Draft Guidelines for Green Standards and Ecolabels
Leveraging the Power of Federal Purchasing & Private Sector Standards

“...the Federal Government can and should lead by example when it comes to creating innovative ways to...use environmentally-responsible products and technologies.”

President Obama, October 2009
AGENDA

- **Context**
  - US EPA perspective on sustainable purchasing landscape
  - U.S. Federal Sustainable Acquisition Mandates
  - Role of EPA’s Environmentally Preferable Purchasing Program

- **Draft Guidelines**
  - Intentions
  - Public Comments & Our Response
  - 2015 Pilot to Test & Refine Guidelines & Assessment Approach

- **Questions & Answers**
TO MAKE A LONG STORY SHORT...

universe of ecolabels & standards

Guidelines for standards & ecolabels

Assessment

ecolabels & standards appropriate for U.S. federal green purchasing

United States Environmental Protection Agency
WHAT MAKES A PURCHASE “ENVIRONMENTALLY PREFERABLE” OR “SUSTAINABLE”?
An Effective Market Infrastructure for Sustainable Products & Purchasing...

- **Sustainable Purchasing**
  - Buyers have the info/tools/options to make truly more sustainable choices

- **Defining/Verifying Sustainability**
  - Standards & Ecolabels

- **Measuring Sustainability**
  - Supply chain environmental, health, social, economic impact data access, transparency, and tools
THE MARKET LANDSCAPE...

“Enviro-friendly”
“Naturally derived”
“EarthSmart”
“NonPolluting”
“Virtually non-toxic”
“Sustainably-sourced”

“No additives”
“Forest Friendly”
“Garden Safe”
“Green”
“EcoSafe”
“Healthy”
“Recyclable”
Environmental Sustainability
(Brought together per Executive Order 13514)

- Recovered Content (i.e., EPA CPG)
- Non-ozone depleting substances (i.e., EPA SNAP)
- Energy Efficient (i.e., ENERGY STAR, FEMP-designated)
- Biobased (i.e., USDA BioPreferred)
- Water Efficient (i.e., EPA WaterSense)
- “Low or non-toxic” (not well-defined)
- Environmentally Preferable (e.g., EPEAT)
- Other (e.g., renewables & alt fuel vehicles)

sftool.gov/GreenProcurement

Socio-Economic Sustainability
(multiple unlinked mandates)

- Small business set-asides
- Women- and minority-owned business set-asides
- Severely handicapped, blind mandatory sources
- Avoiding human trafficking
- Others per U.S. labor laws
<table>
<thead>
<tr>
<th>Spend category</th>
<th>Product</th>
<th>Standards Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics</td>
<td>personal computers</td>
<td>IEEE</td>
</tr>
<tr>
<td></td>
<td>imaging equipment</td>
<td>IEEE</td>
</tr>
<tr>
<td></td>
<td>TVs</td>
<td>IEEE</td>
</tr>
<tr>
<td></td>
<td>mobile phones</td>
<td>UL-E</td>
</tr>
<tr>
<td></td>
<td>servers</td>
<td>NSF, IEEE</td>
</tr>
<tr>
<td>Buildings, building materials &amp;</td>
<td>furniture</td>
<td>BIFMA</td>
</tr>
<tr>
<td>furnishings</td>
<td>homes, office buildings, schools, sites</td>
<td>USGBC, ICC, CHPS, SITES</td>
</tr>
<tr>
<td></td>
<td>thermal insulation, doors, appliances</td>
<td>UL-E, AHAM</td>
</tr>
<tr>
<td></td>
<td>carpet, commercial furnishings fabric, resilient flooring, wall coverings, roofing membranes</td>
<td>NSF</td>
</tr>
<tr>
<td>Meetings /Hospitality</td>
<td>destinations, exhibits, venues, a/v, communications, materials, accommodations, food, &amp; transport for meetings, events, trade shows, &amp; conferences</td>
<td>ASTM</td>
</tr>
<tr>
<td>Services</td>
<td>Professional Services, Building Maintenance Services</td>
<td>NSF, GreenSeal</td>
</tr>
</tbody>
</table>
EPA’s Draft Guidelines for Standards and Ecolabels

- Goal: a transparent, fair, consistent, and results-oriented approach to selecting product environmental performance standards and ecolabels for federal procurement.
  - Based on integrity of development/management process and effectiveness of criteria
  - Provides a cross-sector framework that is flexible to address product-category specific needs/differences
  - Provides a government-wide approach
  - Recognizes that there is emerging market capacity for the job of assessing standards and ecolabels

- November 27, 2013 - April 25, 2014 - ~80 organizations and individuals submitted comments.
WHO COMMENTED?

100% Recycled Paperboard Alliance (RPA-100%)
American Chemistry Council (ACC)
American Coatings Association (ACA)
American Forest & Paper Association (AF&PA)
American High Performance Building Coalition (AHPBC)
American National Standards Institute (ANSI)
American Wood Council (AWC)
Association of Home Appliance Manufacturers (AHAM)
ASTM International
BIFMA
BizNGO
CalRecycle
Center for Environmental Innovation in Roofing
Center for Resource Solutions (CRS)
Chemical Fabrics & Film Association, Inc. (CFFA)
Coalition for Government Procurement (The Coalition)
Consumer Specialty Products Association (CSPA)
Cradle to Cradle Products Innovation Institute
DEKRA Sustainability
Domtar Paper Corporation
Electronics TakeBack Coalition (ETBC)
Environmental Defense Fund (EDF)
EPDM Roofing Association
EPEAT and Green Electronics Council, Green Electronics Council (GEC)
Forest Stewardship Council – United States
ForestEthics & Sierra Club
GE
Green Seal, Inc.
Healthy Schools Network, Inc.
Industrial Marketing and Consulting
Information Technology Industry (ITI) Council and Consumer Electronics Association (CEA)
Institute for Environmental Research and Education (IERE)
International Fragrance Association, North America
IPC - Association Connecting Electronics Industries
ISEAL Alliance
Maryland Children’s Environmental Health Coalition
Minnesota Pollution Control Agency
National Industries for the Blind
National Pest Management Association and GreenPro
New Home Buildings, NHB Import Export Trading Company
North American Insulation Manufacturers Association
NSF International
Office Depot
Outdoor Industry Association
Polyisocyanurate Insulation Manufacturers Association (PIMA)
Resilient Floor Covering Institute (RFCl)
RESOLVE
 Responsible Purchasing Network (RPN)
SCS Global Services
Sika Corporation – Roofing
Sustainability Roundtable, Inc.
Sustainable Apparel Coalition
Sustainable Forestry Initiative
Sustainable Purchasing Leadership Council
Telecommunications Industry Association (TIA)
The Vinyl Institute
Treated Wood Council (TWC)
Tyson Foods, Inc.
U.S. Green Building Council
UL
USDA
Vangeem Consulting
Washington State Department of Ecology
World Wildlife Fund
RESPONSES TO KEY COMMENT THEMES - GENERAL

- Role of Government?
- Baseline vs Leadership Guidelines?
- Substance vs Procedure?
Responses to Key Comment Themes – Environmental Effectiveness Guidelines

- Alignment with Relevant Standards
- Significant Measureable Difference
- Performance vs Prescriptive Criteria
- Multi-Attribute, Lifecycle Approaches & Hotspots
- Chemical Ingredient Disclosure
- Intrinsic Hazards
universe of ecolabels & standards

Guidelines for standards & ecolabels

Assessment

Only SDOs & ecolabels that volunteer for assessment would be included.

ecolabels & standards appropriate for U.S. federal green purchasing
MORE DETAILED PILOT STRUCTURE...

Public Commenters
Key comments to be addressed in pilot

Contractor Team
Establish Committee & Panel membership and procedures; draft and final reports & recommendations

Governance Committee
Made up of 2 members of each panel (below); coordinates; tries to ensure consistency in approaches; tees up issues

Furniture Panel Checklist
Flooring Panel Checklist
Paints/Removers Panel Checklist
Independent Assessment Entity(ies)
Assessments of Standards & Ecolabels against the Checklists

GSA, NIST, OMB, Other fed partners
Advice, policy, implementation

Services
Guidelines & Recommendations

EPA
2015 Pilot Project

Criteria for selecting pilot categories

• Potentially significant environmental and/or human health impact (based on lifecycle assessments and hazard and risk assessments);
• Opportunity for environmental and/or human health improvement through private sector standards/ecolabels;
• Significant volume of federal purchases; and
• Current federal sustainable acquisition mandates in the category are limited, out-of-date, and/or could be augmented with private sector standards.

Goals

• Further refine the Guidelines
• Test the long-term feasibility of multi-stakeholder panels & independent assessors to accomplish the goals of the Guidelines
• Provide an initial set of “recognized standards”
• And, answer some key questions....
KEY QUESTIONS TO ANSWER DURING AND AFTER PILOT:

- What are the vulnerabilities of different standards development models?
- If/How to distinguish among conforming standards?
- How to address categories where both single lifecycle stage/environmental impact and multi-lifecycle stage/environmental attribute impact and ecolabels exist?
- How will “international equivalents” be determined?
- Was the pilot robust enough to implement the results?
- Has the pilot demonstrated that an external effort can sustain itself?
- How often do assessments/reassessments need to occur?
- What aspects of this work does EPA, and/or broader federal government, retain “control” over (i.e., any inherently governmental functions)?
  - e.g., Does EPA finalize the guidelines as “EPA guidelines”?
TIMELINE

2014 – Respond to Comments and Issue RFP to Test Implementation Approach
2015 – Run the “Pilot”
2016 – Consider implementation of “recognized standards” in federal procurement
  - EPA and Interagency decision making regarding post-pilot implementation
  - Federal procurement systems and trainings incorporate the initial set of recognized standards for voluntary use
  - Federal agencies specify the standards/ecolabels in contracts
  - Additional purchase categories addressed

*these last items are in blue because they are just one potential scenario.*
FOR MORE INFORMATION...

- U.S. Executive Order 13514: [https://www.fedcenter.gov/programs/eo13514/](https://www.fedcenter.gov/programs/eo13514/)
- U.S. policy and information resources on standards: [http://standards.gov](http://standards.gov)

Alison Kinn Bennett  
EPA Environmentally Preferable Purchasing Program  
202-564-8859 or [kinn.alison@epa.gov](mailto:kinn.alison@epa.gov)