



10.30 – 11.15: Ecolabelled procurement from policy to practice / CSR
consultant Alexandra T. de Leeneer, City of Copenhagen



Ecolabel policy



- Political agreement to enhance the procurement of eco-labelled products and services from October 2017
- Goal to push for high environmental standards through tender requirements and market engagement
- Ensuring monitor and control of environmental standards throughout the supply chain

Categorizing the procurement based on the availability in the market

Category 1-4			
Category 1	Category 2	Category 3	Category 4
<i>Many</i> ecolabelled products in the market	<i>More</i> ecolabelled products in the market	<i>Few</i> ecolabelled products in the market	<i>No</i> ecolabelled products in the market
Minimum requirements	Minimum requirements or award criteria*	Evt. award criteria*	Evt. award criteria*
Examples: Diapers Cleaning supplies Hygienic products Office furniture	Examples: Office supplies Cotton wear Matrasses Window cleaning	Examples: Disposable service Toy Dry clean services Shoes and other footwear	Examples: IT Appliances
	*Based on the availability in the market	*Based on the availability in the market	*Based on the availability in the market

Market engagement



- Active market engagement on 2 product categories a year, to move the market in a more sustainable direction
- Close cooperation between the city of Copenhagen and Ecolabeling Denmark and the Danish Central Procurement Agency (SKI)
- Initial pre-meetings with largest suppliers
- Yearly event for suppliers, producers, municipalities, government authorities and Ecolabelling Denmark to learn about and discuss possibilities for producing and demanding more ecolabelled products.



Declaration of interest

Copenhagen, September 2019

Dear Procurement Managers

Together we can make a huge difference towards a green transformation. Being responsible for public procurement we face both challenges and opportunities that can pave the way for a more sustainable future. I hope therefore that your organisation will support our initiative towards more environmentally certified products by completing the form attached with this mail and returning it to us by Friday 31 October.

In Denmark today, between 60 and 80% of all environmental and climatic impact is a result of our consumption. This also applies to the public sector, where annual purchasing equates to some \$10 mill. Danish kroner. This is why transforming public sector purchasing to greater support the green transition has also been included in the agreement the Danish government has entered with its support partners and in the framework agreements for a new government.

But green procurement requires green alternatives being available. This is why the City of Copenhagen has initiated a market engagement campaign, which aims to have more light work clothing and office supplies licensed by the Nordic Swan Ecolabel or the FSC label in future public sector procurement agreements.

Stronger together

Suppliers often cover the entire Nordic or recognised and used across all Nordic or ask the largest municipalities in Norway easy. Press reply to this message and

The City of Copenhagen had great concern concerning toys and office furniture engagement. And by sending a or solutions. There are now more r environment and the Earth's m

This year's market engagement to November and will also be welcome to attend. The m products. Our initiative is Public Purchasing).

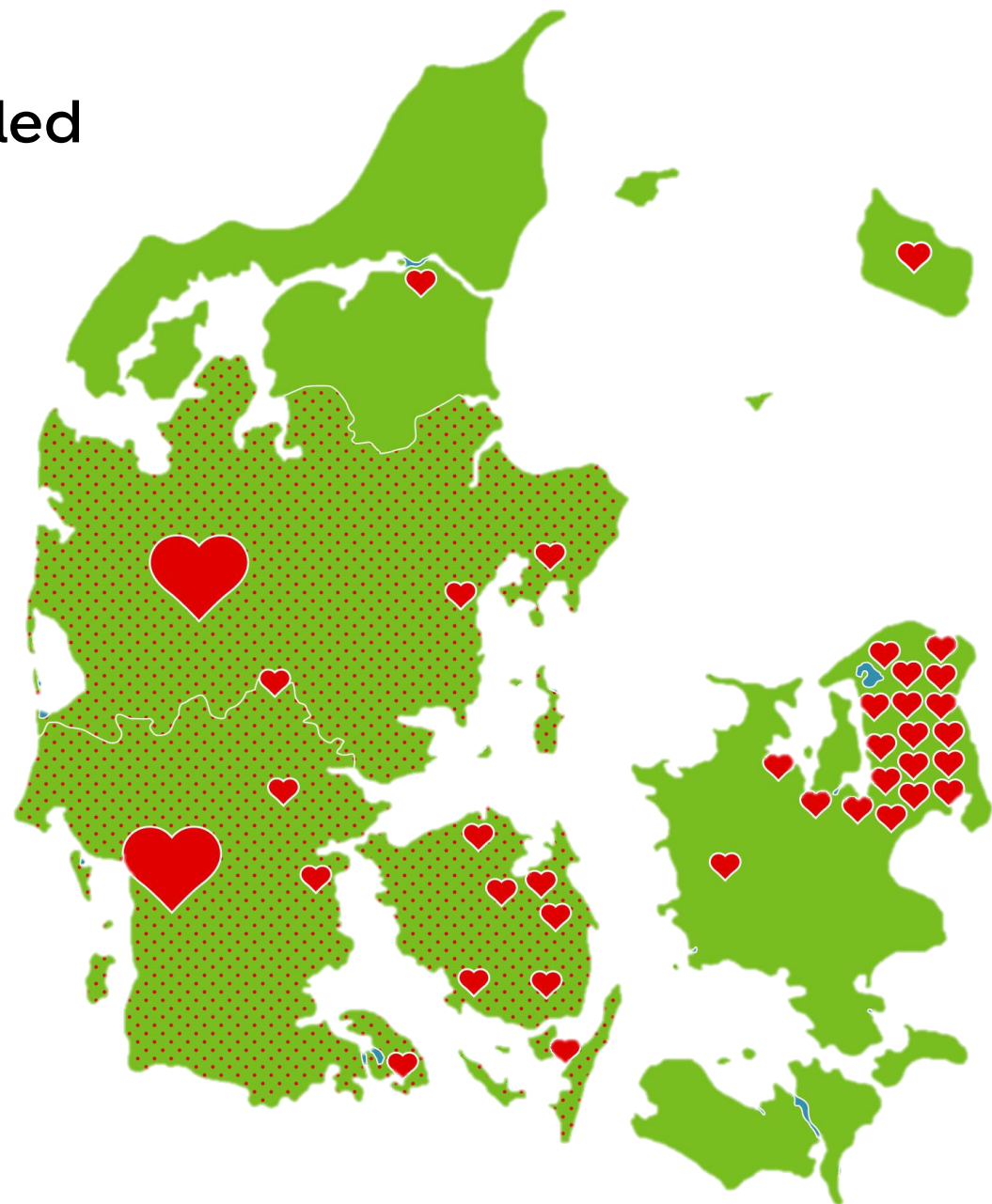
What is in it for you? By filling out the declaration of interest you will be able to see the results of the project.

Beyond that, you

Declaration of interest	
Name of Council:	
Contact person in organisation:	
Name:	
Position:	
e-mail	
telephone	
Declaration of interest is for	
Ecolabelled light work clothing:	
Expected annual purchasing total of work clothing - estimate? (if available)	Yes/no?
Declaration of interest is for	
Ecolabelled office supplies, sheet paper and school articles:	
Expected annual purchasing total for office supplies- estimate? (if available)	Yes/no?

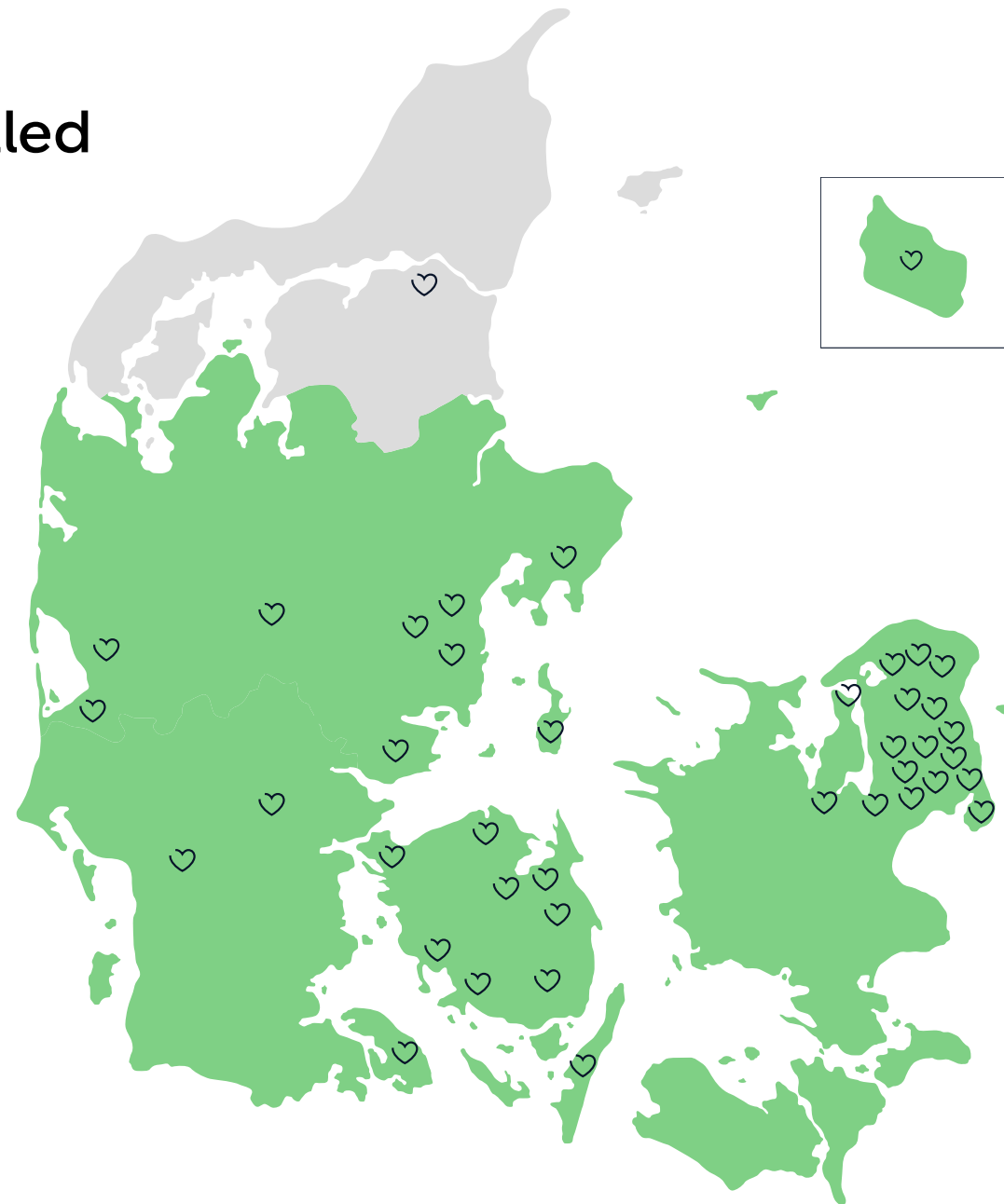
2018: support for demanding eco-labelled
toys and office furniture

36
cities



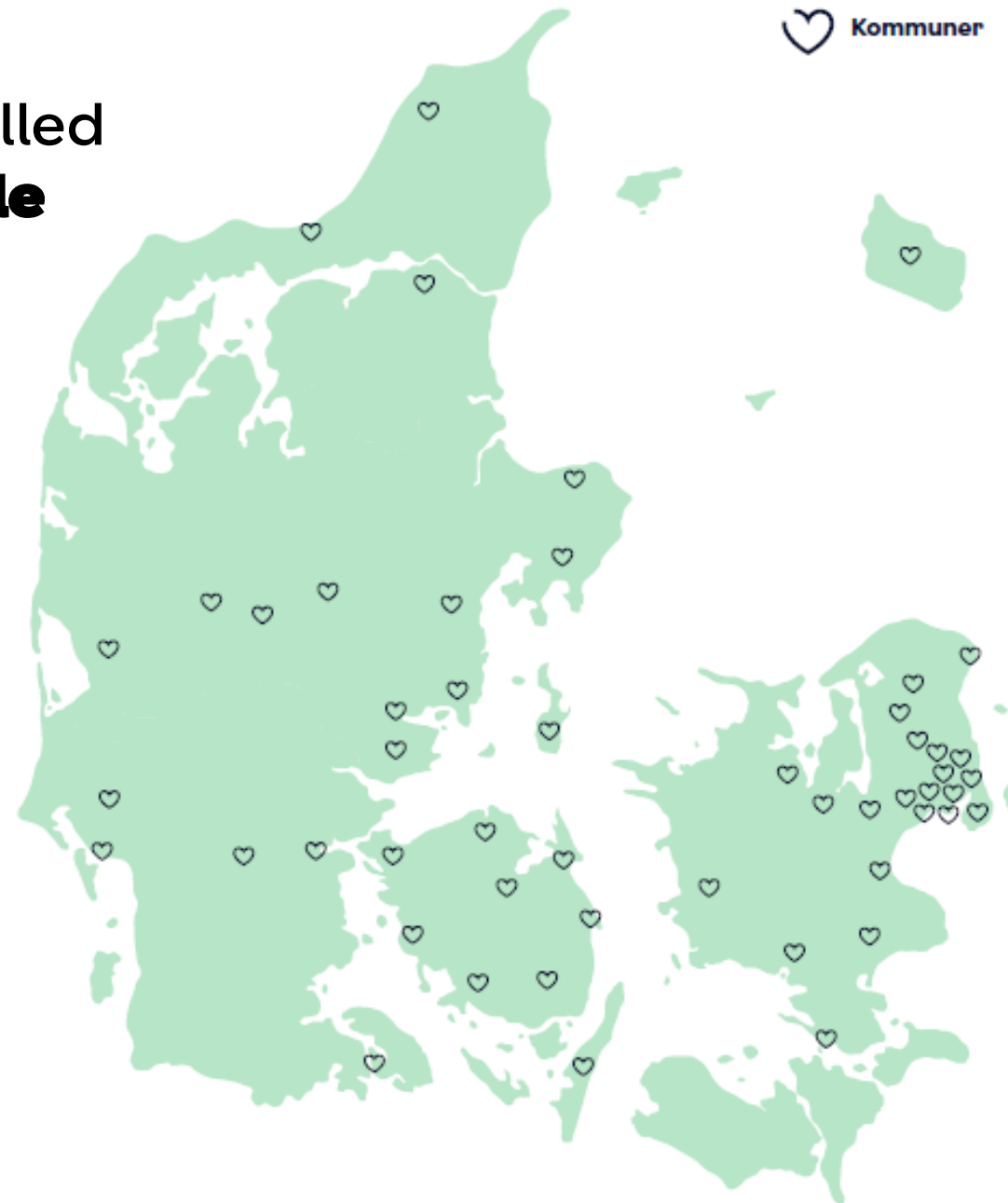
2019: support for demanding eco-labelled **Work wear and office supplies**

40
cities



2020: support for demanding eco-labelled
Children furniture, supplies and textile

51
cities



Evaluation

- Survey evaluations for participants of the market dialogue event
- Yearly status and report of the work to the political members of the Finance Committee
 - Update on the categories
 - Announce the procurement areas for market dialogue for the upcoming year



Achievements



- **Environment**
 - Reusing leftover cutting waste: case from toy supplier
 - Traceable wood from legal forestry and certified sustainable forestry
- **Price**
 - Significant procurement volume → sustainable goods and services move more easily from being niche to available products → possible price reductions
 - Example: organic food
- **Innovation**
 - Quick market adaption when requirements are clear, and the purchasing volume is sufficiently large
 - Today, more than 75 furniture companies supply ecolabelled furniture in the Danish market. That is an increase of 163 % compared to 2016

Potentials and challenges



Up-scaling nationally and internationally



Balance of setting ambitious goals and market readiness



Questions?



A photograph of a modern glass skyscraper with a curved walkway and people cycling. The building has a grid-like facade of windows. In the foreground, a curved walkway with a metal railing runs along a body of water. Several people are cycling on the path, including a child in a yellow shirt and a man in a white shirt. The sky is blue with some clouds.

Thank you!

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