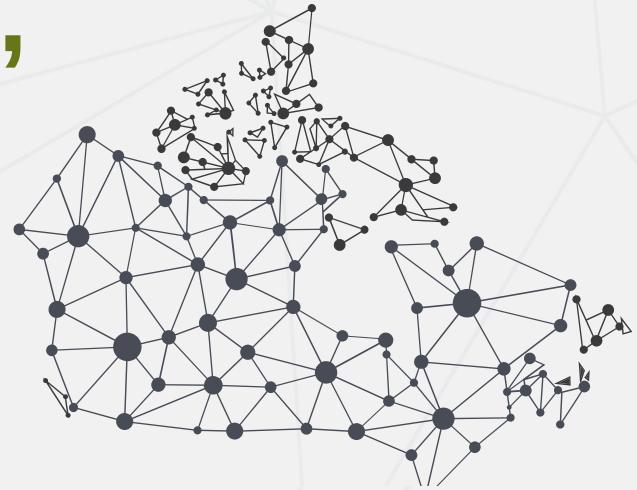
Green Products Database Pilot Virtual Consultation: Building Construction, Doors and Windows

Green Public Procurement Tool for Federal Assets Initiative



Consultation Supported by:

Thursday October 24, 2024

2 - 3:30 PM EST (Zoom)

Public Services and Procurement Canada | Services publics et Approvisionnement Canada

CIRCULAR INNOVATION COUNCIL

Today’s Objectives

- Learning about the Green Public Procurement Tool for Federal Assets Initiative – what it is and what it's trying to do

- Hearing from you
  - Are the environmental certifications we cover today ones you recognize?
  - Do you use these in your organization / industry?
  - What is missing and what do you recommend for the Canadian version?

- Learning about the product search platform itself and what its capabilities are

Getting to know you:

Stakeholder type?

Organization HQ?

Business size?

Today's Agenda

Content	Organization
Welcome & PSPC overview Green Public Procurement Tool Pilot Phase	Public Services and Procurement Canada
Platform overview: Pilot Canadian version of the database	ecomedes
Stakeholder engagement overview Customization of U.S. platform	Circular Innovation Council
Stakeholder Feedback Review of Ecolabels and Certifications Additional Suggestions and Feedback	Circular Innovation Council
Customization process and onboarding Q & A	ecomedes
Next Steps	Circular Innovation Council

Public Services and Procurement Canada: Overview

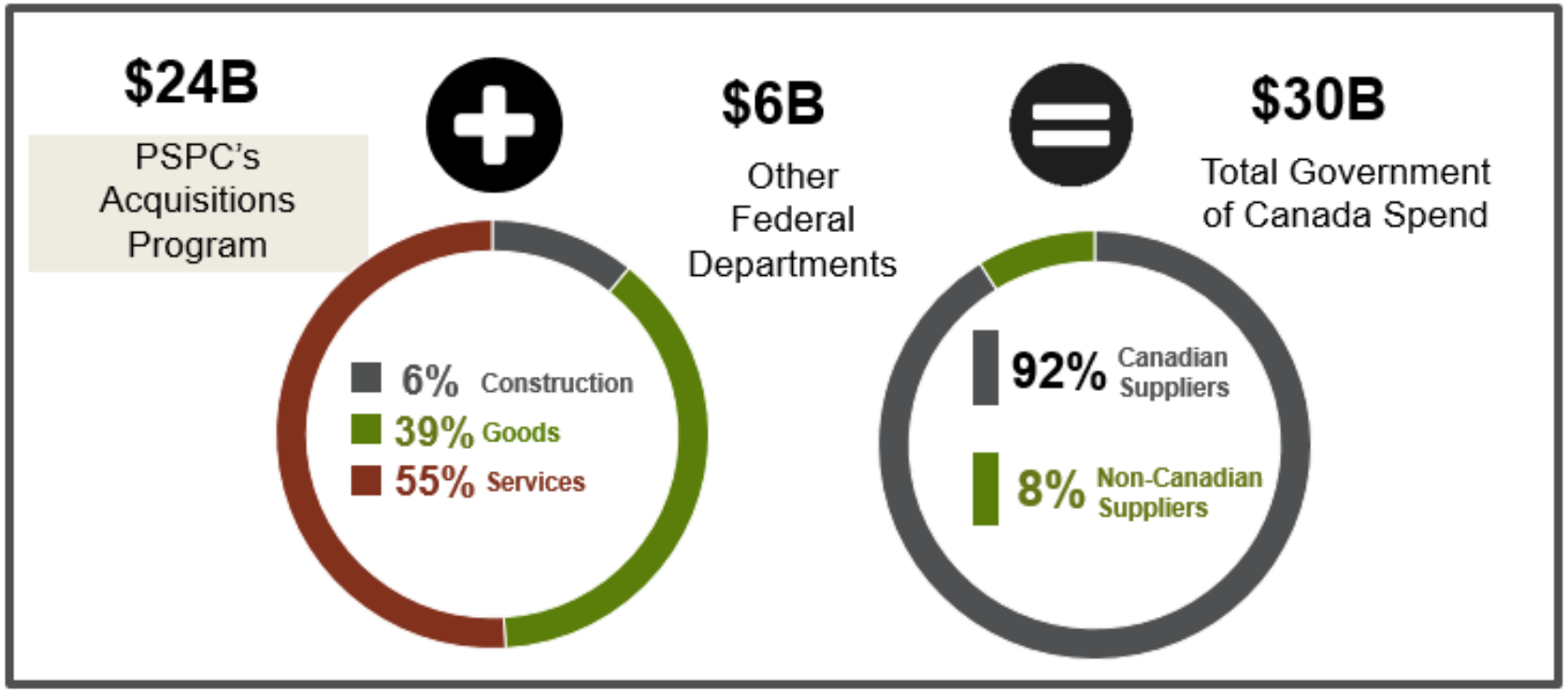
PSPC is the central federal purchasing agent and real property manager for the Government of Canada

Vision: to excel in government operations

Mission: to deliver high-quality, central programs and services that ensure sound stewardship on behalf of Canadians and meet the program needs of federal institutions

The GoC owns approx. 32,000 buildings, 20,000 engineering assets and 40,000 fleet and is the largest asset owner in Canada.

Average Annual Value of Federal Procurement over 3 Fiscal Years: 2019-2020 to 2020-2021



Source: PSPC Business Analytics Services Directorate 2023

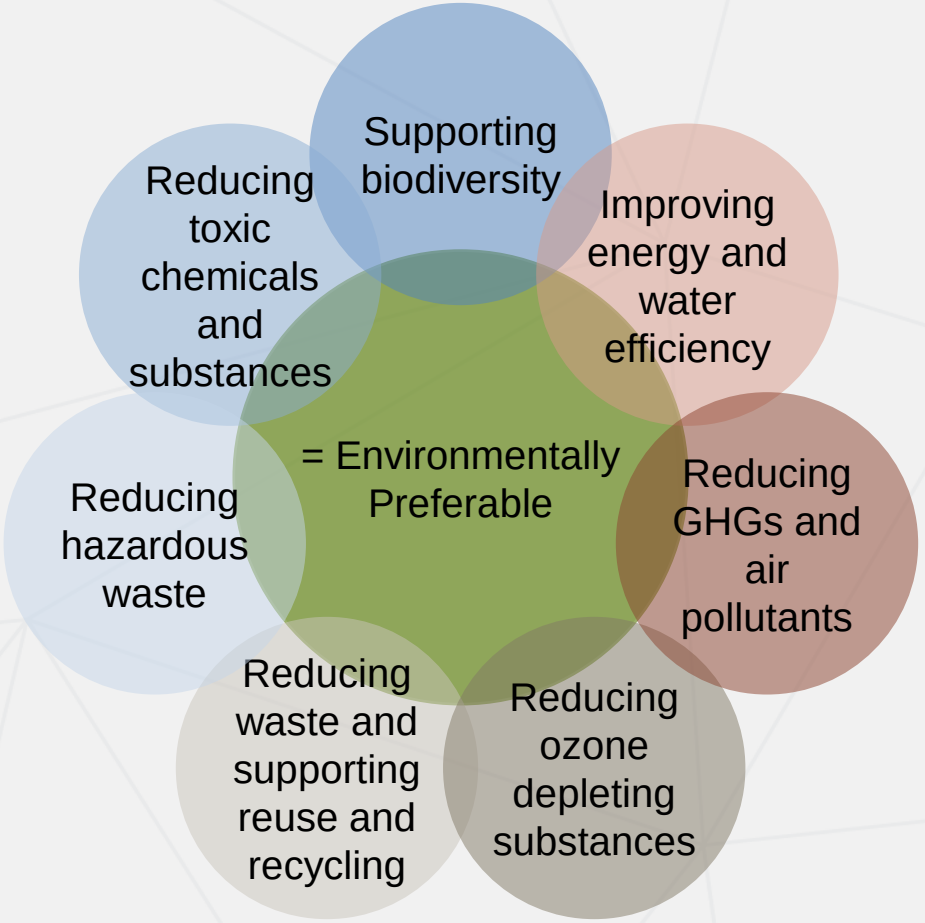
Policy on Green Procurement, 2006

- PSPC will: “include environmentally preferable options (i.e. that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose) in the procurement services offered to client departments where feasible.”

Definition of “Green” or environmentally preferable

“*Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; reduced toxic and hazardous substances; and biodiversity.*”

- *Policy on Green Procurement*



- Canada’s Competition Bureau requires that environmental claims must not be false or misleading and must be based on adequate and proper testing

Definition of Clean technology

Statistics Canada defines clean technology as:

- Any good or service designed with the primary purpose of contributing to remediating or preventing any type of environmental damage.
- Any good or service that is less polluting or more resource efficient than equivalent normal products that furnish a similar utility.

Examples include: renewable and non-emitting energy; smart grid and energy storage; advanced and lightweight materials; energy efficiency controls and design; air, water, wastewater and environmental remediation; transportation; waste and recycling; and biofuels and biomaterials.

Source: Clean Technology Data Strategy: https://ised-isde.canada.ca/site/clean-growth-hub/en/clean-technology-data-strategy

Objectives of the GPPT

Primary objective:

- To help buyers (contracting authorities) and clients to easily identify green and cleantech products

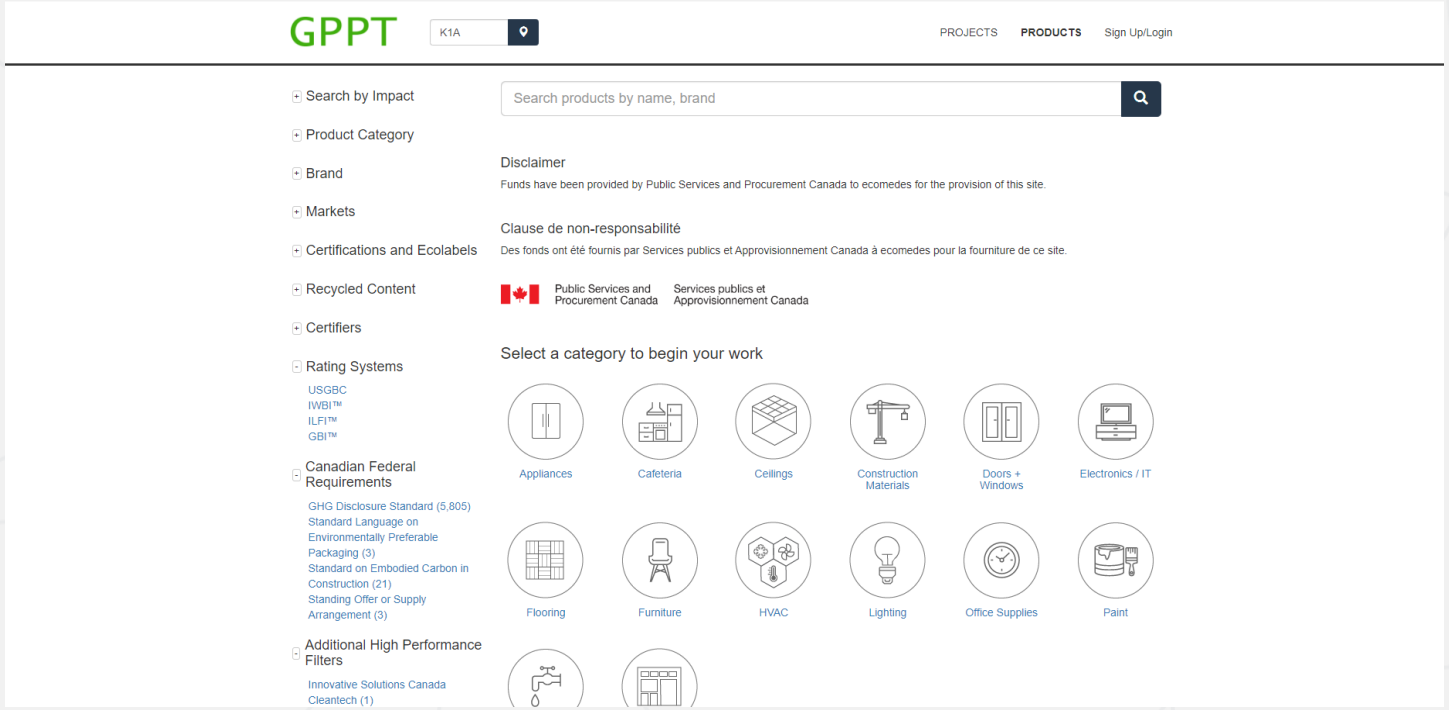
Secondary objectives:

- Enable PSPC to meet its responsibilities under the Policy on Green Procurement to provide verified and up-to-date environmentally preferable options to client departments
- Align green procurement requirements with the U.S. and other public procurers to better signal market demand
- Increase green and clean technology procurement and support Canadian SMEs

Configuring a Canadian Green Product Search Tool

What is it?

- Customized and configured (“Canadianized”) version of a certified environmentally preferable products database used by the United States General Services Administration and other large institutional buyers in the U.S. (e.g. universities, the Sustainable Purchasing Leadership Council etc.) in procurement and real property applications



How we intend to use the GPPT in Canada – pilot phase

- Internally: as a research tool to share information between clients and buyers about available environmentally preferable products including those from Canadian cleantech SMEs

- Externally: available publicly to anyone, the database is a public source of third-party verified environmental information that is up-to-date (database updated monthly) and available for use across supply chains and product categories

- As more Canadian products are added and as the certifications are vetted, there is the potential that its use be incented or required in procurement processes and in real property contracting

Introduction to ecomedes

ecomedes MISSION

Simplify **Product Research** and
Accelerate **Sustainable Procurement**
by automating the **Search** for sustainability data,
automating compliance **Analysis** and
streamlining **Documentation** & **Reporting**

Ecomedes Technology

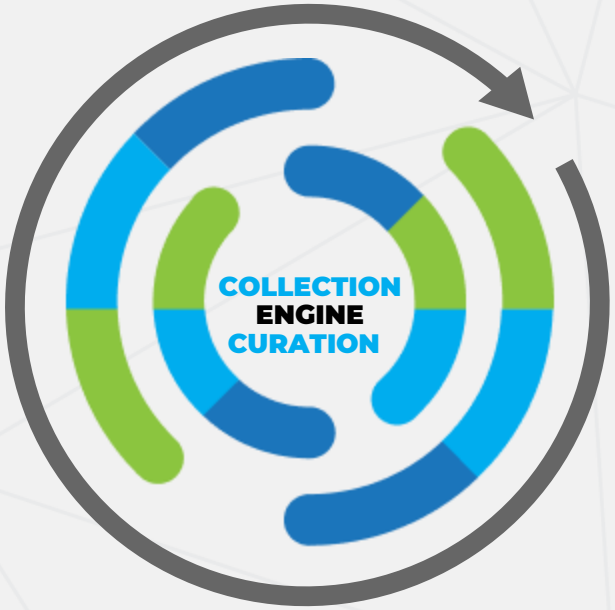
Data Collection & Curation

3rd Party Product Ecolabels + Certifications + Standards + EcoDATA registries

Data Enrichment
Building Product Manufacturer Sourced:

- Company / Organizational Attributes
- Brand / Product Assets
- Product Performance Attributes
- Adjacent Brand Resources

Refreshed Monthly



Largest Curated Product Database in the market

~10,000 Brands ~1,200,000+ Products

~100+ Ecolabels / Certifications / Standards

~60+ Registry Sources

~3,000 Unique Brand/Factory/Product Attributes

Ecomedes Technology

Automated Alignment & Analysis drives marketplace empowerment

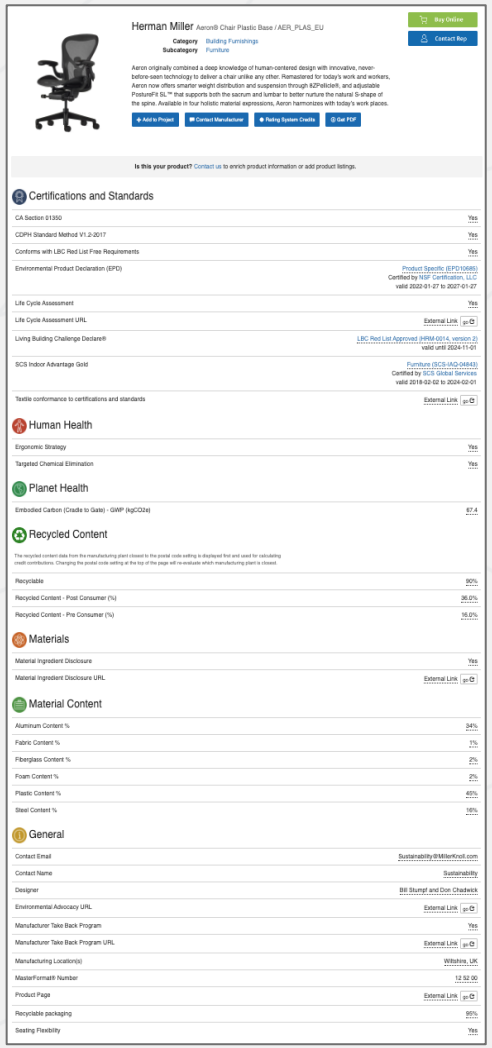
Sustainability Impact Frameworks

Green Project & Procurement Frameworks

Digitally Vetted Compliant Product Catalogs are needed to meet project and procurement demands

Ecomedes Technology

Automated Alignment & Analysis delivers data driven decision making



Sustainability Impact Frameworks

9
Certs / Standards
25
Additional Data Points

Green Project & Procurement Frameworks

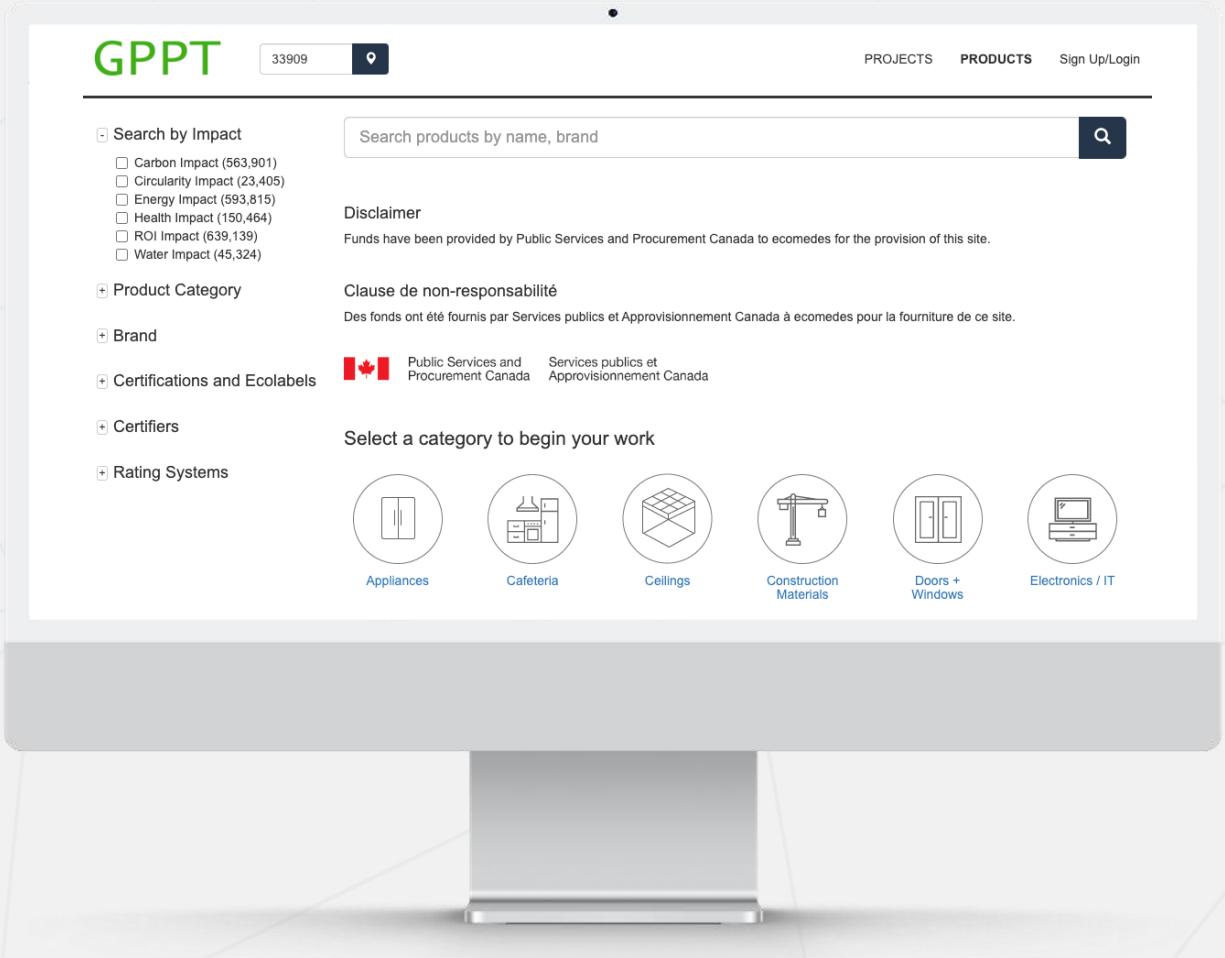
Product Alignment & Compliance:

Materiality
Transparency
Circularity
Health
Carbon
Energy
Water
Social

LEED
WELL
LBC
GG
SFTool
mM

Ecomedes Technology

Platforms configured for Institutional Buyers



Canada.ecomedes.com

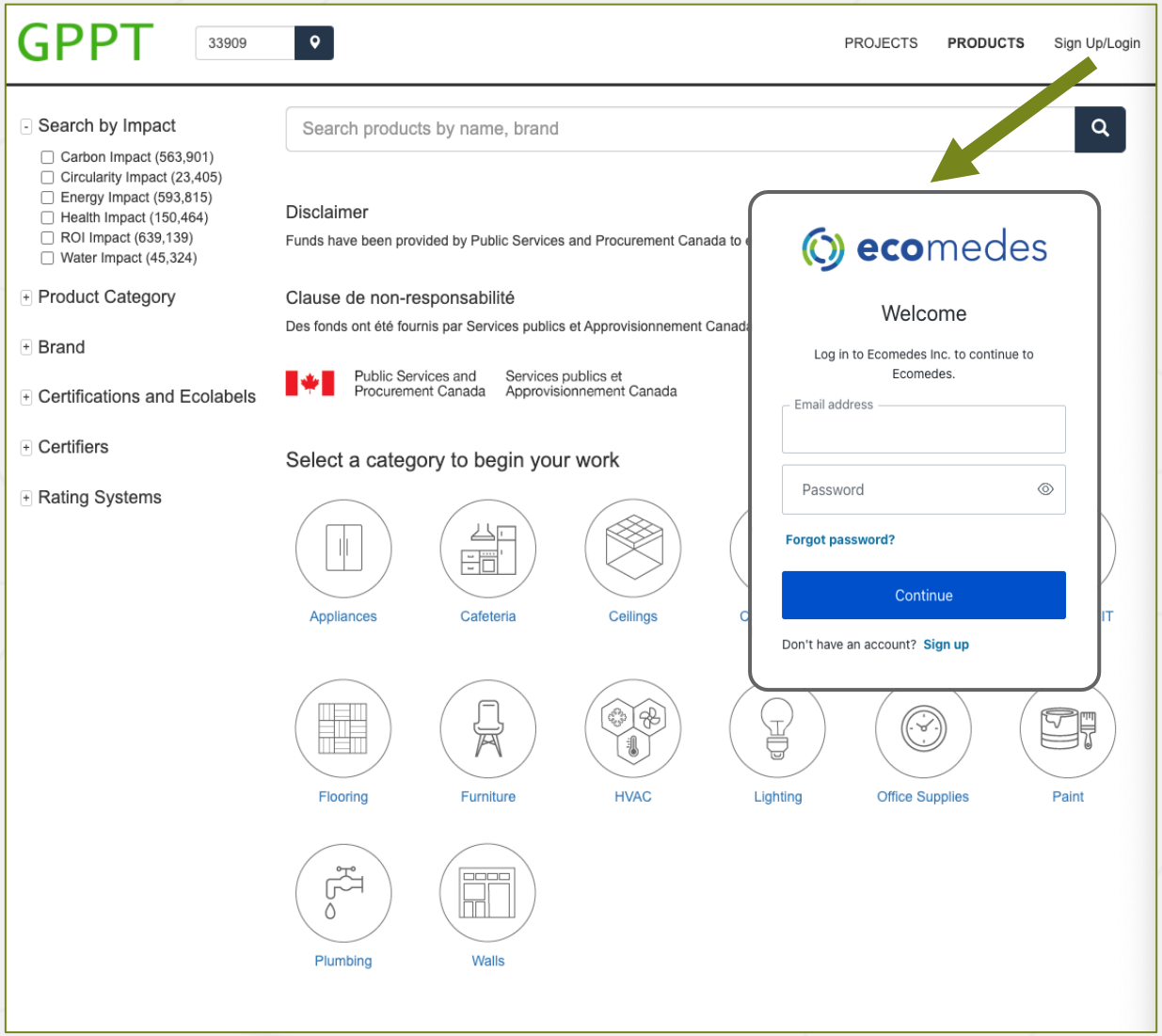
How Does this Help You?

- The platform was designed to save you time
- Increase Green Procurement within Government
- Streamline Green procurement reporting for Agencies and Departments

Some of the most common activities that the platform streamlines:

- **Searching** for products that meet the certifications, ecolabels, specifications, etc
- **Analyzing** product performance attributes
- **Documenting** procurement and project decisions
- **Sharing** Impact Reports with project team members

Platform Tour - Pilot Account Sign-up



Simple Signup takes 1 minute & saves 100s of hours per year

- The Platforms are typically open to anyone that wants to simplify sustainable product search, analysis and documentation.
  - Procurement Teams
  - Vendor Teams
  - Project Teams
  - Manufacturer Teams
- Creating an account lets you:
  - Analyze Products and projects
  - Download product documentation
  - Save your work on projects

Platform Tour

Search & Discovery: Driven by Data

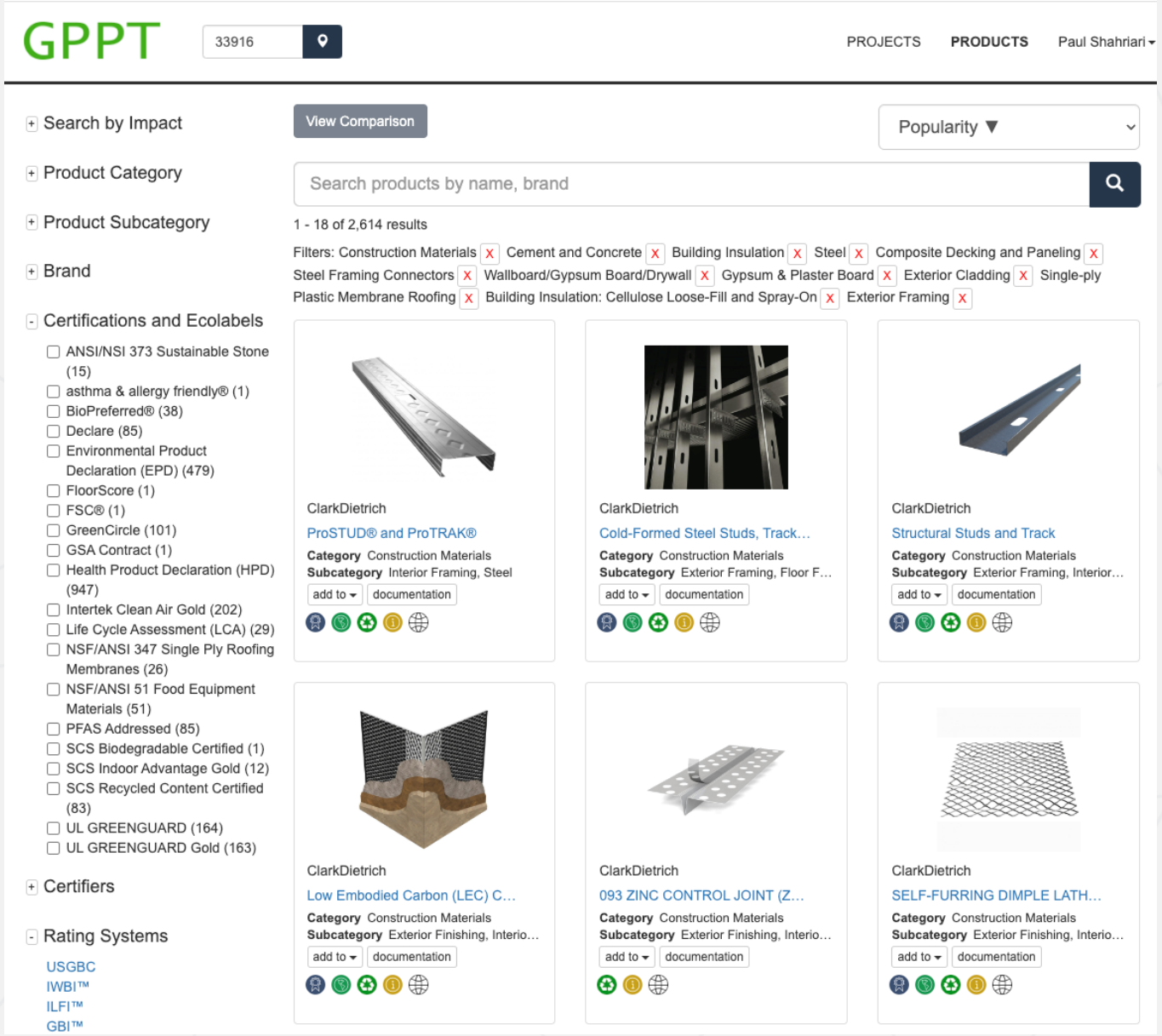
- Search by Impact
- Product Category
- Brand
- Certifications and Ecolabels
  - Over 50 to choose from
  - This can be configured to your needs
  - Additional Resources can be added

Platform Tour

Search & Discovery: Driven by Data

As you refine your search with left hand navigation, your can discover products through a variety of paths

- **Product Category**
  - Construction Materials (8,078)
- **Certifications and Ecolabels**
  - ANSI/NSI 373 Sustainable Stone (15)
  - asthma & allergy friendly® (1)
  - BioPreferred® (38)
  - Declare (85)
  - Environmental Product Declaration (EPD) (479)
  - FloorScore (1)
  - FSC® (1)
  - GreenCircle (101)
  - GSA Contract (1)
  - Health Product Declaration (HPD) (947)
  - Intertek Clean Air Gold (202)
  - Life Cycle Assessment (LCA) (29)
  - NSF/ANSI 347 Single Ply Roofing Membranes (26)
  - NSF/ANSI 51 Food Equipment Materials (51)
  - PFAS Addressed (85)
  - SCS Biodegradable Certified (1)
  - SCS Indoor Advantage Gold (12)
  - SCS Recycled Content Certified (83)
  - UL GREENGUARD (164)
  - UL GREENGUARD Gold (163)

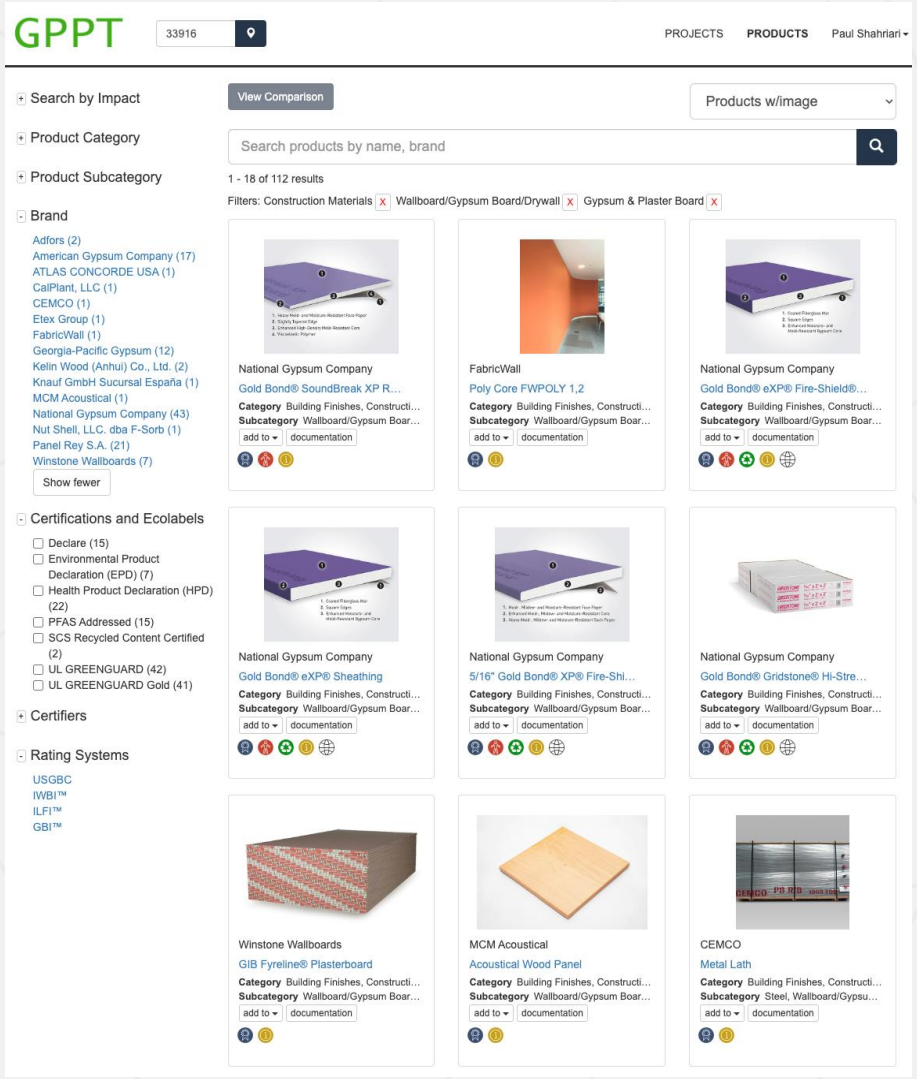


Platform Tour

Search & Discovery: Driven by Data

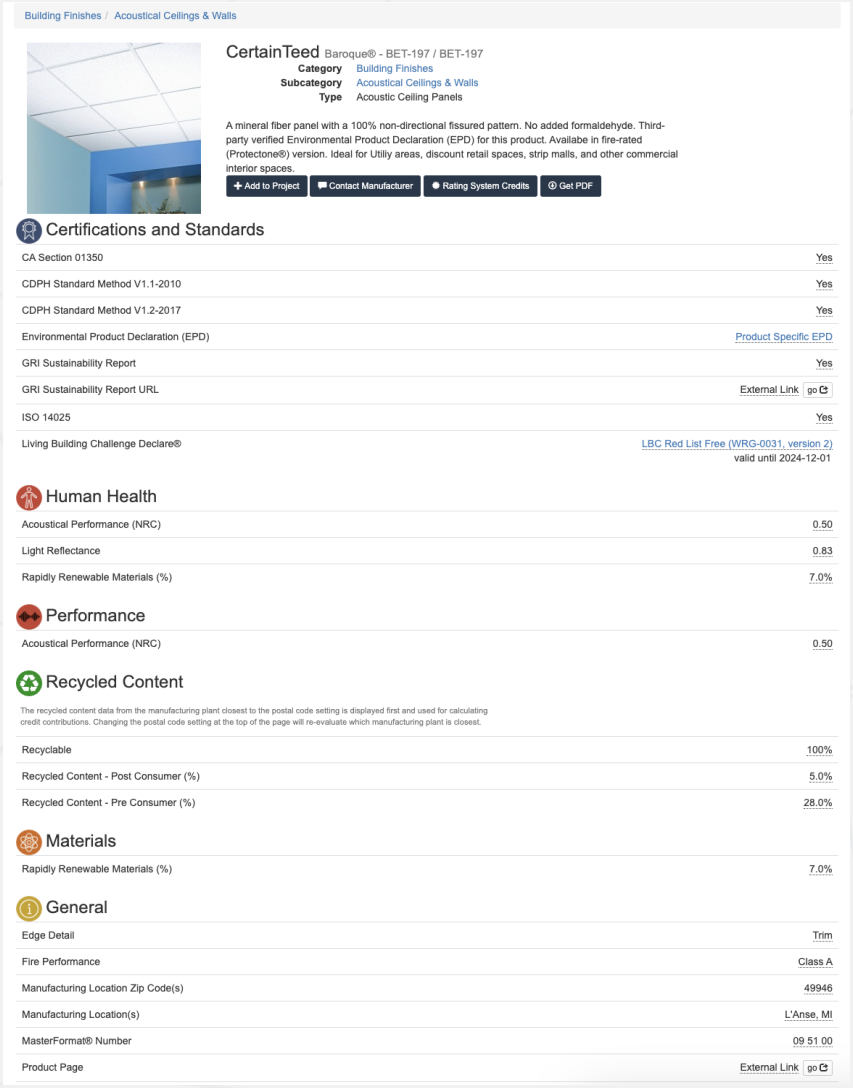
As you refine your search with left hand navigation, you can discover products through a variety of paths

- **Product Category / Subcategory / Type Refinement**
  - Construction Materials
    - Wallboard/Gypsum/Drywall
- **Certifications and Ecolabels Refinement**
  - Declare (15)
  - Environmental Product Declaration (EPD) (7)
  - Health Product Declaration (HPD) (22)
  - PFAS Addressed (15)
  - SCS Recycled Content Certified (2)
  - UL GREENGUARD (42)
  - UL GREENGUARD Gold (41)
- EPD Kinds



Platform Tour

Rich Product Data at your fingertips



25+

The System organizes all the data.

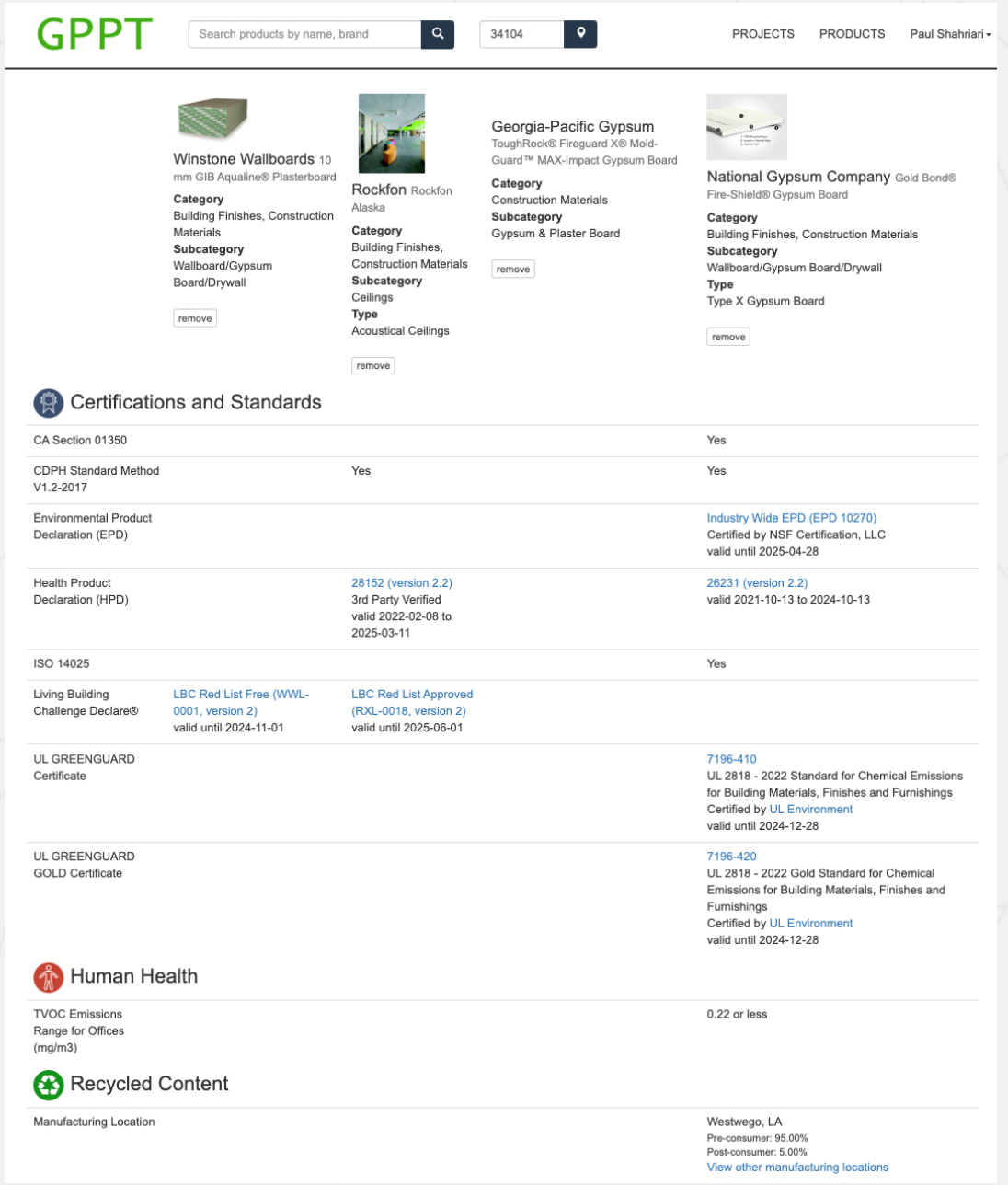
- Certification and Standards
  - CA Section 01350
  - CDPH Standard Method v1.2-2017
  - EPD
  - GRI
  - ISO
  - Living Building Challenge Declare
- Human Health
  - Acoustical Performance
- Performance
- Recycled Content
- Materials
  - Rapidly Renewable

Platform Tour

Product Comparisons available in seconds

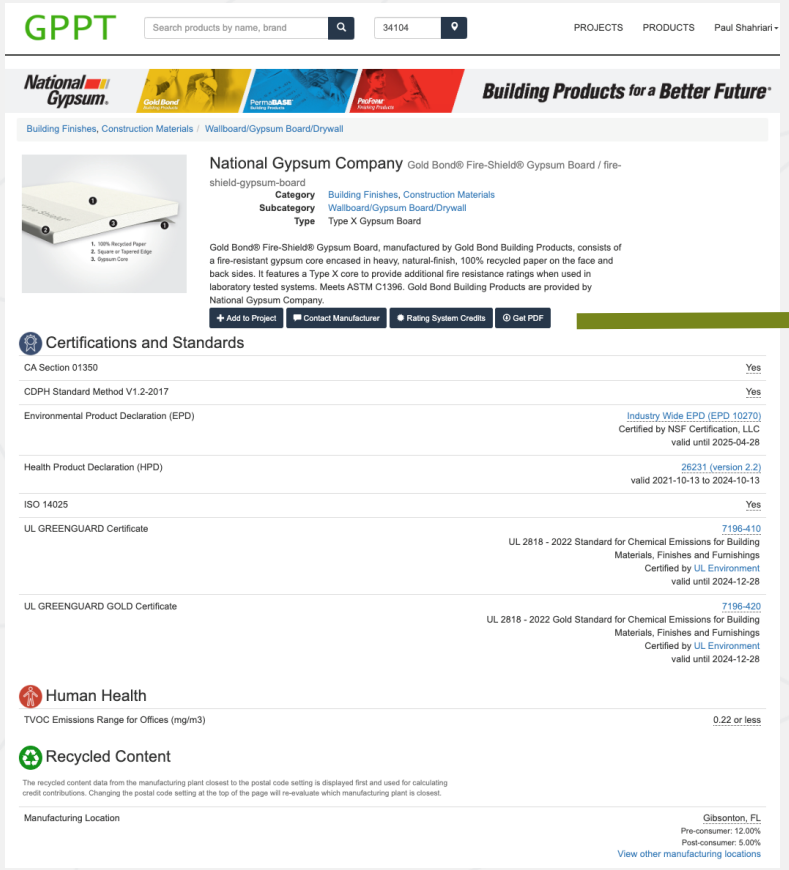
Data Driven Analysis

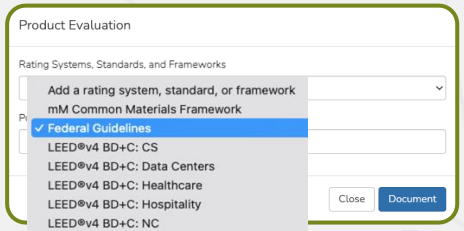
- 4 Products Side by Side
- Apples to Apples
- 30+ Unique Product Attributes
  - Certifications and Standards
  - Human Health
  - Planet Health
  - Recycled Content
  - Materials
  - General



Platform Tour

Product Analysis & Documentation



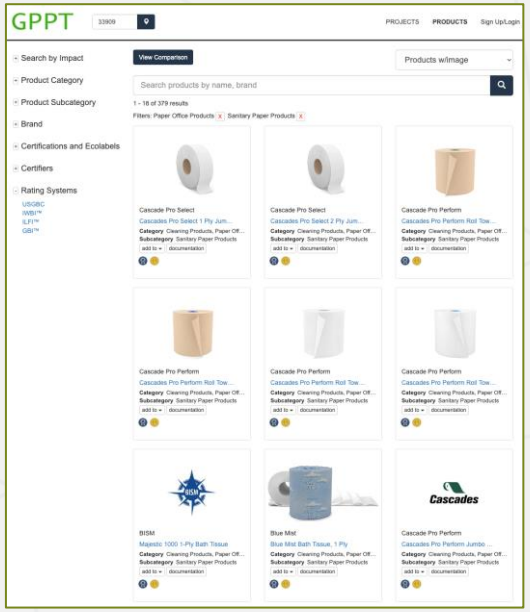


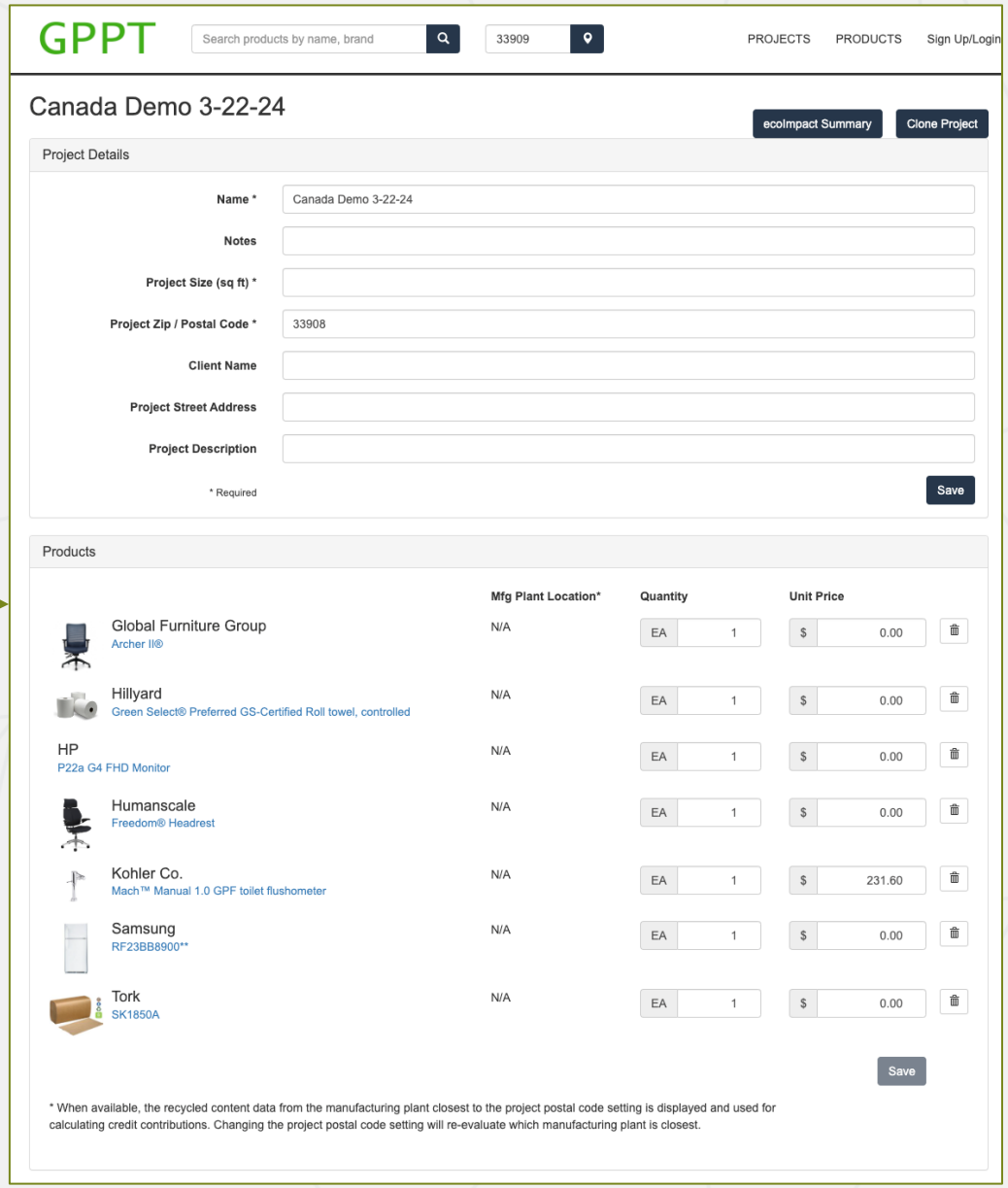
- Products and Projects can be analyzed and documented through a wide variety of compliance and contribution methodologies:
  - **Canadian Green Procurement Rules**
  - US Federal Guidelines - GPC
  - LEED
  - WELL
  - Living Building Challenge
  - GreenGlobes
  - mindfulMATERIALS

Platform Tour Creating a Project

Analyzing Compliance across multiple product categories, brands and a wide array of products

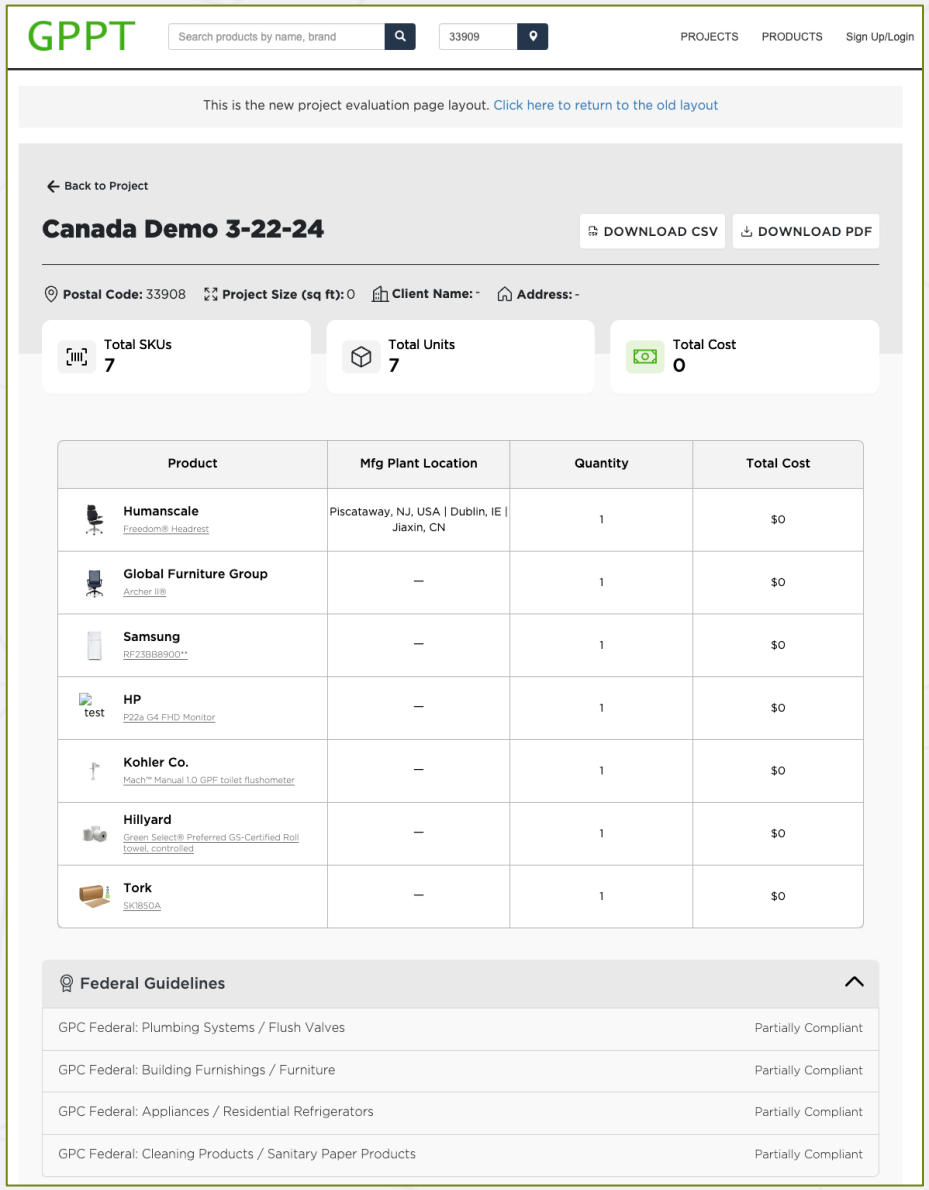
1. Select Products from Search Results or on Product Page
2. Utilize **Add To: Project Button**
3. Create New Project or add to Existing Project you have
4. Add all products you would like to analyze and document impact into your project
5. Edit Project Details
6. Edit Qty & Price
7. Select Rating System(s)
8. Click Evaluate
9. Your Full Report will be ready in a couple of seconds



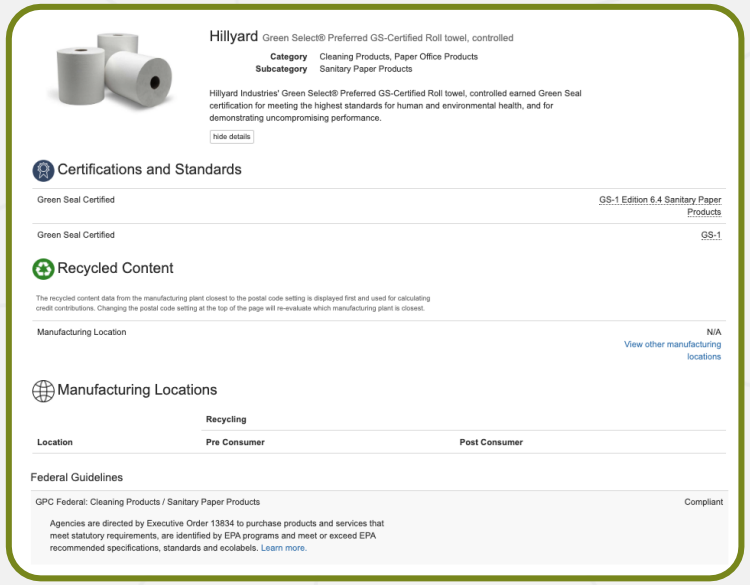


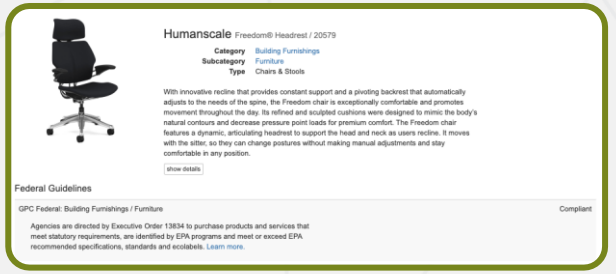
Platform Tour

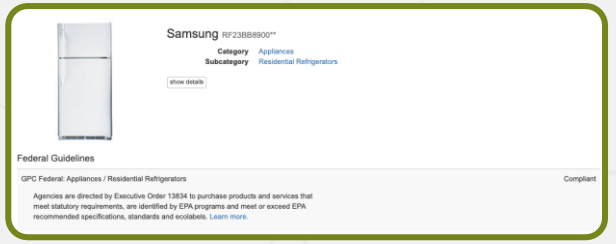
Project / Procurement Documentation in a single click

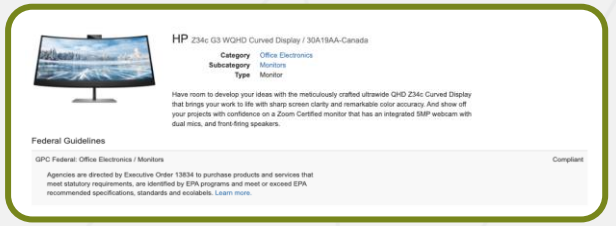


All Products included in the project/procurement have their individual product pages included in the documentation with their individual compliance and contribution to Federal Guidelines + LEED, WELL, etc.

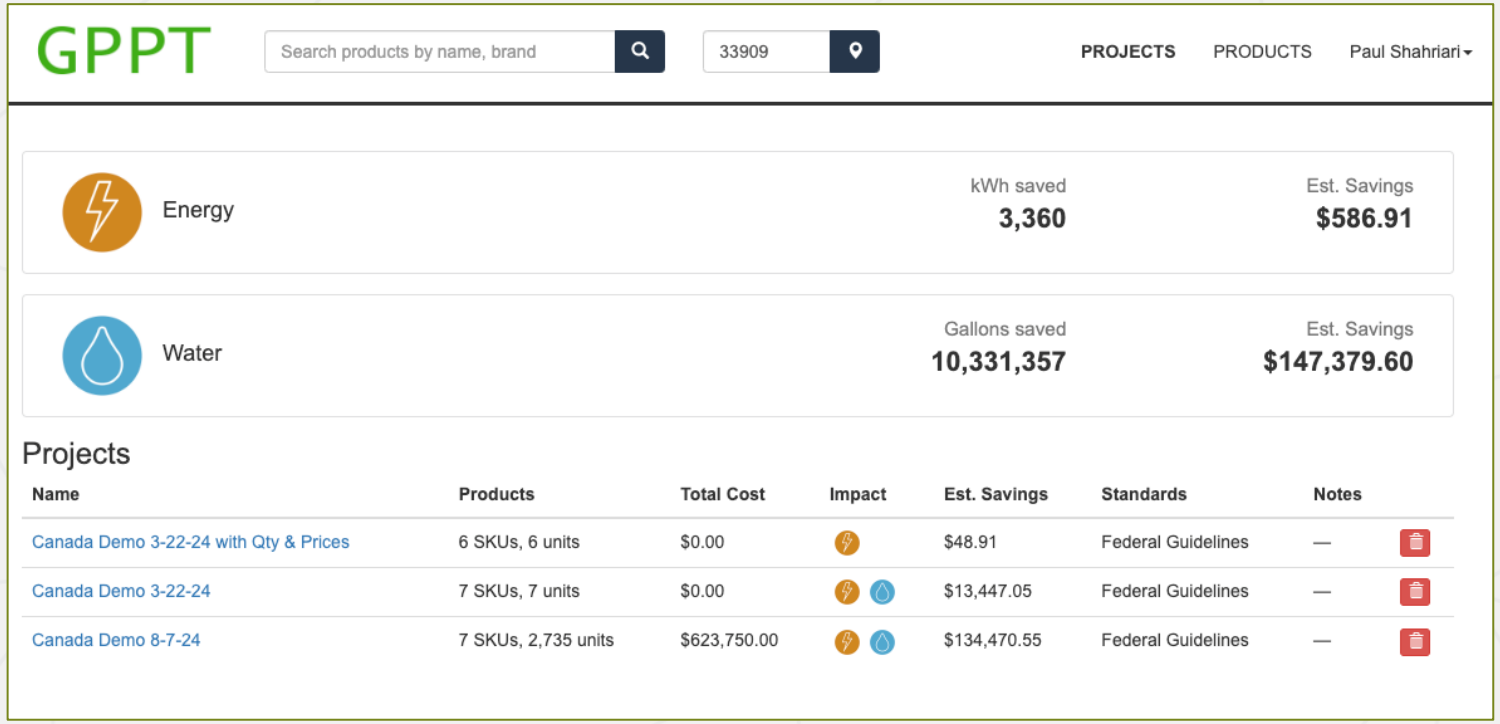




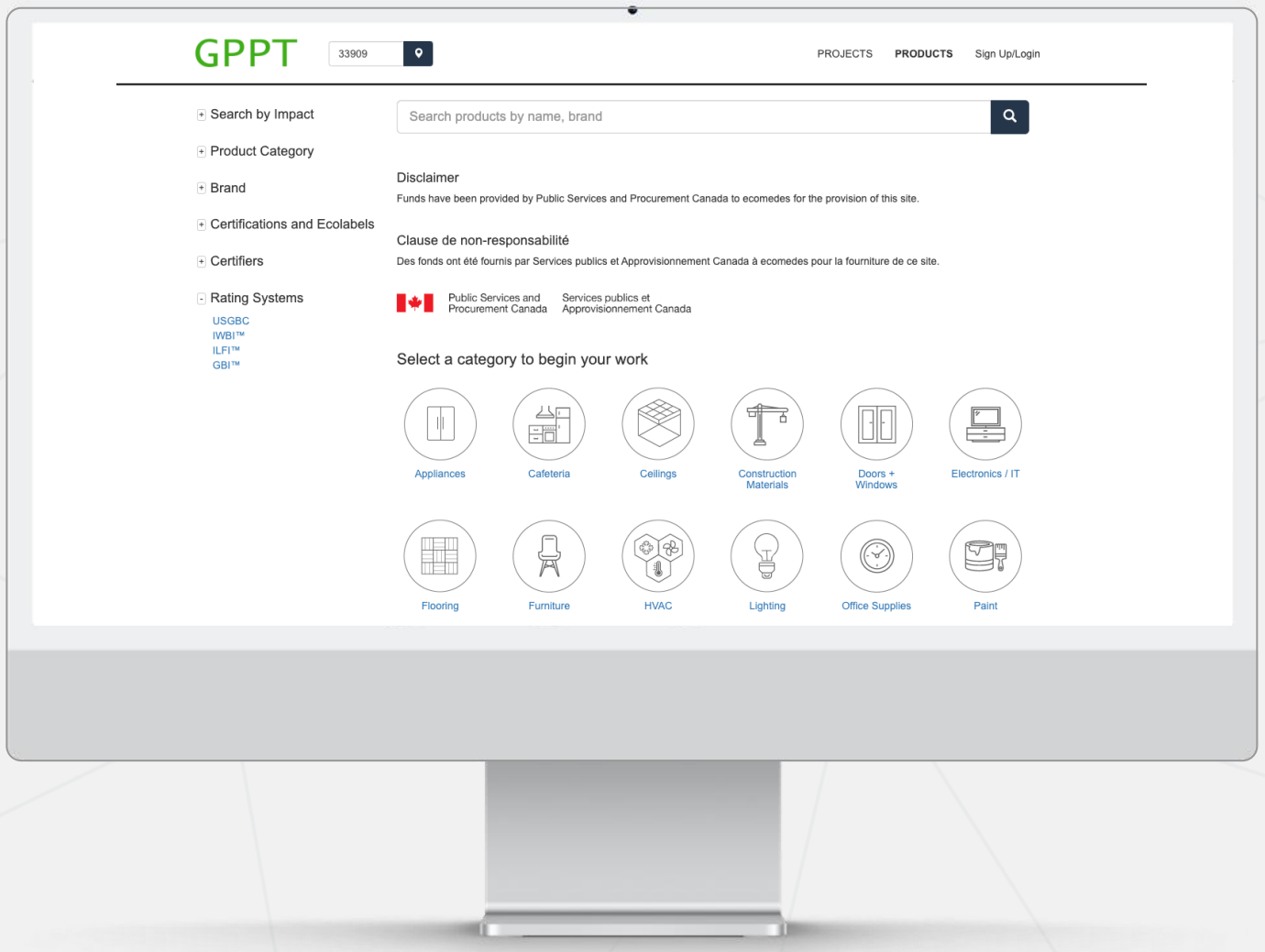




Platform Tour User Impact Dashboard



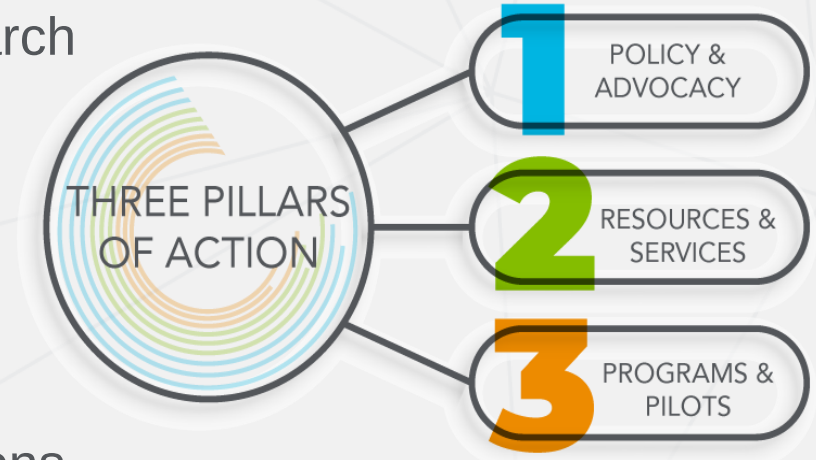
- Each registered User has the ability to manage their saved projects.
- Each project holds:
  - Products and the associated data + Qty & Unit Price with Total Cost.
  - Green Evaluation Programs Selected for evaluation
  - Estimated Savings associated with Energy and Water Savings over the analysis period for each project
- Overall Energy and Water Savings are rolled up for the user.



canada.ecomedes.com

CIRCULAR INNOVATION COUNCIL

- Formerly Recycling Council of Ontario, with 40 years of expertise in circular policies, programs, standards and research
- Research and promote best practices
- Act as a collaborator, convening public and private sector interests
- Unique membership: spans entire value and supply chains
  - Governments at all levels; industry producers, corporations, SMEs, collectors, processors; academia, researchers; start-ups; community



CIRCULAR PROCUREMENT CENTRE OF EXCELLENCE

CIRCULAR ECONOMY MONTH

PLASTIC ACTION CENTRE

REUSE OTTAWA

PROCURE CIRCULAR
Advancing Circularity Through The Power Of Procurement

THE PUBLIC PROCUREMENT OPPORTUNITY

- Annual Public Sector Procurement Spend represents **13%** of Canada's GDP
- **Direct and Indirect** Influences:
  - Direct spending on goods and services
  - Stimulus to the economy
  - Funding to other organizations
  - Training and employment
- Most **immediate and direct mechanism** to drive broader public policy objectives: economic, environmental, and social
- **Pace setter and market shaper**
- **Scalable** no matter size nor location

GPPT Customization Methodology

- Review and summarize existing U.S. GSA and other environmental labels and product certifications available within ecomedes platform
- Research additional relevant Canadian product-focused environmental labels and certifications
- Stakeholder engagement including
  - Virtual consultations, based on product categories
  - Stakeholder feedback survey (online)
  - Targeted engagements: industry associations, domestic manufacturers, etc.
- Based on stakeholder feedback, propose environmental labels and other data sources (*third party verified*) that reflect environmental preferability relevant to domestic Canadian perspective
- PSPC finalizes product category filters selection
- Import into GPPT

Scope of Product Category Consultation

Appliances

Building Construction

Cleaning Products

Doors and Windows

Flooring

Finishes

HVAC

IT – Office Electronics

Lighting

Office Furniture

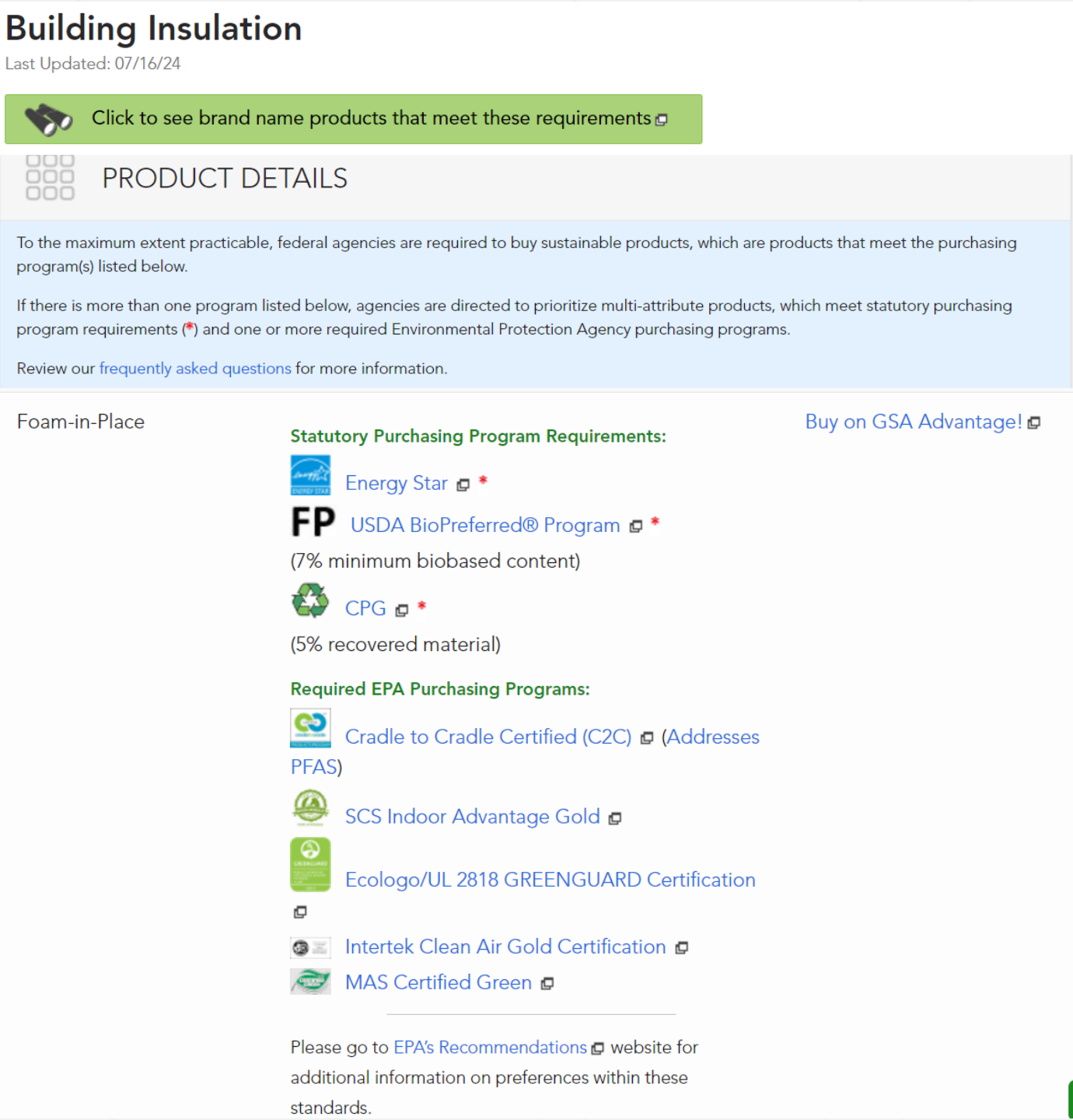
Office Supplies and Packaging

Plumbing

Customization of ecomedes Product Search Tool developed for U.S. General Services Administration

Basis for U.S. GSA tool:

- Third-party verified data
  - Simplify informed decision making
- Ecolabelling programs
  - Voluntary, consensus-based
  - Multiple ‘attributes’ preferred (i.e. more than one environmental impact)
- U.S. EPA ‘required purchasing programs’ basis
  - EPA Framework for the Assessment of Environmental Performance Standards and Ecolabels for Federal Purchasing



Building Insulation

Last Updated: 07/16/24

Click to see brand name products that meet these requirements

PRODUCT DETAILS

To the maximum extent practicable, federal agencies are required to buy sustainable products, which are products that meet the purchasing program(s) listed below.

If there is more than one program listed below, agencies are directed to prioritize multi-attribute products, which meet statutory purchasing program requirements (*) and one or more required Environmental Protection Agency purchasing programs.

Review our frequently asked questions for more information.

Foam-in-Place

Buy on GSA Advantage!

Statutory Purchasing Program Requirements:

Energy Star *

FP USDA BioPreferred® Program *

(7% minimum biobased content)

CPG *

(5% recovered material)

Required EPA Purchasing Programs:

Cradle to Cradle Certified (C2C) (Addresses PFAS)

SCS Indoor Advantage Gold

Ecologo/UL 2818 GREENGUARD Certification

Intertek Clean Air Gold Certification

MAS Certified Green

Please go to EPA’s Recommendations website for additional information on preferences within these standards.

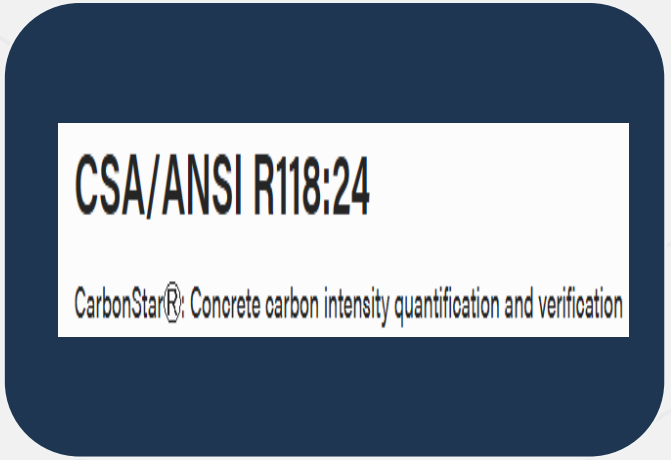
BUILDING CONSTRUCTION U.S. GSA Required	**Relevant Category**	**Relevant Sub-category**	**Certification Logo**	Biodiversity	GHG Emission & Air Quality	Hazardous Waste	Resource Efficiency	Ozone Depleting	Toxic, Hazardous Chemicals	Solid Waste / Reuse & Recycling	Biobased Content
Cradle to Cradle (C2C)	**Building Construction**	Adhesives & Insulation					✓		✓	✓	
CRI Green Label Plus Program	**Building Construction**	Adhesives			✓				✓		
Ecologo/UL 2818 Greenguard Certification	**Building Construction**	Adhesives & Insulation			✓				✓		
Ecologo/UL 2762	**Building Construction**	Adhesives			✓				✓	✓	
Intertek Clean Air Gold Certification	**Building Construction**	Adhesives & Insulation			✓				✓		
SCS Indoor Advantage Gold	**Building Construction**	Adhesives & Insulation			✓	✓	✓	✓	✓	✓	
MAS Certified Green	**Building Construction**	Adhesives & Insulation			✓				✓		
Energy Star	**Building Construction &**	Insulation			✓		✓				
Energy Star	**Doors & Windows**	Doors & Windows			✓		✓				

BUILDING CONSTRUCTION

Cement and Concrete

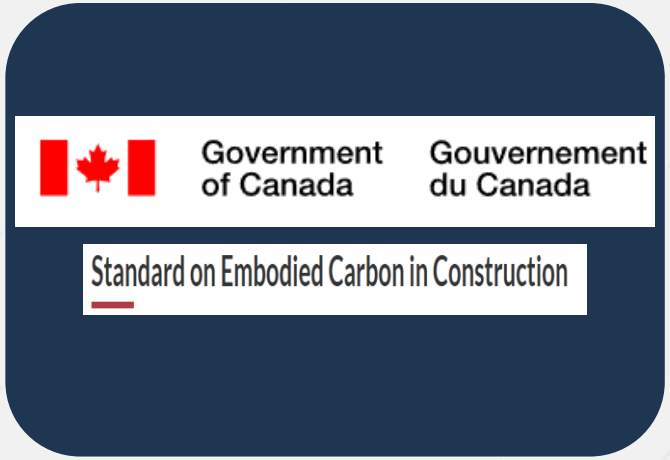
Canadian and Other Ecolabels, Certifications and Standards

Health Product Declaration



CSA/ANSI R118:24

Canadian



Standard on Embodied Carbon in Construction

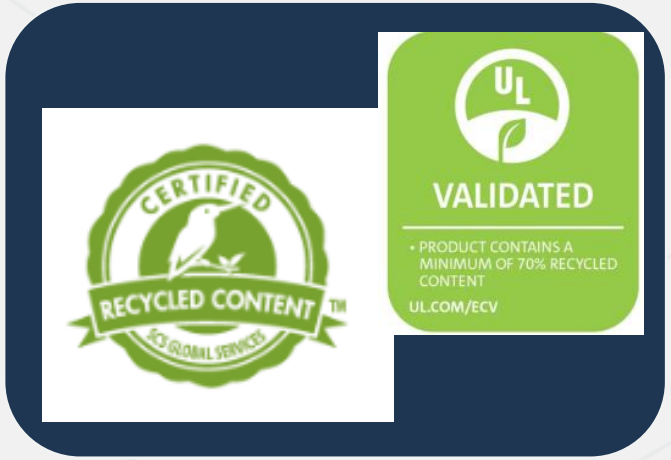
Canadian

BUILDING CONSTRUCTION

Sealants

Canadian and Other Ecolabels, Certifications and Standards

Health Product Declaration



Recycled Content Validation Certifications % (e.g., SCS, UL)

Environmental Product Declaration (EPDs)

BUILDING CONSTRUCTION

Adhesives & Building Insulation

Canadian and Other Ecolabels, Certifications and Standards

Health Product Declaration

Building Insulation

Asthma and Allergy Friendly

Building Insulation

Environmental Product Declaration (EPDs)

Building Insulation

Life Cycle Assessment (LCAs)

Building Insulation

SCS Recycled Content Certified

Building Insulation

GreenCircle

Building Insulation

DOORS AND WINDOWS

Curtain wall assemblies, Entrances and store fronts, Glazing and Hardware

Canadian and Other Ecolabels, Certifications and Standards

Declare

Environmental Product Declaration

Life Cycle Assessment (LCA)

Green Circle

Health Product Declaration (HPD)

Intertek Clean Air Gold

SCS Recycled Content Certified

SCS Indoor Advantage Gold

Stakeholder Consultation

Key Objectives Today

- Gather your insights on ecolabels and certifications stakeholders are using for each product category
- Identify additional certifications, standards and ecolabels that should be considered
- Solicit feedback on the benefits and obstacles of such ecolabels/ and certifications
- Solicit other considerations for the GPPT tool
- Identify whether your products may already be represented in the searchable database

Qualitative/Open Feedback

Chatham House Rule

- When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. The purpose of the rule is to encourage open discussion since anything said is "off the record".

- Facilitators are neutral parties who will filter the input and feedback gathered into a summary document. No contracting authorities are here today.

Product Sub-category Feedback

- Mural Board post-it notes

Cement and Concrete

Adhesives

Sealants

Building Insulation

Doors & Windows

Consultation & onboarding process per category

Stage 1: Collect multiple streams of input and review research findings:

- What certifications and programs are currently used by Canadian manufacturers?
- What do other levels of government, other stakeholders specify?
- Once we know the relevant certifications and programs, are there product registries?

Stage 2: Draft Product Filter Recommendations and ecodata requirements

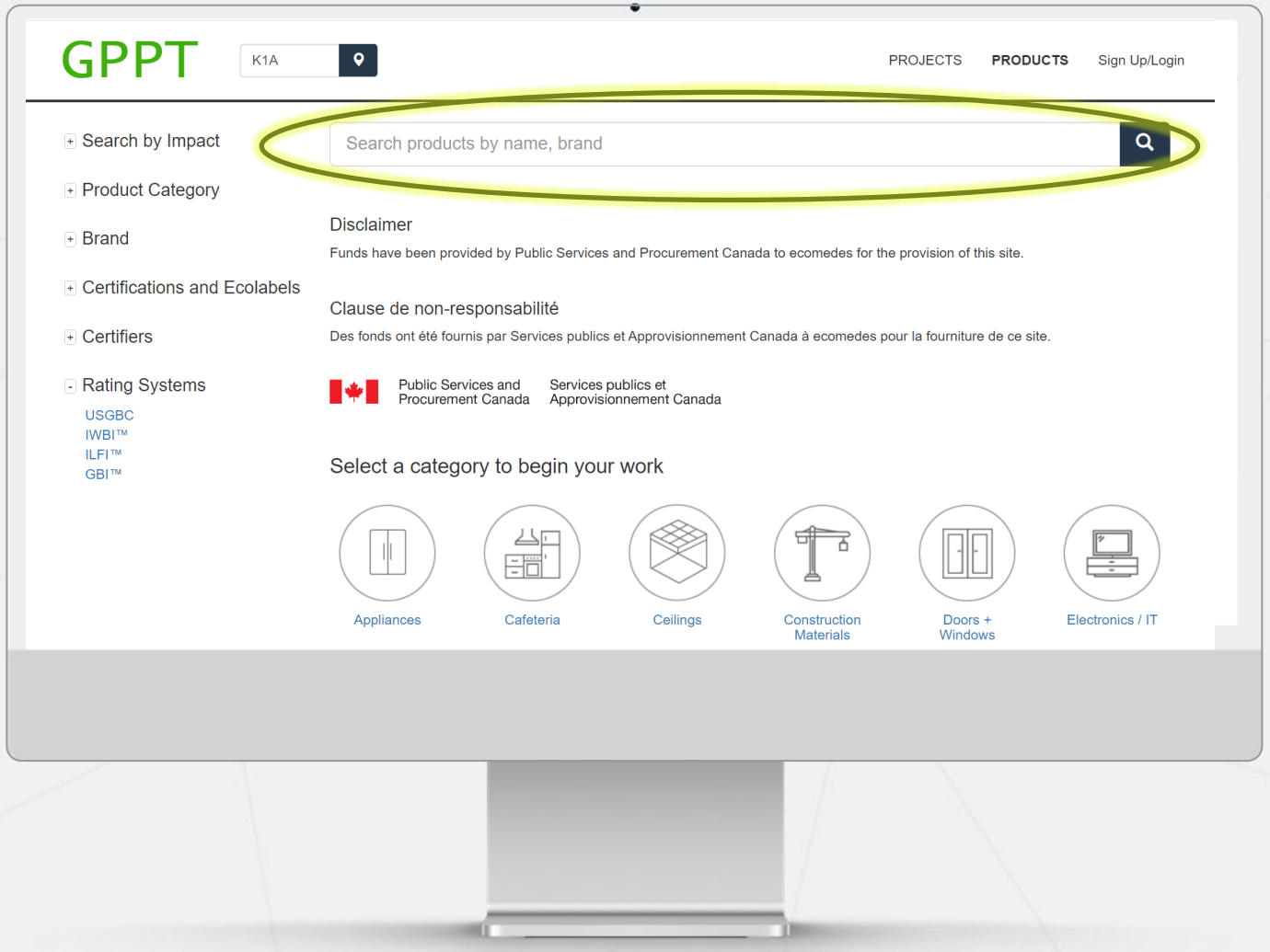
- Draft filter language along with market data availability shared with procurement teams for review
- PSPC shares the draft filter pilot requirements and data structure back with stakeholders for feedback prior to Sn. management decision (*if possible)

Stage 3: Ecomedes launches pilot product filters into canada.ecomedes.com

- Onboard the registries of certified products or programs where performance testing can be verified – these go into the large ecomedes database used in the U.S. also
- Manufacturers can enrich their product data with more attributes

Stage 4: Move new filters into ecomedes production Canada.ecomedes.com

Search for your brand/company products



canada.ecomedes.com

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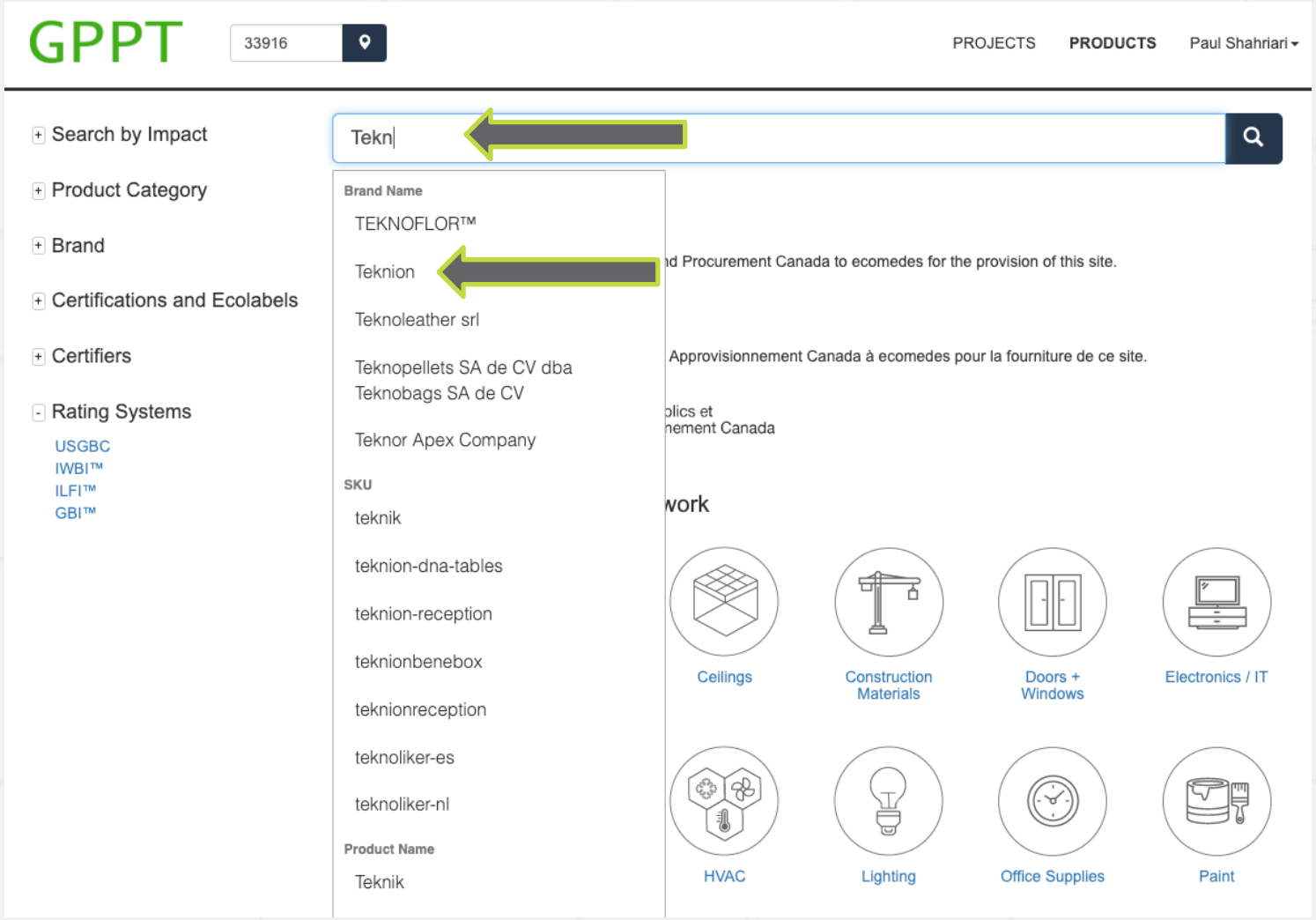

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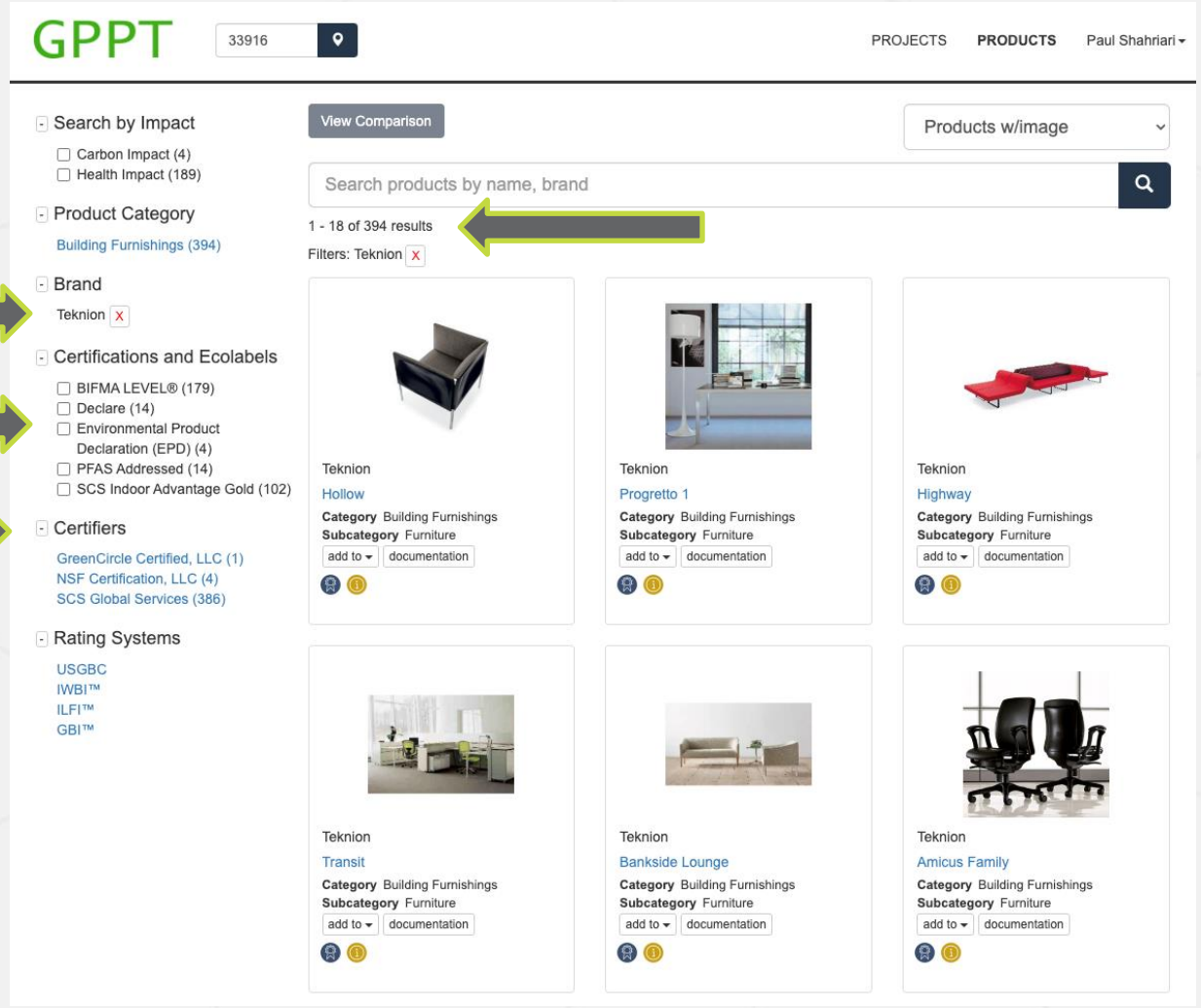

canada.ecomedes.com

Product onboarding - Frequently Asked Questions

Question: Are my products on the portal?

- The GPPT tool is available for use for free. If you want to know if your products are on the portal, try searching for them at canada.ecomedes.com

Question: If my products are not on the GPPT, how do onboard them?

- Ensure that your product(s) are certified by widely available and generally accepted sustainability standards for the product categories you participate in.
- Once above is true ecomedes will automatically pull your products into the GPPT tool through the certifications.
- Ecomedes is in the process of pulling in Canadian certifications and registries e.g. ENERGY STAR Canada, the Net Zero Challenge, etc.

Question: How do I add additional product level data to products?

- Brands/Vendors can enrich their product catalog by uploading additional data elements like:
  - General brand/product data (i.e. images, product descriptions, links back to product pages)
  - Manufacturer location (e.g. in Canada)
  - Product performance and additional Canada- specific ecolabels/certifications or clean tech programs not currently found on Canada.ecomedes.com This will be accomplished by utilizing an Excel / Google Sheets data enrichment template.
    - These templates will be distributed to vendors once the recommended product category filters and clean tech programs are finalized.

Next steps

- We are at the beginning of the customization and consultations
- Additional Feedback?
  - https://pspc-spac.survey-sondage.ca/f/s/gppt
- Additional Consultations:
  - https://circularinnovation.ca/pspc-consultation-sessions-and-registration/
- Consultation Feedback Poll

Thank you!

Public Services and Procurement Canada | Services publics et Approvisionnement Canada

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CIRCULAR INNOVATION COUNCIL