"Greenwashing" refers to marketing schemes that present a skewed or inaccurate picture of a product's sustainability or environmental qualities.

A highlight of the 2010-13 CSP cycle was the launch of the Green Purchasing Guide on UCSC's Financial Affairs webpage. The guide was a major factor in the campus's 71% increase in environmentally preferable purchases of goods and services.

GOALS

1. Increase the number of Environmentally Preferred Products (EPP) the campus purchases.

2. Educate the campus community through effective outreach and collaboration to institutionalize sustainable procurement practices.

3. Engage suppliers to develop strategies that promote sustainable procurement practices within the supply chain and measure those suppliers to agreed standards.

OBJECTIVES

1. Increase products flagged as Environmentally Preferable Products in CruzBuy by 5% from 2012 figure by end of FY 2016.

2. Ensure Environmentally Preferable Product training is part of CruzBuy training and that responsibility for doing so is a stated performance objective for the CruzBuy help desk.

3. Develop and utilize tool for benchmarking suppliers' sustainability profile by spring 2015.

Scope and Purpose

Reduce, reuse, and recycle; provide and promote sustainable alternatives in the procurement of goods and services; and leverage UCSC’s market influence to realize the university’s sustainability vision.

"Greenwashing" refers to marketing schemes that present a skewed or inaccurate picture of a product’s sustainability or environmental qualities.

Procurement

Sustainable Purchasing

With UCSC’s Procurement Services, the Green Purchasing Working Group (GPWeG) promotes sustainable purchasing campuswide. Through broad outreach and collaboration, GPWeG works to increase environmentally preferable purchases and encourage behavior change, including the elimination of unnecessary purchases of goods and services.

The guide was a major factor in the campus’s 71% increase in environmentally preferable purchases of goods and services.

Key Metrics

Scope and Purpose

Reduce, reuse, and recycle; provide and promote sustainable alternatives in the procurement of goods and services; and leverage UCSC’s market influence to realize the university’s sustainability vision.