



Simplifying Procurement of Sustainable Products

Recommendations of Specifications, Standards and Ecolabels for Federal Purchasers

Presentation for the 2019 Federal Environmental Symposium
NIH Campus, Bethesda, MD
Holly Elwood, EPA





What I'll Cover

- Why should the USG buy more sustainable products and/or services?
- What are the current sustainable procurement requirements?
- What resources can my Agency use to procure more sustainable products and services?
- Current purchaser feedback on and estimated benefits of the *Recommendations of Specifications, Standards, and Ecolabels*



The Federal Footprint

- The federal government:
 - Procurements represent roughly **2.7% of USGDP** and influence much more
 - Spent **~\$450 billion** on goods and services in FY17
 - Spends **~\$90 billion annually** on IT equipment and services
 - Spends **~\$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.





EO13834 – Efficient Federal Operations – May 2018

Sec. 2. Goals for Agencies. In implementing the policy set forth in section 1 of this order, the head of each agency shall meet the following goals, which are based on statutory requirements, in a cost-effective manner:

...

(g) Acquire, use, and dispose of products and services, including electronics, in accordance with statutory mandates for purchasing preference, Federal Acquisition Regulation requirements, and other applicable Federal procurement policies



EO13834 – Implementing Instructions – April 2019

- **Section III.C.1. Sustainable Acquisition (pg. 28)**

- *“Agencies should prioritize products and services that **meet more than one of the applicable requirements** and are encouraged to procure products and services in a cost-effective manner that advance achievement of energy and environmental performance goals. Agencies may also establish agency-specific standards, policies, programs, and incentives for sustainable acquisition, as long as they meet or exceed the requirements in these Instructions.”*
- CEQ has noted that EPA’s Recommendations identify private sector standards and ecolabels that help agencies meet more than one of the applicable requirements.

- **Section III.C.1. Sustainable Acquisition (pg. 29) & Section III.C.2 Electronics Stewardship (pg. 32): Guidance and Resources**

- *“EPA’s Sustainable Marketplace: Greener Products and Services website includes EPA’s Recommendations of Specifications, Standards, and Ecolabels for Use in Federal Purchasing, which identify products and services that meet statutory purchasing requirements.”*

- **Section III.A.5 Sustainable Building (pg. 18):**

- *“Agencies may qualify sustainable buildings, including existing buildings, new construction, and major renovations, using one of the following:*
 - 1. The Guiding Principles for Sustainable Federal Buildings and Associated Instructions (Guiding Principles), developed in 2008 and updated in 2016; or*
 - 2. Third-party building certifications systems or standards identified by GSA’s Office of High Performance Buildings.”*
- The *Guiding Principles for Sustainable Federal Buildings and Associated Instructions* direct agencies to purchase products that meet Federally Recommended Specifications, Standards and Ecolabels (link to EPA’s Recommendations) to meet Guiding Principle 5: Reduce the Environmental Impact of Materials.



EPP Program - Areas of Work

Coordinate & Develop	Coordinate and provide EPA technical input for key product sustainability standard development efforts.
Assess & Recommend	Assess and recommend product sustainability standards & ecolabels to be included in EPA's Recommendations.
Technical Assistance	Provide technical assistance to federal agencies to help them procure products and services conformant with the EPA's Recommendations. Provide technical assistance to small businesses to help them sell their products and services to the federal government.
Measure	Measure the economic and environmental benefits of purchasing environmentally preferable products and services.



Ecolabels
Found in the
US
Marketplace
in 1995 (13)

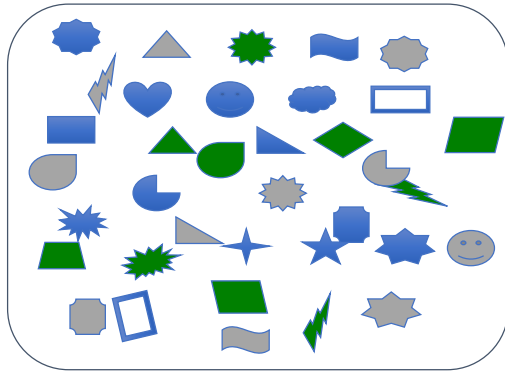




EPA's Recommendations of Specifications, Standards, and Ecolabels ("Recommendations")

Leveling the Playing Field & Bringing Clarity to the Marketplace

Global Marketplace
400+



Public Comment and Multi-Stakeholder Participation



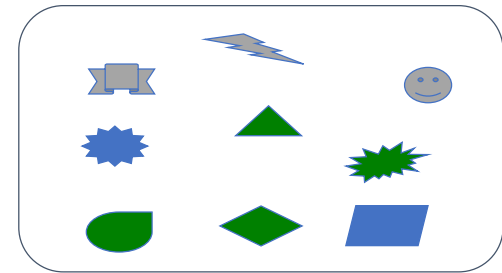
1) Based on review and use by
another federal agency
(currently DOE or GSA PBS)

OR

2) Pilot assessment per multi-stakeholder developed

EPP GUIDELINES

EPP Recommendations of
Standards & Ecolabels





Guidelines for Assessing Environmental Performance Standards & Ecolabels

Section I	Standards development process
Section II	Effectiveness in addressing human and environmental health
Section III	Conformity assessment procedures
Section IV	Ecolabel program management





EPA's Recommendations of Private Sector Standards & Ecolabels

- Currently recommend 42 private sector standards/ecolabels
- Cover 22 product categories



epa.gov/greenerproducts



Product Categories in EPA Recommendations

*Pilot Category

Cafeteria

- Take-out Service: Containers, Cutlery, Dishware
- Commercial Dishwasher Detergent

Construction

- Adhesives
- **Carpet***
- Ceiling Tiles-Acoustical
- Fiberboard, Gypsum Panels, and Wallboard
- **Flooring***
- Insulation
- **Interior Latex Paint***

Office/Furniture

- Copy Paper
- **Furniture***

Custodial

- Cleaners: Carpet, Glass, Multipurpose
- Floor Care
- Hand Soap
- Toilet Tissue
- Towels – paper
- Wastebasket Liners (24" x 33" or smaller)

Electronics





- Computers
- Imaging Equipment
- Mobile Phones
- TVs

Grounds/Landscaping

- Deicer



EPA's Recommendations Website

HAND SOAP	
Statutory Requirement	Notes
<p>Products shall meet this statutory requirement:</p>  BioPreferred®	<p>For specific requirements, go to GSA's Green Procurement Compilation.</p>
EPA Ecolabel Program	Notes
<p>Agencies can use:</p>  Safer Choice	<p>Discover Safer Choice certified products.</p>
Recommended Private Sector Standards/Ecolabels	Notes
<p>Agencies can use:</p>  Green Seal™ 41 Standard for Hand Cleaners for Industrial and Institutional Use³  Ecologo/UL 2784 Standard for Hand Cleaners³	<p>Learn how government employees may access these standards for free.</p> <p>Discover hand soap products that meet these standards/ecolabels.</p>



Measuring the Impacts of EPA's Recommendations

- Exploratory analysis indicates Federal savings between **\$3 million to \$16 million** annually from time saved by eliminating the need to conduct independent research of appropriate standards and ecolabels
- Estimated use-phase energy savings for all federal EPEAT purchases (one of the ecolabels in our Recommendations) from 2008-2017: **\$816 million**





Measuring the Impacts of EPA's Recommendations



INCREASE FEDERAL EFFICIENCIES & COMPLIANCE:

Use Standards/Ecolabels to meet several sustainability requirements at once:

- Indoor Air Quality
- Recycled Content
- Energy Efficiency
- Biobased
- And more!

Agencies are directed to:

- *"...prioritize products and services that meet **more than one** of the applicable requirements and are encouraged to procure products and services in a cost-effective manner that advance achievement of energy and environmental performance goals."* EO 13834 Implementing Instructions
- *"... (b) Employ acquisition strategies that affirmatively implement the following environmental objectives: (5) Realize **life-cycle cost savings**."* FAR 23.703



Market Research Tools



GSA's Sustainable Facilities Tool

www.sftool.ecomedes.com

- GSA's Green Procurement Compilation on the [Sustainable Facilities tool](#) (SF Tool).
 - Helps purchasers search for brands and products that comply with federal sustainability requirements.
 - To date, they've successfully integrated product registry data from 14 different EPA Recommended standards or ecolabels
- Others coming soon, but will largely depend on the quality of the standards' or ecolabels' product registry
- Retailers interested in using the same integration technique

Federal Programs

- ☐ BiopREFERRED® (5,892)
- ☐ ENERGY STAR® Certified (47,715)
- ☐ Safer Choice Certified (1,051)
- ☐ WaterSense Certified (26,196)

Third Party Ecolabels

- ☐ BIFMA LEVEL® (3,908)
- ☐ C2C Certified (301)
- ☐ Declare (616)
- ☐ EPEAT (1,149)
- ☐ FloorScore (158)
- ☐ Green Label Plus (13,926)
- ☐ Green Seal Certified (1,358)
- ☐ Green Squared Certificate (784)
- ☐ GreenCircle (12,765)
- ☐ GREENGUARD (1,222)
- ☐ GREENGUARD Gold (1,227)
- ☐ NSF/ANSI 140 Carpet (13,508)
- ☐ SCS Indoor Advantage (259)
- ☐ SCS Indoor Advantage Gold (44)



GSA Advantage!

www.gsaadvantage.gov



Environmental Program

Product Search

Look for:

in














All Categories



Search

Select an environmental program below

Note: checking more than one will return only those items having all the indicators selected

- | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/>  BioPreferred | <input type="checkbox"/>  FEMP Energy Efficiency | <input type="checkbox"/>  Safer Choice |
| <input type="checkbox"/>  CPG Item | <input type="checkbox"/>  Low VOC | <input type="checkbox"/>  S.N.A.P. Approved |
| <input type="checkbox"/>  Energy Star Compliant | <input type="checkbox"/>  Meets Recommended Ecolabels | <input type="checkbox"/>  WaterSense |
| <input type="checkbox"/>  EPA Primary Metals Free | <input type="checkbox"/>  NESHAP Compliant | |
| <input type="checkbox"/>  EPEAT | <input type="checkbox"/>  PRIME Item | |

BACKPOCKET SLIDES

To support the conversation as needed



EPP Program Authorities

- The **Pollution Prevention (P2) Act** [42 U.S.C.A. §13103(b)(3) and (10)]: *“the Administrator shall...”*
 - (3). ...coordinate with appropriate offices to promote source reduction practices in other Federal agencies
 - (10) identify opportunities to use Federal procurement to encourage source reduction
- **National Technology Transfer and Advancement Act (NTTAA) & OMB Circular A-119** direct federal agencies to:
 - participate in private sector standards development efforts
 - use private sector standards and conformity assessment (e.g., certification) in procurement
- The **Federal Acquisition Regulation (FAR)** directs agencies to:
 - [Part 23.703 (b)(1)] *“Maximize the utilization of environmentally preferable products and services (based on EPA-issued guidance).”*
 - **Draft FAR Case 2019-010** may encourage use of EPA’s Recommendations to help Agencies meet their overall sustainability goals.
 - **EO 13834 and its Implementing Instructions** retain EPP Program’s *Recommendations of Specifications, Standards, and Ecolabels* as a resource for federal purchasers, and direct EPA to continually improve upon and update EPA’s resources.



Where are the
EPP Recommendations
being used?



Where are the EPP Recommendations being used by Federal family?

Federal Acquisition Service (FAS)

- Incorporated into FAS contracts for furniture, paints, and flooring products
- GSA Advantage and has added a “Meets Recommended Ecolabels” icon to identify green products available through Schedules and Global Supply

Public Buildings Service (PBS)

- Incorporated into government-wide Facilities Standards (P100) and Global Facility Lease document (L-100)
- Using to update Key Sustainable Products (KSP) list

Acquisition Gateway

- Integrated into IT aisles
- Model contract language provided to Facilities/Construction aisle

Sustainable Facilities (SF) Tool

- Incorporates all product category Recommendations

Integrated into sustainable acquisition trainings

- DoD Sustainable Procurement Training (CLC 046)
- GSA SmartPay training
- GSA Schedules and Sustainable Acquisition (FAC 028)
- GSA’s How to Integrate “Green into Acquisitions” (FAC 038)



Where else are the
EPP Recommendations
being used?

DOE GreenBuy Awards Program

- Using EPA's Recommendations to update their program

EPA Office of Administration and Resources Management (OARM)

- Updating its facility "Green Check" questionnaire to refer to EPA's Recommendations

They have also been adopted in part by non-federal groups such as:

- State & local governments
- Retailers
- Corporate sustainability reporting standards
- Group purchasing organizations



Where are the EPP Recommendations being used?

Other organizations include:

- Federal groups such as:
 - The **Federal Sustainable Acquisition and Materials Management Working Group**
 - The **General Services Administration's Acquisition Gateway Facilities and Construction Management Team and IT Team**
 - The **Department of Defense Sustainable Procurement Working Group**
 - **The Federal Green Challenge** members. Made up of government participants at the local, state, and federal level.
 - The recent **survey of federal purchasers**
- Other US Purchaser, manufacturer, and environmental groups, including:
 - **Trade Promotion** staff in US Embassies
 - The **Sustainable Purchasing Leadership Council** and its membership representing 200+ institutional purchasers
 - The **National Institute of Government Purchasers**
 - The **USGBC LEED Materials Technical Advisory Group**
 - The **BizNGO Policy Workgroup**
 - The **American Institute of Architects**
 - **Vizient** – a group purchasing organization for hospitals
 - **Ecovadis** - a corporate sustainability supplier rating tool organization
 - **Retailers:** Target, Home Depot, Amazon, and **The Center for Retail Compliance**
- International groups, such as:
 - The **World Bank Chief Procurement Officer** and Team
 - The **UNEP Sustainable Public Procurement Program** and its members
 - **Anthesis Group**, consultants to the EU's Green Procurement/EcoFlower efforts



Statutory Requirements & EPA Ecolabel Programs

- EPA's Recommendations also provide guidance around statutory green purchasing requirements as well as when an EPA owned/managed ecolabel may apply in a product category

Statutory Programs (4)

- BioPreferred
- ENERGYSTAR
- CPG
- FEMP

EPA owned/managed ecolabels (2)

- Safer Choice
- SNAP

*There are other EPA ecolabel programs (e.g. SmartWay, Watersense) however, our Recommendations do not cover those product categories at this time.