



**EcoAdvance**  
SUSTAINABLE PUBLIC PROCUREMENT AND LABELING

# Ecolabels and SPP Mutually reinforcing tools

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On behalf of:



of the Federal Republic of Germany



# A-The transforming power of consumption

## 1- Why is SPP important?



- There is no choice!



Convention on  
Biological Diversity



Paris  
Climate  
Agreement

- SPP can potentially play an important role (13% of GDP in OECD) in progressing towards the SDGs and other global commitments : Paris agreement and Convention on Biological Diversity



- Cost efficient regarding Life cycle costing

## B. Environmental labels, what difference?



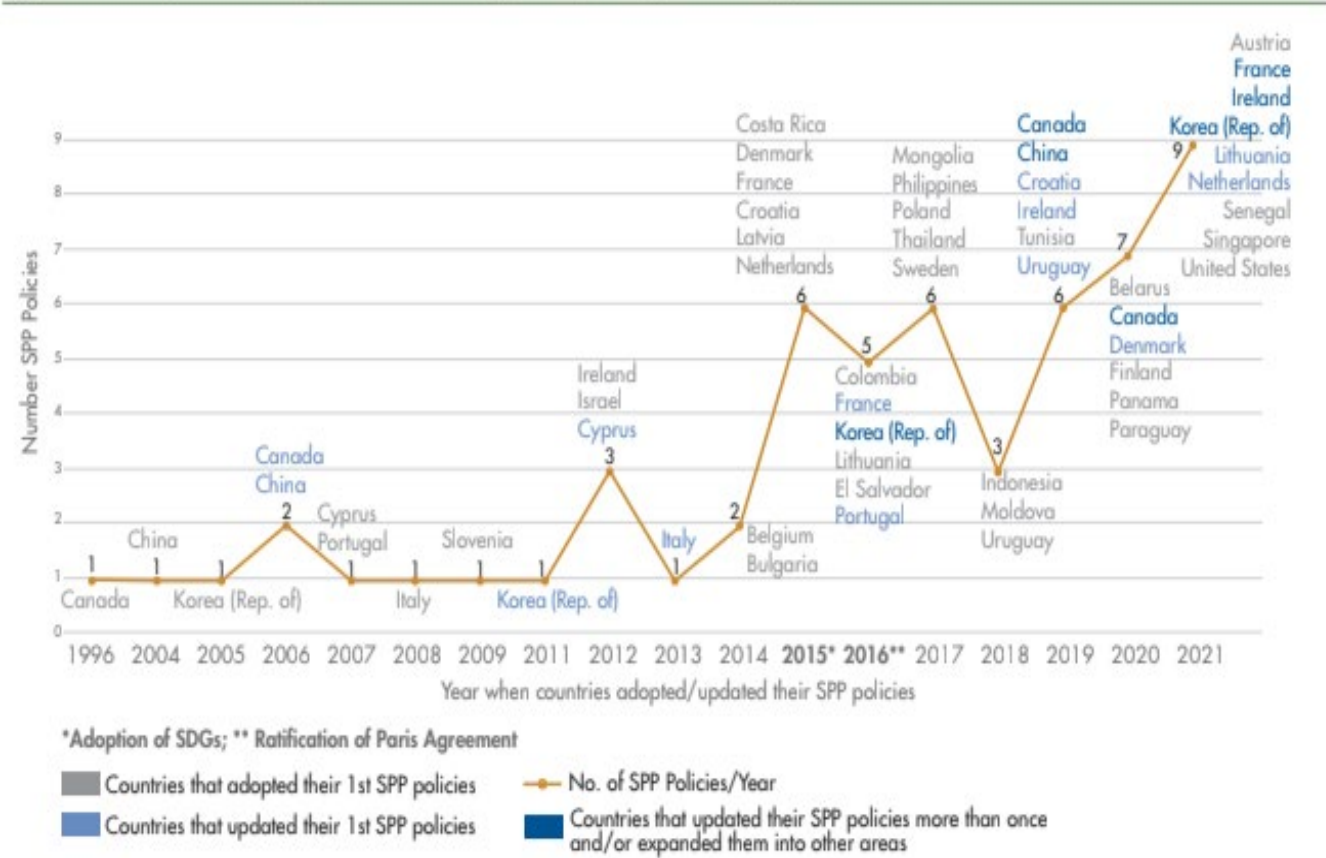
	<u>Ecolabel</u> Type I	<u>Certification scheme or sustainability label</u> Type I-like	<u>Self-declaration</u> Type II	<u>Environmental product declaration</u> Type III
ISO reference	ISO 14024		ISO 14021	ISO 14025
Third party-verified	✓	✓	Not required but recommended	✓
Life cycle-based	✓	✓	Rarely	Typically
Environmental focus	Full set of environmental (and social) criteria	Specific environmental impact	Specific environmental impact	Overall impact (often shown as matrix)
Comparability between products possible	Sometimes	Sometimes	---	Typically
Communication method	Seal or label	Seal or label	Declaration, sometimes with seal or graphical element	Environmental product declaration
Type of communication	Business-to-consumer	Business-to-consumer	Business-to-consumer	Business-to-business

# Main findings of SPP global review report, 2023



## 1. Sustainable procurement is building momentum

Figure i. Adoption of SP policies among participating national governments



Source: 2017 SPP Global Review and 2021 SPP Global Review National Government Questionnaire.

# Main findings of SPP global review report, 2023

## 2. Sustainable procurement can hit multiple targets



The **socio-economic dimension** is gaining prominence, with a focus on the promotion of SMEs, groups at risk and technology development.



**Socio-Economic Enterprises**



Policies and strategies that relate to the **environment** were still the most frequent

### 3. Sustainable procurement practices are now more deeply embedded



- **Product prioritization** and the development of tools, such as **sustainability criteria or guidelines**, continue to be **critical activities** and have been highlighted by national governments as key drivers for SP implementation.



- Most national governments (62%) reported having developed criteria or guidelines for at least one or more prioritized products/service categories. And **half** indicated **mandatory application** of these criteria/guidelines.

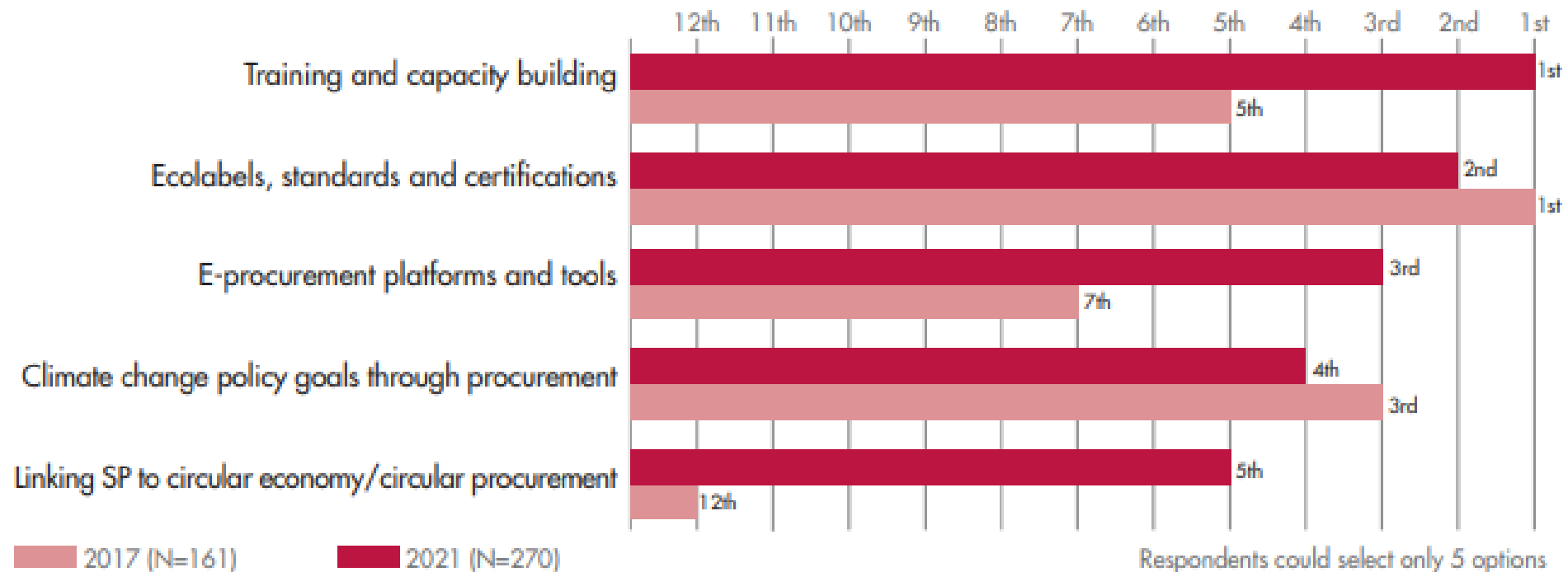


- Prioritized product and service categories for SP are beginning to **extend beyond the 'low-hanging fruit'** of common-use categories.

# 4- How to leverage SPP?



**Figure 2.25. Emerging SP topics, strategies and activities according to survey respondents ranking, 2017 and 2021**

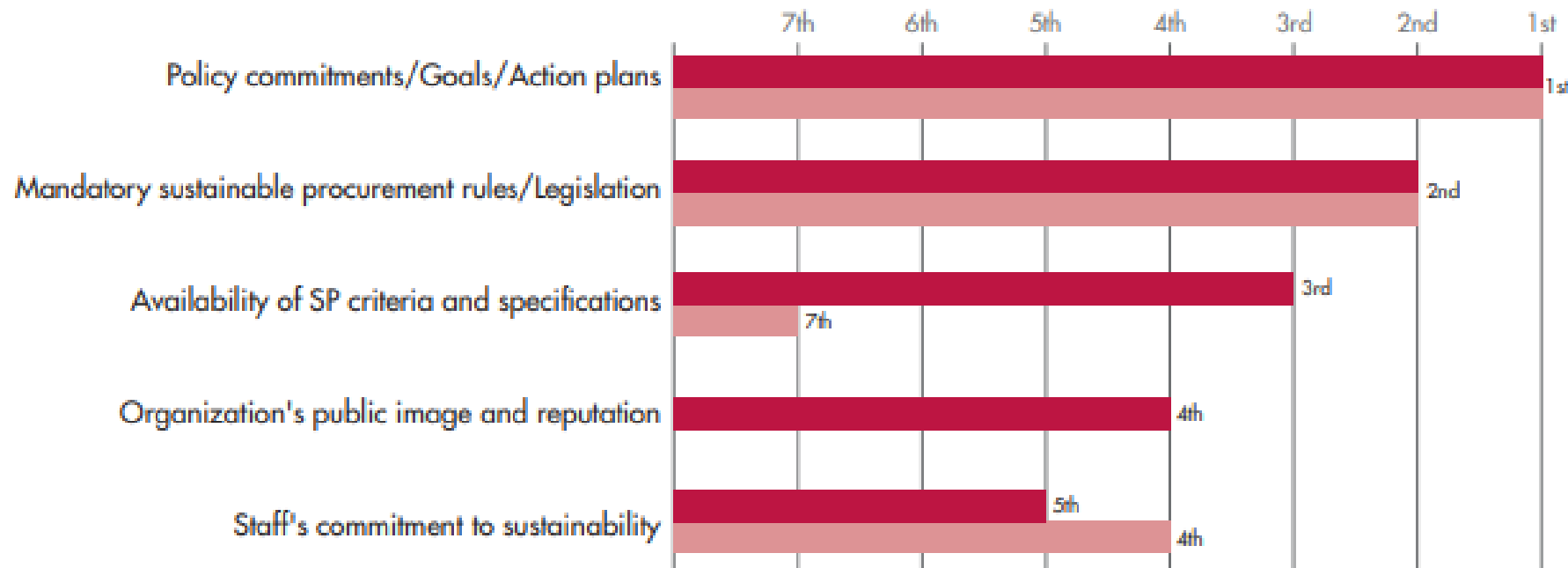


Source: 2017 SPP Global Review and 2021 Stakeholder Survey.

## 4- How to leverage SPP?



**Figure 2.20. Strongest drivers for the implementation of SP in survey participants' organizations ranking, 2017 and 2021**



2017 (N=159)

2021 (N=243)

Respondents could select only 5 options

Rank based on percentages (No. of responses/Total no. of responses)

Source: 2021 SPP Global Review Stakeholder Survey.



## C- To promote SPP, Environmental label are your easy button!



1. In the definition of policies
2. In the elaboration of SPP criteria
3. In the verification of criteria
4. In the identification of sustainable products
5. To estimate environmental/social benefits of SPP

# SPP and Ecolabels policies are very often promoted in coordination at international and national level



**Ecolabel**



Help consumers identify more sustainable options in the market

SUPPLY



**SPP**



Contributes to increase market demand and availability (market change)

DEMAND

# The 2030 agenda



# USA Government: SPP on electronics and Energy Star



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Federal Register

Vol. 58, No. 77

Friday, April 23, 1993

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## Presidential Documents

Title 3—

Executive Order 12845 of April 21, 1993

The President

### Requiring Agencies To Purchase Energy Efficient Computer Equipment

movement to energy efficient designs in standard computer equipment, **it is hereby ordered as follows:**

**Section 1. Procurement of Computer Equipment that Meets EPA Energy Star Requirements for Energy Efficiency.** (a) The heads of Federal agencies shall ensure that, within 180 days from the date of this order, **all acquisitions of microcomputers, including personal computers, monitors, and printers, meet "EPA Energy Star" requirements for energy efficiency.** The heads of Federal agencies may grant, on a case-by-case basis, exemptions to this directive for acquisitions, based upon the commercial availability of qualifying equipment, significant cost differential of the equipment, the agency's performance requirements, and the agency's mission.

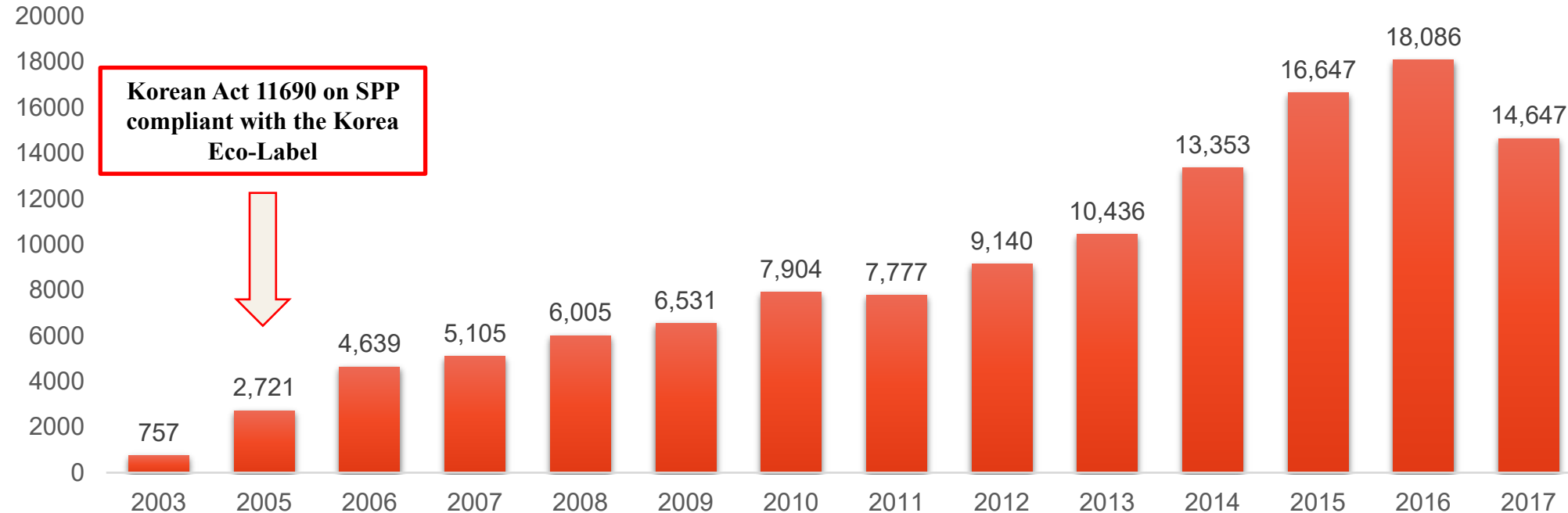
(b) Within 180 days from the date of this order, agencies shall specify that **microcomputers, including personal computers, monitors, and printers, acquired by the agency shall be equipped with the energy efficient low-power standby feature as defined by the EPA Energy Star computers program.** This feature shall be activated when the equipment is shipped and shall



# In Asia Pacific, 83% have mandatory application of their criteria/guidelines



## Eco-labelled products on the market of the Republic of South Korea from 2003 to 2017



## 2. Elaboration of SPP criteria

Marius, is in charge of public procurement in Balti's hospital. He wants to purchase a sustainable air conditioner.

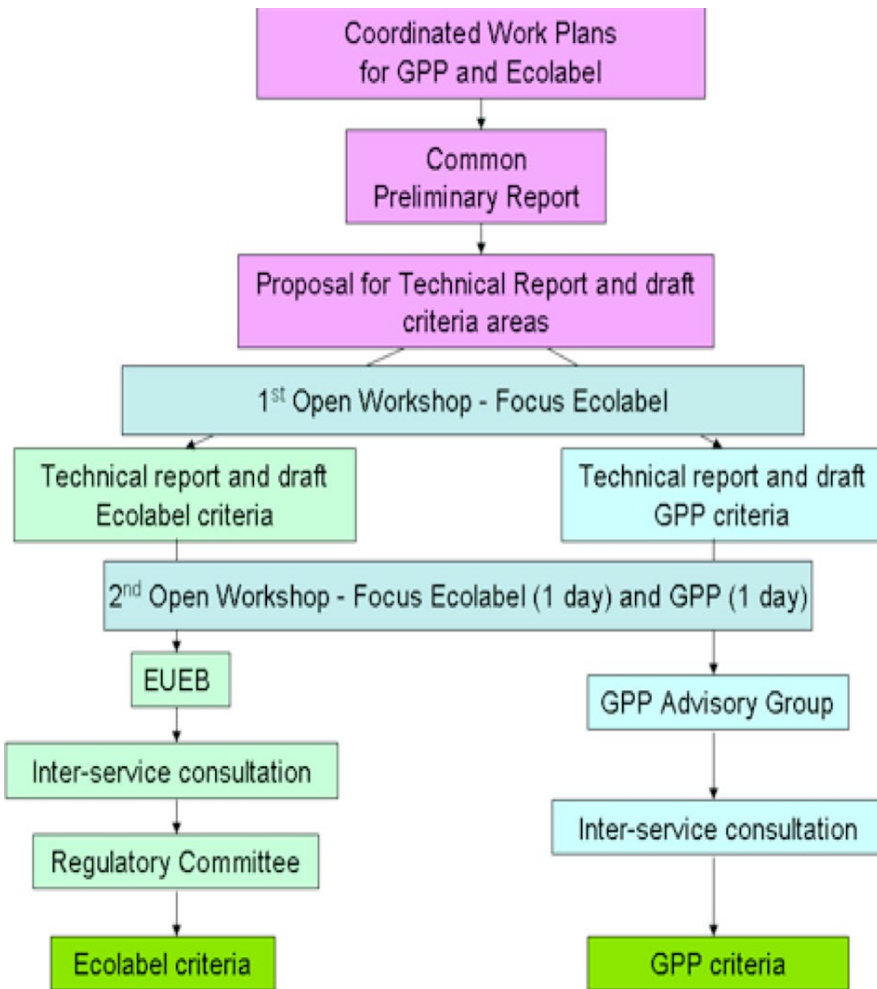
**What does it mean for a product to be sustainable?**

➤ Look at the Ecolabel criteria





## European Union Ecolabel - EU Flower



## GPP-Ecolabel coordinated criteria setting process

# Verification of SPP criteria

How can Marius be certain that a product meets the criteria?

✓ Look at the Ecolabel proof of compliance





# Verification of SPP criteria



2	Formaldehyde	Shall not be detected	MHW Ordinance No. 34	Baby diapers (under 24 months old)
		Not less than 75 ppm		Clothing that is likely to come into direct contact with the skin, including beddings, towels, and fabricated basic textiles for inner wear and underwear.
		Not less than 300 ppm		Other textiles excluding products used outdoors

## Criteria on Chemical Substances in Textile Products

The chemical substances listed below shall meet the conditions indicated under “Criteria” for all concerned products.

To prove compliance with the conditions, chemicals falling under No. 1 are required to indicate if they have been mildewproof-finished. For products with mildewproof finish, the agent used for finishing shall be specified. For formaldehyde under No. 2, the results of the test for each different fabric prescribed by Ordinance No. 34 of the former Ministry of Health and Welfare (MHW) shall be submitted. For chemicals under No. 3, whether wool is used shall be described. Wool products require the

# To certify compliance



## 4. Identifying sustainable products

How can Marius be sure the market is ready and that the tender will be successful?

- ✓ Look at how many products and services are certified by Ecolabels or other environmental labels



# Online market place

## Incorporation of sustainability seals in ChileCompra Express



Labels associated with products,  
visible at first glance



Special filter to find products or  
suppliers with an environmental label

Environmental label

# Available Environmental labels



Eco-Product		
Reusable Product		171 Toner
Recyclable product		
Energy Efficiency		14 Ampoules
PEFC		263 Paper Products
FSC		239 Paper Products
Energy Star		357 Teams 864 Printers
Blue Angel (Der Blaue Engel)		93 Printers

# Labels on Suppliers



## 5. To estimate sustainability benefits



How can Marius report on the benefit of his purchase ?

➤ By using data provided by the ecolabel

Table 14. Monetization of environmental benefits for personal computers

	2006	2007	2008	2009	2010	2011	2012	2013
<b>Personal Computer – monetization of environmental benefits related to purchase of green products</b>								
<b>Total number of purchased products</b>	385,673	620,812	443,421	429,074	269,820	307,730	310,370	324,278
<b>Noise reduction (million USD)</b>	5.8	9.3	6.7	6.5	4.1	4.6	4.7	4.9
<b>Energy savings (million USD)</b>	7.9	12.7	9.1	8.8	5.5	6.3	6.3	6.6

Including creation of **415 Job** in the green economy

South Korea: Monitoring the level of purchased ecolabelled products

## D- And the businesses?



Inform your market about changes!

Organize events with your suppliers



➤ By establishing a link between EL and SPP, the Government also **sends a clear message to the market** to stimulate:



Improvement and Harmonization of Sustainability Standards



Adoption of Sustainability Standards by the Market

# THANK YOU

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**More info about the project:**

[www.unep.org/eco-advance-ecolabels-and-sustainable-public-procurement-eco-advance-project](http://www.unep.org/eco-advance-ecolabels-and-sustainable-public-procurement-eco-advance-project)

