



The Competitive Advantage

Missouri Recycling Association Workshop

• **Time:**

Tuesday, September 17th, 2013
8:00 a.m. to 10:30 a.m., at the Missouri Recycling Association Conference

• **Location:**

Capitol Plaza, Jefferson City

• **Registration:**

\$60 per person
(No additional charge for those registered for the 2013 MORA Conference)

Register through

www.moraconference.org/registration

Or use form on back of this flier.

• **Professional Development:**

Qualifies for 2.5 professional development points toward recertification or certification from the Universal Public Procurement Certification Council (UPPCC).

Participants will receive a copy of *The Competitive Advantage: EcoPurchasing* by Sandra Cannon (\$30 value). This book is a persuasive primer on environmentally preferable purchasing for CEOs, directors and purchasers in the public and private sphere.

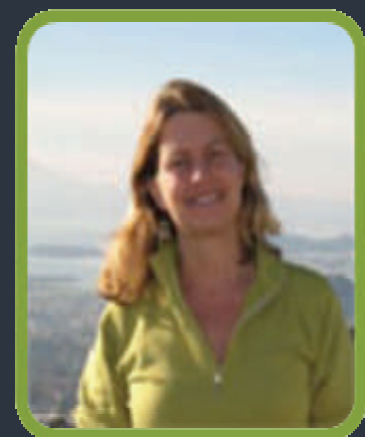
Green Product Procurement Professional Development Workshop

Every single purchase has hidden human health, environmental, and social impacts. Learn how government purchasers are using their purchasing power to create demand for healthier, more environmentally and socially preferable products and services.



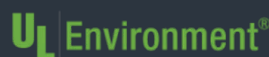
Scot Case, Market Development at UL Environment

Scot Case is an internationally recognized expert with 20 years of professional experience in sustainable business strategy development, responsible purchasing, green supply chains, and environmental marketing. As Director of Markets Development for UL Environment, Mr. Case helps connect retailers and consumers seeking environmentally and socially responsible products with the manufacturers supplying them.



Alicia Culver, Executive Director Responsible Purchasing Network

Alicia Culver has nearly two decades of experience working in the green purchasing field. She got her start in 1994 evaluating the federal government's environmentally preferable purchasing efforts as Coordinator of the Government Purchasing Project based in Washington, DC. She later served as deputy director of the New Jersey Office of Sustainability and, in 2004, founded the Green Purchasing Institute.

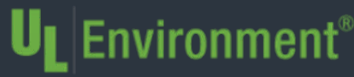


More on Workshop...

Topics:

- The link between purchasing and human health, environmental, and social impacts.
- The role of government purchasing. How to identify and specify greener products.
- How to avoid greenwashing, potentially false environmental claims about products, services, and companies.
- Q&A session
- Meet and window shop with vendors of green products and services

Scot Case has published more than four dozen articles, case studies, and book chapters. Mr. Case wrote an extensive series of reports documenting the growing environmental purchasing movement for the U.S. Environmental Protection Agency. He was a key contributor to the *Sins of Greenwashing* studies, which continue to receive considerable media attention including interviews on Good Morning America, NPR, CNN, The New York Times, TIME, Newsweek, Business Week, and many others. Mr. Case was also featured in a 2010 Emmy-award winning documentary on green purchasing.



UL Environment is a new source for independent green claims validation, product certification, training, advisory services and standards development. UL Environment helps manufacturers, their business customers and consumers alike get clarity on what may or may not be a sustainable product.

UL Environment helps support the growth and development of sustainable products, services and organizations in the global marketplace through standards development, educational services and independent third party assessment and certification.

Alicia Culver has worked directly with the procurement and environmental program staff of dozens of states, cities and school districts to demand a wide-range of cutting-edge “green” products, including certified green cleaners, asthma-safe disinfectants, low-mercury lighting equipment, rechargeable batteries, and other environmentally preferable building and maintenance supplies.



The Responsible Purchasing Network (RPN) is an international network of buyers dedicated to socially responsible and environmentally sustainable purchasing. RPN uses “the power of the purse” to promote toxics reduction, resource conservation, manufacturer responsibility, and green collar job creation, and to help government agencies, businesses and schools meet their sustainability goals. For more information, go to www.responsiblepurchasing.org.

RPN’s membership program is available to Missouri agencies and organizations FOR FREE in 2013-2014. RPN consulting services provide institutional purchasers with cutting edge procurement tools and resources designed to save money, conserve resources, reduce waste, and improve efficiency.

Mail-in Registration Form

Name		Please list names of all registrants under this registration payment:		Price
Address				@ \$60
Organization				@ \$60
Phone		Email		@ \$60
Method of Payment		<input type="checkbox"/> Check (Please Invoice) <input type="checkbox"/> Bill Me <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express		Total: _____
Credit Card #		(Security Code)	Exp. date	
Signature				

