



Adopt a Green Purchasing Policy by Ordinance

10 Points

Green Purchasing, also known as environmentally preferable purchasing (EPP), is the coordinated purchasing of goods and services to minimize impacts on human health and the natural environment. Alternatives exist for almost every product used by municipalities that are less hazardous, save energy and water, and reduce waste. A simple first step is to purchase products made from recycled content that are themselves recyclable. Green Purchasing moves beyond recycled materials and also takes into consideration:

- The raw materials, including energy and water, used to manufacture products.
- The production process itself.
- The packaging and distribution method.
- The distance of transport and proximity of production.

Municipalities are encouraged to commit to environmentally preferable purchasing by enacting an official policy. This Green Purchasing Policy should outline standards and procedures for selecting products based on environmental criteria. To establish a Green Purchasing Program, start small and build on success!

Green Purchasing actions will assist your municipality in improving purchasing practices and finding more environmentally friendly products and services. Green Purchasing Programs have been carried out successfully by municipalities, businesses, universities, and the federal government.

There are two Green Purchasing Policy actions to choose from. Points will be awarded for only **one** of the Green Purchasing Policy actions, not for BOTH. If both a resolution and an ordinance are passed in support of your Green Purchasing Policy, 10 points would be awarded for the Ordinance action.

OPTION ONE: Adopt the Green Purchasing Policy by passage of a municipal resolution: 5 points

OPTION TWO: Adopt the Green Purchasing Policy by passage of a municipal ordinance: 10 points

The difference between a resolution and an ordinance:

An ordinance is a law adopted by the governing body. Most ordinances require two public hearings: an introduction (usually without public comment), followed later by the final adoption (with public comment). Then the ordinance is published on one occasion in the municipality's official newspaper(s) of record. After a specified time period, the ordinance becomes law.

A resolution is a formal expression of opinion or intention of the governing body. Resolutions usually become effective upon their adoption and can be written with sunset clauses that define a specific timeframe for the resolution to be in effect. Further, resolutions are usually considered to be the intent of the sitting governing body and may not reflect the opinions or intentions of a future governing body.

Points may be also awarded individually for the following actions:

- 1) Purchase Recycled Paper - 10 points
- 2) Purchase Green Cleaning Products - 10 points
- 3) Purchase Green Maintenance Equipment and Materials - 10 points

Why is it Important?

Green Purchasing (or EPP) refers to “products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.” This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal.

Benefits of EPP include:

- Improved ability to meet environmental goals.
- Improved worker safety and health.
- Reduced liability.
- Reduced health and disposal costs.
- Increased availability of environmentally preferable products in the marketplace.

The U.S. Environmental Protection Agency cites the following benefits of Green Purchasing:

Green Purchasing is an easy and cost-effective way for municipalities to become more environmentally friendly. Implementing a Green Purchasing Program can:

- Protect the Environment - Green products eliminate waste, reduce hazardous toxins in landfills, and use more efficient manufacturing processes.
- Save your Municipality Money - Reducing and reusing products means less purchasing.
- Protect Human Health— Green products eliminate exposure to corrosive or irritating materials containing toxic compounds.
- Preserve Natural Resources, Save Energy and Provide Jobs -- In addition to preserving natural resources and saving energy, recycling employs almost 27,000 people in New Jersey and adds almost \$6 billion in annual receipts to the state's economy.

The State of New Jersey purchases a variety of recycled products for its government operations, including recycled copy paper, paper towels, garbage bags, toner cartridges, antifreeze, traffic cones, and road construction aggregate.

Who should lead and be involved with this action?

Municipal purchasing personnel, operations and maintenance personnel, as well as all municipal departments who purchase goods and services should be involved.

Timeframe

- Policy creation: 1-3 months. You are free to utilize the [Sustainable Jersey sample Green Purchasing Policy](#). Crafting your own policy will take a little more time than personalizing the sample policy.
- Passing the ordinance could range from 2-3 months.
- Instituting policy is ongoing, but implementation requires very little time as Green Purchasing Policies become institutionalized.

Project costs and resource needs

Towns are free to adopt the sample/template **Green Purchasing Policy** included in this action.

Time is required to create your own policy. This may include creating a Green Purchasing Team to research the most practical green purchasing choices for your municipality. This task could also be assigned to your Green Team or another existing body with similar duties. (See "Create a Green Team" tool.)

Adoption of an ordinance will also take time.

Some environmentally preferable purchasing products are more expensive. Some can be purchased at no additional cost or even save money immediately. Other products may cost more initially, but save money over the long term. Evaluate potential savings over time to determine whether the product will pay for itself (e.g., energy saving light bulbs will reduce energy bills; purchasing a multi-purpose, concentrated green cleaning product can actually cost less than the conventional products you are currently using). In fact, the Borough of Westwood experienced such savings when they switched over to green cleaning. In the March 2011 Green Team meeting minutes, the team reported that not only did Westwood's custodians report that the new products were among the best they had ever used, the new product lasted 12 weeks longer than the previous (non-green) product. Communities can also choose to set a specific cap for the incremental cost a purchaser may spend for a green product over a standard product. This enables, but sets limits on, the purchase of slightly higher cost green items.

A common tactic is to use funds saved from a cheaper alternative to purchase more expensive products.

What to do, and how to do it ("How to")

Below we have listed the requirements for earning points for this action.

In order to earn points, your submission must meet the following standards:

- 1) The Green Purchasing Policy must be adopted by ordinance by the municipal governing body, and be in effect for the year in which you are applying for certification. The ordinance must include the date of adoption, and be certified by the municipal clerk to be true.
- 2) The Green Purchasing Policy should outline standards and procedures for selecting products based on environmental criteria. A **sample** template Green Purchasing Policy is provided. You are welcome to use it as is. You are not **required** to use the sample template as long as your policy meets the requirements of this action. At a minimum, the policy needs to address all of the topics listed below. Minor modifications to the policy are permitted, but all of the topics below must be included. *(from sections 1.41-1.8 in the sample template Green Purchasing Policy provided):

- Source Reduction
- Recycled Content Products
- Energy & Water Savings
- Green Buildings & LEED IM Ratings
- Landscaping & Hardscaping
- Toxics & Pollution
- Forest Conservation
- Bio-Based Products
- Priorities
- Implementation of the Policy
- Program Evaluation
- Definitions

* If any of these categories do not apply to your town, please explain in the text box why it was omitted. For instance, if your municipality does not do ANY landscaping and hardscaping, you should omit that heading and tell us why you have omitted it.

3) Distribute the newly adopted policy to all Department and Division heads, publish the policy to the municipal website, and implement the policy.

We have provided guidance and recommendations for implementing the action below. You do not need to follow this guidance exactly as long as your final product meets the requirements.

1) Creating a Green Purchasing team or similar body to manage the process is recommended.

2) Publicize the effort in order to gather internal as well as public support.

3) Set goals related to improving energy efficiency, reducing health hazards, increasing the purchase of recycled or recyclable products, etc.

For example, Green Cleaning **goals** could incorporate the 7 Virtues of True Green Cleaning Products listed below:

- Full Disclosure of Ingredients.
- Ingredients should be plant based- fruits/ vegetables/ essential oils, vinegar and baking soda.
- Must be certified readily biodegradable.
- Must be third party certified to verify environmental claims.
- Must be cost competitive.
- No Animal Testing- No Animal Ingredients- Cruelty Free.
- Must be safe for septic tanks (Gray water safe).

4) Collect baseline information on current procurement practices and policies. Evaluate costs and potential cost differentials. After considering the goals, identify currently purchased products to eliminate or substitute.

5) Determine whether green products will be tested during a trial period or phased in over time.

6) Decide whether your Green Purchasing Policy will be adopted by resolution (5 points) or by ordinance (10 points).

7) Have the Governing Body adopt the Policy by municipal ordinance. You can use Sustainable Jersey's **sample** template Green Purchasing Policy OR write your own Green Purchasing Policy that meets the requirements of this action.

8) Distribute the newly adopted policy to all Department and Division heads, and publish the policy to the municipal website.

9) Implement the policy.

What to submit to earn points for this action

In order to earn points, your submission must meet the following standards:

1) The Green Purchasing Policy must be adopted by ordinance by the municipal governing body, and be in effect for the year in which you are applying for certification. The ordinance must include the date of adoption, and be certified by the municipal clerk to be true.

2) The Green Purchasing Policy should outline standards and procedures for selecting products based on environmental criteria. A **sample** template Green Purchasing Policy is provided. You are welcome to use it as is. You are not **required** to use the sample template as long as your policy meets the requirements of this action. At a minimum, the policy needs to address all of the topics listed below. Minor modifications to the policy are permitted, but all of the topics below must

be included. *(from sections 1.41-1.8 in the sample template Green Purchasing Policy provided):

- Source Reduction
- Recycled Content Products
- Energy & Water Savings
- Green Buildings & LEED IM Ratings
- Landscaping & Hardscaping
- Toxics & Pollution
- Forest Conservation
- Bio-Based Products
- Priorities
- Implementation of the Policy
- Program Evaluation
- Definitions

* If any of these categories do not apply to your town, please just explain in the text box why it was omitted. For instance, if your municipality does not do ANY landscaping and hardscaping omit that heading and tell us why you omitted it.

3) Distribute the newly adopted policy to all Department and Division heads, publish the policy to the municipal website, and implement the policy.

Submit the following documentation to verify the action was completed to the above standards.(Log in to the password protected webpage where you submit your online application for certification to write in the text box and upload documents).

In the text box, please provide a short narrative (300 word max) to summarize what was accomplished and the general steps taken to accomplish it.

Upload the following documentation to your town's online application:

- Upload: Green Purchasing Policy adopted by municipal officials.
- Upload: Adopted and dated ordinance that adopts the Green Purchasing Policy (if it is separate from the document already uploaded above).
- Upload: Documentation that the adopted ordinance and the Policy have been distributed to all Department and Division heads, and that the policy has been published to the municipal website. A cover letter or email to Department and Division heads and a screen shot of the policy online are examples of documentation.

IMPORTANT NOTES: You can upload up to six separate documents for each action. Please excerpt relevant information from large documents. Please remember that your submissions will be viewable by the public as part of your certified report.

Resources

Northeast Recycling Council (NERC)

NERC's mission is to advance an environmentally sustainable economy by promoting source and toxicity reduction, recycling, and the purchasing of environmentally preferable products and services. The NERC website contains useful how-to tools, how-to guides, policies, and sample ordinances on green purchasing, reuse, and recycling.

<http://www.nerc.org/index.html>

The site also contains an Environmental Benefits Calculator that has a New Jersey component. The Calculator summarizes the important benefits of source reduction, reuse, and recycling. Information from the Calculator can be used to educate the public, legislators, and others about these benefits, to help state and municipal employees better understand the impacts of their waste management programs, to support market development efforts, and to increase the public's understanding of source reduction, reuse, and recycling as a sustainable environmental strategy.

http://www.nerc.org/documents/environmental_benefits_calculator.html

SAMPLE ENVIRONMENTAL PURCHASING POLICIES AND ORDINANCES – NEW JERSEY

NJDEP Green Purchasing: A Guide for Local Governments & Communities

http://www.nj.gov/dep/opsc/docs/green_purchasing_guide_local_governments.pdf

Rutgers Green Purchasing

<http://greenpurchasing.rutgers.edu/>

Sample Green Purchasing Policy and Guidelines (Rutgers University)

http://greenpurchasing.rutgers.edu/Images/Rutgers_Green_Purchasing_Policy.pdf

Contact: Dr. Kevin Lyons, Ph.D., Director of Purchasing /Research Professor, Supply Chain, Environmental Management.

Phone: 732/932-4370

SAMPLE ENVIRONMENTAL PURCHASING POLICIES AND ORDINANCES – OTHER

City of Portland- Sustainable Procurement Policy

<http://www.portlandonline.com/shared/cfm/image.cfm?id=204110>

Environmentally Preferable Purchasing Policy, City of Berkeley, California

http://www.besafenet.com/ppc/docs/purchasing/PU_BPP.pdf

Oakland, CA - 2007 ordinance to reduce waste, purchase environmentally safe products, purchase products that use recycled content

<http://clerkwebsvr1.oaklandnet.com/attachments/17021.pdf>

Phoenix: Living Like it Matters!: Environmental Sustainability Program

<http://phoenix.gov/sustainability/summary2008.pdf>

San Francisco - ordinance passed in 2007 – food vendors are not allowed to use disposable serviceware made with foam.

http://www.savesfbay.org/sites/default/files/Ban%20status_6-25-12.pdf

Santa Cruz - ordinance for restaurants/businesses to use only biodegradable and/or recyclable “to go” containers.

<http://www.ci.santa-cruz.ca.us/pw/ep/pdf/PolyOrdRpt.pdf>

ENVIRONMENTAL PURCHASING POLICY CONTACTS

Kim Allen

Purchasing Manager

Cape May Township

(609) 465-1128

<http://bid.co.cape-may.nj.us/>

Sheila Beers

Local Government Liaison

Coop Purchasing/Intergovernmental Relations

Division of Purchase & Property

Department of the Treasury

(609) 984-7047

http://www.state.nj.us/treasury/purchase/coop_agency.shtml

Kevin Lyons, Ph.D.

Purchasing Department

Rutgers, The State University of New Jersey

(732) 932-4375

<http://greenpurchasing.rutgers.edu/>

Athena Sarafides, LEED AP

NJ Department of Environmental Protection

Economic Growth and Green Energy (EGGE)

Email: athena.sarafides@dep.state.nj.us

Phone: (609) 292-8601 (office)

Web Page: <http://www.nj.gov/dep/sage/>

WHERE TO FIND GREEN PRODUCTS

Association of New Jersey Recyclers (ANJR) Buy Recycled Products Directory/ Guide

http://www.anjr.com/buyrecycled/how_to_use.html

Buy Recycled in New Jersey

www.nj.gov/dep/dshw/recycling/buy_recy

EPA Purchasing Guide

<http://www.epa.gov/epp/pubs/products/>

EPA Database of Environmental Information for Products and Services

<http://yosemite1.epa.gov/oppt/epstand2.nsf>

Green Government Webinars (free on-line trainings)

<http://www.naco.org/programs/csd/Pages/ElectronicGreenGovernmentNetwor.aspx>

<http://www.naco.org/meetings/webinars/Pages/WebinarRecordings.aspx>

Greenseal Labeled Products

www.greenseal.org

National Association of Counties – Green Government Initiative

<http://www.naco.org/programs/csd/pages/greengovernmentinitiative.aspx>

NJDEP “Buy Recycled” in New Jersey

http://www.nj.gov/dep/dshw/recycling/buy_recy/

New Jersey Department of the Treasury – Division of Purchase and Property

<http://www.state.nj.us/treasury/purchase/index.shtml>

Recycled Product Cooperative -

www.recycledproducts.org

Responsible Purchasing Network (RPN) – is an international network of buyers dedicated to socially responsible and environmentally sustainable purchasing. This membership program and consulting service provides institutional purchasers with cutting edge procurement tools and resources designed to save money, conserve resources, reduce waste, and improve efficiency.

<http://www.responsiblepurchasing.org/about/index.php>

US Communities Green Initiative Purchasing Program:

<http://www.uscommunities.org/green-purchasing/>

U.S. Communities: New “Going Green Program” PPT

http://greenteam.ky.gov/NR/rdonlyres/C46EDFBF-34BE-46EB-832C-1CA33A49DF87/0/US_Communities_Green.ppt

GLOSSARY OF COMMONLY USED TERMS

Environmentally Preferable Products - Executive Order 13101, Greening the Government through Waste Prevention, Recycling, and Federal Acquisition, September 16, 1998.

Environmentally preferable products are "products and services [that] have a lesser or reduced effect on human health and the environment when compared to other products and services that serve the same purpose. This comparison may consider raw materials' acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service."

Environmentally Preferable - (EO 13101, Section 201) – EPA

Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. The product or service comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal.

Environmental Procurement - Department of Foreign Affairs and International Trade (DFAIT), (Foreign Affairs and International Trade Canada)

Environmental procurement is making purchases with the goal of reducing impacts on the environment. In this program, environmental procurement is also referred to as Green procurement or buying Green. Environmental procurement can include purchasing products and services that reduce the use of all materials, energy, and/or water. Examples of “Green” purchases include buying recycled paper with 20% post-consumer recycled content instead of standard types of paper, or buying compact fluorescent light bulbs because they save energy and last longer.

