



The use of the European Eco-label criteria in Green Public Procurement approaches

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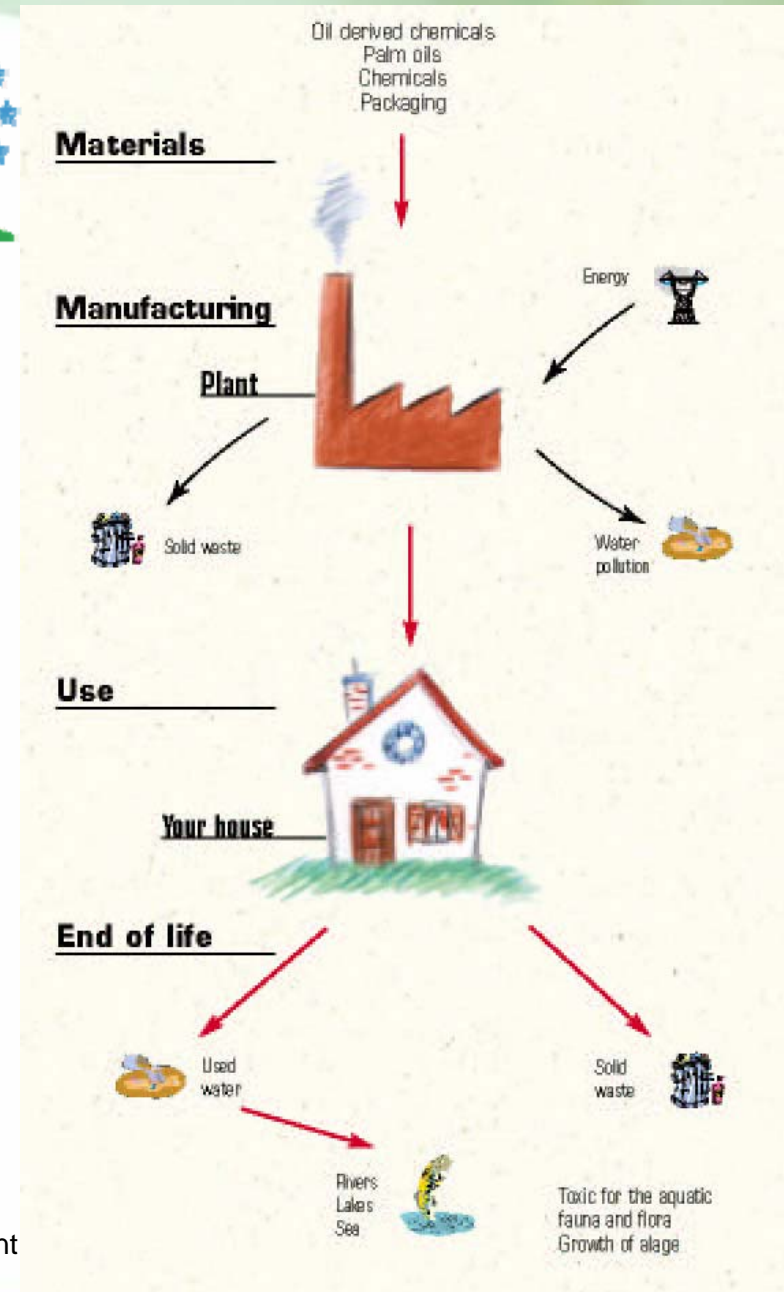


EU Eco-label and GPP

- ▶ Why is it easy to do Green Procurement with the EU Eco-label?
- ▶ Practically, how can a purchaser use the EU Eco-label in a call for tender?
- ▶ Success stories

The easiest way to do Green Public Procurement: use the European Eco-label

- ▶ The EU Eco-label is an official label managed by the European Commission which certifies that a product or service is of good environmental quality and guaranteed technical performance
- ▶ An eco-labelled product generates less environmental impacts on air, water, soil and human health
- ▶ Throughout its life cycle, from raw material extraction to end of life (“from cradle to grave”)
- ▶ Added value: usage cost generally lower than average



Example: life cycle of a detergent

What could be the environmental benefits linked to the development of EU Eco-labelled products ?

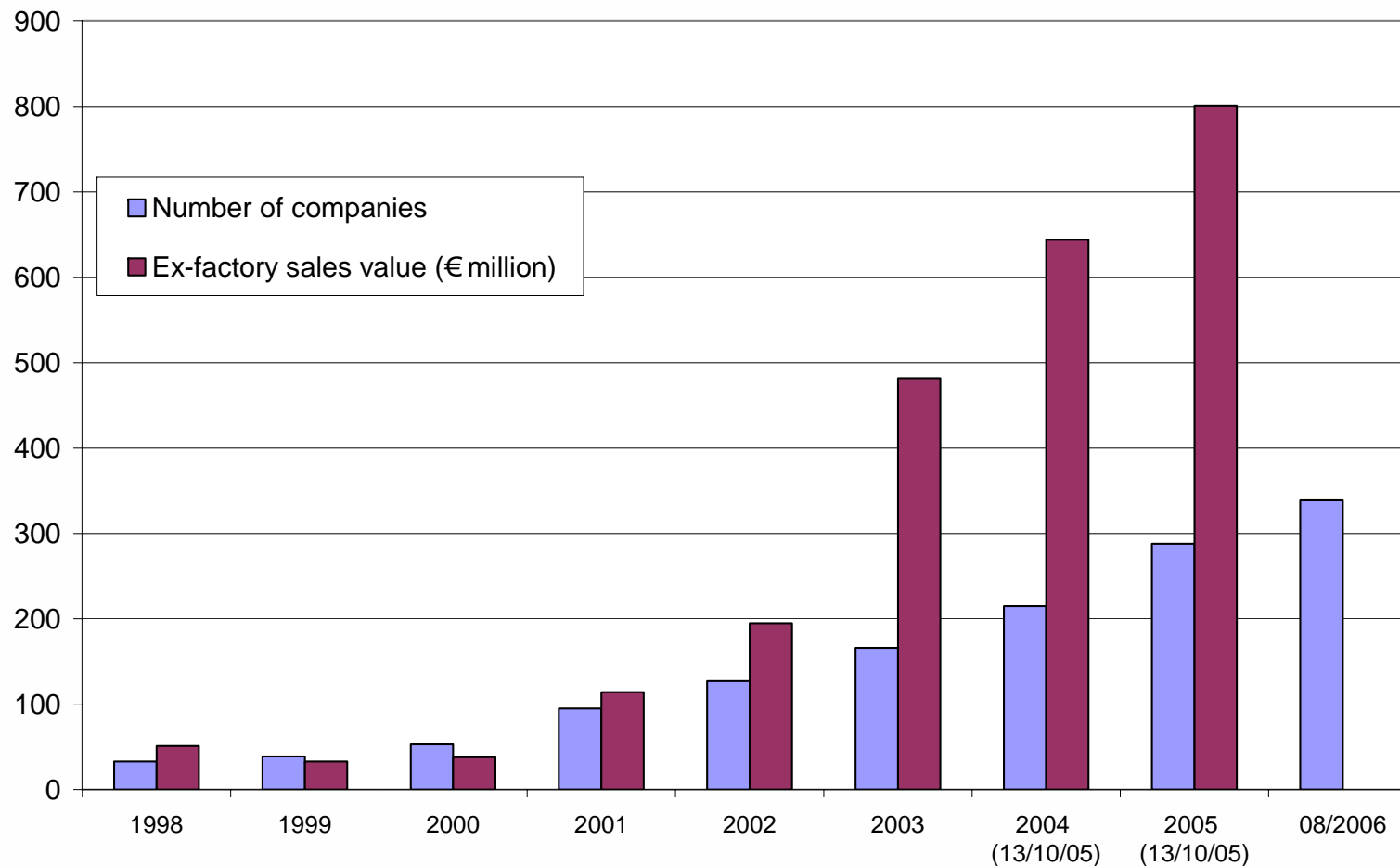
- ▶ With only a modest 5% market share for EU Eco-labelled products in the European Union, the savings compared to typically performing versions (standard product) would be substantial :

RESOURCE SAVED / AVOIDED PER YEAR	Amount saved per year
• Electricity	14,700,000 kWh
• CO₂ produced from energy use	9,318,000 tonnes CO₂
• Water use	12,285,000 million litres
• Reduced use of hazardous substances	13,800 tonnes
• Material savings (other than hazardous substances)	530,700 tonnes
• Reduced discharges to water	30,400 tonnes COD
• Reduced air pollution	17,500 tonnes pollutants

What is the size of the market of European Eco-labelled products?

▶ European Eco-Label

- 339 holders as of August 2006
- About 2 500 articles split in 24 product groups





What are the advantages of using the EU Eco-label in GPP approaches? (1/3)

→ You do not have to be an expert in environmental issues to do green purchasing

- ▶ The EU Eco-label is an official European recognition of the ecological quality of a product
- ▶ The requirements for the award of the EU Eco-label relate to both technical performance and environmental characteristics of the product
- ▶ The EU Eco-label covers 24 product and service groups, including products bought by public purchasers; cleaning products, office equipment, DIY, tourist accommodations...
- ▶ European consensus on the scientific reliability of the criteria



What are the advantages of using the EU Eco-label in GPP approaches? (2/3)

- ***You are sure of using a scheme that is fully compatible with the Internal Market Principles***
- ▶ The European Eco-label scheme is
 - Public, transparent and non discriminatory
 - Valid and identical throughout the European Union and EEA countries
 - Open to overseas products (guarantee to offer equal opportunities to all competitors)

What are the advantages of using the EU Eco-label in GPP approaches? (3/3)

→ *You directly know the minimum number of companies capable of meeting your requirements.*

▶ On the Green Store : www.eco-label.com

The European **Eco-label** catalogue

Search a manufacturer

> You are looking for manufacturers who are :

Located in

Manufacturing products in

Selling in

Manufacturer	Category	Origin
BRUNEL CHIMIE DERIVES	All purpose & Sanitary cleaners	France
CHIMIOTECHNIC	All purpose & Sanitary cleaners	France
ERC N.V.	All purpose & Sanitary cleaners	Belgium
KH Lloreda S.A	All purpose & Sanitary cleaners	Spain
LOBIAL	All purpose & Sanitary cleaners	France
NOVAMEX	All purpose & Sanitary cleaners	France
SALVECO s.a.r.l.	All purpose & Sanitary cleaners	France

WELCOME

INFORMATION

- ▶ The EU Eco-label
- ▶ Frequent questions
- ▶ Technical information
- ▶ Product categories

SEARCH

- ▶ A product
- ▶ A manufacturer

DISCLAIMER

SITMAP

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Newsletter

Your guide to greener products



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Which EU Eco-label criteria can be used in a public call for tender?

- ▶ “All **product** and **production process** related criteria can be considered as **appropriate** for defining a product in a tendering procedure.”
 - Ex: product related criterion for tissue paper:
 - Fibres may be wood fibres, recycled fibres or non-wood fibres.
 - Ex: production process related criterion for tissue paper:
 - Emissions of AOX to water during the production process < 0.5 g/ kg of ADT
 - Provisions:
 - Criteria are measurable/verifiable so as to treat bidders in the same way and allow effective verification of bids against tender documents;
 - Criteria concern the production of the products which are to be supplied to the purchasing authority.
- ▶ « All **general environmental management measures** under eco-labelling schemes **should not be included** as technical specifications or award criteria. »
 - Ex: in a call for tenders for paints:
 - It is forbidden to request that the employees of the paint production plant sort their paper waste -> no link with the subject matter of the contract

Practically, how can the European Eco-label criteria be used in a public call for tenders ?

Technical specifications

► In the technical specifications:

1. You can directly cut and paste the relevant EU Eco-label criteria into the technical specifications
 - The EU Eco-label will be allowed as a way of proving compliance with the specifications.
 - Technical specifications are **mandatory**
 - The purchaser has to know there is an offer important enough
 - A significant overcost is unlikely
2. Use of variants:
 - In order to have more flexibility, use variants when drafting the technical specifications, e.g.:
 - Variant 1: better environmental performance
 - Variant 2 (option): some EU Eco-label criteria
 - Variant 3 (option): all EU Eco-label criteria
 - The choice between standard solutions and variants is based on the most economically advantageous of the offers.



Practically, how can the European Eco-label criteria can be used in a public call for tenders ? At the award stage (1/2)

- ▶ **At the award stage:**
 - The purchaser doesn't know if there is an offer of products meeting EU eco-label criteria important enough
 - And /or a significant overcost is likely
- ▶ Inserting EU Eco-label criteria at the award stage enables to:
 - Evaluate the size of the market
 - and the potential overcost

Practically, how can the European Eco-label criteria can be used in a public call for tenders ?

At the award stage (2/2)

► Examples: Calls for tender of light bulbs

Environmental approach

Size of the market and/or overcost unknown

- Subject matter of the contract:
 - Light bulbs contract
- Technical specifications:
 - No environmental specification
- Award criteria
 - Criteria on “technical performance”, “price”...: X points
 - Criteria on “environmental performance as regards compliance with the EU eco-label criteria”: Y points
 - For a product in conformity: Y points
 - For a product not in conformity: 0 point
 - Global note: X+Y points

Technical approach

Size of the market known for life span = 10 000 h

Size of the market and/or overcost unknown for life span > 10 000 h

- Subject matter of the contract:
 - Light bulbs contract
- Technical specifications:
 - Minimum life span of 10 000 hours
- Award criteria
 - Criteria on “technical performance”, “price”...: X points
 - Specific criteria on “technical performance”:
 - Bonus point given for every 1000 hours over and above 10 000
 - Global note: X points + bonus points

Use of the EU eco-label criteria

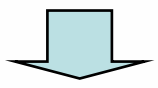
Number of eco-label holders low

And / Or

Size of the offer unknown

And / Or

Potential overcost



In the award criteria

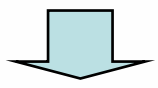
Number of eco-label holders sufficient

And

No unjustified significant overcost

And / Or

Wish to make it mandatory



In the technical specifications

- ▶ Remark: Contracting authorities cannot require tenderers to be registered under a certain eco-label scheme.



Where to find the EU eco-label criteria? Example: call for tenders of all-purpose cleaners

- ▶ Go to the all-purpose cleaners page of the Eco-label web site:
www.europa.eu.int/ecolabel

Important legal notices

Environment English

EUROPA > European Commission > Environment > Eco-label **Contact** | **Search on EUROPA**

Glossary | Site Map | Index | FAQ quick search go

Who's who Policies Integration Funding Resources News & Developments

Eco-label

Welcome

European Union Eco-label

The Flower is the symbol of the European Eco-label for other products and services.

...ed to encourage businesses to offer products and services that are kinder to the environment for European consumers - including public and private purchasers - to easily identify them.

You can find the Flower throughout the European Union as well as in Norway, Liechtenstein and Iceland. The European Eco-label is part of a broader strategy aimed at promoting sustainable consumption and production.

Latest News

August 2005

- Fashion retailer H&M has been awarded the Flower!
- Best labelling options
- Permanent European Eco-label museum

July 2005

- Promoting the Flower at the Eco-Efficiency Biennial in Turin in May 2005
- Award ceremony in Finland for the first Flower-labelled lubricant in Europe
- First Eco-label awards for the new Campsites services

Green Store
The Eco-label Catalogue

- ▶ A summary of the criteria can be found in the general description of the product group
- ▶ The complete criteria are available in all the EU languages

Important legal notices

Environment

EUROPA > European Commission > Environment > Eco-label > Product Groups

Who's who Policies Integration

Eco-label

All purpose cleaners and cleaners for sanitary

Here you will find:

- A **general description** of the product group
- The product group **definition**
- The **revised criteria** valid from 30 March 2005 until 31 December 2008.
- An **application pack** to apply for the Flower
- **Revision** of the criteria
- Visit the European eco-label **catalogue** to see which companies have been awarded
- **Previous criteria** valid from 27 June 2001 until 26 June 2004.

General description

Find here the new fact sheets in 2 languages, please select the fact sheet in the language of your choice.

en | fr

Check-list (for a first assessment only)



Life Cycle Step	Criterion	Expectations
Manufacturing (formulation)	Safety of the product	<ul style="list-style-type: none"> • The product shall not contain ingredients (substance or preparation) classified with any of the following risk phrases (according to Directive 67/548/EEC and its amendments) or any combination thereof: R31, R40, R45, R46, R49, R68, R50-53, R51-53, R59, R60, R61, R62, R63 and R64. • No more than 10 % (by weight) of VOCs with boiling point < 150 °C. • No dyes or colouring agents which are not permitted by Directives 76/768/EEC and 94/36/EEC, or are classified with R50-53 or R51-53 risk phrases according to Directive 67/548/EEC and its amendments. • The product shall not be classified with R42 and/or R43 risk phrases, according to Directive 67/548/EEC, and shall not contain any substances or ingredient exceeding 0.1 % by weight of the final product that is classified as R42 and/or R43 risk phrases (may cause sensitisation by inhalation and/or skin contact). • Fragrances must have been produced or handled following the code of practice of the International Fragrance Association. No perfumes containing nitro-musks or polycyclic musks are allowed. • Safety advice: <ul style="list-style-type: none"> - "Keep away from children" - "Do not mix different cleaners" - "Do not inhale the sprayed product" (for sprays).
Use	Consumer information for environmental use	<p>The following texts, or equivalent texts, shall appear on the packaging:</p> <ul style="list-style-type: none"> • The text "Proper dosage saves costs and minimises environmental impacts". • Dosage recommendations: <ul style="list-style-type: none"> - For all-purpose cleaners: exact dosage recommendation. - For concentrated cleaners for sanitary facilities: indication that only small quantities of the product are needed. • Information and labelling of ingredients according to EC Regulation N° 648/2004. • No claims of antimicrobial action.
Use	Performance and durability criteria	<ul style="list-style-type: none"> • The product shall be fit for use, meeting the needs of consumers. • The cleaning ability must be equivalent to or better than that of a market-leading or generic reference product, approved by a Competent Body, as well as better than pure water. • For all-purpose cleaners and cleaning products for kitchens, fat-removing effects must be documented. • For sanitary cleaning products and window cleaners, both calcium and fat-removing effects must be documented. • Training on detergents for professional uses, including step-by-step instructions for proper dilution, use, disposal and the use of equipment, shall be offered for cleaning staff.
End of life	Limitation of the use of substances harmful for the aquatic environment	<ul style="list-style-type: none"> • Critical Dilution Volume toxicity (CDV_{tox}): <ul style="list-style-type: none"> - All-purpose cleaners: CDV_{tox} < 20 000L/functional unit (f.u. = dose in g / L of water). - Cleaners for sanitary facilities: CDV_{tox} < 100 000L/100g of product. - Window cleaners: CDV_{tox} < 5 000L/100g of product. • Total content of elemental phosphorus (P) (taking into account all ingredients containing phosphorus, e.g. phosphates and phosphonates): <ul style="list-style-type: none"> - All-purpose cleaners: P < 0.02g/functional unit. - Cleaners for sanitary facilities: P < 1.0g/100g of product. - Window cleaners: no phosphorus. • Each surfactant shall be biodegradable under aerobic and anaerobic conditions. • No APEOs and derivatives, EDTA, NTA. • No quaternary ammonium salts that are not readily biodegradable. • Some biocides to preserve the product are allowed, only in the appropriate dosage and if not potentially bio-accumulative.
End of life	Limitation of packaging waste	<ul style="list-style-type: none"> • Sprays containing propellants shall not be used. • Plastics shall be marked according to Directive 94/62/EC. • Primary packaging parts shall be easily separable into mono-material parts. • Recycled packaging labelled in conformity with ISO 14021.

Your Competent Body will inform you which assessment and verification documents are required (e.g. declarations of compliance, MSDS of ingredients), which test results must be provided and how the testing should be carried out (external test laboratories).

To market your eco-labelled products use our free Green Store:

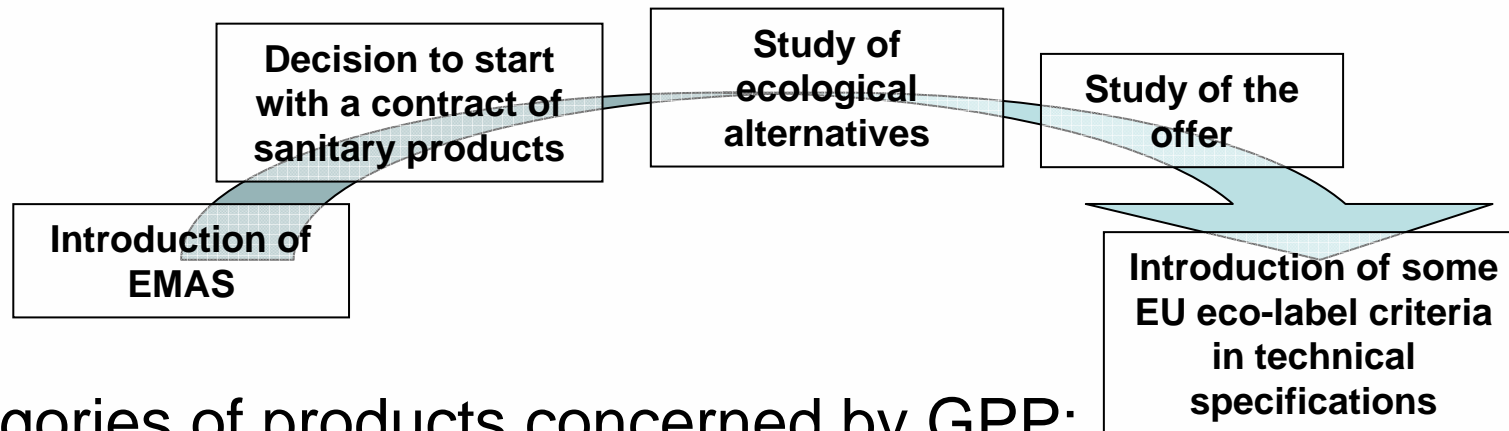
<http://www.eco-label.com>



- ▶ European Commission, Belgium
- ▶ « Communauté urbaine de Dunkerque », France
- ▶ City of Angers, France

▶ Internal organisation

- Introduction of EMAS in some pilot services of the Commission
 - Decision to start doing green procurement on some “test” markets
- General approach



▶ Categories of products concerned by GPP:

- Tissue paper, soap...

Example of a tender of tissue paper (2004)

- ▶ Reasons for choosing this product category:
 - Test tender
 - Existence of EU eco-label criteria
- ▶ Identified environmental issues
 - Limitation of hazardous substances
- ▶ Characteristics inserted in the technical specifications:
 - Recycled fibres
 - Limitation of the use of hazardous substances for the environment and health

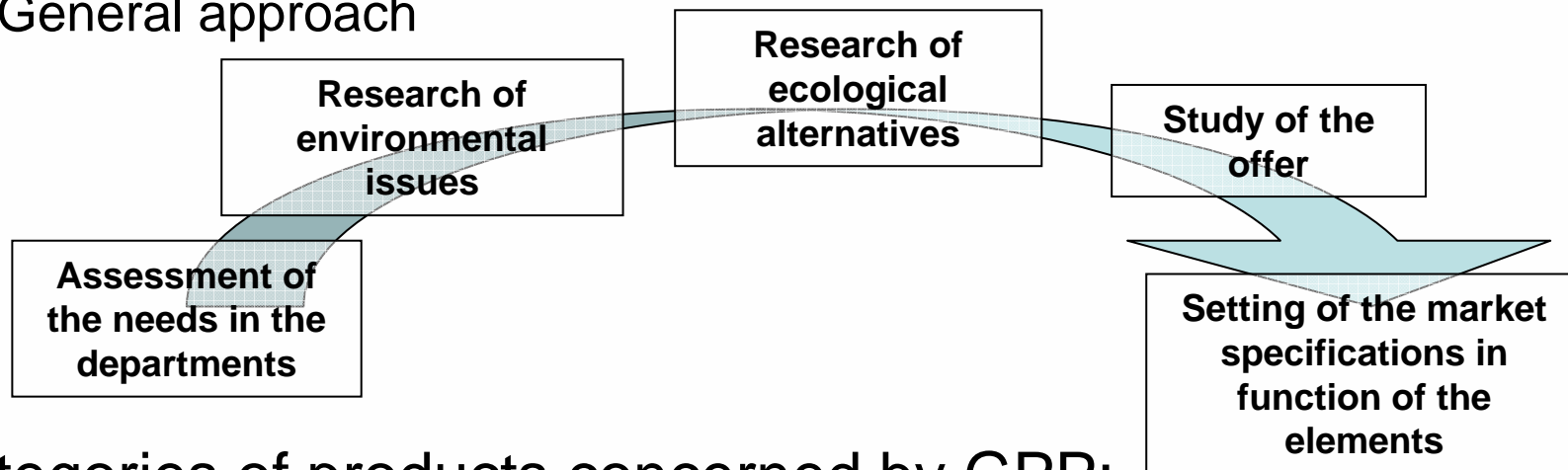
Example of a tender of tissue paper (2004)

- ▶ Used reference
 - European Eco-label (some criteria)
- ▶ Results
 - They received 8 offers.
 - 6 of them were eliminated either because they did not comply with all the specifications, either because the companies themselves withdrew their tender.
 - The tender with the lowest price of the 2 remaining companies was chosen.

« Communauté urbaine de Dunkerque », France

► Internal organisation

- Political act
 - adoption of a 'délibération' relative to sustainable development in public procurement
- General approach



► Categories of products concerned by GPP:

- Paper, cleaning products, electronic appliances, light bulbs and phytosanitary products

Example of a tender of cleaning products (2001)

- ▶ Reasons for choosing this product category:
 - Test tender (all purpose cleaners, window cleaners...)
 - Existence of ecological criteria
- ▶ Identified environmental issues
 - Limitation of water pollution
- ▶ Characteristics inserted in the technical specifications:
 - High biodegradability rate
 - Natural substances
 - Limitation of the use of hazardous substances for the environment and health (based on the EU eco-label DID-list)



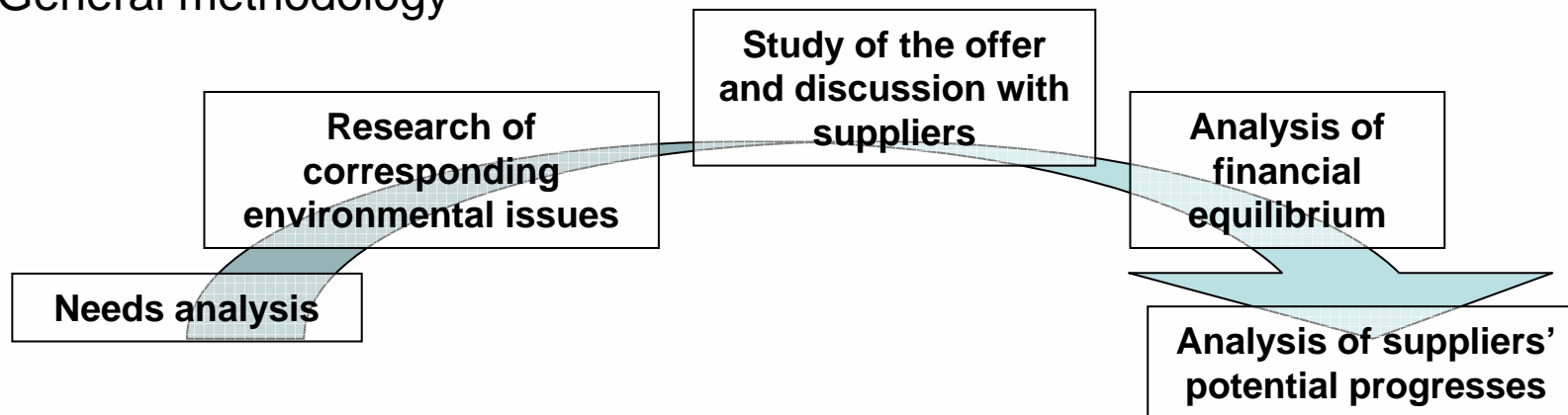
« Communauté urbaine de Dunkerque », France

Example of a call for tender of cleaning products

- ▶ Used reference
 - European Eco-label (some criteria)
- ▶ Demand of samples to test the efficiency of the products
- ▶ Results
 - Necessity to divide the tender into lots, because usual retailers did not cover all the products
 - After allotment (one specific lot for green products):
 - No overcost
 - Very positive feedback from employees: efficiency and lack of respiratory and skin irritations

► Internal organisation

- Creation of working groups on every topic
- General methodology



► Categories of products concerned by GPP:

- School furniture, cleaning products, cleaning of public premises, textiles, school supply, coffee, paper

Example of a call for tender for cleaning products

- ▶ Reasons for choosing this product category
 - Important consumption
 - Existence of environmental criteria
- ▶ Identified environmental issues
 - Mainly linked to the use of cleaning products:
 - Limitation of the use of hazardous substances for the environment and health
 - Limitation of water pollution
 - Reduction of packaging waste

Example of a call for tender of cleaning products

▶ Characteristics

- Use of products complying with the EU Eco-label criteria

▶ Example of reference used

- EU Eco-label

▶ Results

- Progressive approach (3-year call for tender):
 - Year 1: no ecological specification
 - Year 2: use of 1 product complying with all EU Eco-label criteria
 - Year 3: use of 2 products complying with all EU Eco-label criteria
- The call for tender was fruitful (1)

(1) 2005 was year 1. The company that won the call for tender should propose one product complying with all EU Eco-label criteria in 2006.

- ▶ Public purchasers become actors of Sustainable Development.
- ▶ It is possible to do Green Public Procurement thanks to the revised European Procurement Directives.
- ▶ The European Eco-label makes it easy to implement GPP in a practical way.
- ▶ The success stories demonstrate it is possible to use the EU Eco-label to do GPP.