



BUY CLEAN

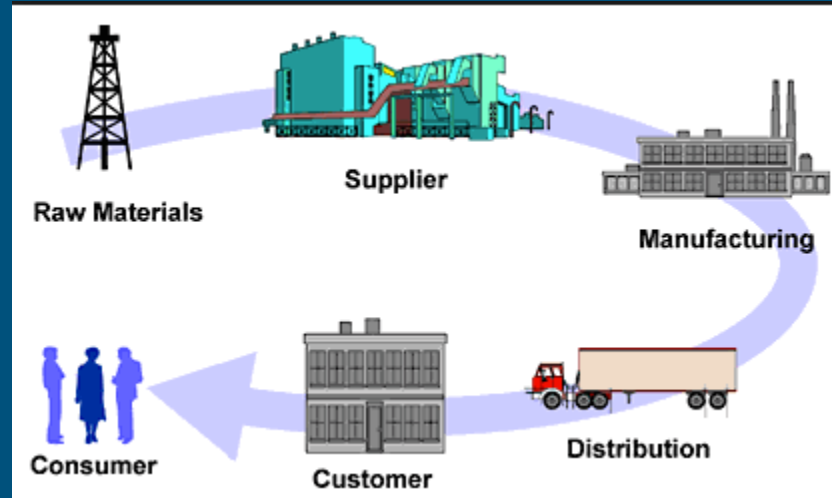


A policy that aligns public spending
with our environmental goals



What does it mean to “Buy Clean?”

Buy Clean means to purchase products and materials from cleaner manufacturers who have invested in technologies and processes to cut greenhouse gas pollution



The “Buy Clean Calif Act”: How It Works

- Applies to state agencies, UCs, and CSUs
- Infrastructure Projects
 - Roads, bridges, state buildings
- Materials Covered by Law
 - Structural steel, carbon steel rebar, mineral wool board insulation, flat glass
- Environmental Product Declaration (EPD)
 - A “nutritional label” for manufactured materials that shows how much climate pollution is produced during manufacture of each material

Campaign Goals

- Ensure effective implementation of Buy Clean CA Act (AB 262)
 - State's purchasing power spent on less-polluting manufacturers
 - Influence manufacturers outside the regulatory reach of California
- Educate and engage Sierra Club members and allies about Buy Clean
 - Ensure continued public support for strong implementation of the Buy Clean CA Act
- Inspire Buy Clean efforts at the local level
 - Influence city and county procurement policies
 - Heighten awareness of the power of public expenditures to influence manufacturer's practices

Campaign Strategy - Part 1

- Let Sierra Club CA staff know you want to help in the Buy Clean Campaign
 - Work with a team in your local area/organize a team in your local area
 - Join a volunteer steering committee
- Educate your friends and allies on Buy Clean
 - Use your social media contacts to elevate interest in the Buy Clean Concept
 - Invite Sierra Club California staff to present about Buy Clean at a group or chapter meeting
 - Organize a local forum with allied groups on using purchasing power to cut climate pollution and invite Sierra Club California staff and others to present on Buy Clean

Campaign Strategy - Part 2

- Analyze and assess local government policies and procedures
 - Research what city and county public works departments are doing on local infrastructure
 - Meet with city and county offices and see what their procurement rules are
 - Identify a local elected official who embraces the Buy Clean notion
 - Create a draft ordinance or resolution (Sierra Club California staff has templates)
- Watch for continuing information about Buy Clean
 - Follow updates on [Twitter](#) (@sierraclubca) and on [Facebook](#)
 - Act on our alerts! Watch for our email alerts asking for specific actions to support Buy Clean

Buy Clean Campaign “Kit”

- Buy Clean Fact Sheet
- “How To Organize A Local Campaign”
- “How To Work With Local Elected Officials”
- Model Ordinance/Resolution for Buy Clean
- Media Materials
 - Sample op-eds
 - Sample Letters to the Editor (LTEs),
 - Sample social media postings

Contact Information



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