

Want to Sell to Federal Agencies? New Executive Order May Provide New Opportunities for Manufacturers & Suppliers

We suggest you read President Obama's [recently issued Executive Order](#) prioritizing the federal government's role in leading the country toward sustainability. Executive Order 13154, titled "Federal Leadership in Environmental, Energy, and Economic Performance," sets the framework of how the Federal Government and Federal Agencies will take the lead on the consumer side of climate change and become a collective major player in demand of sustainable and environmental friendly products and services.

Executive Order 13154 directs all Federal Agencies to deal with energy efficiency and other climate related issues.

The goals for all Federal Agencies include:

1. Increased energy efficiency,
2. Reduced greenhouse gas emissions,
3. Conservation and protection of water resources,
4. Elimination of waste,
5. Design, construction, maintenance and operation of high performing sustainable buildings; and
6. The ability of the Federal Government to leverage federal agency acquisitions to foster markets for sustainable technologies and environmentally preferable products.

While the first five of these goals align with the administration's general stance on climate change, the most important part of the Executive Order is No. 6 above – the policy to leverage all Federal Agencies' purchases to foster sustainable and environmentally preferable products.

How Does This Effect You?

If your company does business with any Federal Agency or hopes to do business with any Federal Agency, now is the time to begin evaluating the sustainability and environmental impact of your products and services. If your products or services do not meet these demands, now is the time to explore ways to redesign your products or rethink your business strategy if any Federal Agency is to become or remain a large portion of your business.

This Executive Order may cause concern with many long-time government contractors and suppliers, but it will provide opportunities for new companies and new ideas to reach one of the largest consumers in our economy. For further information and the full text of Executive Order 13154 please follow the link at the bottom of this page. Also, feel free to contact [Neil Brunetz](#), [Hart Knight](#), or any member of the [Sustainability Practice Group](#) at Miller & Martin.

The opinions expressed in this bulletin are intended for general guidance only. They are not intended as recommendations for specific situations. As always, readers should consult a qualified attorney for specific legal guidance. Should you need assistance from a Miller & Martin attorney, please call 1-800-275-7303.

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