

# Procura<sup>+</sup>

## Sustainable Procurement Campaign



• I • C • L • E • I

The International Council for  
Local Environmental Initiatives

**P**ublic Procurement can make a significant contribution to achieving Sustainable Development. In 2001, the European Commission estimated that public authorities in Europe spent some € 1,000 billion on goods, works and services. This includes, for example, 2,8 million computers and monitors purchased each year by public authorities in the European Union. Switching public demand away from the conventional EU mix of electricity to green electricity would save some 60 million tonnes of greenhouse gases (CO<sub>2</sub>-equivalents) alone, equating to 18% of the EU Kyoto commitments.

In 2002, the World Summit on Sustainable Development in Johannesburg committed public authorities to "promote public procurement policies that encourage development and diffusion of environmentally sound goods and services" (*Implementation Plan, paragraph 18*).

### Concrete Products for Concrete Improvements: Procura<sup>+</sup> Criteria

Sustainable procurement aims to integrate environmental considerations into all stages of the purchasing process with the goal of reducing the impact on human health and the environment. Sustainable procurement is also called eco-procurement, green purchasing, environmentally friendly purchasing and affirmative procurement.

#### Sustainable procurement is based on the following considerations:

- Consumers behaving responsibly given their large influence on the economy
- Buying only what's needed
- Finding smart solutions triggering product and service innovation
- Product life-cycle perspective (i.e. production, distribution, use, disposal)

Procura<sup>+</sup> will initially concentrate on the following products:

- electricity from renewable resources
- energy-efficient computers and IT devices for offices
- organic food for canteens, hospitals and catering
- buildings meeting highest heating and cooling efficiency standards
- health-oriented cleaning services
- quality-oriented public transport services with low emission buses.

Focusing on few criteria makes the process of sustainable procurement easier to apply in practice. Additionally, suppliers gain from having to comply to only one set of criteria throughout Europe providing the incentive to increase production and reduce prices. Procura<sup>+</sup> begins by targeting these products and seeks to broaden this list continuously.



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## Step by Step Implementation: Procura+ Milestones



Margot Wallström  
Environment  
Commissioner,  
European Commission

“Public authorities at all levels making their contribution to a sustainable Europe – I welcome this step.”

“Plan, Do, Check, Act” – this is the underlying basis of the Procura+ milestone process, and commonly also the core of many management systems and ICLEI campaigns. This model assures continuous improvement based upon the following steps:

**Milestone 1:** Prepare a procurement inventory detailing the amounts of certain products purchased, the money spent and sustainability considerations already applied. This analysis is supported by the Procurement Scorecard.

**Milestone 2:** Set product specific targets based on the capacities and drive of the public authority, e.g. to achieve 20% green electricity by 2010.

**Milestone 3:** Develop an action plan that takes into account the duration

of existing contracts and staff capacities available for implementation.

**Milestone 4:** Implement the action plan in a step by step process in the various administrative units concerned, allowing time for communicating information and consultation.

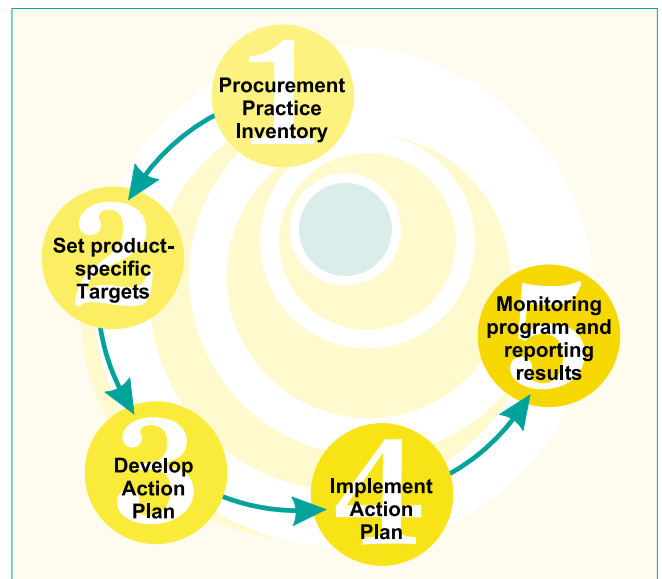
**Milestone 5:** Monitor progress with the help of the Procurement Scorecard and report results both to local public and political representatives as well as to the global community through ICLEI.

The goals and structure of the milestone process allow sustainable procurement to be easily integrated into existing Environmental Management Systems and the Local Agenda 21 process.



Imma Mayol  
Deputy Mayor, City  
of Barcelona, Spain

“Public authorities can lead by example through this campaign – this is a good opportunity for Southern European cities.”



## What are the Benefits of Joining Procura+?

Public authorities that join this campaign will benefit from the following:

- Campaign manual – containing all the information and guidance needed (in printed format) to implement sustainable procurement in a public administration. The manual will also be available on CD-ROM offering the added flexibility of installing it on several computers within the same administration, and

also an automatic update facility for certain chapters providing the latest information developed by ICLEI.

- Advice and support – advice and support from staff working on sustainable procurement from ICLEI’s European Secretariat on issues relating to the campaign, for example, support in finding product information.
- Promotional activities – use of the

Procura<sup>+</sup> logo in publications, letterheads, etc., and the option of ordering a set of promotional adhesives or plates to promote this initiative, e.g. for display on entrance doors to public buildings. Additionally, the decision to join the campaign will be promoted through ICLEI's web site. This will feature the names of all participants, the political decisions taken to join this initiative and display their Procurement Scorecards.

- BIG-Net – access for an unlimited number of employees working for the public authority to the “Buy it green”-Network for Sustainable Procurement Professionals in Europe. This network provides a forum for procurement professionals to share their sustainable purchasing know-how and to broaden their expertise.



Christine Scheel  
Chair of Finance  
Committee, Deutscher  
Bundestag (German  
National Parliament)

“More sustainability for the same money – a convincing concept.”

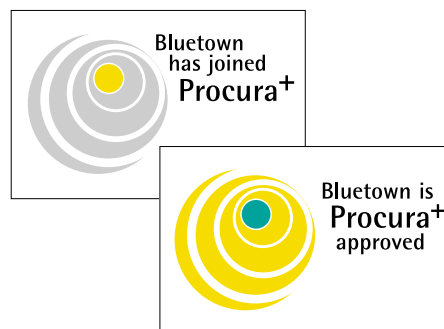
## What Financial Aspects should be Considered?

The most common misconception about sustainable procurement is that it is more costly than conventional procurement. In reality, while some green products indeed cost more, many others have same price and quality as non-green products. Furthermore, savings are made through avoiding unnecessary purchases and

cuts in energy, water and disposal bills. In practice, costs and savings often balance each other. Procura<sup>+</sup> supports this through a price cap of a maximum 10% price increase in single product groups, saving hints, joint procurement schemes and monitoring spending through the procurement scorecard.

## What is a Procura<sup>+</sup> Authority?

Campaign participants can label their authority as a Procura<sup>+</sup> Authority with the slogan “XX Authority has joined Procura<sup>+</sup>”. Authorities who complete the Milestone process and provide information on their achievements to ICLEI's web site will be qualified to use the more advanced logo with the slogan: “Procura<sup>+</sup> approved”.

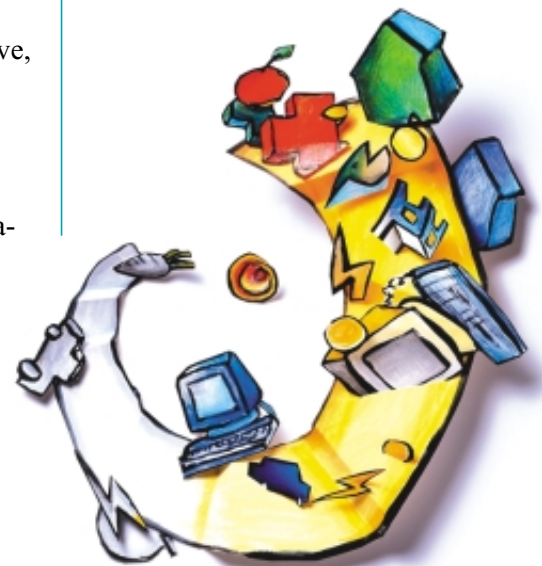


## Steps to Take to Join this Initiative?

Joining Procura<sup>+</sup> requires political commitment. Public authorities can demonstrate this through a decision made by their political body. In some authorities this political decision will result in initiating the implementation process, whilst other authorities may first want to assess the baseline situation (Milestone 1) and use this to pre-

pare the political decision-making process. If you are interested in this initiative, but still have some open queries about joining, the staff at ICLEI would be pleased to contact you personally in order to clarify these (please indicate this on the registration form overleaf).

*“[OECD] Member countries [should] take greater account of environmental considerations in public procurement of products and services (including, but not limited to, consumables, capital goods, infrastructure, construction and public works)”*  
Recommendation by the OECD Council, 31.1.2002





## Knowledge Base for the Campaign: RELIEF Research Project



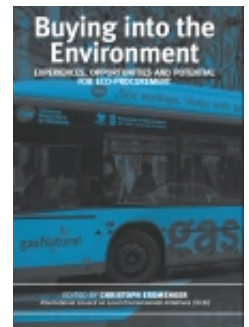
*Margit Vestbjerg,*  
Mayor for Environment  
and Planning, City of  
Kolding, Denmark

“Local politicians from all over Europe can green the market by joining this movement.”

Seven European research institutions and six local authorities carried out the RELIEF research project between 2001–2003 with support from the European Commission. The project calculated the potential environmental benefits of sustainable procurement. Furthermore, it assessed current sustainable procurement practices, the legal background and the effects on innovation as well as the development of a self-evaluation tool to be used to identify hurdles to

implementation in the administration. On this basis, the project identified the products with highest environmental priority and developed key criteria to be used by procurers, which form the basis for Procura<sup>+</sup>, the sustainable procurement campaign.

*RELIEF research results are documented in the book “Buying into the Environment” available at [www.greenleaf-publishing.com](http://www.greenleaf-publishing.com).*



### Please tick one of the following options:

- I would like to register my public authority in Procura<sup>+</sup>. Please send me the necessary documentation.
- I have some additional questions on Procura<sup>+</sup> and would like ICLEI to contact me to answer these.
- I would like to be kept up to date with the development of Procura<sup>+</sup>.

Title .....

First name ..... Last name .....

Organisation (in English please) .....

Street..... Postal Code .....

City..... Country .....

Telephone ..... Fax .....

E-mail .....

Date ..... Signature .....

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