

“Demonstrate, Educate and Promote”

Sustainable Purchasing

Planet Earth, Year 2009

Dear Vendor,

Through the history of our Business, we have been focused not only on being environmentally friendly, but also on the efficiency and quality of our operations. We believe that Sustainability and Profitability go hand in hand, and are both extremely important in today’s ecology and economy.

Fortunately, our world is changing to a more responsible environmentally oriented viewpoint, and in difficult times is finding new ways to be more financially Profitable.

We are a progressive Company, and we have responsible and educated customers who are expecting that vendors of goods and providers of services be accountable for the impact of sourcing, making and selling their products.

We would like to continue to share with you our financial success and also for you to understand the importance of our Vision; we are a sustainable Business role model and we prefer that the vendors who are doing business with us share those same values.

We are looking to partner with you and other companies who:

- 1. Support Sustainability and Conservation**
- 2. Save Energy and Water**
- 3. Reduce Solid Waste, Sewage and Air Pollution**

- 4. Rethink, Reuse, Renew, Recycle and Respect**
- 5. Strive to use Green Certified Products whenever Possible**
- 6. Choose Environmentally conscious Vendors with Local, Organic, and Seasonal Products whenever possible**
- 7. Promote and use alternative means of Transportation**
- 8. Appoint a Green Coordinator and establish a Green Team**
- 9. Institute Green Policy and Procedures, educate yourself, Staff, Vendors and Customers on Green improvements**
- 10. Mentor another Business to become Green!**

Our genuine intention is to use these guidelines to begin a dialogue about best sustainable and business practices with our vendors. Also in order for us to be more accountable for our products and services, we want you to help us understand the impact and importance of your inputs.

While we are currently sharing financial success with your company, we also are striving to share our guidelines and what it means for our future relationship.

We would like, in advance, to thank you for understanding and sharing with us the same sustainable and financial values , and please feel free to

call me and/or my Sustainable Coordinator if you have any questions or suggestions.

To the future!

Your friend
Company
Planet Earth

This is what we are talking about! Our Objective is to create new Values for Businesses and our Society. We are doing this because our planet, Earth, is the only one that we have and we are all sharing it together. Can we leave it for future generations better than we inheritate it?

We do believe that there is a healthy relationship that exists between ecology and economics; it is at the heart of our Business to believe that if we share financial success we can also share sustainable improvements.

What is “Sustainable Purchasing”?

”Sustainable Purchasing” is the process by which organizations buy goods and services taking into account not only the economic value for money (price, quality, availability, functionality) but also the environmental, social, and ethical impacts of these goods and services, at local, regional, and global levels.

It is the acquisition of goods and services (AKA products) in a way that gives preference to suppliers that generate positive social and environmental outcomes. It integrates sustainability considerations into product selection so that impacts on society and the environment are minimized throughout the full “Life Cycle” of the product.

“Sustainable Purchasing” entails looking at what products are made of, where the raw materials come from, the energy used during the manufacturing process and the emissions "footprints" associated, how long they will last, who has made them and under what working conditions, how they will be ultimately disposed of, even considering whether the purchase needs to be made at all. It considers environmental, social and ethical dimensions and brings benefit to the environment as well as local, regional and global communities.

To resume, **“Sustainable Purchasing”** considers:

- . What the product is made from (Certificate of Origin)
- . How long it will last (Product Specifications)
- . The material, energy, and emissions "**footprints**" associated with its manufacturing, packaging and transportation processes (Resource, Reduce and Product Components)
- . Who has made it? (Made in)
- . How it is made and under what wages and working conditions (Ethics and Fairness)
- . How it will ultimately be disposed of (Reuse, Renew, Restore, Repurpose, Repair, Retrofit, Return or Recycle)

The range of objectives that a **“Sustainable Purchasing”** program might consider include:

Waste prevention and reduction
 Resource reduction
 Pollution and toxin reduction
 Reduction of greenhouse gas (**ghg**) emissions
 Biodiversity maintenance
 Wages and working conditions
 Employee health and safety
 Human rights

Growth of a sustainable economy
 Support for local economy
 Support for social enterprises
 Aboriginal procurement
 Fair trade

How to start or enhance your **“Sustainable Purchasing”** program?

“Sustainable Purchasing” can be as simple as selecting your office products with recognized green certifications, buying from local vendors and leasing equipment for temporary needs instead of buying it. Depending on the size and scale of your organization, and your supply chain, a **“Sustainable Purchasing”** program can be very simple or very sophisticated, including checklists, scorecard evaluations, total cost of ownership, supplier **“Code of Conduct”** that govern fair labor practices and human rights, local employment for disadvantaged groups of people and carbon footprint of manufactured products.

You are not alone; the key when starting is using simple steps inside your Business and using tools available within your Community, Industry and your own Company. (Refer to **“Sustainable Engagement”**).

Share your Vision inside your Business by using the principles mentioned in the **“Sustainable Engagement”** Topic:

- 1/ Understand that our world will be always changing: **“The only constant is change”**
- 2/ Have an Economical and clear Vision: **“Profitable and Sustainable are the 2 sides of the same coin”**
- 3/ Shift to a new mind set: **“Green your mind”**
- 4/ Allocate resources to people: **“Allocate Time and Money”**
- 5/ Remember that Behavioral changes come first then invest in the Technical changes: **“First use the**

“Light Green” approach then use the “Dark Green” approach”

6/ Change the metrics because you will see where the successes are: **“Control the usage because you cannot control the pricing”**

7/ Switch to **“Sustainable Accounting”** because you will see more benefits in investing: **“For every investment do a “Life Cycle Analysis”**

8/ Build sales by using new **“Sustainable Marketing”** tools: **“Build Sales with a new Loyalty and Rewards Marketing Program”** AKA **“Acquisition and Retention Marketing”**

9/ Select a **“Topic and Task”**: execute **“Sustainable Strategic Planning”**

10/ Communicate with your People, Promote and Reward **LIDER**ship: **“Leadership, Innovation, Dedication, Execution, Results and Recognition”**

Talk to your Staff, Employees, Key-Employees, Managers, Colleagues, and other Senior Executives about the need to implement a **“Sustainable Purchasing”** program. Support from the top and from all layers of your organization is critical.

Find ways to use less of what you already have; a simple and very effective thing to do when getting started is to be more efficient on how you use what you already have. Try to squeeze a bit more out of products before they are discarded. For example, if you must print and/or photocopy, use both sides of the paper and re-use misprints and drafts as note-paper whenever possible. Before purchasing something new, take a step back and ask yourself if it is really necessary; if so, only purchase the quantity actually needed and sure to be used.

Use External Sources of Information before allocating time and money (because you do not want to

try to reinvent the wheel) check if some similar projects have been already done by someone in your industry or local community such as community-based initiatives, local economic development and non-profit organizations.

Also, select new Vendors who are already committed to Sustainability, they may already use good sustainable practices and can help you to build your own! These days, more Businesses are progressive and educated: learn from them!

You might want to create a questionnaire for those vendors and ask them about their objectives, achievements, performances, criterias, standards, records, ... whatever could be interesting and useful for your Business. Determine how you can use this information, create clear metrics, objectives and achievements.

Start a sustainability dialogue with your current Vendors; encourage a two-way conversation with them, share your vision, and tell them that you are looking to partner with them and other companies who support Sustainability and Conservation.

Your genuine intention should be to use these guidelines to begin a dialogue about best sustainable and business practices with your vendors. Also in order for you to be more accountable for your products and services, you want them to help you to understand the impact and importance of their inputs; you want them part of the solution and part of the changes. You can begin by doing a survey with your top 10 best Vendors. You can see things that you haven't predicted; you will have a much better idea of your starting place and date, and help you to define a better strategy (Refer to **“Sustainable Strategic Planning”** Topic).

Finally, outline the expectations you have for your Vendors and how they will be assessed to ensure that they put in place the processes and procedures that fulfill their obligations.

Perform a “**Sustainable Accounting**” assessment; “**Sustainable Accounting**” is the art of considering “**life Cycle Analysis**” along with your traditional financial accounting. This takes into consideration not only the financial factors but also the Social and Environmental factors for any new Sustainable and Profitable financial project.

Perform a “**Sustainable Strategic Plan**”; putting a policy in place is an important step, especially for larger organizations that may have a culture that is policy driven and oriented. Begin with the “**Sustainable Engagement**” program then make the “**Sustainable Purchasing**” program part of your new culture. A good policy should clearly state what “**Sustainable Purchasing**” means for your Business and what you are looking for in the products you buy and the Companies you are buying from. Also use “**Life Cycle Analysis**” for every product that you are purchasing (Refer to the “**Sustainable Accounting**” Topic).

Finally, refer to “**Sustainable Strategic Planning**”; it is your organization's process of defining your strategy and making your decisions on allocating your resources to pursue this strategy that includes People, Planet and Profit.

QUESTIONS TO ASK & ISSUES TO ADDRESS!

1/ Tell us about your Company.

- . Do you have a Sustainable Strategic Plan?
- . Do you have and share your Sustainable Vision and ideals?

The Vision and Ideals should be supported with an effective Vision or Mission Statement. It is the source of inspiration. It tells people why it is important to understand the Vision and achieve the Mission.

. Did you set the Foundation by clearly establishing values and principles?

. Did you define your Strategies?

Short Term Objective (Within the first Year)

Medium Term Objective (Within 3 Years)

Long Term Objective (Within 7 Years)

. Did you define the 'Tactics and Action Tasks' and implement them?

. Do you Measure, Evaluate and Recognize?

You need to measure how much your Business can achieve, evaluate your "Sustainable Strategic Plan" and recognize the people who help your business to reach those achievements.

The Vendors need to know about the importance of becoming Sustainable and Profitable.

Finally you want to know if the cultures of your Vendors and your Company are compatible!

2/ Tell us about your Employees.

Do you have a Sustainable Employment Engagement Policy?

. Do you treat your Employees with Respect?

. Do people like to work for your Company?

. Do you provide health insurance for your employees?

. Do you have a profit-sharing plan?

. Do you have a retirement or equity-sharing plan?

. Do you honor their contributions?

. Do you support your employees in their sustainability efforts?

3/ Do you have a Company Pledge that incorporates Sustainability?

For example:

1. Support Sustainability and Conservation
 2. Save Energy and Water
 3. Reduce Solid Waste, Sewage and Air Pollution
 4. Rethink, Reuse, Renew, Recycle and Respect
 5. Strive to use Green Certified Products whenever Possible
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- The “**Green Pledge**”

4/ Are you already participating in any Sustainable Business Practice Categories?

. **Energy Savings:**

Do you have energy efficiency goals?

Do you use alternative energy?

. **Water Conservation:**

Do you have water use reduction goals?

. **Waste Reduction:**

Does your Company have a policy regarding waste management?

. Alternative Transportation:

What are you doing to minimize the transportation impacts of your supplies and products?

Do you maximize loads?

Do you use high performing vehicles?

Do you use alternative transportation fuels?

From where do your supplies originate?

How are your supplies shipped to you?

See also the following related “Topic and Tasks:”

- . Sustainable Engagement**
- . Sustainable Accounting**
- . Sustainable Strategic Planning**
- . Sustainable Purchasing**
- . Sustainable Building**
- . Sustainable Marketing**

or another topic related to your Industry?

5/ Certification and Reporting.

. Are you a member of a Local, State, National or International Environmental Organization?

It can be an Initiative, Institution, Organization, Non-Profit, National or International.

. Do you have either an SMS or EMS?

. Do you have independent “Third Party Certification” or recognition of your sustainable practices?

Some Local, State, National or International Organizations and Websites that are useful are:

Local

Climate Wise:

The goal of the program is to reduce greenhouse gas emissions by promoting waste reduction, energy savings, alternative transportation, water conservation, and practicing pollution prevention. The Climate Wise program is helping the Fort Collins community meet some of its greenhouse gas reduction goals highlighted in the Local Action Plan to Reduce Greenhouse Gas Emissions that was adopted by the Fort Collins City Council.

www.fcgov.com/climatewise

Fort ZED:

The “Fort ZED” Initiative Program is growing to be the world’s largest active zero energy district. FortZED is a set of active projects and initiatives, created by public-private partnerships, which uses Smart Grid and renewable energy technologies to achieve local power generation and energy demand management. Located in downtown Fort Collins, Colorado, FortZED is a collaborative effort, sharing best practices at the state, regional, national, and global levels.

www.fortzed.com

State

Colorado Environmental Leadership Program:

The Colorado ELP is a statewide environmental recognition and reward program administered by the Colorado Department of Public Health and Environment’s Sustainability Program. The ELP encourages and rewards superior environmental performers that voluntarily go beyond compliance with state and federal regulations and are committed to continual environmental improvement and sustainability.

www.cdphe.state.co.us/oeis/elp/index

Colorado Proud

Better for you. Better for Colorado. Look for the Colorado Proud logo at grocery stores, farmers' markets, garden centers and restaurants. By buying locally grown, raised and processed food and agricultural products, you are receiving high quality fresh products and helping Colorado's economy, local farmers, ranchers, greenhouses, manufacturers and processors in your area.

www.colorado.gov/cs/Satellite/Agriculture-Main/CDAG

National/Federal

U.S. "EPA" The Environmental Protection Agency:

In July of 1970, the White House and Congress worked together to establish the EPA in response to the growing public demand for cleaner water, air and land. Prior to the establishment of the EPA, the federal government was not structured to make a coordinated attack on the pollutants that harm human health and degrade the environment. The EPA was assigned the daunting task of repairing the damage already done to the natural environment and to establish new criteria to guide Americans in making a cleaner environment a reality

www.epa.gov

U.S. EPA "Energy Star":

Energy Star is an international standard for energy-efficient electronic equipment established by the U.S. Environmental Protection Agency. Energy Star-compliant machines reduce their power consumption by going to "sleep" when not being used and/or using less energy when in "standby" mode. This can save a lot of electricity on office equipment reaching up to 95% in savings. If you need more information on the energy

consumption of appliances while in low-power mode, including “off”, go to the “Energy Star” website.
www.energystar.gov/index.cfm?c=partners.pt_index

U.S. EPA “Water Sense”:

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, makes it easy for Americans to save water and protect the environment. Look for the WaterSense label to choose quality, water-efficient products. Many products are available, and don't require a change in your lifestyle. Explore the links below to learn about WaterSense labeled products, saving water, and how businesses and organizations can partner with WaterSense. It's now mandatory for all showerheads (less than 2.5 gallons per minute), faucet aerators (below 1 gallon per minute), toilets (maximum 1.6 gallons per flush) and urinals (waterless) sold in the U.S. to achieve a maximum flow rate in terms of water used per flush or gallons per minute.

www.epa.gov/watersense

U.S. EPA “Waste Wise”:

The mission is to protect human health and the environment by ensuring responsible national management of hazardous and nonhazardous waste.

The goals are to:

[Conserve resources](#) by reducing waste;

Prevent future waste disposal problems by [enforcing regulations](#); and

[Clean up areas](#) where waste may have spilled, leaked, or been improperly disposed.

We work closely with individual states, industry, environmental groups, tribes, and the public to promote safe waste management. These shared responsibilities help us to:

Set [national environmental goals, policies, and priorities](#);

Assume leadership roles in [environmental education](#);
and

Write flexible, health-based regulations that reflect ecological risks and environmental justice.

www.epa.gov/waste/partnership/wastewise/index

“Green Seal”:

Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. Our industry knowledge and standards help manufacturers, purchasers, and end users alike make responsible choices that positively impact business behavior and improve quality of life.

A 501 (c)(3) nonprofit organization, Green Seal issued its first environmental standards in 1991–2, and the first product certifications were completed in 1992. Hundreds of products and services from major companies such as 3M, Benjamin Moore, and Andersen Windows have now been certified to meet Green Seal standards, and the number of major product categories covered by standards has increased to more than 40.

Today, we have established a significant market among large institutional purchasers, including government agencies, universities, and the lodging and architectural building industries. We actively advise and assist these institutions and industry sectors in their efforts to green their purchasing, operations, and facilities management functions

Green Seal promotes the manufacture, purchase and use of environmentally responsible products and services. Green Seal certifies many products in eight broad categories, including cleaners and fleet vehicle maintenance, and lodging properties in many US states.

“Green Seal” Label certifies products that are environmentally preferable from a whole-of-life cycle perspective compared to others in the same category.

The Green Seal mark is awarded on independently audited and monitored criteria for environmental quality and social performance in conformity with ISO 14024 standards for Type I Labels, covering products from paper to cleaners and machinery.

www.greenseal.org

Green-e:

Green-e is the nation's leading independent consumer protection program for the sale of renewable energy and greenhouse gas reductions in the retail market. Green-e offers certification and verification of renewable energy and greenhouse gas mitigation products. It is a program of the Center for Resource Solutions.

www.green-e.org

Post-Consumer Waste (PCW):

One of the world's best-known seals, the PCW mark's rotating arrows indicate a product using paper with post-consumer waste content. To qualify for PCW certification, the paper must contain a defined percentage of waste paper reclaimed after consumer use, a key distinction aimed at reducing the amount of paper waste that goes to landfills each year.

Best Workplace for Commuters:

Best Workplaces for Commuters (BWC) is an innovative membership program that provides qualified employers with national recognition and an elite designation for offering outstanding commuter benefits, such as free or low cost bus passes and vanpool fares and strong telework programs. Employers that meet the National Standard of Excellence in commuter benefits—a standard created by the National Center for Transit Research (NCTR) and the U.S. Environmental Protection Agency (EPA)—can get on the list of Best Workplaces for Commuters.

Best Workplaces for Commuters is dramatically improving the way people get to and from work. BWC assists participating employers by offering public recognition and promotion, technical assistance, training, Web-based tools, and forums for information exchange.

To determine levels of eligibility for participating in the program, employers complete the BWC application. As part of the application, employers agree to several items, including ensuring a minimum level of employee participation, designating a central point of contact for employee questions, providing an Emergency Ride Home for participating employees, and offering a choice of Commuter Benefits.

In return for offering cutting-edge commuter benefits, employers can reap the following important benefits:

Attract and retain employees. Recruit the best employees, reduce turnover, increase worker productivity, and help employees arrive at work relaxed and on time.

Solve parking challenges and cost. Reduce the demand for limited or expensive parking.

Enjoy tax and cost savings. Enjoy reduction in income and payroll taxes as well as reduced parking costs.

Reduce environmental impacts. Demonstrate environmental excellence by reducing gasoline demand, greenhouse gas emissions, and air pollution.

Exhibit leadership and corporate citizenship.

Distinguish your organization as a competitive benefits leader.

Add to national security. Help reduce dependence on foreign sources of energy by helping commuters reduce fuel consumption.

www.bestworkplaces.org

U.S.D.A. National Organic Program:

Choose organic produce, meats and other products that are grown or raised without synthetic chemicals or

genetically engineered products, antibiotics, sewage sludge, irradiation or growth hormones. Organic fruits and vegetables are grown with natural fertilizers and without pesticides, while animals are fed organic feed and allowed to access to the outdoors. The environmental dividend is greater biodiversity at all levels of the food chain. The U.S. Department of Agriculture's national organic program includes an independently verified and fixed set of standards that must be met by anyone using the organic label in the U.S.

www.usda.gov/organic

Truck Weighted Average Source Distance:

In 1998, the Truck Weighted Average Source Distance (WASD) for the continental United States was 1,518 miles. A food mile is the distance food travels from where it is grown or raised to where it is ultimately purchased by the consumer or end-user. A WASD can be used to calculate a single distance figure that combines information on the distances from producers to consumers and amount of food product transported.

When you buy direct from local farmers, your dollars stay within your community, and strengthen the local economy. More than 90¢ of every dollar you spend goes to the farmer, thus preserving farming as a livelihood and farmland. This is important because as mergers in the food industry have increased, the portion of your food dollar paid to farmers has decreased. Vegetable farmers earn only 21¢ of your dollar; the other 79¢ goes to pay for marketing, distribution, and other costs

www.eatlocal.net

Community-supported agriculture:

Over the last 20 years, Community Supported Agriculture (CSA) has become a popular way for consumers to buy local, seasonal food directly from a farmer. Here are the basics: a farmer offers a certain number of "shares" to the public. Typically the share consists of a box of vegetables, but other farm products may be included. Interested consumers purchase a share (aka a "membership" or a "subscription") and in return receive a box (bag, basket) of seasonal produce each week throughout the farming season.

Community-supported agriculture (in Canada Community Shared Agriculture) (CSA) is a socio-economic model of agriculture and food distribution. A CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.

CSA's focus is usually on a system of weekly delivery or pick-up of vegetables and fruit in a vegetable box scheme, sometimes dairy products and meat. The term CSA is mostly used in the USA, but a variety of similar production and economic sub-systems are in use worldwide such as Association pour le maintien de l'agriculture paysanne (AMAP) in France and Agriculture soutenue par la communauté (ASC) in Québec

www.localharvest.org

International

International Organization for standardization, ISO 14000:

ISO 14000 is the series of environmental assessment methods developed by the International Organization for standardization, covering systems for

environmental management, certification and **Eco-Labeling**. The series defines three types of Eco-labels:

Type I Labels - ISO 14024 are the most valuable, for both producer and consumer, as they denote selective, multi-criteria-based, third-party-certified endorsement of a product.

Type II Labels - ISO 14021 are the less valuable, which are self-declared claims. Appreciating the relative merit of different labels will enable you to maximize the environmental benefit of your procurement decisions.

Type III Labels - ISO 14025 provide quantified but non-selective product information based on independent verification against established benchmarks.

International “Fair Trade” certification mark:

Fair Trade certification promotes more sustainable agriculture by addressing exploitive trading practices that lead to abandonment of traditional farming practices, clearing of rain forest and planting of single-species cash crop dependent on artificial fertilizers and pesticides. Fair Trade distributors and consumers pay a higher-than-market price for produce to ensure minimum labor, environmental and social conditions are met. Those products are sourced directly from local cooperatives, putting more money in the pockets of growers. The International Fair Trade certification mark was launched in 2002 by Fairtrade Labeling Organizations International and it is not specifically an eco-labeling system.

www.fairtrade.com

Green Globe:

It is the worldwide benchmarking and certification program for the travel and tourism industry, including hotels, restaurants, resorts and vehicle rental companies. The program measures performance in nine areas: greenhouse gas emissions, energy efficiency,

freshwater use, waste water management, air quality protection and noise control, solid waste minimization, reuse and recycling, ecosystem impact, land use, and local social, cultural and economic impact. The certification process requires an on-site audit by an accredited third-party assessor.

www.greenglobe.org

EnerGuide:

Energuide is a Canadian program that allows purchasers to compare the energy-efficiency of appliances and heating and cooling equipment, and compare the fuel consumption of vehicles.

www.oeenrcan.gc.ca/energuide/home.cfm

Forest Stewardship Council:

The Forest Stewardship Council (FSC) Label guarantee timber and wood products you buy come from legally harvested and well managed forests. As much as 30% of hardwood lumber imported into the U.S. comes from harvested illegally. The FSC trademark identifies forest products containing verified FSC materials; those products are assessed and certified using social and environmental standards agreed to by the FSC, an international coalition of timber buyers, traders and non-government organizations, including environmental groups such as WWF and The Nature Conservancy. The FSC program has accredited more than 100 million acres of forests and several thousand products.

In the days leading up to and following the 1992 Earth Summit in Rio, world attention was focused on the challenges faced by cultures around the globe as demands on their natural resources increased. Poverty, disease, land use change, climate change, and pollution all continue to threaten our resources and the stability of cultures worldwide. The challenges at Rio remain largely unmet. However, the conversations that occurred

there contributed to one solution — the Forest Stewardship Council (FSC).

Driven in part by the failure of an intergovernmental process to agree on a global forest compact, and the compelling question — what is sustainable forestry? — loggers, foresters, environmentalists, and sociologists came together in the first General Assembly to form the FSC in 1993.

The Forest Stewardship Council was created to change the dialogue about and the practice of sustainable forestry worldwide. This impressive goal has in many ways been achieved, yet there is more work to be done. FSC sets forth principles, criteria, and standards that span economic, social, and environmental concerns. The FSC standards represent the world's strongest system for guiding forest management toward sustainable outcomes. Like the forestry profession itself, the FSC system includes stakeholders with a diverse array of perspectives on what represents a well-managed and sustainable forest. While the discussion continues, the FSC standards for forest management have now been applied in over 57 countries around the world.

In 1995, FSC-US, located in Minneapolis, MN, was established as the national “chapter” of FSC.

It's purpose is to coordinate the development of forest management standards throughout the different biogeographic regions of the U.S., to provide public information about certification and FSC, and to work with certification organizations to promote FSC certification in the U.S. FSC-US has a national presence through the work of its Board of Directors, members, staff, and regional standards coordinators.

The FSC's international headquarters are located in Bonn, Germany. FSC has contact person and national offices in more than 40 countries, creating a global FSC network.

www.fsc.org

Sustainable Forestry Initiative:

The Sustainable Forestry Initiative “SFI” label is a sign you are buying wood and paper products from well-managed forests, backed by a rigorous, third-party certification audit.

www.sfiprogram.org

Organic Trade Association:

The Organic Trade Association (OTA) is the membership-based business association for the organic industry in North America. OTA’s mission is to promote and protect organic trade to benefit the environment, farmers, the public, and the economy. OTA envisions organic products becoming a significant part of everyday life, enhancing people's lives and the environment.

OTA represents businesses across the organic supply chain and addresses all things organic, including food, fiber/textiles, personal care products, and new sectors as they develop. Over sixty percent of OTA trade members are small businesses.

www.ota.org

Global Organic Textile Standard:

The Global Organic Textile Standard (GOTS) is the new tool for an international common understanding of environmental friendly production systems and social accountability in the organic textile sector.

EcoLogo:

EcoLogo is the certification mark for the Environmental Choice program of Canada’s national environmental agency. EcoLogo is a environmental certification for over 300 categories of products.

www.ecologo.org

Marine Stewardship Council:

The MSC's fishery certification program and seafood ecolabel recognize and reward sustainable fishing. We are a global organization working with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood.

www.msc.org

Aquaculture Certification Council:

Aquaculture Certification Council, Inc. is a nongovernmental body established to certify social, environmental and food safety standards at aquaculture facilities throughout the world. This nonprofit, nonmember public benefit corporation applies the Global Aquaculture Alliance Best Aquaculture Practices standards in a certification system that combines site inspections and effluent sampling with sanitary controls, therapeutic controls and traceability.

Part of ACC's mission is to help educate the aquaculture public regarding the benefits of applying Best Aquaculture Practices and the advancing scientific technology that directs them. By implementing BAP standards, program participants can better meet the demands of the growing global market for wholesome seafood produced in an environmentally and socially responsible manner.

Aquaculture Certification Council, Inc. offers a primarily "process" certification.

ACC currently certifies shrimp hatcheries, shrimp, tilapia and channel catfish farms and seafood processing plants to include shrimp, channel catfish and tilapia.

www.aquaculturecertification.org

Social Accountability International:

Social Accountability International (SAI)'s mission is to promote human rights for workers around the world. Their SA8000 is a comprehensive and flexible system

for managing ethical workplace conditions throughout global supply chains. SAI works with companies, consumer groups, non-governmental organizations (NGOs), workers and trade unions, local governments — as well as a network of agencies accredited for SA8000 auditing, to help ensure that workers of the world are treated according to basic human rights principles.

Social Accountability Accreditation Services (SAAS) is an accreditation agency founded to accredit and monitor organizations as certifiers of compliance with social standards, including the Social Accountability 8000 standard for ethical working conditions. SAAS began work as a department within Social Accountability International (SAI) in 1997 and was formally established as its own not-for-profit organization in 2007.

www.saasaccreditation.org

Ecolabeling Website:

Ecolabels can help you find green products. This site helps companies and consumers use them.

www.ecolabeling.org

Global Ecolabelling Network:

The Global Ecolabelling Network (GEN) is a non-profit association of third-party, environmental performance recognition, certification and labelling organizations founded in 1994 to improve, promote, and develop the "ecolabelling" of products and services.

GEN works to improve, promote, and develop the "ecolabelling" of products and services. GEN seeks to improve, promote and develop the ecolabelling of products, the credibility of ecolabelling programs, and the availability of information regarding ecolabelling standards from around the world, and foster co-operation, information exchange and harmonization

among its members, associates, and other ecolabelling programs with regard to ecolabelling.

www.globalecolabelling.net

6/ Do you Advocate and Mentor other Businesses?

- . What actions are you taking to encourage others to reduce their environmental impacts?**
- . How are you working outside of your regular business operations to “do the right thing?”**
- . Are you partnering with others in your industry or supply chain to establish the best practices?**
- . Do you have any community outreach programs?**
- . How can your customers help you to reduce your negative environmental impacts?**

7/ Complete a Supply Chain Worksheet for each product that your company uses in its operations.

- . Develop a set of purchasing guidelines relating to those qualifications that you feel are most important for your suppliers to adhere to.**
- . Part of your purchasing guidelines should be to give a pricing preference of some type to environmentally preferable products.**
- . Make a concerted and measurable effort to purchase recycled-content products whenever possible.**
 - . Review any contracts with suppliers to ascertain any current purchasing requirements that could be strengthened to be more environmentally sensitive.**
- . Incorporate green specifications into bid or quote requirements where appropriate. For example, you can specify that products do not contain hazardous chemicals, that they do contain post-consumer recycled content, or that all plastic components are not**

Painted or varnished, or that all electronics equipment be Energy Star certified.

- . Incorporate environmental safety requirements into all maintenance or janitorial contracts.

For example you can specify that all cleaning products contain no harmful, hazardous or toxic chemicals.

- . Develop a Supply Chain Questionnaire and request that all suppliers complete one. Encourage suppliers to inform you, in detail, why their products are sustainable.

- . Investigate whether your business can influence changes in product design from your supply chain that will eliminate environmental issues later in the chain.

- . If the supplier ships products or is a truck or rail company that delivers these products, ask them to look into the EPA “SmartWay Transport Partnership”. This is an innovative collaboration between EPA and the freight industry to increase energy efficiency while significantly reducing greenhouse gases and air pollution. Hundreds of businesses are benefiting from this partnership. See www.epa.gov/smartway.

8/ Prepare a “Supply Chain Worksheet” for every Supplier in your supply chain.

Prepare a Supply Chain Worksheet for every Supplier in your supply chain; and then update each one every quarter in the future in order to track the effectiveness of your Company’s supply chain measures.

This form will be completed for every Suppliers including who completed it, the date, the product supplied and amount, and then answer these questions:

- . Are the raw materials sustainable?
- . Does it contain hazardous or toxic materials?
- . Is it packed in reusable or recyclable materials?
- . Does it contain recycled content?
- . What % is recycled content?

- . Is it produced with fair labor standards?
- . Is it traceable with barcode or labels?
- . Is it produced with renewable energy?
- . Is it shipped with energy efficiency?
- . What happens at the end of the product's life?

9/ Do you Communicate and Reward Achievements?

Spreading the word about your success in sustainable purchasing is a powerful way to promote your organization and its products and services within and outside of your organization. Half the battle is getting the word out and people on board. Spread the good news internally and watch the boost in productivity and employee satisfaction. Communicate the good news to suppliers, consumers and other stakeholders and watch relationships improve and sales increase. And remember that through projects completed and facts, you can convey the highlights of what you have done and how you have done it to the media and your environmental agency. Communicate to all levels why these efforts are being undertaken, what will be measured and how you are going to get there. Just as you will choose suppliers who already have communicated high sustainability standards, customers will choose you!

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“Because Ecology means Business”

