

VILLE DE VENELLES, FRANCE

### Procurement objectives

In 2011 Venelles tendered for cleaning products for its schools. There are two preschools and three elementary schools with a total of 700-800 pupils. In order to reduce risks for children and cleaning personnel, Venelles tendered for cleaning products with reduced impact on human health and the environment.

The tender included several requirements, referring both to eco-labels and other criteria, and asked for samples before awarding the contract. After testing the products under real-life conditions and considering the ideas of the cleaning personnel, a detailed analysis of the offers was done to decide on a supplier.

### Background

Venelles is a town of about 8,100 inhabitants neighbouring Aix-en-Provence in France. Inspired by the mayor and supported by the City Council of Venelles, the town has developed a comprehensive GPP policy approach since 2007 for most municipal procurement projects.

Venelles constantly seeks to further its activities in GPP and has achieved a high standard for an administration of its size. In 2011, Venelles was the winner of a competition on life-cycle costing in public procurement held as part of the [Euro Topten](#) project.



### Criteria used

**Subject matter of the contract:**

Supply of cleaning products for five schools (two-year contract with possible renewal)

**Selection criteria:** Proof of technical and financial aptitude/suitability, references

**Technical specifications:**

Suppliers must provide a technical dossier outlining the environmental characteristics of all products to be supplied under the contract, including details of their contents, biodegradability, packaging and how waste could be reduced in the execution of the contract. Samples of all products are to be provided.

**Award criteria:**

Most economically advantageous tender:

Price : 45%

Technical merit: 30%

- 20% range and efficiency of products
- 10% performance in sample test

Environmental performance: 20%

- Environmental impact of products (marks will be awarded to products which are 100% biodegradable and solvent-free)
- Environmentally friendly packaging: refillable containers and paper packaging meeting the criteria underlying eco-labels such as FSC , PEFC or equivalent

*Verification:* Products bearing the EU Ecolabel or equivalent will be awarded marks, other appropriate evidence such as a data from the manufacturer will also be accepted (information may be based on REACH).

Delivery time: 5%

### Results

Seven offers ranging from €8,100–€21,600 were received. The successful tenderer presented the most competitive offer and achieved at the same time the highest level in environmental performance (17/20 points) and satisfaction during the sample test (8,9/10).

Eight out of twelve products carry an eco-label, with no product containing substances known as hazardous. Most products are solvent free or have a very low solvent content. Biodegradability for ecological alternatives is between 6-10 days. 96 percent of the products are available with refill packs and in environmentally friendly packaging such as paper or reusable canisters. The awarded supplier trains the city's cleaning personnel to save resources and reduce waste of cleaning products. Delivery time is two days with one designated contact person to be addressed in case of problems.

### Environmental impacts

Together with the protection of cleaning personnel from hazardous substances and dangerous products in their working environment, a pivotal incentive for Venelles' environmentally conscious tender was to reduce risks to children in the preschools and elementary schools where the products are to be used. With the products meeting high environmental standards such as those prescribed by eco-labels, this goal can be achieved.

The lack of dangerous ingredients (such as solvents) and the high degree of biodegradability help to reduce the overall environmental impact. Ensuring the availability of refill packs allows a significant reduction in waste.

### Lessons learned

This tender demonstrated that environmentally-friendly substitutes for all common cleaning products are available, without increasing the overall cost of the contract. Due to limited resources in the city's administration, monitoring will mostly depend on the products meeting the specifications set out in the tender. Overall, the City of Venelles is very satisfied with the tender process, the offers received and the resulting contract. This approach will be followed for future tenders.