



***MWCOG Green Purchasing Panel:  
“Greening the Supply Chain”***

**Arthur B. Weissman, Ph.D.  
President and CEO  
January 29, 2015**



THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989

## Green Seal's Mission

Green Seal is a non-profit organization that uses science-based programs to empower consumers, purchasers, and companies to create a more sustainable world.



## Green Seal's Vision

A Green Economy. One that is as sustainable as possible—renewable, with minimal impact—so that our environment, all forms of life, and our natural resources are protected and our social needs and values are honored.



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## The Numbers

**501(c)(3) science-based non-profit: founded in 1989**

**Green Seal standards: 32**

**Product/service categories covered: 375**

**Green Seal-certified products/services: 3971**

**[www.greenseal.org](http://www.greenseal.org)**



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## Green Seal's Credentials

- ANSI-accredited standards developer
- Complies with ISO 14020 (Principles of Environmental Labeling) and ISO 14024 (Principles and Procedures for Type I Eco-labels) requirements
- Only US member of the Global Ecolabelling Network (GEN)
- Meets US EPA Guidelines for 3rd-Party Certifiers
- Meets Consumers Union criteria for *What Makes a Good Eco-label*
- Complies with FTC Guides for Environmental Marketing Claims (“Green Guides”)





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# RPN's Responsible Purchasing Trends Reports

## Most Utilized and Recognized Standards

Standard	Recognized / Utilized
Energy Star	100% / 94%
LEED	91% / 70%
Green Seal	90% / 66%
EPEAT	81% / 61%
FSC (Forest Stewardship Council)	76% / 46%
EcoLogo (Environmental Choice)	87% / 46%
Chlorine-Free	90% / 45%
EnergyGuide	77% / 36%
GreenGuard	71% / 29%
USDA Organic	76% / 28%
Fair Trade Certified	72% / 28%
CRI Green Label	58% / 23%
C2C (Cradle-to-cradle)	70% / 20%
SFI (Sustainable Forest Institute)	59% / 19%
Green-e	51% / 19%
SCS (Scientific Certification Systems)	47% / 15%
DfE (Design for Environment)	61% / 15%
WaterSense	48% / 9%

## Recognized/Used Standards, Eco-labels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%



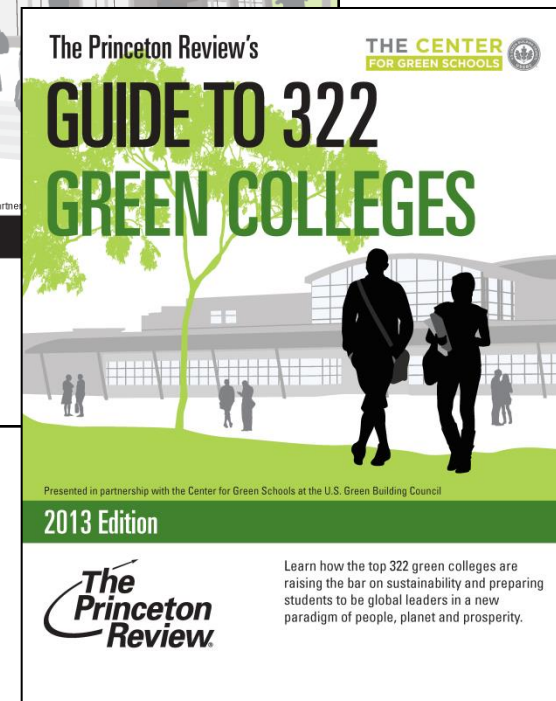
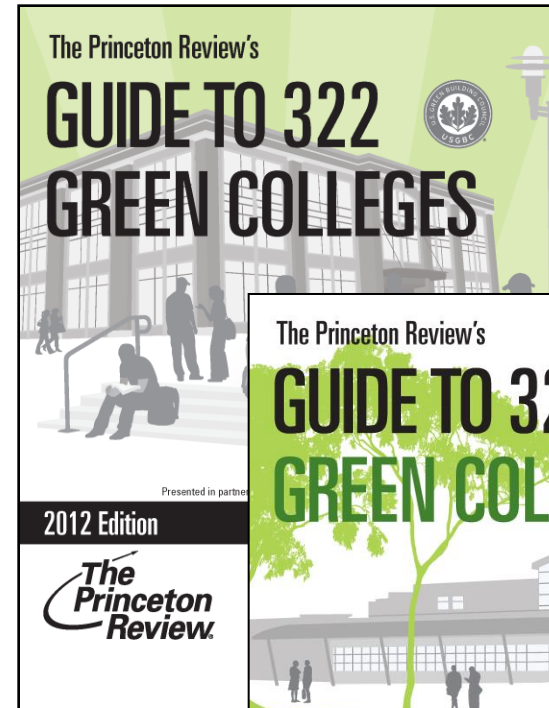


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## Green Seal & Princeton Guide

One of the metrics for rating the institutions is the percentage of the school's cleaning expenditures that goes toward buying Green Seal-certified products.

More than 90% of the campuses surveyed reported using Green Seal-certified cleaning products.







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## LA Green Lodging Program

- Green Seal is certifier of choice
- Work with City, CVB, others
- Over 50% of rooms in LAX (airport) corridor certified

**LOS ANGELES**  
MAYOR'S HOTEL CONVENING

September 18, 2014  
11:00am - 12:00pm  
Los Angeles City Hall  
Mayor's Press Room

**A WORD FROM THE MAYOR**

I want to make Los Angeles the greenest city in the United States and a top destination for tourists, meeting and convention planners, and business people who consider sustainability in their travel plans. To this end, I invite you to participate in the Los Angeles Green Lodging Program, a partnership of the City of Los Angeles, the Los Angeles Tourism & Convention Board, and Green Seal, the nation's oldest and most prestigious non-profit environmental standard-setting and certification body.

I am also pleased to announce that the Los Angeles Better Buildings Challenge (LABBC) has joined forces with the Los Angeles Green Lodging Program to bring its valuable resources to hotels. Working with the Program, LABBC can provide free services and special incentives to help hotels modernize facilities, reduce utility expenses, and improve indoor environmental quality.

To attend, please RSVP to [hilary.frestone@lacity.org](mailto:hilary.frestone@lacity.org) by Friday, September 5. I hope you can attend and help to make Los Angeles a more sustainable city and destination.

Sincerely,  
Eric Garcetti  
MAYOR

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

**AGENDA**

**Welcome**  
Enrique Zaldivar, Director, City of Los Angeles Bureau of Sanitation

**11:00 - Opening Remarks: What Sustainability Means for Los Angeles**  
Matt Petersen, Chief Sustainability Officer, City of Los Angeles, Office of Mayor Eric Garcetti

**11:10 - The Importance of Sustainability in Marketing Los Angeles to Tourists & Meeting Planners**  
Bud Ovrom, Executive Director, Los Angeles Convention & Tourism Development Department

**11:20 - Benefits of Certification**  
Dr. Arthur Weissman, President & CEO, GreenSeal

**11:35 - Take Action, Services to Help You Green Your Hotel**  
David Hodgins, Executive Director, Los Angeles Better Buildings Challenge

**11:50 - Concluding Remarks**  
Patti MacLennett

**PARTNERS**

Better Buildings Challenge  
City of Los Angeles  
Green Seal  
Hotel Association of Los Angeles  
Los Angeles Department of Water & Power  
Los Angeles



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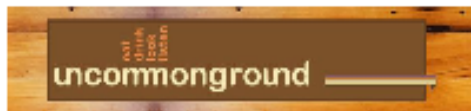
# GS Pilot Program for Sustainable Chicago Restaurants

## Partners

- Green Restaurant Research Team (GRRT) at the University of Chicago
- Green Chicago Restaurant Coalition
- Green Seal

Results Developed a restaurant and food services standard that is practicable for retail operations to achieve while representing sustainability leadership. Now available also in Greater Washington Area.

**SAVOR...**Chicago  
at McCormick Place  
Catering • Concessions • Special Events



foodforthought  
PREPARE FOR THE EXPERIENCE



AUTRE MONDE  
CAFE SPIRITS





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## Green Seal Standards Commonly Cited by Government

***GS-1 Sanitary Paper Products***

***GS-11 Paints and Coatings***

***GS-33 Hotels and Lodging Properties***

***GS-37 Cleaning Products for Industrial/Institutional Use***

***GS-40 Floor-Care Products for Industrial/Institutional Use***

***GS-41 Hand Cleaners for Industrial/Institutional Use***

***GS-42 Commercial and Institutional Cleaning Services***

***GS-51 Laundry Care Products for Industrial/Institutional Use***

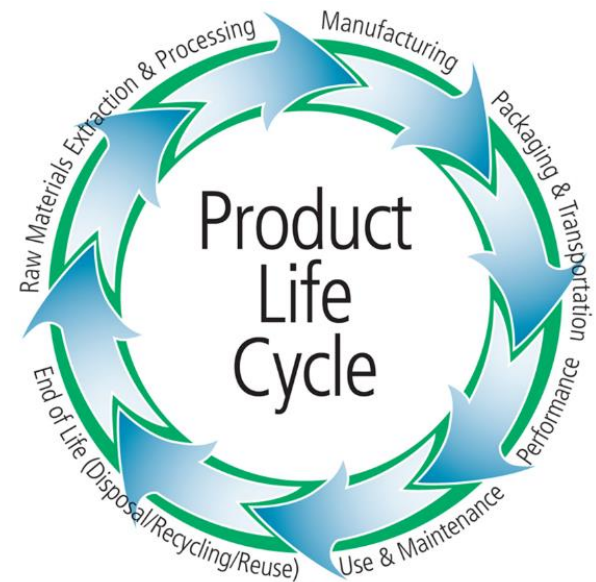
***GS-53 Specialty Cleaning Products for Industrial/Institutional Use***

***GS-55 Restaurants and Food Services***



## Green Seal Standard Development

- **Principles**
  - Science-based
  - Life-cycle based, multi-attribute
  - Leadership
- **Process**
  - Transparent
  - Open
  - Stakeholder involvement





## **Standard Development Process**

- 1. Feasibility Assessment**
- 2. Project Scoping**
- 3. Research, Development of Draft Standard**
- 4. Propose Standard for Public Comment**
- 5. Revision, Response to Comments**
- 6. Issue Standard**



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## **Green Seal Certification**

- **Rigorous science-based evaluation**
- **All criteria in standard evaluated for compliance**
- **On-site inspections of manufacturing sites and service facilities**
- **Evaluation fees based on size of company, not sales**
- **Includes review of ancillary materials (literature, labels, catalogs, website)**
- **Ongoing compliance monitoring to remain certified**



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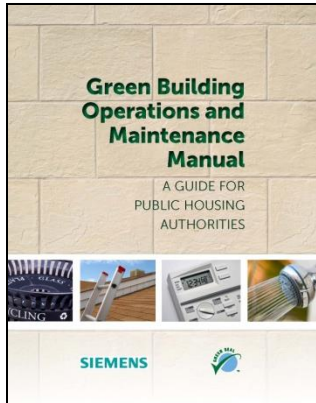
## Green Seal's Institutional Clients

- **Federal**
  - U.S. Army, Aberdeen Proving Ground
  - The Pentagon
  - U.S. EPA
  - U.S. Dept. of Energy
  - National Park Service
  - U.S. Dept. of Interior
  - Nat'l Cooperative Highway Research Program
- **Educational & Other**
  - Univ. of Miami, Harvard
  - World Bank, IADB, NFCU
- **State and Local**
  - California
  - Pennsylvania
  - Massachusetts
  - Maryland
  - Virginia
  - Georgia
  - Colorado
  - Los Angeles City
  - Los Angeles County
  - Philadelphia
  - Chicago



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## Recent Green Seal Publications

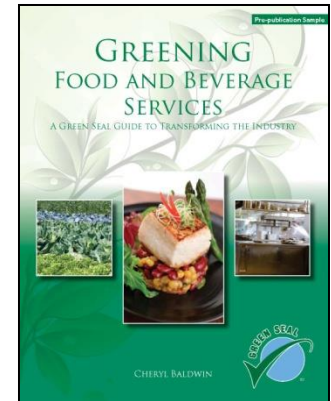


### ***Green Building O&M for Public Housing Authorities***

Provides detailed information on green O&M: cleaning, landscaping, lighting, HVAC, purchasing, recycling and more. Includes unit maintenance and turnaround and residential education programs.

### ***Greening Food and Beverage Services***

Published by the American Hotel & Lodging Association Educational Institute for use by hundreds of hospitality schools, culinary colleges and community college programs.



### **National Association of Counties (NACo) Green Purchasing Tool Kit**

Hands-on practical guide to help 3,000+ county governments implement green purchasing. Also a resource for the National Institute of Governmental Purchasing (NIGP).



### ***International Journal of Life Cycle Assessment***

- ***Restaurant and food service life cycle assessment and development of a sustainability standard***, September 2010.
- ***Comparative Life Cycle Assessment of Conventional and Green Seal-Compliant Industrial and Institutional Cleaning Products***, January 2012.







## **Helping Governments, Schools, Businesses to Green Supply Chain**

- **Key is to leverage purchasing power, set example**
- **Specify Green Seal (and equivalent) standards**
  - **Examples: Mass./5-State janitorial contract; Aberdeen base - paints**
- **Promote use of certified products and services**
  - **Examples: LA, Chicago hotels and restaurants; Montgomery County restaurants**
- **Require use of certified products and services**
  - **Examples: NYS (+ 10 others) re cleaning products for K-12 schools**
- **Partnership programs between government and business**



# Where To Begin Your Greening Efforts

- Use priority-setting approach GS pioneered with State of California
  - Determine which categories to address first
  - Based on spend, env'l impact, improvement potential
- Identify green standards/criteria for priority categories; specify
- Partner where possible

A	B	C	D	F	G	H	I	J
Priority group (a)	Group Description	Class Description (b)	Commodity information or other notes (c)	% of total annual expenditures (d)	Improvement potential	number of "H" impacts	Rank order by technical criteria	End date of contract (e)
1	FURNISHING HOUSEHOLD/ COMMERCL	HOUSEHOLD/COMMERCL PAPER PRODUCT	toilet tissue; paper hand towels	0.39% H	6	1	8/8/02 (paper hand towels); 8/15/02 (toilet tissue)	
2	PAPER & PAPER BOARD	PAPER BOOK OFFSET	uncoated offset book paper	0.37% H	6	2	4/3/2004	
3	VEHICLE TRAILER & CYCLE	TRUCK		12.67% H	5	3	11/15/2002	
4	VEHICLE TRAILER & CYCLE	AUTOMOBILE		8.16% H	5	4	10/1/02; 11/15/02; 12/9/02	
5	VEHICLE TRAILER & CYCLE	VAN		4.81% H	5	5	5/11/02; 3/19/05	
6	VEHICLE TRAILER & CYCLE	BUS		1.48% H	5	6	7/8/02 (paratransit bus); 7/27/02 (school bus)	
7	FOOD	BEEF & BEEF PRODUCT		0.71% H	5	7	6/30/02; 3/31/03 (fresh and processed)	
8	FOOD	DAIRY PRODUCT		0.95% H	4	8	9/30/02 (cheese supplement no. 11)	
9	HEAVY CONSTRUCTION & ROAD EQUIP	ROAD HIGHWAY EQUIPMENT	snowplow	0.74% H	4	9	not found	
10	FOOD	VEGETABLE & VEGETABLE PRODUCT		2.47% H	2	10	9/5/02; 9/30/02; 10/25/02	
11	AGRICULTURE	PEST WEED CONTROL AGENT	herbicide aquatic; sonar; malathion, ULV concentrate; trap insect pheromone	0.58% H	2	11	12/31/03; 10/5/04; 6/30/04	
12	FOOD	BREAD PRODUCT		1.19% H	1	12	9/30/02 (frozen dietary entrees, tortillas); 3/31/03 (bread supplement no. 4)	
13	FOOD	FRUIT & FRUIT PRODUCT		0.96% H	1	13	9/30/02; 6/30/02; 12/31/02	
14	FOOD	CEREAL & CEREAL PRODUCT		0.73% H	1	14	9/30/02; 12/31/02	
15	PRINTED MATTER & PUBLICATION	CUSTOM PRINTING	book and pamphlet, manual, subscription, printed material, vehicle inspection sticker, hunting license application, hunting license, fishing license, wildlife pass, etc.	0.56% H	1	15	not found	
16	CLEANING EQUIPMENT & SUPPLY	CLEANING COMPOUND	herbicides and pesticides	0.54% H	1	16	not found	
17	CONTAINER PACKAGE PACK SUPPLY	BAG & SACK	bags, plastic; bags, paper; grocery	0.54% H	1	17	7/19/02 (bags, plastic)	



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Version 1.0

Date: 3/18/08



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**Green Seal, Inc.**

**1001 Connecticut Ave, NW, Suite 827**

**Washington, DC 20036-5525**

**[www.greenseal.org](http://www.greenseal.org)**

**[greenseal@greenseal.org](mailto:greenseal@greenseal.org)**

**(202) 872-6400**

