

**COMMITTEE ON SUSTAINABLE ENERGY**

Steering Committee of the Energy Efficiency 21 Project

Ad Hoc Group of Experts on Energy Efficiency Investments for Climate Change Mitigation

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**GreenLabelsPurchase – making a greener procurement**

developed in the framework of the EC Programme: **Intelligent Energy – Europe (IEE)**  
**- SAVE, ALTENER, STEER and Horizontal Key Actions - Type 1 Actions**

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Project acronym: GreenLabelsPurchase

Full title of the Action: **GreenLabelsPurchase – making a greener procurement**

Contract N°:

Duration: 30 month

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## Introduction

The objective of the proposed action is to increase the use of energy labels in the procurement process in public authorities, the tertiary sector and administrations of industry and SMEs by standardised tools for efficient appliances and other relevant products. The project will be implemented within 9 European countries of a consortium of 12 well experienced institutions:

Partic. N°	Participants		Country
1	Berliner Energieagentur*	BE	Germany
2	B.&S.U. Beratungs- und Service-Gesellschaft Umwelt	BSU	Germany
3	O.Ö. Energiesparverband	OÖ ESV	Austria
4	Motiva Oy	MOTIVA	Finland
5	Ente per le Nuove Tecnologie, l'Energia e l'Ambiente	ENEA	Italy
6	Building and Civil Engineering Institute ZRMK	ZRMK	Slovenia
7	Efeko Ltd	Efeko	Finland
8	Centre for Energy Efficiency	EnEffect	Bulgaria
9	Ekodoma	Ekodoma	Latvia
10	Budapest University of Technology and Economics	BUTE	Hungary
11	Krajowa Agencja Poszanowania Energii	KAPE	Poland
12	Centre for Environmental Studies Foundation	CES	Hungary

\*Co-ordinator

## 1. Summary

### Objectives

The objective of the proposed action is to increase the use of energy labels in the procurement process in public authorities, the tertiary sector and administrations of industry and SMEs:

- Raising of awareness and knowledge concerning Energy Labels as a simplifying instrument in public and private procurement departments
- Developing and disseminating standardised tools to support a wider distribution of energy related “greener” procurement procedures
- Identification of main barriers against the implementation of energy related “greener” procurement and target specific actions to overcome them
- Using of energy related “greener” procurement pilot projects as the first step for comprehensive green procurement, and, thus, support of national, regional and European wide green procurement initiatives
- Achieving a broad distribution by focusing on target group unspecific product categories as IT and household appliances, supplemented by more specific categories as standard luminaries, vehicles, building components and systems and green power

The action is accompanied by international and national/regional steering committees. Dissemination activities (internet portals, press releases, expert articles, presentations, workshops and conferences) over the whole project period will guarantee a relevant rise of awareness within the target group.

## 2. Summarised Work Programme

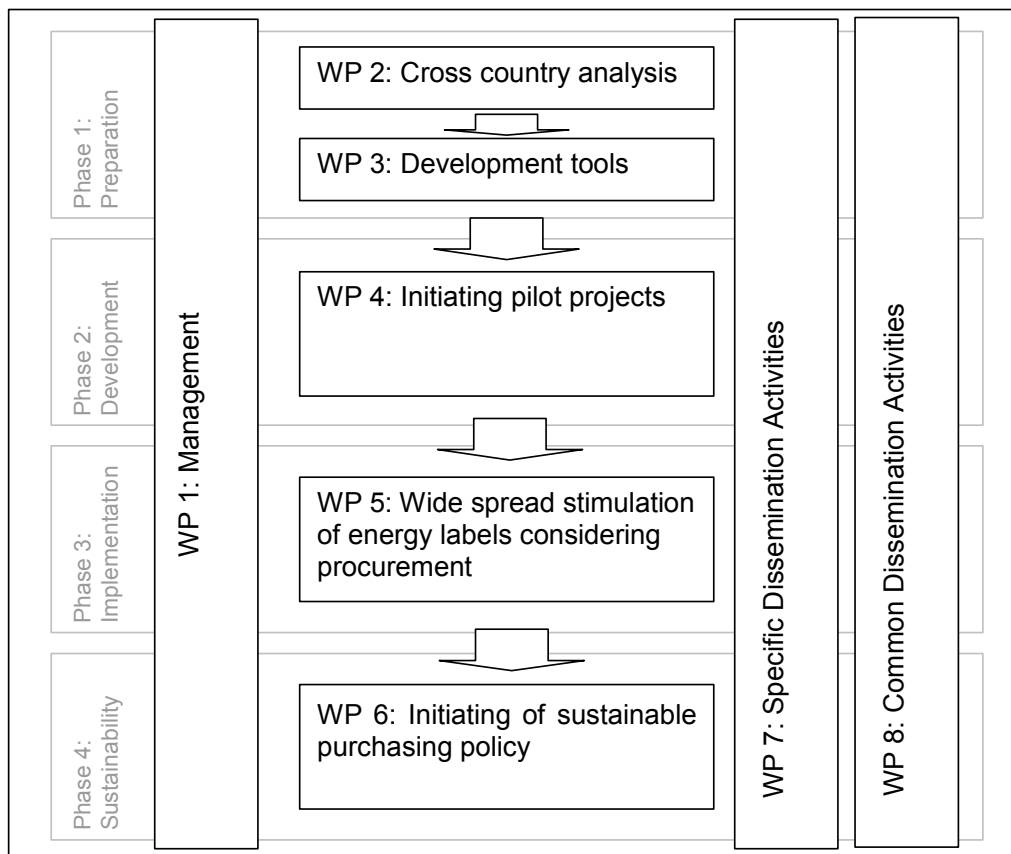
### Overview

The proposed action is separated in the following phases:

1. **Preparation:** the project strategy will be detailed and the main promotion material will be developed
2. **Development:** the strategy will be checked on a selected in general interested target group and conclusions for the further strategy are drawn
3. **Implementation:** in this phase the target group is significantly enlarged and the implementation of a relevant number of procurement projects is aimed at by preparing, supporting and consulting measures
4. **Sustainability:** in this phase the implementation of sustainable purchasing policies on basis of the experiences of the phases before is aimed at.

The following eight Work Packages are foreseen:

1. Common Project Management
2. Cross country analysis of procurement frame work and praxis
3. Development of materials and tools
4. Initiating of pilot procurement projects
5. Wide spread stimulation of energy labels considering procurement
6. Initiating of sustainable purchasing policy
7. Specific Dissemination Activities
8. Common Dissemination Activities



In the first step an analysis of the existing procurement practice in the 9 participating countries will be elaborated. This includes the evaluation of the procurement standards and procedures on the background of the European legislation, the identification of best practice projects, the role of energy labels, the description of national differences and existing obstacles and barriers and possible solutions. The results of this work package will build the basis for the development of the tools, the implementation of best practice projects, the dissemination of the results and the project strategy as a whole. One main aspect of the analysis is also the cross country exchange of the results.

The next step will be the development of tools, which support the integration of energy labels into the procurement procedures in all participating countries. An international project website will be developed, which includes all general information and national/regional sub sites for the country specific aspects of the procurement process. The most relevant tools and information of the project will be available on the European and national websites. The national websites will be available in all languages of the participating countries, to enable the smooth access for all public institutions and private companies from these countries. Moreover tools directly developed for the procurement process, such as purchasing guidelines, calculation tools for the economical comparison of life cycle costs and standard templates for calls for tender will be elaborated. These tools should facilitate the integration of energy labels into the procurement process and thus, a wider dissemination of energy related “greener” procurement. In addition the labels descriptions and materials from the forerunner project “Energy Labels – making a greener choice” will be adapted and made available for the decision makers in the procurement departments.

The developed tools will be used for the implementation of a significant number of pilot projects in selected target groups of the participating countries. The results of the pilot projects will be used for the review and the revision of the elaborated tools. Moreover the results will be disseminated and discussed on international level.

All activities mentioned above will be accompanied by a continuous dissemination process. All tools and information elaborated in the framework of the project will be disseminated to decision makers and procurement experts especially in public authorities, the tertiary sector and administrations in Industry and SMEs. A database of interested contact persons will be elaborated to inform this group regularly with project information by a 6-month-newsletter. In Germany the contacts already made in the forerunner project will be used and extended for the dissemination activities. The dissemination will include mailings, presentations on specific events and conferences, trainings and workshops. The idea is to combine in the project the specific dissemination via best practice projects as multipliers and good examples with a wide spread dissemination.

To secure a lasting approach in the last phase, a sustainable procurement policy will be initiated. Therefore best practice and success factors as identified in the pilot projects and the analysis in the first work package will be discussed in the national/regional and international steering committee. The implementation of sustainable procurement policies will be initiated with PR activities, workshops as well as with an individual approach of selected target groups.

### **Fields of Application**

The main fields of the proposed actions are efficient appliances (each partner will decide the national/regional focuses according to the discussion with the national/regional steering group):

- Information Technologies (IT) including PCs, monitors, printers, fax machines etc. (as defined in the European Energy Star Programme)
- Household appliances purchased e.g. by housing companies, purchasing groups or gas/electricity utilities (as defined in the EU label directive).

These focus areas are completed by the following fields, for which an adequate manner also energy labels exist, so that the general procedure of the main focus can be extended to totally other product groups:

- Lighting products where an energy or quality labels exists (mainly energy saving bulbs)
- Efficient clean vehicles for public and private fleets
- Building components (such as windows) and systems (such as heating and cooling systems)
- Green Power (generated from Renewable Energy Sources).

### **3. Outcomes**

#### **Expected Results**

With the proposed actions the given target groups should get the possibility to organise the own purchase for efficient products with simple and in the developed guidelines given steps. The prepared calculation tools should provide a standardized basic for every purchase procedure for selected relevant products: IT, household appliances, standard luminaries, vehicles, building components and systems and green power. Therefore it would be easier and less expensive to purchase efficient and/or ecological products.

The guidelines are also important to demonstrate how to overcome the restraints. In several pilot projects the developed tools and guidelines will be tested in real working processes and will be adopted on basis of the experiences.

The following products and direct outcomes are expected:

- Cross-country analysis of procurement standards and existing barriers for the integration of energy labels in the procurement process
- Procurement tools, which aim at a standardised implementation of green procurement based on energy label criteria, are developed and disseminated for IT, household appliances, standard luminaries, vehicles, building components and systems and green power
- International and national/regional websites providing background, actual information and developed tools
- pilot projects of energy related “green” procurement are developed to promote them in the proposed action
- decision makers are informed to prepare the implementation of the developed project strategy
- decision makers are informed to prepare the implementation of sustainable procurement policies
- A relevant rise of awareness at key actors and in the target group to achieve a long lasting effect by presentations, press releases and expert articles
- Recommendations for a sustainable procurement policy.

#### **Potential impacts of the action**

The central strategic impact is the increase of the share of energy efficient procurement procedures on European level. The implementation of the pilot projects, the dissemination of the tools and information and the support of local, regional, national and European wide initiatives for Greener public procurement will support the implementation of energy efficient procurement procedures in a

higher share of administrations and for a higher share of purchases. This will lead to a higher market impact and therefore support the production and the use of energy efficient goods and services and create new international market opportunities. The national and European labelling schemes will be supported by enhancing the demand for labelled goods. The project therefore contributes to the reduction of CO<sub>2</sub> emissions by reducing the purchase of energy inefficient goods and services especially in the tertiary sector, where the energy consumption has increased in the last years. On the economic side this means a decrease of the expenditures of public authorities and an enhancement of the competitiveness of European companies as intended in the Central Policy Area - 6: "Facilitate innovation, the uptake of ICT and the sustainable use of resources of the Lisbon strategy".

The results of the project will be disseminated on European level, also to countries which do not participate in the project by international conferences and through the Internet portal. There is a high potential of transferability because the project results and tools will be developed on the basis of European legislation, directives and initiatives and therefore apply for all European Member states.

#### **4. Target Groups and Key Actors**

The direct target group for the project are:

- Purchasers in public authorities (ministries, municipalities, public enterprises)
- Purchasers in enterprises especially in the tertiary sector and in administrations in industry and SMEs
- Wholesalers and purchasing groups of single consumers through respective Associations
- Political decision makers on national, regional and local level for the introduction of sustainable procurement policies

The know-how-transfer from old to new Member States will be guaranteed by:

- the composition of the consortium, in which 4 old Members States works together with 5 new Member States. The high numbers of project meetings and the strongly linkage to generate the tools and outcomes guarantee an intensive know-how-transfer to an exemplarily and typical selection of new member states;
- it is planned to cooperate with networks of multipliers (i.e. energy agencies: FEDERANE) and municipalities (i.e. ICLEI, climate alliance) to disseminate the project outcomes beyond the direct involved countries and also to the other new member states;
- every partner has direct contacts to key actors in several new member states and will inform them with the six-monthly newsletter. These contacts will be invited to the international conference.

Since purchasers often accept green procurement with reservation, it is significant to involve relevant and open-minded key actors, as:

- Political decision makers on national, regional and local level
- Environmental agents in public authorities and enterprises
- Associations of municipalities – general and environmental aware ones
- Associations of tertiary sector, chamber of industry and commerce,
- Associations of general awareness, consumers associations, environment associations
- National Authorities in charge of legislation about energy services
- Gas/energy utilities.