

Promotion of EU Ecolabel to public procurers

Project Brief



Short title: Promotion of the EU Ecolabel to public procurers

Full title: Raising awareness of the EU Ecolabel Brand amongst Procurement Practitioners in the Member States and promoting the use of the EU Ecolabel criteria throughout the procurement lifecycle

Objectives:

- To raise awareness of the European Ecolabel among European public procurers
- To promote the use of the Ecolabel criteria within public tendering and throughout the supply chain
- To increase knowledge and skills in the use of the EU Ecolabel among European public procurers
- To improve awareness of Green Public Procurement and the EU Ecolabel among regular public suppliers

Duration: January 2008 – December 2008

Co-operation partners: ICLEI (Project Coordinator)
European Commission, DG Environment
BIO Intelligence Service
REC – Regional Environmental Center for Central and Eastern Europe

Language: Main working language: English

Funder: European Commission, Directorate-General Environment

Summary

Environmental issues are increasingly being taken into account in public and private procurement, thereby being highly effective in using market power to encourage the supply of “greener” products and services. However, one of the main barriers to the wider implementation of Green Public Procurement (GPP) is the lack of knowledge and expertise among public procurers on how to set appropriate environmental requirements and goals in tendering, particularly in Central and Eastern Europe. On the other side, for the European Ecolabel to be successful, private companies must be convinced of the business case of investing in product development and Ecolabel certification.

The project has been launched by DG Environment to raise awareness of the European Ecolabel among European public procurers and to promote the use of the Ecolabel criteria in the procurement tendering process. The project will also look to improve awareness of GPP among regular public suppliers and of the role of the Ecolabel within GPP.

ICLEI – Local Governments for Sustainability, together with BIO Intelligence Service and the Regional Environment Center (REC), will be conducting a series of surveys to assess the most appropriate promotional activities and tools to achieve these goals. A number of specific promotional actions will also be carried out.

The **specific objectives** of the project are:

- To raise awareness of and promote GPP as well as the use of the EU Ecolabel criteria among European public procurers;
- To increase knowledge and skills in the use of the EU Ecolabel among European public procurers, and promote the potential it could have for greening their procurement activities;
- To improve awareness among potential suppliers to public authorities in the EU of the GPP agenda and of the role the Ecolabel plays within this, in order to increase the number of products certified and to encourage the use of the criteria throughout the supply chain;
- To support the ongoing work of the European Commission on the revisions of the EU Ecolabel Regulation and the EU Ecolabel scheme.

To achieve these goals, the following **project activities** will be implemented:

- Identifying relevant contact points, events and communication channels for public procurers in each member state of the European Union;
- Researching information on ongoing national promotional activities on GPP as well as activities relating to the European Ecolabel;
- Presenting the Ecolabel through information stands and seminars at relevant procurement events in Europe;
- Developing guidance material on the use of the Ecolabel criteria in tendering;
- Organising a European workshop to bring together public procurers and suppliers;
- Conducting further ad-hoc promotional activities as agreed with the European Commission.

For more information on the project please contact the project co-ordinator, Simon Clement, email: simon.clement@iclei.org