

The Power of Procurement for People and Planet

The role of ecolabels in green market formation,
and the power of sustainable procurement

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Global Ecolabelling Network, GEN

Why Engage in SPP?

- Reduces risks and promotes resiliency in supply chains
- Reduces negative environmental impacts
- Enhances public perception
- Supports green economies
- Recognizes finite resources and growing population

Materials matter

We only have one planet and we are currently living well beyond our boundary of one planet living. Our levels and patterns of what we consume and how much are destroying our world.

We need practical, impactful solutions and we need them now.

Whether you care about climate or chemicals, manufacturers or materials or slavery and safety, we need simple impactful solutions for sustainable procurement and we need to address all of these aspects, all at once.

It is vital to promote sustainable public procurement as a catalyst for change, to redirect unsustainable production and consumption patterns ””

Gro Harlem Brundtland
Former Prime Minister of Norway and Director-General of the World Health Organization

Why?



Ecolabels solve sustainable procurement challenges through:

- **Environmental Impact Reduction:**
- **Sustainable Development Goals (SDGs) Alignment:**
- **Market Incentive for Sustainable Products:**
- **Promotion of Eco-Friendly Innovation:**
- **Increased Transparency and Credibility:**

Health and Safety Considerations:

- **Cost Savings in the Long Run:**
- **Demonstration of sustainability commitment**
- **Enhanced Public Image and Reputation:**
- **Contributing to Circular Economy Initiatives:**

Ecolabels save money through



Energy efficiency



Resource conservation



Reduced waste



Lower maintenance & repairs



Longer product life span



Tax incentives



Corporate brand and reputation



Water savings



Health & safety

How are Type I Ecolabels used in SPP?

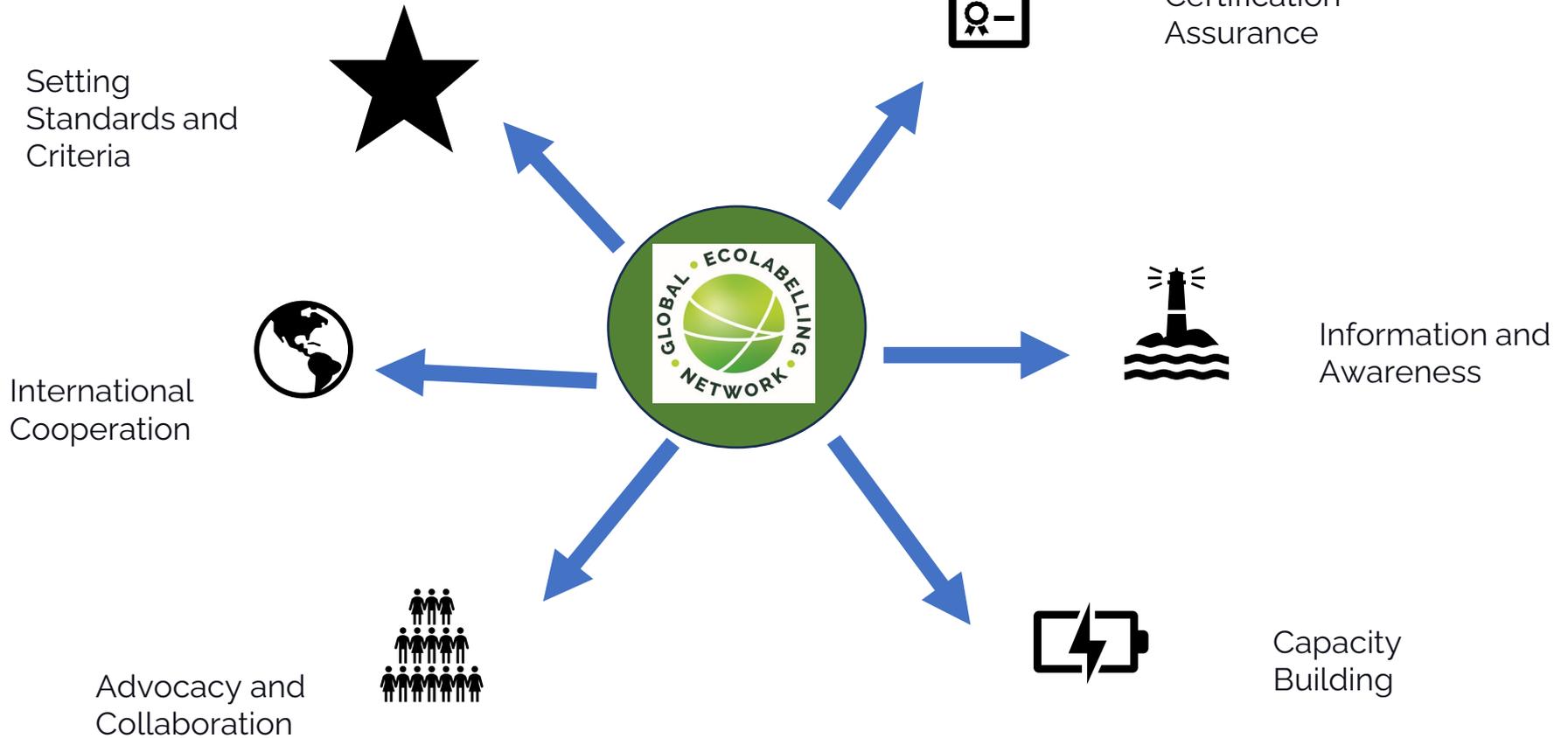
Type I Ecolabels can be used:

- A. As voluntary guidelines
- B. To develop mandatory product lists
- C. As reference tools to formulate criteria for products
- D. To verify that product claims meet purchasing criteria

The following slides provide examples of each approach.



GEN plays a crucial role in supporting better public procurement through the following ways:

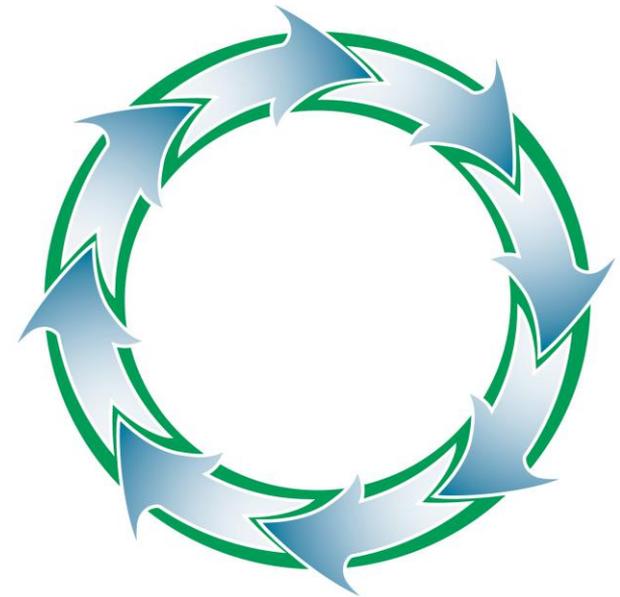


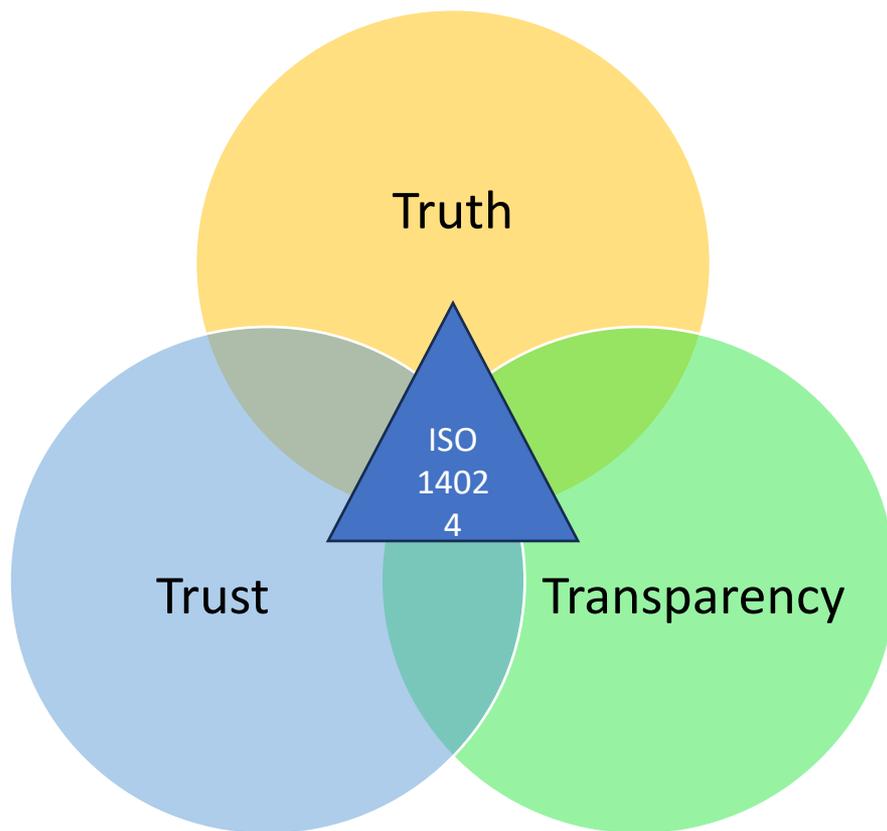
People
and planet
are in your hands

Life cycle ecolabels

As concerns about climate change, toxicity and waste increase, those making responsible purchasing decisions need products with genuine environmental benefit.

But how do you choose between climate or human health? Or deforestation or end of life/ waste management?





A background image of a lush green forest landscape with rolling hills and mountains in the distance, partially obscured by a dark green overlay on the right side.

GEN is a Network of ISO "Type I" Ecolabelling Organisations

- Non-profit network established in 1994.
- Works to improve, promote, and develop the ecolabelling of goods and services on a global scale.
- Advocates for Type I ecolabels and articulates distinctions between Type I ecolabels and less credible 'green' marks.
- Helps government officials, retailers, and consumers understand how ecolabels can be used to develop and advance sustainable purchasing

Why we need GEN

Who we are and what we do

- Non-profit network of 39 Type I ecolabelling organizations around the world established in 1994.
- Working to improve, promote, and develop the ecolabelling of products and services on a global scale.
- Advocate on behalf of Type I ecolabels on international stage and articulate the distinctions between Type I ecolabels and other, less credible 'green' marks.
- Help government officials, retailers, and consumers understand that not all environmental labels are created equal.



Type 1 Ecolabel Products Signify Environmental Excellence

Key Attributes:

- ✓ Voluntary, market-based tools, based on ISO 14024
- ✓ Lifecycle based approach
- ✓ Transparent criteria development process
- ✓ Rely on independent (3rd party) verification
- ✓ Multiple criteria

Provide confidence and clarity in purchasing decisions

- Win, win, win situation: producers, buyers, and the environment
- Enhance consumer confidence
- Ecolabel informs consumers

Examples of Products and Services Categories



Source: <https://www.globalecolabelling.net/eco/eco-friendly-products-by-category/>

Why we need sustainable procurement?

What is sustainable procurement?
Sustainable procurement, also known as green procurement or responsible procurement, is the process of acquiring goods, services, and works in a manner that prioritizes environmental, social, and economic sustainability. It involves integrating sustainability criteria into the procurement process to ensure that the products and services purchased align with an organization's commitment to environmental protection.



People and planet are in your hands

Materials matter
We only have one planet and we are currently living well beyond our boundary of one planet living. Our levels and patterns of what we consume and how much are destroying our world. We need practical, impactful solutions and we need them now. Whether you care about climate or chemicals, manufacturers or materials or slavery and safety, we need simple impactful solutions for sustainable procurement and we need to address all of these aspects, all at once.



Sustainable Public Procurement is

- Environmental Impact Reduction:
- Sustainable Development Goals (SDGs) Alignment
- Market Incentive for Sustainable Products:
- Promotion of Eco-Friendly Innovation:
- Increased Transparency and Credibility:
- Health and Safety Considerations:
- Cost Savings in the Long Run:
- Demonstration of Government Commitment:
- Enhanced Public Image and Reputation: Sustainable procurement practices, including the use of ecolabels, improve the public image of the government or public entity. It shows that they are actively taking steps to address environmental concerns and make a positive impact on society.
- Contributing to Circular Economy Initiatives:



We know buyers and purchasers are often busy navigating competing and often conflicting priorities- including economic limitations, so how do you make a profound difference across your supply chain?

Procurement as a profession is charged with a larger scope than ever. As procurement becomes a more strategic tool for supporting an organization's sustainability objectives, there is a challenge in knowing what tools are available to support a more sustainable product choice, and most importantly, which of those tools deliver the relevant criteria and verification essential to true environmental and social responsibility progress.
(Clare TCO)



Sustainable procurement including SPP considers not only economic factors but also social and environmental factors. The aim is to balance these three pillars of sustainability to achieve long-term benefits.



Ecolabels make it easy

Ecolabels are the true ecolabel that cover the full life cycle for people and planet!



Ecolabels deliver

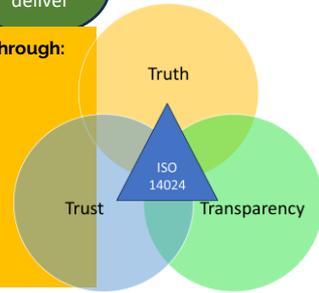
But how? It is as easy as ecolabels! You can fight the good fight against greenwashing.



The Global Ecolabelling Network (GEN) is a non-profit association of ecolabelling organizations from around the world. We make sustainable procurement easy with life cycle ecolabelling. We help you to fight the good fight against green washing. We have members across the globe. We improve, promote, and develop ecolabelling as a tool for encouraging sustainable consumption and production.

Ecolabels solve sustainable procurement challenges through:

- Environmental Impact Reduction:
- Sustainable Development Goals (SDGs) Alignment:
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- Demonstration of sustainability commitment
- Enhanced Public Image and Reputation:
- Contributing to Circular Economy Initiatives:



Driving Excellence in Ecolabelling
GEN is the global leadership network for ISO "Type I" Ecolabelling Organisations

- Non-profit network established in 1994.
- Works to improve, promote, and develop the ecolabelling of goods and services on a global scale.
- Advocates for "Type I" ecolabels and articulates distinctions between "Type I" ecolabels and less credible "green" marks.
- Helps government officials, retailers, and consumers understand how ecolabels can be used to develop and advance sustainable purchasing

Sustainable specification is easy with ecolabels

Benefits of ecolabels

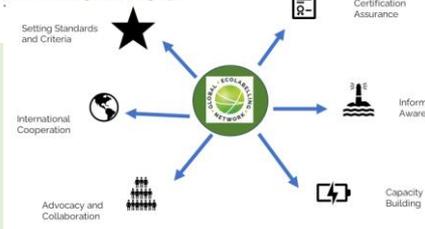
- Ecolabels save money through**
- Energy efficiency
 - Resource conservation
 - Reduced waste
 - Lower maintenance & repair
 - Longer product life span
 - Tax incentives
 - Corporate brand and reputation
 - Water savings
 - Health & safety

GREEN

- G**ood to great- make sure the products are beyond minimum compliance
- R**elevant- make the that the benefit is a material to the product- eg paper covers sourcing of timber, not just carbon neutral
- E**colabel- ensure it is a full life cycle ecolabel ISO label
- E**vidence- make sure you check for a valid certificate
- N**ame it- ensure your requirements are clear in bid/ tender/ policies specifications

Going green is as easy as specifying ISO14024 ecolabels in your bids and tenders. Check that they are credible!

GEN plays a crucial role in supporting better public procurement through the following ways:



But where do I find a true ecolabel and how do I ensure they are credible?



How do I find a true and trusted ecolabel?
www.globalecolabelling.net



Watch our GEN "Look Closer" video to find out more about life cycle ecolabels.

Sustainable Procurement Information Brochure





Thank you

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