



MEETING MINUTES

**Communications Advisory Group
NIH Environmental Management System (NEMS)
Tuesday, May 22, 2007
4:00 pm — 5:00 pm**

Meeting Objective(s):

- Present the advisory group with a description of the NEMS office working group and their activities
- Review and revise the Green Purchasing Outreach Plan

Attendees:

Nelvis Castro (NCI)
Raymond Dillon (OD)
Robin Hirschhorn (Booz Allen)
Mary Kinnard – Brown (Booz Allen)
Catherine Law (NCCAM)

Terry Leland (ORF)
Brad Moss (OD)
Padma Natarajan (Booz Allen)
Betsy Singer (NIDDK)
Mariena Mattson (NIDDK)

Minutes:

Introduction and Recap of Earth Day (T. Leland)

Terry Leland kicked off the meeting with a recap of Earth Day and provided a seven highlights of the event (attached). She noted that approximately 400 employees and many children attended the event, many employees saw the global emails, attendees liked the booths and the giveaways, having a list of questions on the booth checklist was a great idea, and that Dr. Zerhouni's speech went well, however due to the crowd noise, he cut the speech short. Some suggestions are to place the NEMS logo on the booth checklist, as well as print more copies of the checklist next year.

Introduction to the Office Working Group (R. Dillon)

Raymond Dillon, a Procurement Analyst in Division of Acquisition, Policy, and Evaluation, acts as the chair of the office working group. The purpose of the office working group is to communicate the NEMS to the office working level, which includes all non-lab individuals. The working group is diverse in its membership and consists of many different types of individuals. The working group also has a focus group which consists of individuals that are directly affected by any changes made by the office working group. This focus group reviews any documents and decisions that come out of the office working group.

Ray Dillon explained that some of the drivers for the working group include the executive order that mandates the implementation of the NEMS, along with the HHS Affirmative Procurement Plan and the HHS Electronics Procurement Plan. Recently, NIH was presented with an electronics steward award from the White House. A primary driver is that NIH needs to procure items that meet EPA standards. Procured items need to meet two standards. The product should be "green", and it should be in conformance with acquisition requirements.

Ray Dillon mentioned that currently, the overall purpose of the working group is to look for the most efficient service with least amount of forethought for the user. The primary focus of the office working group is Purchase Card (PC) holders. Since NIH cannot have directed procurements, the working group is focusing on required sources of supply. The government already has several entities including JWOD (Javits Wagner O'Day Act) program. JWOD is a required source of supply, but we also meet our green goals. The working group requested JWOD to take some of the items they already sell to NIH that meet EPA requirements and also set up stand-alone menu on their website. Eventually, employees can have an icon on their desktop for easy one-stop green shopping from JWOD. The working group has already run these ideas by the focus group along with a proposal and received feedback. They have also proposed this to JWOD, as well as looking at GSA advantage and other BPAs for procurement opportunities.

Ray Dillon stated that the objectives that the working group are striving to meet require a major communications effort. The primary goal is to get management involved, and to run the message down to their employees. The working group would like to integrate a tracking system into the NIH Business System (NBS) for purchase card holders and should be marketed as an easy thing to do. It should be marketed as an easy thing to do. N. Castro suggested that the tracking system could be used to award employees who buy the most green products and perhaps give an award at the NIH Director's awards ceremony. R. Dillon responded that a rewards system is a possibility, however purchasing green items is a requirement

B. Singer asked when the easy one-stop shopping will be operational. R. Dillon responded that there is a lot of inertia behind this effort, but the working group still need to get the suppliers, CIT, and managers on board. They are also trying to get the self-service stores on board. There is still quite a bit of resistance, so the effort has been slowed a bit. B. Moss asked if the Office of Logistics and Acquisitions Operations (OLAO) is on board? Can the committee draft a letter to OLAO and carbon copy Colleen Barros? R. Dillon responded that Don Wilson is working with the head of the self-service stores and they are providing him with a list of articles, and Don will look through the list and check what is "green" and what's not. R. Dillon volunteered to research and identify who the key employees are to speak with in OLAO.

Ray Dillon explained that the purpose of the office working group efforts is to tweak the existing system to leverage a big change. How can the group accomplish this task? The group needs to identify what messages need to go out, identify who should receive these messages, identify the drivers, and identify the key players. Thousands of people are scattered across the ICs and only ten people are located within the office of acquisitions. Ten people are easy to convince, but it can be difficult to convince thousands of people and their supervisors. Carl Henn is currently putting together a green procurement training program to accomplish this task. The communications advisory group can help the NEMS infiltrate the I/Cs. The group first needs to identify strategies to support the working groups, identify the audience based on the working groups, reach out to the Administrative Officers to make sure their staff are doing the right thing, and tackle the communications plan.

Action Items:

1. All members of the communications advisory group will review the green procurement purchase plan
2. Ray will follow up with Don Wilson regarding the self-service stores and at what stage they are in procuring and dispersing "green" products
3. Ray will also research and identify who the key employees are to speak with in OLAO

4. Booz Allen will identify a speaker from the lab working group to speak at the next communications meeting
5. Booz Allen will include questions not discussed in this meeting on the agenda for the next meeting

Next meeting:

- The date of the next meeting is scheduled for June 12th and will be focused on the activities of the lab working group