

# EcoProcura Call for Action

## *Moving the Market*



### Highlights and Key Messages of the EcoProcura 2006 Conference



Ajuntament  
de Barcelona



Diputació  
Barcelona  
xarxa de municipis



Generalitat de Catalunya  
Departament de Medi Ambient  
i Habitatge



I.C.L.E.I  
Local  
Governments  
for Sustainability

## The Conference



“A strong commitment now to making sustainable procurement a practical reality will make a significant impact on environmental quality and social cohesion on future generations and your conscience. Join us, in making this commitment, and formulate ambitious agendas to achieve more legitimacy from a political point of view”,  
**Imma Mayol, City of Barcelona**



This report presents the highlights and key messages of the international conference on sustainable procurement, EcoProcura 2006 - Practical Solutions for Sustainable Procurement, held from the 20-22 September in Barcelona Spain. The report includes the EcoProcura 2006 Call for Action and a selection of excellent examples from different sectors of society that can be replicated or can serve to build on actions currently taking place.

The conference was organised by ICLEI, the Provincial and City Councils of Barcelona, the LEAP Project Consortium, the International Green Purchasing Network (IGPN), the Catalan Government and the Spanish Ministry for the Environment. It was kindly supported by the European Commission LIFE Environment Programme and the organising partners from Spain.

### Moving from individual action to mainstreaming - Now is the time to act!

Delegates from 53 countries gathered at the sixth EcoProcura® conference and issued a strong Call for Action to all key actors around the world to deepen their commitment towards spending public money on sustainable products and services thus making their words a practical reality.

Launched by Imma Mayol, Barcelona's Deputy Mayor, the EcoProcura 2006 Call for Action outlines a number of key actions which should be taken by stakeholders to achieve real broad scale implementation of sustainable procurement. Local, regional and national public authorities, the European Commission, the private sector and international institutions have been called upon to provide greater support for implementation and make their own procurement actions more sustainable.

### The message is spreading

The momentum gathered during the event also served to strengthen co-operation between these actors on a global scale using the event to channel a very clear message:

**Sustainable procurement works and public purchasers should be more daring!** Interest in the topic is growing among national governments given the number of representatives present in Barcelona. In total, 80 representatives from national governments attended the conference from countries such as the UK, Germany, Romania, Spain, Latvia, New Zealand, USA, Japan and China. Setting up national action plans in the Member States of the European Union as well as the work being carried out by the Marrakech Task Force on Sustainable Procurement, led by the Swiss government - as part of the Marrakech Process, a 10 year framework of programmes organised by the United Nations - are achieving success in making this a key priority area for national governments. Support schemes along with an open dialogue process with other public bodies, however, are still needed to achieve action 'on the ground'.



### National Governments

In the framework of its national green purchasing programme, the Japanese national government aims to have 50% of public companies, 30% of private companies and all local governments fully implementing their own green procurement programmes by 2010. Following the introduction of the national law on green purchasing in Japan, the price of environmentally friendly product alternatives, such as recycled paper, has dropped to equal the non-green alternatives.

[www.env.go.jp/en](http://www.env.go.jp/en)

New Zealand's voluntary central government programme "Govt3" reflects the 3 pillars of sustainability and encourages government agencies to "walk the talk" on sustainable practice. Motivating people is the central point of the programme, leading to practical action by engaging people's enthusiasm and, at the same time, utilising existing networks and building partnerships and celebrating their achievements. Key focus areas of the programme include: public procurement and efficient resource use in daily business.

[www.mfe.govt.nz/issues/sustainable-industry/govt3/topic-areas/procurement.html](http://www.mfe.govt.nz/issues/sustainable-industry/govt3/topic-areas/procurement.html)

"The US Government owns over 500,000 buildings and annually spends USD 300 billion on goods and services. Therefore, for every program and activity the following are required: a clear definition of success, a clear action plan for achieving success, and a system of accountability to ensure that the programs and activities perform and deliver as promised.",  
**Cynthia Vallina, Office of Management and Budget, US Executive Office of the President**



### European Commission green targets

The European Commission is researching different indicators to enable national targets to be set for GPP – a key strategy to strengthen implementation and an essential element for public administrations to monitor their progress. Targets will be developed on the basis of the best performing EU Member States on GPP according to the results published from the latest European study on the level of implementation of GPP in the EU. Furthermore, the new EUROPA website - <http://ec.europa.eu/environment/gpp/> - and new training toolkit from the CEC – to be launched in 2007 - will provide further support to national and local governments in the EU Member States.

<http://europa.eu.int/comm/environment/gpp>

"Green public procurement can reduce our ecological footprint if purchasers use the public tendering process in an effective manner to include environmental criteria, for example, in the subject matter of the contract",  
**Herbert Aichinger, European Commission**



## The EcoProcura Call for Action - Moving the Market

**C**ommunities all over the world are facing dramatic consequences of climate change, excessive use of natural resources, threats to biodiversity and increasing poverty. Therefore, every public Dollar, Euro, Yen or other must be spent on products and services that foster sustainable development. Procurement and sustainable procurement should be one and the same. Sustainability (economic growth, social development and environmental protection) has to be at the core of purchasing. Responsible leadership cannot exist without sustainable procurement.

Making the shift to a more sustainable production and consumption patterns is one of the most important challenges for the 21st century. The public sector has significant purchasing power; it is responsible for 15 – 25% of GDP in most countries, which provides a real opportunity and responsibility to encourage the supply of more sustainable products and services. However, this can only be achieved if the thousands of public sector actors work together to send a clear, unified signal to the market.

Increasing globalisation and integration of markets, such as within the European Union, provide not only challenges and problems to sustainable procurement but present a new opportunity to tangibly influence markets.

**W**e, the delegates of the EcoProcura Barcelona 2006 conference commit to making sustainable procurement a practical reality, and call on all public and private organisations to co-operate and contribute to the same goal. We recognise the significant achievements of many pioneering public authorities, international organisations and businesses in driving forward the sustainable procurement agenda. Now is the time to move from individual action to the mainstreaming of sustainable procurement.

### We, the delegates call on:

#### National Governments and the European Commission to:

- Commit to sustainable procurement and lead by example in their own procurement actions and when committing financial resources to third parties
- Ensure public procurement rules allow and require public authorities to include social, environmental, and ethical criteria in public procurement processes
- Encourage all public authorities, to implement sustainable procurement
- Ensure all public procurers demand from their suppliers, and the goods and services they provide, compliance with social and environmental legislation and international agreements
- Set performance indicators and targets to be met at national and European level
- Provide greater resources for training procurement staff, the promotion of good practice, collecting evidence to demonstrate benefits, disseminating information and providing practical guidance to public procurers
- Develop and use of organisational/national/international tools with, to the extent possible, harmonised environmental and social standards for products and services



### Local and regional public authorities to:

- Adopt policies committing to the inclusion of environmental and social concerns in their procurement activities
- Take the lead in helping and encouraging other authorities to implement sustainable procurement effectively
- Use best value (i.e. giving consideration to sustainability) approach when making purchasing decisions
- Constructively engage with the private sector to encourage innovative developments and increase awareness of the need for increasing sustainability in production
- Develop a strategy, allocate resources and undertake training and awareness raising for procurement staff to ensure that these commitments are implemented
- Promote the use of already existing tools for sustainable procurement
- Actively share positive and negative experiences with sustainable procurement to other public authorities, for example through the joining of exchange networks and national/ international campaigns

### International institutions, networks and associations to:

- Commit to the promotion of sustainable procurement and lead by example in their own procurement actions and when committing financial resources to third parties
- Take a key role in contributing to a better understanding and promoting the concept of sustainable procurement, disseminating best practice, practical guidance and training materials for procurement staff
- Encourage the development and use of harmonised environmental and social standards for products and services

### The private sector to:

- Commit to integrating environmental and social criteria in their own procurement actions
- Continuously improve their production and products, to compete for the most environmentally and socially friendly products
- Produce and offer on the market in developing countries, products of no inferior environmental and social performance
- Engage in dialogue with public authorities to identify improvements in the environmental quality and social responsibility of the manufacturing and use of products and the delivery of services
- Increase research into the development of environmentally and socially innovative products and services and communicate with public authorities and other important stakeholders



## Highlights and Key Messages

"Local and regional governments in Italy are a fundamental impulse to the development and implementation of the National Action Plan for GPP through their commitment and the co-ordination of the Italian LA 21 Working Group on GPP", **Emilio D'Alessio, City of Ancona and President of Italian Local Agenda 21 Association, Italy**



### Local Governments

Leading by example and increasing the environmental coherence of the organisation are two of the central premises that the City of Barcelona, a Procura<sup>+</sup> participant, incorporate into their sustainable procurement policy. Barcelona's Parks and Gardens Department have a workforce of 700 gardeners and purchase Euro 150.000 of workwear per year. With the support of the Clean Clothes Campaign in Catalunya, City purchases require providers to guarantee that textiles used for workwear have respected basic workers rights according to the ILO conventions and also enforce a policy demonstrating commitment to environmental management and prevention of labour risks. It will also be used in other departments of the City administration.

[www.bcn.es/agenda21](http://www.bcn.es/agenda21)

### Regional Governments

In Brazil's state of Sao Paulo, the awareness raising efforts are beginning to take affect to increase green purchasing actions. This has been achieved through extensive training programmes, widespread use of an interactive web portal and information manuals for different products and services. More capacity building programmes will be carried out in the next three years to ensure further commitment to the new approach by purchasers and managers.

[www.pregao.sp.gov.br](http://www.pregao.sp.gov.br)

The 96 municipalities serviced by the Environmental Protection Agency of the Province of Vorarlberg in Austria have been reaping the benefits of joint green procurement (or bulk purchasing) for several years now. The municipalities have benefited from the approach provided by the Agency with the purchase of "greener" products, such as ICT equipment and cleaning products, but also through Euro 800.000 in total financial savings from better prices and reduced organisational costs.

[www.umweltverband.at](http://www.umweltverband.at)

"Identifying the key needs of local government purchasers and developing a set of tools which are tested and readily available online are some of the practical solutions available now for purchasers through the European LEAP project", **Alison Lea, Leicester City Council, United Kingdom**





### International Institutions, Networks and Associations

Promoting green purchasing at the global level, such as through the World Economic Forum, are one of several activities the International Green Purchasing Network (IGPN) will undertake in the near future. Creating national networking hubs - Green Purchasing Networks or GPNs - to assist with capacity building and awareness raising efforts in the Asia Pacific region will also contribute to spreading the movement.

[www.igpn.org](http://www.igpn.org)

### European Campaign on sustainable procurement

Being a part of a European movement promoting sustainable procurement, ICLEI's Procura<sup>+</sup> Campaign, serves as a continuous source of motivation for procurement and environmental managers in the City of Zürich through the networking and exchange opportunities offered. Furthermore, the guiding principles and technical support offered through the Campaign framework benefit Zürich when launching new procurement activities, such as the new contracts for health orientated cleaning services for the City's hospitals and nursing homes. In 2005 Zürich used energy efficiency and sustainable building materials criteria for new buildings for 45,081m<sup>2</sup> worth Euro 85 million.

[www.procuraplus.org](http://www.procuraplus.org)

[www.stadt-zuerich.ch/ugz](http://www.stadt-zuerich.ch/ugz)

### Engaging Business

In the United Kingdom, the approach taken by the national government for setting up their national sustainable procurement action plan was to set up a task force led by a selection of well known companies. Promoting an open dialogue enabling the sharing of expertise, experience and encouraging the development and supply of innovative sustainable solutions between the public and private sectors form essential building blocks for the UK government's strategy on driving the sustainable procurement agenda.

[www.sustainable-development.gov.uk/government/task-forces/procurement/index.htm](http://www.sustainable-development.gov.uk/government/task-forces/procurement/index.htm)

"UNEP will remain strongly committed to sustainable procurement for the coming years and is taking the lead on the topic within the United Nations through the Marrakech process – a 10 year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production", **Bas DeLeeuw, UNEP**



"Since 1996, ICLEI has taken on the mandate from its members to assist local governments to use their purchasing power to achieve a more sustainable future for all citizens, and has since worked on numerous initiatives internationally and nationally in the field of sustainable procurement", **Gino van Begin, ICLEI European Secretariat**



"If we want to move the market then we have something available today – Energy Star, with higher requirements from 1 July 2007", **Bernard Meric, Hewlett-Packard International**





## Conference greening efforts

The ambitious efforts undertaken by the conference organising committee were very successful in making the conference a “green event” through offsetting a significant part of the 644 tonnes of CO<sub>2</sub> emissions generated by the conference. In collaboration with the Autonomous University of Barcelona and the CeroCO<sub>2</sub> (Zero CO<sub>2</sub>) initiative 176 tonnes of CO<sub>2</sub> - or 27% of the total conference emissions - were offset through numerous initiatives. Payments were made into CO<sub>2</sub> emission reduction projects by the organisers and almost half the conference delegates. Other greening initiatives included purchasing delegate bags produced using recycled materials, use of recycled paper for conference materials and low-emission buses used for the technical visits.

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## Upcoming Conference - EcoProcura 2008 / 09

The next EcoProcura conference will be held in 2008 / 2009. The EcoProcura series of conferences provide a platform to promote exchange amongst purchasers from local, regional and national governments and also from the private sector. At the same time, they aim to foster a dialogue amongst suppliers, policy and decision-makers, multipliers, and offer the latest information on practical solutions for implementing sustainable procurement. Cities who are interested in hosting the next conference should contact ICLEI, using the contact details on the right.

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Conference endorses:

