

# **Green Procurement**

**“Greening the Hospitality  
Industry”**

**Airlie Conference Center**

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# Green Seal, Inc.

- Non-profit organization
- Exclusive focus on green products, purchasing, operations
- Green Lodging Program
- Product certifications and recommendations
- Meet ISO 14020, 14024, EPA criteria

# Overview of Presentation

- What is a Green Product
- How to Identify a Green Product
- How to Develop Green Product Criteria
- How to Institutionalize Green Procurement
- Your Next Steps

# What is a Green Product? (LCA and LCC)

- Conventional: less environmental/health impact but same performance
- Ideal: simulates nature (no waste or “cradle-to-cradle,” solar dividend, etc.)
- Key: look at life-cycle impacts and costs
- Green: significantly better in these terms

# How to Identify Green Products

- The problem with manufacturers' claims
- The benefits of 3<sup>rd</sup>-party ecolabels
- The limitations of 3<sup>rd</sup>-party ecolabels
- Use of 3<sup>rd</sup>-party environmental standards or criteria
- Green Seal: standards, criteria in over 50 product categories

# How to Develop Green Product Criteria

- DON'T if they already exist (3<sup>rd</sup>-party, etc.)
- If not, get expert assistance
- If can't, follow: *Guidance on Evaluating Products for the Development of Environmental Specifications* (Cal., 2002)
- Key: determine salient impacts; set criteria so *combined* reflect top of market

# How to Institutionalize Green Procurement

- 1) Establish policy, designate lead
- 2) Determine priority categories
- 3) Start with easy, well-trodden areas
- 4) Establish standards and criteria
- 5) Develop goals and procedures
- 6) Monitor and follow-up

# Example: Green Cleaners

- Ubiquitous, significant category
- Lot of work already done
- GS-37 being adopted nationally
- List of certified products growing
- Ensure staff use correctly!

# Example: Green Lighting

- Lighting comprises 30-40% of hotel's electricity bill
- Start with 24-hour lights (hallways, lobby), then 8+ (restrooms, offices)
- Use LFs, CFLs, LEDs to save >66% energy, maintenance

# Your Next Steps

- Useful on-line resources:
  - [www.greenseal.org](http://www.greenseal.org) (Green Seal)
  - [www.epa.gov/oppt/epp/](http://www.epa.gov/oppt/epp/) (USEPA)
  - [www.newdream.org/procure](http://www.newdream.org/procure) (CNAD)
- Green Seal's Green Lodging Program
  - certification or audits
  - [greenseal@greenseal.org](mailto:greenseal@greenseal.org) or (202) 872-6400