



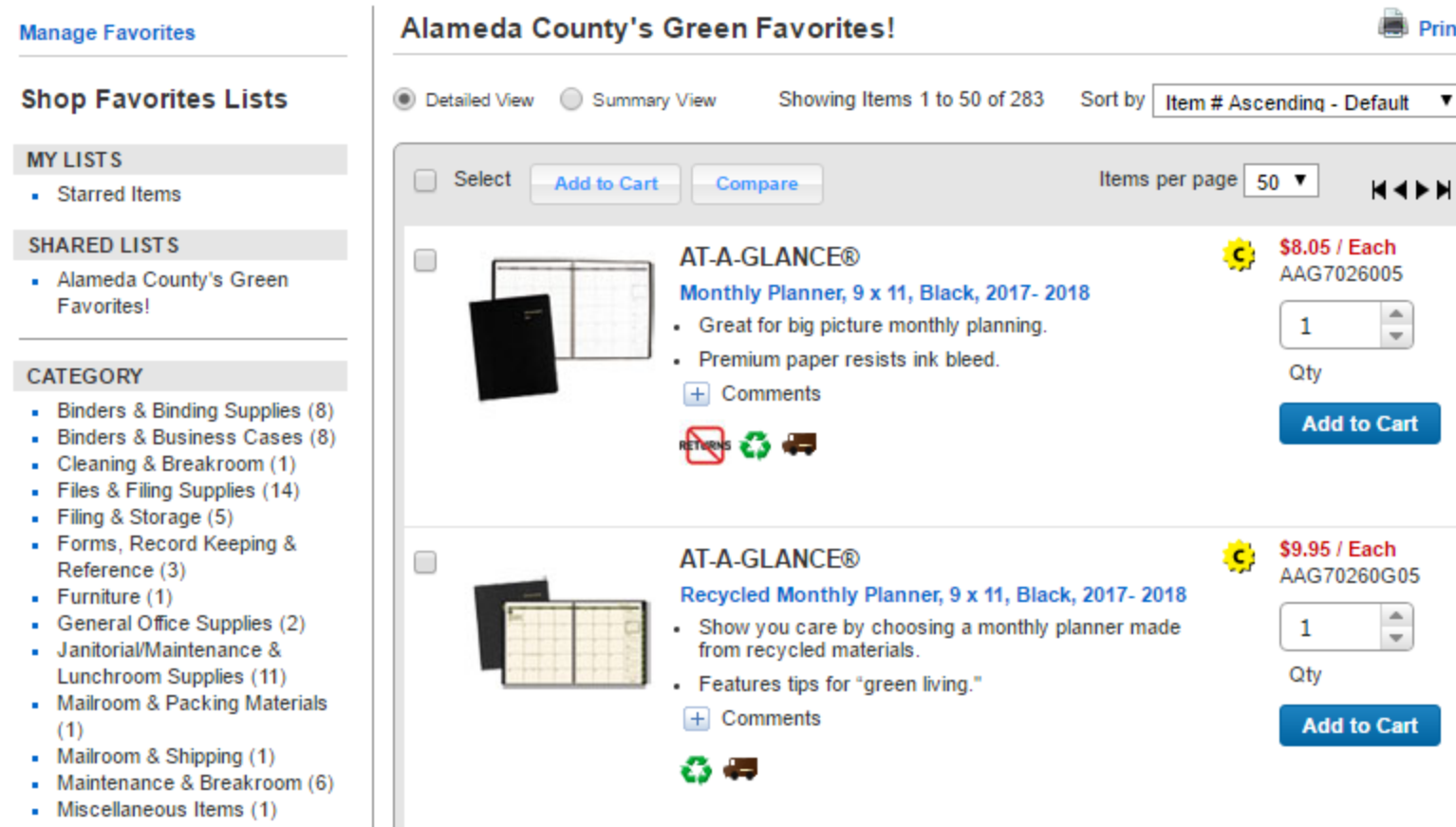
# Fostering Green Buying Behavior

## Alameda County Sustainability

### Sustainable Purchasing Practices

#### Sustainable Purchasing Context at Alameda County

- Produces the most onsite solar energy of any local government in the U.S.
- Award-winning green buildings and sustainable purchasing program
- Boasts one of the greenest fleets in the U.S.



#### Project 1: Green Buying of Office Supplies

Goal: To identify and promote sustainable office supply products to County employees and to promote consolidated, efficient ordering.



#### Project 2: Open House Tabling

Goal: To educate staff attending the Procurement Open House about specific green purchasing behaviors and engage them to participate.



### Achievements and Outcomes

#### Office Supplies: Green Favorites List

- Evaluated 600 products for compliance with environmental standards; 300 were found sustainable and made the list
- Created promotional flyer and email to inform employees about green purchasing
- Drafted office supplies section for the County's online Green Buying Guide

#### Open House

- Created a jeopardy game board with 9 engaging questions about green purchasing
- Shared colorful flyer promoting sustainable purchasing in key product categories: office supplies, catering, print services, multifunction devices (copiers/printers)

### Lessons Learned

#### Successful Strategies

- 1. Outreach Based on Data Analysis**  
It is efficient to conduct extensive data analysis prior to the creation of outreach materials so that the outreach will most effectively accomplish goals.
- 2. Incorporating Feedback**  
To best represent the needs of employees, it is important to learn from their feedback about what they would like to see in a project or outreach plan.

#### Go Green and Meet Your Office Supplies Needs!

Help Your Admin Help You

#### Green Favorites List!

- Over 300 office supplies products that meet environmental criteria
- Ask your Admin to use this green list when finding products



To view the list, log on to Blaisdell's with this info:

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Hannah holds a B.A. in Environmental Studies from the University of Oregon, with minors in Spanish and Public Policy. She has always known that she would build a career within the environmental field, and this CCBA Fellowship helped her combine her sustainability knowledge with professional development opportunities in order to create and implement green tools within Alameda County.

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