



Green Public Procurement: an industry perspective
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Green Public Procurement: a definition

*“Green Public Procurement is the approach by which public authorities integrate **environmental criteria** into all stages of their procurement process, thus **encouraging the spread of environmental technologies** and the development of **environmentally sound products**, by seeking and choosing outcomes and solutions that have the **least possible impact on the environment** throughout their whole life-cycle”*



Green public procurement: focus on paper

- Other products
 - Focus on the environmental impacts in the use phase (energy consumption, waste/end of life stage)
- Paper products
 - Focus the origin and sustainability of the raw material and on the production stages



Green public procurement: 4 dimensions

- Policy dimension
- Legal dimension
- Market dimension
- Technical dimension

These dimensions need to be addressed together, in an integrated manner



Policy Dimension

- EU Directive 2004/18/EC
- EU Handbook “Buying Green”
- Forthcoming Communication on GPP in 2007
- National Public Procurement orientations and policies

Unclarity in the EU legislation and differing national approaches create uncertainty for the economic operators



Legal Dimension

Legal unclarity:

- Aren't the national implementation policies resulting in material discrimination ?
- Is it legal to include raw material requirements for paper products?
- Are requirements for forest certification compatible with the EU regulatory context and the Directive on public procurement?
- What are the rules governing the use of ecolabel criteria?
- Is it still Green public procurement to require for social criteria besides environmental criteria?
- Are the national implementation rules compatible with global trade provisions?





Market Dimension



- Can differing approaches give some competitive advantage?
- How can marketing departments adapt if the rules are changing?
- How can the rules of the EU be perceived by international companies? Are they WTO compatible?

Public procurement options have to be assessed against their market implications



Technical Dimension



Technical issues of concern for the paper industry:

- Do we need a harmonized set of environmental requirements?
- In case forest certification would be a valid requirement, should we have an harmonized assessment of forest certification schemes?
- How to clarify between recycling and recyclability and recycled content, so that they are not misused?
- How can the renewability of our products be recognized, compared to other raw materials?
- Are the same requirements applicable to all wood usages in public procurement? What about green energy from biomass?
- Are social criteria's inclusion complying the Regulations, and, if so, how can they be addressed?



To conclude: industry recommendations



- The need for equal treatment of materials
- The need for a European approach, with clear criteria for paper products.
- The need for clarity on the legal boundaries of GPP on the different legal issues.
- The need for a European standpoint on forest certification, PEFC and FSC, in the fair competition we wish for.
- The need for the same sustainability requirements for wood as a source for energy and a source for paper products, to secure a level playing field.
- The need to focus on a level playing field on the trade side: equal treatment for paper production for paper coming from countries outside the EU.

