

PROCURA+

SUSTAINABLE
PROCUREMENT
CAMPAIGN



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Local Environmental Initiatives

Conclusions from RELIEF

- ⌘ Huge environmental relief potentials to be tapped, but hardly known
- ⌘ Implementation only in some pioneer cities, large-scale implementation needed
- ⌘ Lack of political leadership and complexity are main hurdles
- ⌘ Legal situation is clarified at European level now



Elements of the Campaign

- ⌘ Procura+ criteria to be used throughout Europe
- ⌘ Political awareness raising and commitment
- ⌘ Performance cycle to enable gradual implementation
- ⌘ Strategic procurement activities on European Internal Market



Key criteria

⌘ Send strong market signal

⌘ Communicate: Sustainable Procurement is...

☑ Buying electricity from renewables

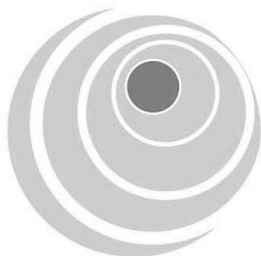
☑ Buying energy-efficient computers for offices

☑ Buying organic food for canteens...

⌘ Make implementation easier for thousands of purchasers

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Political commitment

- ⌘ Procurement has to become a topic in political debates, e.g.
 - ☑ Are we doing enough for it?
 - ☑ Do we have the right structures?
- ⌘ Communication of scale of impact essential
- ⌘ Documentation of commitment must be possible, e.g. in council decisions



Example of Council Decision

The City Council of XXX assumes its responsibility to take environmental criteria into account when purchasing. Therefore the city will join the Sustainable Procurement Campaign Procura+.

The city will implement a management system to ensure ongoing implementation of sound purchasing. It will carry out the following milestones:

The following products shall be of priority with the following targets according to Procura+ Criteria:

- ⌘ Electricity 10% from renewable resources by 2005
- ⌘ Energy-efficient computers 90% by 2005, flat-screen monitors 80% by 2007
- ⌘ Organic food ...

Responsible for the overall management of the process is departmentin coordination with ...

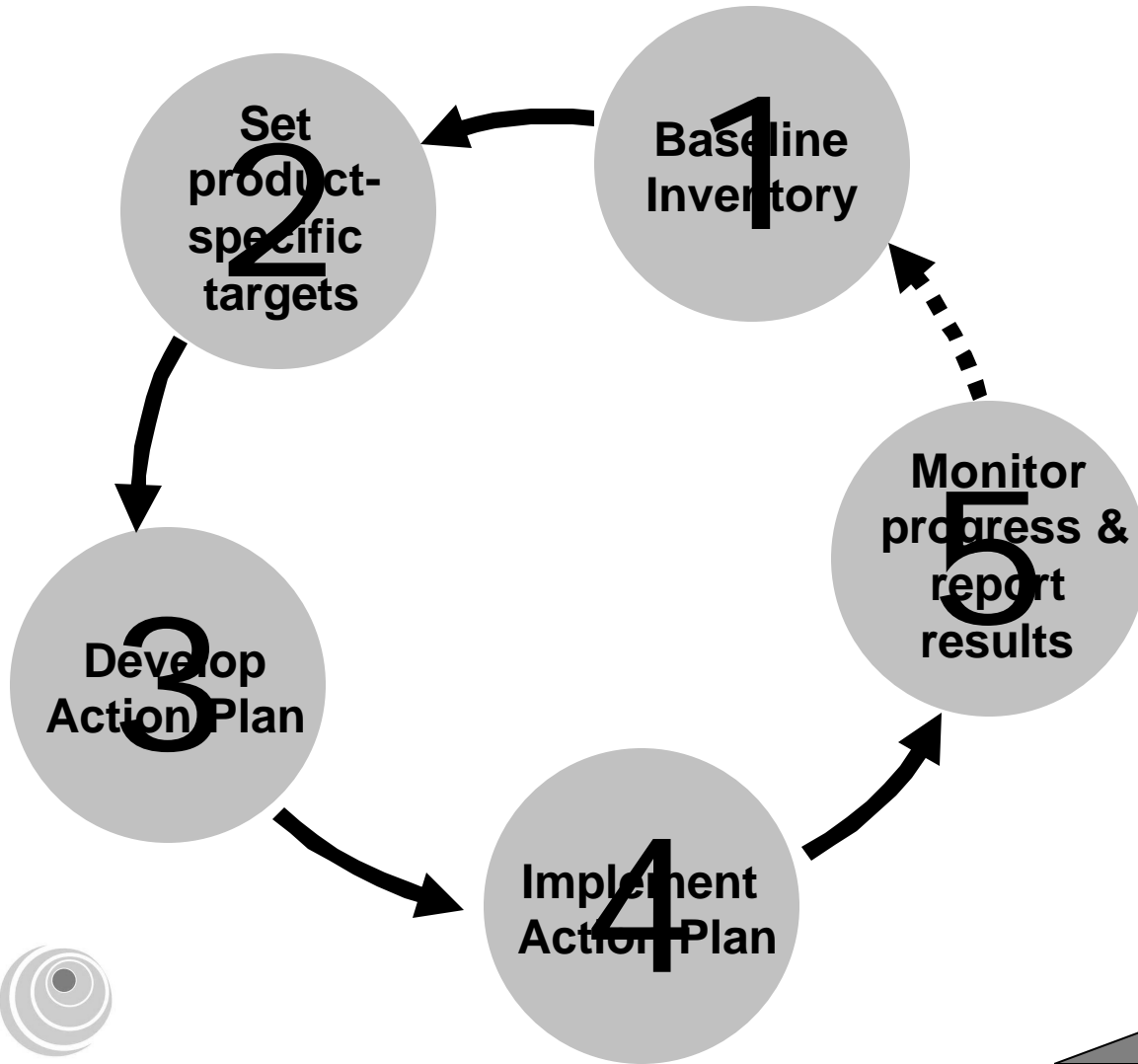


Gradual but continuous introduction

- ⌘ Sustainable procurement is work, not all products can be taken care of at once
- ⌘ Implementation has to be ensured through management cycle
- ⌘ Monitoring and reporting can be carried out with number of green products as indicators



Campaign Milestones Overview



Strategic procurement

- ⌘ Campaign activities have to have actual market conditions and developments in view
- ⌘ Joint procurement can be important for
 - ☑ Products with high economies of scale to be realised
 - ☑ Products that are sold more expensive on some national markets than on others



National partners

- ⌘ Aim is to have an exclusive group of national partners, who want to seize the opportunities of the campaign nationally
- ⌘ Funding through common proposals for projects to implement Campaign to national authorities, e.g. LIFE project



Incentive to join the Campaign

⌘ When joining the Campaign:
„Bluetown has joined Procura+“



⌘ When all milestones completed:
„Bluetown is Procura+ approved“



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Timeline

- ⌘ Launch of Campaign at EcoProcura Göteborg, 8-10.9.03
- ⌘ LIFE project proposal with pioneer cities and national partners, 31.9.03
- ⌘ Start of LEAP project on joint procurement and integration with EMS, 1.11.03
- ⌘ Publication of Campaign Manual, 1.1.2004
- ⌘ Start of Campaign, 1.1.2004

