



# EPP Update

Issue 8 | February 2001

ENVIRONMENTALLY PREFERABLE PURCHASING

## MOU for Electronics to be Signed



Concern about the environmental impact of electronic equipment has prompted a memorandum of understanding (MOU) between the U.S. Postal Service, the Department of Defense, the Department of Interior, the Department of Energy, and the Environmental Protection Agency. The MOU, signed by the agencies this winter, intends to aid these federal agencies and others in developing and implementing environmentally preferable and energy-efficient practices and technologies for electronic equipment.

The electronics industry is rapidly growing, and currently only a small percentage of the equipment is recycled. Electronic equipment—especially those with

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### Highlights

- New EPP Training Tool
- New State and Local Case Study
- DOI Store
- Sustainable Forests
- An International Perspective on EPP
- ASTM Green Building Standard
- EPP Qualitative Study
- Promising Practices Tool
- Selling Environmental Products to the Government

## PROFILE OF A PIONEER: Greening Up at RTP

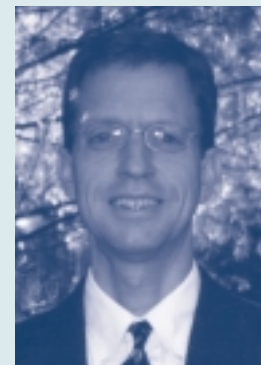
Chris Long, project manager of the new EPA facility in Research Triangle Park (RTP), North Carolina, has found his dream job. It was, however, more a case of being in the right place at the right time than actively searching. Chris had been working at RTP facilities when the 1 million-square-foot, \$272.7 million campus was funded in late 1991. Since then, his role as project manager has made him responsible for tracking down and putting together all the pieces of the massive green building puzzle, from recycled-content construction materials to energy-efficient fume hoods and lighting systems.

Thanks to Chris and his team, the RTP campus design also considers issues such as landscaping, indoor-air quality, and

construction management. During the past few years, RTP has become one of the leading examples of green construction and a model for thinking holistically about human environmental impacts.

Chris, who began his career as a carpenter, started working for the government in 1984 as a Presidential Management intern and joined EPA in 1985, moving to the RTP interim facility 2 years later.

He has always been an environmentalist and was one of the first to recognize in the new campus



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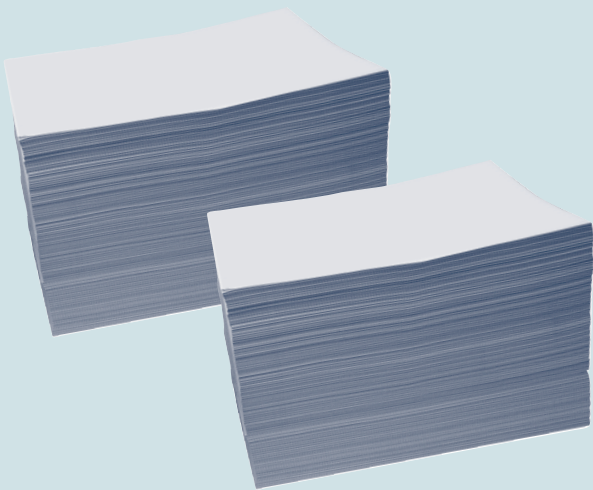
## EPP in Practice

The *EPP Update* is highlighting a variety of paper types that EPA has determined to have certain positive environmental attributes. The paper choice for this issue is Neenah *Environment*. Look to future issues of the *EPP Update* to highlight additional paper types.

### Paper Offers Sweet Rewards

This issue of the *EPP Update* is printed on processed chlorine-free paper developed by Neenah Paper Company. The company's *Environment* stock contains 50 percent sugarcane pulp and 50 percent recycled materials, of which 30 percent is postconsumer fiber. It is available in two colors: tortilla and mesa white. The use of tree-free fibers in the paper-making process has several environmental advantages over wood-based feedstock. Tree-free fibers contain lower levels of lignin than tree cellulose and therefore require significantly fewer chemicals for processing. Additionally, less energy and water is used to process these fibers, and tree-free fibers can be blended with postconsumer materials to create papers for many applications. Sugarcane pulp used in the production of this particular type of paper is widely attainable and available year-round.

For more information on Neenah's papers, call 800 558-5061 or visit <[www.neenahpaper.com](http://www.neenahpaper.com)>



## New Training Tool Makes Learning About EPP Easy

Whether you are looking to gain a general understanding of EPP or trying to learn how to incorporate EPP into an existing procurement process, the Web-based General EPP Training Tool is the resource for you. A Web-based HTML version is available to all with Web access, but a more advanced interactive version, complete with sound and animation, is available to those with more current versions of the popular Web browsers.

Both versions of the tool guide users through a variety of topics covering EPP basics such as defining EPP, explaining EPP policy, and describing EPA's *Five Guiding EPP Principles*. Additional content includes descriptions of environmental performance characteristics, a discussion of the impact of government purchasing, and explanations of the relationship between EPP and other government purchasing requirements and green procurement programs. Handy menus detail the content of each section and topic, allowing users to visit them chronologically or select only those meeting their particular needs. The end of each section includes an interactive self-evaluation and a page of additional resources to help users buy green.



You can find the General EPP Training Tool on the EPP Web site at <[www.epa.gov/oppt/epp/gentt](http://www.epa.gov/oppt/epp/gentt)>. For more information, please contact Russell Clark of EPA at 202 260-4418 or <[clark.russell@epa.gov](mailto:clark.russell@epa.gov)>.

MOU for Electronics < Continued from Page 1 >

cathode-ray tubes, printed wiring boards, mercury switches, capacitors, and batteries—contains persistent bioaccumulative toxics such as mercury, lead, cadmium, and chromium.

The MOU addresses areas such as acquisition, design, material choices, manufacturing, reuse, demanufacturing, and recycling processes. The agreement's ultimate objective is to increase demand for environmentally preferable electronic equipment, promote best lifecycle management, share management successes with the private sector, and encourage infrastructure growth for electronics reuse and recycling in the United States.

For more information, contact Chris Kent of EPA at 202 260-3480 or <kent.christopher@epa.gov>.

## Electronic Equipment— Where Does it Go?

- Today, 1.5 million computers enter waste streams annually.
- By 2004, as many as 315 million obsolete computers could potentially be disposed of in landfills.
- Dumping 315 million computers into landfills amounts to the introduction of 1.2 billion pounds of lead, 2 million pounds of cadmium, and 400,000 pounds of mercury into waste streams.
- In 1998, only 6 percent of discarded computers were recycled.
- By 2005, most people will trade in their computers for newer models within 2 years of purchasing them.

Pioneer < Continued from Page 1 >

project the chance for EPA to help create a symbol of what the Agency stands for. "It's a once-in-a-lifetime opportunity to do the right thing," he said. Chris also recognized that while working for EPA, he could easily access top specialists in the green building field. "I was surrounded by really talented, knowledgeable people, and so I drew them into the project," he said. Chris now splits his time between finishing campus construction, due for completion by mid-2001, and handling the thousands of comments, questions, and

requests that the RTP project has generated. But despite the hectic schedule and occasional headaches, Chris said he is proud of the fact that he is making a tangible contribution to humankind and the environment.

For more information on the RTP project, visit the RTP facility Web site at <[www.epa.gov/rtp/new-bldg](http://www.epa.gov/rtp/new-bldg)> or access the EPA publication, *Leading By Example*, which discusses the RTP project, at <[www.epa.gov/oppt/epp/doccase.htm](http://www.epa.gov/oppt/epp/doccase.htm)>.





# New Case Study Highlights State and Local Government EPP Initiatives

A new EPA case study highlights several state and local governments' EPP activities. *State and Local Government Pioneers—How State and Local Governments are Implementing Environmentally Preferable Purchasing Practices* explores the evolution of single-attribute EPP programs into multi-attribute EPP initiatives. It describes various EPP strategies and examines several product and service areas. The case study also includes updates on six state and local governments featured in a related 1996 EPA publication. EPP activities in Maine; Minnesota; Washington; Wisconsin; King County, Washington; and San Diego County, California, are revisited.

Based on conversations with more than 125 officials from more than 60 state and local governments, *State and Local Government Pioneers* focuses on 46 EPP programs that are examining a wide variety of environmental attributes. Like the federal government, many state and local governments are attempting to reduce their environmental impacts by purchasing products and services they consider environmentally preferable.

These environmental purchasing decisions range from relatively simple recycled-content paper purchases to complex specifications for “green buildings,” which incorporate a diverse group of environmental attributes, such as increased energy and water efficiency; pesticide-free lawn maintenance; and numerous low-toxicity, biobased, and recycled-content building materials.

In addition to describing state and local governments' EPP definitions and strategies, the case study addresses the types of products they are examining and purchasing and the lessons learned from their experiences. It also explores EPP strategies for a wider variety of products and services, including chemicals and chemical-“free” products, cleaning products and services, computers, green buildings, green power, integrated pest management, paint, paper and paper products, and alternatively fueled vehicles.

For more information or to access the case study electronically, visit EPA's EPP Web site at <[www.epa.gov/oppt/epp/doccase.htm](http://www.epa.gov/oppt/epp/doccase.htm)> or contact Julie Shannon of EPA at <[shannon.julie@epa.gov](mailto:shannon.julie@epa.gov)>.

EPP strategies highlighted in *State and Local Government Pioneers*:

- Cooperative Efforts
- Price Preferences
- Best-Value Purchasing
- Green Teams
- Vendor Fairs
- Third-Party Certifiers
- Incentive Programs
- Employee Training
- Vendor Surveys



GRAND OPENING

# New Store Offers Socially Conscious Products to Government Purchasers

**A** new office-supply store gives government purchasers the ability to “buy green” while simultaneously supporting employment for people with disabilities. Located next to the cafeteria in the basement of the Department of Interior’s (DOI’s) Headquarters building in Washington, DC, the store carries close to 1,000 items, about 60 percent of which have specific environmental attributes. Even some of the construction materials used to build the store were chosen with the environment in mind; about 30 percent are recycled-content products, including the paint and metal shelving. To further promote its environmental mission, the store also provides recycling bins outside the front doors, where visitors can deposit used toner cartridges, batteries, computer diskettes, and overhead transparency sheets.

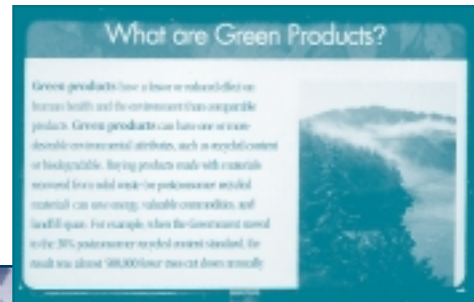
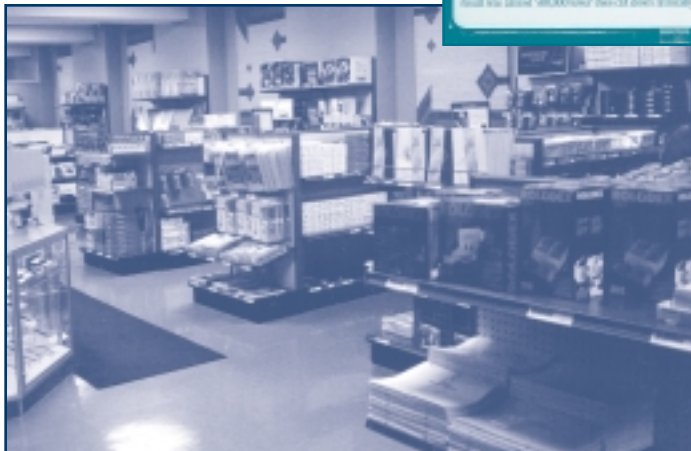
The store is operated by Blind Industries and Services of Maryland (BISM) under the auspices of the Javits-Wagner-O’Day (JWOD) Act, which promotes employment opportunities for people who are blind or severely disabled, and it carries a full line of JWOD products. The store is a product of a recent Memorandum of Agreement (MOA) signed by DOI, EPA, the Committee for Purchase from People Who are Blind or Severely Disabled, National Industries for the Blind, and NISH (serving people with a range of disabilities). The MOA focuses on enhancing the supply and purchase of environmentally preferable products and services through programs, such as JWOD, that are mandatory sources for federal procurement.

Reminiscent of a gift shop in layout and design, the store offers a vast array of office supplies with innovative environmental attributes, including a

biodegradable ballpoint pen made from cornstarch. There are also biodegradable desk supplies and flatware along with a host of recycled-content office products. The on-site inventory is supplemented by the store’s e-commerce Web site, <[www.officeeagle.com](http://www.officeeagle.com)>, which can provide next-day delivery to the store or ship directly to the customer any of the 35,000 products that JWOD supplies.

Currently, the store primarily serves DOI and nearby government offices, including the Department of the Treasury, the Office of Personnel Management, and the Red Cross, but BISM hopes to expand the store’s services to all federal agencies in the DC area and eventually all agencies across the United States. Both government purchasers and interested individuals are invited to shop at the store.

To learn more about the new DOI store or BISM, contact Ken Barnett, director of store operations, at <[kbarnett@bism.com](mailto:kbarnett@bism.com)>. Contact Joan Smith, JWOD program analyst, at 703 603-0664 to learn more about JWOD and its full line of products, or visit the JWOD Web site at <[www.jwod.com](http://www.jwod.com)>.





# Protecting the World's

*It is difficult to overestimate the role that forests play in ensuring the health of our planet—they purify the air we breathe, moderate the world's climate, provide homes for more than half of the world's species, control soil erosion, and prevent severe flooding. They also supply us with a wide range of essential products, from pharmaceuticals to paper and wood products. Purchasing wood products that originate in well-managed forests can help keep the world's forests healthy and productive so that they can sustain future generations. Although forestry experts differ on what it takes to make a forest "sustainable," it is clear that the demand for products from sustainable forests is playing an important role in the market for wood products. Purchasers can contribute to this important trend by expressing a preference for wood products manufactured from sustainably managed forests.*

## Getting to the Root of Sustainable Forest Programs

**M**ore and more purchasers are asking how to select products from sustainably managed forests. In the United States, the two most familiar programs defining and promoting sustainable wood harvesting are the Sustainable Forestry Initiative (SFI<sup>SM</sup>) and the Forest Stewardship Council (FSC). Both endorse a variety of environmental principles designed to ensure the long-term protection of the world's forests, including protecting water quality, preventing soil erosion, promoting biodiversity, and protecting endangered species. FSC promotes additional principles such as tracking and reducing herbicide use and protecting the rights of forestry workers and indigenous people.

Both programs publish indicators that can be used to verify that forests are being managed in accordance with the programs' principles. Companies meeting the requirements of either of these programs can display that program's logo in advertisements and company literature. The programs hope the desire to earn the logo will encourage the forestry industry to improve its environmental performance.

Because SFI was originally established by the American Forest and Paper Association (AF&PA), a trade association promoting the U.S. forest and paper industries' interests, many environmental groups, including the World Resources Institute, the Natural Resources Defense Council, and the Rainforest Action Network, question the significance of the SFI logo. Some of these groups claim that the SFI requirements are less stringent than the FSC requirements. In addition, they contend that because meeting the SFI standards is required to be an AF&PA

## Corporate EPP News

**W**ithin the past 18 months, 7 of the top 10 "do-it-yourself" home improvement retailers, including the two largest—The Home Depot and Lowe's—have pledged to eliminate the purchase of wood from endangered forests. Two of the nation's leading home builders, Centex Homes and Kaufman & Broad, have agreed to stop using wood from old-growth forests. The Andersen Corporation, one of the largest window and door manufacturers, has also pledged not to use wood from endangered forests.

Together, these companies represent a significant part of the market. In the United States, the seven home improvement retailers annually sell 20 percent of all of the wood used for home remodeling, and the home building industry accounts for 72 percent of all the lumber consumed each year. An EPP-based focus on sustainable wood products can be a significant force in protecting the world's forests. Foresters around the world are discovering that the better they manage their land, the more buyers they can find for their wood.



# Forests With EPP

member, there might be an incentive to keep the requirements easy to meet.

AF&PA defends itself against this charge by noting that some of its members have been expelled for failing to meet the SFI standards and that others have joined because of them. AF&PA recognizes that “public skepticism [of SFI] is understandable and appropriate” and that “credibility is critical for the SFI program.” An independent panel of 18 experts, including officials from the Isaak Walton League and the U.S. Department of Agriculture’s Forest Service, along with SFI program participants and outside stakeholders, recently spent 18 months strengthening the SFI standard to make it more explicit and enforceable. According to SFI, one of its current goals is to create greater consistency between the SFI program and other sustainable forestry standards, including FSC.

Although SFI is strengthening its program, two important differences remain between the SFI and FSC approaches—verification procedures and certification standards for wood products. Under the SFI program, companies can self-certify themselves as meeting the SFI standards. Some companies elect to have independent third parties verify that they meet the SFI standard, but FSC **requires** such verification before a company can display the FSC logo. The FSC assessments are typically conducted over a 1- to 2-week period by an independent three-person interdisciplinary team that includes a

forester, an ecologist, and a social scientist. FSC has accredited only nine organizations to conduct the certification evaluations worldwide, including two U.S. organizations—Smart Wood and Scientific Certification System’s Forest Conservation Program.

Perhaps more important for product purchasers, only FSC’s logo ensures that products are manufactured from certified forests. Although SFI establishes a forest standard, it does not have a mechanism to certify that a product is manufactured from a forest meeting its standard. FSC’s “chain-of-custody” process allows product manufacturers to certify that their products are produced with wood from FSC-certified forests. In order for a product to bear the FSC logo, every manufacturer involved in its production must be FSC-certified.

FSC’s certification requirements and product focus has earned the endorsement of several leading green building proponents. *Environmental Building News*, one of the green building industry’s leading publications, claims “third-party forest certification, based on standards developed by the Forest Stewardship Council, is the best way to ensure that wood products come from well-managed forests.” In addition, buildings rated under the U.S. Green Building Council’s Leadership in Energy and Environmental Design criteria earn higher scores if they use wood materials in accordance with FSC’s guidelines.

## For additional information

The following Web sites provide additional information on certified wood:

- **Certified Forest Products Council** — [www.certified-wood.org](http://www.certified-wood.org)
- **Forest Conservation Program** — [www.freemancorp.com/fcp.html](http://www.freemancorp.com/fcp.html) or [www.scs1.com/forestry.shtml](http://www.scs1.com/forestry.shtml)
- **Smart Wood** — [www.smartwood.org](http://www.smartwood.org)
- **Sustainable Forestry Initiative** — [www.afandpa.org/forestry/sfi/menu.html](http://www.afandpa.org/forestry/sfi/menu.html)

## EPA Specifies Certified Wood

**E**PA specified FSC-certified wood as part of the EPA Region 10 contract for interior remodeling. The contract stated, “acceptable certifiers shall be the Smart Wood Program (212 677-1900) or the Forest Conservation Program (510 832-1415) or Forest Stewardship Council accredited equivalent.” Additional information on this project, including a link to the full contract, is available on the EPP Web site at <[www.epa.gov/oppt/epp/ppg/case/region10.htm](http://www.epa.gov/oppt/epp/ppg/case/region10.htm)>.

# An International Perspective

**M**any EPP practitioners in the United States believe European governments are more successful with their environmental purchases than their U.S. government counterparts. It turns out, however, that European governments face many of the same challenges. Based on recent interviews with representatives from the European Union (EU) and three European countries—the United Kingdom (UK), Switzerland, and Denmark—this article briefly describes some of the common successes and challenges we share. It also touches upon unique features of the three programs.

## Adopting EPP Policies

As in the United States, government purchases represent a large share of economic activity in the three countries, with government expenditures ranging from 10 percent (Switzerland) to as much as 21 percent (UK) of the country's Gross Domestic Product. The three countries have adopted a variety of approaches and policies to use this buying power to achieve sustainable production and consumption. The UK and Denmark have each developed national policies promoting consideration of environmental factors in purchasing decisions. In Switzerland, there is currently no national EPP policy. Instead, EPP has been more of a grass-roots activity involving purchasers from the cantons and municipalities, and some federal officials, with coordination and exchange of information among these players occurring on an ad hoc basis. From this grass-roots activity, a national policy is evolving.

Whether EPP is a top-down or a bottom-up initiative, all three countries have set EPP within a more comprehensive framework of sustainable development or "Integrated Product Policy." The broader framework appears to be a very useful way to raise awareness about the interrelated impacts of everyday activities—including the purchasing practices of public entities and individuals—on the environment, society, and the economy.

## Defining EPP

European countries are developing EPP guidance and definitions that are similar to those adopted in the United States. Generally, each country defines environmentally preferable products as those that are less harmful to human health and the environment when compared with similar products. Furthermore,

EPP is seen as an integral part of determining "most value for money," "most economically advantageous," or "best value." The UK, for example, defines environmentally preferable products as those that:

- Are fit for the purpose and provide value for the money spent.
- Are energy- and resource-efficient.
- Use the minimum amount of virgin materials.
- Make the maximum use of postconsumer materials.
- Are non (or reduced) polluting.
- Are durable, easily upgraded, and repairable.
- Are reusable and recyclable.

## Translating the Broad Policies Into Practice

All three European programs emphasize the importance of taking limited steps toward full EPP implementation. Environmental concepts are still new to most purchasing officials, and they need good information, guidance, and training—an easier task if focused on a few product categories. In the UK, for example, much emphasis has been on purchases of energy-efficient equipment and services and recycled-content paper. A recent initiative is targeting timber and timber product purchases from sustainable, third-party-certified sources. The UK is also expanding a green building program that uses the Building Research Establishment's Environmental Assessment Method (BREEAM), a green building rating system, to evaluate the environmental efficiency of new government construction projects.

Denmark is focusing its EPP efforts on a select number of product categories for which accurate environmental information is available. The program, which began in 1994, is concentrating on office equipment, computers, office furniture, cleaning products, paint, lighting, transportation, kitchen equipment, organic food, and writing and copier paper. As additional information on other product categories becomes available, Denmark will expand the program.

In Switzerland, all federal administrations are required to have an Environmental Management System (EMS) policy by 2005. EPP will be an integral part of these policies, and Switzerland hopes that an EMS approach will help institutionalize EPP. In the meantime, the country is focusing on a federal "competence center" that was recently created within Switzerland's Federal Department of Finances to com-



# on EPP

pile the various product specifications and other purchasing procedures currently used within the country. The center will encourage the use of environmental factors when making purchasing decisions, including whether suppliers have adopted an EMS approach.

## Developing Useful Information

Providing purchasing officials with useful environmental information is an important part of any successful EPP initiative. The UK has developed a number of resources, including green purchasing guidelines, information on environmental marketing claims (similar to the Federal Trade Commission's "Green Guides"), a supplier "self-assessment" questionnaire, and some limited category-specific environmental attribute information. These resources and links to environmental purchasing resources worldwide are included on the UK's green procurement Web site <[www.environment.detr.gov.uk/greening/greenpro/greenpro.htm](http://www.environment.detr.gov.uk/greening/greenpro/greenpro.htm)>. Denmark, on the other hand, is focusing on developing a series of guidelines, which currently include 45 product categories, and more are being developed. Denmark plans to translate the guidelines into English in the next year.

## Eco-Labels and EPP

There are a number of European eco-labels—including the EU-Flower, Nordic Swan, and German Blue Angel—on products meeting a predetermined set of environmental criteria. All three countries see these and other eco-labeling programs as a rich source of information about the environmental aspects of products. The relationship between eco-labeling and EPP programs, however, differs among the three countries. In the UK, the national purchasing policy commends eco-labeling programs, specifically the EU-Flower, for providing "rigorous standards for certain product groups [that] are based on a full analysis of life cycle impacts..." The policy further states, however, that the labels are "voluntary and, therefore, it does not follow that eco-labeled products necessarily perform better in environmental terms than non-ecolabeled products." The UK uses the criteria for certain eco-labels to improve specifications. Likewise, Switzerland utilizes EU's eco-labeling criteria, where applicable, but does not require that purchasers buy eco-labeled products.

Denmark, on the other hand, includes a "how-to-do EPP" statement on the cover of all of its guidelines and recommends the purchase of eco-labeled products when they are available.

## Countering Myths

One of the critical roles of these three European EPP programs is to demonstrate that it is acceptable and preferable to incorporate environmental considerations into purchasing decisions. Many purchasers mistakenly believe that they must purchase the lowest priced item or that the EU, which was established to facilitate trade between European countries, forbids considering "non-economic" factors, including environmental performance. However, a recent European Court of Justice ruling declared that non-economic issues can be included in the procurement process as long as other basic procurement rules are followed. In effect, the court ruled that it is permissible to evaluate products based on their environmental attributes. Not being a member of the EU, Switzerland's national policies have not been affected by the EU procurement process. The Swiss government, however, has signed several bilateral contracts with the EU, one of which concerns public procurement. Beginning in April 2001, therefore, communities and some private sector industries will have to apply procurement principles in a way that is in accordance with the EU directives and Swiss Law.

## Is it Really Greener on the Other Side?

When it comes to solutions to environmental problems, the United States looks to Europe. The Europeans, however, are looking to us. Several of the contacts interviewed for this story referenced EPA's "Buy Recycled" (Comprehensive Procurement Guidelines) and EPP Programs, specifically the online EPP Database <[www.epa.gov/oppt/epp/database.htm](http://www.epa.gov/oppt/epp/database.htm)>. The UK official also referenced EPP activities by the National Association of Counties, the Commonwealth of Massachusetts, and King County, Washington, all of which are included as links on the UK's green purchasing Web site. This trans-Atlantic cooperation demonstrates a commitment to EPP as an important strategy for meeting the worldwide environmental challenge.

For additional information on EPP internationally, please visit <[www.epa.gov/oppt/epp/internationalepp.htm](http://www.epa.gov/oppt/epp/internationalepp.htm)>.

# ASTM Green Building Standard Passes

In a major step forward for EPP in buildings, the American Society for Testing and Materials (ASTM) Buildings Performance Committee passed a standardized questionnaire on the environmental performance of building materials in October 2000. For the past 2 years, EPA's EPP Program has been working to engage nongovernmental organizations that develop standards in establishing environmental standards for potential use in federal procurement (see EPP Update #5, September 1999, for details). ASTM's new questionnaire contributes to that effort.

The standard questionnaire, officially titled "Standard Practice for Data Collection for Sustainability of Building Products," will be accessible through the ASTM Web site <[www.astm.org](http://www.astm.org)> in spring 2001. It provides 31 questions applicable to all building products; in the future, the committee plans to vote on revisions to the standard, adding questions that are specific to certain types of products, such as structural steel, wood products, and different types of floor coverings. The intended audience for the standard includes building industry professionals—planners, developers, architects, engineers, contractors, and others—who possess a broad, general understanding of sustainability issues relative to the performance of buildings, but who would benefit from additional data to inform their product choices. The Subcommittee on Sustainability of the ASTM Buildings Performance Committee, under which this activity is taking place, welcomes new participants in this effort.

To participate or to learn more about this effort, contact Ruth Heikkinen of EPA's EPP team at <[heikkinen.ruth@epa.gov](mailto:heikkinen.ruth@epa.gov)>.



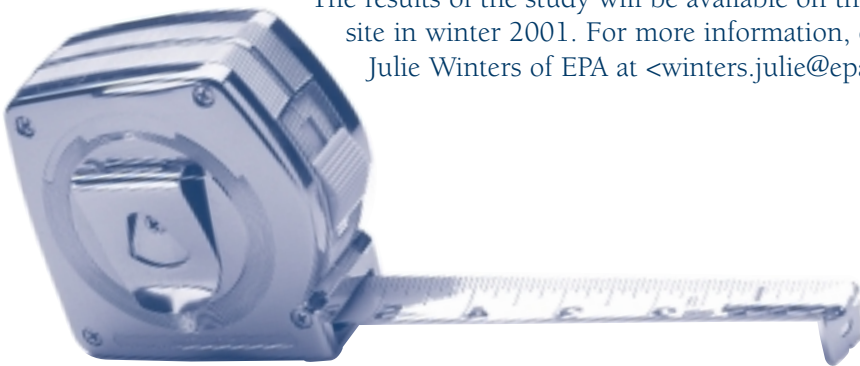


# How Does EPP Measure Up?

**E**PA recently completed a qualitative study to help the Agency measure the success and usefulness of the EPP program. The study, which was based on market research and discussions with federal employees, accomplishes the following goals:

- Explores what motivates the federal workforce to link environmental preferability to purchasing-related decision-making.
- Documents EPP activity among federal agencies.
- Tests the awareness and utility of EPA's EPP outreach materials.
- Assesses the viability of methods for a subsequent quantitative research phase.

The results of the study will be available on the EPP Web site in winter 2001. For more information, contact Julie Winters of EPA at <[winters.julie@epa.gov](mailto:winters.julie@epa.gov)>.



## Promising Practices Tool Makes EPP Easier

**H**ave you recently visited our Promising Practices Guide? A collaborative effort between the Department of Energy's Federal Energy Management Program, the Office of Federal Procurement Policy, the Office of the Federal Environmental Executive, and EPA, the guide is a collection of 16 success stories highlighting strategies for incorporating environmental criteria into a variety of product and service contracts. Each short case study includes a synopsis about the purchasing process, identifies lessons learned, and provides links to additional information such as contracts and specifications. The guide also includes an extensive list of "green" purchasing resources, as well as links to other government and nongovernmental programs, databases, and purchasing tools. You can find the Promising Practices Guide on the EPP Web site at <[www.epa.gov/oppt/epp/ppg/index.htm](http://www.epa.gov/oppt/epp/ppg/index.htm)>. Over the next few months, we would like to include more success stories, so if your organization or one that you know of has recently issued a "green" contract that might be a good addition to the Promising Practices Guide, please let us know!

For more information on the Promising Practices Guide, please contact Eun-Sook Goidel of EPA at 206 553-1855 or <[goidel.eunsook@epa.gov](mailto:goidel.eunsook@epa.gov)>.



# A Guide to Selling 'Green' to the Feds

**B**usinesses are often uncertain how to begin selling their environmental products to the federal government. EPA's EPP Program has developed a new document to help address these businesses' needs. "Selling Environmental Products to the Government: Your Map to the Federal Marketplace" provides vendors with specific information about whom to contact in some of the major agencies and the kinds of items these agencies buy. An update to a 1997 brochure, this document also provides answers to commonly asked questions and helpful hints about selling green products to the federal government.

"Selling Environmental Products to the Government" is available electronically via EPA's EPP Web site <[www.epa.gov/oppt/epp/pdfs/stgbrochure.pdf](http://www.epa.gov/oppt/epp/pdfs/stgbrochure.pdf)>. You may also order a hard copy from the Pollution Prevention Information Clearinghouse by calling 202 260-1023 and referring to document #EPA-742-K-97-002.



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