

Guide to Sustainable Procurement for Paper Tissue and Towel Products

Leonardo Academy Inc.

White Paper

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Leonardo Academy focuses on using integrated thinking to promote environmental sustainability. We develop innovative, outcome-focused products and resources that facilitate sustainability by integrating economics, policy, and ecology. We produce rating systems, certification programs, educational resources and other tools that make practicing sustainability practical. Leonardo Academy is a charitable (501c3) nonprofit organization.

Leonardo Academy's Cleaner and Greener Program develops and delivers tools that promote, facilitate and measure environmental sustainability. The program specializes in developing action plans and resources, and evaluation systems that enable organizations, institutions and individuals to reduce their impacts on the natural environment.

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Foreword

Environmentally Preferable Purchasing (EPP), or “green procurement”, highlights products and services that have reduced impacts on environmental and human health in comparison to conventional products. While this paper focuses on procurement of janitorial paper products, the themes and insights described can be applied to a wide range of products and services.

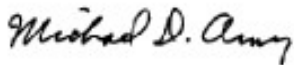
The environmental impacts of janitorial paper products stretch across a broad number of categories, including resource consumption, water quality degradation, waste disposal, air quality, and other environmental impacts. EPP works to decrease harmful environmental impacts created by product production, manufacture, delivery and use by the identification and selection of products that minimize or reduce those impacts.

The steps to developing an effective green procurement policy include:

- (1) Decide which environmental attributes of a purchased product or service are important to your organization.
- (2) Identify and include required levels of achievement for these environmental attributes in your organization’s procurement or purchasing specifications.
- (3) Encourage competition among potential providers by specifying the key environmental attributes in a fashion that gives potential providers a variety of ways to demonstrate their delivery of the requested attributes.

Green procurement is a creative endeavor that guides the competitive market through your organization’s purchasing decisions. It empowers you to guide Adam Smith’s “invisible hand” of the marketplace to increase both the sustainability of products and the number of sustainable products available. Each environmentally conscious purchase helps drive the process of making a sustainable product more desirable, less expensive and easier to obtain for all.

Have fun changing the world for the better - one purchase at a time.



Michael Arny
President
Leonardo Academy

Section 1: Introduction

Environmentally Preferable Purchasing (EPP) also referred to as green or sustainable procurement highlights products or services that have a reduced effect on environmental and human health in comparison to products or services that serve the same purpose. A product might be environmentally preferable if it contains a higher percentage of recycled content, is more energy efficient, or contains fewer toxic chemicals than its conventional counterparts. Products that contain specific single or multiple environmental attributes are often labeled or ranked as environmentally preferred based on standards set by industry associations or consensus-based stakeholder groups, simplifying recognition of green products.

A wide range of products and services can be addressed under EPP, and this range will likely grow in the future as life cycle impacts of products become better understood and higher quality alternatives to traditional products reach the marketplace. Examples of items that might be included in an EPP program include paper, wood and plastic products, cleaning products and services, paints and sealants, textiles, vehicles, landscape management chemicals, and appliances.

Levels of Green Procurement

1. Single Attribute (e.g., recycled content OR chlorine free)
2. Multi-Attribute (e.g., recycled content AND chlorine free AND sustainable forestry)
3. Life Cycle Assessment (LCA)

Multi-attribute procurement specifications are currently the most useful EPP programs. Single attribute procurement specifications provide simplicity, but do not cover the breadth of environmental impacts of a product or service. And while life cycle assessment is gradually becoming more practical, only a small percentage of product and service providers currently pursue LCA. Multi-attribute specifications represent a sound compromise between simplicity and comprehensiveness.

The Power and Responsibility of Buyers

Buyers wield tremendous power in the competitive marketplace. Demand essentially controls the market, and as buyers specify more and greener alternatives to conventional products and services, the market itself shifts toward sustainability. Green procurement is simply buyers including environmental criteria in their purchasing decisions along with more traditional performance criteria such as cost and performance.

When buyers purchase a product, they effectively purchase five things:

1. the product itself
2. all environmental impacts caused by the supply chain that feeds into product production
3. all environmental impacts caused by the product production and delivery
4. all environmental impacts caused by the buyer's use of the product
5. all environmental impacts caused by product disposal

Essentially, the entire environmental impact of a product throughout its life cycle comes along with the product and becomes part of the environmental footprint of the company or organization that purchases them.

Purchasers of products and services are beginning to question the overall environmental footprint of suppliers in an effort to minimize their own impacts through procurement decisions. Sustainable procurement is an easy but important part of reducing the environmental footprint of a company or organization. Companies are realizing this growing trend as their customers are showing preference for suppliers that contribute to a reduced environmental impact. Companies must prepare for the future when their largest customers require not only performance specifications, but also a reduced environmental impact as compared to others in the industry.

Many government entities and non-government organizations (NGOs) are leading the way in sustainability by implementing green purchasing programs to reduce their environmental impacts. Leading by example

gives the government another tool for addressing environmental issues beyond legislation and regulation. NGOs further face competitive pressures much like those faced by companies. Donors, funders and grant-makers take into consideration the overall environmental footprint of the organization, including the impact of procurement activities. Sustainable procurement is not only a very important part of reducing an organization's environmental footprint, but also one of the easiest.

Green initiatives such as environmental purchasing programs have fueled end user interest in sustainability across North America. The government sector is one area that has embraced green initiatives and shows great potential when it comes to selling green products. Janitorial supply distributors and cleaning contractors that can meet the green product criteria for governmental buildings will see increased sales opportunities presently and in the future.

Section 2: The Growing Green Procurement and Sustainable Building Movement

The rapidly growing popularity of environmental reports among large companies is a good indication of the importance of tracking and reducing an organization or company's environmental footprint. More than 70 percent of the Fortune Global 100 companies prepared annual sustainability reports spelling out their environmental impacts in 2004, an increase from only 48 percent in 2003.¹ The future of these corporate and organizational environmental reports is an increasingly detailed analysis of all the environmental impacts upstream from the company, at the company and downstream from the company.

The green or sustainable building movement has shown explosive growth over the last five years. This trend is expected to continue until green buildings become business as usual for building design, construction and operation. Sustainable products and services including janitorial cleaning supplies and paper products are also becoming mainstream as customer demand increases to meet this green building growth. Customers are beginning to realize that sustainability not only leads to better building performance and healthier environments, but that it also generates significant financial benefits.

One of the key drivers for the expansion of interest in janitorial paper tissue and towel products under the green cleaning umbrella are sustainable building rating systems such as LEED for Existing Buildings (LEED-EB) from the U.S. Green Building Council, the Green Guide for Health Care and the Consortium for High Performance Schools (CHPS). Each rating system includes specifications for green cleaning products, materials and equipment used in participating buildings. A full review of green cleaning requirements included in these building rating systems can be found in "Green Cleaning Requirements in Sustainable Building Rating Systems" available at www.leonardoacademy.org. The Green Cleaning Requirements white paper is a great resource for both buyers and sellers of green cleaning products that want to keep abreast of possible green procurement requirements.

Governments and other institutions are expected to boost their spending on cleaning supplies and services by 7 percent annually through 2007, according to The Freedonia Group, a Cleveland-based market research firm. By 2007, governments and institutions will be spending nearly \$16 billion annually on cleaning supplies and services — many of which will be green products.²

Governments in the states of Massachusetts, Minnesota, New York, and New Jersey and the cities of Santa Monica, Phoenix and Seattle and Sarasota County, Florida have established progressive environmental purchasing programs. Local governments in Virginia and California have also mandated the use of green janitorial products. In 2005, New York became the first state to require that schools use green cleaning products and New Jersey has recently followed suit. New Jersey Governor Richard J. Codey signed Executive Order No. 76 requiring all state agencies and authorities to begin using environmentally-friendly cleaning products.

In another green initiative, New York City mayor Michael Bloomberg recently signed into law the "NYC Greening Our Cleaning Act" requiring the city to conduct a green cleaning pilot program and use environmentally preferable cleaning products, as well as products composed of recycled materials. These existing environmental purchasing programs have also developed and documented purchasing criteria that make it easier for other city and state governments to follow suit.³

Schools, hospitals, and commercial and corporate organizations that include health, safety and environmental issues as part of their primary missions are another area that is expected to show continued growth in customer demand for green cleaning products and services.

¹ KPMG International Survey of Corporate Responsibility Reporting 2005, June 2005.

<www.kpmg.nl/Docs/Corporate_Site/Publicaties/International_Survey_Corporate_Responsibility_2005.pdf>

² Government and Green: Business Up For Grabs, A look at what's driving green buying in the public sector. Plus, distributor advice on how to win the government's business. Sanitary Maintenance, June 2005.

³ Green's Growing Reach, The quest for facility sustainability, and its impact on jan/san distribution, Sanitary Maintenance, March 2004, <http://www.cleanlink.com/sm/article.asp?id=1138>

Section 3: The Environmental Impacts of Tissue and Towel Products

Brief Analysis of the Environmental Impacts of Tissue Product Production

In the United States alone, over 6 million tons of tissue paper, including toilet and facial tissue, paper napkins and towels, and sanitary products are manufactured annually.⁴ In 2005, the disposable paper product market in the United States represented an 18.7 billion dollar industry. Facial tissues alone made up \$2 billion of that market.⁵

The environmental impacts of the resource inputs, manufacturing processes and manufacturing waste disposal for these products are large, creating high potential for decreasing the environmental footprint of the industry as a whole. Impacts of tissue manufacture include air emissions from production energy use, water consumption and pollution, and land degradation due to forestry practices and waste disposal.

Tissue Product Production Environmental Impact Categories

Environmental impacts of janitorial paper products stretch across a broad number of categories, including aspects of resources use, water quality, waste reduction, air quality, and other environmental impacts. When determining which factors are most important to your organization, consider the impacts that are most damaging to the environment along with any your organizations finds particularity important for inclusion in procurement policies.

Resource Use

Resource use impacts of tissue products are related to the materials and energy used to make a product, whether or not they are contained in the final product. Purchasing specification should include requested levels of recycled fiber content, fiber origin, fuel use and other resources. Land resources can also be degraded due to the paper manufacture process. Detrimental land impacts from paper tissue and towel manufacture are primarily related to unsustainable forestry practices and solid waste disposal during production and after product use. Sustainable forest management, use of recovered fiber content, reduction in non-fiber material used, use of less toxic and biodegradable materials, reduced waste going to landfills, and energy use reduction can all significantly reduce the resource use impacts of tissue products.

Specification: Minimum Pre-Consumer Recycled Content

This specification encourages the use of pre-consumer recycled materials in tissue products. Pre-consumer wastes include dry paper and paperboard waste generated during the papermaking process. Examples include converting operations waste (e.g., envelope cuttings, bindery trimmings), manufacturing wastes (e.g., bags boxes, and cartons, butt rolls, mill wrappers, rejected unused stock), and repulped finished paper and paperboard from obsolete inventories of paper and paperboard.⁶

Specification: Minimum Post-Consumer Recycled Content

Specific minimum levels of post-consumer recycled content (PCC) can be specified to encourage PCC use and expand the demand for post-consumer fiber in tissue product manufacture. PCC includes paper, paperboard, and fibrous wastes after they have passed through their end-usage as a consumer item. Examples include used corrugated boxes, newspapers, magazines, mixed waste paper, tabulating cards, used cordage, and those materials recovered from municipal solid waste. Post consumer fiber does not include fiber derived from printers' over-runs, converters' scrap, and over-issue publications.⁷

⁴ Report of the Forty-Second Session of the FAO Advisory Committee on Paper and Wood Products. April 2001 <http://www.fao.org/documents/show_cdr.asp?url_file=//docrep/003/y1720e/Y1720E00.HTM>.

⁵ *The 2000-2005 World Outlook for Disposable Paper Products*. San Diego, CA: Icon Group, Ltd. 2002.

⁶ "Recovered Fiber." *EPA Comprehensive Procurement Guidelines: Definitions, Specifications and Other Guidance*. 27 Mar 2006 <<http://www.epa.gov/cpg/products/define.htm>>.

⁷ "Post-Consumer Fiber." *EPA Comprehensive Procurement Guidelines: Definitions, Specifications and Other Guidance*. 27 Mar 2006 <<http://www.epa.gov/cpg/products/define.htm>>.

Specification: Minimum Total Recycled Content

This encourages the use of both pre-consumer and post-consumer recycled materials in tissue products. Recovered content includes post-consumer and pre-consumer wastes (see above).

Specification: Certified Sustainable Forestry for Virgin Fiber

Product specifications can require that all trees used for virgin pulp are grown and harvested sustainably. Examples of sustainable forestry certification are programs by the Forest Stewardship Council (FSC) and SmartWood.

Specification: No Use of Specific Forest Types for Virgin Fiber

Product requirements can exclude the use of fiber from specific types of forests such as old growth forests.

Specification: No Virgin Fiber Content

Procurement specifications can address the environmental impacts of virgin fiber by requiring that no virgin fiber be used in certified tissue products.

Specification: Reduced Non-Fiber Resources

This requirement promotes reduction in use of non-fiber resources, including fillers and other non-fibrous materials that are present in the final product. Resource use for fillers can be measured per unit of product produced.

Specification: Energy Consumption per Unit of Production

Burning fuel for production uses up resources, whether it takes place on site or at an offsite generation plant. Buyers can specify limits to the amount of energy used per unit of production of tissue products. This type of requirement can be used to limit the amount of energy used for production of each ton of paper produced and includes energy use from all production activities on and offsite.

Specification: Energy Consumption for Transportation per Unit of Production

Burning fuel for transportation uses resources and creates pollution. Limits can be specified to the amount of energy used for transportation per unit of tissue product production.

Specification: Less Toxic and Biodegradable Materials Use

Reducing the toxicity and increasing the biodegradability of a product reduces its end of life impact on the environment while making it safer for users. This requirement limits the toxicity of the material inputs and/or the final product, and ensures that the product biodegrades quickly.

Specification: Restrictions on Pigments, Dyes and Inks and Fragrances

Procurement programs can prohibit the presence of any added pigments, inks, dyes or fragrances.

Specification: Packaging Requirements

Specifications can prohibit the presence of certain toxic and harmful chemicals or additives not only in the product, but also in any packaging. For example, all packaging materials would be required to be made entirely of recycled materials to reduce the impact on virgin resources or tissue must contain a minimum square feet of recycled product per roll or box.

Water Quality

Water impacts due to paper manufacture are created both by high water consumption rates and effluent discharges of wastewater. Both consumption and pollution can be minimized to reduce the water impacts of tissue production. The tissue manufacturing process uses large quantities of water, especially during the pulp production and bleaching processes. Water reduction and reuse strategies are frequently employed by paper mills, especially those located in arid environments where potable water is costly. For example, SCA

Tissue's mill in Flagstaff, AZ, has streamlined manufacturing processes to reduce water use while utilizing reclaimed water to provide necessary inputs in a location where water is scarce.⁸

Surface and groundwater contamination from wastewater disposal can also result from the tissue paper manufacture process. Chemicals used during the pulping and bleaching process can contain chlorine and other toxic chemicals that pollute the natural water supply. There are three different bleaching processes that can be used: elemental chlorine bleaching, chlorine compound bleaching, and chlorine-free bleaching. Elemental chlorine bleaching contaminates wastewater with high levels of toxic chemicals such as dioxins and other dissolved chlorinated byproducts. Bleaching with chlorine-containing compounds, most commonly chlorine dioxide, instead of pure chlorine reduces but does not eliminate harmful dioxins, furans and PCBs in the product and effluent waste. A total chlorine free bleaching process involves no use of any chlorine or chlorine containing compounds in the bleaching process, commonly utilizing hydrogen peroxide as the bleaching agent.

Specification: Elemental Chlorine Free

Elemental chlorine is not used during the bleaching process to bleach the pulp.

Specification: Process Chlorine Free

No compounds containing chlorine are used in the bleaching process.

Specification: Effluent Content Restrictions

Procurement programs can require that wastewater be tested for biological oxygen demand (BOD) and for toxicity and also specify limits in order to reduce the negative environmental impacts of effluent.

Waste Reduction

Waste is created during the harvesting of material inputs, during manufacture, and during use and disposal of the final product. Minimizing the amount or increasing the biodegradability of solid waste generated reduces stress on the waste disposal infrastructure. Since the recyclability of used tissue products is essentially zero due to the nature of their use, it is very important to consider other ways to minimize waste, such as increasing the quality of the product so less is needed or including recovered fiber content in the product. Recycling materials from the waste stream, increasing waste biodegradability, and minimizing waste toxicity decreases the land impacts of janitorial paper products and their manufacture.

Specification: Solid Waste

Specifications can limit the amount of waste created during production. Net solid waste measures the waste generated per ton of paper produced and takes into account waste that is diverted from the waste stream due to reuse, recycling, or other activities.

Air Quality

Pulp and paper manufacturing are energy intensive processes, requiring large amounts of energy from the grid or from independent power plants. This energy use creates harmful air emissions as pollutants are released when fossil fuels such as coal or oil are burned. Adjusting manufacturing processes to reduce energy requirements and using renewable energy can significantly decrease these atmospheric impacts.

Specification: Production Energy Consumption

Burning fuel for energy creates pollution, whether it takes place on-site or at an off-site generation plant. Procurement specifications can limit the amount of energy used per unit of paper produced for all production activities and off-site treatment.

⁸ Informational Flier. "SCA Takes Environmental Stewardship to a New Level at the Flagstaff Arizona Mill." SCA Tissue. Neenah, WI: 2003.

Specification: Air Emissions Regulations Compliance

All specifications can require verification of compliance with all applicable government regulations concerning air emissions.

Specification: Air Emissions Reduction Beyond Compliance with Regulations

Buyers can require reduction in air emissions beyond compliance with government regulations.

Specification: Air Emissions Offsetting Beyond Direct Emission Reductions

Procurement specifications can require reduction in air emissions through offsets beyond what is achieved with direct emission reductions. Examples of this would include emission reduction credits or renewable energy use.

Section 4: Environmental Certification Programs for Tissue and Towel Products

A variety of environmental certification programs exist for janitorial paper products. These certification programs help customers easily identify products that have a reduced environmental impact as compared to other products that serve the same purpose. Each combines specifications on a variety of the environmental attributes listed in Section 3 as well as third party verification that these specifications are met. These certification programs give manufacturers an easy way to market their product to environmentally conscious customers and allows for environmentally conscious consumers to identify environmentally preferable products to purchase.

The U.S. Environmental Protection Agency's Comprehensive Procurement Guidelines, Green Seal environmental standards, the Chlorine Free Product Association's Chlorine Free Certification and the Environmental Choice^M Program's EcoLogo^M are all examples of certification programs for paper tissue and towel products.

Full descriptions and comparisons of these certification programs are covered in detail in the Leonardo Academy white paper "Environmental Certification Programs for Janitorial Paper Products," available at www.leonardoacademy.org.

While these environmental labels can significantly simplify procurement activities if an organization is to specify that products must be certified by one or a number of these programs, it can unnecessarily reduce the number of products that meet the environmental requirements. Since many of these certification programs are voluntary certifications, numerous products may meet many or all of the requirements of the program, yet do not choose to be labeled or certified. In order to ensure that the pool of products meeting a specification remains as large as possible without compromising environmental procurement practices, it is important to allow product manufacturers and distributors some flexibility in documenting their environmental benefits.

In simple terms, this means that rather than requiring a specific certification in your organizational procurement policy, organizations should instead require a specific set of environmental standards. This does not mean that environmental certifications should not be specified in procurement policies, only that certification should not be a requirement. For example, instead of specifying Green Seal Certified products, specify products that meet the requirements of Green Seal (as verified by a third party), allowing an alternate method for manufacturers to prove their product's compliance with your organization's procurement policies. This method would also allow your organization to specify only the environmental attributes of a standard that you find most important, further expanding the range of products meeting organization specifications without significantly decreasing the environmental benefits.

Section 5: Step by Step Guide to Implementing Green Procurement

The goal of an organization's green procurement program should be to buy products and services that meet all performance needs AND provide as reduced as possible environmental impact with little or no increase in cost.

1. Identify the environmental goals of your organization and any particular environmental attributes of purchased products or services that are especially important to your organization.
 - a. Review your organization's mission and values to identify any guidance they provide regarding goals for environmental improvement
 - b. Identify the constituencies for green procurement in your organization and gather their input
 - c. Prepare a description of your organization's green procurement objectives based on the environmental goals of your organization and the environmental attributes of purchased products or services that are especially important to your organization.
2. Include required levels of achievement for these environmental attributes in your organization's procurement or purchasing specifications.
 - a. Review certification programs for the products or services you are interested in purchasing and:
 - i. Identify any environmental attributes and achievement levels that are particularly important for your organization
 - ii. Identify which certificate programs meet the needs of your organization
 - b. Build a purchasing specification that meets your organization's needs:
 - i. Option 1: Specify a list of environmental attributes and achievement levels for each product or service
 - ii. Option 2: Specify a particular certification program
 - iii. Option 3: Specify that the product or service must:
 - Meet requirements of a particular certification program AND
 - Meet a list of additional environmental attributes and achievement levels
3. Encourage competition among potential providers by specifying the key environmental attributes in a fashion that allows potential providers as many ways as possible to demonstrate their delivery of the requested attributes
 - a. If you specify certification program "A," allow other third party certifiers to verify achievements. Example language: "The standards of certification Program A must be met and verified by either Program A or a qualified verifier of environmental claims."
 - b. When possible, allow compliance with one of several certification programs:
 - i. Option 1: Either of two certification programs have requirements that meet or exceed your organization's needs. Example language: "The product or service must meet requirements of either certification "A" or "B" and this achievement can be verified by any qualified verifier of environmental claims."
 - ii. Option 2: One certification program has requirements that meet or exceed your organization's needs and another certification program needs to have several attributes added to meet your organization's requirements. Example language: "The product or service must meet one of two standards: (i) The standards in certification program "A" or (ii) The standards in certification program "B" AND Environmental Attribute "X" at Level "Y". These achievements must be verified by a qualified verifier of environmental claims.
 - c. Specify the environmental attributes you want achieved and indicate that these achievements can be verified by any qualified verifier of environmental claims.

Section 6: Conclusions

Being clear about your organization's environmental objectives and creating as much competition as possible minimizes the costs of achieving your environmental objective and supports higher levels of environmental protection over time. Good procurement language clearly specifies desired environmental attributes and lets providers demonstrate that they have these environmental attributes with a variety of certification programs and third party certifiers. If a specific product certification standard is cited, the words 'or equivalent' are included so other methods of verifying compliance with the standard can be used. Good sustainability procurement specifications by customers increase the competition among suppliers to provide products with specified environmental attributes and increases achievement of customer's environmental objectives.

Third party verification of a list of environmental specifications and achievement levels requires manufacturers or suppliers to take additional steps to meet procurement contract requirements. If your organization is large and makes large purchases, providers will be motivated to respond to your procurement requests. However, if your organization is small and makes small purchases, providers will not be very motivated to respond to your procurement requests, which will limit competition in the response to your procurement request. Small organizations would be more likely to reach green procurement goals by specifying environmental requirements consistent with one or more of the better known product or service certification programs. This will allow many potential providers to easily respond to your procurement request.

Review of the Basics of Green Procurement:

1. Decide which environmental attributes of a purchased product or service are important to your organization.
2. Identify and include required levels of achievement for these environmental attributes in your organization's procurement or purchasing specifications.
3. Encourage competition among potential providers by specifying the key environmental attributes in a fashion that allows potential providers as many ways as possible to demonstrate their delivery of the requested attributes.

You are the Creative Genius of Green Procurement

Green procurement is a creative endeavor that lets you guide the competitive marketplace to deliver more and more sustainable products and services. Whether yours is the first, the hundredth or the thousandth green procurement for a particular product or service, you are making this sustainable product or service better, less expensive and easier to obtain for all those that follow you.

Attachment 1: General Guidelines for Sustainable Procurement

1. Identify the range of sustainability impacts and target levels of achievement you would like to address:
 - a. Corporate Sustainability Achievement Level
 - i. Overall environmental actions and achievements
 - ii. Why is this Important, how important is it?
 - iii. Environmental Implications
 - iv. Guidelines: What to consider
 - v. Metrics (e.g., Organizational Certifications, Recognition awards, etc)
 - b. Social Achievements
 - i. Overall social actions and achievements
 - ii. Why is this Important, how important is it?
 - iii. Sustainability Implications
 - iv. Guidelines: What to consider
 - v. Metrics
 - Organizational Certifications
 - Recognition awards, etc.
 - Other
2. Identify the certifications that are available that address some or all of your target environmental issues
 - a. USEPA - Comprehensive Procurement Guidelines
 - b. Chlorine Free
 - c. Green Seal
 - d. Environmental Choice
 - e. Other
3. Identify how achievement can be measured on any environmental issues you would like to address that are not addressed by available certifications.
4. Identify any specific product certifications required by any end user sustainability programs you are participating in or plan to participate in, such as:
 - a. LEED for Existing Buildings
 - i. Description of the Program
 - ii. Factors Considered for Tissue Products
 - b. Collaborative for High Performance Schools
 - i. Description of the Program
 - ii. Factors Considered for Tissue Products
 - c. Green Guide for Health Care
 - i. Description of the Program
 - ii. Factors Considered for Tissue Products
 - d. Others
5. Identify the manufacturers and suppliers that:
 - a. Can deliver products or services at various levels of environmental impact reduction you would like to address
 - i. Below targets
 - ii. At targets
 - iii. Above targets
 - b. Have earned certifications or would be willing to earn certifications documenting achievement of environmental impact reductions you are targeting
6. Evaluate the effect of requiring different levels of achievement or documentation will have on the cost of the product you are procuring
7. Select the level of achievement to specify in your procurement and level of documentation of the achievements you require based on:
 - a. This evaluation of the cost impacts
 - b. Your willingness to pay more for higher achievement
 - c. Any specific standards or ratings you need to meet for your end-user certification goals (e.g., LEED-EB, GGHC, CHPS)

- d. Any specific standards or rating you need for your organization's environmental commitments
- 8. Specify the achievements you want and the desired level of documentation in as open a way as possible in order to create market competition for the supply of the product or services at your desired level of sustainability achievement and documentation.
 - a. Examples: Meet the requirements of the Certification Program "A" standard for Tissue or the equivalent and have this achievement verified by a third party reviewer (either Certification Program "A" or another third party reviewer).
 - b. Bottom Line: Require delivery of the product sustainability performance you want but make delivery of compliant performance as easy as possible for the market.

Attachment 2: Template Procurement Language for Sustainable Tissue Procurement

Template for Single Attribute Sustainable Tissue Procurement Specification

Example Procurement Language:

Tissue and paper towel products provided must meet the following requirements:

Requirement 1: Post Consumer Recycled Content

Meet requirements of the U.S. Environmental Protection Agency (USEPA) Comprehensive Procurement Guidelines (CPG) Standard or the equivalent for tissue and paper towels.

Documentation that these requirements are met must be provided in one of two forms:

- Provide a copy of a current product listing on the U.S. Environmental Protection Agency (USEPA) Comprehensive Procurement Guidelines (CPG) that identify the product as meeting this standard OR
- Provide a signed statement from a recognized third party certifier that the product meets these requirements.

Requirement 2: Documentation

Provide the documentation of product purchases that is required to meet the requirements of the LEED for Existing Building Rating System on an ongoing basis so that it is easy for the building owner to apply for the related LEED-EB prerequisites and credits if the buyer chooses to do so.

Template for Multiple Attribute Sustainable Tissue Procurement Specification

Example Procurement Language:

Tissue and paper towel products provided must meet the following requirements:

Requirement 1: Post Consumer Recycled Content

Meet requirements of the U.S. Environmental Protection Agency (USEPA) Comprehensive Procurement Guidelines (CPG) Standard or the equivalent for tissue and paper towels.

Documentation that these requirements are met must be provided in one of two forms:

- Provide a copy of a current listing of the U.S. Environmental Protection Agency (USEPA) Comprehensive Procurement Guidelines (CPG) that identify the product as meeting this standard OR
- Provide a signed statement from a recognized third party certifier that the product meets these requirements.

Requirement 2: Multiple Attributes

Meet requirements of the Chlorine Free standard, or of the Green Seal standard, or of the Environmental Choice standard for tissue and paper towels. Documentation that these requirements are met must be provided in one of two forms:

- Provide a copy of a current listing of one of these standard developer's web sites identifying the product as meeting this standard OR
- Provide a signed statement from a recognized third party certifier that the product meets the requirements of one of these standards.

Requirement 3: Documentation

Provide the documentation of product purchases that is required to meet the requirements of the LEED for Existing Building Rating System on an ongoing basis so that it is easy for the building owner to apply for the related LEED-EB prerequisites and credits if the buyer chooses to do so.

Requirement 4: Emissions Offsetting Requirements

Meet requirements of the Cleaner and Greenersm Silver Level Standard or the equivalent for Sustainable Organizations. Documentation that these requirements are met must be provided in one of two forms:

- a. Provide a copy of a current listing on the Cleaner and Greenersm Standard web site identifying the product manufacturer as meeting this standard or
- b. Provide a signed statement from a recognized third party certifier that the product manufacturer meets these requirements.

Attachment 3: Resources

Energy Star Programs

U.S. EPA, Climate Protection Partnerships Division
1200 Pennsylvania Ave., NW
Washington, DC 20460
Phone: (888) STAR-YES
Website: www.energystar.gov

EPA Comprehensive Procurement Guidelines

U.S. EPA, Office of Solid Waste (5305W)
1200 Pennsylvania Ave., NW
Washington, DC 20460
Website: www.epa.gov/cpg

Green Seal Organization Information

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Phone: +41 22 749 01 11
Fax: +41 22 733 34 30
Website: www.iso.org
see: ISO 14020 – Environmental labels and declarations
ISO 14040 – Environmental management – life cycle assessment

Recycled Content Product Directory

Phone: (916) 341-6606
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Website: www.ciwmb.ca.gov/rcp

Super-Compliant VOC Coating Manufacturers

21865 Copley Dr.
Diamond Bar, CA 91765
Phone: (909) 396-2000 or (800) 288-7664
Website: www.aqmd.gov/prdas/brochures/super-compliant_aim.pdf

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