

Green Purchasing

July 2008

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I Introduction

“Going green” is no longer optional. It’s essential.

Apart from increasing emission control regulations and the penalties imposed on polluters, customers across the world are beginning to demand eco-friendly products and services.

In fact, customers are beginning to insist that entire supply chains, from raw materials sourcing to final delivery of the finished product, be as environmentally friendly as possible.

And businesses are finding themselves compelled to adopt green purchasing practices in order to comply with these demands.

In an effort to establish the degree to which the purchasing segment is focusing on environmentally friendly strategies, eyeforprocurement conducted the **Green Purchasing** survey in June-July 2008, and compared the results with a similar survey conducted a year ago.

Based on the responses to the survey, it seems that while eco-friendly purchasing is a growing trend, it will be some time before the end justifies the means, and many of the drawbacks noted in last year’s survey are still issues today. Far from realising any spin-off benefits in terms of reduced operating costs, one of the primary barriers to adoption is the cost of implementing environmentally friendly purchasing practices.

Much of the data gathered in this report will be discussed and debated at the 2nd Green Purchasing Summit, which takes place on October 15-17, 2008 in San Francisco, California.

For more information on the survey results or the conference, contact Izabela Janecka at 1 800 814 3459 ext. 252, izabela@eyeforprocurement.com.

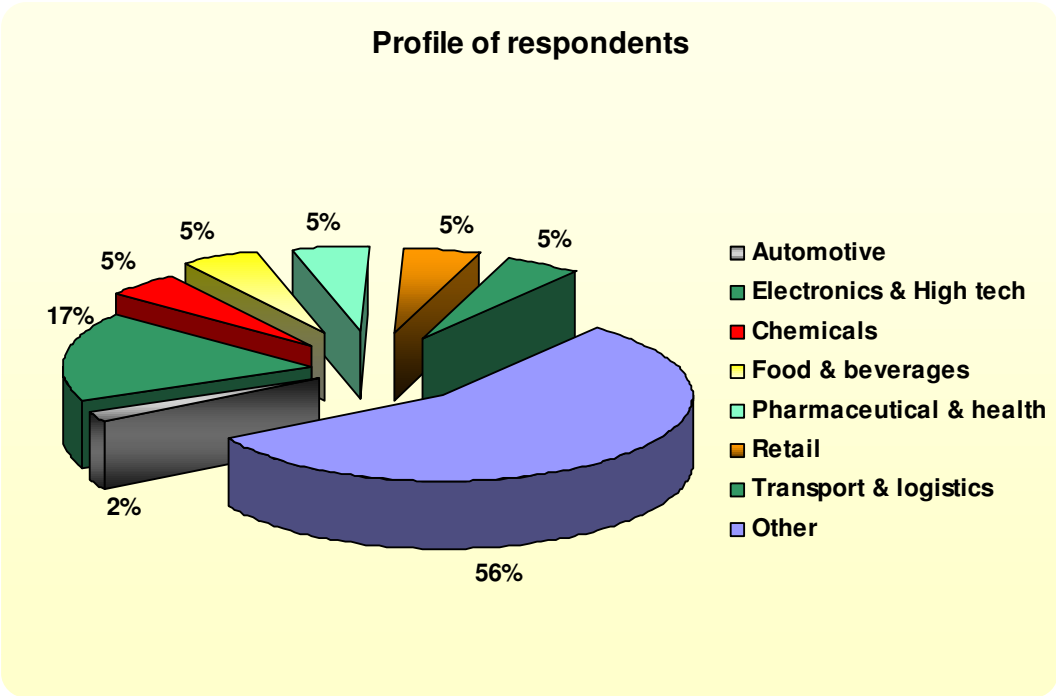
II Survey overview

203 procurement professionals responded to the survey – senior executives from companies operating in various industry verticals.

Respondents were asked a number of questions to establish the key drivers for green purchasing, as well as the benefits and risks involved.

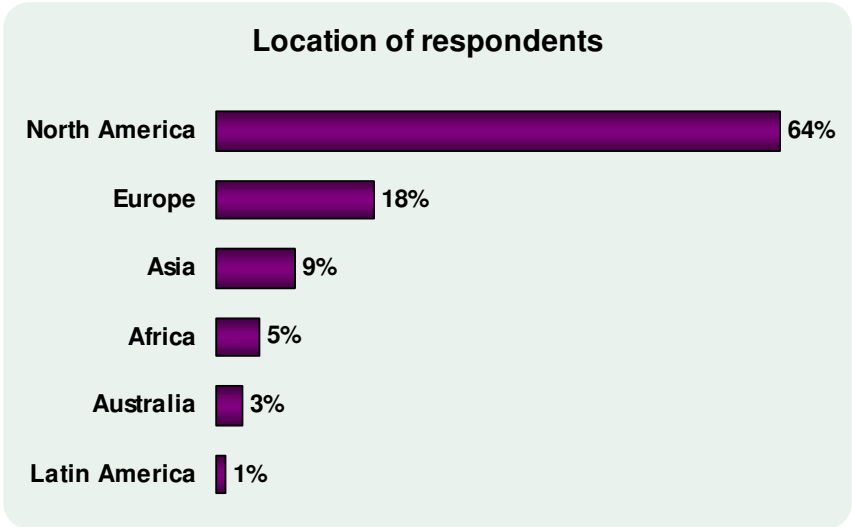
III Profile of respondents

17% of the respondents are in the electronics & hi-tech sector, and just 2% in automotive. The chemicals, food & beverages, pharmaceutical, retail and transport & logistics sectors were evenly represented with 5% each.



The “other” contingent (56%) included environmental agencies, sustainable procurement consultants, researchers, analysts and strategists, as well as sourcing and purchasing agents.

Almost two-thirds of the respondents are based in green-conscious North America (64%).



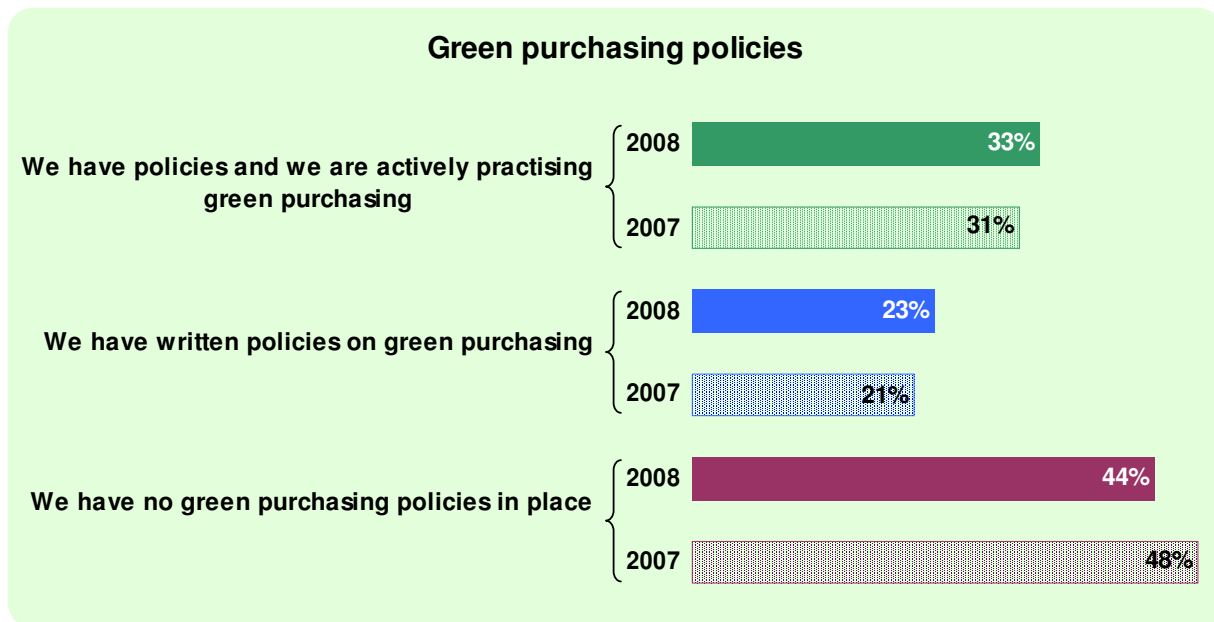
Less than 20% of the respondents were from Europe. Asia, Africa and Australia were poorly represented, with less than 10% each.

IV Green purchasing policies

It appears that many companies have yet to show any signs of environmental responsibility, and the results of this year's survey are not significantly different from a year ago.

One-third of the respondents are actively practising green purchasing according to company policy, and almost one-quarter said their companies have written green purchasing policies.

However, almost half of the respondents said their companies have no green purchasing policies in place.

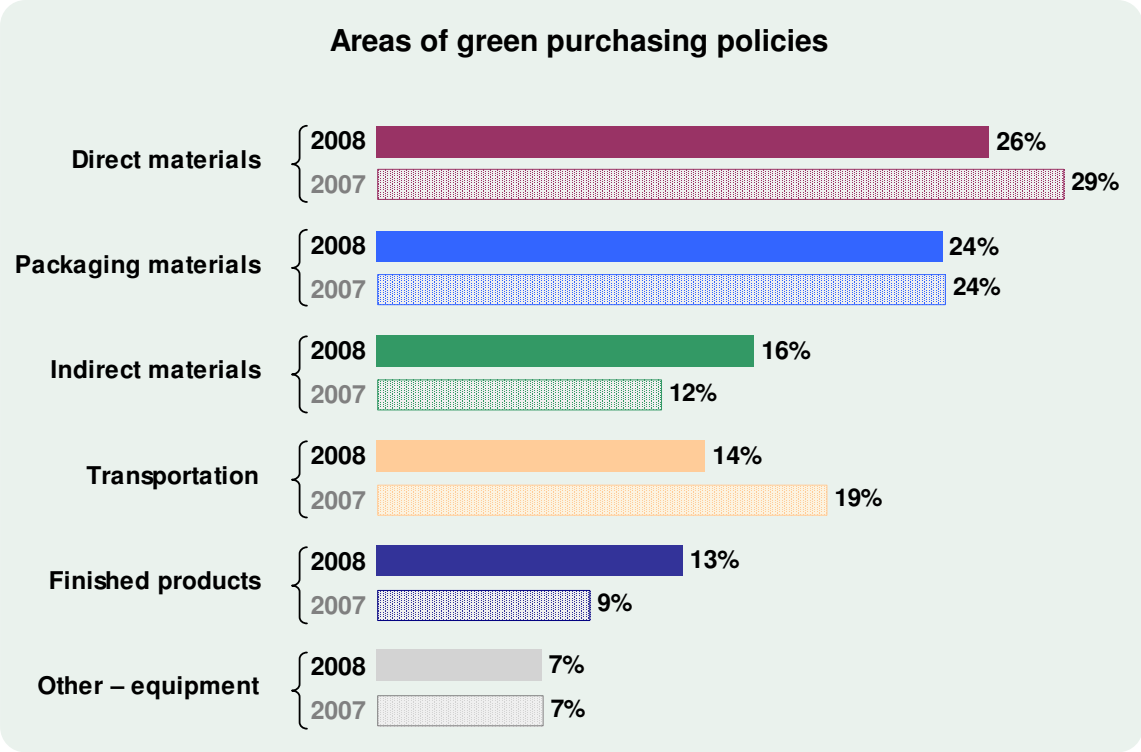


V Green sourcing: What and how much of it?

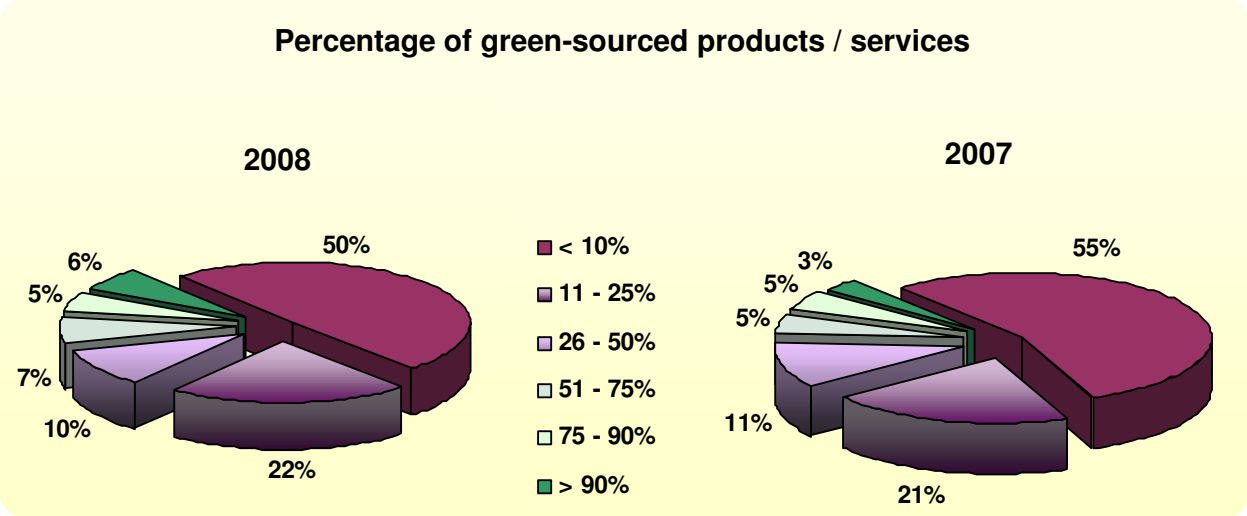
In terms of green products or services, direct materials and packaging materials again accounted for the highest percentage, according to roughly one-quarter of the respondents.

Indirect materials and transportation accounted for 16% and 14% respectively.

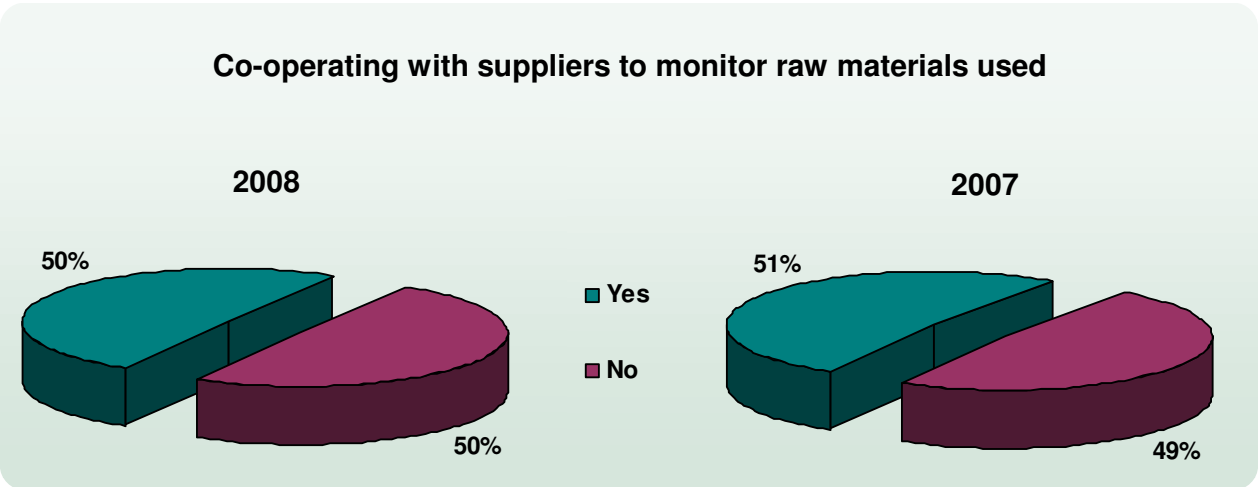
11% of the respondents source a significant portion of products and/or services according to green purchasing rules, just 3% more than a year ago.



Almost three quarters of the respondents source less than a quarter of their products and/or services according to green purchasing rules.

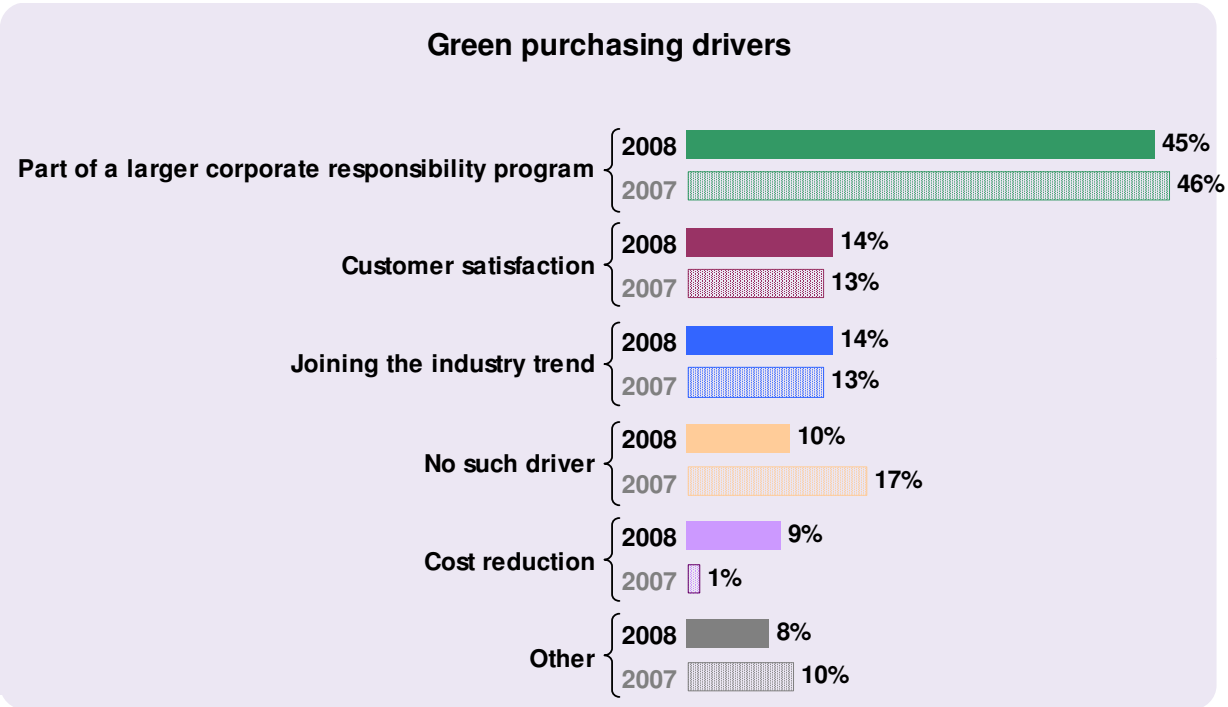


There is an equal split between those who do and those who don't work in close co-operation with their suppliers to monitor their choice of raw materials used.



VI Key drivers

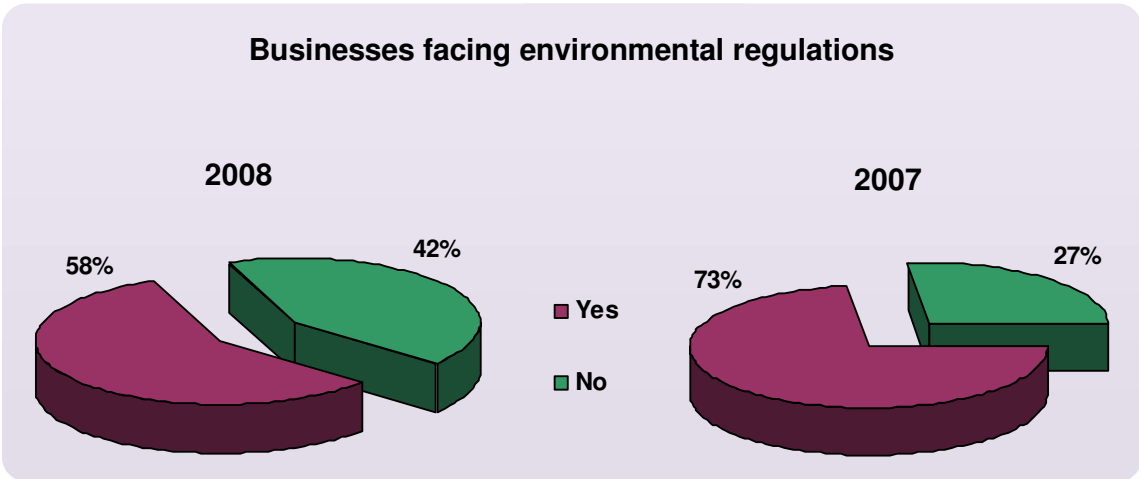
For almost half of the respondents, the primary factor driving their business to follow a green purchasing strategy is that it is part of a larger corporate responsibility program.



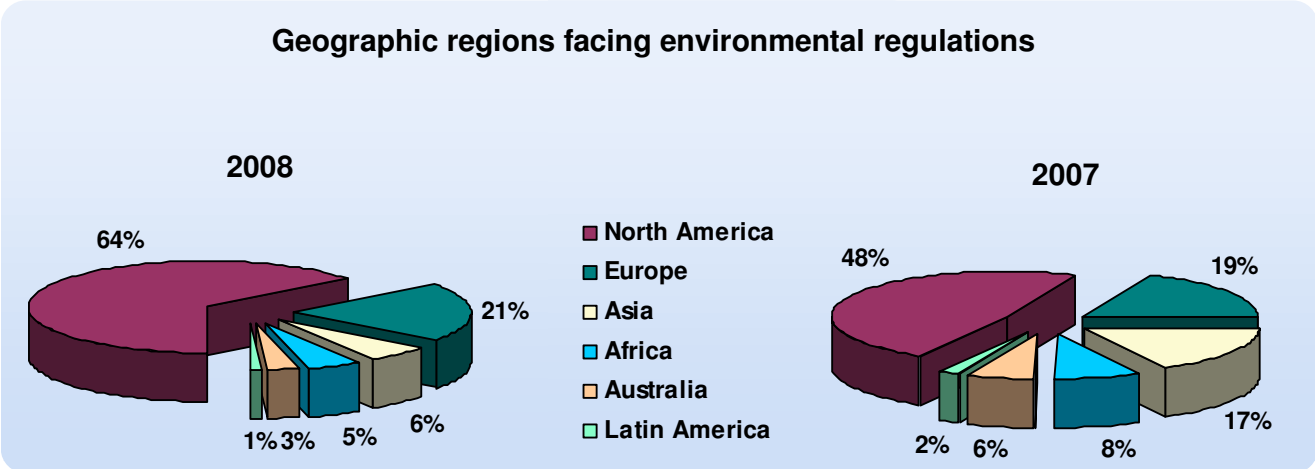
This year, 9% of the respondents said that cost reduction is a factor in their decision to adopt green purchasing practices, compared with only 1% last year.

Other factors inspiring businesses to “go green” included compliance with environmental regulations and legislation, and social responsibility.

Just over half of the respondents said their business is affected by environmental regulations.

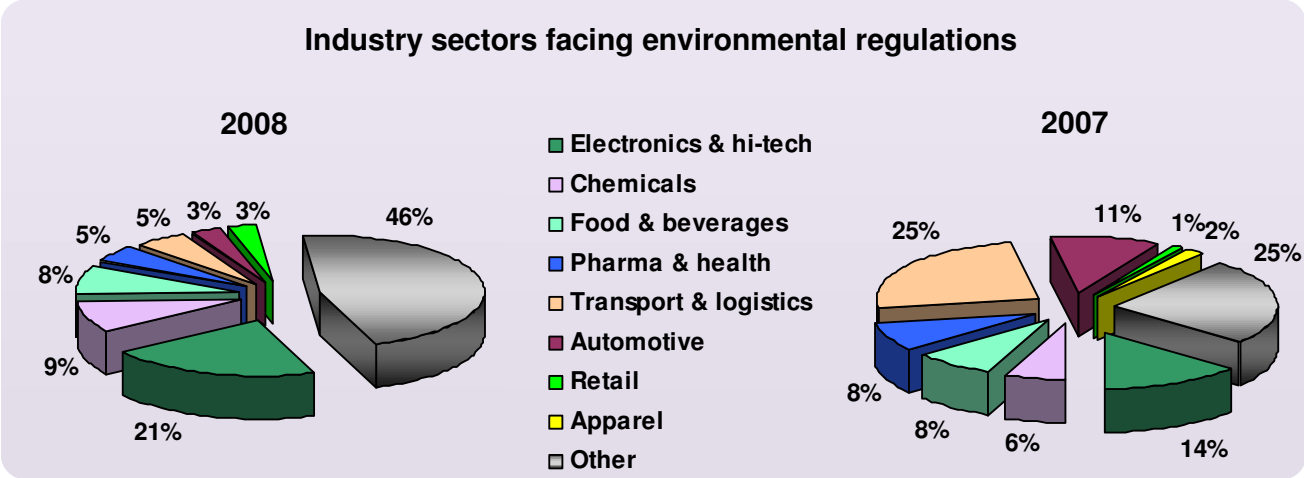


Almost two-thirds of those facing environmental regulations are based in North America. Almost all of the respondents based in Africa, Australia and Latin America said they have to contend with such regulations.



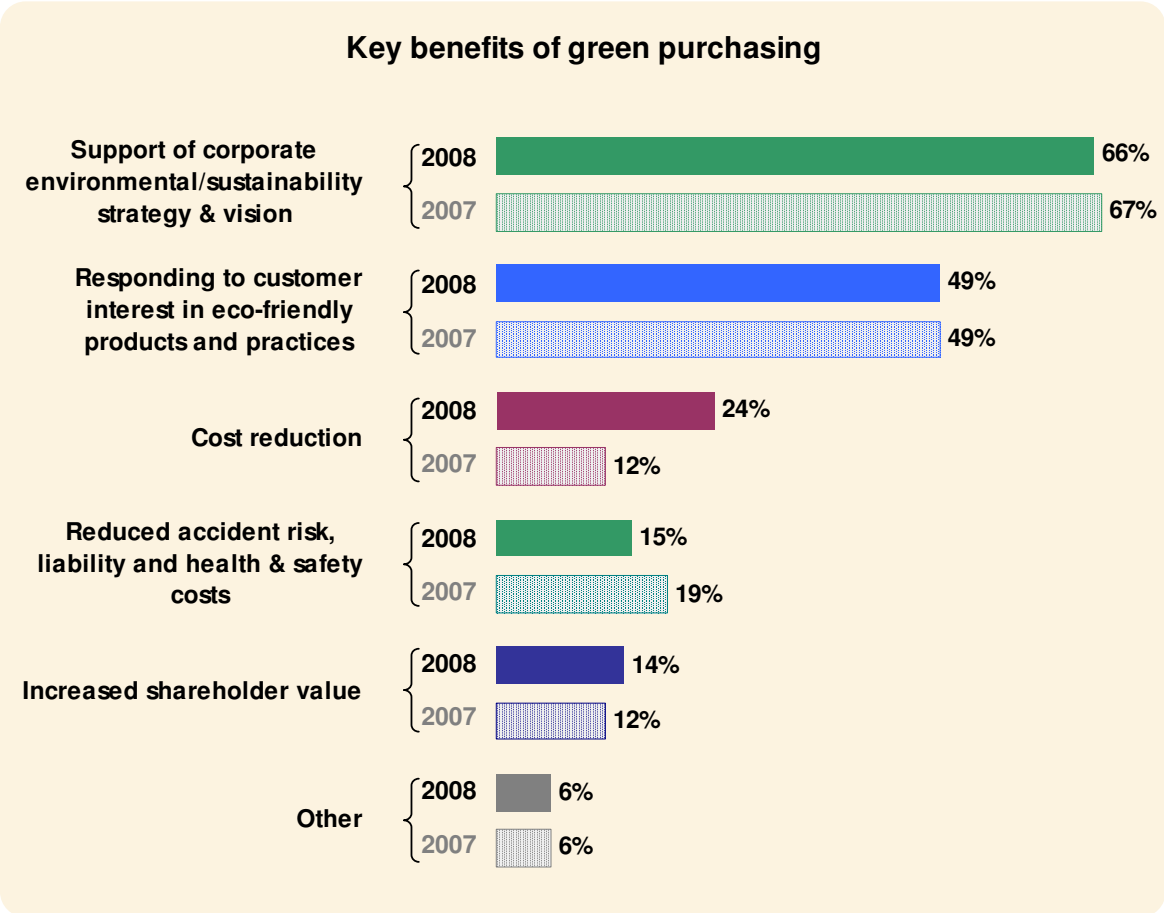
In terms of business sectors, 21% of the respondents facing environmental regulations operate in the electronics & hi-tech industry.

The rest of the industry verticals mentioned are all affected by environmental regulations to some degree.



VII Key benefits

Two-thirds of all respondents said that their green purchasing practices support corporate environmental and/or sustainability strategy and vision, and almost half are keeping their customers happy by responding to their interest in eco-friendly products and practices. These stats are almost identical to last year’s survey.



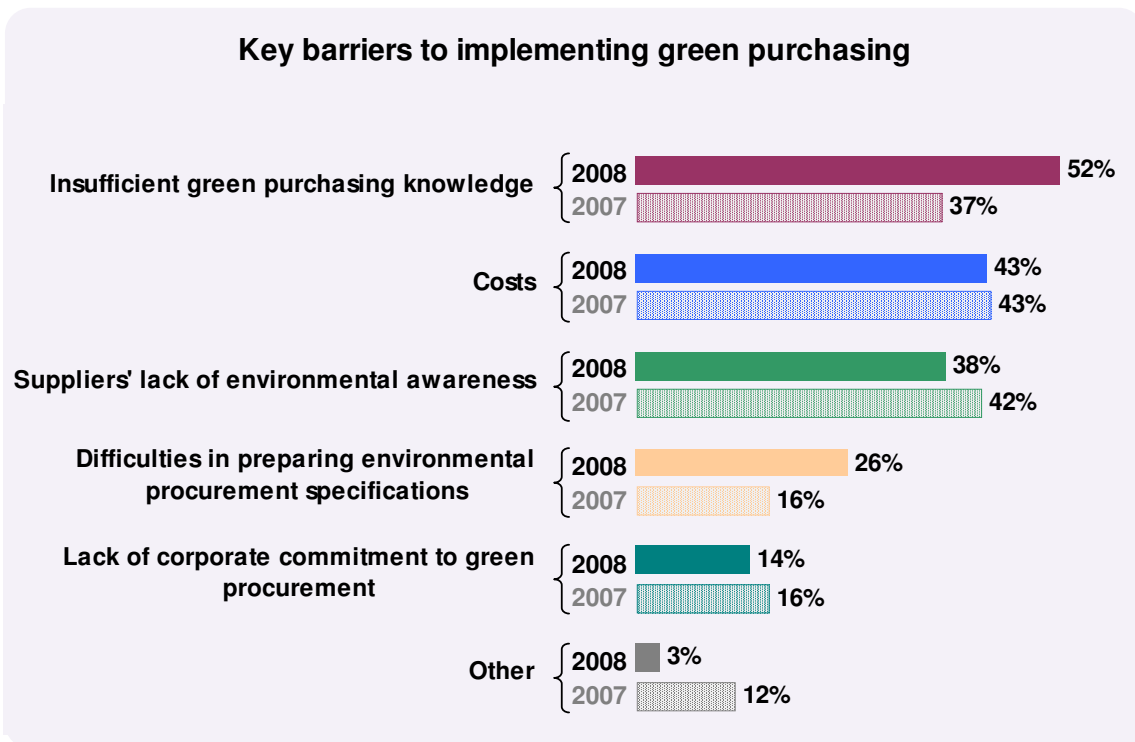
In terms of financial benefits, 24% cited general cost reduction; 15% see reduced accident risks and liability, and lower health and safety costs; and 14% cited an increase in shareholder value.

VIII Obstacles to implementation

Just over half of all respondents cited insufficient green purchasing knowledge as the key barrier to overcome when implementing green purchasing practices.

Costs and lack of environmental awareness on the part of suppliers are considered major obstacles by 44% and 38% respectively.

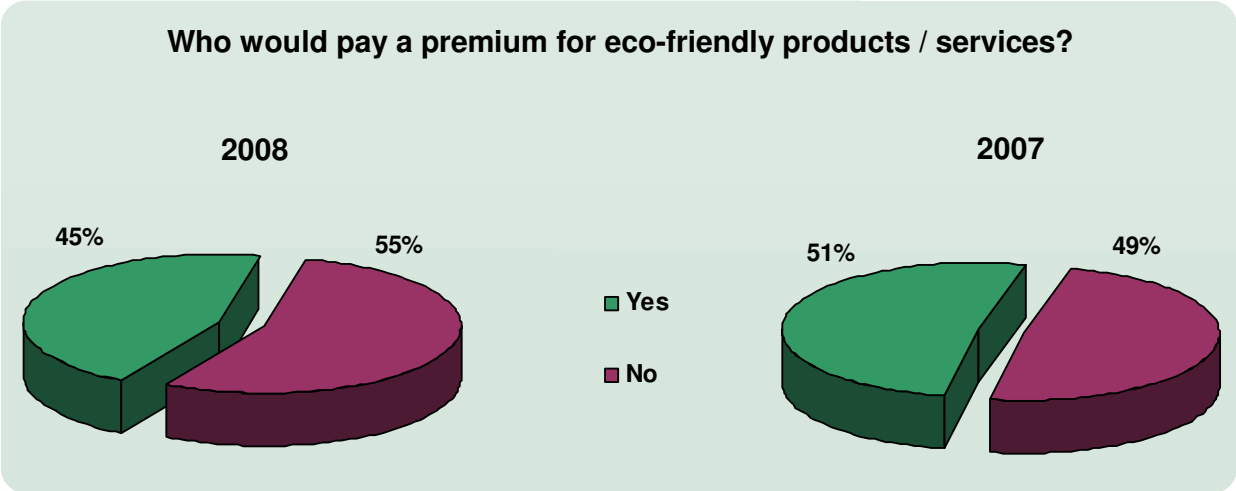
26% of the respondents said they had to overcome difficulties in preparing environmental procurement specifications, and 14% said they had to contend with a lack of corporate commitment to green procurement.



Other obstacles mentioned included an absence of green alternatives and a lack of "green" definitions and standards.

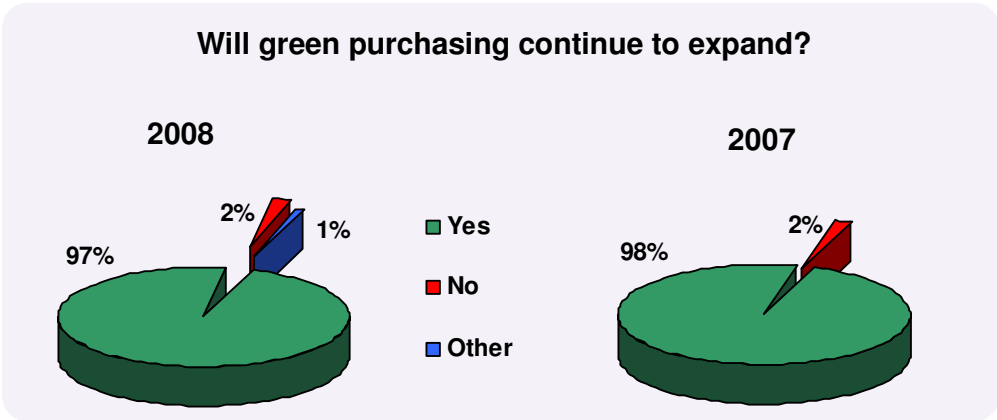
IX Overall industry implications and conclusions

The procurement industry appears to be divided on the issue of the cost of implementing green purchasing practices, with slightly less than half being prepared to pay a premium for eco-friendly products or services, particularly at the beginning of an initiative, and just over half seeing implementation costs as an obstacle.



Asked if it is possible to make traditional business objectives and social and environmental responsibility work together and work well, 97% of the respondents said: "Yes".

An overwhelming majority (97%) agreed that the practice of green purchasing will continue to expand, although it was also suggested that "green" will be superseded by "sustainability".



“Going green” is more than a just a social responsibility.

It’s become a top priority for consumers, who are beginning to question the not only the source of almost everything they buy, but also how much damage was caused in the process of making those products available.

Consequently, it has also become a major factor in corporate customers’ decisions in terms of awarding and renewing contracts.

Suppliers of products and services wanting to attract new customers and retain existing ones will need to make a firm commitment to dramatically reduce their carbon footprint.

2nd Green Purchasing Summit

Part of the Sustainable Supply Chain Summit

October 15-17 2008 • The Stanford Court Hotel • San Francisco, CA

Network with 250+ supply chain professionals in just 3 days

Register before August 15th and save \$200 on your conference pass!

World's biggest networking event for procurement and supply chain professionals who want to green their operations

How is the trend to go green affecting your daily operations, changing the way you do your job - and enabling you to increase cost savings?

- Profit from expert predictions on **the future of green procurement** and other parts of the supply chain
- Evaluate **the most effective tactics to lower your costs** whilst switching your spend to support green initiatives
- Fine-tune your green procurement strategy to improve environmental performance, **achieve stronger supplier relationships**, and improve your risk management profile
- **Engage your suppliers** to switch to environmentally friendly materials - and learn the art of effectively communicating your own green goals and supplier requirements
- **Create greater synergy** between your procurement team and other departments within the business

NEW FOR 2008

4 pre-Summit Workshops on October 15th

- How to turn green to gold
- Carbon 101 - CO2 Management & Emissions Trading
- Environmental reporting & CSR integration
- Green benchmarking tools

3 CONFERENCES FOR THE PRICE OF ONE!

This conference is being held as part of the Sustainable Supply Chain Summit. If you register for the 2nd Green Purchasing Summit you will get access to all 3 conferences:

- Green Purchasing Summit
- Green Manufacturing Summit
- Green Transportation & Logistics Summit

More information on all events at www.eyeforprocurement.com/green2008

Pick the brains of the top global procurement executives including:



GlaxoSmithKline
VP Procurement,
Global Systems
and Operations
R. Gregg Brandyberry



IBM
Director, Environmental
Compliance & Supply Chain
Social Responsibility
Louis R. Ferretti



Boeing
Director, Site
Services
Procurement
Doug Perry



Staples
VP Environmental
Affairs
Mark Buckley



Unilever
VP Global
Supply
Management
Uwe Schulte

- US Environmental Protection Agency** Pollution Prevention Coordinator **John Katz**
- Tom's of Maine** Supply Chain Logistics Leader **Bill Hetzel**
- Warner Bros. Entertainment** Director Strategic Sourcing & Procurement **Susan S. Cheng**
- Office Depot** Environmental Strategy Advisor **Yalmaz Siddiqui**
- Microsoft** VP Retail Marketing **Rick Lawlor**
- Novozymes** Customer Service and Shipping Centres Manager **Loire Marteny**
- US Environmental Protection Agency** Manager Green Suppliers Network **Kristin Pierre**
- Whole Foods** Sustainable Business Practices Project Manager **Tom Wright**
- Information Technology Industry Council** Environmental Affairs Manager **Colleen Pickford**
- ForestEthics** Coordinator Corporate Action Program **Daniel A. Hall**
- Ipaper** Business Development Director **Nan Faessler**
- Chep** Sr. VP Business Development **Brian Malloy**
- Booz Allen Hamilton** Sr. Associate **Martha Turner**
- Sustainable Procurement Strategies** CEO **Jordan Sampietro**
- BRIDGES to Sustainability** President **Beth Beloff**
- Berkeley Institute of the Environment University of California** Staff Research Associate **Chris Jones**
- EcoSynergy** CTO & Co Founder **Aaron Dallek**
- Deloitte** National Consumer Packaged Goods Segment Leader **Stephen J. Brown**
- Deloitte** Leader of the Corporate Responsibility & Sustainability Practice **Valerie Chort**



Check out the full program inside... open now!

eyeforprocurement

**More than 90 sessions and over 50 speakers in just 3 days!
3 events for the price of one**

More than 90 presentations, panel sessions and roundtables for you to choose from: Compile a Summit Agenda that reflects your own supply chain priorities

Following the success of last year's inaugural Green Purchasing Summit, we are now co-locating this conference with two complementary green events: the Green Manufacturing Summit and the Green Transportation & Logistics Summit.

These three events combine to form the Sustainable Supply Chain Summit. And by registering for the 2nd Green Purchasing Summit, you'll get an open access pass to all three events.

This gives you the freedom to pick and mix from 90+ sessions, to create a learning experience that is tailored to match the green procurement and supply chain topics that are most relevant to your present business priorities.

What's more, it enables you to network with an even wider variety of senior supply chain executives, as well as with like-minded procurement professionals.

“Well worth attending, helps to generate your approach to this hot topic”

Procurement Manager IBM
Past Green Purchasing Summit attendee



Check out the networking opportunities! 2007 Green Purchasing Summit delegates included:

VP Global Procurement **Office Depot** • CPO **Chiquita** • Director Chemical Risk Management **GM** • Director Corporate Environmental Strategies **IBM** • BCA Global Partners **Boeing** • General Manager **Hemlock Printers** • Global Purchasing Manager **ESAB Holdings** • Manager Environmental Diversity **Steelcase** • Global Procurement Director **Nike** • Manager **Environmental Protection Agency** • State Procurement Administrator **Arizona Dept. of Administration** • Director of Purchasing **M-C Industries** • Director of Facilities & Procurement **Grant Thornton** • Director, Strategic Sourcing - Consumer Businesses **Sonoco Products Company** • Director of Purchasing **Montage Laguna Beach** • Operations Manager **Image & Likeness Publishings** • VP Strategic Sourcing **Corporate United** • VP **JPMorgan Chase** • Director Product Dev. **AHF** • Manager - Quality **AHF** • Director of Facilities Purchasing **Publix Supermarkets** • Director of Purchasing **Parsons Brinckerhoff** • Director of Indirect Sourcing **Acuity Brands Lighting** • Sr. Industrial Designer **ACCO Brands** • Category Lead **Pacific Gas and Electric Company** • Strategic Sourcing Manager **Dean Foods** • Senior Director Global Sourcing **News Corporation** • VP Procurement **The Capital Group Companies** • Manager, Professional, Printing & Creative Services CMC **United States Postal Service** • Procurement Manager **Publix Supermarkets** • Sourcing Analyst **U.S. Bank** • Senior Contracts Officer **The World Bank** • Purchasing Officer **Kenya Sugar Board** • Director of Purchasing **The Will-Burt Company** • Director, Strategic Sourcing **Xcel Energy** • Commodity Manager **PB** • Chief Supply Officer **Exelon** • Product Sourcing Specialist **ACCO Brands** • Chairperson, USPS National Safety and Environmental Supply Manager **United States Postal Service** • President **AHF** • Director **Sustainable Procurement Strategies** • VP, SNA Business Development **Staples** • Sr. Purchasing Agent, R&D **Shire Pharmaceuticals** • Director **Ryder System** • Senior Manager, Corporate Procurement **Applera Corporation** • Sr. Strategic Sourcing Manager **Intuit** • Director of Facilities Purchasing **Publix Supermarkets** • Sr. Industrial Designer **ACCO Brands** • Principal **Tim Reeve and Associates** • Principal **Booz Allen & Hamilton** • Senior Director MDI Solutions **Hewlett-Packard** • Environmental Strategy Advisor **Office Depot** • Manager, Corporate Events **Ariba**

**Pick and mix your sessions!
PRE-CONFERENCE WORKSHOPS
October 15th – Afternoon**

How to Turn Green to Gold

Environmental Reporting & CSR Integration

Carbon101 - CO2 Management & Emissions Trading

Green Benchmarking Tools

DAY 1 October 16th

	GREEN PURCHASING SUMMIT	GREEN MANUFACTURING SUMMIT	GREEN TRANSPORTATION & LOGISTICS SUMMIT
MORNING	Incorporating CSR Into Your Strategic Procurement	Materials Management & Recycling	Fortune 500 Green Logistics Case Studies
	Fortune 500 Green Procurement Case Studies	Fortune 500 Green Manufacturing Case Studies	
	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
AFTERNOON	Green Procurement Plan – Your Steps to Success	Sustainable Manufacturing Technologies	Working With Your 3PL to Green Your Supply Chain
	10 Interactive Roundtables or Practical Workshop on Smart Green Procurement Tactics	Water Sustainability	Upcoming Environmental Legislation
		Interactive Roundtables	Interactive Roundtables

COCKTAIL PARTY 6.00pm-8.00pm DAY 1

DAY 2 October 17th

	GREEN PURCHASING SUMMIT	GREEN MANUFACTURING SUMMIT	GREEN TRANSPORTATION & LOGISTICS SUMMIT
MORNING	Purchasing Green Electronics	Creating Zero Landfill and Packaging Take-Back	Green Fleets and Fuels
	Practical Tips on Greening Your Suppliers		
	How to Overcome Green Purchasing Challenges		
	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
AFTERNOON	Packaging & Sustainability	Supplier Management for Greening	Building a Sustainable Supply Chain Management Strategy
	Green Procurement Benefits	The Business Case for Making a Carbon Reduction Commitment	
	US Environmental Protection Agency & Their Programs	Building a Sustainable Supply Chain Management Strategy	

This is a visual representation and is not a timed agenda

Book before August 15th and save \$200

Book now for the event where you'll get the expert advice you need to fully understand – and exploit – the financial sense of going green

A new report from Gartner predicts that by 2011, suppliers to global enterprises will need to prove their green credentials via an audited process in order to retain preferred status.

Meanwhile, eyeforprocurement's latest Green Purchasing survey reveals that:

- One in five organizations now have written policies on green purchasing
- Almost a third say they are actively practising green purchasing according to company Corporate Social Responsibility (CSR) policy
- There's a 50:50 split between those that do and those that don't work in close co-operation with their suppliers to monitor the choice of raw materials used
- And almost half the businesses surveyed admit they don't yet have green purchasing policies in place.

No matter whether your business is an early adopter of greening the supply chain, or still getting to grips with the whole concept, one thing is for sure: cost reduction is no longer the sole value driver for procurement professionals. Risk management, product design, value chain optimization, tax optimization, innovation sourcing and – of course – green purchasing are all increasingly important and jostling for position.

Customer demand is compelling companies across North America to create end-to-end green supply chains as fast as they possibly can. And at a time of economic slowdown, the good news is that when you base purchasing decisions on green compliance as well as price – and make a virtue out of necessity – there's everything to play for, especially in terms of applying your own creativity to the bottom line.

To give you just one example, Wal-Mart will save \$14 billion on packaging costs over the next five years, thanks to a savvy combination of greater efficiency and reduced materials.

What's your own business doing in similar vein? Even if the present answer is, "Not very much!" or, "Nothing yet...", the growing demand for green solutions means procurement executives currently face a wide range of new challenges. And that's why we invite you to join your go-ahead peers at the only event in America that's dedicated to green purchasing – with an emphasis on cost reduction and improved customer satisfaction.

Learn from world class procurement and supply chain professionals: their unrivalled knowledge and experience will make it faster – and easier – to meet your own green supply chain goals

eyeforprocurement has created a major event that is specifically focused on showing you how to green your procurement and supply chain operations.

Back by popular demand, in the wake of last year's hugely successful inaugural Summit, this is an unprecedented opportunity to learn from the likes of global leaders in environmentally friendly sourcing: Unilever, IBM, Boeing,

Microsoft, Office Depot, GlaxoSmithKline, Warner Bros. to name but a few.

What's more, each company that features on your Agenda is represented by a major player. You'll hear from Gregg Brandyberry, GSK Vice President of Global Procurement Systems and Operations, how he and his staff work closely with the company's R&D, manufacturing, and environmental health and safety groups to set green targets. He declares: "Based on 2006 levels, we will reduce our energy use from operations, transport, and related activities by 20% per unit sale by 2010 and by 45% by 2015." Come and find out from the main man what's being done to meet these ambitious targets – and how GSK has cut use of solvents in its plants and achieved a 70% reduction in waste.

Then there's Mark Buckley, VP of Environmental Affairs at Staples, who tells us: "There's a misconception that green purchasing is in conflict with traditional purchasing. But sustainable business uses resources more efficiently." Look to him for an authoritative take on long-term, sustainable cost savings...

Your speaker faculty also includes IBM's Louis R. Ferretti, an executive with vast experience of integrated supply chains, who will talk frankly about how his team is working with suppliers to develop more environmentally-friendly painting and coating systems – and how the company has increased the amount of recycled materials used in product manufacturing from 3.77% in 2004 to 11.74% in 2006.

**3 Conferences
for the
price of 1!**

The Green Purchasing Summit is co-located with the Sustainable Supply Chain Summit: America's largest gathering of procurement, logistics, transportation and supply chain executives who are charged with the difficult but essential task of measuring and reducing the environmental impact of their company's operation. Your Green Purchasing Summit pass entitles you to free admission to:

**Green Purchasing Summit
Green Manufacturing Summit
Green Transportation and Logistics Summit**

Find out more at www.eyeforprocurement.com/green2008 or e-mail: izabela@eyeforprocurement.com for full details

A Summit Agenda that helps you rise to the challenges of green purchasing... side step the hurdles... confront the issues... achieve supplier co-operation... and develop sustainable solutions that can save your business many millions of dollars

As you'll see when you come to scrutinize the Summit Agenda, you'll be examining green purchasing from every angle. And because we understand your day-to-day priorities, you'll have ample opportunity to focus on overcoming common obstacles such as price, lack of corporate commitment (or strict corporate requirements)

suppliers' insufficient knowledge, limited availability of green commodities, problems with defining environmental specifications and existing purchasing habits. What's more, we will find viable, practical solutions to each and every one of these obstacles – and that's a guarantee!

Over the course of three fact-filled days, you will learn how to understand which elements fall under the sustainability umbrella, and about the supply management opportunities that are there for the taking: e.g. switching from toxic to nontoxic substances, water reuse in manufacturing of supplied products, air emission and hazardous waste reductions, and supplier energy efficiency.

You'll get all the answers you need if you are just starting to green your operations, such as what to do first, commodities and category plans, metrics for all suppliers, and researching current supplier initiatives. While if you're already advanced in green sourcing, you'll be particularly interested in the best practices delivered by Fortune 500 companies – and get some hard-to-come-by market intelligence to benchmark your green supply chain and find areas for improvement.

Accomplishing green goals requires you to work closely with your suppliers – even to the point of getting proprietary information from them on the chemicals they use, and other product components. That's why we've dedicated several sessions on proven techniques to green your suppliers. Come and find out how supplier savings from improved efficiencies can be turned into reduced prices for your buyers, plus additional revenue for your business.

Great networking: Come and make valuable new contacts that will accelerate your green purchasing progress

Need support in your green initiatives? Want to meet like-minded people who share your professional concerns and preoccupations? The Summit is an excellent networking event, where you'll meet all the key players and forward-thinking companies in green procurement, along with key organizations that are all dedicated to helping you become greener. For instance, the Environmental Protection Agency will give you an update on its Green Suppliers Network.

We will make certain that by the time the event draws to a close, you'll be armed with an in-depth briefing on all the key environmental impact considerations: toxic material content, carbon footprint, adverse effects to workers, recyclable content, renewable material percentages, greenhouse gas emissions, packaging, transportation, hazardous waste reduction, energy efficiency and conservation, and waste minimization.

And the moment you get back to the office, you'll have the knowledge and understanding you need to initiate corporate policy shifts that will be equally beneficial to the environment, your purchasing operations and your organization's bottom line.

Places at the Summit are limited and the event will sell out again this year – immediate booking is strongly advised

4 practical workshops brought to you by world-renowned experts. Come prepared with questions - these are thoroughly interactive sessions, where you can be sure to make your voice heard.

WORKSHOP 1

How to turn green packaging to gold

In 2006, Wal-Mart eliminated excessive packaging from a single, private label product. The results were dramatic:

- Shipping costs cut by \$2.4 million
- 3,800 trees were spared
- One million barrels of oil were saved

Wal-Mart's greening projects also help improve the company's reputation and increase sales – because the carbon footprint of consumer packaged good is now a major concern for consumers.

This intense workshop will teach you how make your own green initiatives pay off:

- Discover how carbon footprint measurement and carbon labeling can be used to capitalize on consumer demand for low-carbon products
- Find out how to measure the carbon footprint of products and packaging, and make cost-effective adjustments based on your green goals
- Learn about multi-dimensional carbon footprinting: how to collect the carbon data you need for multiple uses, and how to select the most appropriate measurement tools
- Approximation vs. precision in carbon footprinting and labeling: when to invest in precise information, and when to approximate – and get the best ROI for your efforts

Aaron Dallek CTO & Co Founder **EcoSynergy**

WORKSHOP 2

Integrating your corporate sustainability and environmental reporting strategies – to increase the power of both

It's more than just a report! Your green message is the communication vehicle for the corporate sustainability strategy that underlies it – and one is only as good as the other. In this focused session you'll learn what it takes to develop a comprehensive corporate sustainability policy and report it accurately and strategically to your customers and stakeholders.

- How to demonstrate leadership through a strong strategy that's allied to a powerful message
- How to ensure your sustainability reports are independent, professional and credible
- When to bring in report auditors, and how to manage environmental reporting risk
- How to sell green initiatives internally, collect report data, and avoid green washing

Stephen J. Brown National Consumer Packaged Goods Segment Leader **Deloitte**

WORKSHOP 3

Carbon 101: Demystifying carbon management and emissions trading

What are carbon credits? And when are they worth buying? Is it better to reduce your carbon output, buy carbon credits – or combine both options? This dynamic workshop will get you up-to-speed with the business of carbon trading for supply chain carbon footprint management.

- Carbon neutral and carbon negative: is there a consensus definition – and what should you strive for?
- Master the art of carbon markets: Learn their current status and likely evolution
- Find out about the main market participants – and why they trade
- Uncover the challenges and opportunities for your business, and understand how to source the credits that are the best fit for your organization

Valerie Chort Leader of the Corporate Responsibility & Sustainability Practice **Deloitte**

WORKSHOP 4

Practical ways to rank your carbon reduction strategies and base them on dollar savings

How can CoolClimate – Berkeley Institute of the Environment's online carbon-tracking calculator – benefit your organization?

Attend this Workshop and you'll be also one of the first to find out about a newly-developed business version of this renowned calculator, designed to help measure the relative and cumulative impact of everyday activities on climate change.

CoolClimate gives a summary of all the greenhouse gases people produce – your household's carbon footprint – and compares it with the global and US averages, along with emission offsetting options.

Come and see how these benchmarking tools have been adapted to enable you to compare yourselves to similar companies. And find out about the scenario-building tools that rank carbon reduction strategies, based on dollar and carbon savings.

Chris Jones Staff Research Associate **Berkeley Institute of the Environment University of California**

Save \$995
Purchase the 2008 Green Purchasing report together with your conference pass!

If you purchase the 2008 Green Purchasing Report when you register to attend the 2nd Green Purchasing Summit in San Francisco, you can save \$995 on the normal retail price of \$1995.

The 120 page report will give you not only the lowdown on recycled-content and nontoxic materials but also help in developing the entire green procurement strategy in your company. This is your must-have guide to Green Purchasing. The 120 page report includes:

- Over 50 tables, charts and illustration
- Real cost of going green
- How to set realistic green purchasing goals
- An overview of best tools for determining what is 'green' in major spend categories
- Key environmental issues to consider when purchasing specific items - post-consumer recycled content, durability and reusability, reduced packaging, decreased use of toxic chemicals
- Top tips to overcoming up front cost of some green products or services which can be a barrier to initial purchase
- Metrics to use to assess supplier's environmental performance
- How to select new suppliers based on environmental criteria
- Best strategies for greening your existing suppliers
- How to source 'green' products and services in low-cost countries
- How to best combine your purchasing decisions with other environmental projects in your company such as Design for Recycling
- List of useful contacts across the world - organizations and networks that support Green Procurement initiatives
- Overview of Buy Recycled, Water-Efficiency, Environmental Protection Agency's and other programs
- Wal-Mart's and other major US and European retailers and their 'green' initiatives - impact on your business
- 10 real-life case studies describing Green Purchasing implementation in the following areas: Services, Apparel, Automotives, High-tech & Electronics, Retail, Food & Beverage, Pharmaceutical & Health, Transportation & Logistics, Chemicals

KEYNOTE ADDRESS

How to develop a green purchasing implementation plan that empowers your company to achieve its targets: The GlaxoSmithKline experience

This Keynote Address delivers an overview of the many environmentally friendly actions that are being taken by GlaxoSmithKline purchasing team.

Gregg Brandyberry will discuss projects that are helping GSK to meet its green targets in areas such as energy use reduction from operations and related activities – where the goals are 20% per unit sales by 2010 and by 45% by 2015 based on levels in 2006. He will also outline key best practices of global companies that are striving to lead the way in the evolution of sustainable/green purchasing, including use of technology, material development, manufacturing efficiencies and other innovative strategies.

You'll also learn how you can personally accelerate your company's progress in achieving better – and faster – green goals.

Gregg Brandyberry has been with GlaxoSmithKline since 1993 and he is responsible for Supplier Diversity, Procurement Compliance and the Electronic Bidding & Negotiation of over \$4 billion in spend through a best practice sourcing organization – the Global eSourcing Team.

R. Gregg Brandyberry VP Procurement Global Systems and Operations **GlaxoSmithKline**

KEYNOTE ADDRESS

Corporate social responsibility across your entire global purchasing supply chain

In this Keynote Address you will learn how to:

- Incorporate CSR into your strategic procurement agenda to ensure sustainable growth
- Establish suitable guidelines for CSR in your supply chain –and ensure effective follow up processes
- Work with your suppliers to create an open dialogue and increased transparency

Uwe Schulte has worked with Unilever since 1980, with responsibilities in Product Development, Process Development and Quality Assurance. He has in-depth experience of supply chains and has been Vice President for Global Supply Management since 2005.

Uwe Schulte VP Global Supply Management **Unilever**

KEYNOTE ADDRESS

Find your shade of green: Exactly how green do you want your purchasing to become – and how can you get there without spending the earth?

Office Depot's environmental program covers all aspects of environmental performance – from Forest Stewardship Council chain of custody certification and sourcing of forest products, to ISO14001 implementation, and providing customers with full reports on their environmental purchasing.

In this presentation, you'll evaluate useful ways to improve the environmental performance of your purchasing team, and gain a fuller understanding of environmental issues and opportunities for your suppliers, customers, and associates.

Yalmaz Siddiqui is Office Depot's Environmental Strategy Advisor, and he is responsible for the development and integration of a wide range of environmental programs into the global organization. He also oversees Office Depot's five-year, \$2.2 million Forest & Biodiversity Conservation Alliance, which develops critical information, standards and tools for global forest and biodiversity conservation.

Yalmaz Siddiqui Environmental Strategy Advisor **Office Depot**

KEYNOTE PANEL SESSION

Your chance to pick the brains of world class green procurement experts: First-hand advice about cost reductions and other advantages of green purchasing

Now it's your turn to put questions to our three Keynote Speakers. We guarantee their up-to-the-moment, hands-on experience – and combined wisdom – in green procurement is in a league of its own! This is your chance to profit from a series of authoritative, forthright insights, along with honest discussion of common pain points, success stories and lessons learned.

R. Gregg Brandyberry VP Procurement, Global Systems and Operations **GlaxoSmithKline**

Uwe Schulte VP Global Supply Management **Unilever**

Yalmaz Siddiqui Environmental Strategy Advisor **Office Depot**

IBM CASE STUDY

Learn from early adopter of green purchasing

In 2004, IBM put together a cross-functional team to create its Supplier Conduct Principles and the associated guidelines that set terms for doing business with companies in 12 emerging market countries. The Principles are a blend of internal policies, internationally recognized standards, and industry best practices.

IBM also played an early role in the creation of the Electronics Industry Citizenship Coalition (EICC), which was formed to create and implement a standard Code of Conduct for supply chains in the electronics sector. Currently, IBM serves as the Chairman of the Board of the EICC, which has grown to over 40 members, representing four-tiers of the electronics supply chain.

This presentation shows you the highlights of the IBM supply chain initiative, its structure, supplier audit results, and participation in the EICC.

Louis R. Ferretti Director, Environmental Compliance & Supply Chain Social Responsibility **IBM**

BOEING CASE STUDY

How to successfully communicate environmental initiatives to your suppliers

Moves are being made across the airline industry to become more environmentally friendly – for example, eliminating paper tickets, and slowing down to save millions on fuel consumption and reduce CO2 emissions.

In terms of success, Boeing's 2008 Environment Report says a combination of environmental performance improvements and technology advancements, has reduced airplane CO2 emissions by 70% over the last 40 years. Moreover, the hazardous waste of its manufacturing operations dropped 30% between 2002 and 2007. Boeing also reports a target of 15% fuel efficiency improvement in each new generation of commercial airplanes, while the new 787 Dreamliner is expected to use 20% less fuel per passenger than similarly-sized aircraft, produce fewer carbon emissions, and have quieter take-offs and landings.

In this presentation you will find out how Boeing manufactures its new environmentally friendly planes, what metrics and major tactics it uses, and what role Design for Environment and procurement operations have in the implementation of the program.

- How research and choose materials and processes that will have minimum impact on the environment: toxin-free products, reduced health exposures, recycled content, ease of recycling, energy efficiency
- Encouraging suppliers to change to environmentally friendly materials

- Effective ways to communicate environmental initiatives to your suppliers: websites, questionnaires, onsite visits
- Creating an ordering system that is more efficient, less wasteful and less expensive

Doug Perry Director of Site Services Procurement **Boeing**

TOM'S OF MAINE CASE STUDY

Green supply chain initiatives that reduce your total costs

Two years ago Colgate-Palmolive acquired Tom's of Maine, maker of all-natural toothpaste, deodorant, and other consumer healthcare products. Very few suppliers meet Tom's of Maine's strict supplier evaluation criteria, which includes all-natural product certification, minimal processing and suppliers' positive environmental and product stewardship practices.

In this presentation you will find out how to find sufficiently-green suppliers for your materials and services and – importantly – how to ensure their prices don't increase your costs. You will also get an overview of green supply initiatives that can reduce your own costs while also being beneficial to your suppliers.

Bill Hetzel Supply Chain Logistics Leader **Tom's of Maine**

PANEL SESSION

How to successfully grow a green procurement plan: What are YOUR steps to success?

- **Writing your green purchasing strategy and policies:** What you must absolutely not forget about to include in your program
- **Setting your green purchasing goals:** How best to choose your priorities and targets
- **Products and services:** How to identify the ones that are most suitable for applying green procurement principles
- **Before you buy:** The multiple environmental attributes you must take into account first: post-consumer recycled-content, recyclability, durability and reusability, reduced packaging, decreased use of toxic chemicals in manufacturing – and more
- **Supplier involvement:** How to enlist supplier help and co-operation and the easiest way to screen their environmental performance
- **Results:** Effective ways of tracking your results and communicating all the benefits you have achieved to your corporate management

Rick Lawlor VP Retail Marketing **Microsoft**

Susan S. Cheng Executive Director Strategic Sourcing & Procurement **Warner Bros. Entertainment**

Doug Perry Director of Site Services Procurement **Boeing**

PRESENTATION

How to analyze the recyclable content of the materials and services you purchase – and pinpoint the most environmentally friendly solutions

Warner Bros. Studio's green purchasing operations started 15 years ago and include purchasing corporate stationery with 100% post-consumer recycled waste and non-chlorine bleach, purchasing paper with a minimum of 30% post-consumer waste, and using lumber made from recycled plastics, recycled toner cartridges and non-toxic cleaning supplies.

This presentation will give you real-life examples of how to find cost-conscious alternatives and creative ways to reuse and reclaim goods.

Susan Cheng leads the North America sourcing and procurement operations team at Warner Bros. Studios and is in charge of over \$2 billion of annual spend across production, post production, marketing, supply chain, facilities, and general goods.

Susan S. Cheng Executive Director Strategic Sourcing & Procurement **Warner Bros. Entertainment**

Interactive Sessions

PICK AND MIX THE AFTERNOON SESSIONS

10 HOT TOPIC ROUNDTABLES OR A PRACTICAL WORKSHOP

Get yourself up-to-speed on the topics and issues that are business-critical to you right now. Each Roundtable discussion is led by influential industry experts... people who really know their stuff! Ask questions, benchmark, and exchange views and experiences with your peers.

1. Trends that are forcing the procurement function to go green: Are they getting stronger, or might it all be a flash in the pan?
2. The road to proactive procurement: How to get involved in Six Sigma and Design for Environment
3. How to access your suppliers' environmental performance: Metrics overview
4. Can you improve your green procurement by outsourcing?
5. How to develop a list of chemicals to avoid – and build a list of approved products
6. An overview of Buy Recycled Programs
7. An overview of Energy and Water-Efficiency Programs
8. Paying the right price for green products: When is it wise to pay a premium? And when should you absolutely not?
9. Is the entire company committed to green procurement yet? Learn how to get corporate management buy-in and demonstrate the benefits of green procurement to everyone within your organization
10. The best way to communicate with environmental managers to improve your own procurement performance

WORKSHOP

Your Advantage: Smart green procurement tactics for volatile economic times

In the present global economic era of volatility and rapidly rising prices, green procurement strategies are more relevant than ever – particularly because of their inherent dual strengths in risk management and innovation. A carbon-heavy supply chain is a major competitive disadvantage for companies, and reducing risk and exposure to the soaring prices of crude oil-derived goods and services can deliver increased supply price stability – and significant savings. In this workshop, the “smart” methods presented will help you achieve better organizational financial performance and savings, reduce risk exposure to price volatility, and accelerate your firm towards its CSR goals.

Jordan Sampietro CEO **Sustainable Procurement Strategies**

**NETWORKING PARTY:
October 16th 2008**



Catch up with colleagues and old friends, meet fellow delegates and speakers – and make valuable new business contacts. Come and enjoy drinks and canapés plus light entertainment to help make the experience casual and enjoyable.

KEYNOTE ADDRESS

The Staples experience: ‘Greening our supply chain adds over \$1.5 million to the bottom line – year after year!’

Sustainable purchasing is about more than just being green — it also includes product lifecycles from design to disposal. That’s why Staples’ sustainable initiatives are focused in four key areas: offering eco-friendly products; making it easy to recycle; energy efficiency and renewable power; and environmental education for customers.

In this presentation you will learn what actions Staples has taken to green its supply chain – and how they managed to save more than 500,000 gallons of diesel fuel per year, which adds roughly \$1.5 million to their bottom line each year. You’ll also learn about the power of the ‘Triple bottom line concept’ and its environmental, social and financial benefits. Moreover, you will:

- Gain an understanding of how to make green purchasing decisions that make strategic business sense for you
- Find out how to engage your suppliers to achieve green purchasing goals and mitigate risk
- Learn how to effectively achieve senior executive and organizational buy-in for your green programs
- Understand how to initiate a culture shift that leads your organization towards a “lean and green” mindset

Mark Buckley VP of Environmental Affairs **Staples**

PRESENTATION

How Purchasing Green Electronics can save you money

Companies of all sizes are looking to improve their environmental footprint, and IT is no exception. For example, Sun Microsystems aims to reduce its greenhouse gas emissions by 20% by 2012 through a range of practices, from using cooler, energy-saving technology in its computer chips to allowing thousands of its 34,400 employees to work at home.

This session will highlight specific tools and approaches for greening the procurement and use of IT equipment, and spell out the emerging issues in green electronics procurement.

John Katz is a Pollution Prevention Coordinator with the US EPA Pacific Southwest Office in San Francisco. He has worked extensively on collaborative partnerships to foster green electronics, environmentally preferable purchasing, design for the environment, and business sustainability.

John Katz Pollution Prevention Coordinator
US Environmental Protection Agency

MICROSOFT CASE STUDY

Practical tips on greening your purchasing

Discover how Microsoft sources and procures green/ environmentally friendly components to build their products. You’ll learn about the company’s plans to work more closely with independent software developers to help build applications that don’t draw unnecessary CPU cycles. Plus other carbon footprint reduction initiatives. And how sustainable procurement processes are used to meet Microsoft’s need for products, services and utilities not on a cost-benefit analysis, but with a view to maximizing net benefits for the company and worldwide. In this presentation you will find out:

- How environmental, economic and social criteria are factored into strategic sourcing (planning, decisions, competitive bids, vendor selection, implementation, etc.)
- What are the prime green procurement challenges? Methods, techniques, and approaches used to overcome challenges and optimize for future benefits
- What are the key internal metrics and initiatives used to drive and support green sourcing initiatives
- What’s the outlook for procurement relative to green and sustainable sourcing?

Rick Lawlor VP Retail Marketing **Microsoft**

PANEL SESSION

How to overcome the challenges of green procurement and make the green purchasing change in your company happen

- **The price obstacle:** Do you really have to pay a premium for environmental products or services? What steps can you take to get the most from your green purchases and reduce your total costs?
- **Your suppliers:** Which techniques work best when it comes to overcoming your suppliers’ lack of environmental awareness? And how to control the greenness of your low-cost country suppliers?
- **Getting the right products and services:** How do you overcome the frustrations of limited availability – and where are you best advised to source green commodities?
- **Knowledge gap:** Is there insufficient knowledge in your organization? What’s the fastest, easiest way to educate your team – and yourself – in major green purchasing concepts, vocabulary and terms?

Bill Hetzel Supply Chain Logistics Leader **Tom’s of Maine**
Check for speaker updates on
www.eyeforprocurement.com/green2008

PRESENTATION

Everything you need to know about Whole Food’s Zero Waste Initiative and Responsible Packaging

Whole Foods began in 1980 in Austin, Texas, with just 19 people. It now employs more than 43,000 with 197 stores in North America and Europe, with sales of \$5.6 billion in 2006. Sustainable business practices drive and guide the Green Mission project at Whole Foods and in this presentation you will learn about the zero waste initiative and responsible packaging – and its impact on suppliers.

Tom Wright Project Manager, Sustainable Business Practices
Whole Foods

PANEL SESSION

Green procurement benefits: How to improve your procurement operations – and your company’s bottom line

- **Savings:** How green purchasing can help cut direct and indirect costs: hazardous management, operational, disposal, repair and replacement
- **Suppliers:** Secrets of greening your suppliers in a way that guarantees you improve your overall procurement performance
- **Stakeholders:** How green procurement reflects your company’s broader corporate social responsibility principles and responds to growing customer demand for environmentally friendly products
- **Impact:** Simple ways to measure your green procurement benefits – cost savings and environmental advantages

John Katz Pollution Prevention Coordinator **US Environmental Protection Agency**
Louis R. Ferretti Director, Environmental Compliance & Supply Chain Social Responsibility **IBM**

PRESENTATION

How to work with environmental NGO’s to develop and implement leadership procurement practices

So you want to help your company be an environmental leader and minimize the risks associated with inadvertently buying wood and paper products from endangered wildlife habitat and other controversial sources. But where exactly do you start? Partnering with a conservation organization that has true expertise in natural resource and community issues can be a valuable part of developing and implementing your supply chain policies, and demonstrating their credibility. Get the perspective of a leading market-oriented environmental NGO, along with examples of cutting-edge procurement policies and other tools, and an update on pending procurement challenges.

Founded in 1994, ForestEthics is a nonprofit environmental organization with staff in North and South America, with a mission to protect endangered forests. Companies like Staples, Home Depot, Estee Lauder and many more find that by working with ForestEthics, it’s possible to create and implement financially sound, environmentally uncompromising practices regarding Endangered Forests.

Daniel A. Hall Coordinator, Corporate Action Program
ForestEthics

PRESENTATION

Using lean techniques to effectively drive the greening of your procurement operations and supply chain

Come and learn from the experiences of the Green Suppliers Network (GSN) and understand the best way to expand your lean and green opportunities.

GSN is managed jointly by US Environmental Protection Agency and the National Institute of Standards and Technology, leveraging a national network of manufacturing technical assistance resources to blast through institutional roadblocks that could prevent greening the supply chain. GM, Eaton, Baxter Healthcare and Pfizer are just a few of the major manufacturers who belong to GSN, and are working to improve both environmental and economic performance at all levels of the manufacturing supply chain. GSN offers a number of programs including Lean and Clean in which companies secure process efficiencies via a technical review that includes value stream mapping and combines environmental considerations and lean improvement techniques.

- Learn about the lean initiatives that address environmental waste and enable you to eliminate raw material loss and disposal costs
- Discover how to conduct a technical review through value stream mapping – and prioritize key improvement areas
- Understand the best way to deploy lean metrics to measure the results of your green supply chain and procurement performance

Kristin Pierre Manager Green Suppliers Network
US Environmental Protection Agency

WRAP-UP SESSION

Greening your supply chain: The Ten Commandments you must follow for success

Discover how your organization can achieve HUGE savings:

- 6% energy cost savings
- 2% supply cost savings
- 2% facilities/operations cost savings
- 2% logistics and transportation cost savings

It’s no lie! These tangible money-savers really are within the grasp of most North American businesses. And during this ultimate guide to transforming sustainability strategy into viable action, there’s a pragmatic emphasis on operational aspects, decision support and guidelines for measuring your progress towards greater profit.

You will:

- Gain an increased understanding of your company’s spend, the supply chain and its consumption patterns
- Learn how to set realistic objectives and metrics for your green supply chain plan
- Work out how to become empowered to effect the changes you’ve identified as key to major cost savings
- Understand the best ways to communicate your progress

Beth Beloff is Founder and President of BRIDGES to Sustainability, a non-profit organization whose mission is to foster the implementation of sustainable development through a variety of powerful approaches, methods and tools supporting management decision-making. She has written over 30 publications on sustainability, including the widely acclaimed Transforming Sustainability Strategy into Action: the Chemical Industry.

Beth Beloff President **BRIDGES to Sustainability**

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BRONZE PACKAGE PLUS REPORT Includes 2 Day Summit Pass + 120 page Green Purchasing Report	\$2895 <input type="checkbox"/>	\$3095 <input type="checkbox"/>
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The 120 page report will give you not only the lowdown on recycled-content and nontoxic materials but also help in developing the entire green procurement strategy in your company. This is your must-have guide to Green Purchasing. For more information on the report's content go to: www.eyeforprocurement.com/green2008/purchase_report.shtml

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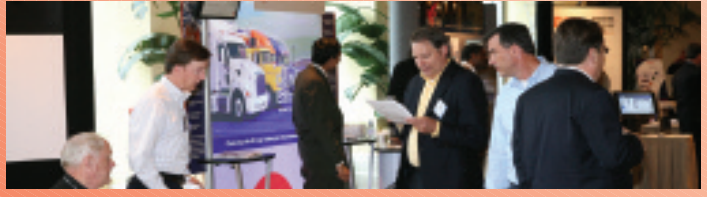
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Maximize this year's best opportunity to meet over 250 supply chain professionals in just 3 days! Make a note of the dates in your diary now - San Francisco, October 15-17 2008. Space is limited and offered on a first-come-first-served basis.

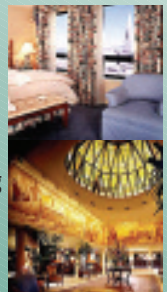
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- 2 World Class Speakers** The event brings together more than 50 speakers, all representing various elements of supply chain management: procurement, manufacturing, transport & logistics. If you're interested exclusively in procurement, then concentrate on the Green Purchasing Summit. Or if you're responsible for other aspects of the supply chain, pick and mix sessions across all three events.
- 3 Business-critical** There's no doubt that going green is a hot topic that's on top of every CEO's agenda. Attend the event for a comprehensive understanding of how green purchasing can achieve cost reductions worth millions of dollars.
- 4 Answers, Answers, Answers!** The Summit is structured to encourage active participation, giving you the opportunity to exchange ideas with speakers and fellow delegates and get all your questions answered by people who really know their stuff. Panels, roundtables, discussion sessions and workshops will give you a chance to make your voice heard!
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