



**Commission for Environmental Cooperation
of North America**

CEC NAGPI and Green Purchasing in North America



**Chantal Line Carpentier
Head, Trade and
Environment**

May 6, 2007
Montreal, PPPC

CEC Mission

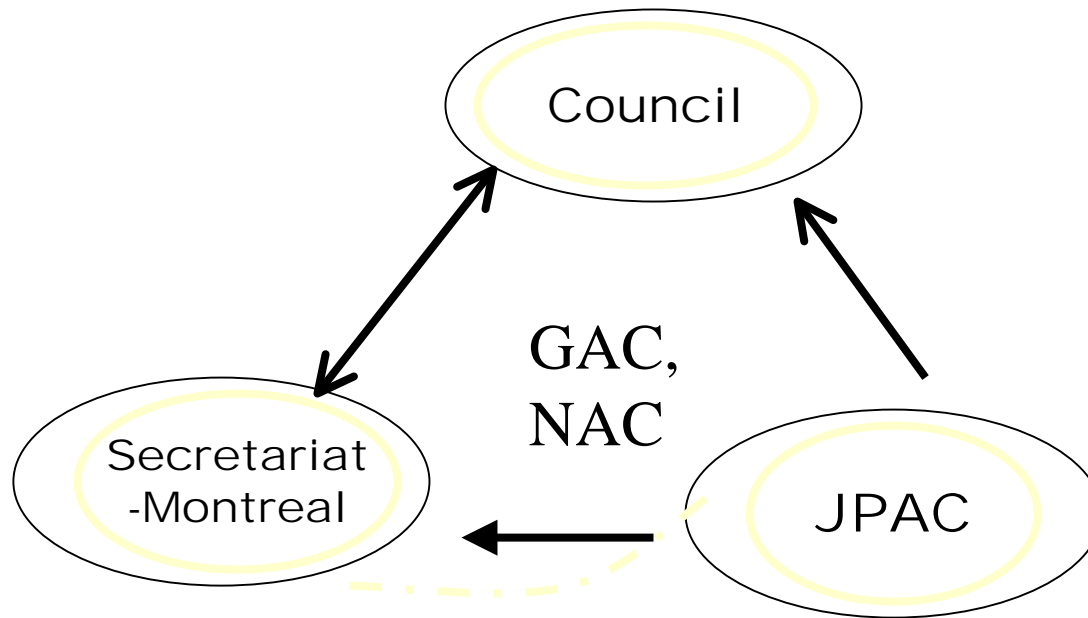
**Cooperation, public participation to foster
conservation, protection, and
enhancement of the environment...**

**... In the context of increasing economic and
trade links**



CEC Structure

- Council (Ministers of the Environment, US\$3M/country)
- Secretariat (tri-national professional staff)
- JPAC (5 members chosen by each Party)



Trade and Environment Projects

- Ongoing environmental assessment of NAFTA
- Promoting the NA renewable energy markets
- Encouraging green purchasing
- Harnessing markets forces for sustainability
- Improving Private and Public Sector Environmental Performance
 - Clean Electronics Pollution Prevention Partnership (CEP3)
 - Greening supply chains in Mexico
 - Partnership with the North American Auto Sector
 - Capacity building for Mexican States and Municipalities
 - Financing mechanism





North American Green Purchasing Initiative



NAGPI
COMMISSION FOR ENVIRONMENTAL COOPERATION



NAGPI's Mission

“to improve, promote, and facilitate the development of green purchasing tools and activities across North America to create markets for environmentally preferable products and services from sustainably managed companies, thereby producing tangible economic, social, and environmental benefits.



NAGPI's role

... **is to** work with “information multipliers,” manufacturers, and purchasers across North America to facilitate necessary consensus and channel the innovative nature of the market economy towards a more productive, effective, and sustainable future.



www.cec.org/NAAGPI



<http://www.cec.org/eco-eval>

Green cleaning, paper, and energy fact sheets

Green Electricity Purchasing Success Stories

Green Procurement: Good Environmental Stories for North Americans

Environmental Purchasing Policies 101

Existing Green Procurement Initiatives

Green Procurement in Trade Policy

Eco-Market survey





ecomarkets ²⁰⁰⁷

terrachoice
environmental marketing

in partnership with..CEC

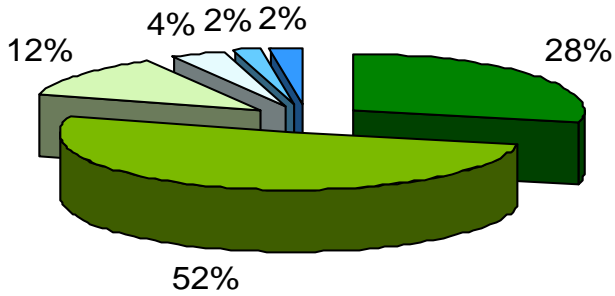


NAGPI

new
american
dream

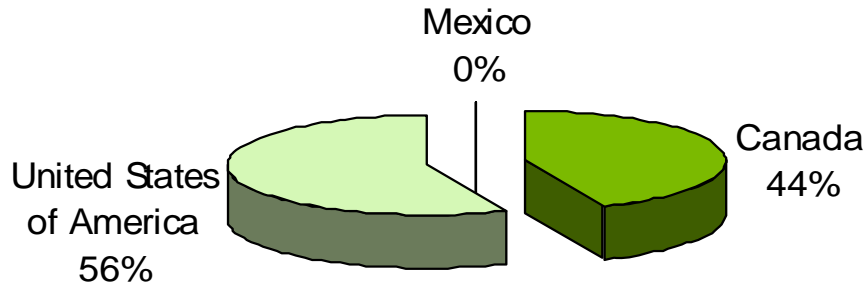
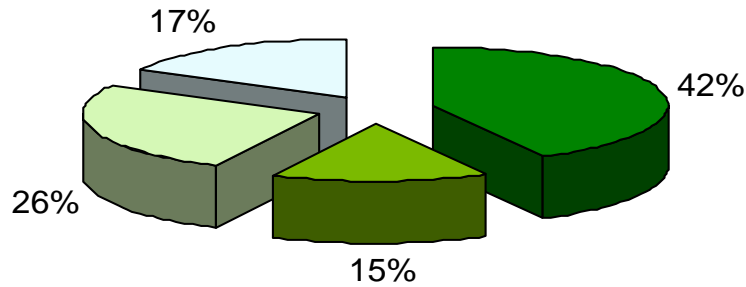
Originally prepared by Scott McDougall
www.terrachoice.com
613.247.1900

- A government department or agency
- A private or public company
- A not-for-profit organization
- Institution
- Self Employed
- Other



our respondents

- < 100 employees
- 100-500 employees
- 500-5000 employees
- > 5000 employees



methodology

- online survey instrument, email invitation
- 10,500 confirmed contacts
- 692 completed surveys
- 6.6% response rate
- worst case margin of error: $\pm 4.4\%$
- confidence level: 95%

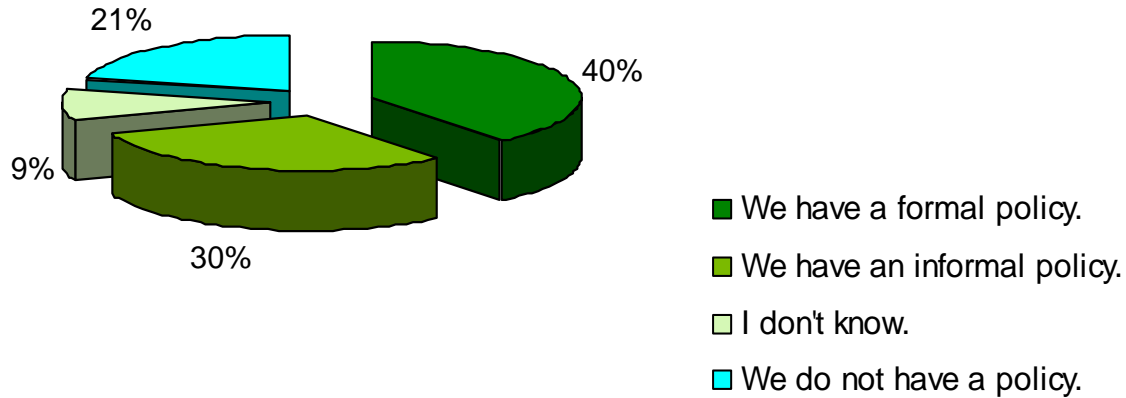
limitations & known errors

- self-selection (pro-environment)
- 'halo' effect (pro-environment)
- non-standardized question interpretation (from online instrument)

methodology & limitations

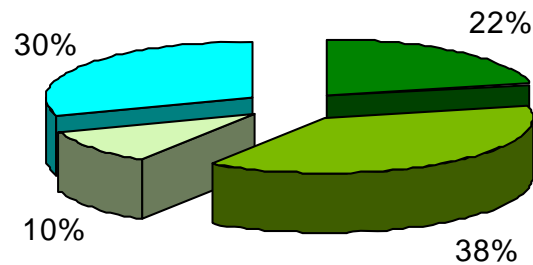


environmental/sustainability policy?



policies

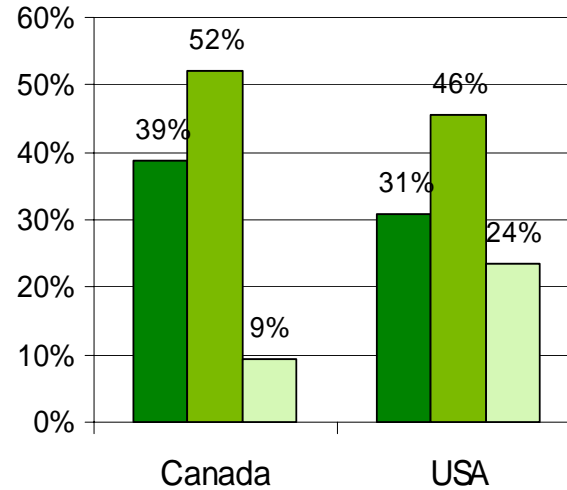
green purchasing policy?



'Yes', we have a green purchasing policy ...

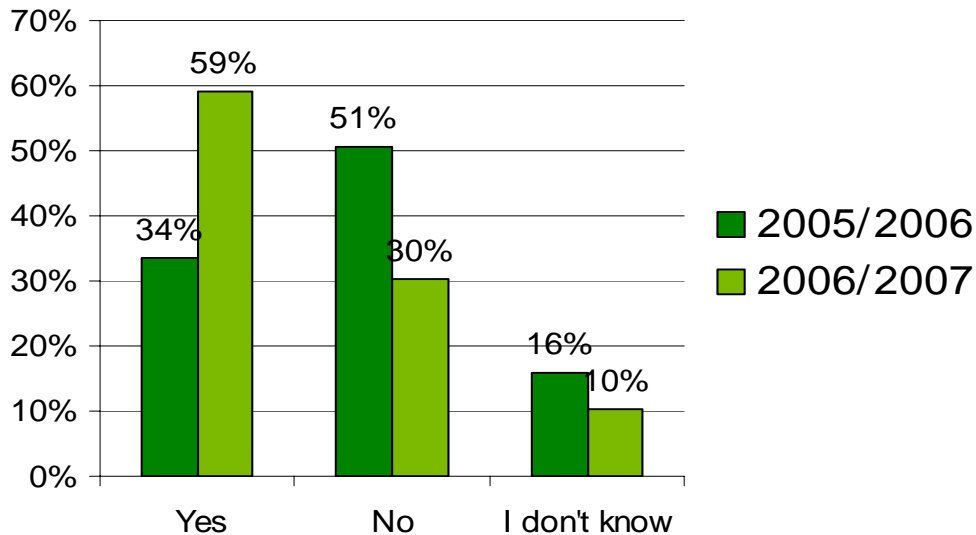
(formal/ informal)

- Government department or agency
- Private or public company
- Not-for-profit organization or institution



Green Purchasing Policy?

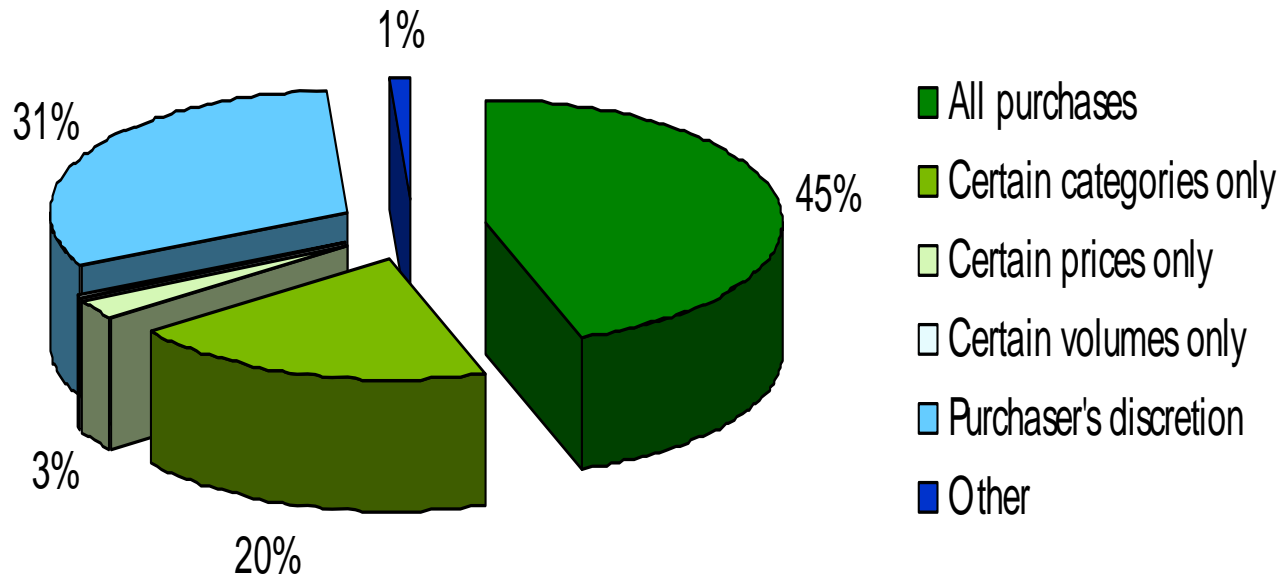
(Canadian companies only.)



policies



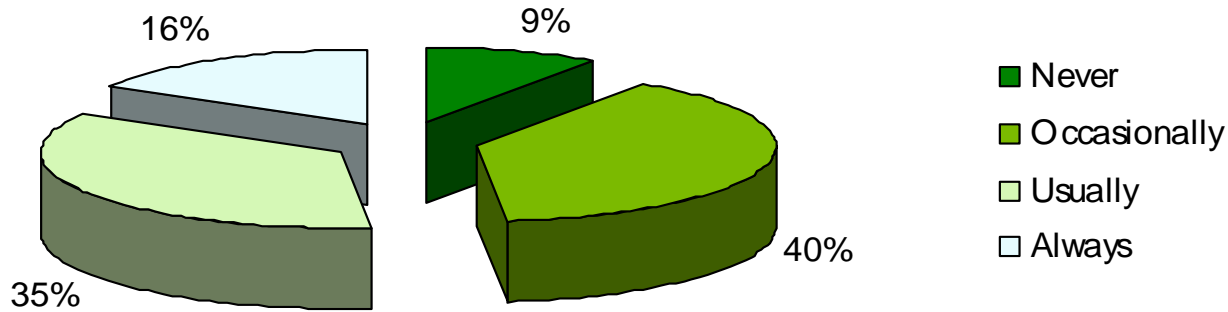
Our policy requires that we consider 'green' in ...



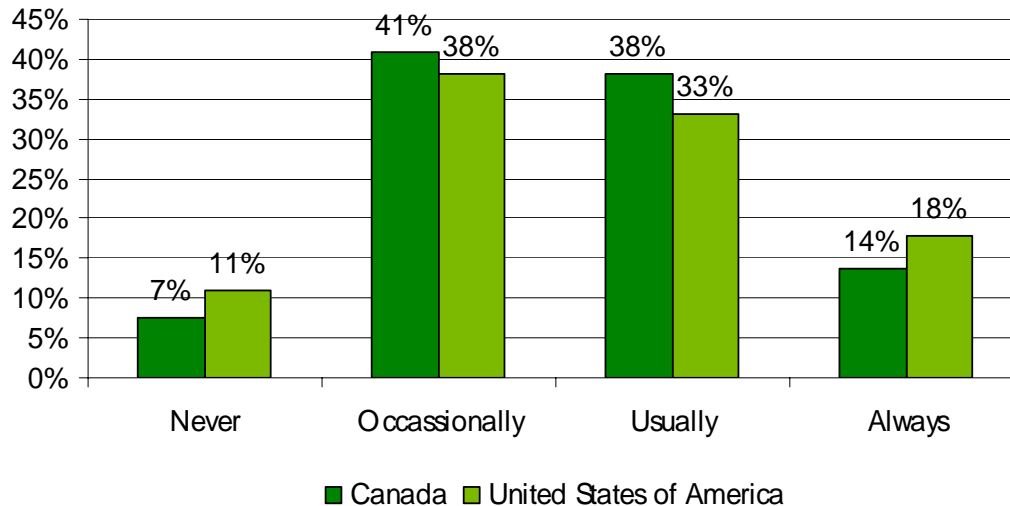
policies



We actually consider 'green' ...



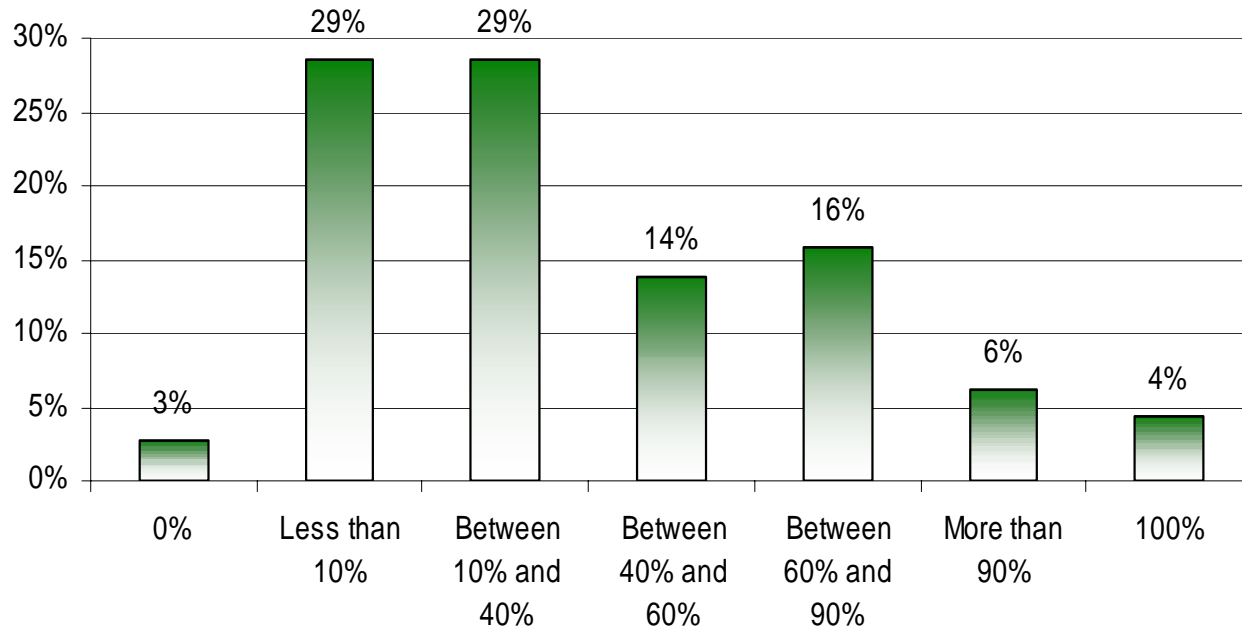
actual green spending by nation



actual 'green' spending



percentage of spending that is actually 'green' influenced

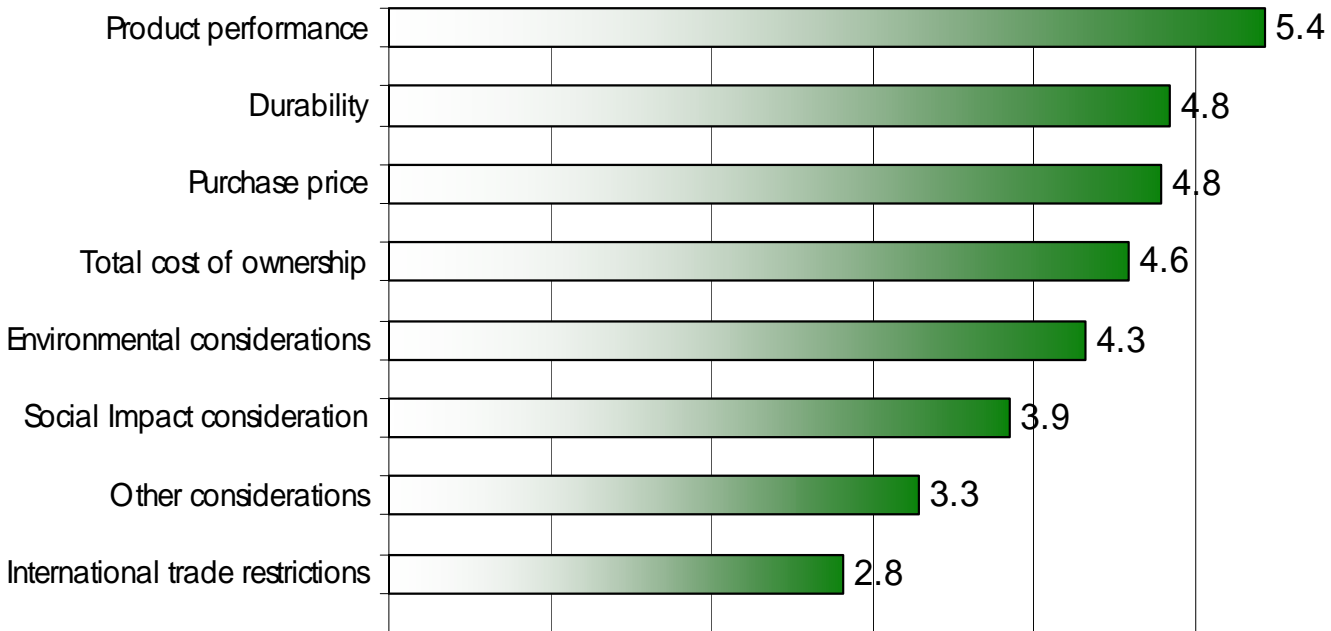


actual 'green' spending



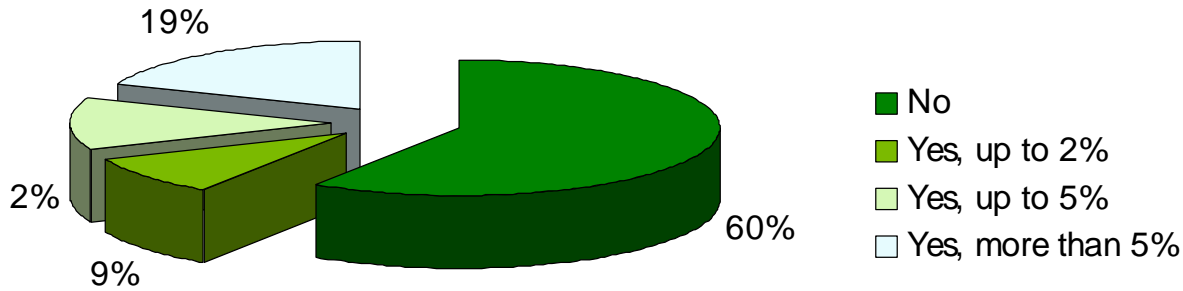
relative importance of purchasing factors

Rating Scale of 1 (least) - 6 (most important)



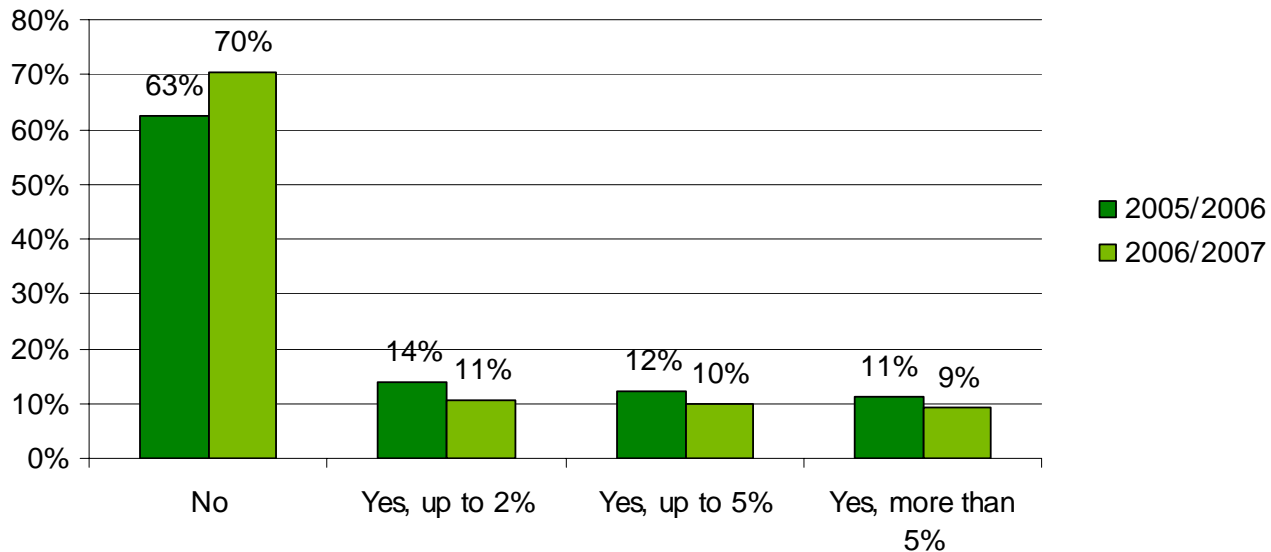
**relative
importance**





'06 vs. '07

(Canadian public or private companies)

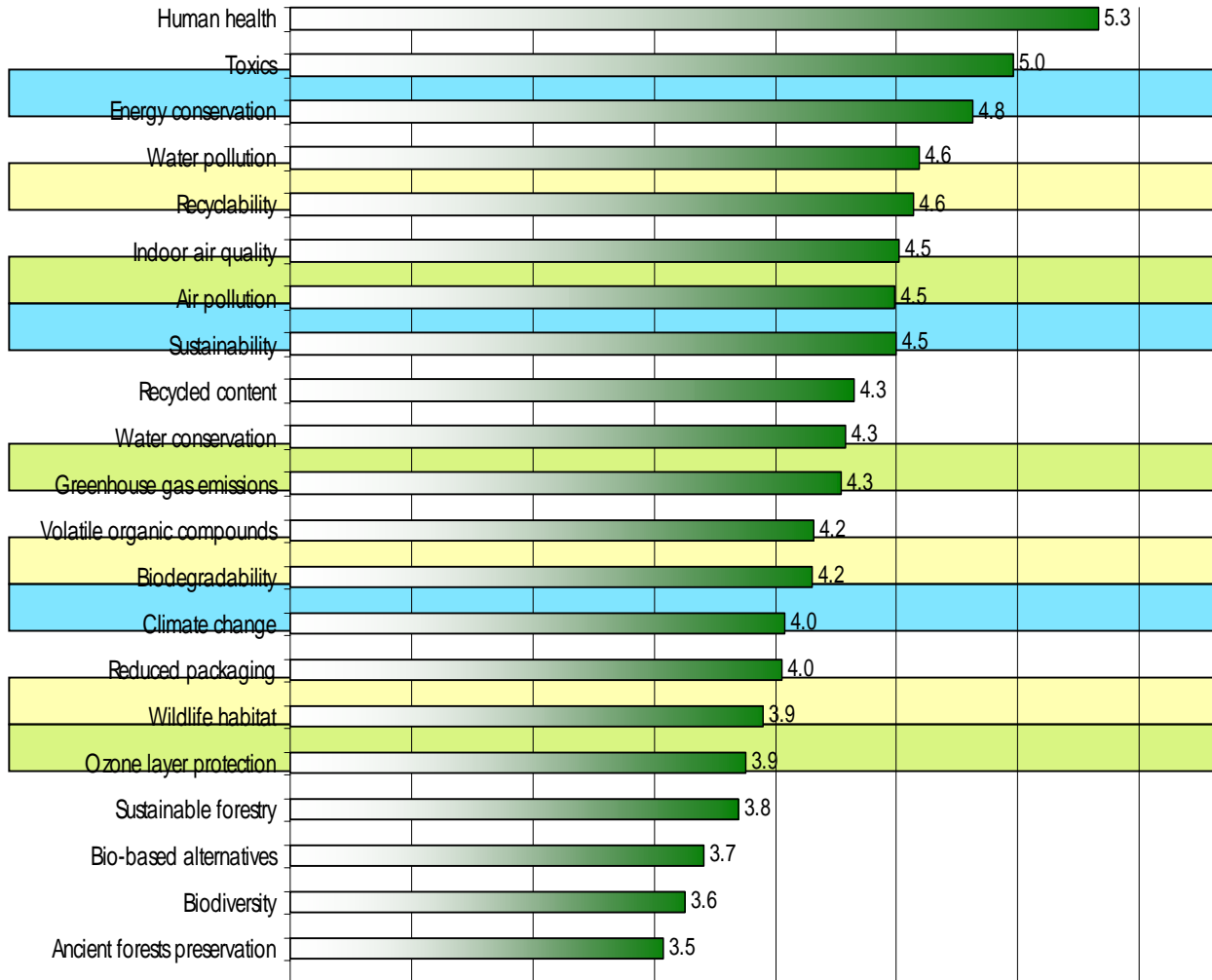


**price
premium?**



relative importance of environmental issues

Rating Scale of 1 (least) - 6 (most important)

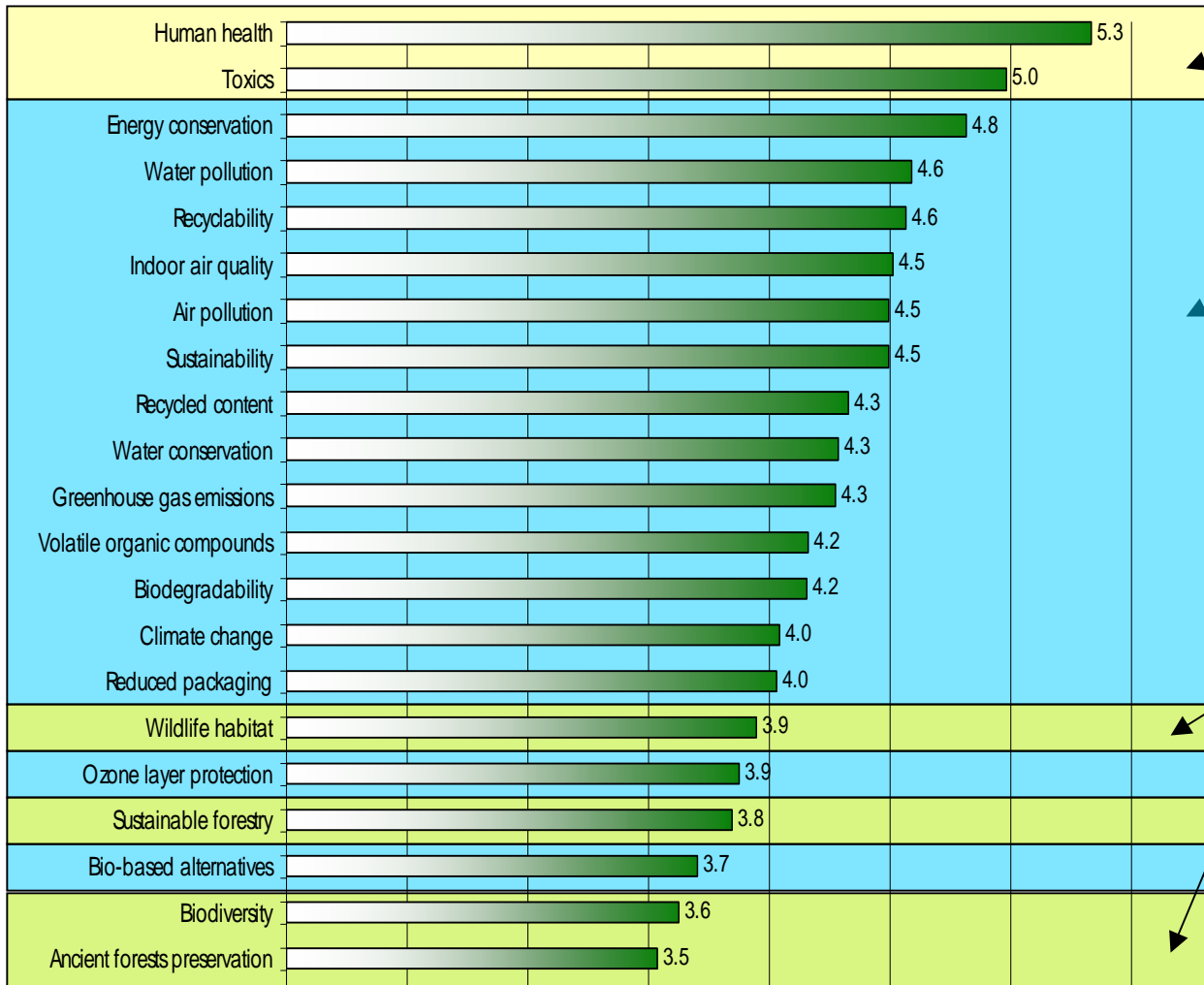


**hot (& not)
issues**



relative importance of environmental issues

Rating Scale of 1 (least) - 6 (most important)



Human-enviro

Technical-enviro

**hot (& not)
issues**

Eco-enviro



frequency of 'green' consideration, by commodity type ...

general goods and services

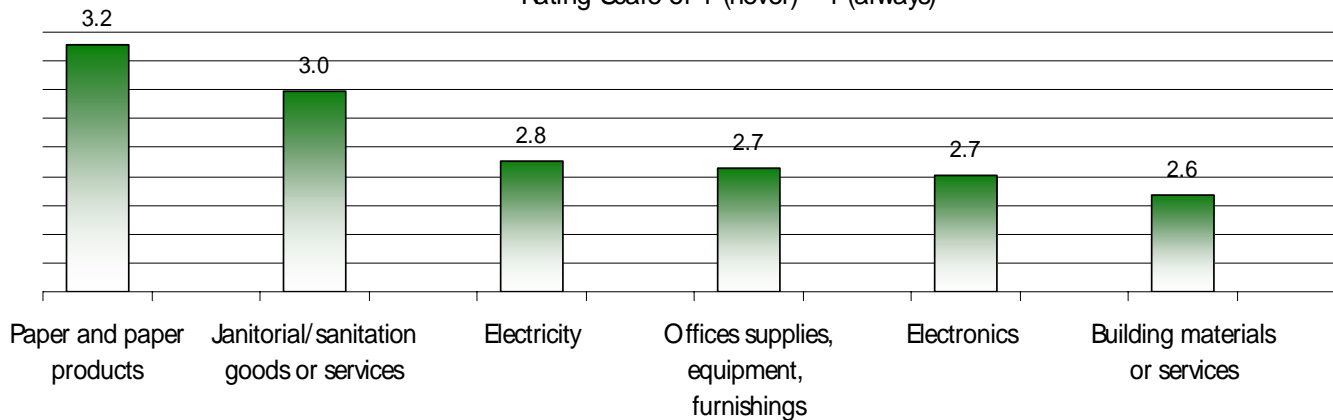
Rating Scale of 1 (never) - 4 (always)



product categories

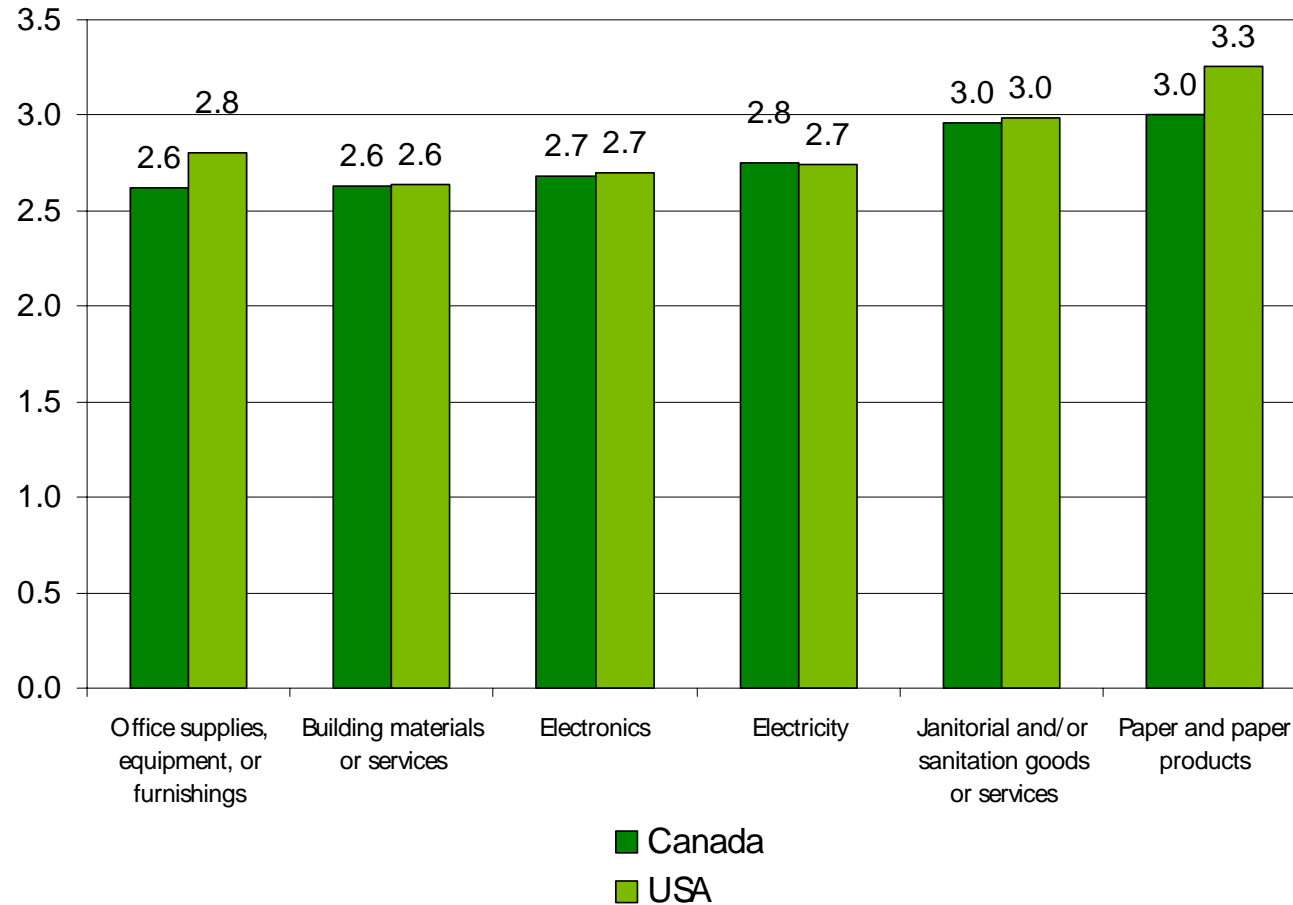
specific products and services

Rating Scale of 1 (never) - 4 (always)



frequency of 'green' consideration, by product type

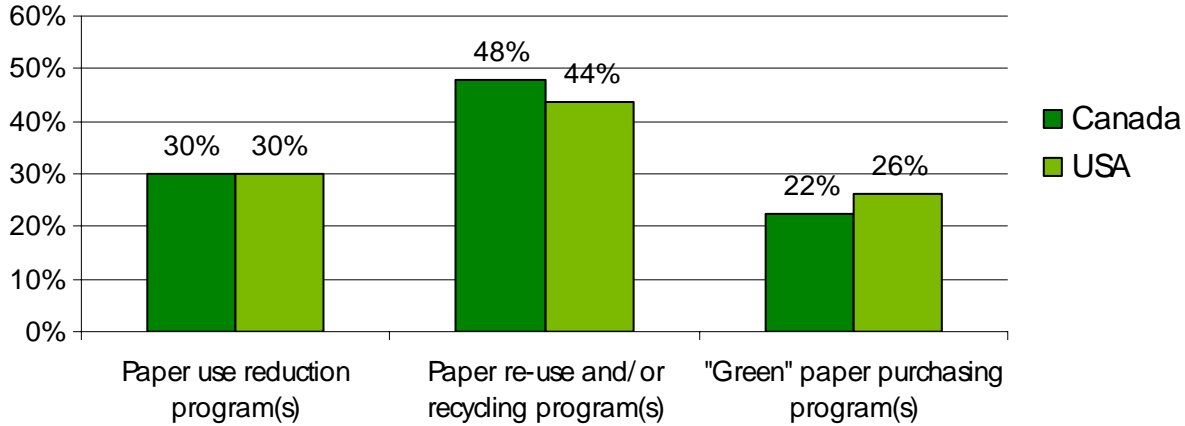
Rating Scale of 1 (never) - 4 (always)



product categories



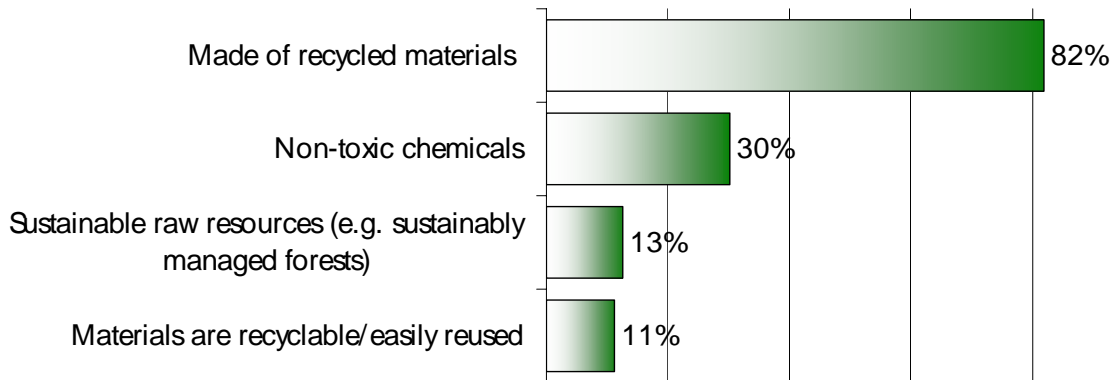
Which of these paper-related programs exist at your organization?



paper

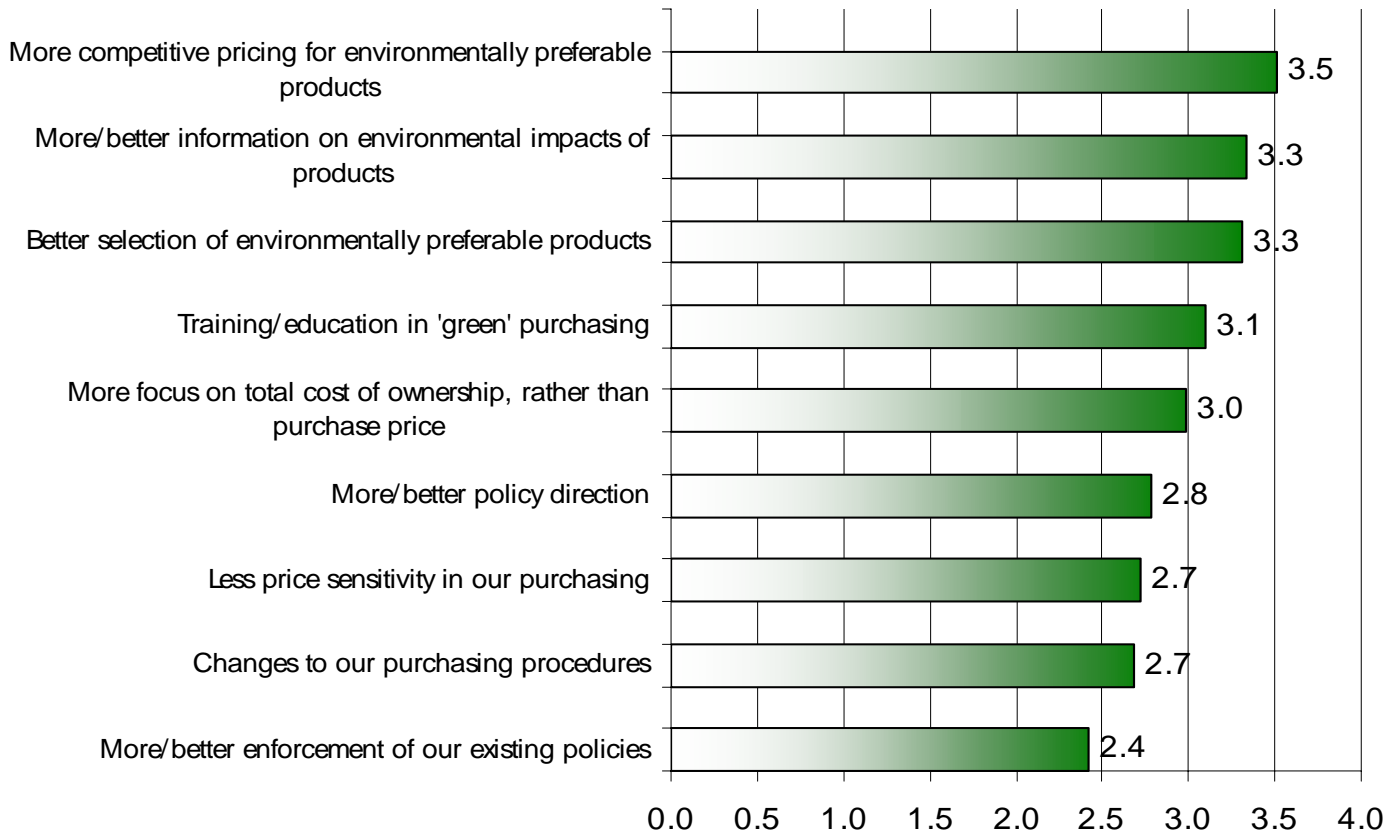
What does "environmentally preferable paper" mean to you?

(Multiple responses possible)



what would help your organization do more "green" purchasing?

Rating Scale of 1 (not helpful) - 4 (very helpful)

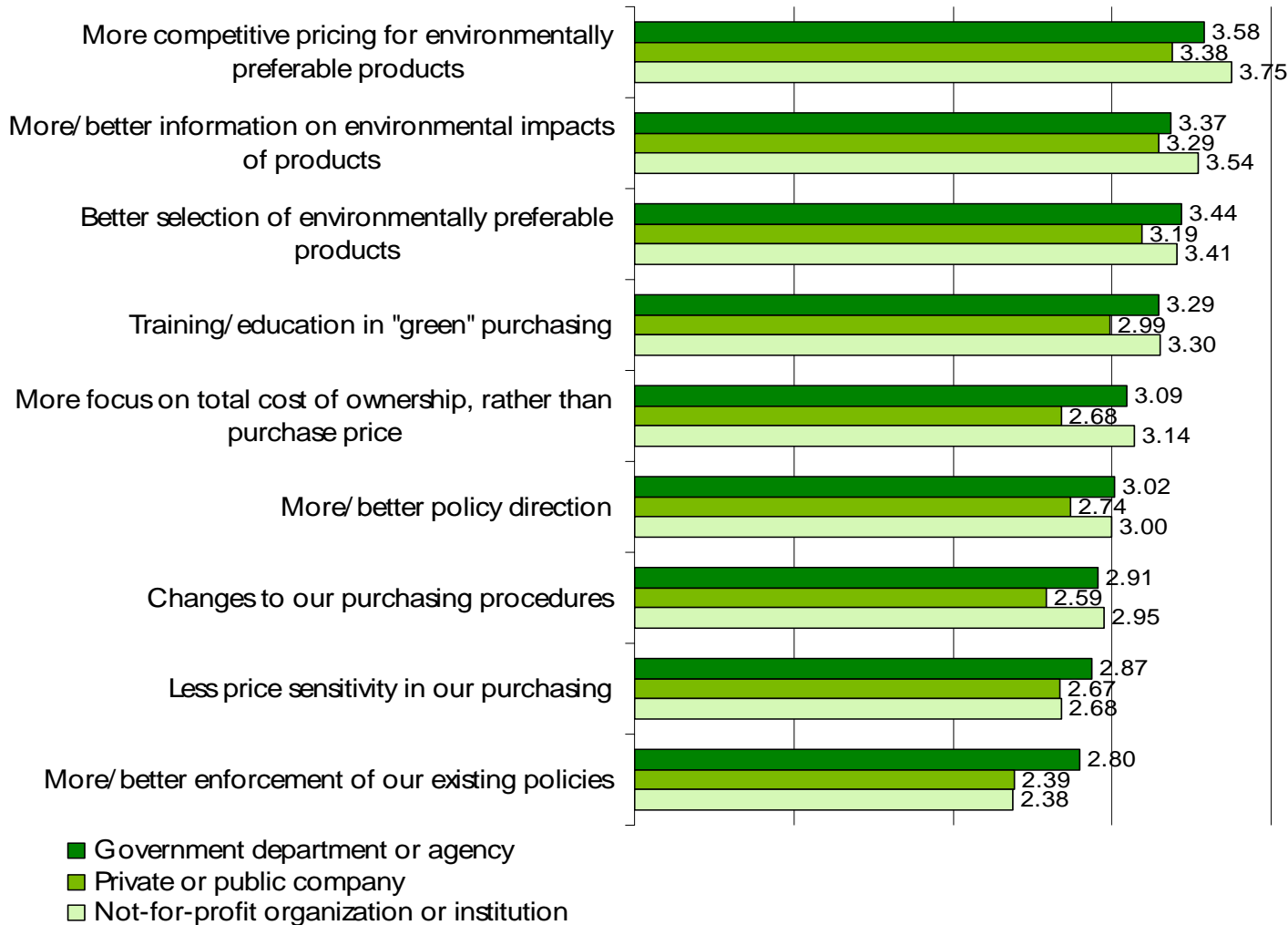


help?



Canadian respondents only

Rating scale of 1 (not helpful) - 4 (very helpful)

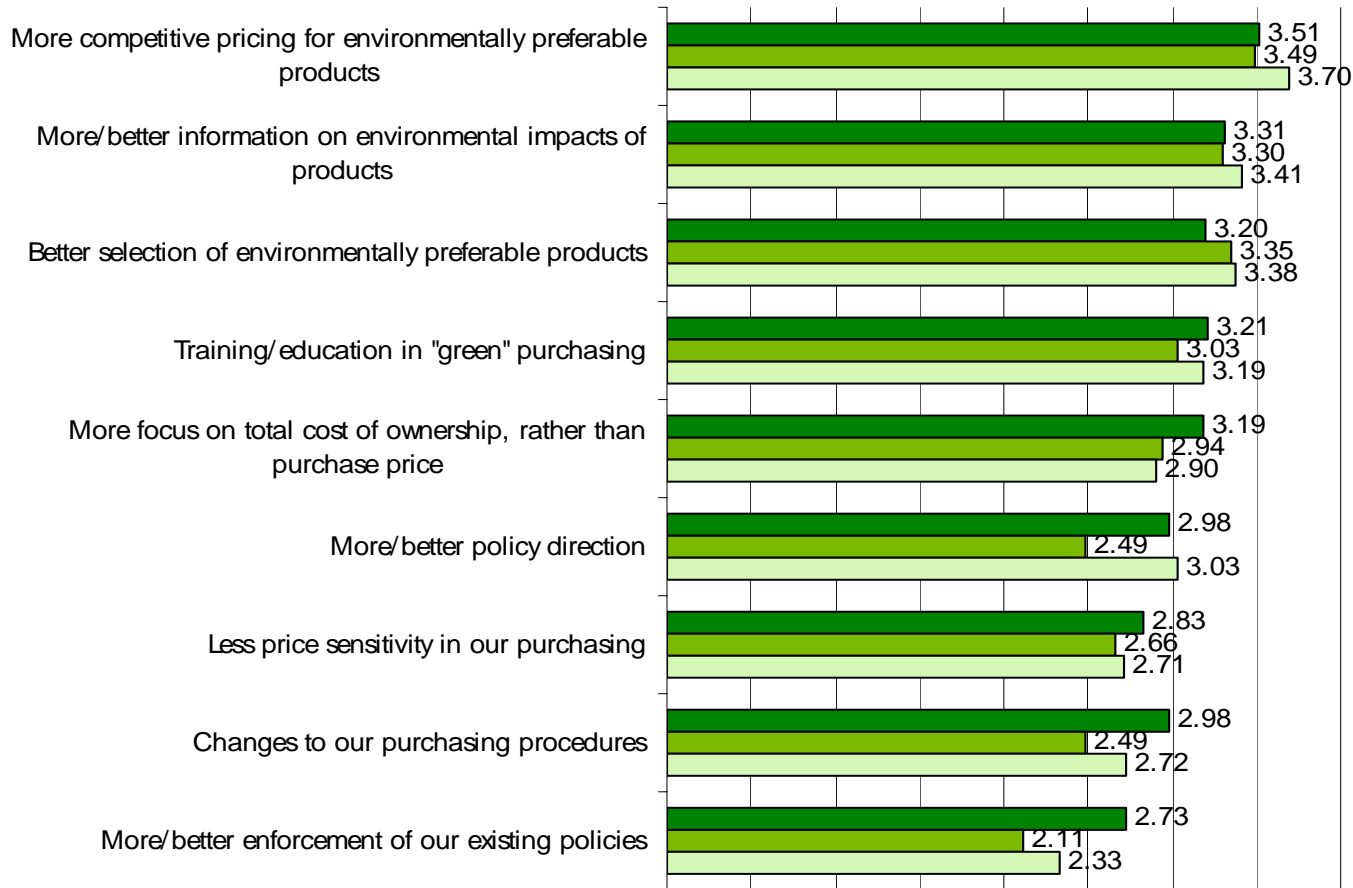


help?



American respondents only

Rating Scale of 1 (not helpful) - 4 (very helpful)

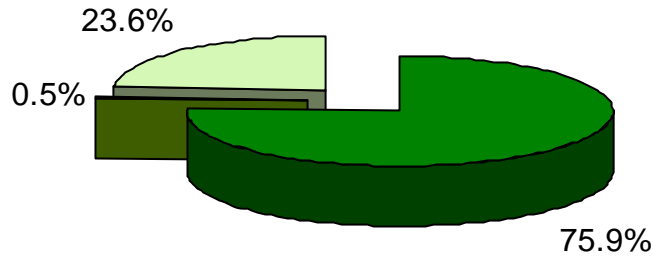


- Government department or agency
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help?



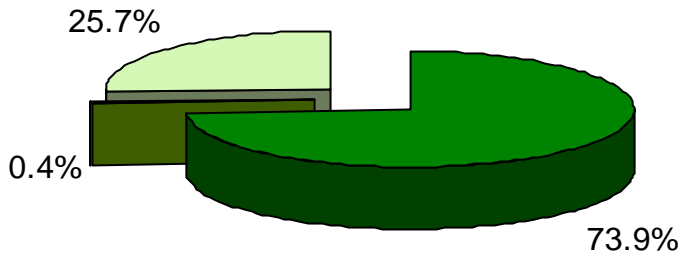
In two years my organization will be...



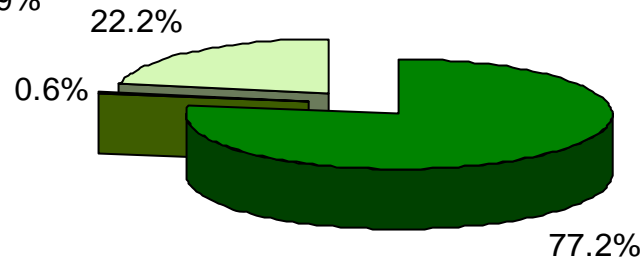
- More active in "green" purchasing
- Less active in "green" purchasing
- Neither more or less active

outlook on green purchasing

Canada



United States of America





NAGPI

Chantal Line Carpentier
Head, Trade and Environment
CLCarpentier@cec.org

ecomarkets ²⁰⁰⁷ 

For further details on the Survey contact Scott McDougall

www.terrachoice.com
613.247.1900

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environmental marketing