

GREEN LABELS PURCHASE making a greener procurement with energy labels

Project Description and Work Programme

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UN/ECE – Steering Committee of the Energy Efficiency 21 Project, Geneva, 29-30 May 2006

Project summary

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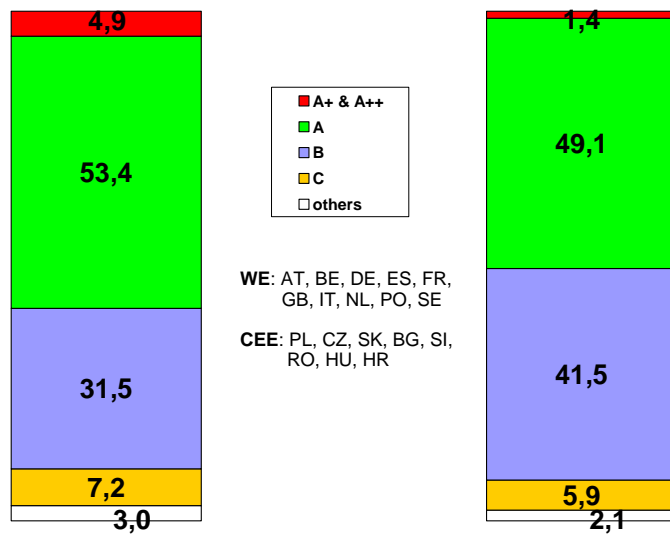
- Promoting programme: European Commission, DG TREN «EIE - Intelligent Energy Europe», SAVE actions
- Involved countries: Austria, Bulgaria, Germany, Finland, Hungary, Italy, Latvia, Poland, Slovenia
- Project leader: Berliner Energieagentur (DE)
- Starting date: January 2006
- Duration: 30 months
- EC financing inputs: 500.521,00 €
- Co-financing partner inputs: 500.819,00 €

Project partners



- Berliner Energieagentur (DE)
- O.Ö. ENV (AT)
- EnEFFECT (BG)
- B&SU (DE)
- EFEKO (FIN)
- MOTIVA (FIN)
- BUTE (HU)
- CES (HU)
- ENEA (IT)
- EKODOMA (LT)
- KAPE (PL)
- ZRMK (SL)

Sales of refrigerators by energy class in 2004 (%)

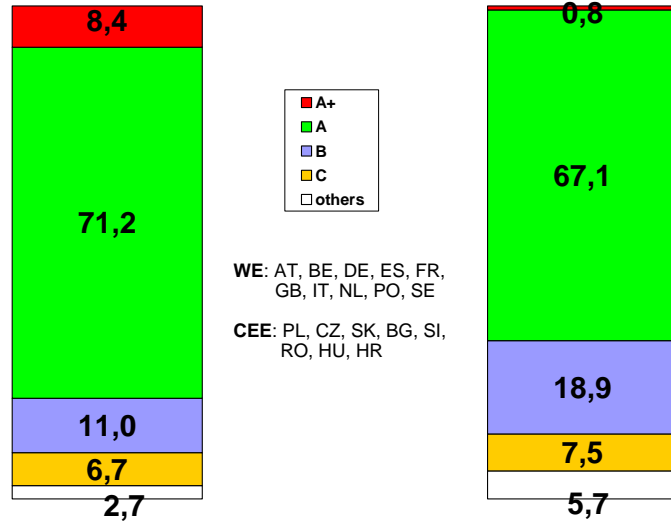


source: GfK

Project background

(2/4) **ENEA**

Sales of washing machines by energy class in 2004 (%)



source: GfK

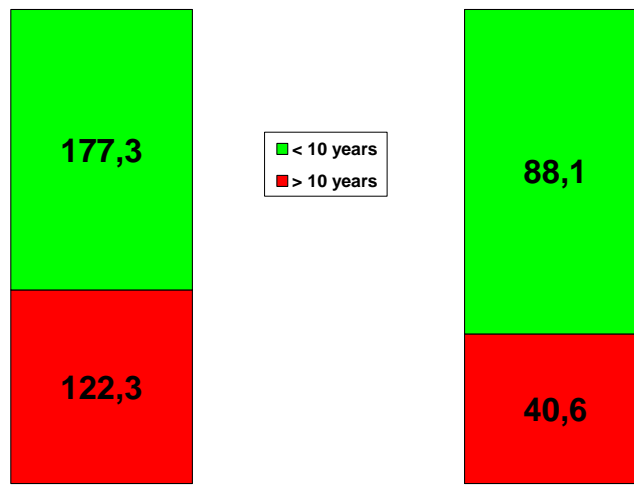
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Project background

(3/4) **ENEA**

Age of installed household appliances in EU25



Refrigerators and freezers (units x 10³)

Washing machines

source: CECEC

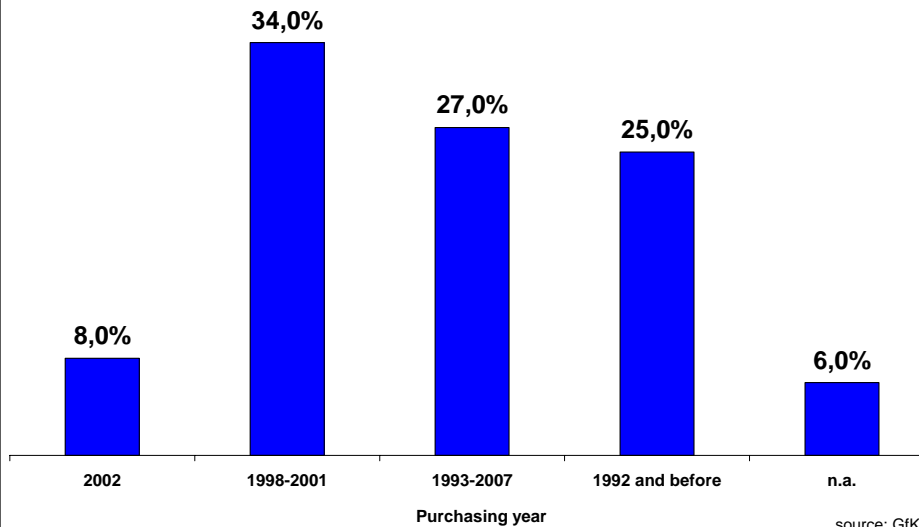
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Project background

(4/4) ENEA

Age of installed washing machines in Europe (WE9)



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source: GfK

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Project goals

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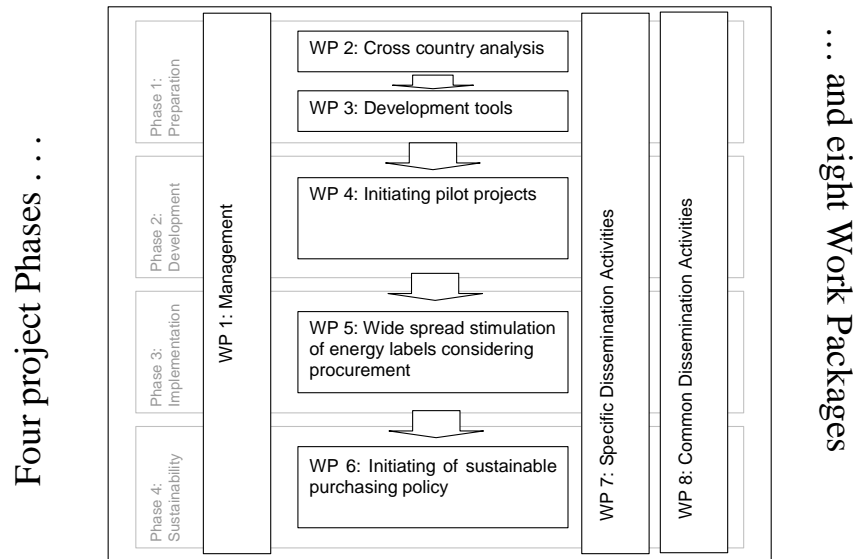
- Raising of awareness and knowledge about **Energy Labels** as a simplifying instrument in public and private purchasing procurement of eco-efficient products and services
- Developing and disseminating standardised tools to support a wider distribution of **energy related “greener” procurement procedures**
- Identification of main **barriers** against energy related “greener” procurement actions and of specific **actions** to overcome them
- Using of energy related “greener” procurement pilot projects as the first step for a **comprehensive EU green procurement** and to support already existing initiatives

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Project structure

(1/2)



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Project structure

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- **Phase 1 - Preparation:** the project strategy is detailed, the country analysis and main promotion material and supporting tools are developed
- **Phase 2 - Development:** the strategy is tested through selected pilot projects with a restricted group of interested stakeholders and conclusions for the further strategy are drawn
- **Phase 3 - Implementation:** the target group is significantly enlarged and the implementation of a relevant number of procurement projects is aimed at, supported by information and consulting actions
- **Phase 4 - Sustainability:** the implementation of a EU sustainable purchasing policy is aimed at, on the basis of the achieved results and experience

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Project fields of application



- The main focus areas are **efficient appliances**:
 - Information Technologies: 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 energy labelling directive)
- Complemented by more **specific products & services**:
 - Lighting products, where energy/quality labels do exist (mainly energy saving lamps)
 - Efficient clean vehicles, for public and private fleets
 - Building components (such as windows) and systems (such as heating and cooling systems)
 - Green Power (from Renewable Energy Sources)

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Project target groups



The main **target groups** for the project are:

- Purchasers in Public Authorities: ministries, municipalities, public enterprises
- Purchasers in private enterprises, especially in the tertiary sector and in the administration department of industry and SMEs
- Wholesalers and purchasing groups of consumers, through relevant Associations
- Political decision makers on national, regional and local level for the introduction of a sustainable procurement policy

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