

## Buy Smart+ The Helpdesk for Purchasers

[www.buy-smart.info](http://www.buy-smart.info)

### Free consultation and training sessions

Should you wish to increase your knowledge of green procurement and energy and environmental criteria, or launch your first green procurement procedure using the instruments developed, please apply for

- free training, or
- a free personal consultation.

### Information for purchasers

The project webpage, [www.buy-smart.info](http://www.buy-smart.info), provides information and tools for purchasers. You will find:

- information on local and European legislation regarding procurement in public and private institutions;
- procurement guidelines for six product groups;
- a calculation tool for evaluation of each of the product groups;
- information about energy and eco-labels;
- a database of successful examples of good practices from different countries;
- a newsletter on green procurement;
- links to relevant sources of information.

### National Helpdesks in 15 countries

Partners from 15 European countries implement the Buy Smart+ project, supported by the Intelligent Energy Europe programme. The project promotes, implements and further develops the instruments for green procurement (procurement of energy-efficient products) in private and public institutions using green procurement guidelines and calculation tools:

Austria • Bulgaria • Croatia • Cyprus • Czech Republic • France • Germany • Greece • Hungary • Italy • Latvia • Lithuania • Romania • Slovenia • Sweden

Visit the website to find your local contact:

[www.buy-smart.info](http://www.buy-smart.info)

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**Unwilling to overpay  
for your purchase?**

**Want to find out whether an offer  
is environmentally friendly?**

**Intend to choose a product  
that will last longer?**

Every day, both public institutions and private companies make small and large purchases, choosing offers based merely on the lowest price. This principle is applied even though these products often have higher operational costs and use more energy and consumables.

Choose a different way to purchase products and services to save energy, optimise budget costs, and fulfil your tasks in an environmentally friendly and efficient way.

## How do you stand to benefit from green procurement?

Green procurement is a process whereby purchasers seek to procure goods, services and works with a **reduced environmental impact throughout their life cycle** when compared with goods, services and works with the same primary function that would otherwise be procured.

### Efficient investments

The selection of offers is based on an evaluation of life cycle costs (purchasing, operating and disposal costs) and not only on the lowest price. Although they may be more expensive at the time of purchase, environmentally friendly products can work out cheaper in the long term. Calculation tools help to accurately define life cycle costs by including various parameters such as electricity, supply materials, and maintenance costs. Green purchase procedures make your own procurement decisions and applied criteria clear and understandable to your suppliers, customers, and society. This is especially important for institutions and companies where purchases are partly or fully financed by the state.

### Protecting the environment

Green procurement helps solve environmental issues by reducing toxic and greenhouse gas emissions. By choosing green products and services, less hazardous substances are released and natural resources are conserved. A reduction in the environmental impact generally leads to less damage to health. Procurement is also a powerful instrument that public authorities and companies can use to reduce their CO<sub>2</sub> emissions and advance their climate change objective.

### Influence on suppliers

Procurement has the ideal position in public organisations and private companies to fulfil a pivotal role between suppliers and buyers, when considering suppliers as sources of innovation. Public authorities spend approximately two trillion euros annually, the equivalent of around 19% of the EU's gross domestic product. Regular demand for eco-efficient products would motivate suppliers to offer more products and services that comply with modern quality and environmental requirements. For companies, innovation-driven procurement will become one of the key competences to keep the pace of innovation sufficiently high in the ever faster changing world.

Purchasing guidelines and calculation tools have been developed within the framework of Buy Smart+ and are available for the following product groups:

- Building components
- Green electricity
- Household appliances
- Lighting
- Office equipment
- Vehicles

The criteria for procurement can be taken from the GPP toolkit, the major energy and environmental labels.



## How to implement green procurement in your institution

### Step 1: Achieve political and management support

Develop a green procurement policy for your institution or company. Have it approved by your municipal council or company senior management. Choose a green title to communicate the policy to your staff and the outside world.

### Step 2: Assess your actual needs

Decide on the products or services you really need to purchase. Describe your needs in a functional manner so as not to exclude alternatives.

### Step 3: Define the subject matter

The subject matter of a contract relates to what product, service or work you want to procure. Purchasers are free to define an environmentally friendly product or performance-based product definition.

### Step 4: Define technical specifications

Technical specifications describe the contract to the market and constitute minimum compliance criteria. Apply environmental criteria to save resources and energy as well as to reduce waste and pollution. Criteria can be taken from the GPP toolkit ([http://ec.europa.eu/environment/gpp/eu\\_gpp\\_criteria\\_en.htm](http://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm)) or from the EU energy label or other environmental labels like the ecolabel.

### Step 5: Define award criteria

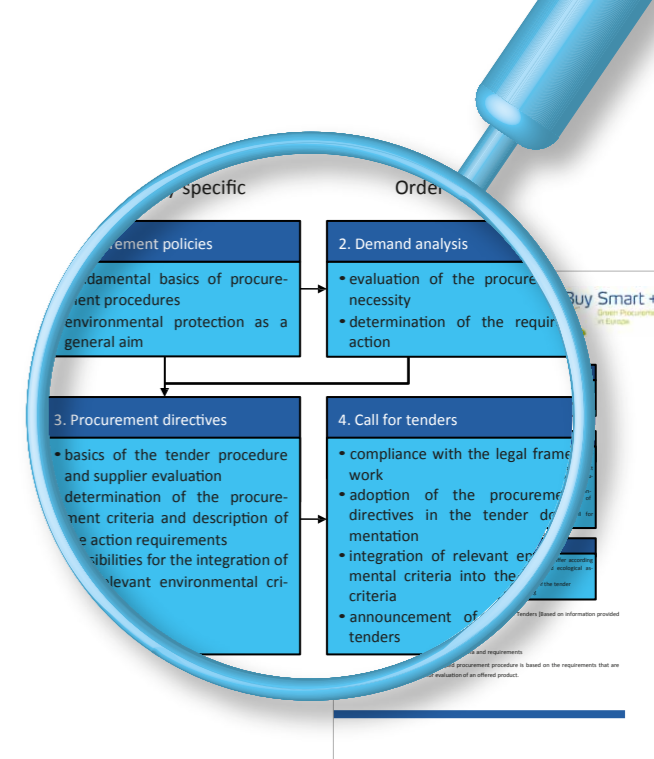
Determine award criteria, e.g. better eco-efficiency and their weighting when evaluating the tenders. The award criteria must relate to the subject matter of the contract. Describe how you will calculate the life cycle cost and how it will be weighted.

### Step 6: Set contract performance clauses

Use contract performance clauses as a way of setting further relevant energy efficiency/environmental conditions for the green contract.

### Step 7: Award the contract

From all offers fulfilling the technical specifications, the contract will be awarded to the "economically most advantageous tender" based on the results from the Buy Smart+ life cycle cost calculation tool and degree of compliance with award criteria.



	Offer 1		Offer 2	
Name	Company 1	Company 2	Company 1	Company 2
Lamp type	xxx	xxx		
Technical Details				
Purchased [number]	1 000	n	1 000	n
Durability [hours]	10 000	h	12 000	h
per year [hours/year]	1 000	h/y	1 000	h/y
total durability [years]	10,00	y	12,00	y
Offers Purchasing Price				
per lamp (Euro/lamp)	7,00	€	10,00	€
(purchasing price)]	7 000,00	€	10 000,00	€
Offers Costs per Year				
per lamp (Euro/hour)	3	€/h	3	€/h
per lamp (Euro/year)	2	min	2	min
per lamp (Euro/year)	10,00	€	8,33	€