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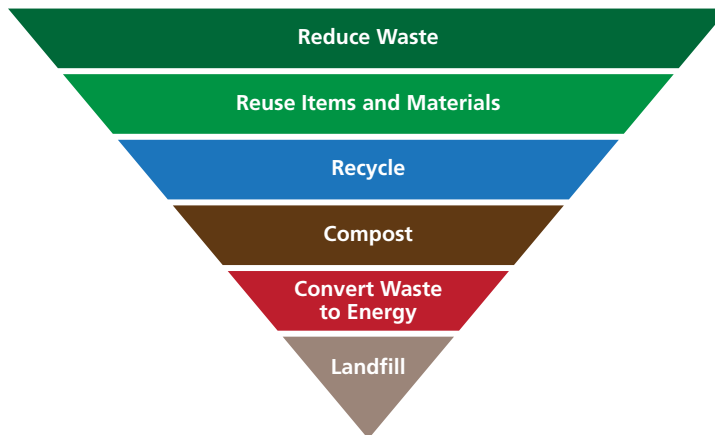
# General Overview

Montgomery County, Maryland has a goal to reduce waste and recycle 70 percent of all waste generated in the County by the year 2020. More than half of waste generated in the County comes from the commercial sector.

Waste reduction, or reducing the amount of waste generated, is the preferred option to manage solid waste and is the top of the County's solid waste management hierarchy. Currently, the Division of Solid Waste Services (DSWS) educates businesses, multi-family properties, and residents about recycling requirements and promotes waste reduction, reuse, recycling, buying recycled, grasscycling and composting to achieve the County's waste reduction and recycling goal.

The purchasing of recycled-content materials is an important element in the reduce, reuse, and recycle life cycle. The purchasing of recycled-content products creates a market demand for recycled materials and recycling. When manufacturers use recycled materials instead of raw materials, they help to reduce air and water pollution associated with manufacturing, conserve natural resources, and decrease greenhouse gas emissions. Making recycled products also supports the development of green technologies and strengthen local economies, all while promoting a sustainable community, business, and individual lifestyle.

**Montgomery County's Solid Waste Management Hierarchy**

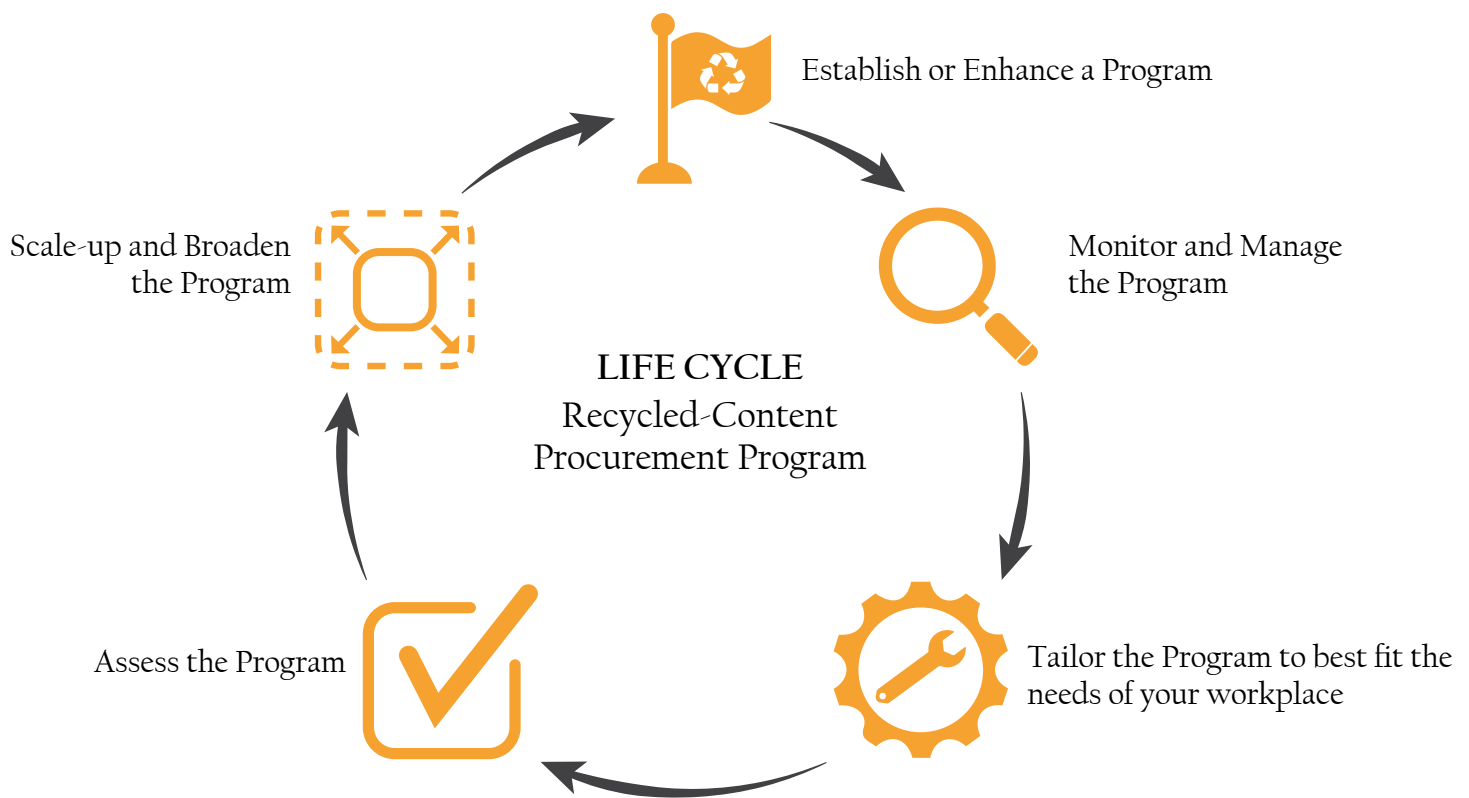


# How to Use the Recycled-Content Procurement Toolkit

This toolkit contains information on how businesses can establish a Recycled-Content Procurement Plan and why businesses should purchase recycled-content products, as well as template forms, checklists and sample recycled-content items to facilitate the process. Establishing a Recycled-Content Procurement Program reflects a company-wide commitment to sustainable and green practices. Environmentally-concise practices such as the

purchase of recycled-content products can be leveraged by businesses in the acquisition of new employees and customers.

Utilizing the information, tips, and templates in this toolkit throughout the life cycle of a Recycled-Content Procurement Program (see below) will help businesses monitor and manage their program.





# Defining Recycled-Content



Made from  
100% recycled material

Products made from recycled materials, are considered 'recycled-content' items. Recycled materials can be made with post-consumer recycled-content and/or pre-consumer recycled-content. Post-consumer materials are materials that were used for their intended purpose and then placed in a recycling collection program. Pre-consumer materials are materials that result from manufacturing processes, which are then collected and recycled into new products before being purchased by consumers. Recycled-content products may include a label which states the percentage of either pre- or post-consumer recycled-content. Recycled-content products made from both may display the total recycled-content, which indicates pre- and

post-consumer materials combined. Many recycled-content products may display a 'recycled-content' symbol on the item's packaging.

Heightened popularity of 'green' goods and sustainable activities like recycling, has resulted in an increased supply of recyclable materials and bolstered manufacturing of recycled-content products. Currently, a wide variety of recycled-content products are available, easy to find, and retain the quality, reliability and dependability found in items made with virgin materials.



Here is a brief listing of frequently purchased recycled-content items:

- Printing, Writing, and Copier Paper
- Tissue and Towel Products
- Calendars, Folders, Note Pads, etc.
- Letter Openers and Scissors
- Pens and Pencils
- Trash and Recycling Containers
- Office Equipment
- Toner Cartridges
- Packaging and Mailing Materials
- Carpet and Carpet Padding
- Appliances
- Kitchen Supplies (mugs, plates, glasses, containers, etc.)





# Establishing a Recycled-Content Procurement Program



## Use the following steps to establish a Recycled-Content Procurement Program:



Establish a Green Team



Gain Support from Upper Management



Adopt a Formal Buy-Recycled Policy



Conduct an Audit and Assessment of Products Currently Purchased



Test Recycled-Content Materials and Supplies



Educate Employees to use Recycled-Content Items



Develop a Tracking System



Obtain User Feedback



Provide Adequate Resources



Evaluate the Program

## Establishing a Green Team

Identify motivated individuals to participate and promote the purchase and use of recycled-content materials and supplies. Within the Green Team, identify and appoint a Team Lead, ideally a Purchasing Manager, and coordinators with sufficient organizational skills to develop, promote, and monitor the Program. These individuals should be given defined roles. The Green Team should work together to establish procurement objectives and evaluate qualified vendors for recycled-content products. The table below gives examples of responsibilities for volunteers on the Green Team.



Role	Responsibilities
Team Lead/ Purchasing Manager	<ul style="list-style-type: none"> <li>● Communicates with upper management.</li> <li>● Manages vendor communications.</li> <li>● Holds all business-related purchasing knowledge (i.e., payment methods and purchase orders)</li> <li>● Authorizes payments and tracks purchasing.</li> <li>● Enforces purchasing policy rules.</li> <li>● Provides general oversight of the procurement program.</li> </ul>
Distribution Coordinator	<ul style="list-style-type: none"> <li>● Promotes the use of recycled-content materials and supplies.</li> <li>● Manages employee expectations.</li> <li>● Assists Purchasing Manager with tasks involving the procurement as needed.</li> </ul>
Feedback Coordinator	<ul style="list-style-type: none"> <li>● Prompts employees for feedback on the use and quality of recycled-content materials and supplies.</li> <li>● Identifies opportunities for use of other materials.</li> <li>● Communicates quality issues regarding materials to the Team.</li> <li>● Assists Purchasing Manager with administrative tasks involving the maintenance of the procurement process as needed.</li> </ul>



## Gain Support From Upper Management

A Recycled-Content Procurement Program approved and supported by upper management ensures the program has authority and commitment of necessary resources. Upper management does not need to serve as the point-of-contact for the Program, but the Green Team Lead should establish an open communication channel to discuss challenges, expectations, and outcomes to upper management. Employees are also more likely to participate in the Program and use recycled-content products if upper management stands behind the benefits, advantages, and goals of the Program.

## Adopt a Formal Buy-Recycled Policy

Establishing a formal business-wide policy on buying recycled-content products or supplies provides support for the purchase and use of recycled-content products within a workplace. A written policy demonstrates your businesses' commitment to the Program, while generating recognition, support, and employee awareness. Such a policy can consist of a few general sentences or involve specific details regarding implementation of a Recycled-Content Procurement Program. At a minimum, a buying-recycled policy should include:

- Statement about purchasing recycled-content products for the workplace.
- Identify responsible individual(s).
- Outline objectives and goals.



An example of a formal Buy-Recycled Policy is shown below:

(Business/Institution) is committed to the use and purchase of environmentally and socially responsible materials, products and services whenever they perform satisfactorily, are safe and cost efficient over the lifetime use of a product. Authorized (Purchasing Managers/ Recycling Coordinators, etc.) employees are expected to support our commitment to environmental responsibility through the guidelines and procedures contained in this Recycled-Content Procurement Policy.

Example Objectives:

- Provide recycled-content alternatives for 60% of office supplies.
- Purchase items with a minimum of 30% post-consumer recycled-content, as possible.
- Actively promote the use of recycled-content items and supplies.
- Ensure company-wide education about the use of recycled-content supplies.
- Obtain continuous feedback on the use of recycled-content items and supplies.
- Encourage the sustainable use of materials that reduce environmental impact.

A policy may be modified over time to reflect current standards and evolving objectives. An additional Recycled-Content Purchasing Program Policy is provided in the Appendices.



## Conduct Audit and Assessment of Products Already Purchased

To assess the opportunity for recycled-content products, the Green Team should conduct an audit of products currently used and identify those that are potentially replaceable with recycled-content items. The Green Team should walk around the office or business

and use the Program Assessment Sheet below to identify products that are potentially replaceable with recycled-content items. The Green Team should create a comprehensive list of items for purchase prior towards the assessment. The table below can be used to quickly reference products around the office that can potentially be replaced by a green alternative.

Area/Location	Item	Recycled-Content Alternative Available	Notes
Desk	Pens	Yes	Look for paper barrel
	File Folders	Yes	Maximize Post-Consumer Recycled-Content
Kitchen	Cups	Yes	Glass Mugs
Bathroom	Toilet Tissue	Yes	Maximize Post-Consumer Recycled-Content

Alternatively, the Green Team may review an existing list of regularly purchased products and supplies and identify recycled-content options for each item.

## Testing Recycled-Content Materials and Supplies

After assessing the opportunity for purchasing recycled-content materials and supplies within your workplace, identify and purchase samples of recycled-content materials to assess the performance of the item. During this process, be sure to obtain feedback from the employees who use the materials or supplies. This information will be useful prior to making changes for existing purchases.



## Educate Employees to Use Recycled-Content Products

The Green Team should promote the use of recycled-content products by employees at your workplace. Internal advertising and promotion for use of recycled-content products can be achieved through a variety of methods such as:

- Distributing information via flyers, posters, employee newsletters, email, and business intranet site.
- Conducting a presentation, “lunch and learn,” or host a recycled-content product fair for employees to learn and see the types of materials made with recycled-content.
- Providing employees an opportunity to test or sample recycled-content products.
  - The Green Team should also consider developing an Employee Education Plan that outlines strategies and activities aimed at increasing employee use of recycled-content products and supplies made with recycled materials.

## Develop a Tracking System

A system to accurately identify, track, and document recycled-content products purchasing allows businesses to monitor and make necessary adjustments to the Program. Incorporation of a tracking system may require one or all of the following:

- Revision of internal forms (i.e., Purchase Orders) to capture recycled-content product specific information.
- Creation of a database or Microsoft Excel spreadsheet to track recycled-content purchasing and use.
- Modification of current purchasing systems to capture recycled-content specifications.
- Detailed information and a sample tracking sheet, can be found in the Recycled-Content Procurement Program Assessment section of this toolkit.





## Obtain User Feedback

Feedback regarding recycled-content products and supplies from employees is crucial to the success of the Recycled-Content Procurement Program.

- Identify any issues or concerns towards the use of recycled-content products and address each issue with facts and evidence from verified sources.
- Establish communication channels for employees to give and share feedback regarding the use of recycled-content products and supplies.
- Emphasize the environmental benefit of using recycled-content products at your workplace.

A sample Employee Feedback Form for Recycled-Content Products is located in the Appendices of this toolkit.

## Provide Adequate Resources

The success of a Recycled-Content Procurement Program relies on the assignment of adequate resources to attain established program goals and objectives and track progress. Some resources include:

- Upper management commitment and involvement.
- Knowledge and interested employees to participate on a Green Team.
- Internal training and communication on procurement processes.
- Resources for tracking purchases and use of recycled-content products and supplies.

## Evaluate the Program

Program evaluations conducted by the Green Team should incorporate data from the tracking system, employee feedback, and upper management review. Analyze past purchases with respect to product performance, price, delivery, and user satisfaction. A periodic review will prevent costly mistakes and improve performance of the Recycled-Content Procurement Program. Detailed information, sample tracking sheets, and feedback guidelines can be found in the Recycled-Content Procurement Program Assessment section of this toolkit.





# Vendor Information



This chapter provides information and guidelines on the purchasing process. Prior to purchasing recycled-content products, the Green Team should complete the following:

- Agree upon minimum standards and specifications for recycled-content products.
- Identify common recycled-content third-party certifications.
- Create a preferred vendor list.
- Discuss with pre-existing vendors if recycled-content alternatives are available for purchase.
- Build flexibility into bids and consider partial award agreements.







## Specifications

General specifications for recycled-content products can be used to avoid purchasing unacceptable or poor-quality items. The Green Team should conduct research on basic recycled-content standards and discuss with upper management prior to confirming specifications. In addition, recycled-content specifications may also be outlined in the business' Recycled-Content Procurement Policy. Use of consistent language and definitions throughout specifications will foster consistency among products purchased. Refer to the Glossary for commonly-used industry definitions and acronyms.

Example specifications include:

- Percentage of Pre- or Post-Consumer Recycled-Content
- Total Recycled-Content (Pre- and Post- Consumer)
- Third-Party Certifications



Be aware of false or misleading third-party 'Green' labeling on products, often referred to as 'Green-washing.' A sample Recycled-Content Product Certification Form, located in the Appendices, can be utilized by the Green Team to track and verify product and vendor information.

If vendors do not have an item that meets the specifications, ask the vendor to suggest alternative products. Bids should include pricing options that allow vendors to provide alternatives for recycled-content products.

## Vendor Relations

The identification of responsible and reliable vendors is essential to the success of a Recycled-Content Procurement Program. Efforts should be made by the Purchasing Manager to facilitate communication practices with chosen suppliers. Selected vendors should have a good business reputation, adequate financial standing, and proven capabilities to fulfill commitments. All procurement procedures should be conducted in a fair and impartial manner, and no offeror should be excluded arbitrarily or capriciously.



## Preferred Vendor List

Create preferred vendor lists (see below) to track frequently purchased items and discuss with current vendors if recycled-content products are available for purchase. Be sure to include any third-party certifications each potential vendor may possess. Routine assessment of vendor products and communications should be made to ensure that the quality of service is consistently maintained. Additionally, the Purchasing Manager should conduct routine assessments to identify other potential vendors.



Envelopes				
Vendor	Item Name	Item #	Price	Description
Vendor 1	Recycled Envelope X	XXX	\$XX.XX	100% post-consumer recycled-content, lower bulk cost
Vendor 1	Recycled Envelope Y	XXX	\$XX.XX	80% post-consumer recycled-content
Paper				
Vendor	Item Name	Item #	Price	Description
Vendor 1	Recycled Paper 1	XXX	\$XX.XX	100% pre-consumer recycled-content processed without chlorine
Vendor 2	Recycled Paper 2	XXX	\$XX.XX	30% pre-consumer recycled-content



## Sample Vendor List

Over time, businesses will develop preferred vendor lists that are based on competitive prices offered.

Vendor	Items
Company Name 1	<ul style="list-style-type: none"><li>• Office Paper &amp; Supplies</li><li>• Janitorial Products</li><li>• Cleaning Products</li><li>• Kitchen Products</li><li>• 100% Post-Consumer Recycled-Content Items</li></ul>
Company Name 2	<ul style="list-style-type: none"><li>• Bulletin Boards, Binders, Business Cards, Paper, Desk Supplies, Mailing Supplies, Office Supplies</li><li>• Kitchen Products</li></ul>
Company Name 3	<ul style="list-style-type: none"><li>• Bulletin Boards, Binders, Business Cards, Paper, Desk Supplies, Mailing Supplies, Office Supplies</li></ul>





# Recycled-Content Procurement Program Assessment



## Tracking the Purchasing Program

Appropriate tracking and monitoring of the Recycled-Content Procurement Program ensures its evolving success. Recycled-content product costs versus raw material product costs should be tracked to identify savings. User feedback, positive and negative, should be routinely gathered. Positive feedback from employees can be leveraged to increase business-wide use of existing recycled-content products and promote

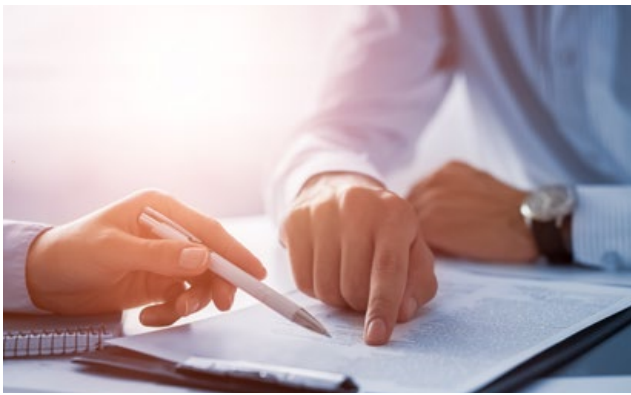
utilization of recycled-content products in additional target areas. Negative feedback should be utilized to assess vendor quality and identify functions within the Recycled-Content Procurement Program that need to be re-evaluated or modified.

## Cost Analysis

To perform a comprehensive Recycled-Content Procurement Program assessment, all purchases should be recorded in a centralized document or process. A sample Annual Purchase Summary, located in the Appendices, can be utilized for this purpose. Additionally,

recycled-content products should be evaluated to previously purchased items made with virgin or raw materials. A table, such as the one displayed below, allows simple cost comparison.

Product	Current Material Cost	Purchasing Frequency	Total Annual Cost	Recycled-Content Material Cost	Purchasing Frequency	Total Annual Cost	Savings
Pencils	\$0.10/each	Monthly	\$120.00	\$0.08/each	Monthly	\$96.00	\$24.00
File Folders	\$0.05/each	Bi-Monthly	\$180.00	\$0.03/each	Bi-Monthly	\$108.00	\$72.00



## Quality Assurance

Implementation of quality assurance measures such as standard language and assessment templates will ensure that recycled-content products and supplies are evaluated fairly. An example of a Feedback Form can be found in the Appendices of this toolkit. Evaluations should be monitored regularly. Products which

receive multiple negative evaluations should be examined by the Green Team for continued use feasibility, and to assess if alternative products should be considered. The Team should provide any constructive feedback to the vendors.

Product	Item Number	Negative Feedback	Green Team Assessment	Green Team Action Item	Plan for Product	Alternative Items
Pens	0624	Yes	Short lifespan	Look for alternatives	Replace	Yes
Toner	1738	No	Great Quality	None	None	None

# Why Purchase Recycled-Content Products



The purchasing of recycled-content products conserves valuable natural resources, protects the environment, promotes economic development – and closes the recycling loop.

## **Benefits of Buying Recycled-Content Items**

### **Reduced Costs**

Many recycled-content products cost less or are equal in price to products made with virgin materials, including janitorial and paper products, corrugated packaging, padded mailers, writing tablets, and toner cartridges. Durable building or construction materials such as alternative lumber products and rubberized asphalt may initially cost more, but are less expensive over the products' lifespan once repair, labor, maintenance, and other costs are factored in.

### **Conservation of Natural Resources**

Purchasing recycled-content products creates a demand for secondary materials and decreases the need for virgin natural resources, and promotes cleaner land, air, and water.

### **Energy Conservation**

Manufacturing goods involves the need for coal, oil, and other non-renewable energy resources. The production of recycled-content products from secondary materials is almost always less energy-intensive compared to production of virgin-based counterparts. The amount of energy used collecting, cleaning and processing materials is often reduced when using recycled materials.

### **Saves Disposal Capacity**

The diversion of materials to recycling ultimately preserves disposal capacity and reduces the need to identify alternative disposal methods.



## Addressing Recycled-Content Product Myths

### Myth 1: Recycled-content products cost too much.

Assumed cost of recycled-content is the primary reason why purchasing managers choose to avoid recycled-content products. Businesses often gain long-term savings when buying recycled-content products. Numerous small and large companies offer recycled-content items and supplies creating natural competition and price regulation among distributors. In general, recycled-content products such as paper and carpeting are now cheaper than their virgin counterparts. Recycled-content suppliers and distributors may also guarantee competitive prices on short-term purchasing contracts.



### Myth 2: The quality of recycled-content products is poor.

Although previously a concern, quality is no longer an issue with recycled-content products. However, aesthetic misperceptions of recycled-content products still influence purchasing decisions. The durability and consistency of today's recycled-content products are far superior than first-generation items from many years ago.



### Myth 3: Recycled-content products are not available when you need them.

As shown in this toolkit, a variety of recycled-content products are available for purchase and include many products other than recycled paper, etc.







# Incentives for Green Purchasing



## **Sustainable Business Trends**

Today, leading global companies and businesses across the U.S. are seeking to build sustainable business models. One aspect of sustainability includes recognizing opportunities to minimize the negative impact a business' operations have on the environment, communities and local economy. Reducing waste and increasing recycling are a key feature in sustainable business modeling.

At the consumer level, sales of environmentally friendly and green products are steadily increasing. This momentum of purchasing green products can be transferred into the workplace through purchases of recycled-content products and supplies.

Embracing sustainable business practices, such as the use of recycled-content materials, is a valuable marketing tool that can be utilized when establishing new clientele, bidding projects, and recruiting new employees.

## **Benefits**

Selecting recycled-content products and supplies for your workplace over products made from virgin materials saves energy, water, and reduces air pollution. Using recycled materials in the manufacturing of new products uses much less energy than making products from raw materials. In turn, less water is used and the amount of air and water pollution from the manufacturing process is reduced.

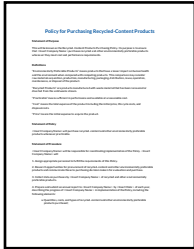


# Glossary

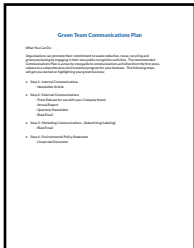
Term	Definition
Biodegradable	The ability of a material to be broken down into simpler compounds by microorganisms or other decomposers.
Chlorine-Free	Paper products processed using minimal chlorine/chlorine-derived processes.
Eco-Label	Seal or logo indicating that a product meets a set of environmental standards.
Green-Washing	The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.
Life Cycle	The consecutive and interlinked stages of a product system from raw material acquisition or generation of natural resources, to its final disposition.
Life Cycle Costing	The procurement evaluation technique that determines the total cost of acquisition, operation, maintenance, and disposal of items being acquired.
Post-Consumer Recycled-Content	Materials recycled after primary consumer application reused to create recycled-content products.
Post-Consumer Waste	Materials or products (such as paper and metal, etc.) used and recycled by a consumer which are then used to create recycled-content products.
Pre-Consumer Recycled-Content	Materials and manufacturing by-products diverted from the waste stream through reuse or recycling.
Recycled-Content	Generally refers to both pre-consumer and post-consumer materials.
Total Recycled-Content	The total combined amount of pre-consumer and post-consumer materials in a recycled-content product.
Fair Trade	Standard that indicates farmers will receive a fair price for products, workers are paid a fair wage, and overall the business engages in environmentally friendly practices.
Reclaimed	Process of cleaning and refurbishing an item for reuse (i.e. carpet broadloom and tiles can be cleaned and refurbished to replace overly worn segments).
Reuse	Repairing, refurbishing, washing, or recovering worn or used products, packaging, furniture or building materials for internal use. Reusing packaging and products prolongs the useful life of items and delays final disposal or recycling.
Sustainable Purchasing	Purchasing of materials, products, and labor in a manner that reflects fiscal responsibility, social equity, and environmental stewardship.
Virgin Product	Product made with 100 percent new, raw materials and contains no recycled materials.

# Appendices

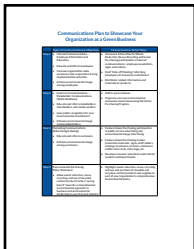
## Document Samples/Templates



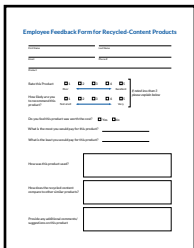
Policy For Purchasing Recycled-Content Products



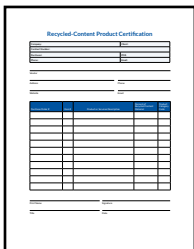
Green Team Communications Plan



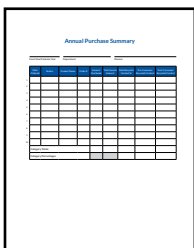
Communications Plan to Showcase Your Organization as a Green Business



Employee Feedback Form for Recycled-Content Products



Recycled-Content Product Certification Form



Annual Purchase Summary

# Policy for Purchasing Recycled-Content Products

## Statement of Purpose

This will be known as the Recycled-Content Products Purchasing Policy. Its purpose is to ensure that <Insert Company Name> purchases recycled and other environmentally preferable products whenever they meet cost and performance requirements.

## Definitions

“Environmentally Preferable Products” means products that have a lesser impact on human health and the environment when compared with competing products. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product.

“Recycled Products” are products manufactured with waste material that has been recovered or diverted from the solid waste stream.

“Practicable” means sufficient in performance and available at a reasonable cost.

“Cost” means the total expense of the product including the initial price, life cycle costs, and disposal costs.

“Price” means the initial expense to acquire the product.

## Statement of Policy

<Insert Company Name> will purchase recycled-content and other environmentally preferable products whenever practicable.

## Statement of Procedure

<Insert Company Name> will be responsible for coordinating implementation of the Policy. <Insert Company Name> will:

1. Assign appropriate personnel to fulfill the requirements of this Policy.
2. Research opportunities for procurement of recycled-content and other environmentally preferable products and communicate these to purchasing decision makers for evaluation and purchase.
3. Collect data on purchases by <Insert Company Name> of recycled and other environmentally preferable products.
4. Prepare and submit an annual report to <Insert Company Name> by <Insert Date> of each year, describing the progress of <Insert Company Name> in implementation of the Policy, including the following elements:
  - a. Quantities, costs, and types of recycled-content and other environmentally preferable products purchased;



b. A summary of savings achieved through the purchase of recycled-content and other environmentally preferable products;

c. A summary of program promotional efforts;

d. Recommendations for changes in procurement policy.

5. Promote the use of recycled-content and other environmentally preferable products by publicizing its environmental purchasing policy and its implementation.

6. Educating staff about the policy and listening to staff comments and suggestions.

### **Exemptions**

Nothing in this Policy will be construed as requiring the purchase of products that do not perform adequately or are not available at a reasonable cost.

### **Implementation**

This Policy will be effective immediately from the date of signature.

Dated the <Insert Day> day of <Insert Month> , 20<Insert Year> .

---

Signature

Title

# Green Team Communications Plan

## What You Can Do

Organizations can promote their commitment to waste reduction, reuse, recycling and green purchasing by engaging in their own public recognition activities. The recommended Communications Plan is a step-by-step guide to communications activities from the first press release to a comprehensive environmental program for your business. The following steps will get you started on highlighting your green business:

- Step 1: Internal Communications
  - Newsletter Article
  
- Step 2: External Communications
  - Press Release for use with your Company Name
  - Annual Report
  - Quarterly Newsletter
  - Blast Email
  
- Step 3: Marketing Communications (Advertising/Labeling)
  - Blast Email
  
- Step 4: Environmental Policy Statement
  - Corporate Document

# Communications Plan to Showcase Your Organization as a Green Business

	Types of Communications & Objectives	Communications Action Steps
Step 1	<ul style="list-style-type: none"> <li>• Internal Communications-- Employee Information and Education</li> <li>• Educate and inform employees.</li> <li>• Increase organization-wide awareness and cooperation during implementation activities.</li> <li>• Enhance environmental image among employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Announce Action Plan for Waste Reduction, Reuse, Recycling and Green Purchasing participation in internal communications: employee newsletters, signs, and notices.</li> <li>• Hold "Kick-off Meeting" informing employees of corporate commitment.</li> <li>• Distribute related information and materials on products.</li> </ul>
Step 2	<ul style="list-style-type: none"> <li>• External Communications-- Stakeholder Communications (Public Relations)</li> <li>• Educate and inform stakeholders, shareholders, and media vendors.</li> <li>• Gain public recognition for your environmental commitment.</li> <li>• Enhance environmental image among stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Add to press releases.</li> <li>• Organize your own environmental awareness event showcasing the Green Purchasing Program.</li> </ul>
Step 3	<p>Marketing Communications (Advertising/Labeling)</p> <ul style="list-style-type: none"> <li>• Educate and inform customers.</li> <li>• Enhance environmental image among customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Feature Green Purchasing participation in public service advertising and environmental image advertising.</li> <li>• Feature Green Purchasing in sales promotion materials: signs, shelf-talkers, catalogs, brochures, circulars, statement stuffer, tent cards, store bags, etc.</li> <li>• Develop consumer education materials for vendors and departments.</li> </ul>
Step 4	<p>Environmental Purchasing Policy Statement</p> <ul style="list-style-type: none"> <li>• Allow waste reduction, reuse, recycling, and use of recycled-content products to be a "spring board" towards a comprehensive environmental approach to business and environmental leadership in your firm and industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight waste reduction, reuse, recycling and use and purchase of reusable and recycled-content products and supplies as part of your organization's comprehensive environmental policy.</li> </ul>



# Employee Feedback Form for Recycled-Content Products

\_\_\_\_\_

First Name

\_\_\_\_\_

Last Name

\_\_\_\_\_

Email

\_\_\_\_\_

Phone #

\_\_\_\_\_

Product

Rate this Product

1       2       3       4       5  
 Poor      ←—————→      Excellent

How likely are you  
to recommend this  
product?

1       2       3       4       5  
 Not at all      ←—————→      Very

*If rated less than 3  
please explain below*

Do you feel this product was worth the cost?     Yes     No

What is the most you would pay for this product? \_\_\_\_\_

What is the least you would pay for this product? \_\_\_\_\_

How was this product used?

How does the recycled-content  
compare to other similar products?

Provide any additional comments/  
suggestions on this product

# Recycled-Content Product Certification

Company:	Client:
Contract Number:	
Purchaser:	PO#:
Phone:	Email:

Vendor

Address

Phone

Website

Email

Purchase Order #	Item #	Product or Services Description	Percent of Recycled Content Material	Product Category Code

Print Name

Signature

Title

Date

# Annual Purchase Summary

Fiscal Year/Calendar Year

Department

Division

	Date Ordered	Vendor	Product Name	Order #	Amount Purchased	Total Invoice Amount	Total Recycled Content %	Pre-Consumer Recycled-Content	Post-Consumer Recycled-Content
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
Category Totals									
Category Percentages									









Montgomery County, Maryland  
Department of Environmental Protection  
Division of Solid Waste Services  
Waste Reduction and Recycling Section  
101 Monroe Street, 6th Floor  
Rockville, Maryland 20850

[www.montgomerycountymd.gov/recycling](http://www.montgomerycountymd.gov/recycling)  
3-1-1 or 240-777-0311

This information is available in an alternate format by calling  
Gabriela Monzon-Reynolds at 240-777-6486.



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