



**EcoLogo™**

**Certified. Sustainable. Leadership.**

## Green Products & Services Forum

# Green Procurement- Professional Purchasers Buy a Greener Future

Fredericton Convention Centre, Fredericton, NB  
19 April 2011

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[www.ecologo.org](http://www.ecologo.org)



# Presentation Overview

- Trends in Green Marketing
- The Driving Forces
- Greenwashing and the “Sins”
- Strategies to identify and purchase “greener” products



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# Link between Purchasing and the Environment

Every single purchase has hidden human health, environmental, and social impacts associated with it throughout the entire supply chain.



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What is happening in the  
market place..

## Green is Suddenly Everywhere



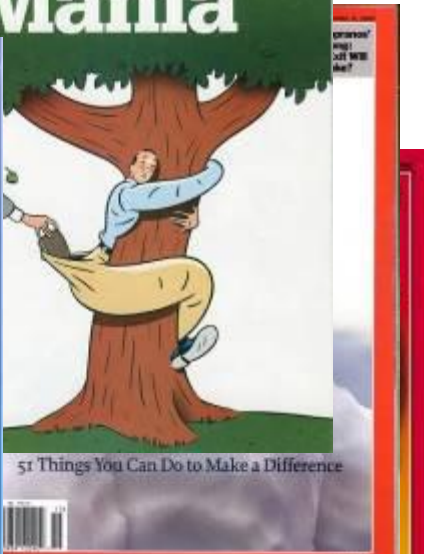
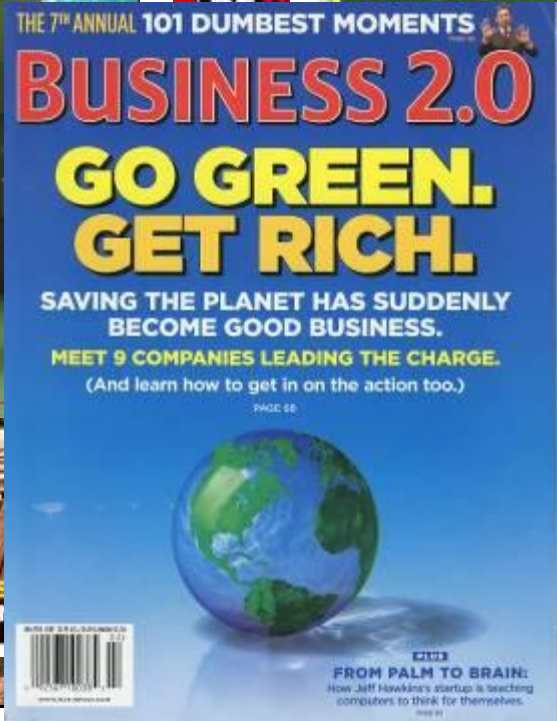
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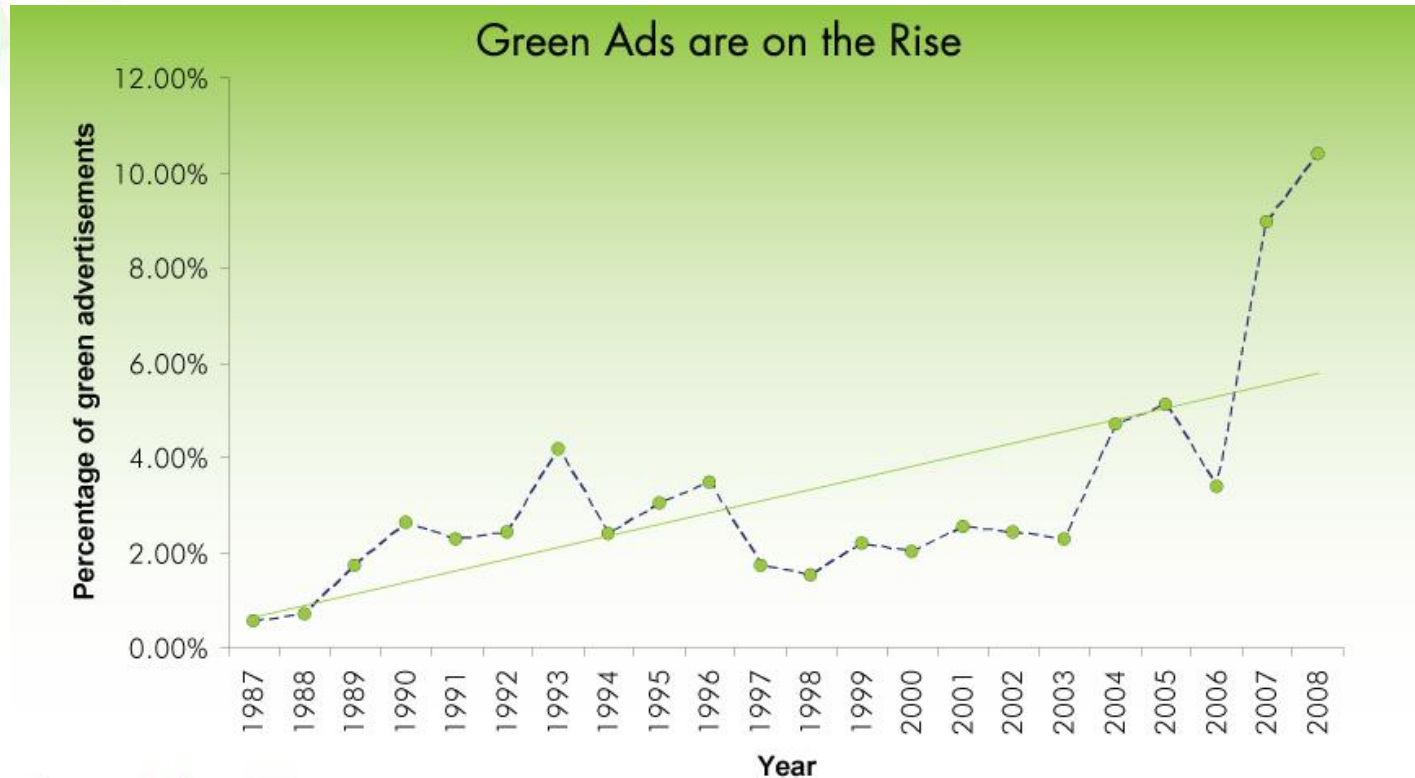
2ND-OTR SIZZLE  
PROFITS AT 900  
COMPANIES (P. 74)

PAYING FOR COLLEGE  
BEWARE OF THOSE  
HIGH 529 FEES





# Growth of Green Advertising



terrachoice  
environmental marketing 

[www.terrachoice.com](http://www.terrachoice.com)



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Why.... ?

... a demand for green products !



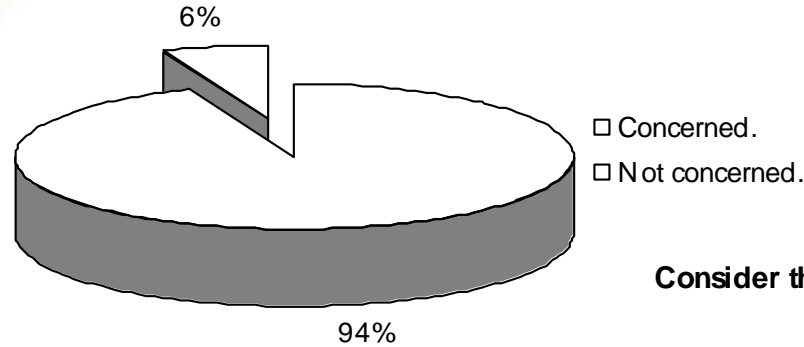
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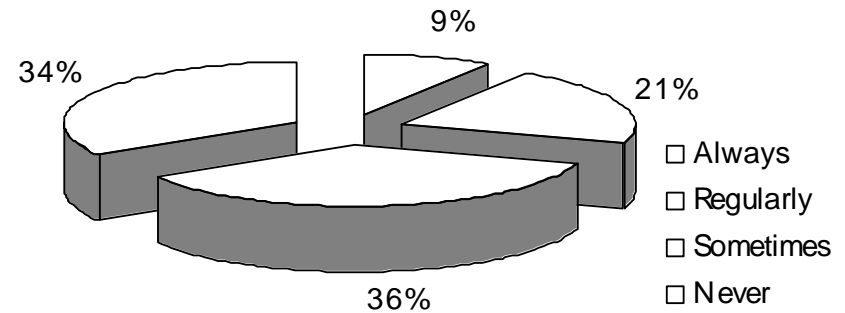


# Consumers *demand* green

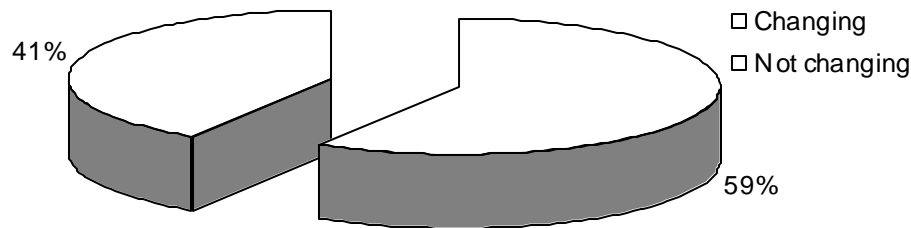
Concerned about impacts of your consumption?



Consider the environmental impacts of products?



Changing your consumption to reduce your impact?



(From Cone, Inc., 2008 “The Green Gap Survey”, [www.coneinc.com](http://www.coneinc.com))



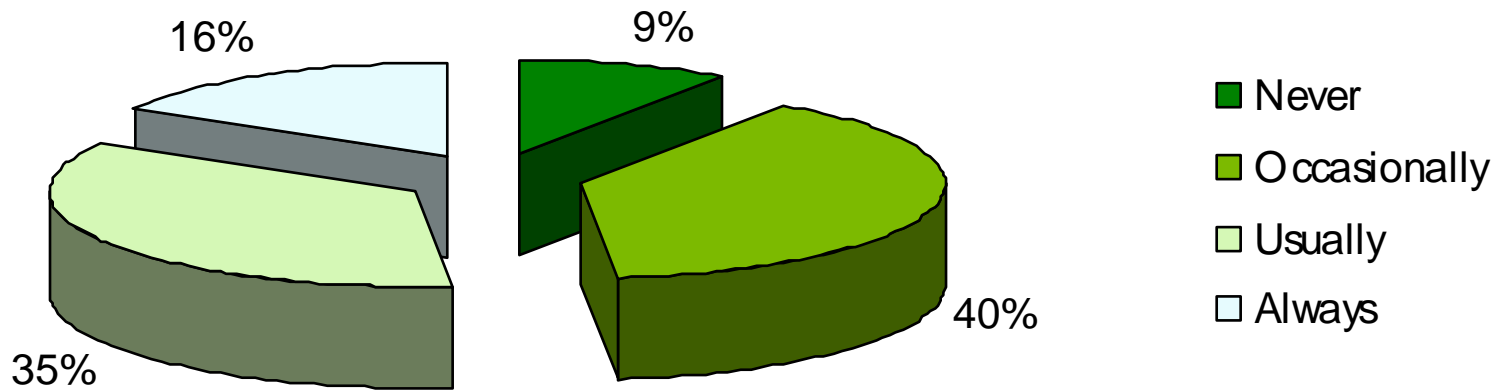
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# Procurers & Professional buyers demand green

***We actually consider 'green' ...***



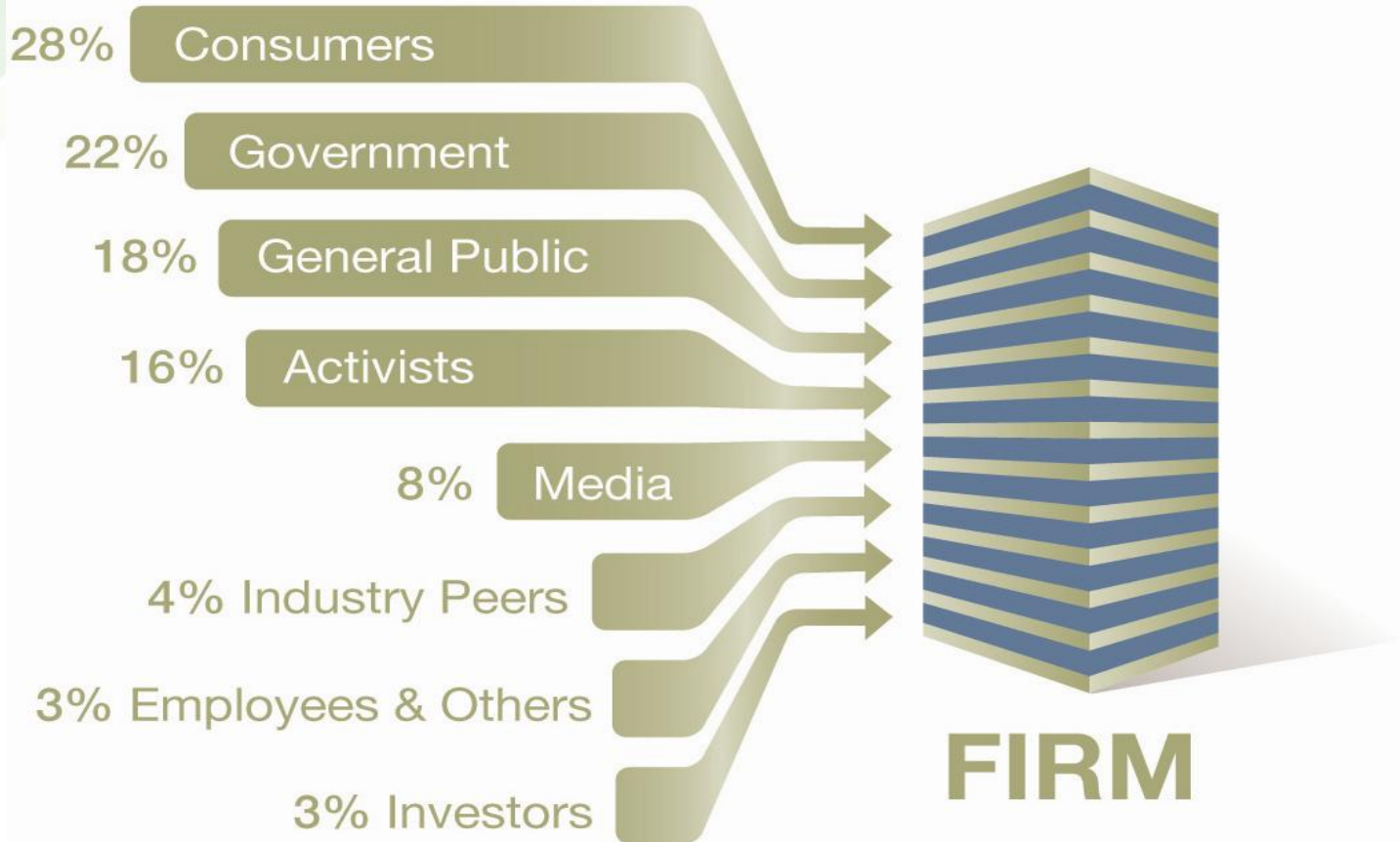
(From Cone, Inc., 2008 "The Green Gap Survey", [www.coneinc.com](http://www.coneinc.com))



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# Stakeholders demand .... Sustainable Supply Chains



(Source: Brammer *et al.*, Managing Sustainable Global Supply Chains)



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# Global Call to World Leaders

“[p]romote ... **procurement** policies that encourage development and diffusion of environmentally sound goods and services.”

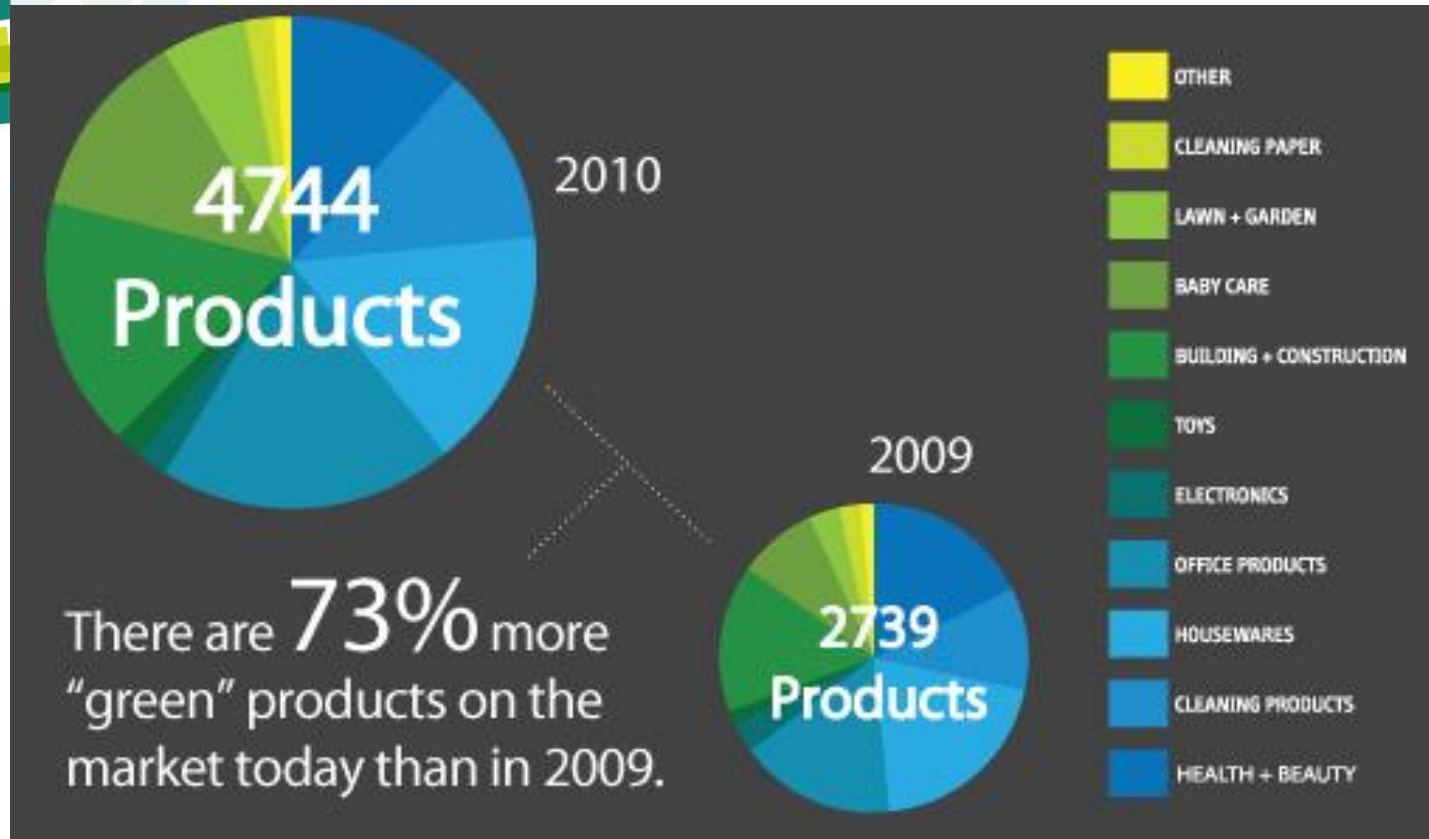
- 2002 World Summit on Sustainable Development in Johannesburg



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# supply of green products are increasing

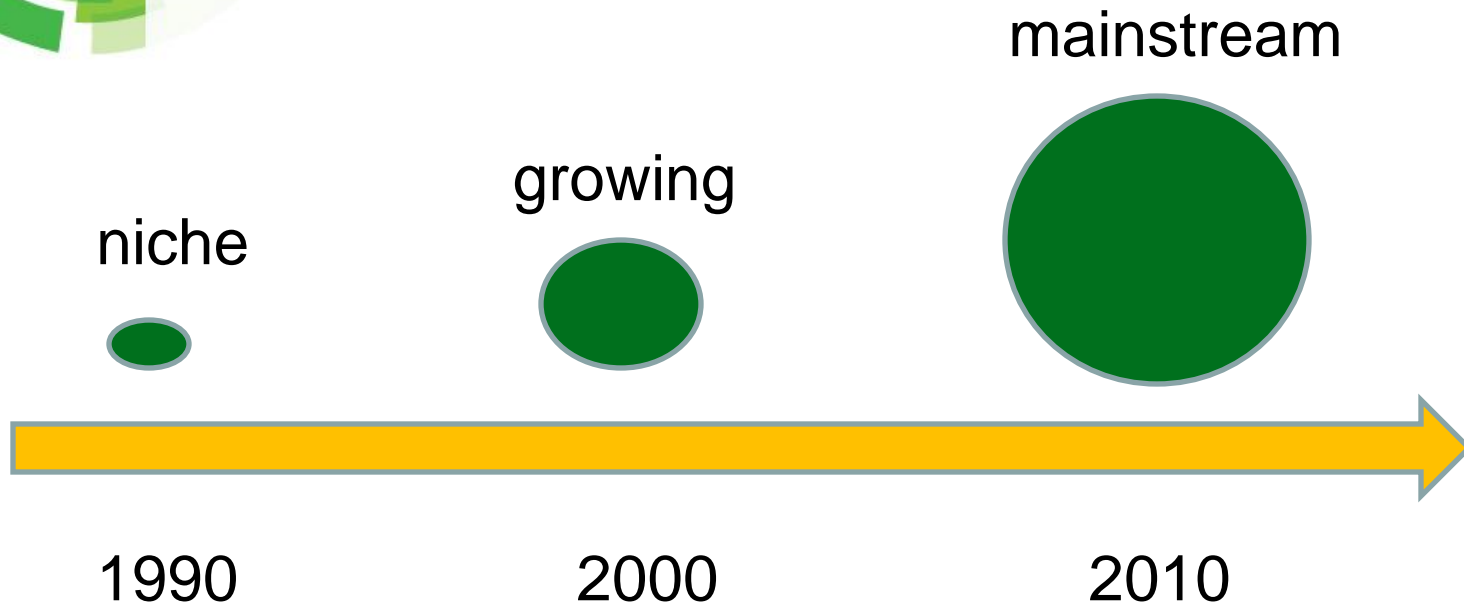


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# Green Market Evolution...



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Everything seems to be Green or  
claiming to be Green!!



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# Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally responsible
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Eco-friendly
- Ozone safe
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the Competition Bureau.  
**FALSE CLAIMS**

Original Source: Kirsten Ritche, Gensler



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# Greenwashing

**Greenwash ('green'wash, wôsh):** the act of misleading consumers/customers about the environmental practices of a company or the environmental benefits of a product or service.

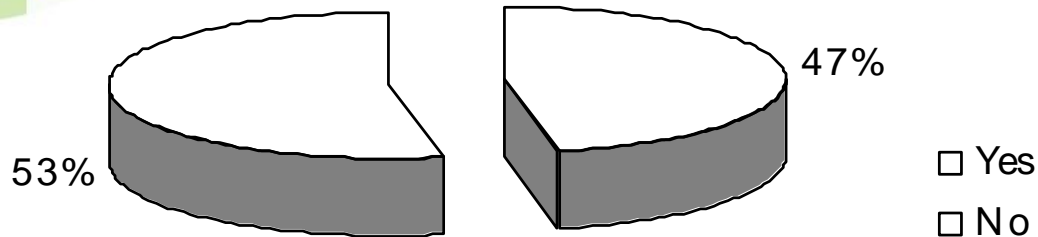


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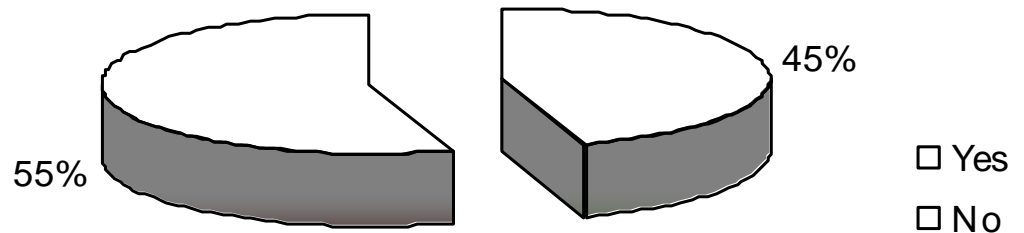
[www.ecologo.org](http://www.ecologo.org)

# Customers are skeptical

Trust companies to tell you the truth?



Are companies accurately communicating about their environmental impact?



(From: Cone, 2008. the Green Gap Survey. [www.coneinc.com](http://www.coneinc.com))



# Sins of Greenwashing.....?



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# 1. Sin of the Hidden Trade-Off

**Sin of the Hidden Trade-Off:** A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important issues.



Sin of the Hidden Trade Off



## 2. Sin of Vagueness

**Sin of Vagueness:** A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer.



Sin of Vagueness



### 3. Sin of No Proof

**Sin of No Proof:** An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.



Sin of No Proof



## 4. Sin of Irrelevance

**Sin of Irrelevance:** An environmental claim which may be truthful but is unimportant or unhelpful for consumers seeking environmentally-preferable products.



Sin of Irrelevance



## 5. Sin of Lesser of Two Evils

### Sin of Lesser of Two

**Evils:** A claim that may be true within a product category but distracts the consumer from the greater environmental impacts of the category as a whole.



Sin of Lesser of Two Evils



## 6. Sin of Fibbing

### **Sin of Fibbing:**

Environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered



Sin of Fibbing



## 7. Sin of Worshiping False Labels

**Sin of Worshiping False Labels:** A product that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists; fake labels, in other words.



Sin of Worshiping False Labels



# False eco-labels

We bought this  
one online  
for \$15



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# How to avoid being Greenwashed?

## Using Eco-Labels

Labels make life easier



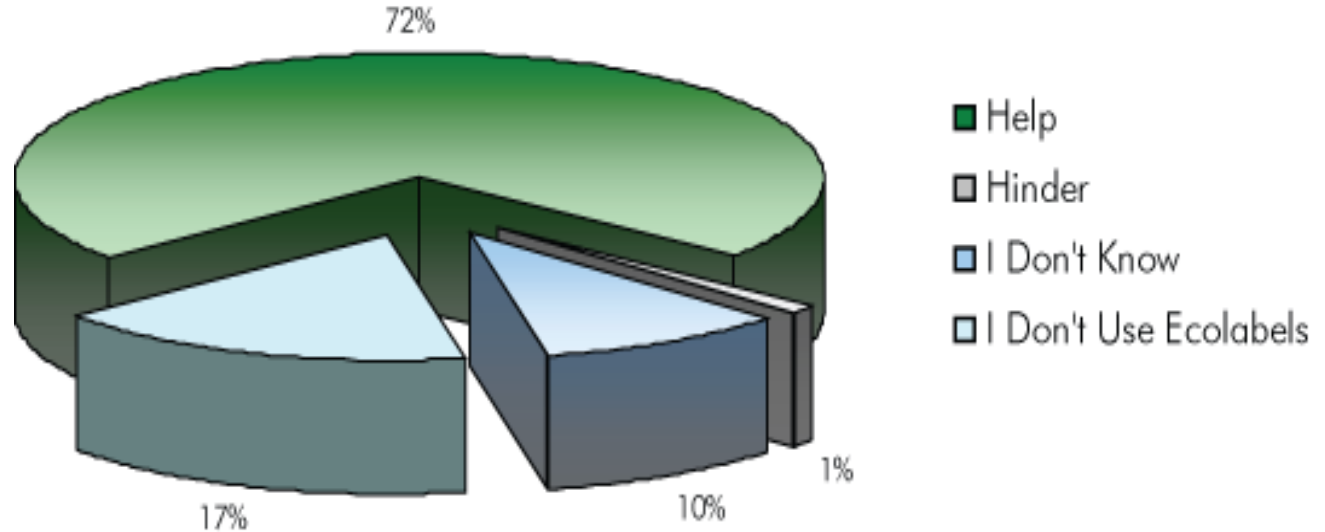
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# Standards as solution ...

## Whether Eco-labels Help or Hinder Purchasing Decisions





# Standards as problem ...

**500+** green “marks” globally

**300+** in North America



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# Comparing Eco-Labels

## **WARNING:**

**Not All Environmental Claims Are Created Equal**

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process

**Learn to  
ask about:**





# Types of Standards

- Leadership vs. “Weeding Out”
- Multi-attribute vs. Single-attribute
- Life-cycle based vs. Laundry list

# Type I Ecolabels



## Europe



## Middle East



## Asia



## North America



## South America



## Oceania



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**WARNING:**

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# Standard Validity

- Clear and consistent meaning
- Very specific requirements
- Information should be meaningful and verifiable
- Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims*



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# Standard Setting Process

- No conflict of interest
- Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available



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# Verification Process

- Self verification
- Self verification with random audits
- Independent third-party certification
- Independent third-party certification with on-site and random audits



# Green Purchasing Strategies

How are Others Doing It....and  
How You Can Do It!



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# Green Purchasing Strategies

- Written Policies
- Cooperative Efforts
- Price Preferences
- Lifecycle Costing
- Best Value Purchasing
- Green Teams
- Vendor Outreach
- Approved Product Lists
- Incentive Programs
- Employee Training
- Pilot Projects
- Measure Results
- Eco-Labels

# Sustainable global supply chains: Best practices



(Source: Brammer *et al.*, Managing Sustainable Global Supply Chains)



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# Best Advice

If a supplier is making a public claim,  
ask for public proof.



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# Examples

- City of Toronto requests Ecologo certified products in their Tenders
- State of New York also specifies for Ecologo certified products
- British Columbia- Renewable electricity must be Ecologo certified
- Department of National Defence



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# Questions?



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# Thank You..

## Helpful Tools and Resources

**SEVEN THE ~~SIX~~ SINS OF GREENWASHING™**

home findings media room games & tools take action marketer's guide contact us

2009 **ecomarkets** Summary Report

**SEVEN THE ~~SIX~~ SINS OF GREENWASHING**

**NO. 5 SIN OF IRRELEVANCE**

green-wash (green'wash', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

**READ THE REPORT** **PLAY NAME THAT SIN** **A PO...**

**terrachoice** **EQ** ENVIRONMENTAL MARKETING INTELLIGENCE

**MISSION ZERO**

**RUBBER DUCKY, YOU'RE TOXIC**

**www.ecologo.org**  
**www.sinsofgreenwashing.org**  
**www.terrachoice.com**