

Green Purchasing

And how to not get greenwashed

May 2020

Session outline

- What is a sustainable product or service?
- Why make sustainable purchases?
- What is greenwash?
- How to avoid it
- Practical examples
- Next steps
- Q and A



Sustainable purchase

“ A sustainable purchase is one that results in less impact on the environment, human health and/or society than other products that serve the same purpose ”

There is a green purchasing opportunity in every product and service category



Why?



You might even save the world!



Examples



Recycled content - products containing 10% or more recycled content material



Energy saving - products that generate fewer greenhouse gas emissions



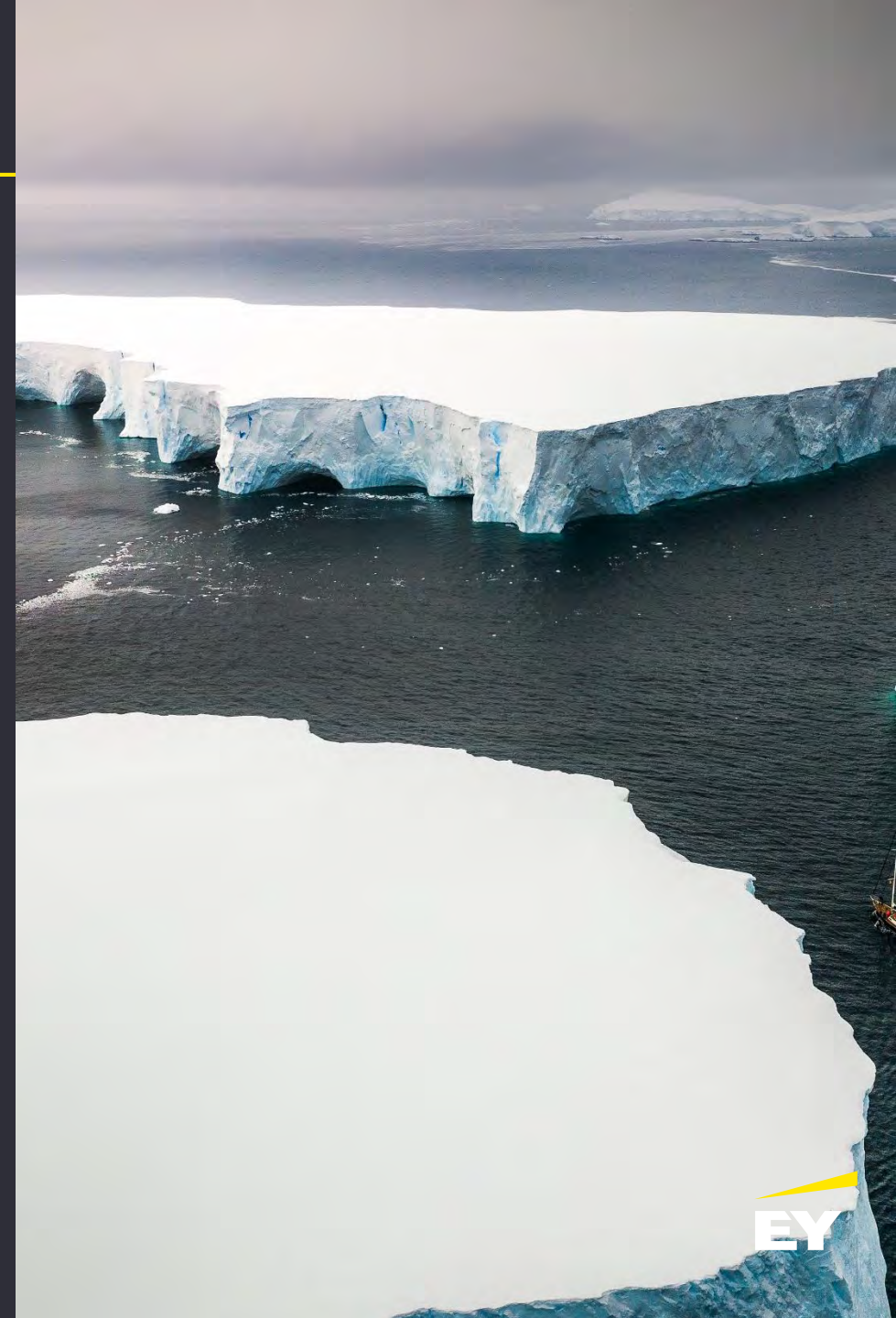
Sustainable resource use - products that are less damaging to the environment and/or human health



Less toxic - products that are less damaging to the environment and/or human health



Social responsibility – purchases from a social benefit organisation or ethically sourced goods



Is it genuine?

Greenwash is when a company makes unsubstantiated or misleading claims about their products to appear more environmentally preferable than they really are.

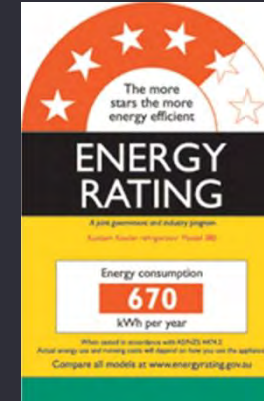


Third party certifications and standards are your friend here

Green
Or
Greenwash?



Green labels and standards



Other options

SOCIAL TRADERS

Recycled content



Green products for your business



Replas Recycled Plastic Cage Barrier



Social Enterprise – Social Traders - Social Enterprise – Dire



Green products for your business



Planet Ark Recycled Paper



Ausfile Mobile Caddie



Replas Recycled Plastic Cafe Barrier



LED lighting replacements



Social Traders - Social Enterprise – Directory



Agar – Commercial Cleaning



Next Steps

- Decide why you want to pursue green purchasing
- Identify some key areas – low hanging fruit
- Do a bit of research – certified products

- Later – develop a formal policy – build green purchasing into your strategy

