



An Overview of the Council

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For more information:

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Background

In 2008, **The Keystone Center** launched the Green Products Roundtable, a voluntary, multi-stakeholder forum, with the goal of bringing further clarity to the green products marketplace.

Green Products Roundtable Participants



Background

How to define a green product?

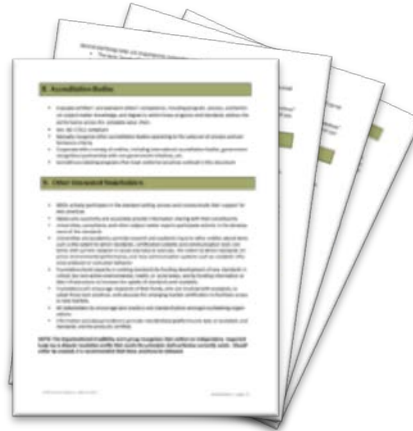


Background

Roundtable Work Products



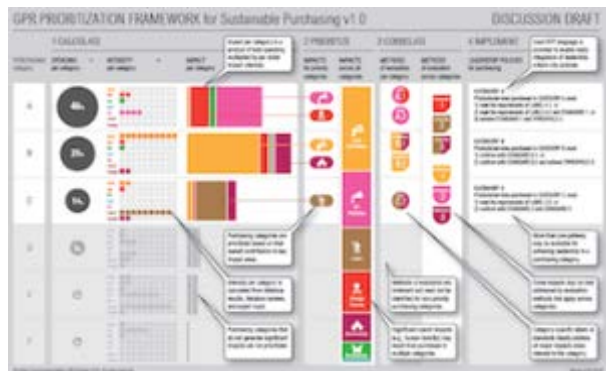
Green Purchasing Lexicon



Guidance for
Identifying Credible Green Claims



Guidance for FTC *Green Guides*



Framework for Prioritization



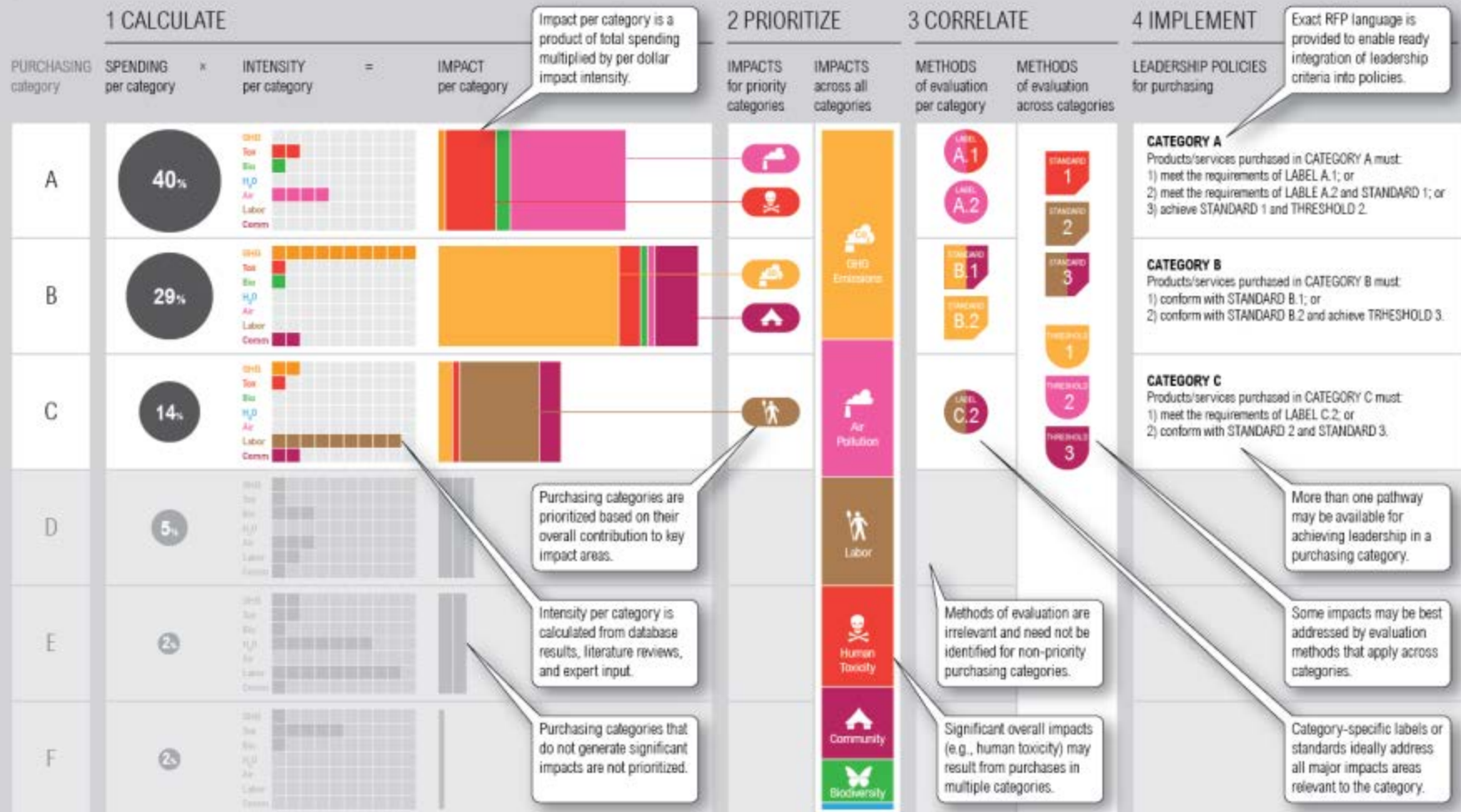
Business Plan

Background

Prioritization Framework

GPR PRIORITIZATION FRAMEWORK for Sustainable Purchasing v1.0

DISCUSSION DRAFT



Challenges facing purchasing organizations

Related to

Program GUIDANCE

Policy inconsistency

Similar-but-different policies at every organization

- Sends suppliers mixed signals
- Difficult to share training costs
- Policies are rarely updated
- Focus is on easy over impactful
- Development cost is prohibitive

Lack of program guidance

Holistic *program* guidance hard to find; scattered resources don't add up and are expensive to corral; challenges integrating social and environmental

Product label growth & gaps

Both purchasers and suppliers need better labels *and less confusion*

Inertia of standard practices

Standard procurement practices do not always support sustainable purchasing (e.g. lowest-bid vs Total Cost of Ownership)

Related to

Performance MEASUREMENT

No standard methodology

for measuring the *social, economic, and environmental impacts* of a given organization's spend

Silo-ed accounting practices

make it difficult to assess *all spend* on goods and services

No standard process

for tracking, reporting and benchmarking the performance of an organization's overall *sustainable purchasing program*

Software not optimized

Measurement conforms to limitations of current business process software; if a common standard existed, software could evolve to support it

Lack of ROI for program

Return on investment (ROI) has been demonstrated in certain product categories, but is still lacking for sustainable purchasing *as a program*.

Related to

Leadership RECOGNITION

No recognition framework

- Difficult to get recognition for progressive improvement (good, better, best)
- 3rd party acclaim tends to be product focused, rather than *purchasing program* focused (e.g. green power)
- Leadership recognition currently depends on marketing
- Rarely based on open data shared on common platforms

No professional distinction

Nothing like LEED AP to signal expertise and proficiency in sustainable institutional purchasing.

Lacking multi-sector forum

Need a gathering place for the sustainable purchasing movement where passionate professionals can share thought leadership *across sectors and stakeholder groups*. Many would like to participate in such a "community of purpose."

BLUE SKY IDEA

Aligning with the excellent work already underway by many groups, such as The Sustainability Consortium, the Responsible Purchasing Network, the National Association of State Procurement Officers, the Western States Contracting Alliance, EPA, GSA, UNEP, ICLEI, and others...

Could we collaborate to launch
a **shared program** to serve as a platform
for **guiding, measuring, and recognizing**
leadership in sustainable purchasing?

A Shared Program

We propose a “**LEED for procurement**” rating system and leadership recognition program for sustainability in institutional and commercial purchasing.

This shared program will **aid all marketplace actors** by providing clear guidance, effective performance assessment and credible leadership recognition within an **integrated program platform**. We believe such a program is necessary to address a number of market barriers that are similar to the barriers LEED substantially alleviated in the green building market.

Analogy: USGBC / LEED

BEFORE (early 1990's)

AFTER (early 2010's)

Market fragmented by inconsistent guidelines	→	LEED provides buyers and suppliers with common language
No shared training program for green building	→	LEED AP makes training accessible to everyone
Can't differentiate credible from greenwash	→	LEED identifies credible standards and eco-labels
Leadership recognition based on marketing	→	Leadership recognition based on performance
Shared challenges solved project by project	→	Shared challenges addressed through LEED versioning
Documentation is expensive and rare	→	Documentation costs steadily decrease
Creativity consumed reinventing the wheel	→	Creativity focused on innovation
ROI demonstrated on case by case basis	→	ROI of LEED approach consistently documented
Green building is expensive	→	Building LEED-certified adds negligible cost
<i>"A common standard is impossible."</i>	→	<i>A common standard is widely embraced and used.</i>
<i>"Green building will always be niche."</i>	→	<i>Green building is becoming the norm.*</i>

* Green building is estimated at 44% of non-residential new construction in 2012.

Our Approach

The Council will support and incentivize organizations to:

- ① **Analyze** the impacts associated with their total goods and services spending and uncover hotspots within it,
- ② **Action Plan** proven and cost-effective strategies for meeting the organization's goods and services needs in ways that mitigate impacts and increase the financial sustainability of the organization,
- ③ **Implement** their action plan within their incumbent procurement processes and tools,
- ④ **Measure** the action plan's performance in ways that efficiently track and demonstrate improvements in outcomes, support benchmarking, and allow for assurance, and
- ⑤ **Earn Leadership Recognition** for their sustainable purchasing efforts from a credible third party.

Benefits for Key Stakeholders

1

REDUCE COSTS & RISKS

Buyers

Government, corporate indirect, higher ed...

enhance efficiency of staff;
reduce need for consulting;
share costs of training and supplier engagement;
avoid mistakes

Suppliers

Energy, building, food, IT, transport, services...

reduce costs associated with market confusion;
harmonize data requests to address “survey fatigue”

Public Interest

NGOs, institutes, policy...

reduce cost of promoting new science and best practices;
lower risk that guidance and tools will be under-utilized

2

INCREASE BUSINESS VALUE

find improved solutions for end users;
exceed mandates cost-effectively;
receive recognition for leadership

align offerings to expressed market needs;
align brand with Council’s sustainability leadership

improve outcomes by getting upstream of downstream impacts;
expand reach of existing efforts

3

ACCESS PEOPLE & INFORMATION

gain access to trustworthy, ready-to-use guidance;
gain insight into peer efforts & market direction;
develop networks of peers and reliable suppliers

gain insight into needs and expectations of leading large organizations;
develop networks of peers and valued customers

gain insight into procurement processes and current challenges;
develop relationships with potential partners

Steering Committee



Anastasia O'Rourke, Co-Chair
Principal, DEKRA
Founder, EcoLabel Index



Yalmaz Siddiqui, Co-Chair
Senior Director,
Environmental Strategy
Office-Depot



Josh Silverman
Director, OSES
US Department of Energy



Cynthia Cummis
Manager, GHG Protocol
World Resources Institute



Jonathan Rifkin
Green Purchasing Coordinator
NASPO / City of Washington, DC



Mark Rossolo
Public Affairs Director
UL Environment



Chris O'Brien
Director of Sustainability
American University



Nancy Gillis
Senior Manager
Ernst & Young, LLC



Dennis McGavis
Director of EHS, Sustainability
Goodyear Tire & Rubber Co.



**EPA Liaison to the
Steering Committee**
Alison Kinn Bennett
Senior Advisor
EPP Program, USEPA

Key Staff



Jason Pearson
Executive Director

*Founder, TRUTHstudio and past
President & CEO, GreenBlue.*



Sam Hummel
Director of Outreach

*Formerly at Association for the
Advancement of Sustainability
in Higher Education and
Duke University (Sustainability
Coordinator)*

Activities 2012

Stakeholder Meeting
results in vision for integrated program.



Extensive STARS Input
submitted to AASHE.



Discussion Draft
for recognition program.



SPLC Steering Committee
forms to launch the SPLC.



Interim Executive Director
hired.

Pilot Project
launched to apply GPR
framework for guidance
to AASHE STARS.

Data Model
created to prioritize
spend categories.

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Activities 2013

Public Launch Webcast

July 23rd, 1pm ET

Founding Summit

August 27-28, Washington DC
Founders & Partners only

Pre-Launch

- 501(c)3 incorporation
- Fundraising
- Staffing up
- Partnership development
- Founders' Circle invites
- Prep governance, work stream & content proposals for launch mtg
- Pre-launch publicity

Launch

- Nominate Founding Board
- Refine Guiding Principles
- Prioritize work projects
- Form technical working groups
- Identify working group leaders
- *Kick-off work streams...*
- Prep general membership program

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Work Streams

1. Principles: A Shared Definition of Leadership in Sustainable Purchasing

A high-level set of principles for defining leadership in sustainable purchasing. The principles will be used by the Council to guide its work and by individual organizations to set goals and priorities.

2. Landscape Scan of Existing Guidance Programs

The Council will produce a comparative analysis of existing guidance programs utilized in specific sectors or regions of the world. The Council's integrated guidance, measurement and leadership recognition program seeks to learn from, support and integrate with existing guidance and reporting programs.

3. Guidance on Spend Analysis

Guidance on the range of datasets and methodologies available or under development for use by large institutions to evaluate the impacts associated with their total spend, including Economic Input Output Life Cycle Assessment (EIO/LCA), Hybrid Life Cycle Assessment, supplier surveys, and supplier scorecards.

4. Prioritization and Action Planning Guidance

Guidance to help organizations increase the effectiveness of their sustainable purchasing efforts by: 1) identifying high priority areas of spend; 2) identifying proven strategies for reducing impacts in those priority areas; and 3) bundling those strategies into an action plan that produces an overall ROI for the organization.

5. Solicitation-Ready Category Guidance

Guidance for specific purchasing categories, leveraging the Green Products Roundtable Credible Claims guidance and Framework – and coordinating with the work of other organizations – to provide definitive and expert guidance on actions that purchasers can take to reduce the impacts/risks associated with each category.

6. Rating System v1.0

This initial version of the Council's rating system for institutional leadership in sustainable purchasing, developed through a voluntary standard development process, will provide benchmarking and leadership recognition for organizations' sustainable purchasing efforts and impact reductions.

Long Term

MANY PROGRAMS & DIVERSE REVENUE STREAMS

- Membership – leadership network and community of practice
- Guidance & Tools – technical working groups, publications, resources
- Professional Development - training curricula, certification
- Convenings - conference, expo, workshops, technical expert gatherings
- Leadership Recognition Programs - awards, rating system
- Outreach - raise visibility of sustainable purchasing movement

GOVERNANCE

- Independent - non-governmental, non-profit
- Multi-stakeholder - balanced, representative, and non-capturable
- Collaborative – some of the proposed activities may be executed by partners (e.g. training delivery)

Strategic Partners*



* More strategic partnerships are in development.

Founders Circle Members



City of
Portland, OR



City of San
Francisco, CA



City of
Washington, DC



The power to do more



EMORY
UNIVERSITY



MICHIGAN STATE
UNIVERSITY



State of
California



State of
Minnesota



General Member Benefits

ALL MEMBERS

- **Networking** with forward-thinking purchasing professionals
- **Contribute** to the technical development of the Council's guidance, measurement and leadership recognition programs
- **Access** member-only resources: webinars, research reports
- **Join** expert communities of practice
- **Discounts** on registration for events and trainings
- **Public recognition** (member listing, member logo, press kit, etc)
- **Communication platform** (annual meeting presentations, blog articles, etc)
- **Eligibility** for awards program

SUPPLIER MEMBERS

- **Sponsor** meetings, events and publications
- **Exhibit** at meetings and events
- **Product & Service Directory** listing
- **Offer product/service discounts** to SPLC members

What people are saying...

This is the right idea, at the right time, and these are the right people to do it.

Chris O'Brien, Director, Office of Sustainability, **American University**
Past Executive Director, **Responsible Purchasing Network**

Their multi-stakeholder guidance and clear thinking makes the Council a voice worth listening to.

Jonathan Rifkin, Green Purchasing Coordinator, **City of Washington, DC**

The Sustainable Purchasing Leadership Council will help institutional buyers to efficiently and accurately incorporate sustainability into procurement decisions.

Cynthia Cummis, Manager, GHG Protocol and Value Chain Initiative, **World Resources Institute**

Many governmental purchasers have long been interested in a 'USGBC for green purchasing.' We need an independent, authoritative body.

Chris Geiger, Manager, Green Purchasing & IPM, **City of San Francisco, CA**

As a Founding Member, we believe the Council will help unleash the power of institutional buying to accelerate the world's transition to sustainability.

Yalmaz Siddiqui, Senior Director, Environmental Strategy, **Office Depot**

The Council harnesses the power of one of the biggest demand drivers in the market: institutional purchasers.

Dennis E. McGavis, Director, EHS Sustainability, **The Goodyear Tire & Rubber Company**



**SUSTAINABLE
PURCHASING
LEADERSHIP
COUNCIL**

Thank you.

Please visit us at:

WWW.PURCHASINGCOUNCIL.ORG

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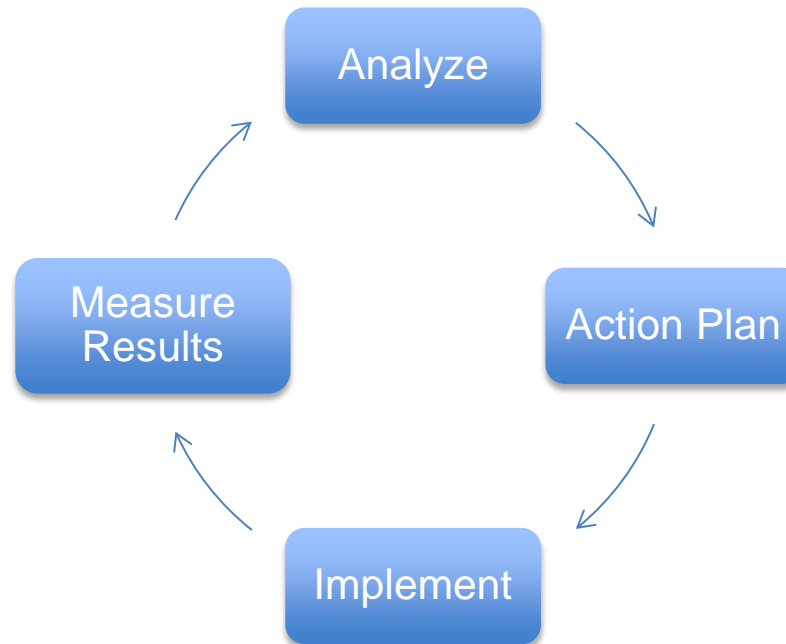
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Our Approach

Supports a Familiar Spend Management Process



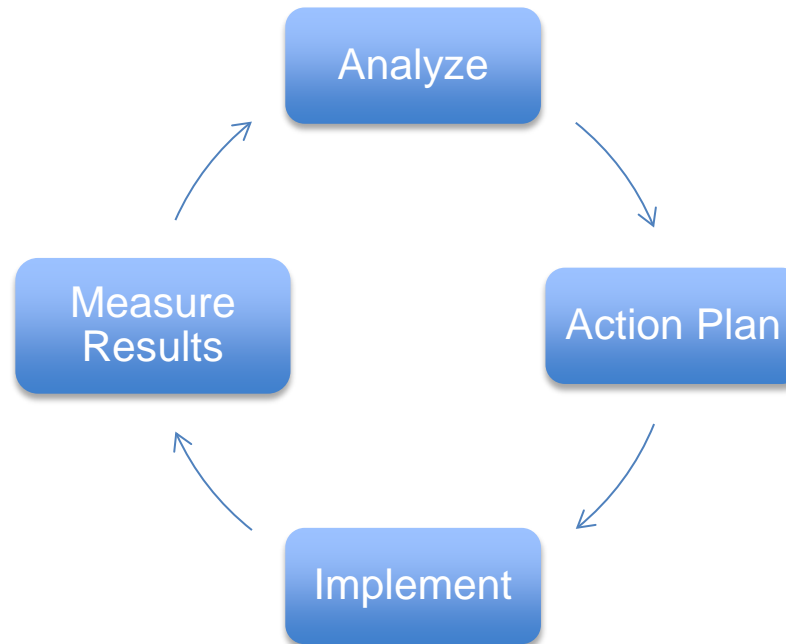
Spend Management Process

SPLC members get:

- Data need specifications that can be written into contracts to ease reporting
- Reporting API
- Benchmarking
- Training & Community of practice

SPLC members get:

- Guidance for conducting spend-related impact assessments
- Tools
- Training & Community of practice



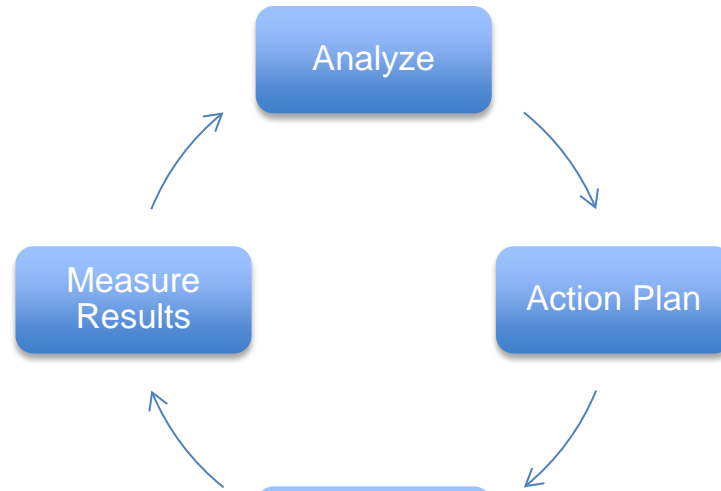
SPLC members get:

- Guidance on proven and cost-effective strategies
- Case studies
- Tools (e.g. TCO and ROI calculators)
- Training & Community

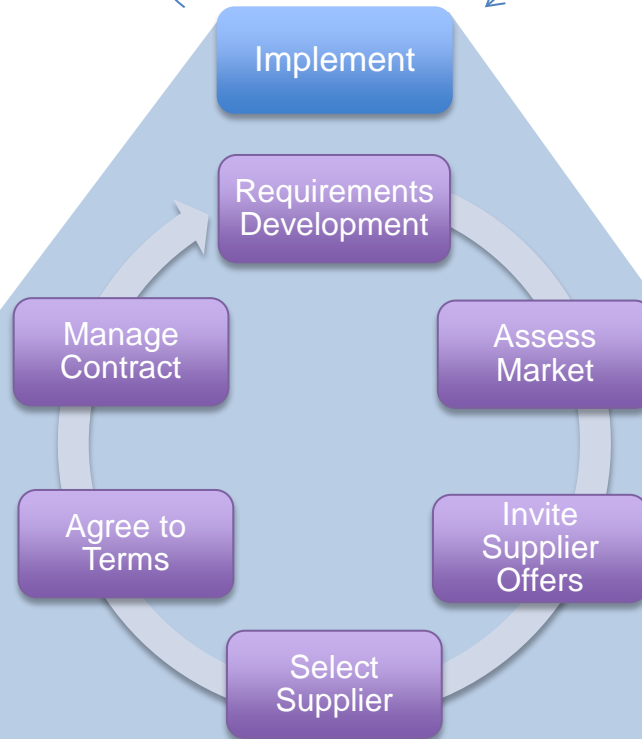
SPLC members get:

- Guidance for each step of sourcing process (e.g. solicitation and contract ready language)
- Tools (e.g. supplier database)
- Training & Community of practice

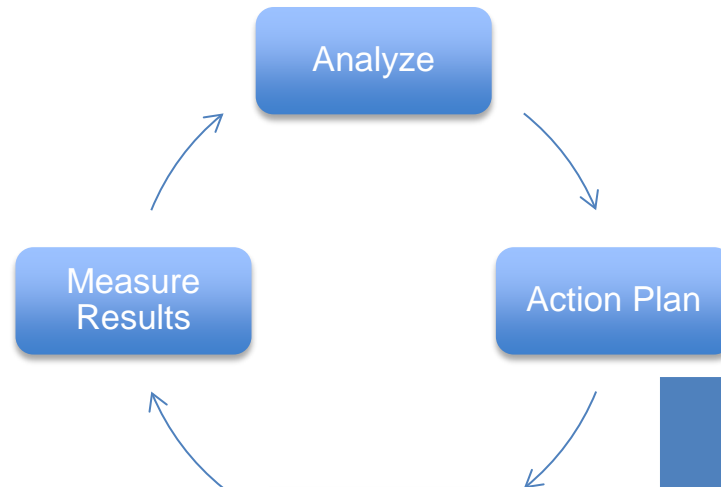
Spend Management Process



Standard Procurement Process

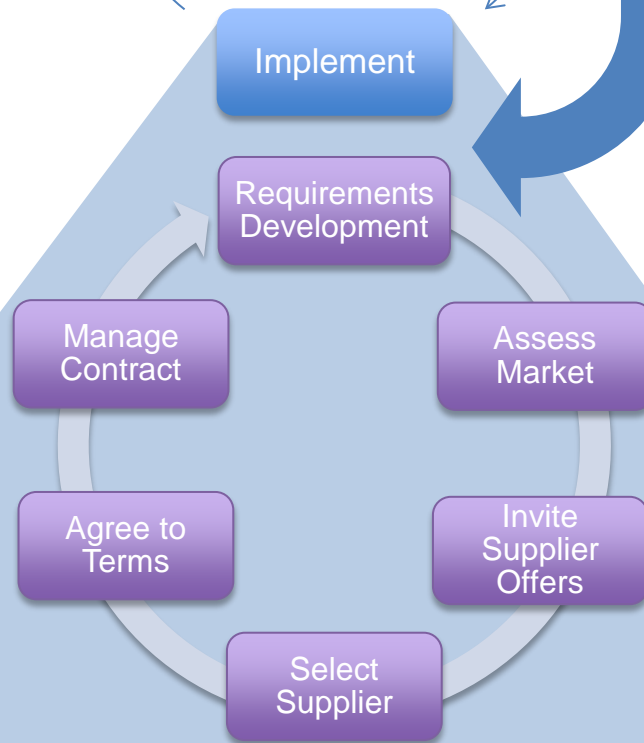


Spend Management Process

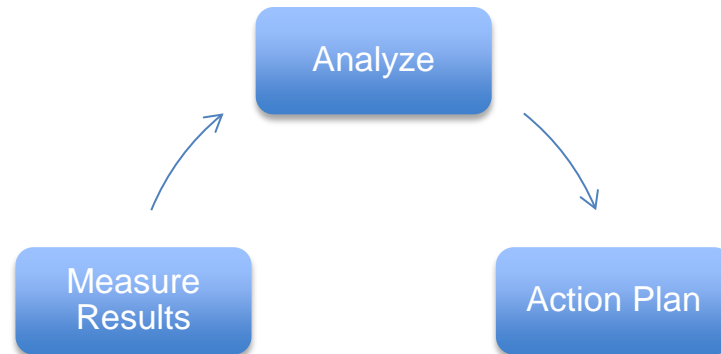


The spend management process allows the **standard procurement process** to deliver sustainability improvements because the Action Planning phase engages stakeholders in the process of defining and committing to **new requirements** that meet the organization's needs in full, but in a lower impact manner

Standard Procurement Process

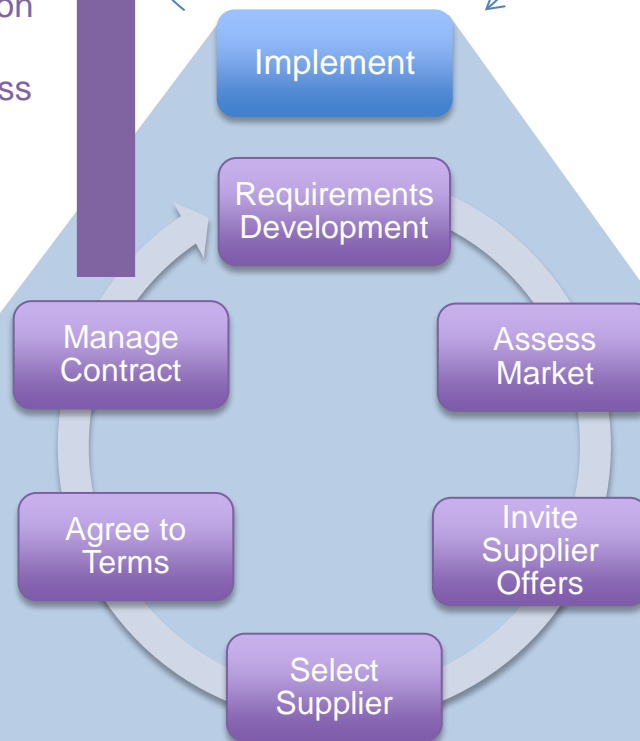


Spend Management Process



SPLC's contract-ready guidance on data reporting and formatting requirements simplifies the process of feeding strategically important data back into the spend management process

Standard Procurement Process



Our Approach

Supports a Standard Procurement Process



**Standard
Procurement
Process**

SPLC members get:

- Guidance on proven strategies for sourcing low impact solutions within priority product/service categories
- Training & Community of practice

SPLC members get:

- Community of practice to assist with issues that may arise

SPLC members get:

Contract-ready language that addresses:

- full lifecycle impacts of product/service
- data reporting needs and formats



SPLC members get:

- Access to case studies, market trends and average-cost data for solutions recommended by SPLC
- Community of practice

SPLC members get:

- RFx-ready solicitation language
- Access to a network of suppliers prepared to deliver solutions that meet SPLC's guidance
- Training resources for current suppliers

SPLC members get:

- Training & Community of practice to assist in evaluating supplier sustainability claims
- Tools (e.g. Total Cost of Ownership calculators)

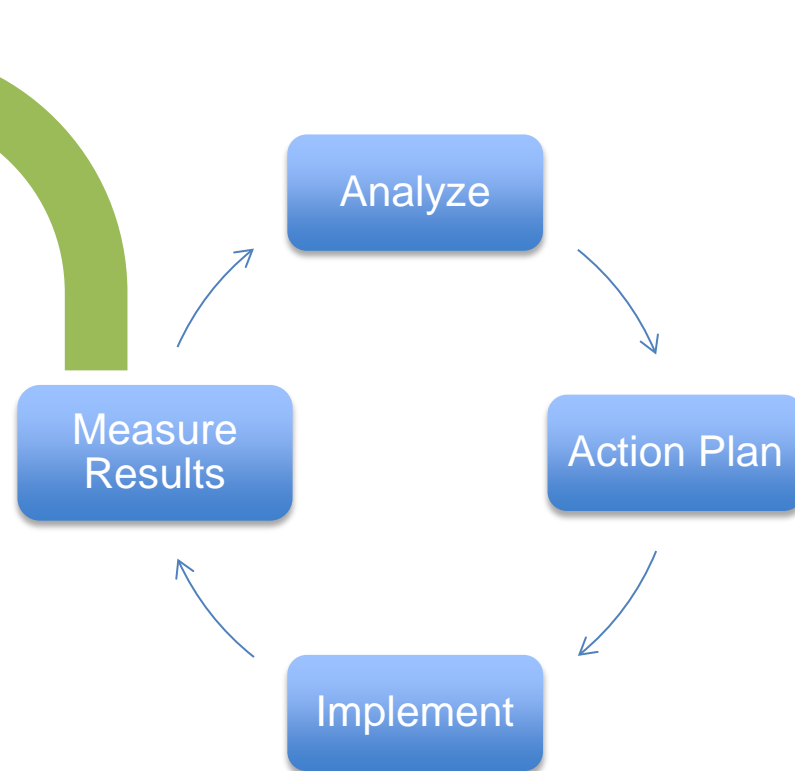
Standard Procurement Process

SPLC's Catalytic Ingredient

LEADERSHIP RECOGNITION

SPLC members get opportunities to:

- Earn “good, better, best” leadership recognition from a rating system developed through a voluntary consensus, multi-stakeholder process
- Professional recognition (credential)
- Receive awards
- Share and market their work within a highly regarded brand platform



Note: Members may use all of SPLC's guidance, tools and training *without* participating in the Council's leadership recognition opportunities. For example, an organization that is new to sustainable purchasing may decide to utilize SPLC's guidance for several years before submitting for a rating.