Upon completion of this course, you should be able to:

- Define “green purchasing,” also referred to as “sustainable acquisition”
- Identify the rules and governance for “green” acquisitions
- Locate available GSA products and services that can help agencies achieve their “green” goals
- Recognize the role that GSA Schedules play in achieving sustainable procurements
- Identify and purchase from “green” suppliers through the MAS Program
Topic 1: An Overview of Sustainability in Acquisitions
What do we mean by “**Green**”?

- **“Green purchasing”** or **“sustainable acquisition”** refers to purchasing products with specific environmental or energy attributes.

- Federal agencies are required by statutes and executive orders to purchase certain products with these attributes.

- It includes the purchase of services under which “green” products will be supplied or used.

- For example, janitorial services contracts usually require the contractor to supply replacement paper towels, toilet paper, and plastic trash can liners, all of which can be made from recycled materials.
Sometimes, you will see the term “environmentally preferable” used as the general term for the Federal program to purchase green products.

As you will learn in this course, “environmentally preferable” is a sub-set of the Federal program, but it is not the general term.

The general term is “green purchasing” or “sustainable acquisition.”
Section 2(h) of E.O. 13514 requires agencies “to ensure that 95 percent of new contract actions include green product requirements”

It applies to “applicable” contract actions -- only when:

- A contract action includes the purchase of one or more products designated in the Federal green purchasing program or
- An agency purchases services in which products will be supplied or used
Applicable Services

The following types of services are considered to be “applicable” for purposes of the 95% goal in E.O. 13514:

- Building construction, renovation, or repair
- Building operations and maintenance
- Landscaping services
- Pest management
- Electronic equipment, including leasing
- Janitorial services
- Laundry services
- Cafeteria operations
- Meeting and conference services
- Building interiors/furniture
What is “Sustainable”? 

The E.O. defines “sustainable” as:

To create and maintain conditions, under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic, and other requirements of present and future generations of Americans.
Federal Green Purchasing Program

- Recycled content products
- Energy- and water-efficient products
  - ENERGY STAR and FEMP products
  - Low standby power devices
  - EPEAT-registered products
  - WaterSense products
- Alternative fuel vehicles/hybrids/plug-ins/alternative fuels
- Biobased products
- Environmentally preferable products and services
- Non-ozone depleting substances
- Low or non-toxic or non-hazardous chemicals
Example of Designated “Green” Products

- Personal and institutional cleaning products
- Cafeteria-ware, especially biobased content products
- Building construction and maintenance products
- Paper office products
- Printing products
- Office electronics
- Fleet vehicles
FAR Part 23 provides guidance on:

- Protecting and improving the quality of the environment and

- Fostering markets for sustainable technologies, materials, products and services, and encouraging the safe operation of vehicles
Other parts of the FAR address green purchasing requirements, including:

- Acquisition planning
- Specifying government’s needs
- Simplified acquisitions
- Commercially available items
- Contract administration
A Word About Labeling

- Claims about environmental and energy attributes can be *self-claims* or *verified claims*; recycled content claims generally are *self-claims*.

- Energy Star and EPEAT claims are verified by third party entities.

- USDA now certifies biobased content through its “USDA certified biobased” labeling program.

- Third party organizations develop standards for products, and some of them verify claims.

- The Federal Trade Commission’s Guides to Environmental Marketing Claims gives guidance to product vendors to help them avoid making misleading claims.
Use of Market Research for Green Purchasing

- Conducting market research can help you find the most suitable approach to acquiring, distributing, and supporting supplies and services for agency needs.

- During market research:
  - Identify green products that meet your performance needs and the green purchasing requirements.
  - Determine marketplace and identify “green” sources of supply.
Sources for Market Research

- GSA eLibrary
- GSA Advantage!
- RFIs on eBuy
- Contractor pricelists
- GSA’s Green Products Compilation
- EPA, DOE, and USDA web sites
<table>
<thead>
<tr>
<th>Category</th>
<th>Product</th>
<th>Content Levels</th>
<th>Available from AbilityOne</th>
<th>Available from GSA Multiple Award Schedules</th>
<th>GSA Global Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper and Paper Products</td>
<td>Tissue products (R)</td>
<td>20-100% recovered fiber, including 20-60% postconsumer fiber</td>
<td>X</td>
<td>Schedule 75 SIN 75 85 - Covers all types of tissue products</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Bathroom tissue (R)</td>
<td>20-100% recovered fiber, including 20-60% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper towels (R)</td>
<td>40-100% recovered fiber, including 40-60% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper napkins (R)</td>
<td>30-100% recovered fiber, including 30-60% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Facial tissue (R)</td>
<td>10-100% recovered fiber, including 10-15% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General purpose industrial</td>
<td>40-100% recovered fiber, including 40% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>wipers (R)</td>
<td></td>
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<tr>
<td></td>
<td>Newsprint (R)</td>
<td>20-100% recovered fiber, including 20-65% postconsumer fiber</td>
<td>X</td>
<td>Schedule 81.18 SIN 617</td>
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</tr>
<tr>
<td></td>
<td>Paperboard and packaging</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>products (R)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Corrugated containers (R)</td>
<td></td>
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<tr>
<td></td>
<td>&lt;300 ps (R)</td>
<td>25-50% recovered fiber, including 25-50% postconsumer fiber</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>300 psi (R)</td>
<td>25-30% recovered fiber, including 25-30% postconsumer fiber</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Solid fiber boxes (R)</td>
<td>40% postconsumer fiber</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Folding cartons (R)</td>
<td>100% recovered fiber, including 40-60% postconsumer fiber</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial paperboard (R)</td>
<td>100% recovered fiber, including 45-100% postconsumer fiber</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Topic 2: Sustainability and the MAS Program
GSA Advantage allows customers to search for vendors using single or multiple environmental programs:

- CPG (recycled content)
- BioPreferred (biobased)
- Energy Star
- FEMP- designated
- WaterSense
- SNAP
On the Green Aisle, you will see icons that denote which programs are applicable to a product.
GSA Schedules assist sustainable acquisition through three means:

- **Products** available through schedules contractors
- **Services**
  - Facility management and maintenance
- **Environmental and energy services**
Recycled Content Products

- Comprehensive Procurement Guideline (CPG) items

- Scattered throughout the schedules
  - Schedule 51 – appliances, landscaping products
  - Schedule 56 – building construction products
  - Schedule 72 – building interiors
  - Schedule 75 – paper office products
  - Schedule 78 – traffic control devices
Energy Star/Energy Efficient Schedules

- Energy Star and Energy Efficient

- Schedules 36, 51V, 56, 03FAC
  - Copiers
  - Lighting
  - Commercial and industrial cooling and heating
  - Appliances
  - Construction and plumbing products
  - Food service equipment
WaterSense Schedules

- WaterSense Products

- Schedule 56
  - Bathroom sink faucets
  - Showerheads
  - Toilets
BioPreferred

- BioPreferred - Preferred procurement program for biobased products that USDA mandated for purchase by the Government

- Products on Schedule
  - Schedule 72 - biobased content flooring
  - Schedule 73
    - Cleaning products
    - Bags
    - Dinnerware and cutlery
  - Schedule 84 - Gun cleaning solvent
FAS is "greening" the schedules by identifying individual items with a green-only mandate. To date, these are:

- Schedule 36, SIN 51 100 – Energy Star copiers
- Schedule 56, Plumbing products and bathroom fixtures, water heaters, lighting
- Schedule 75/ SIN 75 200 -- 30% postconsumer content copier paper
- Schedule 73/ SINs 302 49 and 375 361 -- Energy Star equipment and biobased cleaning products, respectively
- Schedule 51V -- Energy Star appliances
- Schedule 72 -- carpet and carpet tile must be NSF-140 Gold
FAS is "greening" the schedules by identifying individual items with a green-only mandate. To date, these are:

- Schedule 84 – BioPreferred gun cleaning solvent

There are more “green” only changes pending.
Greening of Schedule 51V

Schedule 51V Goes Green

Executive Order (EO) 13514 requires that 95 percent of all new contract actions be designated as "green" products and/or services through certification guidelines established by governmental agencies.

To assist the federal acquisition community with meeting this mandate, GSA’s Facilities Maintenance and Hardware Acquisition Center will begin requiring that new products under four Schedule 51V, Hardware Superstore, categories (639 001, 639 002 105 001, and 105 002) be designated as "green" products. The initial focus of this effort will be on the following product groups as they apply to the designated Schedule 51V categories:

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Heating &amp; Cooling</th>
<th>Plumbing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes Washers</td>
<td>Central Air Conditioning</td>
<td>Gas Condensing Water Heater</td>
</tr>
<tr>
<td>Dehumidifiers</td>
<td>Room Air Conditioning</td>
<td>Heat Pump Water Heater</td>
</tr>
<tr>
<td>Dishwashers</td>
<td>Room Air Cleaners &amp; Purifiers</td>
<td>High Efficiency Gas Storage Water Heater</td>
</tr>
<tr>
<td>Freezers</td>
<td></td>
<td>Solar Water Heater</td>
</tr>
</tbody>
</table>
Green Schedules for Environmental and Energy Services

- Schedule 899 – Environmental Services
  - Environmental Consulting
  - Environmental Training
  - Materials and Waste Recycling and Disposal
  - Geographic Information Systems (GIS)
  - Remediation and Reclamation
  - New Technology

- Schedule 03FAC - Facilities Maintenance and Management
  - Energy management program support and energy audit related services.

Many other schedules include “green” products and services intermingled with non-green such as Schedule 70 for IT products and services.

Challenge is selecting green.

Several means to achieve “green” objective:

- Use market research to assess marketplace and sources
- Limit the companies solicited to only green sources – useful on smaller requirements such as micro-purchases and those under SAT
- “Green” may be a mandatory requirement depending upon the precise needs
- Sustainability as an evaluation factor - agencies can use it as an evaluation factor in solicitations
Federal Strategic Sourcing Initiative (FSSI)

- FSSI applies to office supplies and recently expanded to include print management
- One major objective is to encourage both BPA holders to offer sustainable technologies and environmentally preferable products
- 15 BPAs under Schedule 75 and offers greater discounts
- 11 BPAs will provide reductions to printing, copying, scanning and faxing costs
- BPAs also include assessment services of agency's current print environment and identify cost reductions
One of GSA’s FSSIs, CPES provides a powerful and streamlined acquisition vehicle so that agencies may acquire fully compliant, innovative energy services solutions.

- Comprehensive Services from a Single Task Order
- Dynamic Pool of Contractors (21) with excellent Past Performance
- Proven Acquisition Excellence
Sustainable Acquisition/ "Green" Procurement Through GSA Schedules

Effective May 16, 2011...A new interim FAR rule, Section 863 of the Fiscal Year 2009 National Defense Authorization Act (NDAA), enhances the competition requirements for placing orders against multiple-award contracts. For more information, watch this video >> Implications for Section 863.

www.gsaelibrary.gsa.gov
Web Resources

- GSA Green site: http://www.gsa.gov/gogreen
- FedCenter: http://www.fedcenter.gov
- Green Products Compilation: http://www.gsa.gov/greennproductscompilation
- Environmentally Preferable Purchasing: http://www.epa.gov/epp/
- EPEAT: http://www.epeat.net
- CPG: http://www.epa.gov/cpg
- FEMP: http://www1.eere.energy.gov/femp/technologies/procuring_eeproducts.html
- BioPreferred www.biopreferred.gov
- SNAP: http://www.epa.gov/ozone/snap/index.html