally preferable purchasing is targeted at minimizing environmental impacts across all environmental media by using a life cycle assessment approach.

### **EPA Guiding Principles:**

To help government purchasers incorporate environmental considerations into purchasing decisions, EPA developed five guiding principles. The guiding principles provide a framework agencies can use to make environmentally preferable purchases. The five principles are:

1. Include environmental considerations as part of the normal purchasing process.
2. Emphasize pollution prevention early in the purchasing process.
3. Examine multiple environmental attributes throughout a product's or service's life cycle.
4. Compare relevant environmental impacts when selecting products and services.
5. Collect and base purchasing decisions on accurate and meaningful information about environmental performance.

**Principle One: Include Environmental Considerations As Part of the Normal Purchasing Process** EPA encourages all purchasers to examine environmental considerations along with traditional factors such as product safety, price, performance, and availability when making purchasing decisions. **Each of these factors, including environmental performance, provides important information about a product's or service's overall value and quality**, which are the ultimate criteria for all government purchasing decisions. As a result, environmental considerations should be a regular part of the normal purchasing process.

A product's environmental attributes can serve as a measure of its overall environmental impacts. Comparing environmental attributes such as recycled content, energy efficiency, or reduced toxicity is a good way of comparing the environmental impacts of competing products.

#### **4. LEED Green Building Rating System- Materials and Resources, IEQ**

- Buy reused, refurbished, recycled content - Reuse building materials and products and increase demand for building products that incorporate recycled content materials in order to reduce demand for virgin materials and to reduce waste, thereby reducing impacts associated with the extraction and processing of virgin resources.
  - Use materials with recycled content such that the sum of post-consumer recycled content plus one-half of the pre-consumer content constitutes at least 10% (20%, 2 points) (based on cost) of the total value of the materials in the project.
- Buy Sustainably harvested, renewable
- Buy Nontoxic. Glues, adhesives, paints, carpeting, wood composites and agrifibers to safeguard human health
- Buy Biobased
- Energy Star
- Buy Water saving
- **Buy Regional** – within 500 miles, Increase demand for building materials and products that are extracted and manufactured within the region, thereby supporting the use of indigenous resources and reducing the environmental impacts resulting from transportation. Use building materials or products that have been extracted, harvested or recovered, as well as manufactured, within 500 miles of the project site for a minimum of 10% (based on cost) of the total materials value. If only a fraction of a product or material is extracted/harvested/recovered and manufactured locally, then only that percentage (by weight) shall contribute to the regional value.

**5. Buy Local** – subset of buy green as it strengthens the local economy- part of “regional economic development”.

#### **6. Best Value Purchasing**

The city of Madison uses a “best value” approach for most purchases as opposed to “low bid wins” purchasing approach. With best value purchasing, purchasers can identify and consider a wider variety of factors.

Naturally, price and performance remain important criteria. A purchasing evaluation score sheet, for example, might base 40 percent of the total score on price, 30 percent on performance, and the remaining 30 percent on environmental or other **preferential purchasing considerations (e.g., local supplier, or small or woman- or minority-owned businesses)**.

One of the best value approach's advantages is that the city can assign point values for desirable environmental or other attributes even if they are unsure of their availability. Low-toxicity, recycled-content widgets, for example, might not be available, but by assigning point values to both low toxicity and recycled content, the city can make their preference for both attributes well known. Ideally, this would encourage a manufacturer to begin making them because it would have a competitive advantage. Until widgets containing both attributes are available, buyers can emphasize one of the attributes over the other by assigning it a higher point value.

### **Summation**

- Buy local overlaps with green purchasing and is important to Madison's economic vitality
- While buy local is an important consideration, it is not realistically a determining factor- can't drive the process of purchasing
- Including buy green and buy local in city purchasing policy and specifications sends an important message out about the city's values and supports the city's goals- the city leads by example
- Including criteria for buy green and buy local can help encourage manufacturers and businesses to address these criteria

*I suggest that to multiply the impacts of the city leading by example and buying green and local that there be a coadvertising campaign educating public about what happens when they buy local and buy green – the connection between that and the economic vitality of the community*

### **Resources**

**State and Local Government Pioneers: How State and Local Governments Are Implementing Environmentally Preferable Purchasing Practices** EPA742-R-00/004  
November 2000 <http://www.epa.gov/epp/pubs/statenlocal.pdf>

**The City of Santa Monica's Environmentally Preferable Purchasing Efforts: Case Study**  
EPA742-R-98/001  
January 1998 <http://www.epa.gov/epp/pubs/santa.pdf>