Green Procurement Guidelines

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1.0 Introduction

In 1990, the City of Burlington declared itself a sustainable development community. Since then, City Council has approved a variety of initiatives to improve corporate sustainability and reduce negative environmental impacts including an energy policy, a green fleet strategy, an urban forestry management plan and a sustainable building policy. In November 2011, City Council continued to show their support towards becoming a sustainable organization by adopting a Green Procurement Policy. Staff will contribute towards the City's corporate goal of sustainability by purchasing goods and services that reduce impacts on human health and the environment when compared with other goods and services that serve a similar purpose.

1.1 What is Green Procurement?

Green procurement addresses environmental factors in addition to traditional considerations of cost, quality and timing.

Common questions to ask include:

- Is procuring the good, the best option? Can it be borrowed or rented?
- Is the good durable, reusable and energy efficient?
- Does it generate less pollution and emissions, and/or contain post-consumer waste and/or recyclable content?
- How will the good or service be used and maintained?
- What happens at the end of good's life? Will the vendor take the good back? Is it recyclable and if yes, is there an existing process to recycle the good?

City staff will contribute towards the City's corporate goal of sustainability by procuring goods and services that are environmentally sustainable and reduce impacts on human health and the environment when compared with other goods and services that serve a similar purpose.

1.2 Can Green Procurement Reduce Negative Environmental Impacts?

Every good or service bought has associated environmental impacts throughout its life cycle. By considering the entire life cycle (also known as cradle to grave) cost of a good or service, procurement decisions may reduce negative environmental impacts locally and globally. Additional information about life cycle analysis is provided in section 3.0.

1.3 Can Green Procurement Produce Cost Savings?

Incorporating more than the 'sticker price' of a good can result in cost savings though:

- Short term savings from deferred purchases, reused or recycled alternatives, or short term rental

- Long term savings from reduced ongoing water and energy costs from the procurement of energy efficient appliances and electronics as evaluated by third party environmental certification programs such as ENERGY STAR®
- Lower waste management and disposal fees from reduced packaging, increased use of recyclable or compostable goods or by returning used goods to the manufacturer or distributor for reuse or proper disposal

1.4 The City's Responsibility: Community Leadership and Corporate Responsibility

The City of Burlington is responsible for a wide variety of programs and services and has significant procuring power and community influence, which can positively impact the marketplace, encouraging vendors and contractors to incorporate sustainability principles into business operations. By ensuring that our procurement processes are sustainable, the City can realize cost savings and reduce the environmental impacts of its services and operations.

The City can play a leadership role by practicing green procurement in all of its procurements by:

- Procuring high quality, durable and efficient goods and services
- Encouraging the marketplace to offer more greener options
- Eliminating or reducing toxins or health hazards to workers and the community
- Minimizing and diverting waste from our landfills
- Conserving natural resources
- Identifying environmentally preferable goods and distribution systems
- Minimizing negative environmental impacts such as greenhouse gas and air pollutant emissions
- Supporting recycling markets

1.5 Taking Personal Responsibility

Through the range of operations and services that City staff provide, there are a number of opportunities for all staff to make responsible, green procurement decisions; whether its procuring office supplies, goods for summer camps, or major capital expenditures, staff are responsible for complying with the Green Procurement Policy.

1.6 Green Procurement in Practice

In a number of ways, the City and staff already practice green procurement and incorporate environmental considerations into everyday business activities. Some examples include:

- The Toward Zero Waste Strategy which encourages staff to reduce, reuse and recycle in everyday operations
- The procurement of hybrid and fuel efficient vehicles that are right sized for their function
- The procurement of goods and services in bulk instead of single packaged goods
- The upgrade of the former print shop to the Digital Copy Shop that minimizes the use of chemicals
- Lighting retrofits at City facilities to improve energy efficiency
- Reuse of concrete and asphalt for road work

The Green Procurement Policy is intended to maintain these positive trends of environmental sustainability within the corporation and to build on the successful experiences in all of the City's procurements.

1.7 Other Corporate Environmental Policies, Programs and Strategies

The City of Burlington has a number of green policies and strategies in place to support corporate goals of environmental sustainability, such as:

- Corporate Energy Policy
- Corporate Sustainable Building Policy
- Greening the Corporate Fleet Transition Strategy
- Toward Zero Waste Strategy
- Implementation Plan to Restrict the Sale of Bottled Water (in City facilities)
- Idling Control Bylaw
- Urban Forest Master Plan

2.0 Departmental Roles and Responsibilities

All departments and all staff are required to comply with the Green Procurement Policy when making all procurement decisions.

2.1 Role of Finance - Procurement Services

- To ensure the maintenance and administration of the policy
- To amend forms and templates for proposals, quotations and tenders to reference the Green Procurement Policy
- To provide assistance to client departments to incorporate life cycle costing factors within the specification requirements for the good or service being procured

- To inform departments and contractors of their responsibilities under this policy and provide implementation assistance
- To create an environment that supports the use of recycled, recyclable, and other environmentally preferred goods and services in acquisitions, where possible
- To ensure regulatory requirements are complied with in the procurement of goods and services
- To work with staff to decide where environmental factors can be introduced into the procurement process
- To provide awareness to staff on greener goods and services, such as such as ENERGY STAR® rated goods for energy efficiency or other designations as available

2.2 Role of Corporate Strategic Initiatives

- Support Procurement Services to raise staff awareness of the Green Procurement Policy and requirements
- Work with client departments to assist with the research of environmentally preferred goods and services or regulatory requirements
- Provide specific advice on energy conservation measures

2.3 Role of Departments Involved in Procurement Decisions

All departments/staff are required to comply with the Green Procurement Policy when making all procurement decisions, including tenders, proposals and quotations, as well as retail procurements.

City departments must:

- Become familiar with the policy and apply this guideline in procurement activities
- Procure environmentally preferred goods whenever possible
- Ensure that environmental criteria are incorporated into the specifications for the goods and services being procured (refer to section 2.4 for additional information)
- Complete a life cycle assessment of the goods being procured (refer to section 3.0 for additional information)
- Pilot goods and services where appropriate in order to evaluate environmentally responsible alternatives
- Comply with applicable environmental legislative requirements in the procurement of goods and services
- Proactively consider ways to reduce the impact to the environment through their procurements and find ways not to do any purchasing and use the current resources available.

- Meet periodically with Procurement Services to report on the progress of policy implementation including:
  - The results of good evaluations and good trials
  - Departmental experience or efforts to support sustainable procurement, including positive experiences as well as lessons learned (good and bad)
  - Tracking the procurement of sustainable goods and services to assist with Procurement Services' annual reporting requirements under the Green Procurement Policy.

2.4 Green Procurement Factors For Specifications

Ensuring that clear specifications are provided at the beginning of the procurement process can help to meet the intent of the Green Procurement Policy. The following green procurement factors should be considered by the client department when creating the specifications for the good or service to be procured:

- Durable, and reusable or disposable items
- Made from recycled materials
- Reduction of greenhouse gas and air pollutant emissions (i.e. through energy conservation)
- Non-toxic or least toxic option, preferably compostable or biodegradable
- ENERGY STAR® rated if available or most energy-efficient option
- Recyclable, but if not recyclable, may be disposed of safely, or, vendor will take back good at its end of life
- If made from raw materials, they have been obtained and manufactured in an environmentally sound, sustainable manner
- Results in minimal or no environmental damage during normal use or maintenance
- Minimum packaging (consistent with the care of the good), preferably made of reusable recycled or recyclable materials
- The lifecycle cost of the good through the acquisition, operation, and end of good life, including environmental impacts (a cradle to grave approach)
- Re-usable shipping packaging

3.0 Assessing Life Cycle Impacts / Costs

Life cycle costing includes the cost of the good or service throughout its life cycle – from production and manufacturing, distribution, usage and end of life. Life cycle costing represents the full price of a good or service, including its environmental impacts. To help complete a life cycle assessment of a good the following questions are provided:

- **What is the initial cost of the purchase?**
    - Are there installation and delivery and packaging fees?
    - Is the good made from recycled materials? If it's made from raw materials, have they been obtained in an environmentally sound, sustainable manner?
    - Is the good manufactured in an environmentally sound manner?
    - Is the good durable as opposed to a single use or disposable item?
    - Is the good shipped with minimal packaging (consistent with the care of the good), preferably made of reusable, recycled or recyclable materials

- **What are the operating costs of using a good or service?**
    - How much water and energy is used?
        - TIP - Procure ENERGY STAR® certified goods where applicable or the most energy efficient option.
    - Are there any harmful health effects for the user?
        - Consult the good's MSDS (Material Safety Data Sheet) for more information. Look for a non-toxic or least toxic option, preferably compostable or biodegradable
    - Is additional safety equipment or training required?
        - Consult with the Health and Safety representative in your department or in the City's Human Resources Department

- **What are the costs of required maintenance and repairs?**
    - Does the good require the procurement of special cleaners and if so, are these 'green' as well?
    - Does the manufacturer or distributor include maintenance services as part of the procurement price or is a service agreement available?
    - What are the costs and frequency of upgrades?

- **What are the costs of disposal at the end of the good's useful life?**
    - Is the good recyclable in the local recycling program?
    - Does the good contain harmful components (such as mercury in some lighting fixtures) that require special disposal with additional costs?
    - Does the manufacturer or distributer take back the good when it reaches its end of life?
    - Is this service included at the time of procurement or is it an extra fee?
    - Can the good be reused or donated to a local community organization?

- **Are there environmental impacts to be considered?**
    - Are there air emissions (e.g. noise and/or pollutants)?

- Are there toxic or hazardous materials used in the good?
- Does the good emit greenhouse gas emissions?
- Does it produce waste? Can it be recycled or disposed of in an environmentally safe manner?

4.0 Greenwashing

Beware of greenwashing! This is the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a good or service[1].

A company may advertise environmental attributes that are exaggerated or can be misleading for marketing and self-promotion purposes. Greenwashing may promote a 'greener' picture of a good or service that a life cycle analysis of would not support.

4.1 Beware of the 7 Sins of Greenwashing

1. The Hidden Trade-off: committed by suggesting a good is green based on an unreasonably narrow set of attributes, without attention to other important environmental issues.

- **Ask:** Does the good focus on only one or two environmental issues while ignoring others that may also be important?
- Every good has multiple environmental impacts and truly greener goods try to address them all.
- **Example:** Paper and lumber goods that promote their recycled content or sustainable harvesting practices without attention to manufacturing impacts such as air and water emissions and climate change impacts.

2. No Proof: committed by an environmental claim that cannot be verified by easily accessible supporting information or by a reliable third-party certification. Respected verification systems such as the EcoLogo™ or ENERGY STAR® can provide proof.

- **Ask**: Does the good offer evidence of its claim either on the package or on the company's website?
- **Example:** Household lamps and lights that promote their energy efficiency without any supporting evidence or certification.

3. Vagueness: committed by a claim that is poorly defined or broad so that the real meaning is likely to be misunderstood by the consumer.

[1] The information in this section was taken from www.sinsofgreenwashing.org

- **Ask:** Does the good or service provide details for all environmental impacts of the good like the amount of packaging used, the manufacturing process, and how the good is disposed?

- **Ask:** What does the claim "environmentally friendly," "all natural" or "organic" really mean?

- **Example:** Vague labels and statements may not necessarily indicate adequate health and safety standards. For example, arsenic, mercury and formaldehyde are "all natural", but are also poisonous and dangerous.

4. Irrelevance: committed by making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally friendly goods.

- **Ask:** Could all other goods in this category make the same claim? Is the claim important and relevant to the good i.e. a water efficient light bulb?

- **Example:** A frequent example of irrelevance to be aware of is the claim that a good is "CFC- free" despite the fact that CFCs (Chlorofluorocarbons) have been banned in Canada for nearly 30 years.

5. Lesser of Two Evils: committed by claims that may be true within the good category, but that risk is distracting the consumer from the greater environmental impacts of the category as a whole.

- **Ask:** Is the manufacturer or distributor trying to make you feel 'green' about a good category that is basically 'ungreen' and environmentally harmful?

- **Example:** An example may be a pesticide good.

6. Fibbing: committed by making environmental claims that are simply false.

- **Ask:** Can the manufacturer back up claims of energy efficiency or green attributes? Is the certification or label awarded by a third party? Is the manufacturer listed on the certification body's website as certified?

- **Example:** An appliance or piece of electronic equipment may claim to be certified as ENERGY STAR® but is not officially recognized by the ENERGY STAR® certification program or have the official label.

7. Worshipping False Labels: committed by a good that, through either words or images, gives the impression of third-party endorsement for green attributes, where no such endorsement actually exists. If an eco label is not included in the list of reputable third party certification

programs included in this guideline, consider researching the label or certification to determine if it is provided by a neutral third party or not.

- **Ask:** Is the environmental certification or logo from the manufacturer or trade association? Beware that the good or service is not self-certified.
- **Example:** Certification-like images with 'eco-safe,' 'eco-secure,' 'eco-preferred', etc.

5.0 Environmental Labeling or Certification

Environmental or certification by a neutral third party is one way that consumers can identify environmentally preferable goods and services.

Some of the most widely used third party environmental certification programs are listed below to assist staff in identifying reputable labels on goods and services. Beware of certification programs created by industry sectors, which may not be as neutral as a non-profit, third party certification program.

The following certifications labels are required if applicable to the good or service being procured:

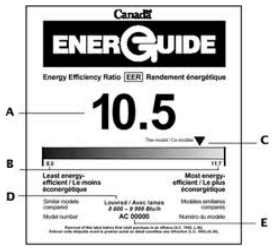
5.1 Required Environmental or Certification Labels

International ENERGY STAR Label

ENERGY STAR®:
An international symbol of energy efficiency first introduced in 1992. The ENERGY STAR® program is a government/industry partnership to make it easier for consumers to identify top energy performers on the market.
Categories – major appliances, residential heating and cooling equipment, office equipment (such as computers, printers and all-in-one machines), consumer electronics (such as televisions, audio and video equipment), lighting goods, commercial goods, windows and doors, and new homes.

On Canadian made goods the ENERGY STAR® logo is either black or blue and is displayed alone or as part of the EnerGuide label.
Companies that are part of the ENERGY STAR® program may be identified as an "ENERGY STAR® Participant" with the label in either black or blue. For goods made outside of Canada look for the international ENERGY STAR label.

For more information or to find ENERGY STAR goods and manufacturers visit
http://oee.nrcan.gc.ca/residential/energystar-portal.cfm



EnerGuide

EnerGuide is an official Government of Canada mark associated with the labelling and rating of the energy consumption or energy efficiency for comparable goods. It was first introduced in 1978.

Note: EnerGuide and ENERGY STAR® are not interchangeable. While EnerGuide provides information on the energy performance of comparable goods, ENERGY STAR® identifies goods that meet or exceed premium levels of energy efficiency. While all major appliances must have an EnerGuide label, only the high energy performers will have an ENERGY STAR® label. The ENERGY STAR® label is sometimes found as part of the EnerGuide label.

Categories: household appliances, heating and ventilation equipment, air conditioners, houses and vehicles.

For more information about the EnerGuide rating program visit http://oee.nrcan.gc.ca/energuide/home.cfm. This website also offers a useful portal to compare EnerGuide ratings of major appliances.

EcoLogo™ Program

The EcoLogo™ is a comprehensive environmental standard and certification program founded by the Government of Canada in 1988 and managed by TerraChoice since 1995. Certification is based on compliance with stringent environmental criteria reflecting the entire life cycle of goods and verified by an independent third party. The EcoLogo™ program is one of two in North America that has been successfully audited by the Global Ecolabelling Network (GEN) as meeting ISO 14024 standards for eco-labelling. Green Seal™ is the other program.

Categories: a wide variety of goods and services including automotive related goods and services; building and construction goods; cleaning and janitorial goods; consumer goods; containers, packaging, bags and sacks; electricity goods; events; fuels, lubricants and related

goods; marine goods; office furniture equipment and business goods; printing goods and services; and pulp and paper services.

For a complete list of EcoLogo™ certified goods visit http://www.ecologo.org/en. This website also includes a useful tool to find information about specific good categories and green ratings.

Green Seal™

Green Seal™ is a US-based third party environmental certification program introduced in 1989. Green Seal standards are based on the International Organization for Standardization (ISO) standards for environmental labelling programs which includes a life cycle approach.

Categories: a variety of goods and services including but not limited to cleaning goods, paper goods, hand soaps and cleaners, construction equipment, paint and coatings.

For more information or to use the Green Seal™ interactive search for specific goods and services visit http://www.greenseal.org/Home.aspx.

Note: The EcoLogo™ and Green Seal™ symbols are comparable and may be found on similar goods. It is not necessary for a good to have both of these symbols. Either is one is acceptable.

5.2 Other Environmental Labels to be Considered

Staff may find the following environmental labels helpful through the procurement process. They are provided for information only. They are not required under the Green Procurement Policy.

Organics / Agricultural Goods

Canadian Organics Standard

Foodland Ontario

Canadian Organics Standard

The Canadian Food Inspection Agency (CFIA) certifies agricultural goods as organic according to the Organics Products Regulations. Products that contain at least 95 per cent organic content may be labelled as "organic" with the Canada Organic Logo. Since 2009 Canadian standards have been measured as equivalent to American standards and goods.

For more information visit the CFIA website at www.inspection.gc.ca (http://www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml)

Foodland Ontario

The Foodland Ontario program is established by the Ontario Ministry of Agriculture, Food and Rural Affairs. The symbol indicates that over 80 per cent of consumer content in fresh and processed agricultural goods is local to Ontario. For more information, visit http://www.foodland.gov.on.ca/.

Green Buildings

LEED®

LEED®

Leadership in Energy and Environmental Design (LEED) is a sustainable building rating system used in Canada and the United States. LEED® promotes sustainability through a whole-building approach by measuring performance in five categories: Sustainable Sites, Water Efficiency,

Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, Innovation and Design Process.

LEED® buildings are rated as certified, silver, gold and platinum based on accomplishments in the above categories.

For more information visit http://www.cagbc.org/AM/Template.cfm?Section=LEED.

Paper / Wood Goods

Forest Stewardship Council (FSC)

Forest Stewardship Council

The Forest Stewardship Council (FSC) is an international certification and labelling system for the promotion of responsible forest management. Forests are evaluated to meet FSC's environmental and social standards and the FSC issues a chain of custody certification to track forest fibre all the way through the manufacturing process. Consumer goods such as wood, paper and other forestry-made consumer goods such as toilet paper and disposable cutlery may be labelled with the FSC logo.

For more information visit FSC Canada http://www.fsccanada.org/default.htm

Sustainable Forestry Initiative (SFI)

Sustainable Forestry Initiative (SFI)

Sustainable Forestry Initiative is a non-profit organization devoted to improving sustainable forest management in Canada and the US. The SFI label indicates that wood and paper goods that are from an SFI certified source and made from post-consumer recycled material.

For more information visit http://www.sfiprogram.org/

Rainforest Alliance Certified

Rainforest Alliance Certified

The Rainforest Alliance certifications are based on standards of the Sustainable Agricultural Network or Forest Stewardship Council. It is active in more than 60 countries.

The Rainforest Alliance Certified™ seal applies to forestry and agricultural goods. It indicates environmentally and socially responsible growing and harvesting practices.

For more information visit http://www.rainforest-alliance.org/certification-verification.

Global Ecolabelling Network

The Global Ecolabelling Network (GEN) is a non-profit association of international third-party environmental performance labelling organizations. The GEN aims to develop ecolabelling standards among different third party systems around the world and to promote credible, third party ecolabelling systems worldwide. For a list of internationally recognized third party ecolabels visit: http://www.globalecolabelling.net/members_associates/map