



Green Purchasing That Meets *Your* Specifications

What would make Buying Better for you?

It can be a complex, confusing and sometimes costly world for businesses seeking to purchase green products and services. Wouldn't it be great if you could find the right product at the right price from a vendor you can trust? Wouldn't it be helpful to receive reports that document how your purchases meet your sustainability goals? Delta Institute's Buying Better program does all this and more. We make green purchasing easier, more affordable and more credible through:

- **Verification:** Verification by an independent party saves time and money by eliminating the potential for "greenwashing" and identifying legitimate green products that meet quality standards and environmental requirements.
- **Discounted Pricing:** We work with vendors to provide better pricing in exchange for higher volume purchases from a member-based consortium. This is particularly beneficial for many small- and medium-size organizations that would not be able to negotiate these prices on their own.
- **Trusted Source:** Delta Institute, a nonprofit organization, is recognized as a credible and reliable source of information. Delta's goal is to provide you with the tools necessary to enable you to make green choices part of your everyday decision-making.
- **Certification Support:** Connecting product information with certification or re-certification requirements can be tricky. We provide buyers with expert assistance, including information about relevant certifications and product specs.
- **Green Spend Reports:** Measurement and documentation is increasingly important for maintaining certification and reporting progress on sustainability goals. Our vendors provide green spend reports that help you track your progress.

www.BuyingBetter.org

Delta recently launched www.BuyingBetter.org, an online purchasing and information resource designed to help sustainably minded purchasers navigate the confusing world of green products and receive significant discounts. The products we offer are fully vetted, providing detailed information about each product's environmental attributes and how they satisfy various green standards, including LEED®.



Members can access a selection of pre-screened products, including fair trade and organic food, office supplies, LED exit signs, deicers and green cleaning products. New products are being added regularly, including lighting, water efficiency products and packaging products.

“By creating Buying Better, Delta provided an easy and trustworthy way to switch to green products AND get great prices. I'm excited to share this wonderful resource with our tenants!”

— Myrna Coronado
Vice President / General Manager,
The United Building, Chicago



Opportunities for **Vendors** of **Green Products and Services**

Buying Better offers a unique opportunity for vendors of green products and services to reach sustainably minded purchasers in one easy step, reducing the time, effort and expense associated with marketing and sales.

Through Buying Better, vendors reach a targeted group of customers who:

- Are sophisticated about sustainability and looking for green products.
- Have significant buying power and make volume business purchases regularly.
- Reflect the needs of multiple industries and business sectors that may be difficult to reach on a one-to-one basis.

Products are selected for the site through a RFP process that rewards environmental responsibility, transparency and flexible pricing. Through our rigorous review process, vendors can learn how their product stacks up against competitors and gain insight about their product's marketability in the Green Economy.

Delta also provides consulting services to manufacturers and dealers about the best ways to improve their environmental performance or achieve certifications for enhanced market penetration.

[To Learn More, Contact:](#)

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What **Else** Is Delta Doing for Green Purchasing and the Environment?

- Helping companies, municipalities, and organizations develop and implement sustainable purchasing programs by providing: strategic planning; policy development and implementation; research and technical assistance; training; measurement and verification; and consortium or group purchasing opportunities.
- Linking purchasing and supply chain management to green building, LEED® certification, sustainability planning and energy efficiency.
- Helping local vendors compete in the green purchasing marketplace.
- Educating purchasing managers, building owners, facility managers and other high-volume buyers on how to select environmentally preferable products and avoid "greenwashing."
- Acting as a trustworthy guide to credible standards and certifications for buyers and suppliers.



West Michigan Sustainable Purchasing Consortium

Delta Institute developed the West Michigan Sustainable Purchasing Consortium. The first public-private purchasing consortium in the nation, this group unites large manufacturers, universities, and local governments in local, sustainable purchasing. The consortium has more than 90 members and continues to grow. Visit www.wmspc.org for more information.



Discover more about Delta Institute and find your green opportunities at www.delta.org/navigate.