



2014

Purchasing Forum & Trade Show *Planting Seeds Today for Tomorrow's Success*



Andrew M. Cuomo
Governor
State of New York

RoAnn M. Destito
Commissioner
Office of General Services



2014
**Purchasing Forum
& Trade Show**
May 14 & 15

Grow with Green Procurement



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What is a greener product or service?

A product or service with a reduced negative impact or increased positive impact on the environment and human health compared to traditional products.



Reduce contribution to **global climate change**



Enhance individual **human health**



Protect and restore **water resources**



Protect and enhance **biodiversity and ecosystem services**



Promote **sustainable and regenerative** material cycles



Build a **green economy**



Enhance **community quality of life**

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The market is strong and growing

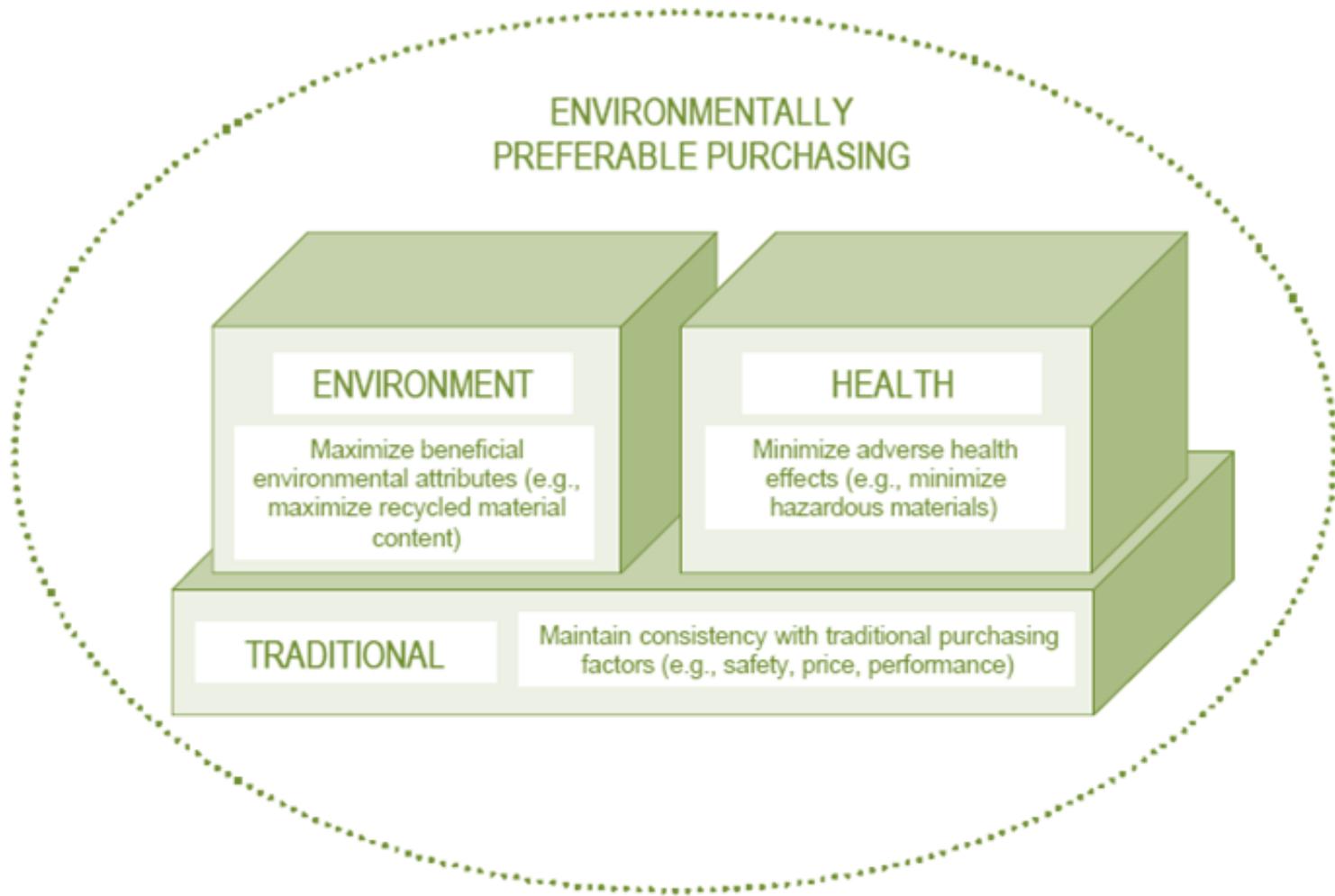
- The federal government
- Various state governments, including NY
- Various local town, cities and villages, including NYC and Albany

The OGS equivalent at the federal level, GSA, told vendors, “Go Green or Else!” (2010)

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EPP = Green Procurement

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Why do I care as a vendor?

- **Increasing market share**

Attract more consumers by getting into environmentally preferable purchasing programs

- **Reducing operating costs**

Increase profit margins through efficiency and reduction of waste

- **Improving in other areas**

Increase employee engagement and morale, strengthening the company's image in the community



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How do I benefit?

- **Save money** - Lower heating bills, leaner utility costs, and less money feeding the photocopier.
- **Stay competitive** - Consumers want eco-friendly products from environmentally responsible businesses. So do investors.
- **Get efficient** - Reducing emissions can make your company more efficient. For example, if you manage your driving fleet better, you can cut emissions and fuel costs, and also improve delivery times.

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How else do I benefit?

- **Retain employees** - Working for a company with heart is a powerful motivator for employees. High morale means a boost to productivity, loyalty, and innovation.
- **Be cutting-edge** - In the future, there will be more constraints on those who do not offer green products, but you'll be ahead of the pack.

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How do I improve?

Product

Develop products that have preferable environmental attributes when compared with similar products and market these products as green.

Examples: products that use recycled material and/or are easily recycled, such as biodegradable flatware

How do I improve?

Process

Improve your manufacturing and business operations to reduce your use of energy and materials, as well as reduce wastes and emissions associated with the process of making the product.

Example: changes to your billing system that use less paper and mailings – saving you money, time and reducing material use.

Where do I start?

- Identifying greening opportunities should be part of the standard improvement practices.
- Seventy percent (70%) of a product's environmental impacts are determined by decisions made during the design stage.



Other improvements?

- Packaging
- Delivery
- Durability
- Ability to be repaired or upgraded
- Design for recycling/disassembly
- Product take-back

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Market your green product

- List product ingredients online
- Obtain certification for your product
- Get your product included in green procurement systems and lists
- Appropriately label your green product
- Use marketing strategies

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Guidelines (Examples)

- Environmentally Preferable Purchasing (EPA) - <http://www.epa.gov/oppt/epp/index.htm>
- Green Seal - <http://www.greenseal.org/>
- NYS Green Product Specifications - <http://www.ogs.ny.gov/EO/4/ApprovedSpecs.asp>
- NYS Procurement Guidelines

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Are you positioned to take advantage of this opportunity?

- An estimated **\$400 billion** is spent annually by state and local governments to procure products and services.



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Tough but good!

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For more information, go to:

www.epa.gov

“Greening Your Products”



Going green will give you at least....
two thumbs up!



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