Green Products Database Pilot- General Information Session

Green Public Procurement Tool for Federal Assets Initiative

Tuesday September 24, 2024, 2-3PM EST Hybrid Event (Zoom)

140 O'Connor, L'esplanade Laurier, 22nd Floor

Ottawa, Ontario

Today's Objectives:

- General information sharing about the Green Public Procurement Tool for Federal Assets Initiative (the "GPPT") – what it is and what it's trying to do

- Overview of the Green Product Database tool and what its capabilities are

- Q&A

Today's Agenda

Time	Content	Speaker
1:00-1:15	Welcome & PSPC overview	Angus O'Leary, Executive Director, PSPC Acquisitions Program Stefanie Bowles, Manager, Green and Clean Technology Procurement Technical Team, Acquisitions Program
1:15-1:30	Supplier and stakeholder engagement overview	Jo-Anne St-Godard, Executive Director, Circular Innovation Council
1:30-1:45	Platform overview of the pilot Canadian version of the database: search filters and requirements	Paul Shahriari, Founder and Chief Innovation Officer, ecomedes
1:45-1:50	Closing Remarks	Stefanie Bowles
1:50-2:00	Questions and answers	
Duration: 1 hour		

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

$24B
PSPC's Acquisitions Program

+ **$6B**
Other Federal Departments

= **$30B**
Total Government of Canada Spend

- 6% Construction
- 39% Goods
- 55% Services

- 92% Canadian Suppliers
- 8% Non-Canadian Suppliers
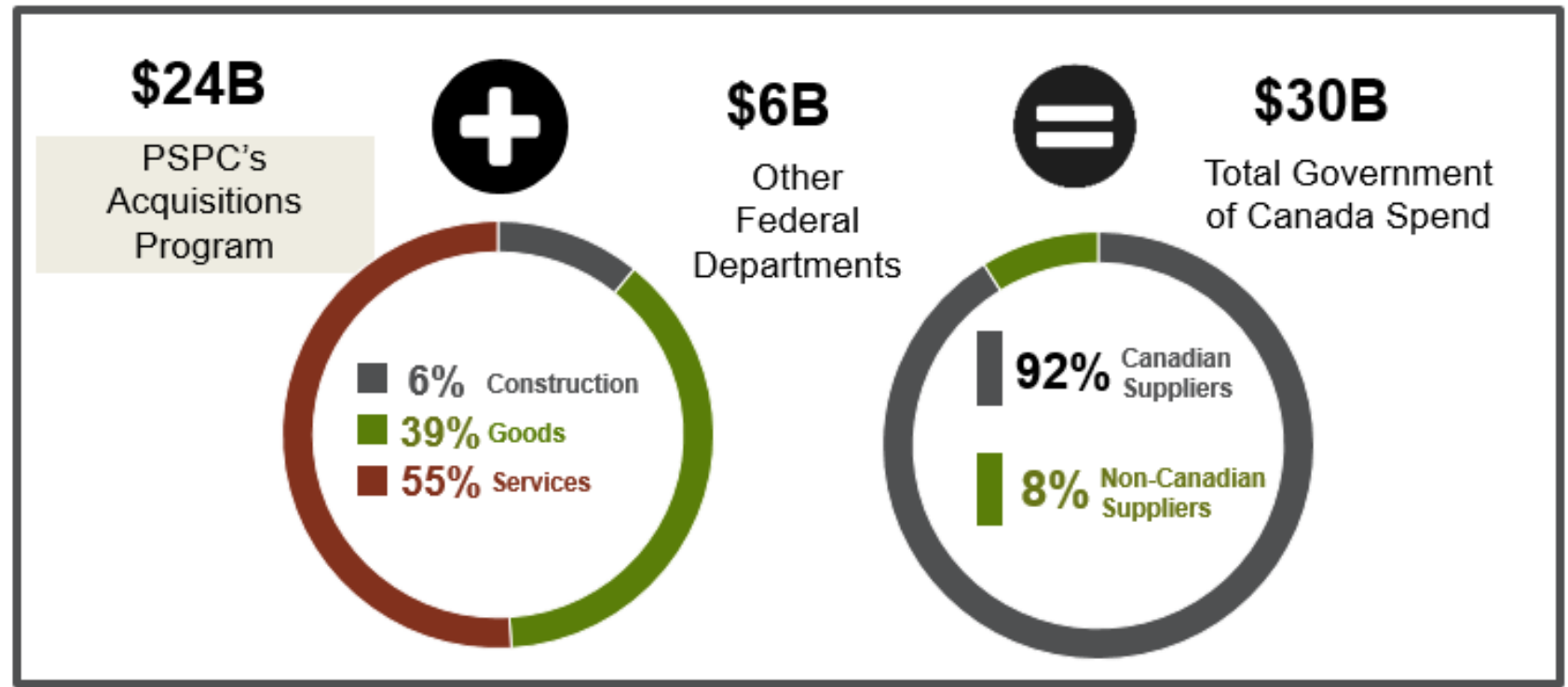
Source: PSPC Business Analytics Services Directorate 2023

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."

PSPC provides environmentally preferable option to client	➕	Client buys it where value for $ is demonstrated	＝	Green procurement
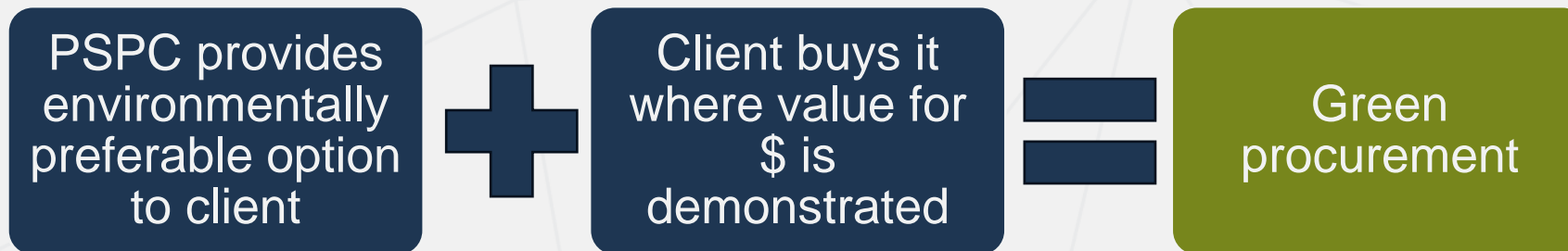
Definition of "Green" or environmentally preferable

"*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

Supporting biodiversity

Reducing toxic chemicals and substances

Improving energy and water efficiency

Reducing hazardous waste

= Environmentally Preferable

Reducing GHGs and air pollutants

Reducing waste and supporting reuse and recycling

Reducing ozone depleting substances
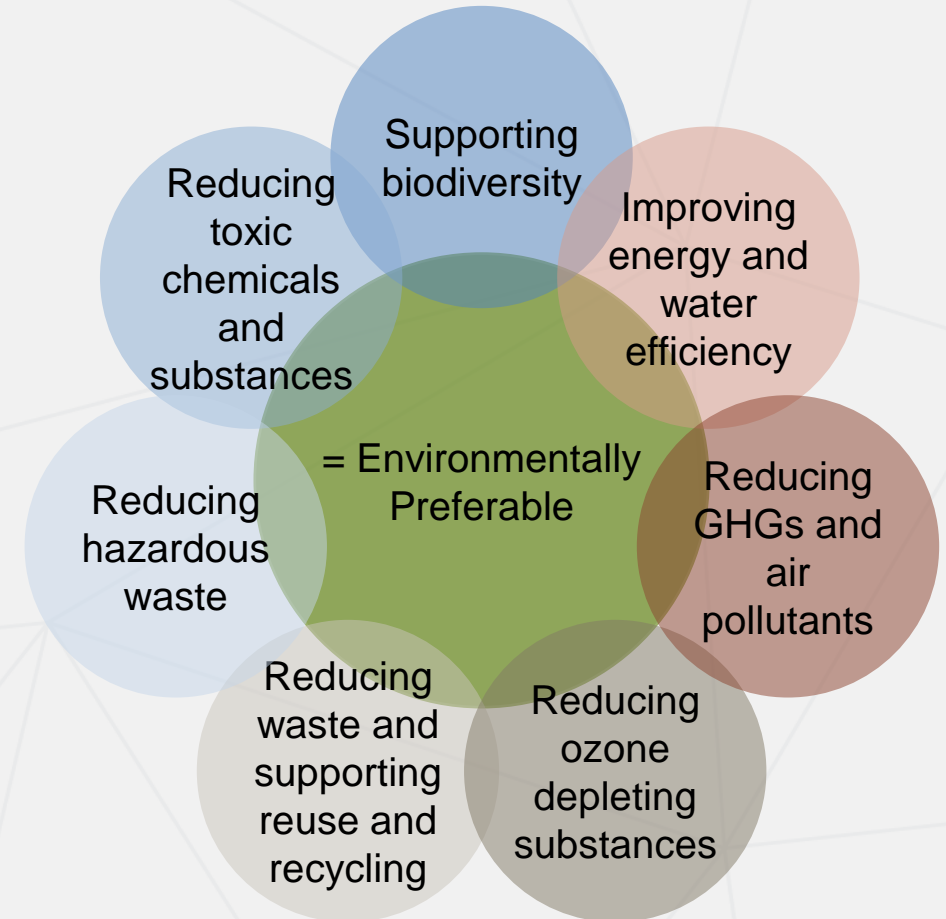
Objectives of the GPPT

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
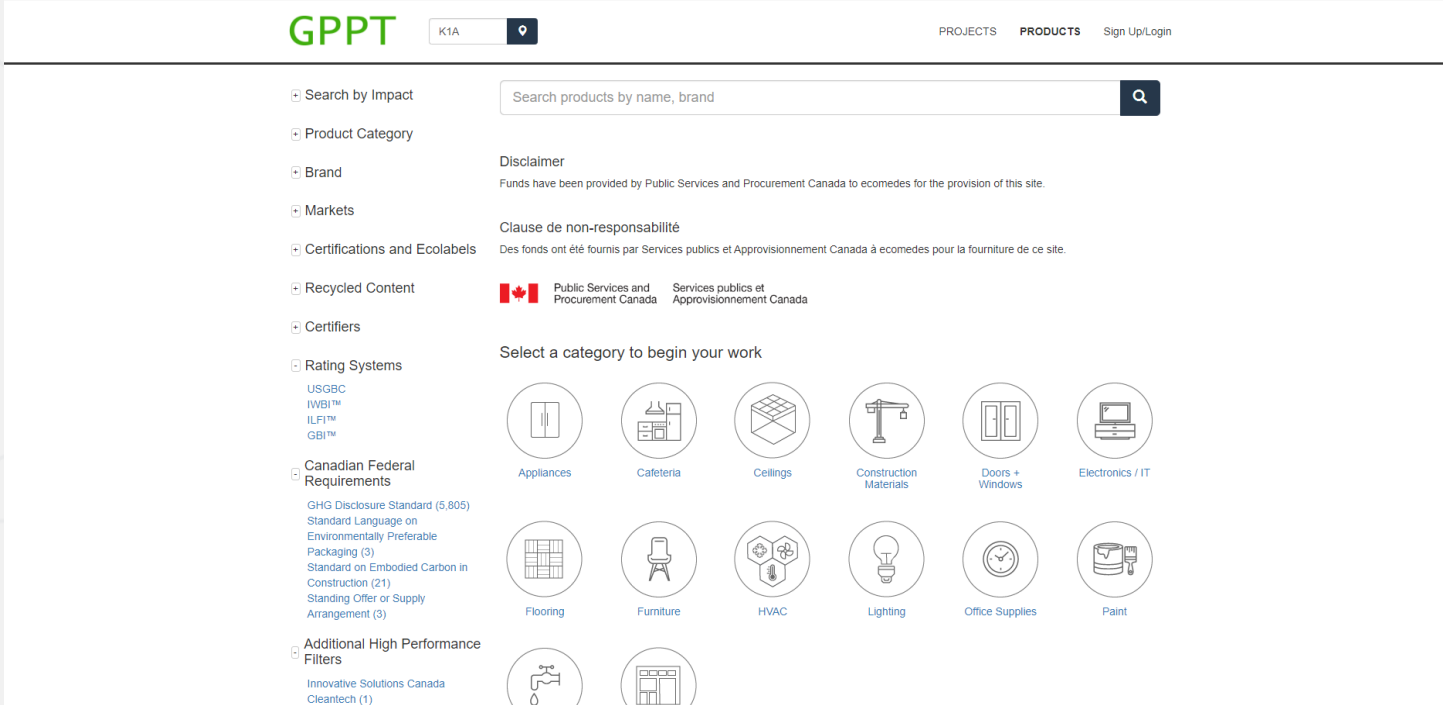
Consultation & onboarding process per category

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.ecomedesdemo.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

PSPC Product Category Filter Development Schedule
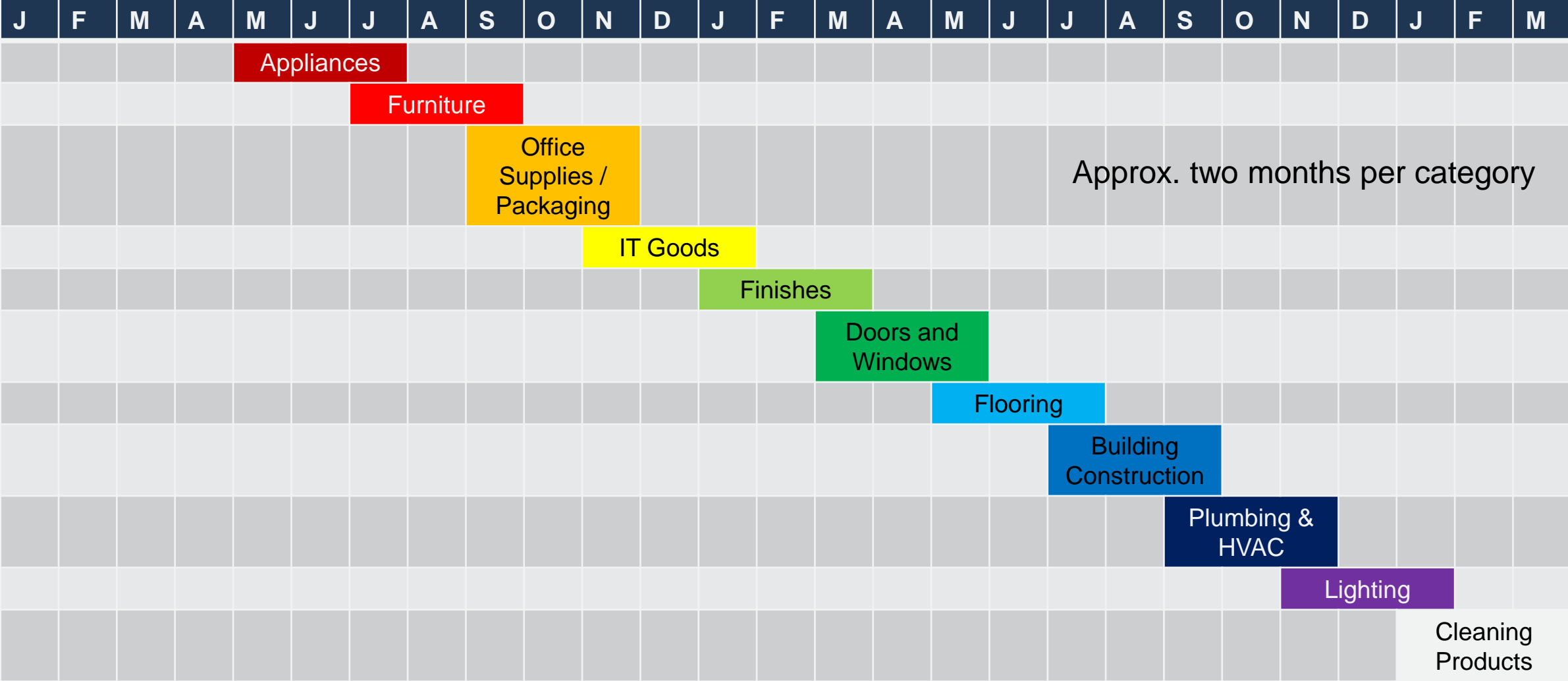
How we intend to use the GPPT in Canada – pilot phase

- 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

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

THREE PILLARS
OF ACTION

1 POLICY & ADVOCACY

2 RESOURCES & SERVICES

3 PROGRAMS & PILOTS

CIRCULAR PROCUREMENT
CENTRE OF EXCELLENCE

CIRCULAR ECONOMY MONTH

PLASTIC ACTION CENTRE

REUSE OTTAWA

PROCURE CIRCULAR
Advancing Circularity Through The Power Of Procurement
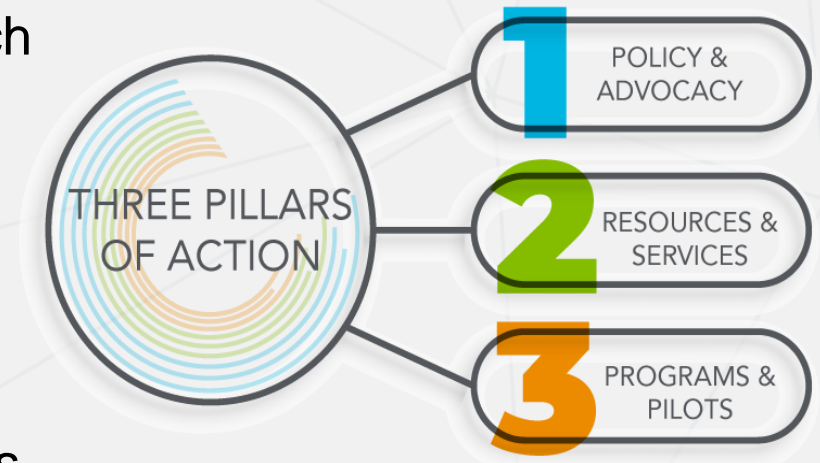
OUR CIRCULAR PROCUREMENT JOURNEY
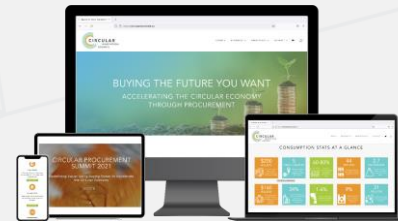
GPPT Customization Methodology

- 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

Methodology

- The assessment of domestic product category filters includes **procedural, economic, environmental, social** considerations

Procedural

- Process for developing the certification
- Were Canadian Stakeholders involved?
- Relationship to international standards
- Other Canadian Certifications
- Verifying bodies
- Costs /Fees

Economic

- Market penetration
- Market readiness
- Current certifications in use

Environmental

- Consideration of multiple impacts
- Consideration of life cycle impacts
- Key environmental criteria considered

Social

Consideration in certifications of:

- Diversity and inclusion
- Indigenous reconciliation
- Labour practices
- Persons with disabilities
- Economic equality

Stakeholder Consultations

- Strive to engage with diverse stakeholders to capture a wide variety of insight and perspectives to support the legitimacy of the customization of the GPPT for Canada.

- Stakeholders comprised of:
  - Active suppliers registered with Government of Canada
  - CIC's business contacts and wider network

Key Objectives

- Gather insight on eco and third-party certifications for each product category
- Solicit feedback on the benefits and obstacles of such ecolabels/ and certifications
- Identify additional certifications, standards and ecolabels that should be considered
- Solicit recommendations and considerations for the GPPT tool

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

Virtual Consultation Dates (Tentative)

Product Category	Subcategories	Consultation Dates
Office Furniture	Building Furnishings (e.g., Office Seating (Rotary, Office and Side) (chairs), Cat 1 to 6 Office Furniture: Panels, Tables, Cabinets, lighting, Collaborative furniture)	October 9, 2024
Office Supplies and Packaging	Office Supplies and Packaging (e.g, Office Supplies, Office Paper, Envelopes, Flat Printing, Packaging, Paper, Shipping, Packing Supplies)	October 10, 2024
IT Goods	Office Electronics	October 21, 2024
Finishes	Building Finishes (e.g., Paints & Coatings, Ceilings, Grids & Trim)	October 23, 2024
Flooring	Carpet, tiles, hardwood	October 22, 2024
Building Construction	Cement & Concrete, Sealants, Adhesives, Insulation	October 24, 2024
Doors and Windows	Curtain wall assemblies, entrances and store fronts, glazing, hardware	October 24, 2024

Virtual Consultation Dates continued

Product Category	Subcategories	Consultation Dates
Cleaning Products	Glass Cleaners, Floor Cleaners, Hand Cleaners, General Purpose	January/February 2025
Lighting	Lighting and Ceiling Fans (e.g., Light Bulbs, Fixtures, Horticulture Lighting)	January/February 2025
HVAC	HVAC (e.g., Air Conditioning, Heat Pumps, Water Heaters)	January/February 2025
Plumbing	Plumbing Systems (e.g., Faucets, Toilets, Shower heads, Accessories)	January/February 2025
Others TBC		

To register, visit:

https://circularinnovation.ca/pspc-consultation-sessions-and-registration/

Introduction to ecomedes

Topics we will cover

- Introduction to Ecomedes
  - Ecomedes Technology Overview
- Canada.ecomedes.com Platform Overview
  - What the platform is designed to support
  - Data Flows into the system
  - Platform Tour
    - Signup for a test account
    - Search & Discovery
    - Product Analysis & Documentation
    - Creating a Project/Procurement for Analysis & Documentation
    - User Impact Dashboard
- Q&A

Ecomedes Technology
Data Collection & Curation

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

Refreshed Monthly

Data Enrichment

Building Product Manufacturer Sourced:
- Company / Organizational Attributes
- Brand / Product Assets
- Product Performance Attributes
- Adjacent Brand Resources
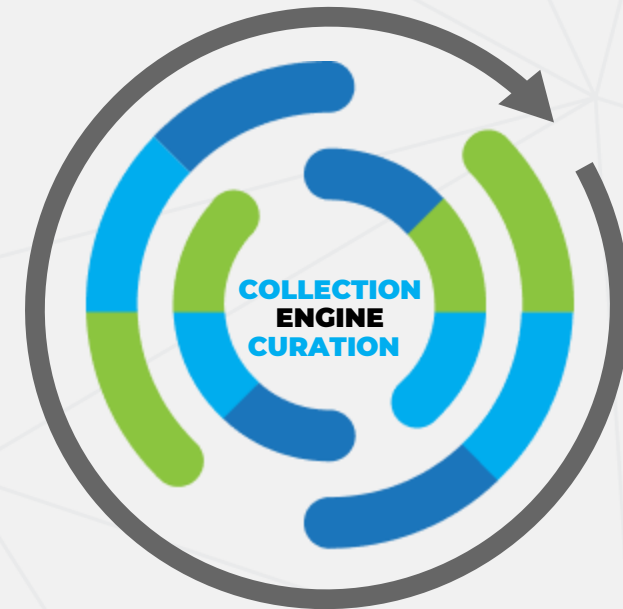
Largest Curated Product Database in the market

~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

Appliances | Cafeteria | Ceilings | Cleaning Products

Construction Materials | Countertops | Doors + Windows | Electronics / IT

Flooring | Furniture | HVAC | Lighting

Office Supplies | Paint | Plumbing | Walls
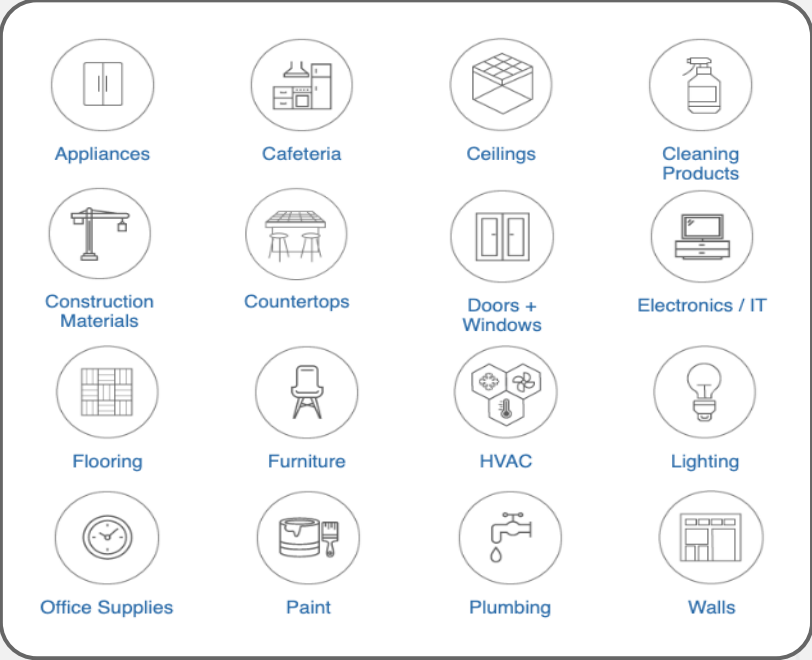
Green Project & Procurement Frameworks

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
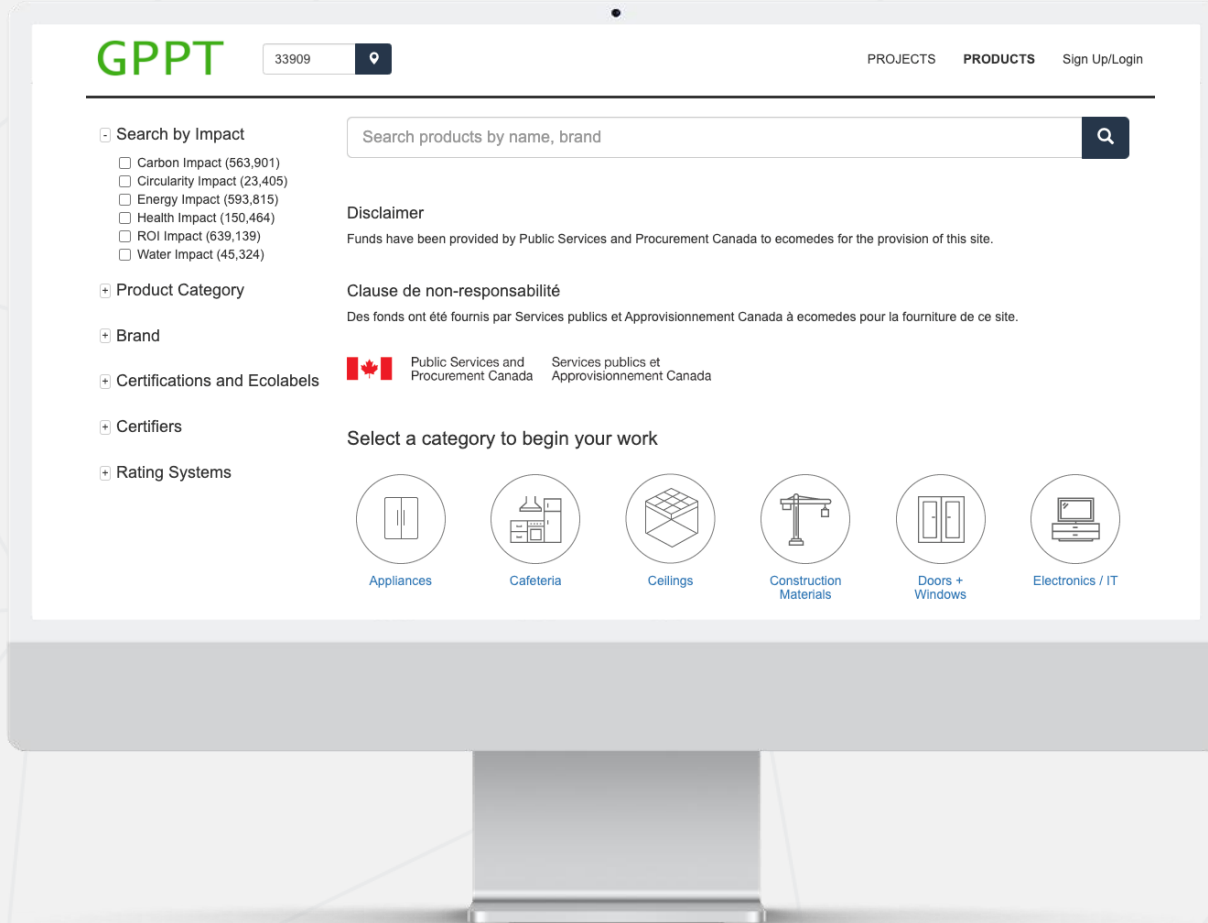
Canada.ecomedes.com

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 who 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, you can discover products through a variety of paths

- **Product Category**
  - Furniture (40,765)
- **Certifications and Ecolabels**
  - BIFMA LEVEL® (4,995)
  - C2C Certified (21)
  - Declare (330)
  - EPD (197)
  - FSC® (645)
  - Health Product Declaration (HPD) (425)
  - Intertek Clean Air
  - Life Cycle Assessment (LCA) (72)
  - Living Product Challenge (30)
  - PFAS Addressed (1,658)
  - SCS Indoor Advantage Gold (7,898)
  - UL GREENGUARD (27,893)

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**
  - Furniture (40,765)
    - Seating (936)
      - **Task (187)**
- **Certifications and Ecolabels Refinement**
  - BIFMA LEVEL® (5,043)
    - LEVEL 1 (1,618)
    - LEVEL 2 (1,904)
    - **LEVEL 3 (1,521)**
- Brands that have Task Seating that have achieved BIFMA LEVEL 3 Certification are summarized in the left-hand navigation with product count.

Platform Tour
Rich Product Data at your fingertips

11 Hyperlinks to external ecoDATA resources to support decision making:

- Certification and Standards
  - BIFMA LEVEL® Certificate
  - CA Section 01350
  - CDPH Standard Method v1.2-2017
  - LBC Red List Free Requirements
  - EPD
  - LCA
  - SCS Indoor Advantage Gold
  - Textile Conformance
- Human Health
  - Ergonomic Strategy
  - Targeted Chemical Elimination URL
- Planet Health
  - Embodied Carbon (Cradle to Gate) - GWP
- Recycled Content
- Materials
  - Material Ingredient Disclosure URL
- Manufacture Product Page Resources

Platform Tour
Product Comparisons available in seconds

Data Driven Analysis

- 7 Products Side by Side
- Apples to Apples
- 60+ 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
Product Analysis & Documentation

Energy Performance Data leveraged into a simple yet powerful ROI Analysis for operational energy savings over time.

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.

Recap and next steps

- The *Green Public Procurement Tool for Federal Assets* initiative is led by PSPC to configure and customize for Canada a searchable database of third-party certified environmentally preferable products and clean technologies.

- Collaboration – call to action!

- Register for CIC-led category specific consultations and fill in the simple survey (*no close date while the project is active)

https://pspc-spac.survey-sondage.ca/f/LanguageSelection.aspx?s=D194B2F2-8D73-45DB-B300-12AA8FD504BA

Thank you and questions

Public Services and Procurement Canada | Services publics et Approvisionnement Canada

TPSGC.PAAchatsEcologiques-APGreenProcurement.PWGSC@tpsgc-pwgsc.gc.ca

ecomedes

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