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.

Hannah Wiser
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.

Acknowledgements:
Hannah would like to thank her supervisor and mentor, Karen Cook, for helping her grow and develop professionally. She would also like to thank mentors at Alameda County: Sarah Church, Emily Sadigh, Carolyn Bloede, Ryan Bell and Phillip Kobernick, for their encouragement and guidance along the way. Thanks also go out to Nathan McKenzie of SEI as her regional supervisor and Steve Miller of SEI who organizes and implements this phenomenal fellowship program.