Leveraging the EPEAT Ecolabel to Realize Sustainability Goals: A Decade of Success using EPEAT in the City of San Francisco

Presenters:
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SPEAKERS

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Green Electronics Council (GEC)

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Senior Environmental Specialist
City and County of San Francisco
AGENDA

1. Overview of GEC and the EPEAT Ecolabel
2. Explore GEC Tools and Resources
3. City of San Francisco’s EPEAT Case Study
4. GEC’s New and Upcoming Procurement Resources
Green Electronics Council (GEC) is a mission driven not-for-profit that collaborates to achieve a world of only sustainable electronic products and services.

We advocate for sustainable electronics by helping both manufacturers and large-scale purchasers to:

- Understand the challenges facing sustainable IT
- Commit to address those challenges
- Act to change internal operational, manufacturing and procurement behaviors
GEC SUPPORTS INSTITUTIONAL PURCHASERS

GEC seeks to fulfill our mission by **supporting large-scale purchasers to buy** sustainable electronic products and services **as a way to incentivize producers to make** sustainable electronic products.

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**GEC Freely Available Tools and Resources**

- ✔ Sustainable Procurement Policy & contract language examples
- ✔ Case Studies
- ✔ Purchaser Guides
  - **Labor and Human Rights** (2017 version being updated in 2020)
  - **Cloud Services** Procurements (launched March 2019)
  - Procurement for **Circular Economy** (September 2020)
- ✔ Sustainability Impact One-pagers
- ✔ Circular Electronics Partnership
- ✔ Sustainable Procurement Training
- ✔ Webinars (2020)
  - Technology and Conservation Series
  - Public-Private Purchaser Series
- ✔ **EPEAT, leading global ecolabel**
  - EPEAT Benefits Calculations
  - EPEAT Purchaser Awards

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GEC seeks to fulfill our mission by **supporting large-scale purchasers to buy** sustainable electronic products and services **as a way to incentivize producers to make** sustainable electronic products.
EPEAT RELIABILITY AND VALIDATION

Green Electronics Council
- Owns and oversees the EPEAT Program with focus on efficiency, credibility and sustainability impact

EPEAT Program
- Approves, oversees, provides guidance to Conformity Assurance Bodies
- Targets and triggers verification investigations
- Facilitates advisory bodies focused on increasing EPEAT technical and programmatic excellence
- Maintains online Registry of conforming products, the EPEAT Registry

Conformity Assurance Bodies (CABs)
- 3rd Party Verifiers that qualify and manage Auditors
- Work with manufacturers to verify that products meet the EPEAT criteria claimed
- Conduct ongoing verification investigations
- Serve as technical resource for EPEAT

Participating Manufacturers (MFRs)
- Identify which criteria their product(s) claim
- Work with their CAB to verify claims
- Implement corrective actions, as needed
EPEAT ECOLABEL PRODUCT CATEGORIES

Current Categories
- PC/Display
- Imaging Equipment
- Televisions
- Mobile Phones
- Servers

Upcoming Categories
- PV Modules & Inverters (PVMI)
  September 2020
- Network Infrastructure
  [Enterprise Switches and Routers; Customer Premises Routers]
  Jan/Feb 2021
- Health & Wellbeing Wearables
  Fall 2021

Products meeting EPEAT criteria listed at https://epeat.net
HOW ARE EPEAT CRITERIA DEVELOPED?

In partnership with criteria development organizations

Use balanced voluntary consensus process

Criteria address impacts across lifecycle of product
**BRANDS PARTICIPATING IN EPEAT**

<table>
<thead>
<tr>
<th>Ace Computers</th>
<th>Google</th>
<th>Panasonic</th>
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<tbody>
<tr>
<td>Acer Inc</td>
<td>Howard Technology Solutions</td>
<td>Positivo Tecnologia S.A.</td>
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<td>Riso Kagaku Corporation</td>
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<tr>
<td>EIZO Corporation</td>
<td>Microsoft Corporation</td>
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<tr>
<td>Epson</td>
<td>MMD Monitors and Displays</td>
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| Fujitsu Limited | Northern B.V. | *
| GETAC         | Northern Micro Inc | As of July 2020 |

*As of July 2020*
HOW ARE PRODUCTS RATED BY EPEAT?

• EPEAT is a “tiered” ecolabel to spur innovation by Participating Manufacturers

• Products must meet all required criteria to be covered by EPEAT
  – Just by being “EPEAT” tells purchasers the product is more sustainable

• Products are rated bronze, silver or gold based on the number of optional criteria they meet

Meets less than 50% Optional Criteria

Meets 50 to 75% Optional Criteria

Meets more than 75% Optional Criteria
EPEAT CRITERIA ADDRESS LIFECYCLE SUSTAINABILITY IMPACT

**Reduction of chemicals of concern**
- Restricted substances in product
- Substance inventory
- Hazard assessment

**Climate change mitigation**
- Product energy efficiency
- Manufacturing energy efficiency
- Reporting on GHG emissions
- Renewable energy use
- F-GHG emissions

**Social impact**
- Labor
- Worker health & safety
- Responsible mineral sourcing
- Corporate reporting
- Environmental management systems

**Zero waste**
- Design for longevity, repair, recycling and reuse
- Recycled content
- Water use
- EOL management
ADDRESSING SUSTAINABILITY IMPACTS

Targeted use of EPEAT ecolabel to maximize the benefits of EPEAT criteria to address specific sustainability concerns:

• Chemicals
• Climate
• Plastics
• Social
• Zero waste
GEC EPEAT BENEFITS CALCULATOR

• Web-based calculator for EPEAT product categories, building on successful EPA calculator

• Quantifies life cycle benefits of purchasing sustainable ICT products conforming to criteria in EPEAT ecolabel

http://greenelectronicscouncil.org/epeat-benefits-calculator/
EPEAT HELPS ORGANIZATIONS WITH THEIR SUSTAINABILITY GOALS

Guidance is available on how EPEAT supports GRI Reporting

Use of EPEAT will strengthen organizations CDP Response

UN Global Compact

Purchasing EPEAT products allows an organization to report against UN Global Compact Principles

Sustainable Development Goals

Buying EPEAT Products supports meeting the Sustainable Development Goals

SDG 8 and supply chain transparency and secure working environments

SDG 11 and environmental impact of cities

SDG 12 and waste reduction, sustainable public procurement
GEC PURCHASER GUIDES

- Cloud Services Purchaser Guide
- Circularity Purchaser Guide
- Labor and Human Rights Purchaser Guide
GEC applies a “Procurement First” philosophy to our sustainable procurement training – ensuring procurement best practices drive the content.

Training provides participants:
- Tactics applicable to all spend categories with special focus on ICT
- Commodity prioritization and sustainable specification development
- Guidance on how to embed sustainability into the procurement process
- Approaches to reporting sustainable spend
- Advice on how to maintain a sustainable purchasing program

**2020 Free Sustainable Procurement Trainings**

**February:** Higher Education Climate Leadership Summit
**June:** Institute for Public Procurement (NIGP)
**July:** State of California Higher Education Sustainability
**October:** Academy of European Law (ERA)
Materials: A PowerPoint version of course is available free to EPEAT Purchasers

Learning objectives focus:

- Commodity prioritization & sustainable specification development
- How to embed sustainability in the procurement process
- Sustainable spend reporting approaches
- How to maintain sustainable purchasing program

GEC Training Materials

4 hours of learning
Fully customizable content
Reuse content
2020 EPEAT PURCHASER AWARDS

Agnes Scott College
Air Force Information Technology
Commodity Council
Atlanta Veterans Affairs Health Care System
Battelle Energy Alliance
BOWDOIN COLLEGE
Brookhaven National Laboratory
California State University, Long Beach
California State University, Los Angeles
CHBWV - CH2M Hill BWTX West Valley

City and County of San Francisco
City of Austin Purchasing Office
City of Durango
City of Keene, New Hampshire
City of Orlando
City of Portland, Oregon
City of San Diego
City of Seattle
Cleveland Clinic
Commonwealth of Massachusetts
Consolidated Nuclear Security, LLC;
Pantex Plant
Consolidated Nuclear Security, LLC; Y-12
National Security Complex
DEA Chicago Field Division
DEA Detroit Field Division
DEA North Central Laboratory
DEA Office of Investigative Technology
Department of Energy - Hanford Program
Department of Veterans Affairs
Department of Veterans Affairs, IT Operations and Services
East Tennessee Technology Park
Experience Scottsdale
Hackensack Meridian Health
Interface
Kaiser Permanente
King County
Los Angeles Department of Water and Power
Loyola University Chicago
Maryland Department of Transportation
McGill University
Missile Defense Agency
Mission Support Alliance; CH2M Hill
PRL; WRPS; HPMC; WAI-Hanford
Moab UMTRA Project
NASPO ValuePoint
National Renewable Energy Laboratory
New York State
NIH Information Technology Acquisition and Assessment Center
Oak Ridge Associated Universities (ORAU)
Office of Training DEA
Portsmouth Gaseous Diffusion Plant,
U.S. Department of Energy
Princeton Plasma Physics Laboratory
Provost Public Schools
Sandia National Laboratories
Scottish Government (On behalf of the Scottish Public Sector)
Shared Services Canada
South Dakota State University
Stanford Health Care
Stanford University
State of California
State of Florida
State of Maryland
State of Minnesota
State of Oregon DAS Procurement Services
State of Pennsylvania, Department of General Services, Bureau of Procurement
Swift & Staley
Texas Department of Information Resources
The Government of the District of Columbia Office of Contracting and Procurement
U.S. Department of Agriculture
U.S. Department of Homeland Security
U.S. General Services Administration
University of California Santa Barbara
University of Vermont
US Dept. of Energy Legacy Management
Voya Financial
WA State Dept of Enterprise Services
Wipro Limited
A Decade of Success using EPEAT in the City of San Francisco
Contents

1. San Francisco policy context
2. SF’s Green Purchasing Program
3. Why I.T. is important
4. 2008 EPEAT Gold requirement
5. 2019 Update and expansion
6. Sustainability benefits
7. Why ecolabels and registries are important
San Francisco’s policy context
San Francisco mandates (Precautionary Principle)

✧ Anticipatory action to prevent harm
✧ Right to know product ingredients
✧ Examine full range of alternatives (alternatives assessment)
✧ Full cost accounting
San Francisco mandates (Green Purchasing)

✧ Reduce exposure to hazardous chemicals
✧ Reduce climate impacts
✧ Improve air quality
✧ Protect water quality
✧ Preserve resources
  • Maximize water & energy efficiency
  • Maximize recycled content and recyclability
  • Favor product durability, repairability
  • Consider life cycle impacts
San Francisco’s Green Purchasing Program
What Is Green Purchasing?
Considerations for Green Products

Impact
Considerations for Green Products

Impact

Performance
Considerations for Green Products

Impact

Performance

Cost
Who decides what you can buy?
Welcome to SF APPROVED. Explore green products & services that meet San Francisco's health & environmental requirements.

What would you like to get?

Search batteries, cleaners, LED lights

Advanced Search
Why is I.T. important? Toxics
Why is I.T. important? Waste
49 million tons/year
49 million tons of waste per year…
...about this much...

49 million tons
‘Tsunami of data’ could consume one fifth of global electricity by 2025

Billions of internet-connected devices could produce 3.5% of global emissions within 10 years and 14% by 2040, according to new research, reports Climate Home News

A Google data centre. US researchers expect power consumption to triple in the next five years as one billion more people come online in developing countries. Photograph: Google/Alx
2008 - 09: First US City to require EPEAT Gold

https://www.epeat.net/
Computers, printers, monitors
San Francisco Officials Plan to Block Apple Procurement
Entire Internet Claims San Francisco Will Boycott Apple Products

In their rush to be the first to tweet the sensational "San Francisco Bans Apple Computers" headline, several reputable news sources including the Wall Street Journal, Washington Post, Huffington Post® and countless tech blogs wrote this week that the city would be banning or completely boycotting the purchase of Apple products now that the company has pulled their computers from the standard rating system for green electronics. Except it's not quite like that.
2019: Update and expansion of requirements

- **Personal computers**, including desktops, laptops, tablets, workstations, thin clients and computer monitors
  UPDATE EPEAT Gold to Bronze

- **Enterprise computer servers**, excluding network infrastructure, appliances, blades
  UPDATE EPEAT Bronze

- **Imaging equipment**, including copiers, digital duplicators, facsimile machines, multifunction devices, printers, mailing machines and scanners
  NEW EPEAT Gold

- **Televisions and large displays**, including signage displays
  NEW EPEAT Bronze or ENERGY STAR
Sustainability benefits: Greenhouse gas reductions

1.75 million kg CO2 = 375 cars off the road
Sustainability benefits: Energy savings

2.84 million KwH = 234 households for 1 year
Sustainability benefits: Hazardous waste

7,026 kg = weight of 56 refrigerators
Purchasing trends – Desktops/laptops/monitors

Leveraging EPEAT Ecolabel to Realize Sustainability Goals – NIGP Forum
Why ecolabels and registries are important
Specifying Environmentally Preferable Products

EASY
fewer resources required

- Existing third-party certifications & registries
- Existing standards + validation

DIFFICULT
more resources

- Existing (borrowed) specifications + validation
- Homegrown specifications + validation

Alternatives analyses
Specifying Environmentally Preferable Products

EASY
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DIFFICULT
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- Existing (borrowed) specifications + validation
- Homegrown specifications + validation
- Alternatives analyses
PUBLIC INTEREST
## Progress

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Leveraging EPEAT Ecolabel to Realize Sustainability Goals – NIGP Forum
Raising the bar – and rising to meet it

Leveraging EPEAT Ecolabel to Realize Sustainability Goals – NIGP Forum
Lessons learned
Thank you!
GEC’s New and Upcoming GEC Resources

- Labor & Human Rights Guide
- PVMI Product Category
Updated Labor & Human Rights Purchaser Guide

• Achieve updated Labor and Human Rights Purchaser Guide that is credible, user friendly, and reflective of current social impacts.
• Identify new procurement strategies that Purchasers or Manufacturers can employ to promote labor and human rights.
• Support institutional purchasers worldwide to purchase electronics originating from more socially responsible supply chains to achieve a more sustainable world.
PVMI Product Category Launch

Photovoltaic Modules and Inverters product category launch is planned for September 2020

To learn more:

• Download EPEAT PVMI criteria for free on the GEC website at www.greenelectronicscouncil.org under the EPEAT Criteria section.
For more information visit the
Green Electronics Council
www.greenelectronicscouncil.org