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International Facility Management Association

Empowering Facility Professionals Worldwide

Sustainability Liaison Call
August 25, 2015

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IFMA Updates

World Workplace 2015: Save the Date!

Sustainability Meeting

Thursday, October 8, 2015

5:15 – 6:00 Room 305

(Educational sessions end at 5:00)

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Agenda

1. SAG News, Discussion
2. Sam Hummel, Director of Outreach & Operations, Sustainable Purchasing Leadership Council (reaction by Debbie Shatz, procurement, Bloomberg)

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL

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SAG NEWS/DISCUSSION ITEMS

1. **WWP Sustainability Open Meeting Thurs. Oct 8, 5:15 PM, Room 304;**

2. ENERGY STAR: ES required in: New York, Seattle, Austin, San Francisco, Minneapolis, Washington D.C., Boston and Philadelphia outreach. Discuss outreach process: Dev. Portfolio Manager report for all IFMA? How educate these chapters to share data?

3. How-to Guide Global Input Initiative. Discuss process for engagement

4. IFMA Energy Benchmarks (Electricity, ES, vendors @ Fusion/WWP)

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4. Marketing/Education/Outreach

a. eFMJ

☑Nov-Dec 2014 – Annual report, new initiatives

☑ Jan-Feb 2015 – GRI, WWP Town Hall meeting, Strategy

☑ Mar-Apr 2015 – Emissions, Net Zero Energy

☑ May-Jun 2015 – New Info on How-to Guides (MM+R (3), lighting (2), green rating systems (1), ENERGY STAR (4)

☑ Jul-Aug 2015 **–** Town Hall, SAG/BOD report,

Sep-Oct 2015 (July 15 deadline) Occupant Engagement (Putnam)

Nov-Dec 2-15 (Sept 15 deadline) (based on poll), Healthy Buildings (Gensler)
(International WELL Building Institute)

b. Webinar (follow theme of eFMJ, format)

☑ Jan. 27 – Initiatives, GRI, Town Hall, Future Strategy

☑ March 24 – Emissions, Net Zero (confirmed) – Laurie, Christopher (on 3/24, 11:00 AM Central, see COM)

☑ May 19 – Guide updates (GRS, lighting, ES) and new guide (MM&R)

☑ **July 21 -** (based on survey) SAG, EVS, LEEP

Sep (Occupant Engagement) – Cynthia and team

Nov/Dec (result of poll) Healthy Buildings (Gensler)

SUGGESTIONS for 2016 Editorial Calendar: (AUTHORS/SPEAKERS): Financing, Green Purchasing, S. Infrastructure, (Poll input so far)

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Guest Speaker:

Sam Hummel

Sustainable Purchasing Leadership Council

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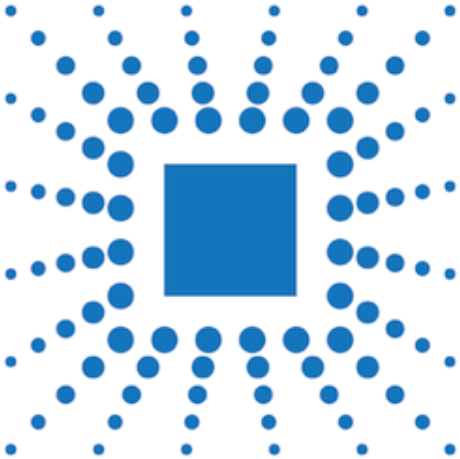

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL

WWW.SUSTAINABLEPURCHASING.ORG

GREEN PRODUCTS ROUNDTABLE

Convened 2008-2012

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SPLC Founders Circle

Convened 2013

of
ıd, OR

A

DC

U.S.
DEPARTMENT
of
AGRICULTURE

a

State of
Minnesota

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Strategic Partners

ANSI American National Standards Institute

American Sustainable Business Council

aashe The Association for the Advancement of Sustainability in Higher Education

BIFMA

BSR

ICLEI Local Governments for Sustainability

ISM institute for supply management

iseal alliance

NASPO National Association of State Procurement Officials

PRACTICE Greenhealth

Product Stewardship Institute Sustainable Solutions to Protect Our Environment

RPN Responsible Purchasing Network

Sustainable Food Laboratory

Acquisti & Sostenibilità INSPIRING SUSTAINABLE SUPPLY CHAIN

Sustainability Standards Partnership Innovation, Impact, Credibility.

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Today: ~130 members; > $200bn in spend

Broad Coalition

Federal purchasers:

- DOE, EPA, GSA, USDA, LBL, PNNL

State/local government purchasers:

- Cities: Cleveland, Denver, Portland, San Francisco, Santa Monica, Municipal Collaboration for Sustainable Procurement, Sound Transit
- Counties: Alameda, Arlington, King, Multnomah, Snohomish
- State/Province: California, DC, Massachusetts, Michigan, Minnesota, Nova Scotia, NERC

College and university purchasers:

- American, Arizona State, Emory, George Washington, Michigan State, Portland Community College, Portland State University, Southern CT State, UC Santa Barbara, UPenn, UT Austin, Association for the Advancement of Sustainability in Higher Education

Corporate purchasers

- Accenture, Aflac, Allstate, Aramark, Belk, Best Buy, Bloomberg, Caesars, CBRE, CH2M, Citi, Edelman, EPRI, FedEx, Goodyear, Hilton, JCPenney, Interface, Lockheed, Mahindra, Microsoft, Office Depot, Pacific Gas & Electric, Sonoco, TD Bank

Environmental interest organizations:

- CalRecycle, CEGESTI, Center for Environmental Health, Ecoinstitut, ISEAL Alliance, MI DEQ, MN PCA, Practice GreenHealth, Sustainable Methods Institute, USGBC, US DOE, US EPA, World Resources Institute, WWF

Social interest organizations:

Coalition of Immokalee Workers, CorpWatch, Equitable Origin, Fair Trade USA, International Campaign for Responsible Technology, International Labor Rights Forum, Canadian Aboriginal and Minority Supplier Council, Social Hotspots Database Project

Business associations:

American Sustainable Business Council, American Chemistry Council, American Coatings Association, Business and Institutional Furniture Manufacturers Association (BIFMA), Consumer Specialty Products Association, Institute of Supply Management

Suppliers

Accenture, Altenex, Apex Clean Energy, ASSA-ABLOY, Biosynthetic Technologies, BuildingWise, CarbonNeutral Co, Dell, Domtar, EcoLab, EcoVadis, Edelman, FedEx, Goodyear, Kuhn Associates, iFixIt, Lockheed, MindClick, Office Depot, PRé, RepRisk, Resource Recycling, SciQuest, Sonoco, Sphere E, Thinkstep, TreeZero, Trucost, Venable LLP, VitalMetrics, Waste Management

Product Certifiers/Standards Developers/Labelers:

Center for Resource Solutions, CIPS Sustainability Index, Equitable Origin, Fair Trade USA, Forest Stewardship Council, GreenCircle Certified, Green Seal, Roundtable on Sustainable Biomaterials, SCS Global Services, Sustainable Forestry Initiative, UL Environment, USDA, US EPA

Partners:

ANSI, BSR, ICLEI, NASPO (National Association of State Procurement Officials), Product Stewardship Institute, Responsible Purchasing Network, Sustainable Food Lab

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The opportunity…

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"Our acquisition of goods and services creates a carbon footprint **nine times** that of our buildings and fleet, put together."

GSA

Dan Tangherlini
(Former) Administrator
US General Services Administration

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Many impacts are more prevalent in supply chains, not just GHGs.

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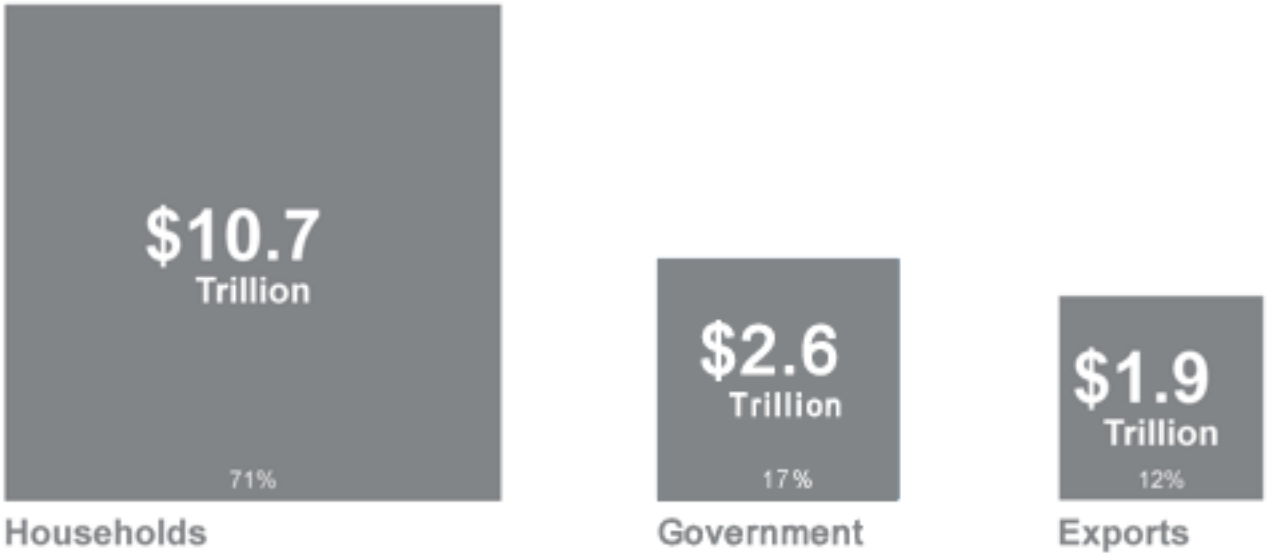

Share of US GDP by end-use consumption.

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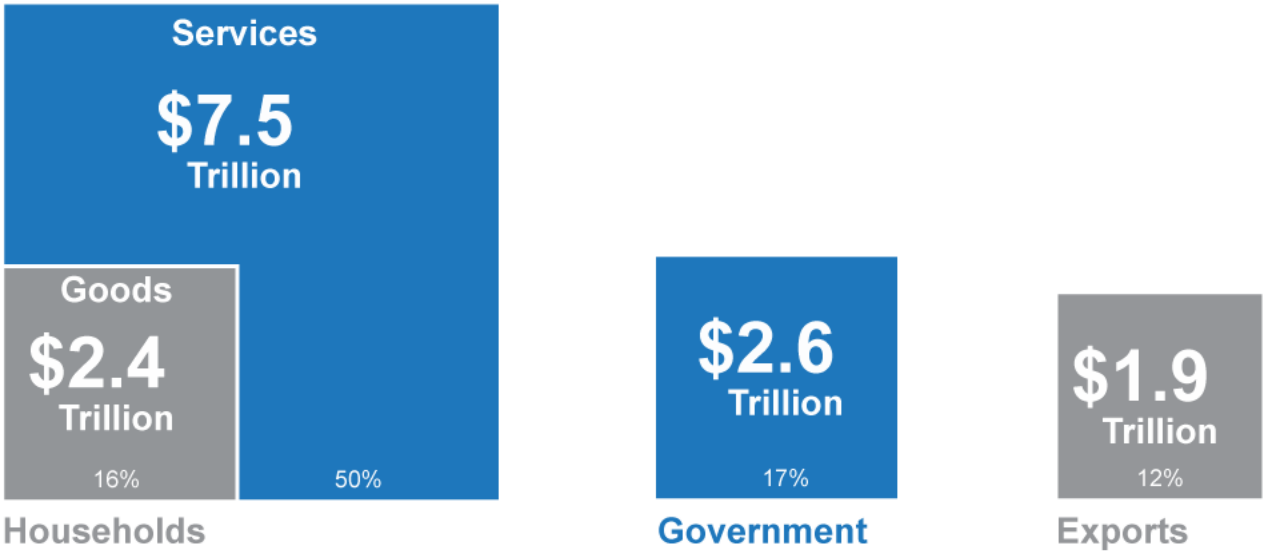
Education services
Health care
Housing
Financial services and insurance
Food services
Transportation services
Recreation services
Communications services
Personal care services
Hospitality services



Share of US GDP by end-use consumption.

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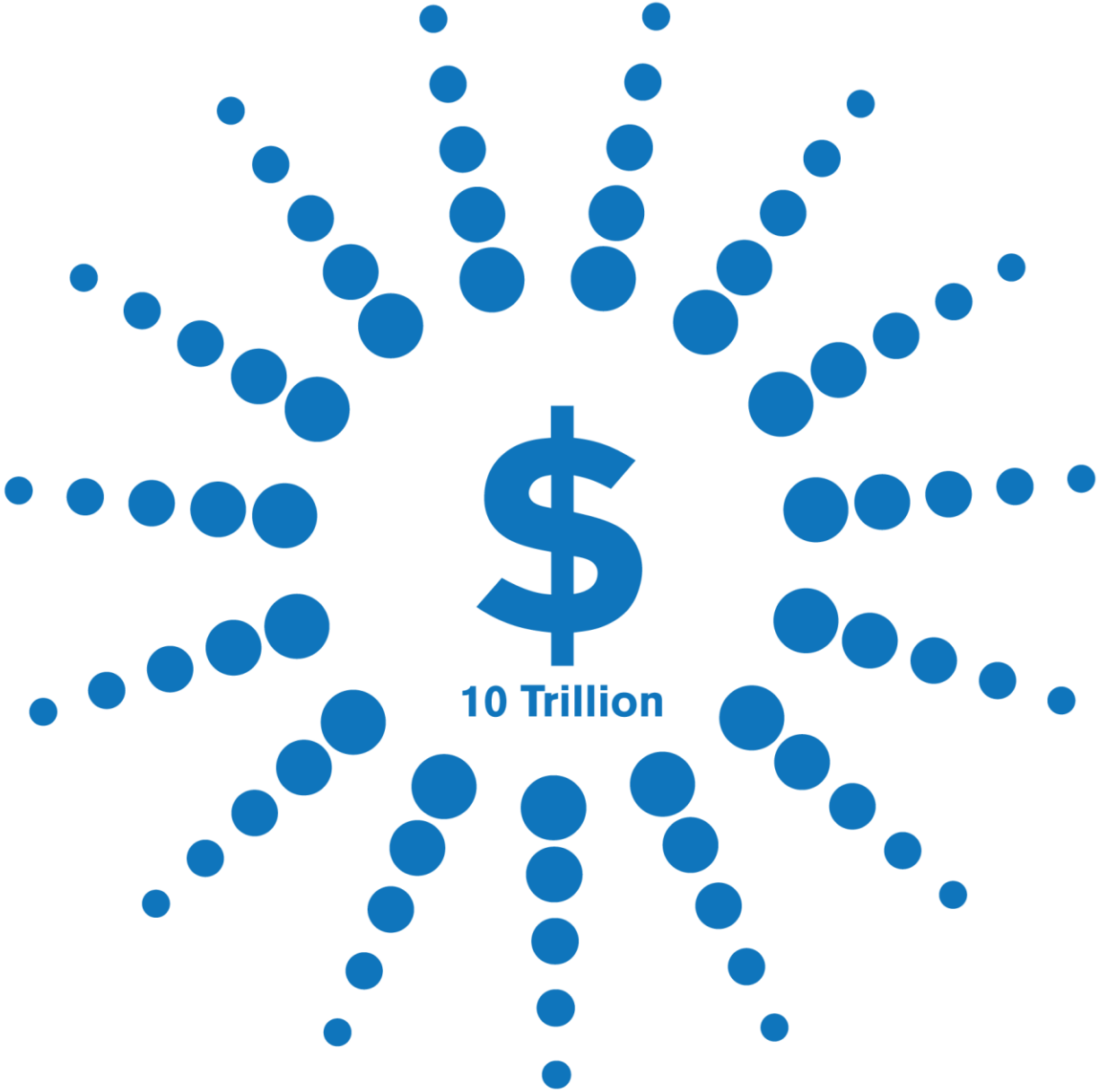

The largest professionally-managed demand signal driving the global economy.

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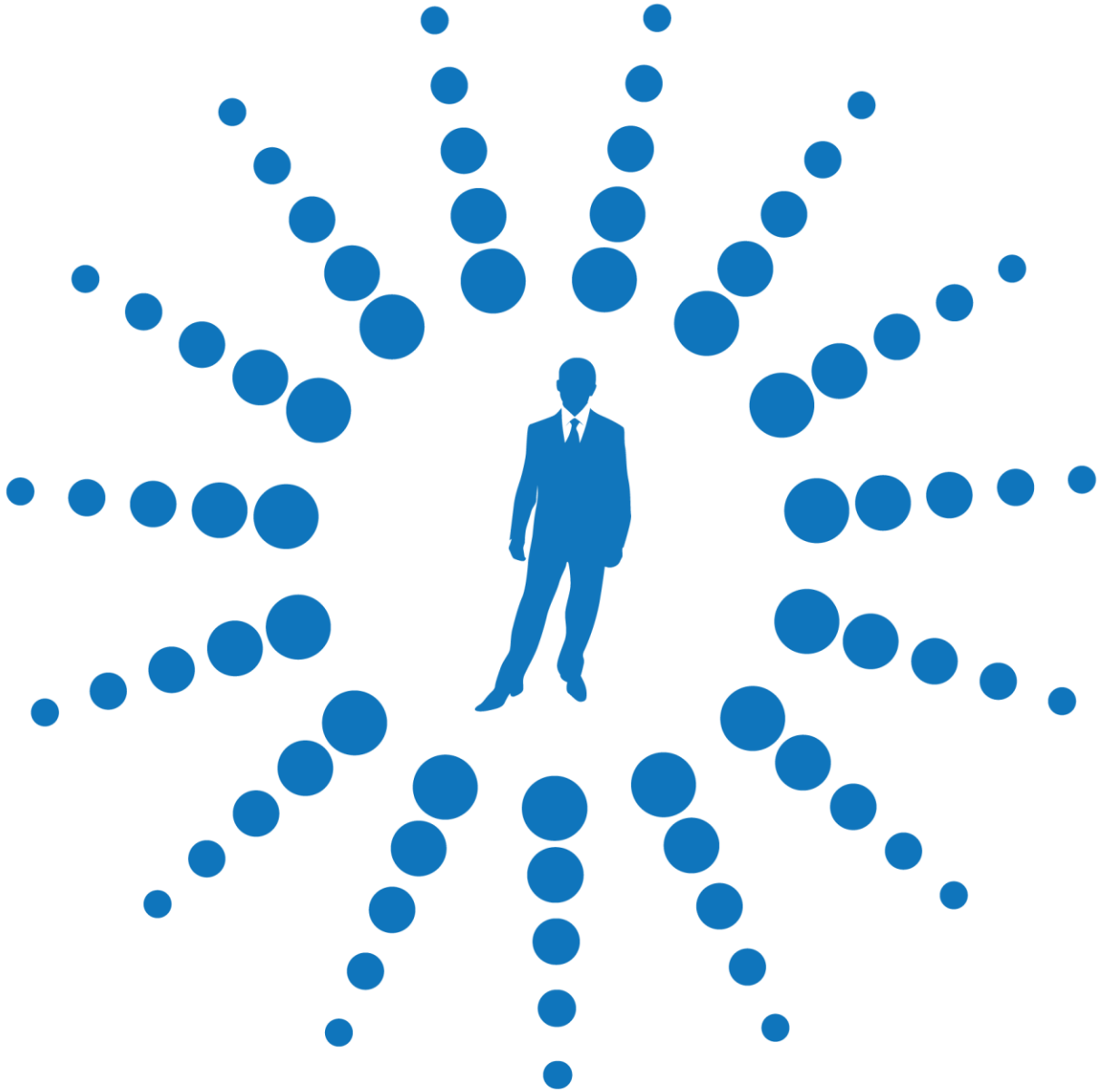
Analysis by TRUTHstudio based on US Bureau of Economic Analysis *2011 Summary Use Annual I-O Table*



1 purchaser = 100 consumers

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Purchasing Organizations

…are uniquely positioned to **demand transparency** into the upstream and downstream impacts of goods and services.

…are capable of incorporating sustainability criteria into purchasing decisions **at a scale that can shift markets.**

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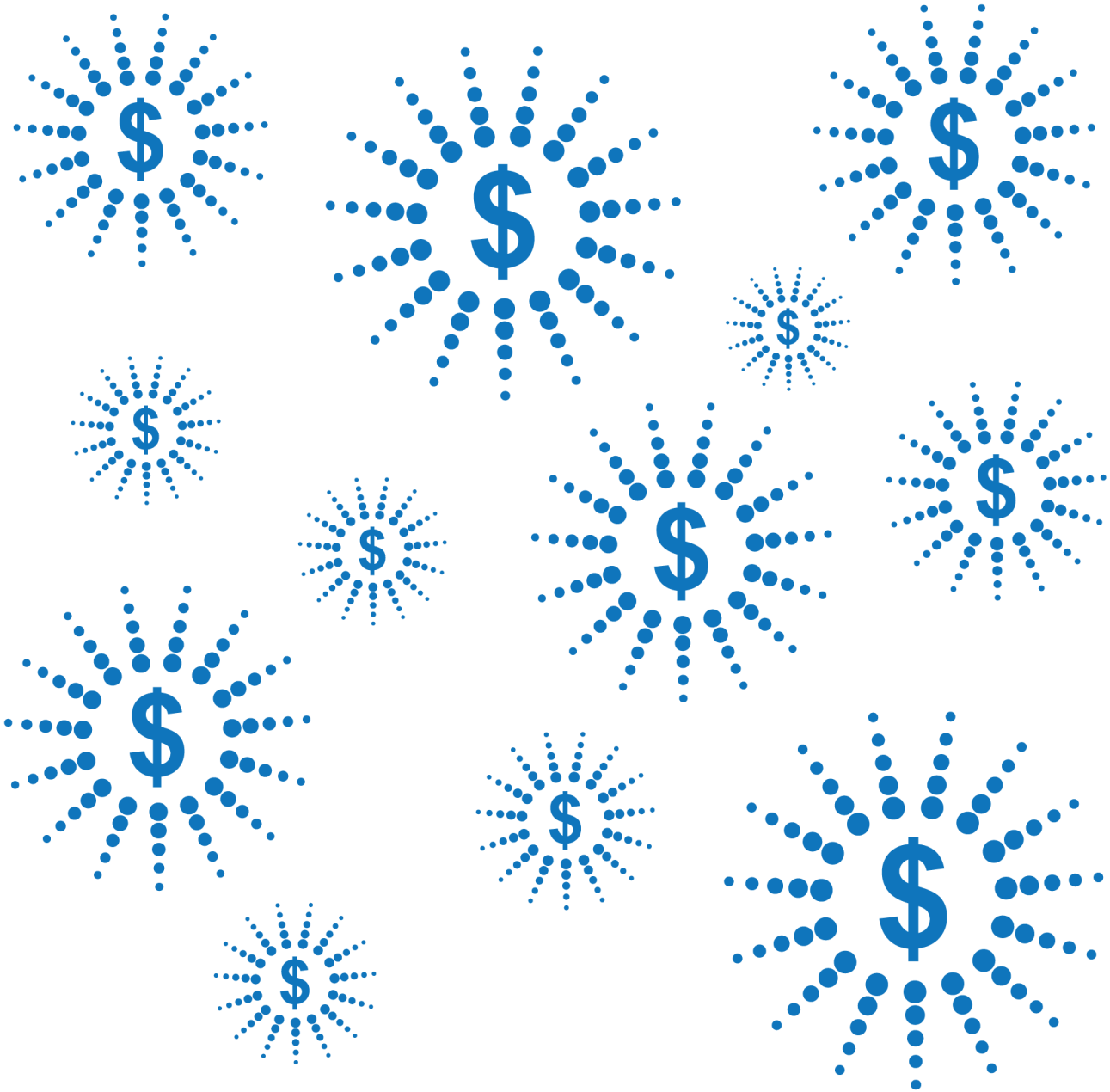

Fragmented demand signal…

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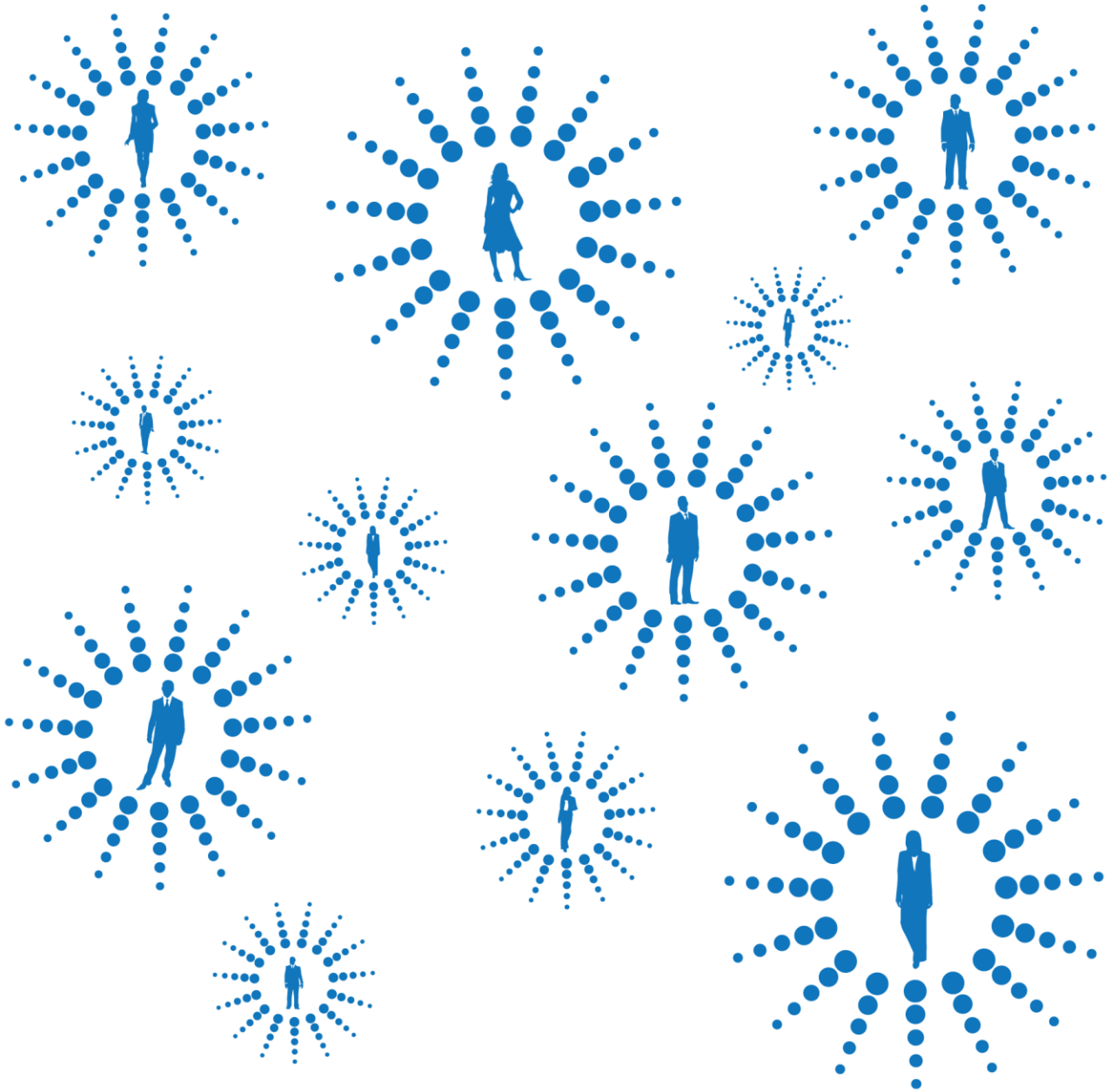

…emanating from silo-ed efforts…

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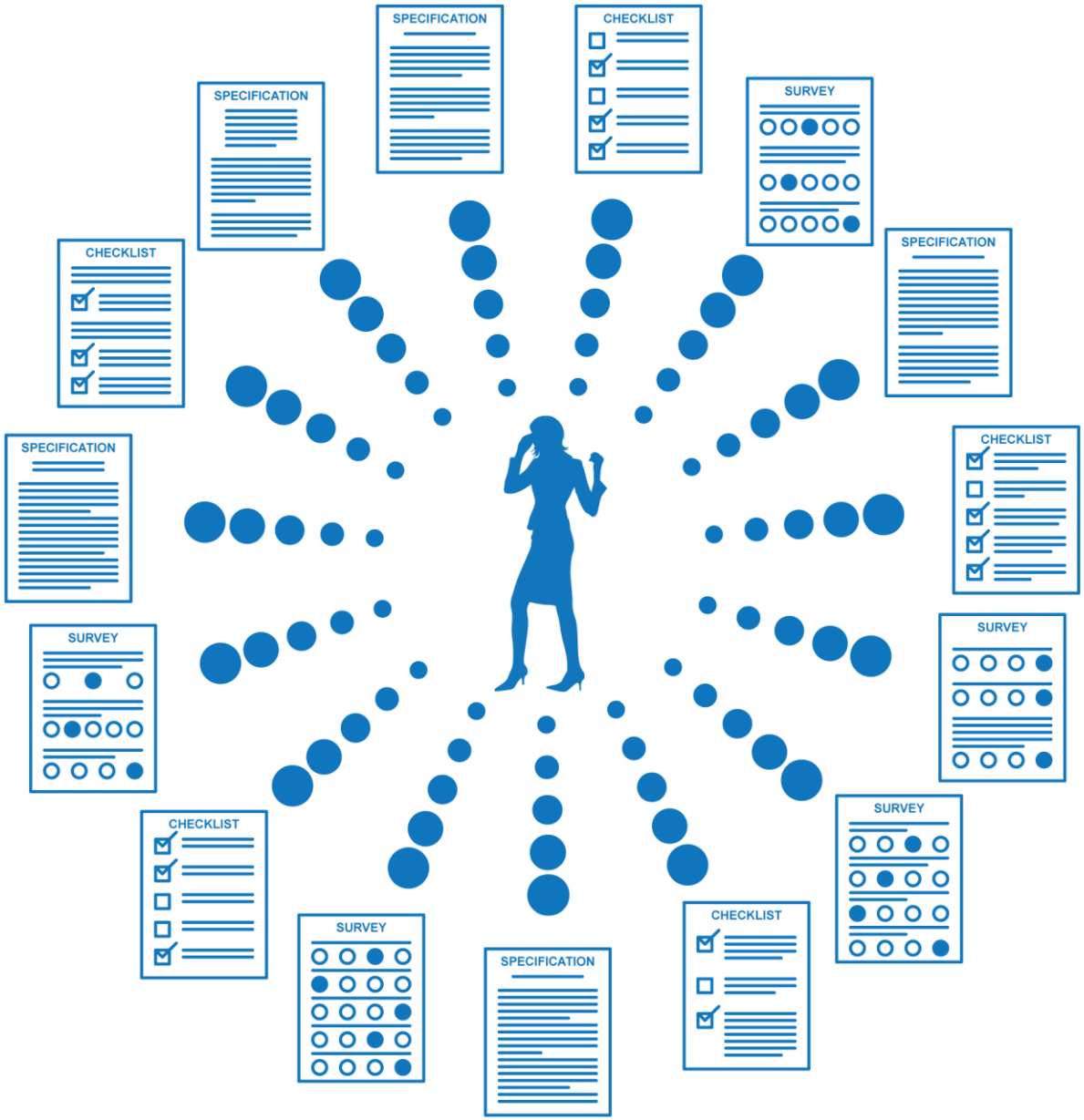

…causes confusion for suppliers, slowing market transformation.

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Challenges facing sustainable purchasing

Related to **Program GUIDANCE**	Related to **Performance MEASUREMENT**	Related to **Leadership RECOGNITION**
Policy inconsistency	**No standard metrics**	**No performance-based recognition framework**
Lack of program guidance	**No shared program assessment**	**No professional distinction**
Competing category guidance	**Inability to benchmark**	**Lacking multi-sector leadership community**
Inertia of standard practices		

These challenges exist in every sector, region, and organization type!

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We will collaborate to launch a shared program for guiding, measuring, and recognizing leadership in sustainable purchasing.

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BEFORE (early 1990's)		AFTER (early 2010's)
Market fragmented by inconsistent guidelines	→	LEED provides buyers and suppliers with common language
No shared training program for green building	→	LEED AP makes training accessible to everyone
Can't differentiate credible from greenwash	→	LEED identifies credible standards and eco-labels
Leadership recognition based on marketing	→	Leadership recognition based on performance
Shared challenges solved project by project	→	Shared challenges addressed through LEED versioning
Documentation is expensive and rare	→	Documentation costs steadily decrease
Creativity consumed reinventing the wheel	→	Creativity focused on innovation
ROI demonstrated on case by case basis	→	ROI of LEED approach consistently documented
Green building is expensive	→	Building LEED-certified adds negligible cost
"A common standard is impossible."	→	*A common standard is widely embraced and used.*
"Green building will always be niche."	→	*Green building is becoming the norm.**

** Green building is estimated at 44% of non-residential new construction in 2012.*

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SPLC Program Development

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Program Development

☑ Launch of Council (July 2013)

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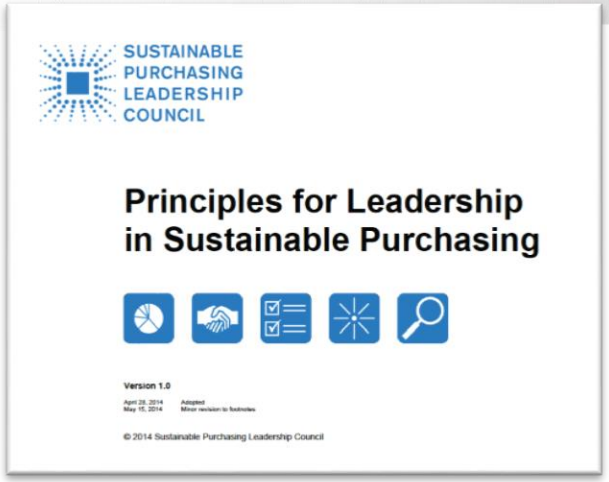
Program Development

Principles Technical Advisory Group (TAG)



☑ Principles (May 2014)

☑ Launch of Council (July 2013)

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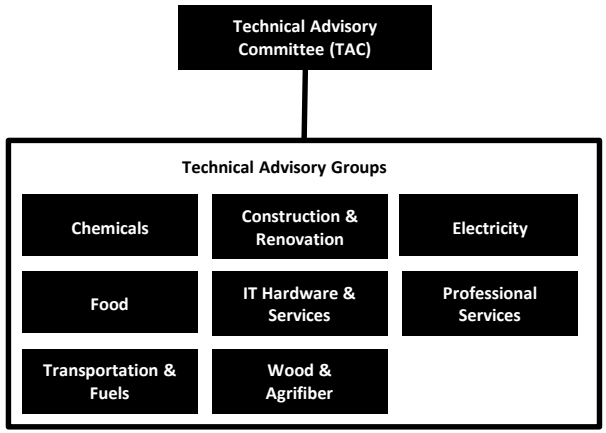
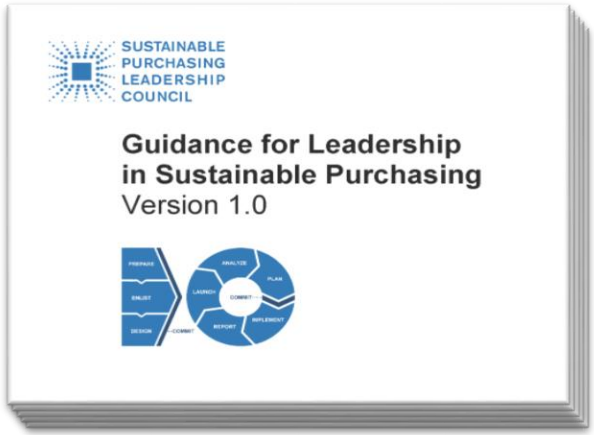
Program Development





- ☑ Category Guidance (Feb 2015)
- ☑ Program Guidance (Feb 2015)
- ☑ Principles (May 2014)
- ☑ Launch of Council (July 2013)

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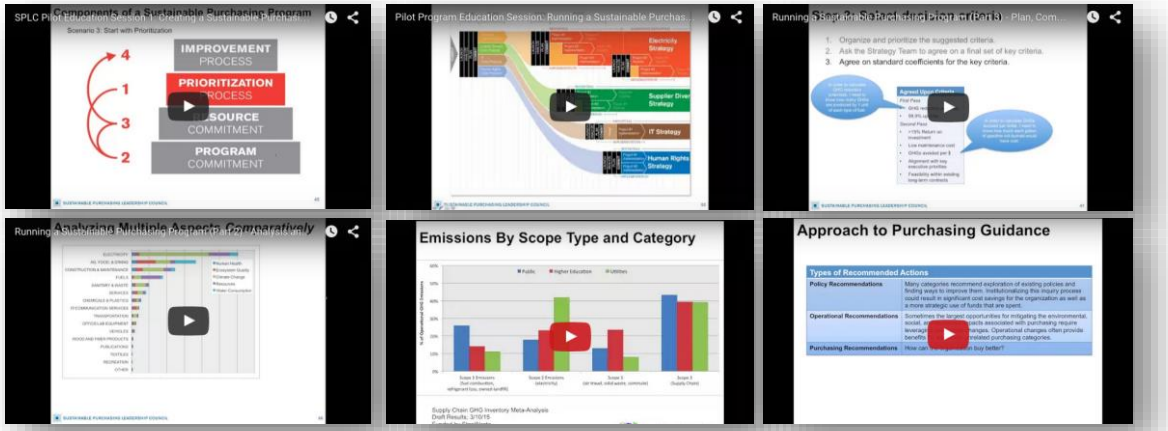
Program Development

16+ hours of training videos



- ☑ Training (Feb-present 2015)
- ☑ Category Guidance (Feb 2015)
- ☑ Program Guidance (Feb 2015)
- ☑ Principles (May 2014)
- ☑ Launch of Council (July 2013)

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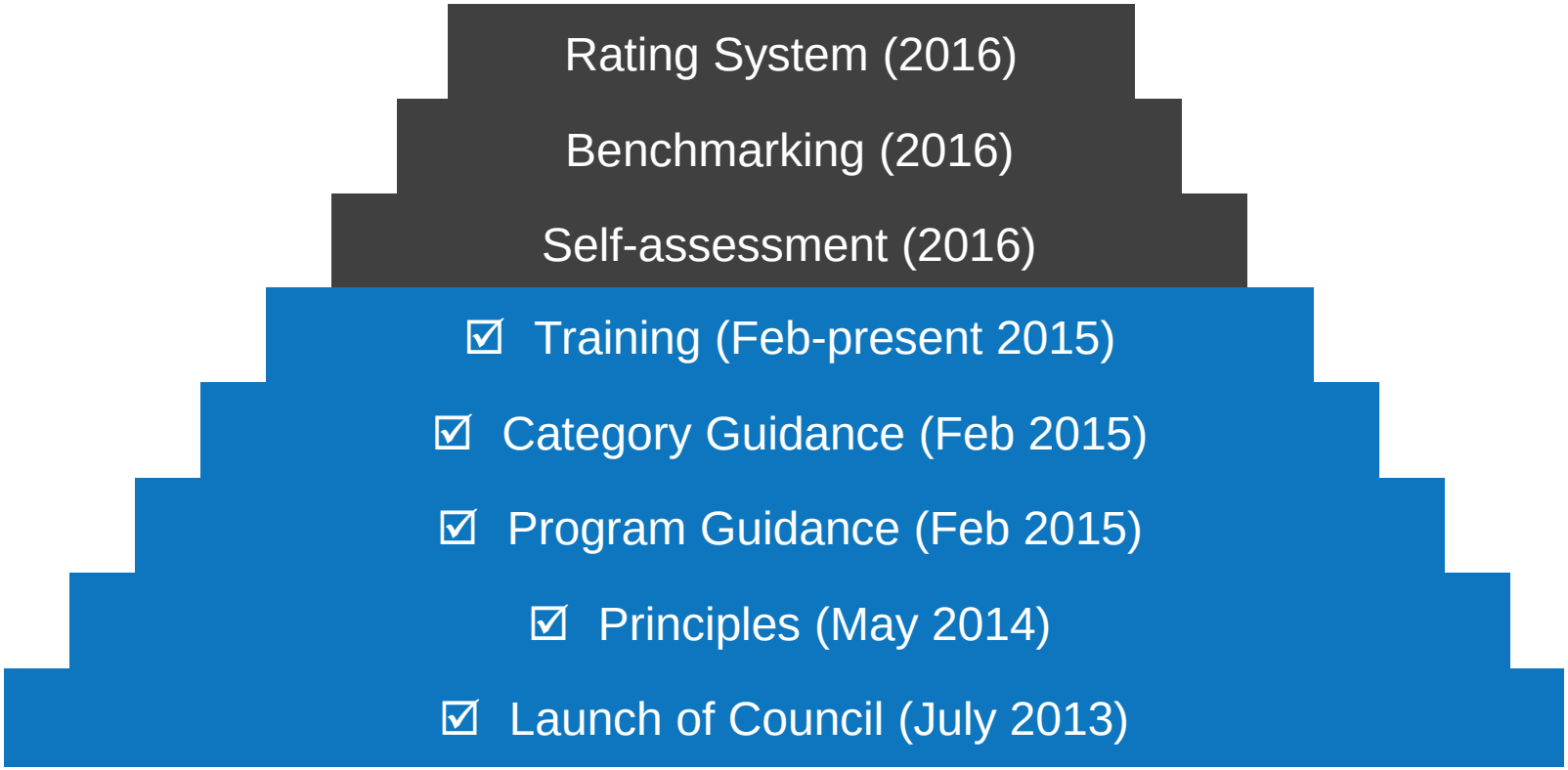
Program Development



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Market Transformation

A MARKET CLARITY
Multi-sector guidance enables purchasers and suppliers in any sector to speak a common language.

+

B COMPETITIVE ADVANTAGE
Suppliers compete to help purchasers improve their performance.
("I can get you a point.")

=

C NEW NORMAL
Market clarity and competition results in improved products and services becoming **available for everyone** in the marketplace.

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Programs

- Guidance & Tools – Principles v1.0, Guidance for Leadership in Sustainable Purchasing v1.0, Category Guidance, Resources
- Professional Development – Training, Webinars CEUs
- Professional Networking – Online Collaboration Platform, Events
- Convenings – Annual Summit, Workshops, Peer discussion groups
- Solution Matching – SPLC Connect, Sponsorship, Supplier directory
- Leadership Recognition Programs – Awards, Rating System
- Outreach – Speaking and Connecting

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Partnerships…

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Three types

Strategic Partners

have significant staff-level collaboration with SPLC's program development.

Summit Partners

receive benefits for their staff and members in exchange for promoting SPLC's Summit.

NEW!!

Network Partners

connect *existing* communities of practice with SPLC guidance so that actors in a wide variety of industry and professional networks can use SPLC guidance to send transformative signals to their suppliers.

Example partner activities: co-host webinars with SPLC, help SPLC create education modules that qualify for partner's CEUs, host workshops/presentations on SPLC guidance, participate in the Summit Partnership program, facilitate interaction between their members and SPLC's community of practice, etc.

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Next Meetings

- Tuesday, September 29th at 12pm CST
- Tuesday, October 27th at 12pm CST

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Thank you for joining us today.

Questions? Comments?
Want to get more involved? Email us at
sustainability@ifma.org

Contact: Jaclyn Lee
Jaclyn.lee@ifma.org

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