



Data Needs and Challenges in Sustainable Procurement

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National Academies Workshop, Dec 7, 2011



About Big Room



Advisory work

- + GSA (Section 13)
- + United Nations Environment Programme
- + Research with University of Minnesota/PE Five Winds/TSC
- + The Green Products Roundtable Steering Committee



Why identifying green products is complex

- + Intangible
- + Various attributes
- + Stakeholders with different views
- + Trade-offs
- + Differing methodologies, terminology, technical platforms
- + Several evolving initiatives

A Landscape of product sustainability tools

WHERE IS IT FOUND?

Off product

Both

On product

Green advertising	Publications	Standards and codes
Ratings	Books	Marketing guides / policies
Online consumer guidance	Databases	Sector pacts and initiatives
	Directories	Indexes
		Input / output
		Meta-frameworks
		LCA/LCI
		Procurement guides and specs
	Footprints	
	Calculators	
	Reporting and declarations	
	Traceability	
Unverified green claims	Ecolabels	

Consumers

Both

Producers / professionals

WHO USES IT?

Making sense of the ecolabel landscape



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- [Europe](#) (47)
- [Latin America](#) (26)

Refine Ecolabel Index to find the ecolabels relevant to you

RESEARCH

Ecolabel details | What

Standard is available online

Number of standards

Standards in development

Standards under revision

Access trustworthy data on ecolabels around the world

COMPARE

Compare ecolabels **Compare now**

+ Compare

Produced from wind, PV, tidal & waves, biogas

Side-by-side, which ecolabels meet your specs?

Keep up to date

Tweets

#Ecolabels essential for corporate #sustainability report. New blog post up! <http://t.co/PhAyyJdF>



News

[Ecolabels Essential for Corporate Sustainability](#)

[Historic Conference on Sustainable Palm Oil in M...](#)

[New Eco-Label app for the iPhone and iPad](#)

Press coverage

[USA Today | FTC to issue new green guidelines, marketing claims](#)

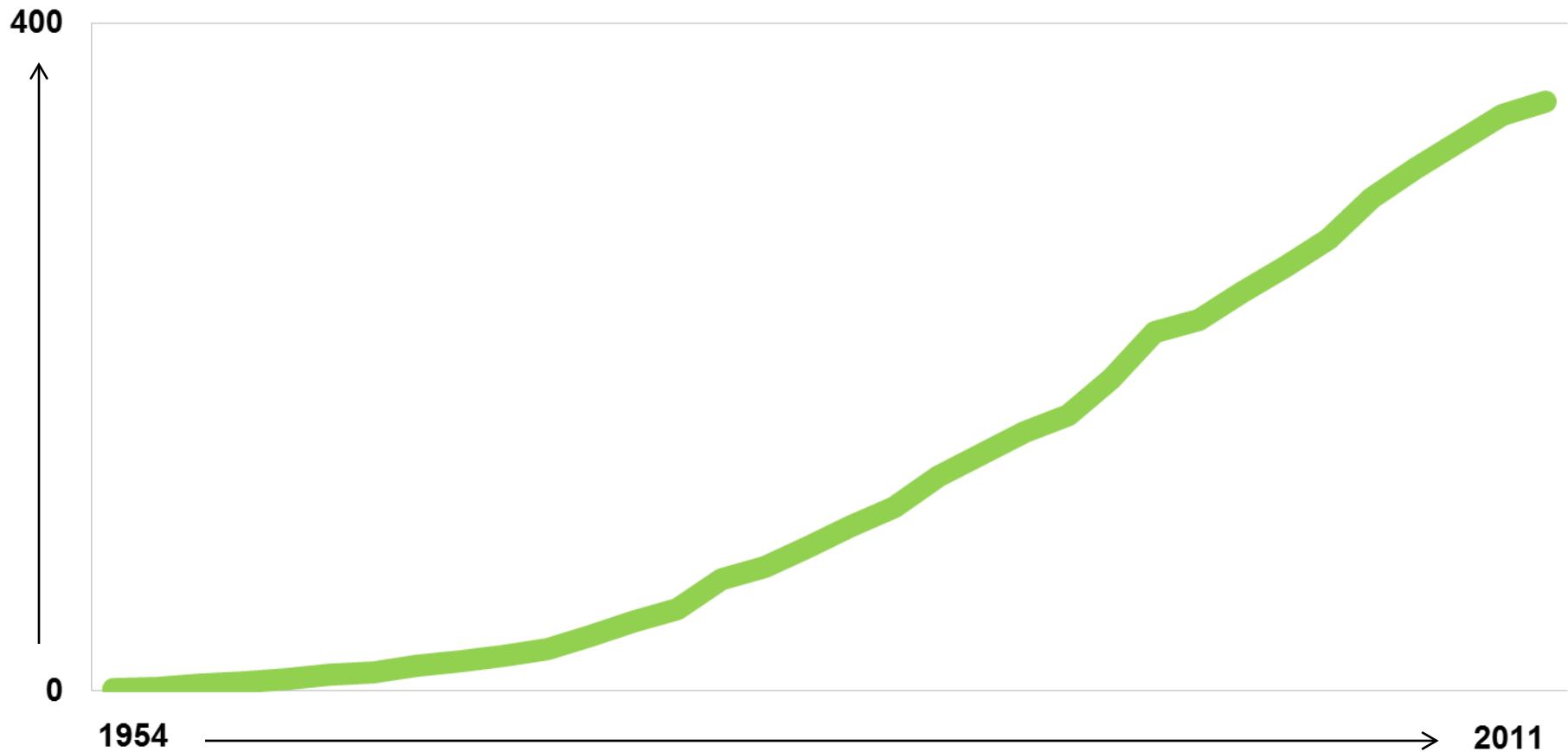
[TriplePundit | Is It Greenwashing Or Too Many Eco-Problem?](#)

[The Guardian \(UK\) | Questioning and Evolving the...](#)

[More mentions...](#)

Growth in ecolabels

ECOLABEL
INDEX



Information needs

- + What is green?
 - + need systematic approach, assess credibility
- + Products
 - + must meet policies, standards, codes
- + Outcomes
 - + Savings, environmental benefits

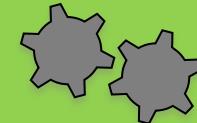
Signs of convergence



Consolidation

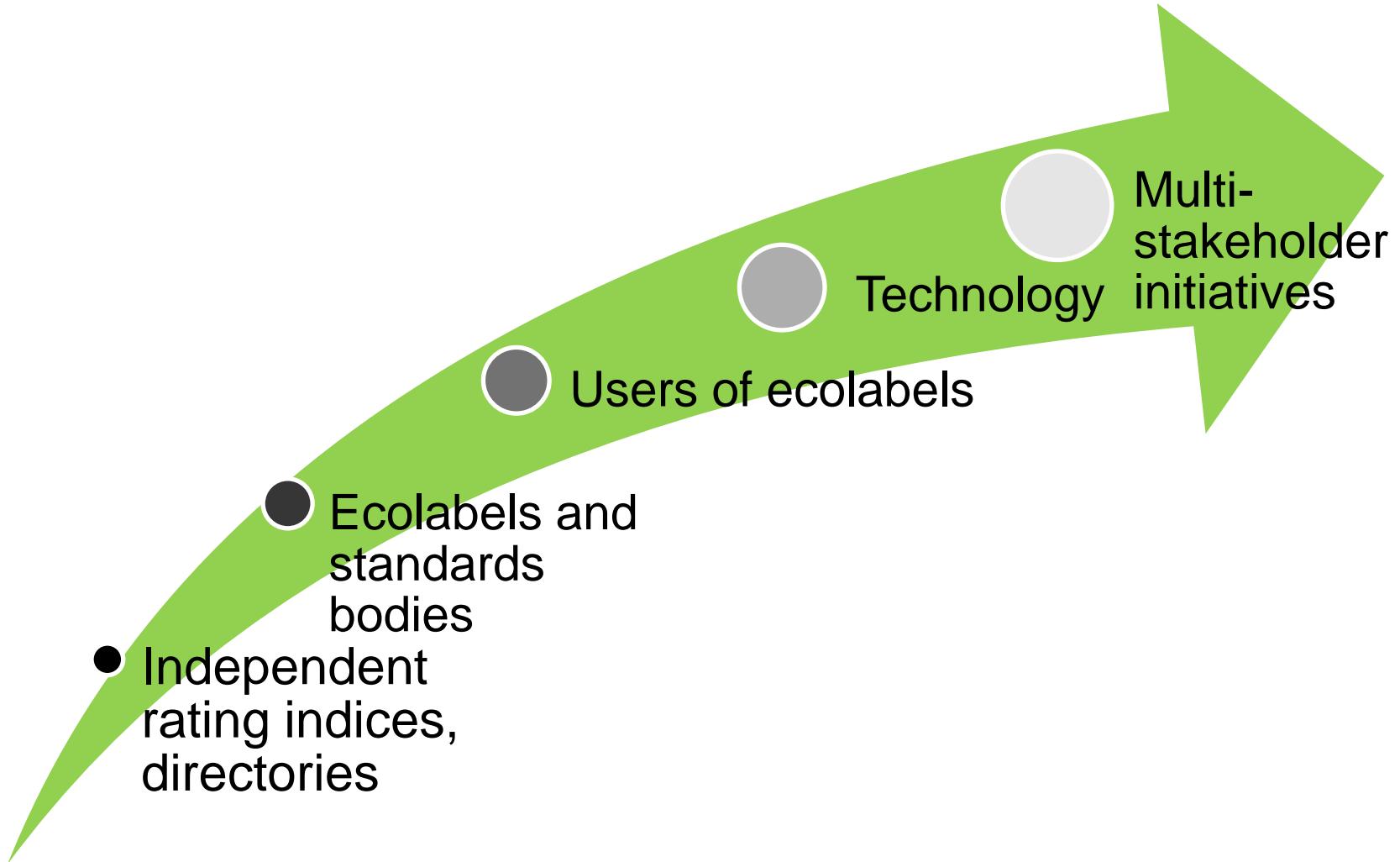


**Mutual
recognition**

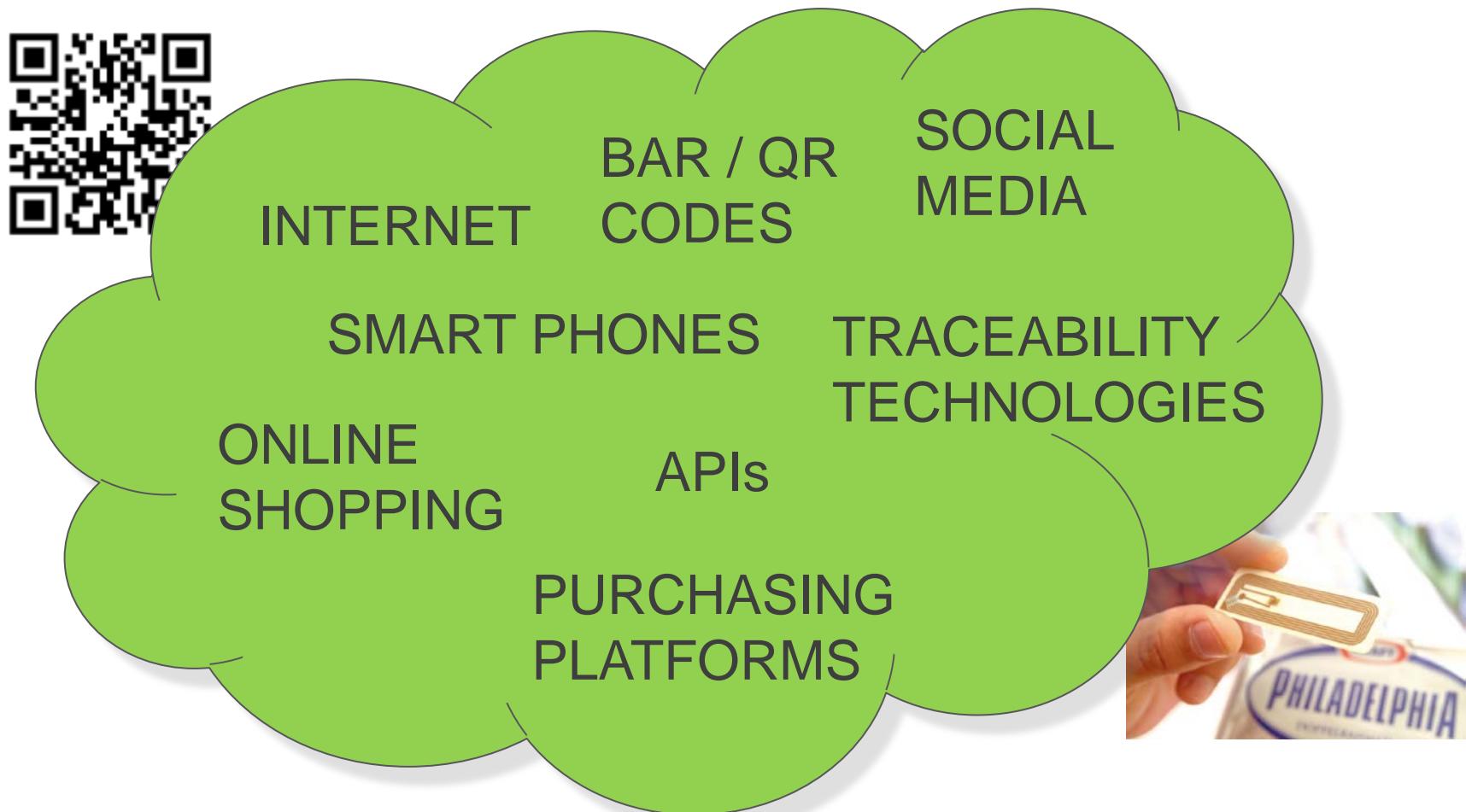


Interoperability

Drivers of convergence



Technology drivers for convergence



A way forward: interoperability

The ability of diverse systems and organizations to work together (to inter-operate) both now and in the future, without restricted access.

Types of interoperability

1. Technical – e.g. data formats
2. Business Process – e.g. protocols and standardized procedures
3. Semantic - same meaning systems to avoid “same data, different meaning”

Potential implications

Data flow

Comparability

Accessibility

Accountability

SCALE

What can buyers do?

- + Articulate information needs
- + Identify most needed tools
- + Develop common glossary / classification systems
- + Encourage mapping / comparing systems
- + Develop data frameworks / reporting templates
- + Participate in multi-stakeholder fora
- + Buy greener products
- + Track & communicate your results!



Thank you

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