

## Seven examples of why GPP is also good for business



Image: Viorol Sima, dreamstime

Green procurement is valuable for suppliers and enhances marketing potential, innovation, sales, exports, and helps create new jobs. These are the concluding remarks from the report "Green procurement and green products generate growth" published in July by the Danish Environmental Protection Agency. The report is a result of an assessment of the economic and environmental effects of green procurement as experienced by the market in Denmark.

Seven examples were assessed in detail from the perspective of suppliers in the areas of job creation,

innovation, export and marketing opportunities – these are presented as individual case studies in the report. The cases cover a range of areas: waste water treatment plants, heat pumps to cool servers, cleaning services, construction of a new kindergarten, joint municipal procurement of office furniture, construction of buildings for a new town district and phthalate-free medical equipment.

Both suppliers and purchasers quantify and articulate the potential of GPP in each of the cases. Insights and experiences are provided about the different purchasing approaches used (e.g. performance-based requirements), why a long-term economic view should be applied to procurement rather than focusing on purchase prices or annual budgets, and the achievements of public bodies acting as frontrunners by purchasing innovative solutions.

Click [here](#) to read the publication (available in English and Danish).

## Networking & exchange to strengthen knowledge & action



*Gilles Mahé is the president of Réseau Grand Ouest (RGO) in France.*

*He is the Deputy Mayor of the City of Angers and one of the political representatives in Angers Loire Metropole. RGO is a network of municipalities*

*for sustainable procurement in the west of France.*

**How does being part of this network help public authorities with GPP?** RGO was officially founded in 2006 with the aim of uniting and connecting municipalities as well as supporting their activities in green and socially responsible public procurement. Today, about 100 municipalities from the west of France are members. All of them take sustainability into account in their procurements - a core task of the Network.

RGO organises working groups on specific topics chosen by members. Working group members meet regularly and discuss challenges, such

as legal and supply issues, and also meet with potential suppliers. At the end of each working group period, a guide on good practice is published (online) which also contains legal recommendations on green and social criteria that can be directly used by other members or municipalities. There have been working groups on timber, organic food, textiles, construction and renovation, and services, to name but a few.

RGO is a dynamic network and members actively shape our work. Within the region and among our members there is a new culture of sustainability. Many municipalities now review their purchasing decisions regarding sustainability criteria even before they begin drawing up their tender documents. Until now we have not quantified the results of our achievements, but a newly founded working group will deal with this issue.

To view the interview in full, click [here](#).

### Zoom in on... Public consultation on energy efficiency



A public consultation process has been launched by the European Commission as part of the review of the Energy Labelling Directive (deadline is 30 November 2013). The process will also contribute some information to the review of the Ecodesign Directive.

The review will demonstrate the effectiveness of the application of the Directives and their implementing measures.

[More information..](#)

Image: Arlington County Environmental Services, Flickr.com

### Zoom in on... Purchasing greener vehicles



A series of European workshops will be held to demonstrate how procurement of clean and energy efficient vehicles is done in practice.

The first workshop in the series takes place on [11-12 December 2013 in Bremen](#) (Germany). The workshops are open to public authorities and fleet operators in Europe, and other relevant stakeholders. They are free of charge. Each event also includes a study visit.

[More information..](#)

Image: jystewart, Flickr.com

## Zoom in on... Eco-innovative lighting solutions



Developing guidance and carrying out procurement of sustainably innovative lighting technologies are two of the main aims of the European PRO-Lite project.

The five partners (from Germany, Italy, Spain and the UK) aim to purchase lighting solutions for a range of applications, including buildings (schools and offices), streets (traffic lighting and other road lighting) and tunnels (underground rail networks).

[More information..](#)

Image: PressReleaseFinder, Flickr.com

## Zoom in on... European Sustainable Timber Coalition



The European Sustainable Tropical Timber Coalition aims to increase the market for sustainable tropical timber - and public procurement is seen as a key tool.

It brings together partners from local, regional and national governments, and the private sector. It offers direct support to its members following their commitment to sustainable timber procurement. Membership is free of charge.

[More information..](#)

Image: sk8geek, Flickr.com

## GPP examples

### Electricity from 100% renewable sources for Turku (Finland)



Image: Andrew3000, Flickr.com

Despite the City of Turku's ambitious plans of reducing greenhouse gas (GHG) emissions per capita by 2020 by 30%, compared to 1990 levels, a rise in population resulted in a peak in emissions levels at the turn of the millennium. As a result, the City Council decided to set its procurement of electricity on a new course, sourcing all their requirements from renewable energy.

Turku's new contract – covering all electricity the City purchases – began in 2013. An interesting result of the tendering process was that the green electricity requirement had a minor impact on the purchase price – an encouraging result for the future development of green procurement by the City. Its electricity is now produced from 100% certified renewable sources. GHG emissions are expected to decrease by 31,000 tonnes a year, which is equivalent to 2% of the total emissions of Turku's urban area. In terms of the origin, a large proportion of the electricity provided under the contract is generated by hydropower, but part of the mix used by the energy company also includes wind and biomass.

Download the full case study [here](#).

### Greener waste collection services in Malta



Image: Mosman Council, Flickr.com

WasteServ is an important stakeholder in the management of waste in Malta. Amongst other responsibilities, the state-owned company collects various items of waste electrical and electronic equipment (WEEE) from civic amenity sites. This requires regular procurement of waste transport and management services.

Since the introduction of GPP in Malta, WasteServ have incorporated GPP criteria for transportation of WEEE into several tenders – something which previously was not done. Bidders are asked to ensure that all vehicles are equipped with engines meeting EURO IV or better standards (EURO V or VI).

The results have shown that most bidders have not had a problem meeting the EURO IV requirements; some offer to invest in upgrading their fleets and bid in subsequent tenders. This demonstrates that the inclusion of green criteria in tenders issued by WasteServ in this area serves to send a strong signal to the market about its increasingly ambitious environmental requirements.

Download the full case study [here](#).

To read more GPP examples, visit the GPP [website](#). Previous News Alerts are available [here](#).