



Promoting ecolabels through procurement

Chief consultant Rikke Dreyer
Ecolabelling Denmark

Welcome to Ecolabelling Denmark

- **The Nordic Swan Ecolabel – the official ecolabel in the Nordics**

- Founded by the Nordic Council of Ministers in 1989 – Denmark joined in 1997
- Used primarily in the Nordic countries
- Follows ISO14024



- **The EU Ecolabel – the official ecolabel in EU**

- Established by the EU Commission in 1992
- Used throughout Europe
- Follows ISO14024



- **Ecolabelling Denmark**

- Appointed by the Environmental Protection Agency to administrate and develop the official ecolabels
- Independent part of Danish Standards Foundation

Tasks

- Handling Ecolabel applications
- Monitoring and observing the market
- Marketing and guidance on the ecolabels
- Participation in development of criteria in the Nordics and internationally

Ecolabelling Denmark's green procurement initiatives

- Toolbox for professional procurers
- Network for Sustainable Procurement
- Promoting ecolabels to public and private procurers
 - Seminars/conferences
 - BtB-newsletter
 - LinkedIn/twitter
 - Ecolabel check of the call-for-tender-plan

Hent gode råd og inspiration til at gøre indkøbene i jeres virksomhed grønnere

Svanemærket og EU-Blomsten gør det let at være grøn indkøber og enkelt at vælge blandt de miljømæssigt bedste produkter. Mærkerne stiller klare og transparente krav til miljøhensyn og til dokumentation til fordel for både indkøbere og leverandører.

Her på siden kan I hente værktøjer, idéer og inspiration til at komme i gang med miljømærkede indkøb i private og offentlige virksomheder.



Network for Sustainable Procurement

- Network of companies working with green procurement, which often represents a major part of the companies' environmental impact
- Ecolabelling Denmark uses the network to help members find companies with ecolabelled products/services
- Boosting demand for ecolabelled products and services within the members' indirect procurement activities will make it easier for the members to achieve their own environmental targets



Network for Sustainable Procurement

- Members are committed to
 - Ensure growth in the proportion of ecolabelled purchases from year to year
 - Include the official ecolabels in their procurement policy
 - Annually report their ecolabelled indirect purchases within 10 specific product areas
 - Participate in three annual meetings
- Total reported procurement in 2018: 16 million EUR
- Greatest success stories: cleaning services, window cleaning and furniture

The annual reporting covers

- Hotel and conference
- Cleaning services
- Canteens
- Computers (to be changed)
- Furniture
- Office Machines
- Office supplies
- Printed matter
- Textiles
- Laundry service

Public procurement and ecolabels – history timeline

- **January 2016:** The Danish public procurement law comes into force
- **January 2016:** Ecolabelling Denmark publishes guidance on the use of ecolabelling in tenders
- **Spring 2016:** Two seminars on the Procurement law and ecolabels were held
- **October 2016:** Questionnaire to state, region and municipality as well as licensees regarding the use of ecolabels in tenders and knowledge of the new possibilities to require labels
- **June 2018:** A new impact measurement is carried out
 - More than 9 out of 10 Danish purchasers (91%) know that the Procurement Act allows for the requirement of ecolabels



The City of Copenhagen and ecolabels

- **December 2016:** A member of the Copenhagen Citizens' Representation proposes that the municipality adopt a policy on ecolabelled procurement
- **Primo 2017:** Internal Working group (financial and environment department)
- **2017 (October 12):** Recommendation enacted on the meeting in the City Council
- **2018:** Implementation of recommendation
- **Ultimo 2018:** the first annual reporting to the Finance Committee



Policy for Ecolabelled Procurement in the City of Copenhagen

- The City of Copenhagen will buy products and services certified with the Nordic Swan Ecolabel or the EU Ecolabel, within 26 selected categories with an annual expenditure of 40 million EUR.
- The City of Copenhagen and Ecolabelling Denmark will, with assistance from the Danish national procurement body (SKI), engage in a market dialogue aiming to increase the supply of ecolabelled products within selected areas.
- These market engagement efforts target two to four focus areas each year, starting with toys and office furniture in 2018



Ecolabelling
Denmark





GPP initiatives in Denmark

Chief consultant Rikke Dreyer
Ecolabelling Denmark

Main GPP initiatives in Denmark

- The Sustainable Procurement Forum
- The Partnership for Green Public Procurement
- The Responsible Buyer – web portal
- **NEW!** Governmental strategy for Green Public Procurement



The Sustainable Procurement Forum



Works to promote sustainable procurement through knowledge sharing, networking, communication and visibility

- A steering committee across sectors and industries
- Working groups with representatives of purchasers, suppliers, consultants, NGO's and trade associations etc.
- Members (> 1100) – free of charge
- Secretariat (The Danish EPA)
- Funded by the Ministry of Environment and Food



The Sustainable Procurement Forum

- Working groups

→ Transportation

→ Construction

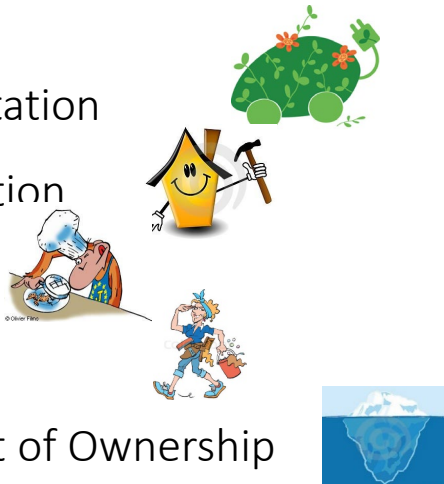
→ Food

→ Cleaning

→ Total Cost of Ownership

→ Resource efficiency and
circular economy

→ Circular economy



→ Documentation of environmental
requirements

→ Market Dialogue

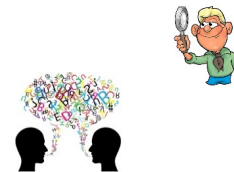
→ Market dialogue and innovation

→ Green areas maintenance

→ Food

→ Sustainable Development Goals

→ Plastic



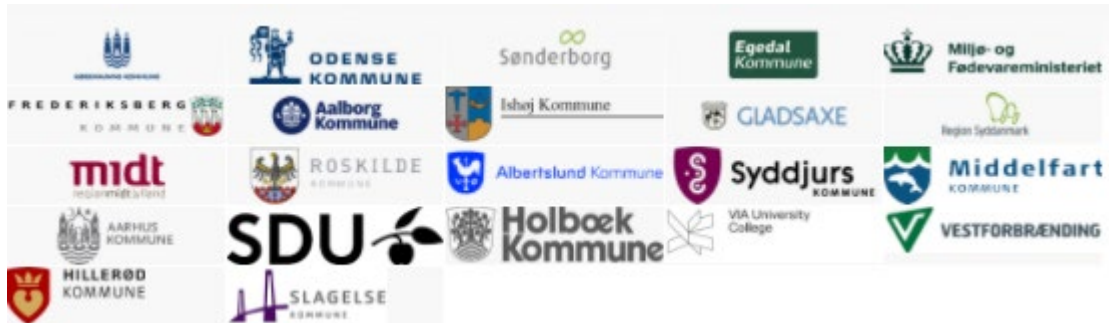
The Partnership for Green Public Procurement

The partnership has 22 members and represents approximately 20 % of the total public procurement volume in Denmark

The Partnership is voluntary and free of charge - but binding

Commitments

- Green procurement policy
- Follow specific green procurement goals
- Implement green elements in the procurement



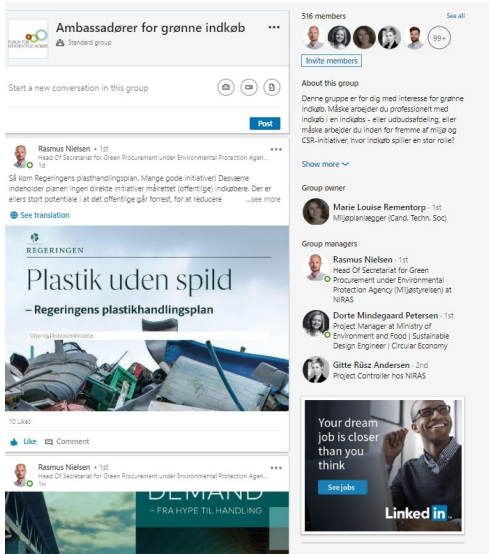
The Sustainable Procurement Forum & the Partnership for Green Public Procurement

Newsletter

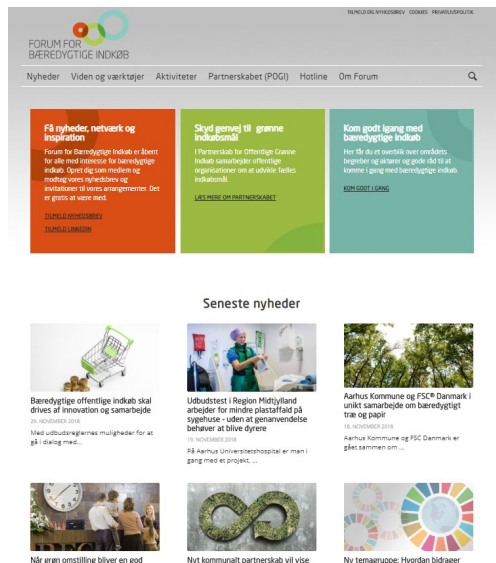
Events



LinkedIn

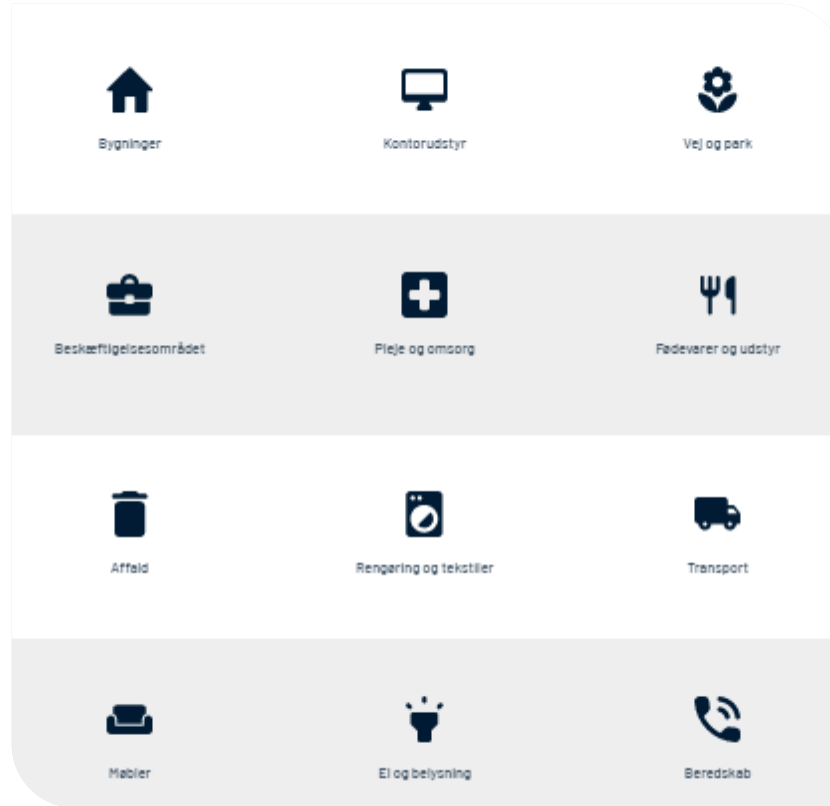


Homepage



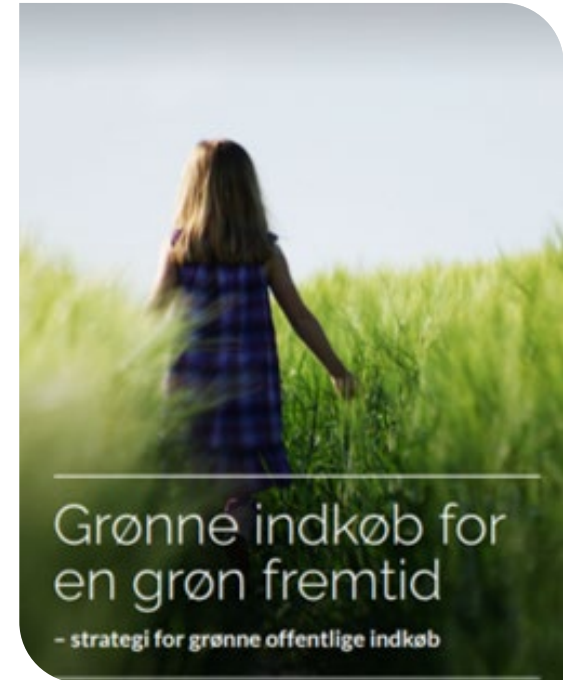
The Responsible Buyer – web portal

- Webpage with GPP criteria and guidance within 18 product categories
- EU GPP criteria and national guides
- Usable directly in tender material
- www.csr-indkob.dk



Government strategy for Green Public Procurement

- The Danish government has launched a strategy for green procurement
- The strategy sets goals for **ecolabelled procurement** and for the use of **TCO calculators**
- By 2030, all government procurement must - where possible - be certified with the Nordic Swan Ecolabel or the EU Ecolabel
- It will be mandatory to use total cost (TCO) in government procurement,
- Status: the strategy is to be negotiated in the Danish parliament



Plan for ecolabelled procurement

- 4 areas have been selected where the state starts by buying eco-labeled products:
 - Paper towels, toilet paper
 - detergents
 - copy paper and printed matter
 - soap and hygiene products
- The list of areas will expand year by year



TCO Tool and Guidance

- [Introduction](#) to TCO tools
- Computers:
 - [Computers TCO tools](#) and [Computers guidance](#)
- Self-serving machines:
 - [Self-serving machines TCO tools](#) and [Self-serving machines guidance](#)
- Bulbs and lighting systems:
 - [Bulbs and lighting systems TCO tools](#) and [Bulbs and lighting systems guidance](#)
- Office IT equipment:
 - [Office IT equipment TCO tools](#) and [Office IT equipment guidance](#)
- Refrigerators and freezers:
 - [Refrigerators and freezers TCO tools](#) and [Refrigerators and freezers guidance](#)
- Bidet toilet seats:
 - [Bidet toilet seats TCO tools](#) and [Bidet toilet seats guidance](#)



Thank you!

Visit us at
www.ecolabel.dk

