

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.”

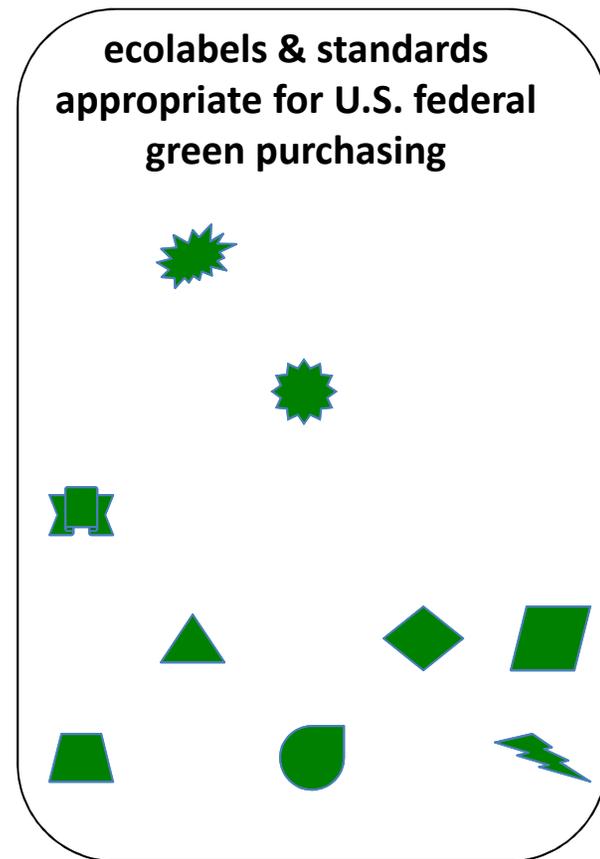
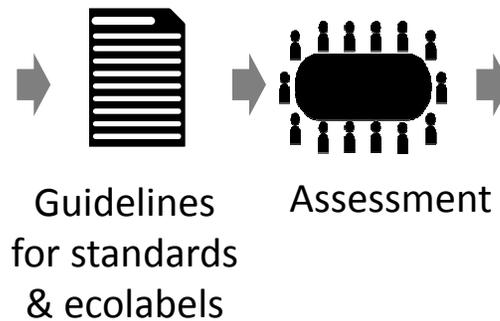
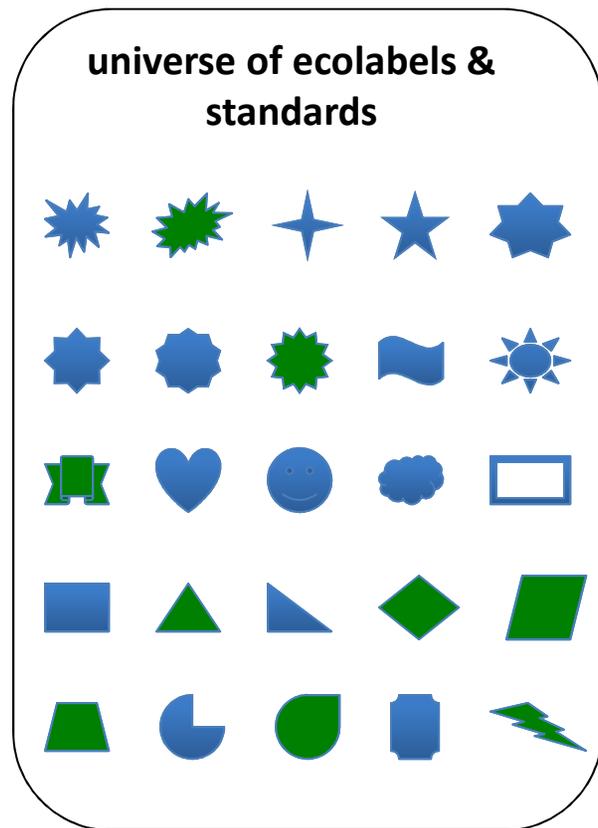
President Obama, October 2009



AGENDA

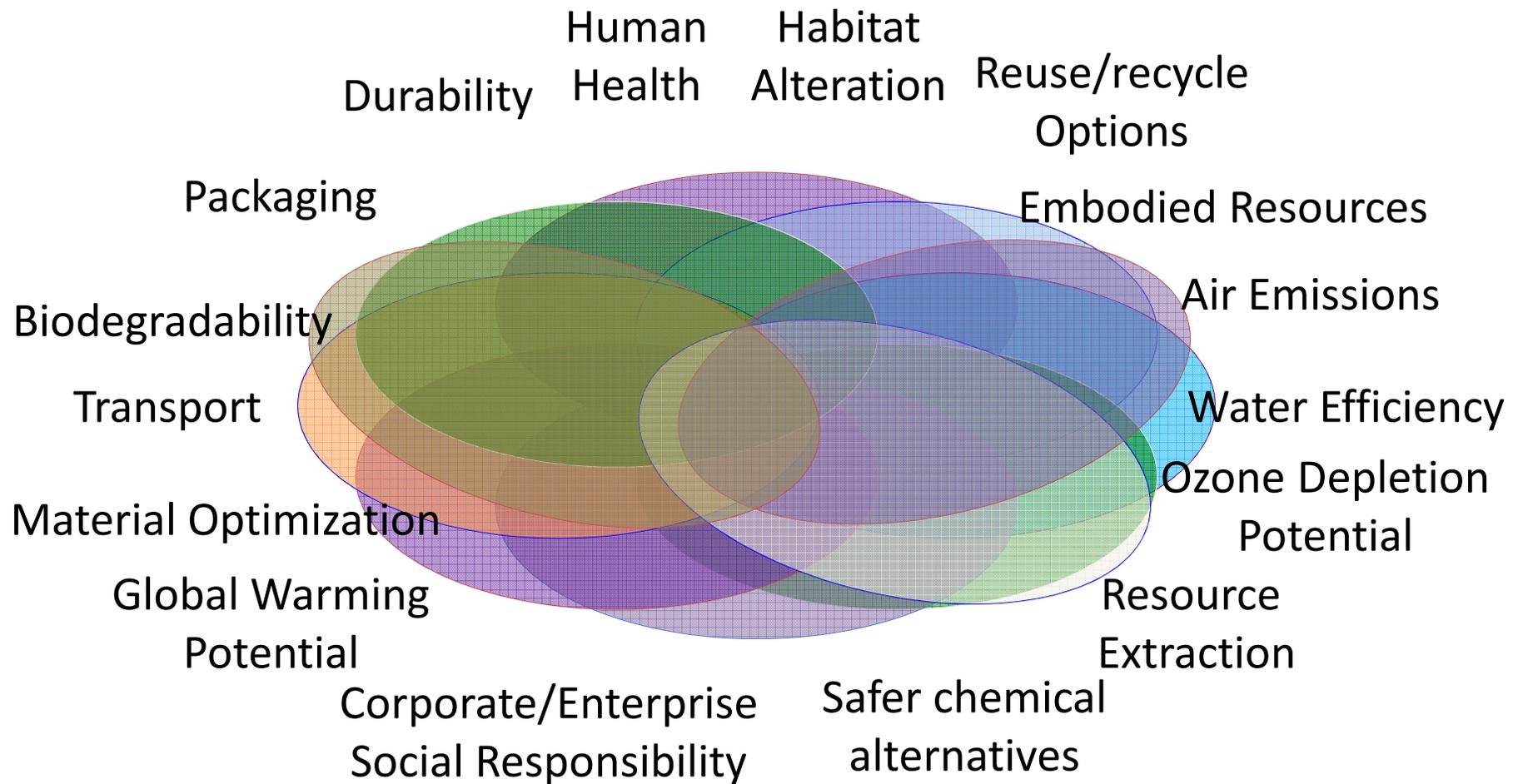
- *Context*
 - US EPA perspective on sustainable purchasing landscape
 - U.S. Federal Sustainable Acquisition Mandates
 - Role of EPA's Environmentally Preferable Purchasing Program
- *Draft Guidelines*
 - Intentions
 - Public Comments & Our Response
 - 2015 Pilot to Test & Refine Guidelines & Assessment Approach
- *Questions & Answers*

TO MAKE A LONG STORY SHORT...



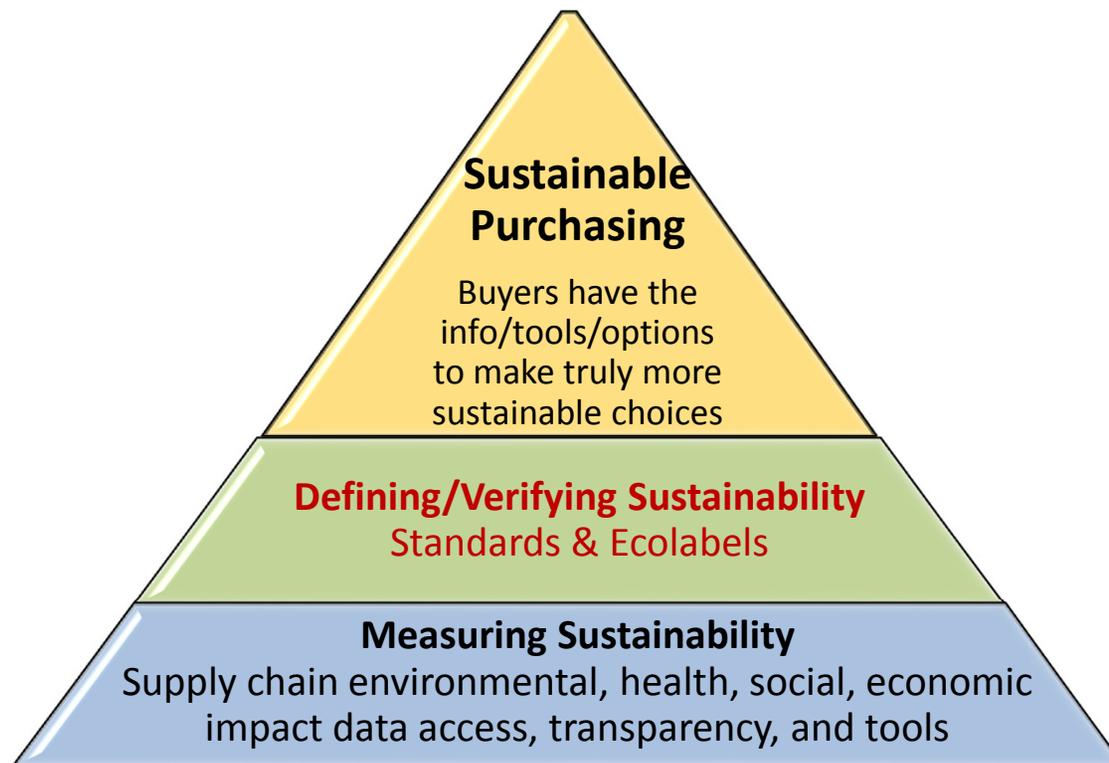


WHAT MAKES A PURCHASE “ENVIRONMENTALLY PREFERABLE” OR “SUSTAINABLE”?





AN EFFECTIVE MARKET INFRASTRUCTURE FOR SUSTAINABLE PRODUCTS & PURCHASING...





THE MARKET LANDSCAPE...

“Enviro-friendly”

“Naturally derived”

“EarthSmart”

“NonPolluting”

“Virtually non-toxic”

“Sustainably-sourced”



“No additives”

“Forest Friendly”

“Garden Safe”

“Green”

“EcoSafe”

“Healthy”

“Recyclable”



U.S. FEDERAL SUSTAINABLE PURCHASING MANDATES

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



ENVIRONMENTALLY PREFERABLE PURCHASING PROGRAM PARTICIPATION IN STANDARDS (EXAMPLES) PER THE REQUIREMENTS OF THE NTTAA AND OMB A-119

Spend category	Product	Standards Organization
Electronics	personal computers	IEEE
	imaging equipment	IEEE
	TVs	IEEE
	mobile phones	UL-E
	servers	NSF, IEEE
Buildings, building materials & furnishings	furniture	BIFMA
	homes, office buildings, schools, sites	USGBC, ICC, CHPS, SITES
	thermal insulation, doors, appliances	UL-E, AHAM
	carpet, commercial furnishings fabric, resilient flooring, wall coverings, roofing membranes	NSF
Meetings /Hospitality	destinations, exhibits, venues, a/v, communications, materials, accommodations, food, & transport for meetings, events, trade shows, & conferences	ASTM
Services	Professional Services, Building Maintenance Services	NSF, GreenSeal



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



RESPONSES TO KEY COMMENT THEMES - GENERAL

- Role of Government?
- Baseline vs Leadership Guidelines?
- Substance vs Procedure?

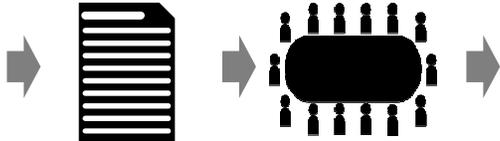
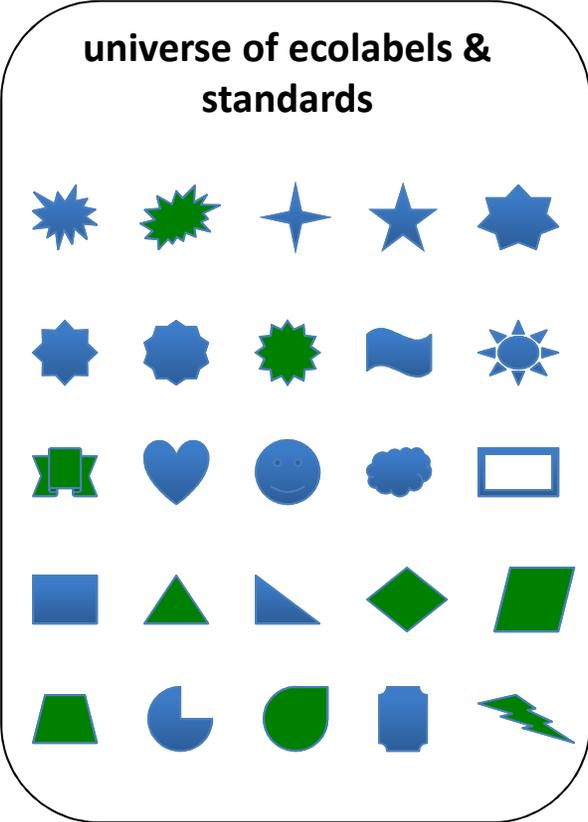


RESPONSES TO KEY COMMENT THEMES – ENVIRONMENTAL EFFECTIVENESS GUIDELINES

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



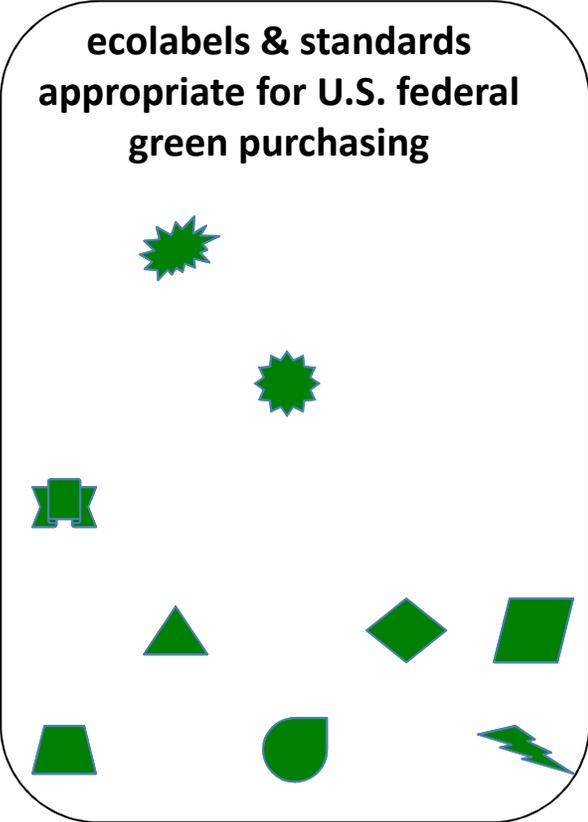
PILOT SCHEMATIC



Guidelines
for standards
& ecolabels

Assessment

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



MORE DETAILED PILOT STRUCTURE...





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...

- Draft Guidelines for Standards & Ecolabels: www.epa.gov/epp/draftGuidelines
- U.S. Executive Order 13514: <https://www.fedcenter.gov/programs/eo13514/>
- U.S. policy and information resources on standards: <http://standards.gov>

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