

**SUSTAINABLE  
PURCHASING  
LEADERSHIP  
COUNCIL**

# **A Global Opportunity to Shape the Future**

**Starting in the United States...**

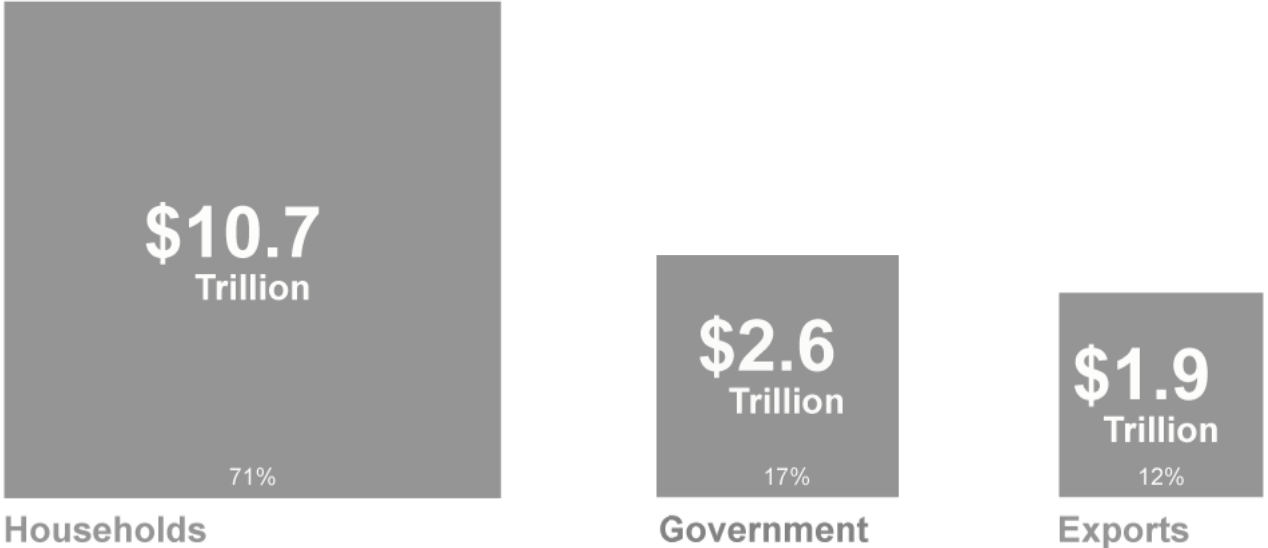
# The opportunity...

# The U.S. economy is driven by \$15.2 trillion in spending...

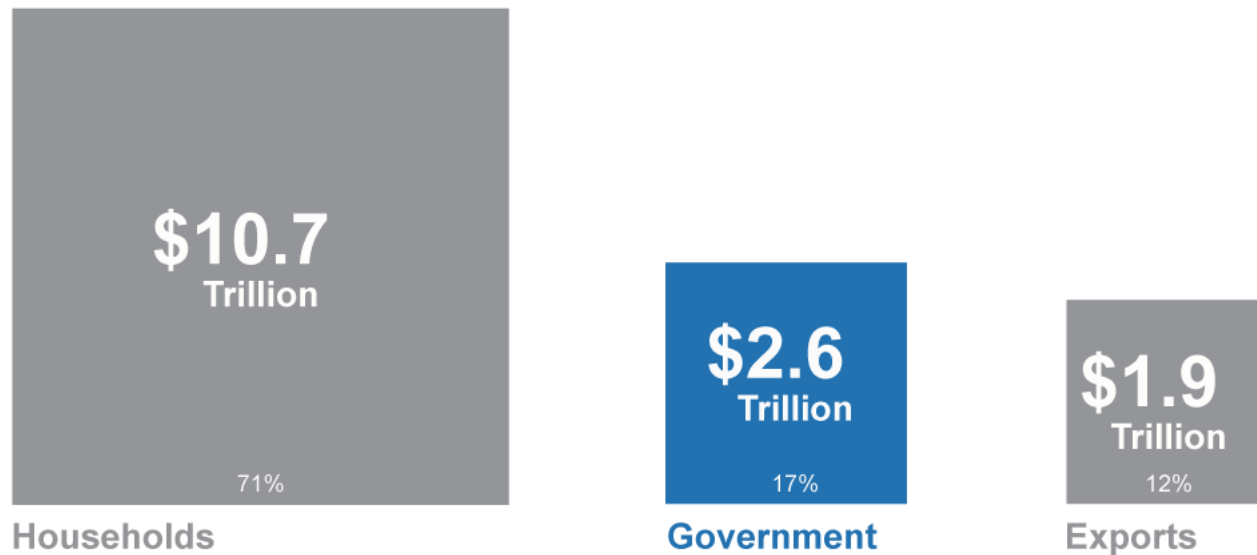
**\$15.2**  
**Trillion**

U.S. Gross Domestic Product

# ... by households, government, and foreign countries.



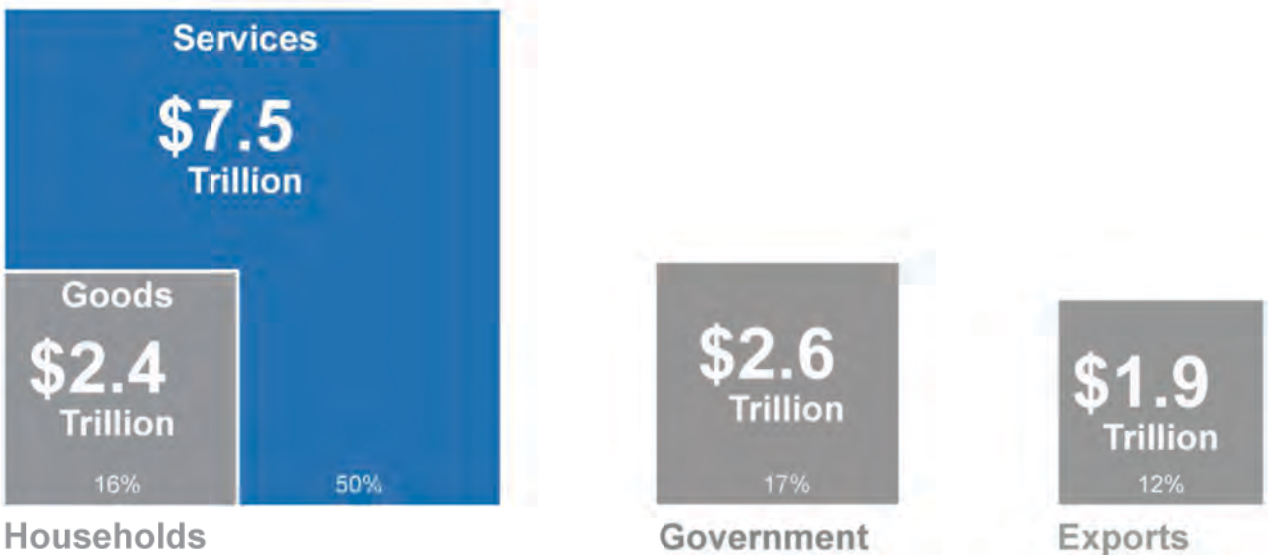
# The government portion is managed by professionals,...



# ... and 75% of household spend is on services from companies whose spending is managed by professionals.

## Business to Consumer (B2C) Services

- Health care
- Housing
- Financial services and insurance
- Food services
- Transportation services
- Recreation services
- Education services
- Communications services
- Personal care services
- Hospitality services



# So \$10 over trillion in spending is managed by professionals.



# This institutional purchasing drives 70% of US employment.

± **100 million US jobs**  
70% of US employment

**\$10.1**  
Trillion



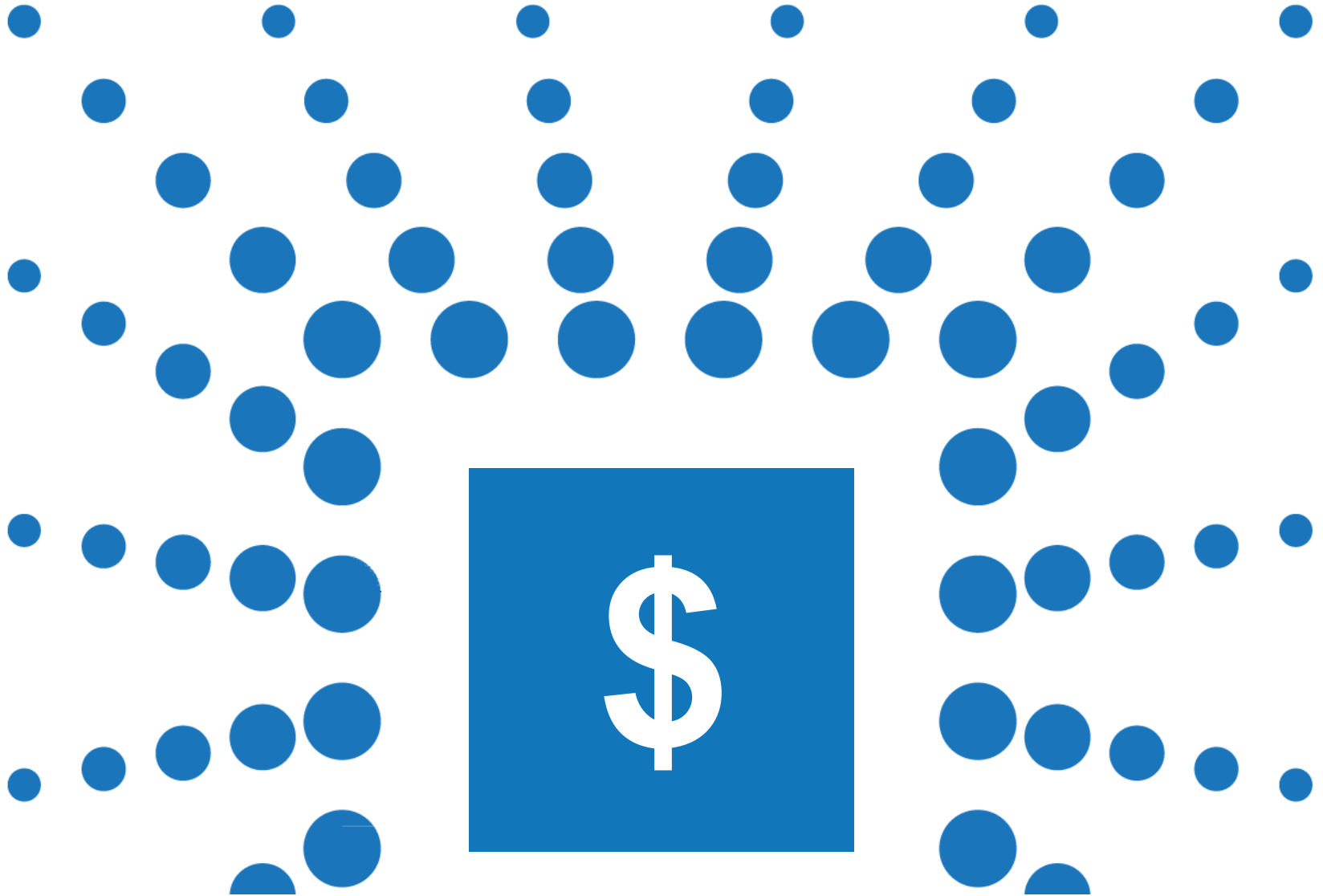
**And it drives an estimated... 67% of US GHG emissions.**  
10% of global GHG emissions.  
and a range of other impacts.

**± 100 million US jobs**  
70% of US employment

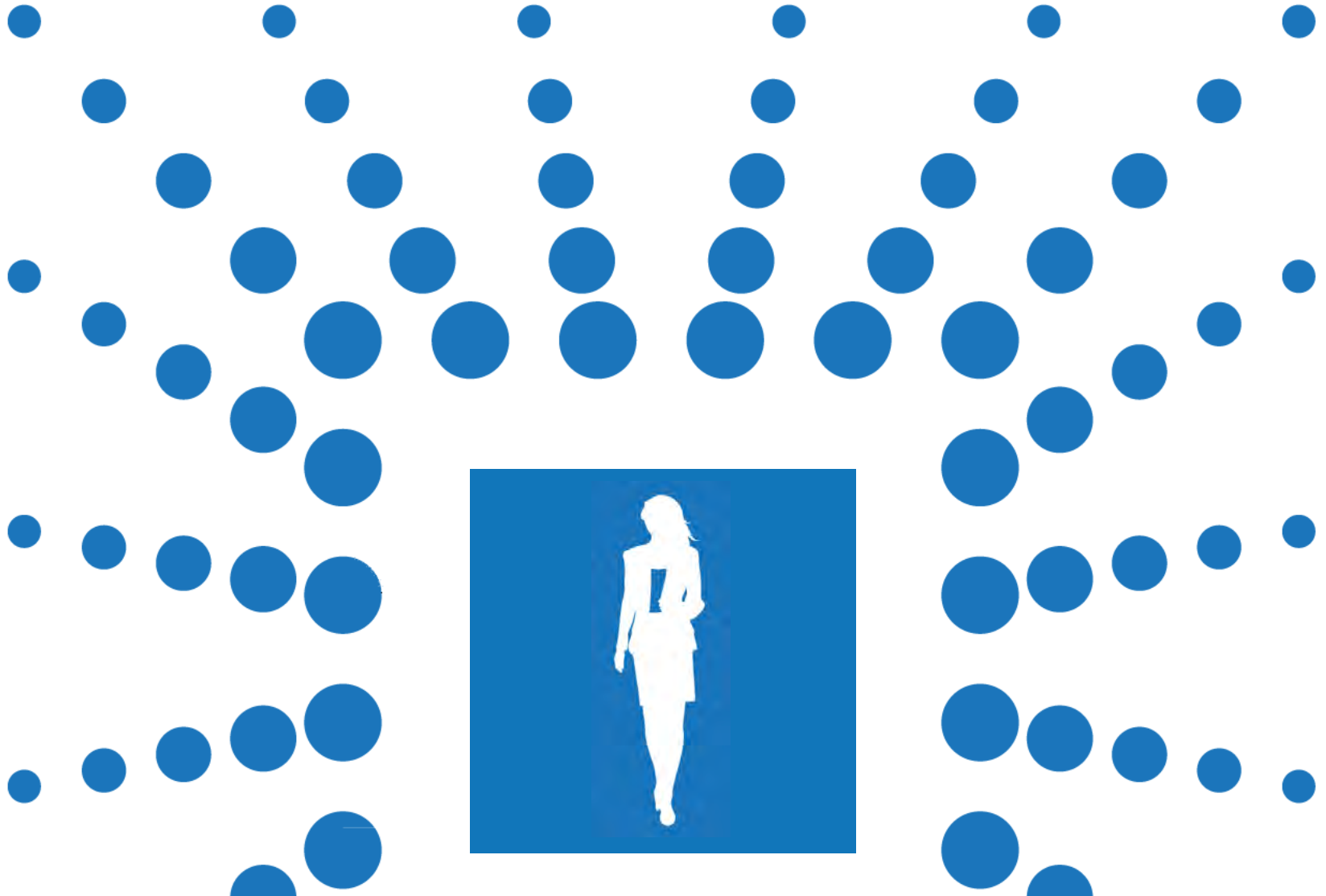
**± 4 billion Mt CO<sub>2</sub>e**  
10% of global GHG

**\$10.1**  
Trillion

**So institutional purchasers have a strategic opportunity to send economic signals that shape the marketplace.**

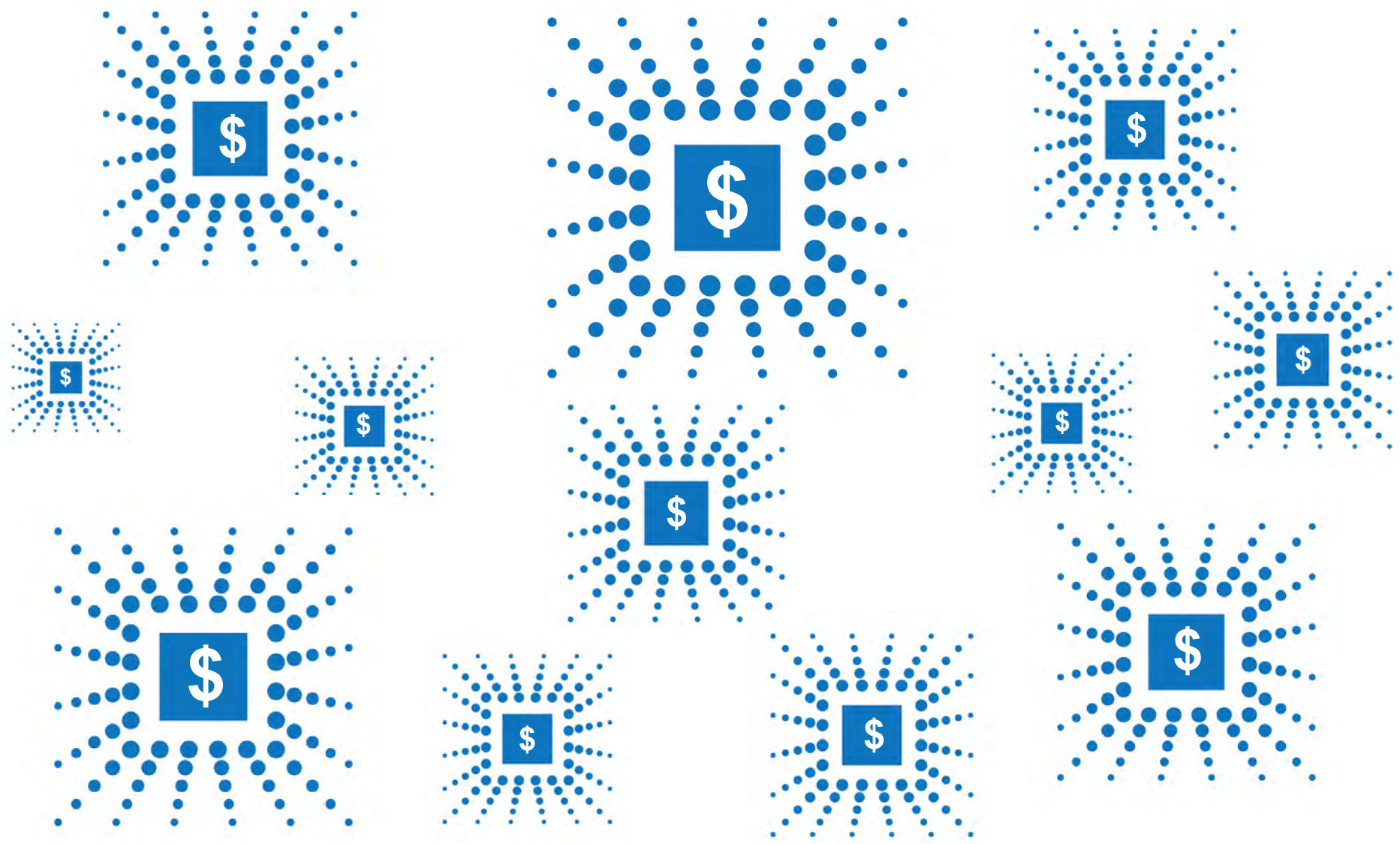


**And the professionals who manage institutional purchasing are uniquely positioned to exercise positive influence.**

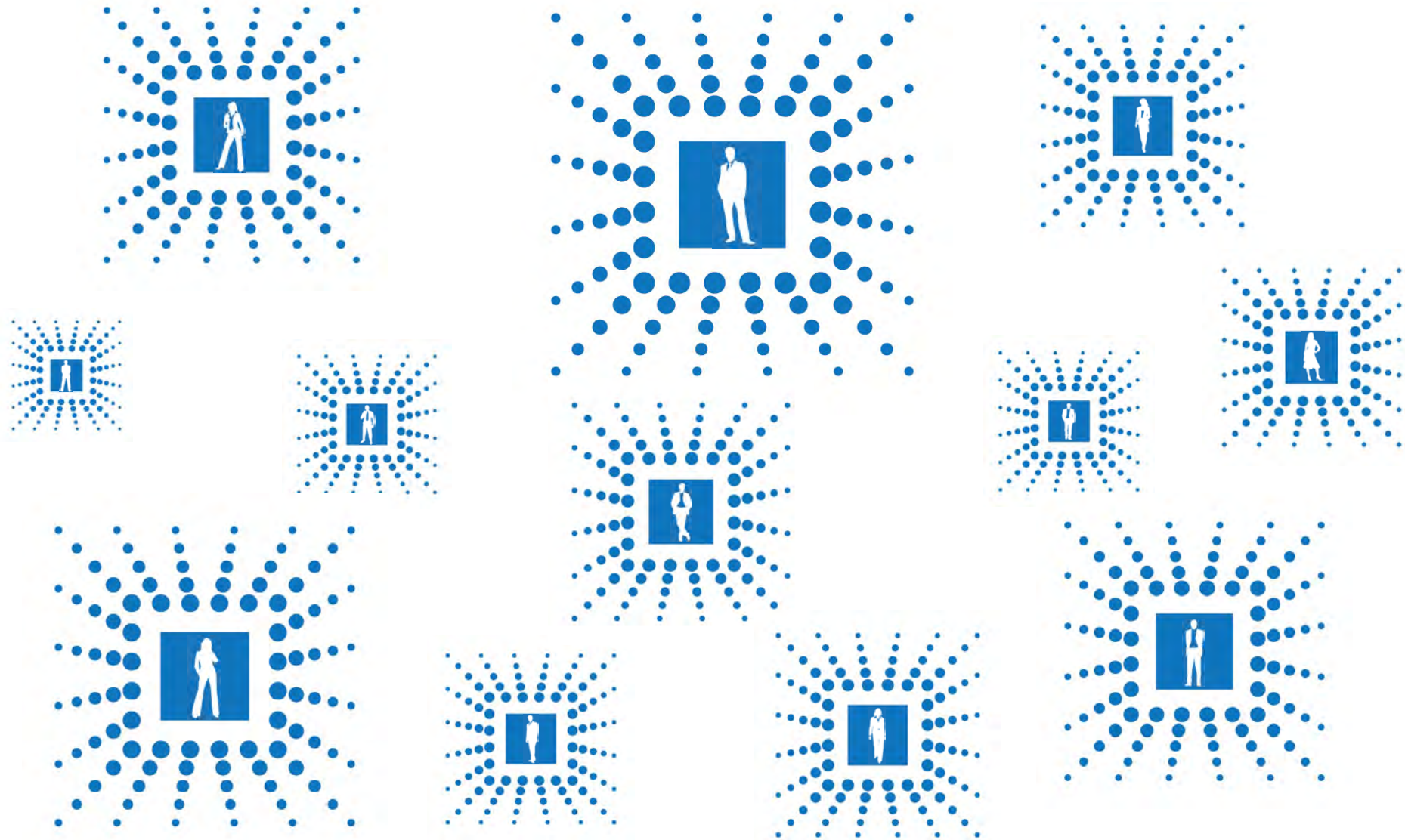


# The challenges...

# Institutional purchasers do not send coordinated signals.



# And purchasing professionals do not have shared resources.





**The root challenge is  
lack of standardization in  
how sustainable purchasing  
is defined, guided,  
measured, and rewarded.**

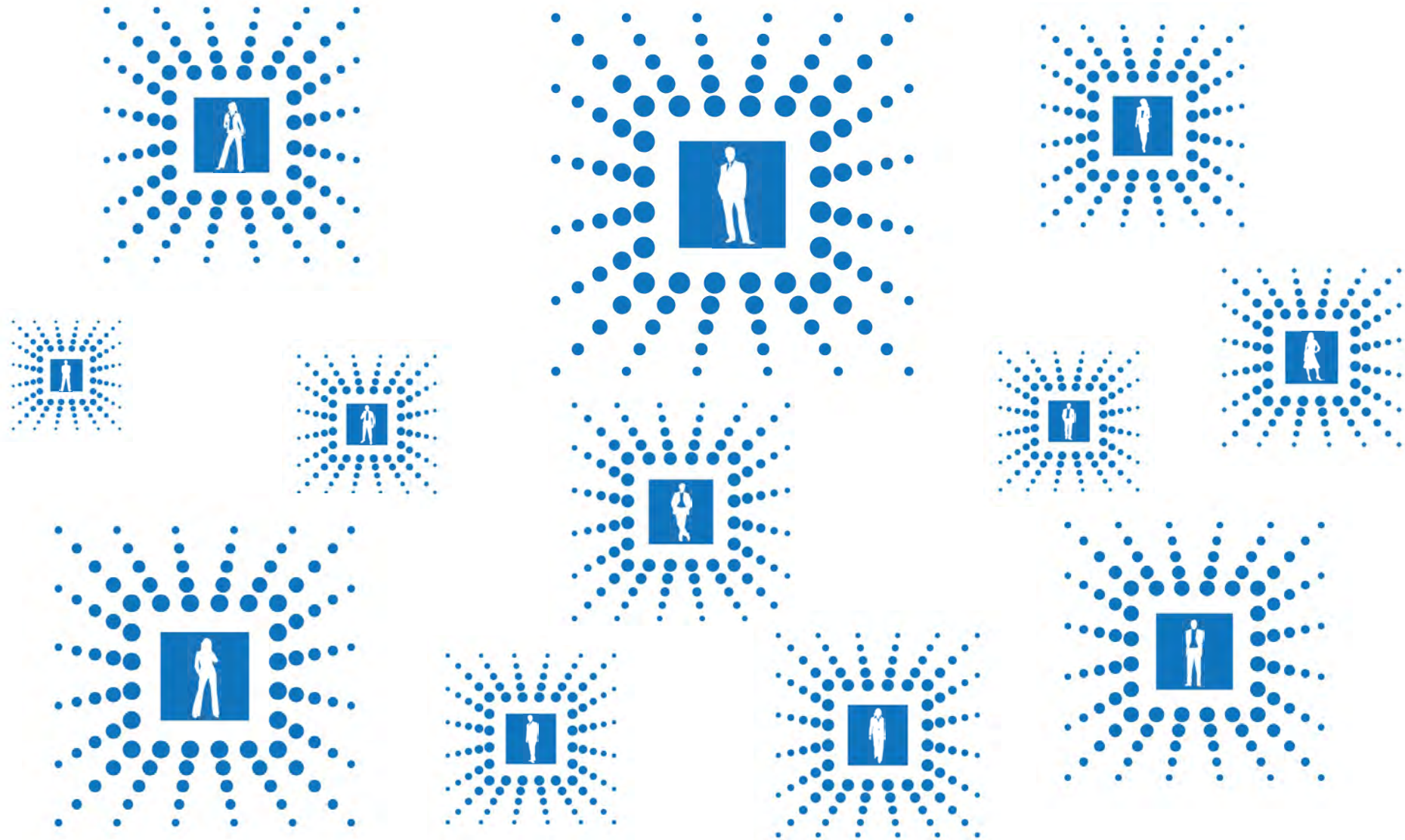
# The solution...



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

**A blue sky idea.**

# The SPLC brings together a community of professionals...



# ... to create a shared program for leadership...

## SPLC Rating System

### SPLC Guidance, Training, Community of Practice

#### Get Started

**A ENLIST**  
support from key internal and external stakeholders.



**B SCOPE**  
activities, goals, roles, and responsibilities.



**C STRUCTURE**  
internal and external stakeholder engagement process.

#### Run the Process

**1 ANALYZE**  
Identify impacts within spending.  
Prioritize categories for action.

**MEASURE**  
Track and benchmark performance.  
Evaluate for continuous improvement.

**4**

**2 ACTION PLAN**  
Identify and select proven strategies for mitigating impacts while delivering value.

**2**

**IMPLEMENT**  
Set goals, timelines and policies.  
Train staff and engage suppliers.

**3**

#### Get Recognition

**5 EARN**  
leadership recognition.



PLATINUM



GOLD



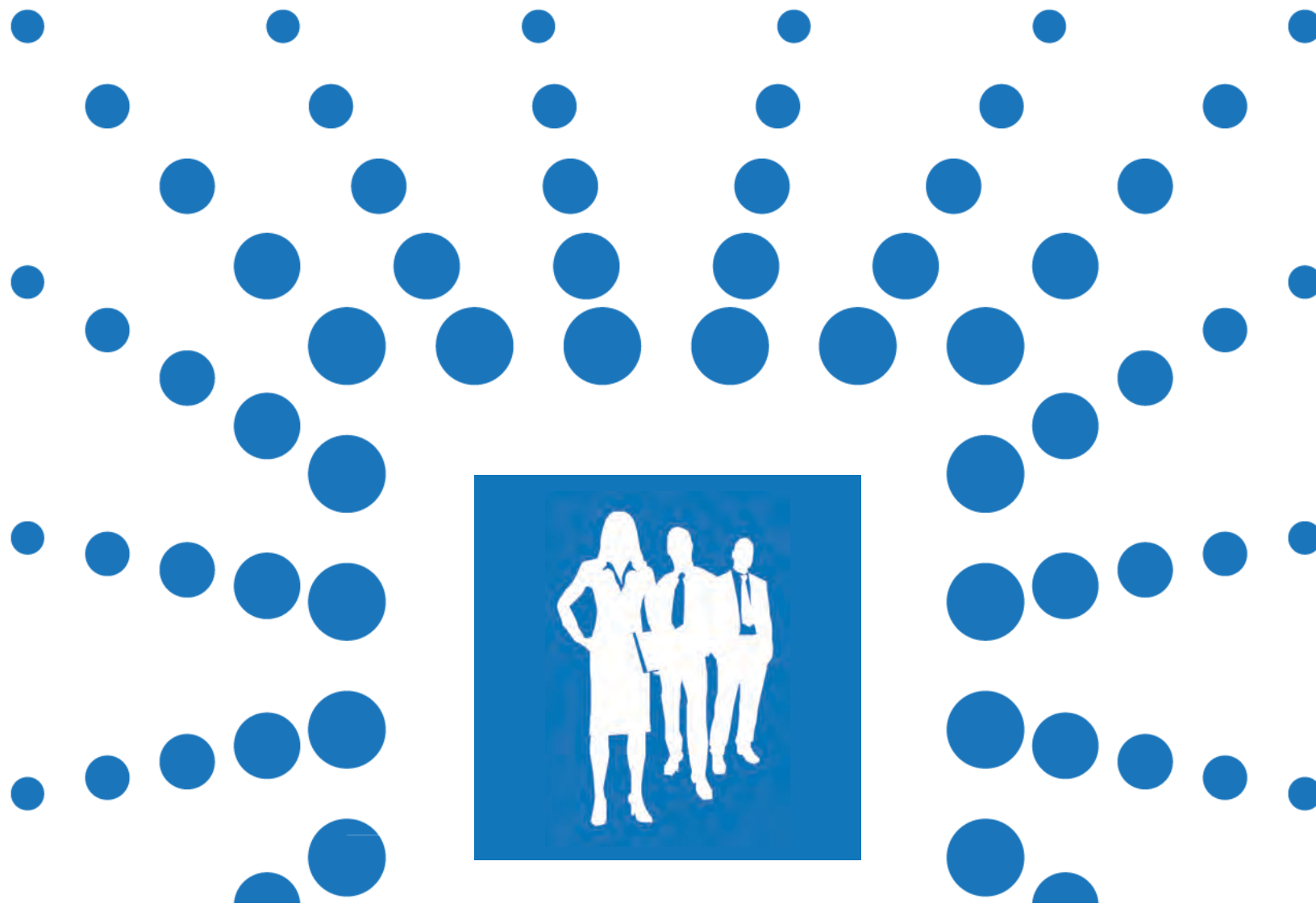
SILVER



REGISTERED



**... that sends coordinated signals to shift the marketplace.**



# The timeline...



**Blue sky idea / Jan 2012**

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



## Steering Committee formed / Feb 2012



**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*



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



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



**Mark Rossolo**  
*Public Affairs Director*  
*UL Environment*



*US EPA Liaison:*  
**Alison Kinn Bennett**  
*Senior Advisor*  
*EPP Program, US EPA*



**Chris O'Brien**  
*Director of Sustainability*  
*American University*



**Nancy Gillis**  
*Senior Manager*  
*Ernst & Young, LLC*



*US GSA Liaison:*  
**Brennan Conaway**  
*Procurement Analyst*  
*US General Services Administration*



# Concept Paper / Aug 2012

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For more information, please contact Jason Prewson at [j.prewson@spstheo.com](mailto:j.prewson@spstheo.com). Thank you.

## Introducing the **Sustainable Purchasing Council** DEFINING AND RECOGNIZING LEADERSHIP IN PURCHASING AND PROCUREMENT

**Overview**  
The Sustainable Purchasing Council is a soon-to-be-launched non-profit organization whose mission is to support and recognize purchasing and procurement leadership that efforts in the supply chain toward a prosperous and sustainable future. The Council will help institutional purchasers to:

- prioritize opportunities for influence,
- identify existing leadership standards and approaches that address their priorities,
- benchmark progress toward goals, and
- receive recognition for a achievement.

The Council will also work to reduce marketplace confusion by identifying preferred standards, labels, and assessment methods that address key areas of concern in priority purchasing categories.

**Core Activities**  
**Build Science-Based Consensus**  
The governance and operation of this Council will be structured to ensure that it can be trusted to apply the best available science and knowledge to create a credible benchmark for purchasing and procurement. The Council will initially focus on environmental issues, with plans to later expand to address the full range of factors relevant to the broader goal of a prosperous and sustainable future.

**Enable Prioritization and Decision-Making**  
The primary function of the Council will be to develop resources that help institutional purchasers to optimize purchasing and procurement outcomes to achieve leadership goals. Using a Framework developed by the Green Products Roundtable, the Council will enable purchasers to evaluate which purchased products and services have the most significant negative life cycle impacts, and then determine which existing standards and approaches most effectively address these impacts.

**Define and Recognize Leadership**  
The Council will develop and deliver a recognition program that defines and rewards institutional purchasing and procurement leadership in defined or parallel programs that recognize leadership in other areas of institutional activity, such as the USGBC's LEED program or AASHE STARS, with the expectation that some components of the new program will be integrated into these existing programs.

**Rationale**  
The potential for purchasing to positively influence supply chains has yet to be realized at scale, because no practical resources exist to: 1) prioritize product categories based on their impacts, and 2) provide guidance on reducing these impacts. This has led to confusion, distrust, and apathy among buyers. The Council will provide authoritative guidance on which purchasing activities merit prioritization, and which standards and labels designate products that can meaningfully address these priorities. The recognition program provides an institutional framework, creating incentives for purchasers to change existing decision-making practices and deploy their purchasing power to maximum benefit for the future.

1. The Framework for Prioritization & Decision-Making (http://www.greenproductsroundtable.com/wordpress/wp-content/uploads/2011/07/09-Framework-for-Prioritization-and-Decision-Making.pdf) was developed by the Green Products Roundtable. For more information, see [www.greenproductsroundtable.com](http://www.greenproductsroundtable.com).

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**Benefits to Stakeholders**  
**Institutional and commercial purchasers**  
The Council will lower the cost of and increase the effectiveness of purchasing leadership by offering fair, balanced and expert advice to help purchasers to achieve sustainability goals. The recognition program will offer an opportunity to **benchmark, communicate, and receive recognition** for their leadership activities.  
**Government Agencies**  
The Council will offer evaluation criteria that are sufficiently robust to differentiate standards and labels according to the Federal guidelines. This greater clarity will enable Federal purchasers, state and local government purchasers to **demonstrate conformance** with new guidelines and expectations.

**Retailers**  
Retailers need help in identifying which labels and standards signify credible environmental benefits, so that they can satisfy customers and reach corporate sustainability goals. The results provided by the Council will enable retailers to clearly communicate and **demonstrate leadership** to their customers.

**Standards Developers**  
The Council's explicit endorsement of high quality standards and assessment programs for specific product categories will **accelerate leadership and build market share** for developers and managers of standards programs.

**Brand Owners and Manufacturers**  
Businesses need no longer seek multiple certifications, but can focus on those whose endorsement by the Council will ensure greater market share. Leadership in the resources created by the Council will help manufacturers and brand owners to **credibly differentiate their products and services** for key customers.

**Current Status**  
The Council was initiated by the Green Products Roundtable, and it will become an independent 501(c)(3) organization by the end of 2012. In the meantime, several milestones have been achieved:

**Business Plan Development**  
The Green Products Roundtable commissioned development of a detailed business plan for the new entity in the Fall of 2011. This plan was approved in February 2012.

**Interim Executive Director Hired**  
Jason Prewson, Principal of PTH Consulting and ex-President & CEO of GreenBlue serves as Interim Executive Director of the Council. Based on his existing in outreach and fundraising, his primary focus is to pilot test the concept with the higher education purchasing and procurement community (see below).

**Pilot Program Launched**  
The Council is working with the Association for the Advancement of Sustainability in Higher Education (AASHE) to build a green purchasing award program into AASHE's existing sustainability program, STARS, which is used by hundreds of colleges and universities to measure their sustainability performance. The pilot will form a foundation for the larger work of the Sustainable Purchasing Council.

**Collaboration and Partnership**  
The Sustainable Purchasing Council has been conceived and developed as a collaborative effort, and it will continue to grow through constructive partnership and coordination with existing initiatives, linking their work with opportunities to harness the potential of institutional purchasing and procurement to significantly transform the market toward a more sustainable economy.

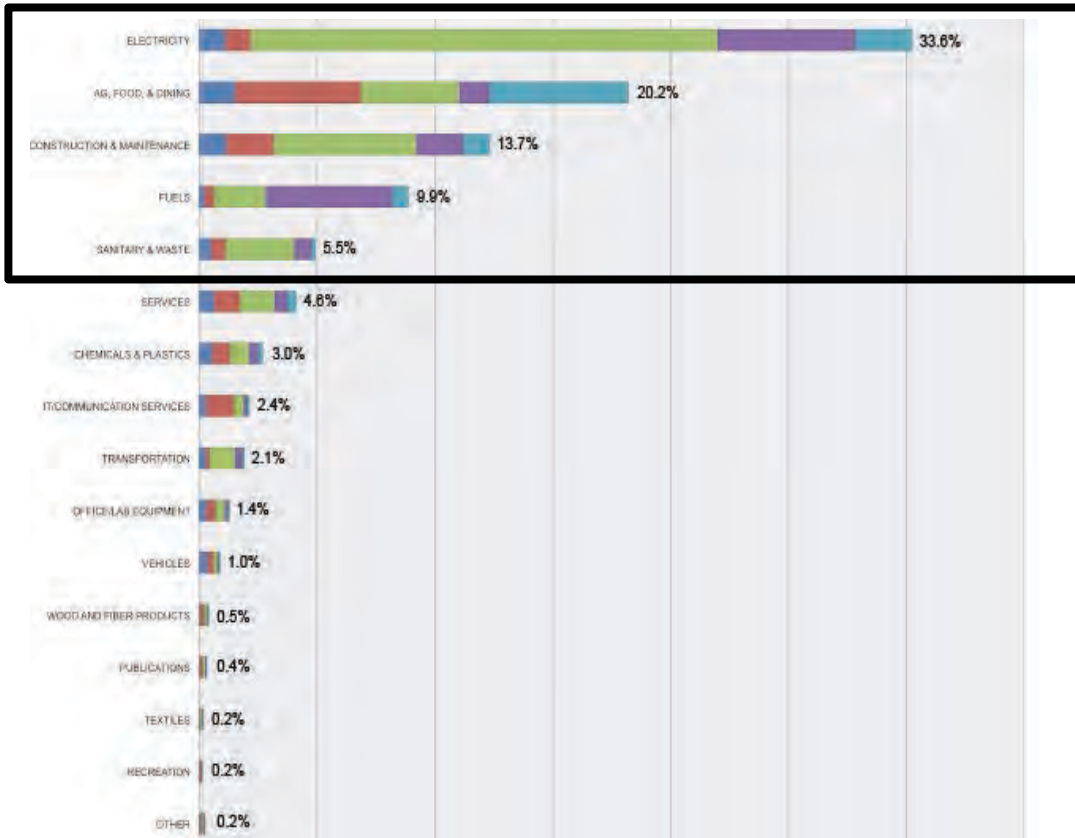
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For more information, please contact Jason Prewson at [j.prewson@spstheo.com](mailto:j.prewson@spstheo.com). Thank you.

## Partners and Participants

- |  |  |
|--|--|
| <p><b>Green Products Roundtable Membership</b><br/>The American University, Office of Sustainability<br/>The Ashken Group<br/>Big Room, Inc.<br/>City of Santa Monica, CA<br/>DEKRA<br/>Eco Institute, University of Michigan<br/>Five Winds International<br/>GreenSource<br/>Green Electronics Council<br/>Green Seal, Inc.<br/>GreenSource Environmental Institute<br/>ISEAL Alliance<br/>National Association of State Procurement Officers<br/>Office Depot<br/>The Overbrook Foundation<br/>Responsible Purchasing Network<br/>Shen Industries, Inc.<br/>UL Environment<br/>University of Minnesota Institute for the Environment<br/>Weyerhaeuser</p> | <p><b>Collaborating Organizations</b><br/>Association for the Advancement of Sustainability in Higher Education (AASHE)<br/>Environmental Defense Fund<br/>Rainforest Alliance<br/>The Sustainability Consortium<br/>U.S. Green Building Council<br/>World Resources Institute<br/>World Wildlife Fund</p> <p><b>Federal Government Liaisons</b><br/>General Services Administration<br/>U.S. Department of Energy<br/>U.S. Environmental Protection Agency<br/>National Institute of Standards and Technology</p> |
|--|--|



## AASHE Pilot Study / Nov 2012



For institutions of higher education...

**5** purchasing categories

are estimated to represent

**64%** of total spending

and


**83%** of estimated impacts

### Insight:


Analysis and prioritization sharpens focus; reduces complexity.

# Launch Event / Jul 2013

**Livestream**



Katie Kassof



**SUSTAINABLE PURCHASING LEADERSHIP COUNCIL**

## 3 Panel Conversation


**Joel Makower**, GreenBiz Group (moderator)

**Alison Kinn Bennett**, US Environmental Protection Agency

**Chris O'Brien**, American University

**Jason Pearson**, Sustainable Purchasing Leadership Council

**Yalmaz Siddiqui**, Office Depot



**GreenBiz group**

**Chat (Everyone)**

Julia F: UL has over 1400 standards which are developed through open consensus based processes

Dave Barbier: How do we get the recorded version of the presentation?

Julia F: (david)

Marci Kinter: Yes, I have heard of the Sustainability Consortium -- they are based at the University of Arkansas

nathan contreras: this sounds a lot like

nathan contreras: <http://www.sustainabilityconsortium.org/>

Beth Holst: thats it

David Hyatt: I am at University of Arkansas - have written academic case studies on WMT and the sustainability consortium

Julia F: That would be a good question to ask

Joshua Martin: yes, i asked about TSC and the Consumer Goods Forum. How is SPLC positioned in relation to those.

*Multiple Attendees are typing...*

**Q&A | \*Submit questions here please\***

**Information**

All audio for today's event will be served through your computer speakers. Please submit all questions into the Q&A Pod to the left. Slides for today's event are available for

**Download Slides Here**

Name	Size
SPLC_Webcas	10 MB
SPLC_Webcas	1 MB

Powered by **ADOBE CONNECT**

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# Founders Circle formed



City of Portland, OR



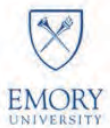
City of San Francisco, CA



City of Washington, DC



The power to do more



State of California



State of Michigan



State of Minnesota





# Strategic Partners engaged





# Founding Summit / NAS / Aug 2013



## Website launched

The screenshot shows a web browser window with the URL [www.purchasingcouncil.org](http://www.purchasingcouncil.org). The page features the organization's logo, a navigation menu, and a main content area with three columns of text and a group photo.

**SUSTAINABLE PURCHASING LEADERSHIP COUNCIL**

Register today!  
2014 Annual Meeting  
(May 20-21, Washington DC)

search...

Home Who What Join News

**Welcome.**  
We are a community of professionals dedicated to using the power of sustainable procurement to advance local and global quality of life.  
**Join us.**

**SPLC Founding Summit August 27-28, 2013**  
**National Academy of Sciences Washington DC**

**We convene a COMMUNITY of leaders.**  
The Council brings together visionary professionals from institutions, suppliers, government, standards bodies and NGOs to simplify, optimize and standardize the practice of sustainable procurement. Together, we can leverage the trillions of dollars spent by organizations to drive social, environmental, and economic sustainability.

**We will offer GUIDANCE for implementation.**  
The Council's membership collaborate with each other and with other partners to supply purchasers with the best available hot spot and product-specific guidance in a manner that prioritizes high-impact areas of spending and that supports procurement processes commonly found in the public and private sector.

**We propose a LEADERSHIP recognition program.**  
Just as the USGBC's LEED program provides a shared platform for guiding, measuring, and recognizing leadership in green building, the Council proposes a shared platform for guiding, measuring, and recognizing leadership in sustainable procurement.

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2012

2013

2014



**Membership opens / Oct 2013**



**A big tent.**



## Principles released / May 8



# Principles for Leadership in Sustainable Purchasing



Version 1.0  
Adopted April 2014

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2012

2013

2014



**Annual Meeting / May 20-21**

# 2014 ANNUAL MEETING

Washington DC Convention Center

May 20-21

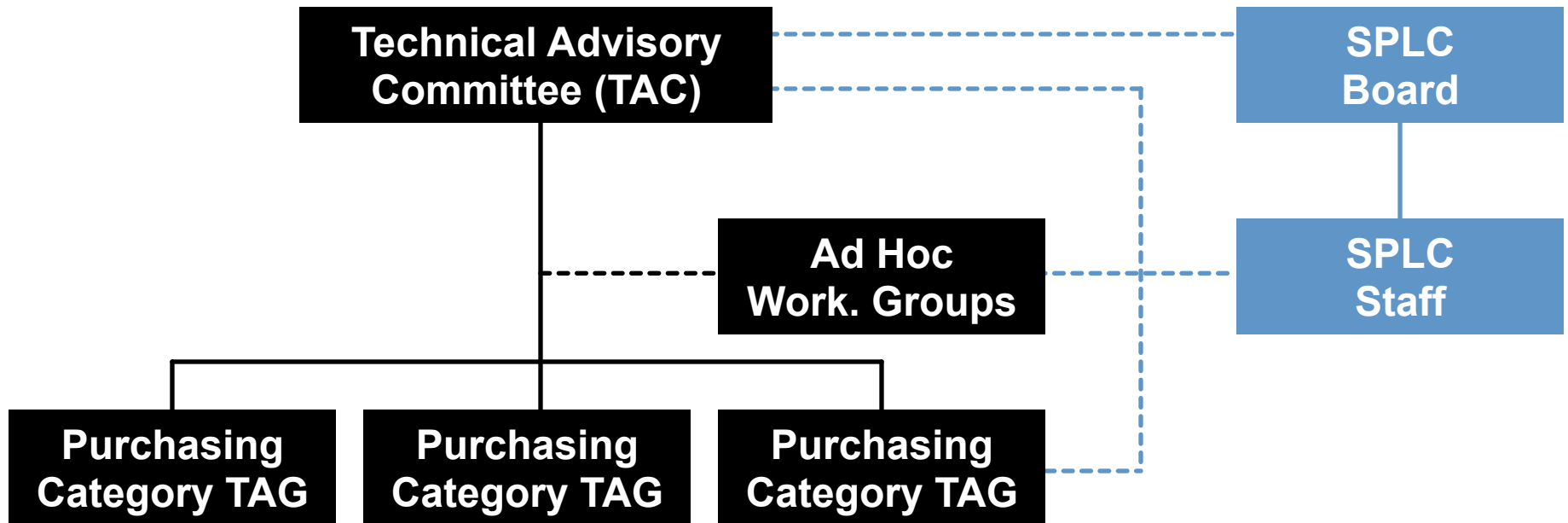
Share expertise. Discover solutions. Build relationships. **Shape the future.**

2012

2013

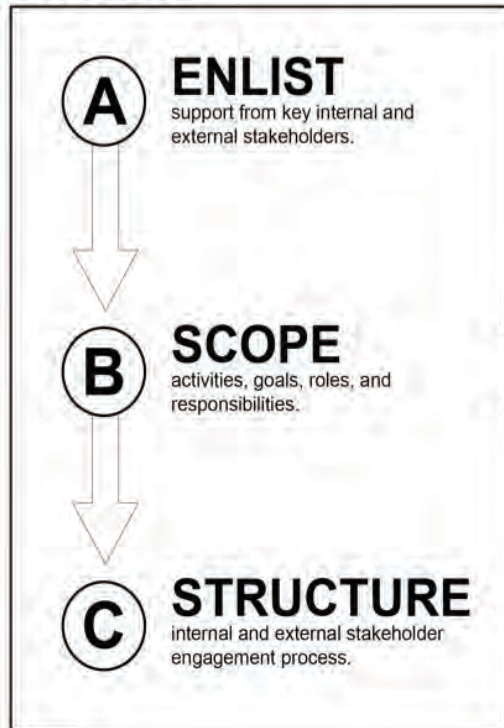
2014

Program Committees formed / Jul 2014

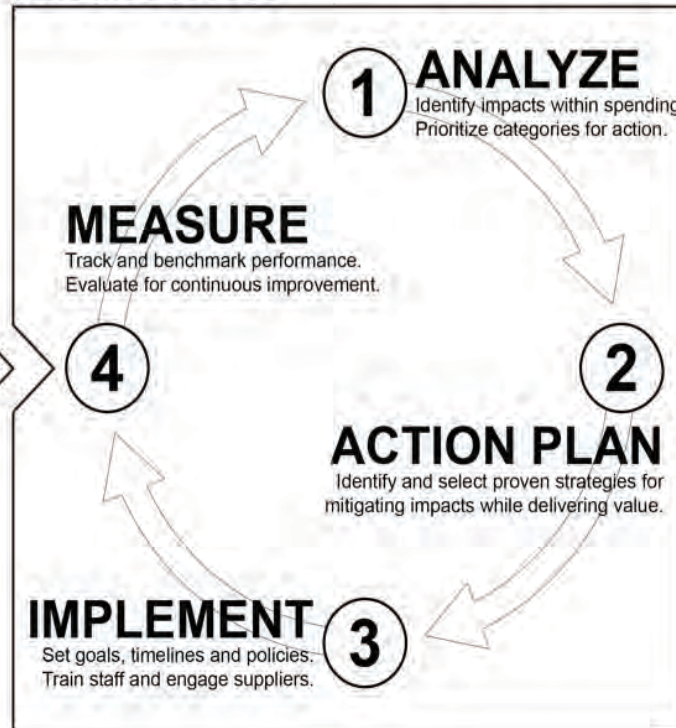


# Guidance v1.0 release Dec 2014

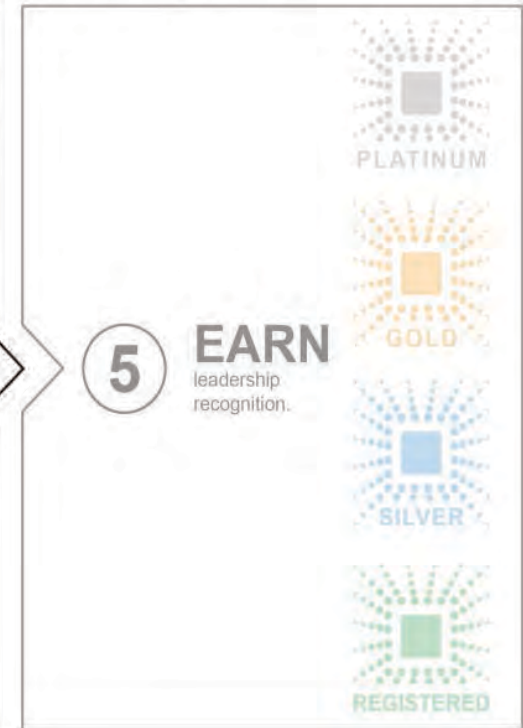
## Get Started



## Run the Process



## Get Recognition





**Join us.**