
Buy Smart+

Country Experiences: Italy

3rd Project Meeting, Zagreb, 11 March 2013

Milena Presutto, Patrizia Pistochini, ENEA

Procurement legislation



- Italy has adopted European regulations in the area of sustainability through the enactment of:
 - **NEEAP - National Energy Efficiency Action Plan.**
 - **NAP GPP-National Action Plan on Green Public Procurement;**
- **NEEAP:** on July 27, 2011 the second Italian Action Plan for Energy Efficiency (as required by Directive 2006/32) was approved. It retains **the target of 9% (126,540 GWh/year) reduction in energy consumption by 2016.** With the extension to 2020 the NEEAP 2011 aims to link policies on RES with energy efficiency policies.
 - A specific chapter is devoted to green procurement, where the targets of the AP on GPP are mentioned.

Procurement Legislation



Measures to improve energy efficiency	Annual energy saving achieved by 2010 [GWh p.a.]	Annual energy saving expected by 2010 EEAP 2007 [GWh p.a.]	Annual energy saving expected by 2016 EEAP 2007 [GWh p.a.]
Total Residential Sector	31,472	16,998	56,830
Total Service Sector	5,042	8,130	24,700
Total Industrial Sector	8,270	7,040	21,537
Total Transport Sector	2,972	3,490	23,260
Total expected energy saving (national target)	47,711	35,658*	126,327*

(*Targets defined in EEAP 2007)

Political initiatives 1/2



- **NEEAP 2011 is expected to achieve a saving of 184,672 GWh/year for 2020.** It aims at:
 - Energy savings in buildings.
 - Developing of the mechanism of white certificates.
 - Organizational and technological interventions in the transport sector.
 - Energy efficiency in industry and services.
- The quantitative assessment of the savings was carried out with reference to the following **measures for the improvement of energy efficiency:**
 - Transposition of Directive 2002/91/EC and implementation of Leg. Decree 192/05.
 - Allowing of tax deductions (55%) for improving the energy efficiency of existing buildings.
 - Mechanism for awarding White Certificates or Energy Performance Certificate, pursuant to the Ministerial Decrees of 20 July 2004.
 - Incentive measures to encourage environmentally sustainable replacement of cars and lorries up to 3,5 tons.
 - Allowing of tax deduction (20%) for the installation of high efficiency electric motors and inverters.

Political initiatives 2/2



- **NAP-GPP** - CONSIP and ENEA (with the Ministry of Environment, the Ministry of Economic Development and the Ministry of Economy and Finance) are participants to the ***GPP National Action Plan Management Committee***. In these respects, Consip already introduced green criteria into: 93 % of its Framework Contract, 60% of its Framework Agreement and 50% of the tenders published in the Italian electronic marketplace for Public Administration (short name: MePA).
- **ENEA-Ministry for Environment cooperation: *ENEA is part of the "Steering Committee" of the GP Action Plan*** (including also experts from APAT, CONSIP and the Regions) and is responsible for setting minimum criteria on building components.
- But also Feed in Scheme for the promotion of Photovoltaic and SolarThermodynamic plant

Other projects



- **Come On Labels**



- **Atlete II**



- **Ecopliant**



- **Green Public Procurement (GPP) has been included in the governmental financial plan and introducing green criteria into public contracts.** Only if “*Green criteria*” or “*minimum environmental criteria*” are included in the purchasing procedures of the public authorities the relevant contracts are classified as “sustainable”.
- **Green criteria for the selected products are adopted with an *ad hoc* decree by the Ministry of the Environment.**
- **Green criteria can be included into public tenders as technical requirements,** if the contract is awarded to the most economic advantageous offer.
 - In the case a “score” system is used, with specific “points” assigned to the environmental quality, only products fulfilling the specific green characteristics (i.e.: energy consumption, end of life collection, recycle and disposal) are awarded.
 - Other ways to introduce green criteria into public tenders are through contract performance clauses and qualification/ selection criteria.

EU energy and environmental labels



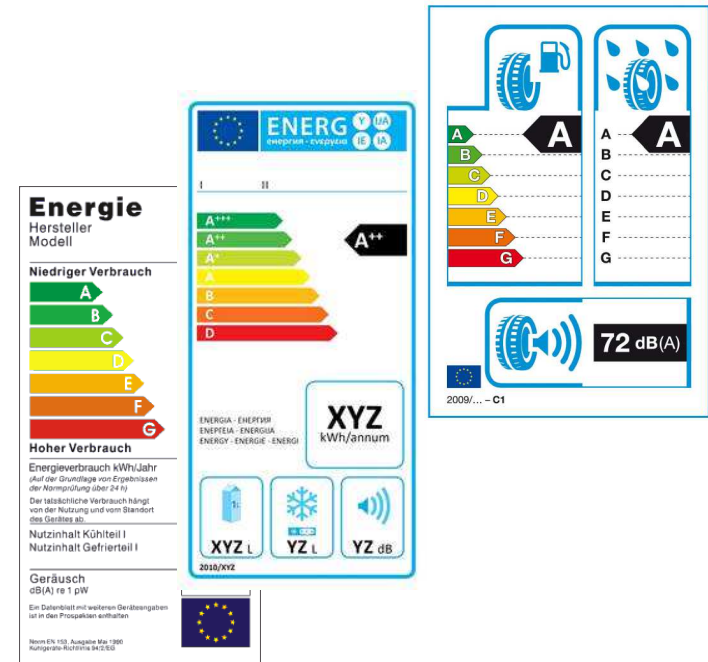
Criteria derived from EU, national or local mandatory or voluntary energy/environmental labels can be used for green procurement actions



But also for Eco-hotels and Fibers



voluntary labels



mandatory labels

Labelled products



Product:

- ▶ Lamps and luminaires
- ▶ Tumble dryers
- ▶ Air conditioners
- ▶ Televisions
- ▶ Washing machines
- ▶ Refrigerating appliances
- ▶ Dishwashers
- ▶ Tyres
- ▶ Electric ovens
- ▶ Light sources
- ▶ Washer-dryers

Delegated Regulation or Directive:

- Delegated Regulation 874/2012
- Delegated Regulation 392/2012
- Delegated Regulation 626/2011
- Delegated Regulation 1062/2010
- Delegated Regulation 1061/2010
- Delegated Regulation 1060/2010
- Delegated Regulation 1059/2010
- Delegated Regulation 222/2009
- Directive 2002/40/EC
- Directive 98/11/EC
- Directive 96/60/EC

WP 2: Establishment of GP Helpdesks (1/3)



- D2.1 project website: **OK, on going**
- D2.2 national procurement standard: **OK**
- D2.3 national label description: **OK**
EU energy labelling update: **OK**
- D2.4 Guidelines HA + calc. tools + training: **OK**

WP 2: Establishment of GP Helpdesks (2/3)



- D2.5 Guidelines & calc. tools in Italian
 - Household appliances: OK
 - Office equipment: OK
 - Lighting: OK
 - Vehicles: OK
 - RES: OK
 - Buildings: not translated

WP 2: Establishment of GP Helpdesks (3/3)



- D2.6 On-line training: translated + all products
- D2.7 Purchasing policies document: translated

WP 3: reaching out (1/2)



National Steering Committee: list of participants

Pos.	Organisation	Person
1	ENEA	Ms Milena Presutto
2		Ms Simonetta Fumagalli
3		Ms Patrizia Pistochini
4	Ministry for Economic Development	Mr Roberto Moneta
5	Ministry for Economic Development - National Authority for Market Surveillance	Ms Rita Novelli
6		Mr Antonio Vecchi
7	CONSIP	Ms Lidia Capparelli
8		Ms Benedetta Rizzuti
9	Ministry for Environment	Ms Mascioli
10	CECED ITALIA	Mr Marco Imparato
11	ANIE	Ms Silvia Migliavacca
12	ANIMA	to be confirmed

WP 3: Knowledge Transfer



- D3.1: Working visit and national workshop in Romania: done in 20-21 Nov 2012
- D3.2/3/4: done by Icemenerg, Mariana Barbuta

WP 4: Consultation & Training (1/2)



- D4.1 Training presentation for HA: **OK**
- D4.2 Training presentations in Italian: **OK, all products**
- D4.3 Good practice database (target for ENEA: 6 examples): **7 good practice examples prepared**
- D4.4 Consultations of professional purchasers: **19 done/30**

WP 4: Consultation & Training (2/2)



- D4.5 Training and Consultation
 - In-house consultation: 4 done/10
 - Training seminars: 2 done/10
- D4.7 Announcement of trainings: done
- D4.6 Three Steering Committee meetings in Rome:
 - 1st meeting in Italy 17 Dec 2012
 - 2nd foreseen in July or Sept 2013
 - 3rd in May or June 2014
- D4.8 (due by the end of the project)

WP 5: Pilot projects



no Pilot Projects developed up to now

WP 7: Dissemination



- D7.1 Communication concept: draft commented
- D7.2 Project leaflet: in Italian: OK
- D7.3 Presentation at events: 8 done/5
- D7.4 Newsletter: 3 done/5
- D7.7 media coverings: 1 press release/5, 13 articles/10

Recognised barriers



Obstacles still existing to spreading of green (public) procurement:

- ◆ Reduction of budget dedicated to dissemination and communication activities;
- ◆ Scarce diffusion of some green (labelled) products;
- ◆ Scarce specific and co-ordinated GPP policy among Public bodies and private purchasers, although some examples do exist;
- ◆ Because of legal constraints, public procurers are rather cautious and are used to set strict technical specifications, which can lead to lack of products and therefore lack of competition on the market;
- ◆ Difficulties in the creation of a local green market, although some examples for major products do exist;
- ◆ Lack of expertise on green criteria selection and implementation into purchasing procedures
- ◆ Cultural resistance to change;
- ◆ Fearing price increase and reduction of competition;
- ◆ Cost/benefit evaluation tools scarcely available and lack of knowledge on their proper use;

Recognised barriers: the remedies



Possible ways to overcome some of the above mentioned barriers are:

- the creation of calculation tools (excel sheets) evaluating the Life Cycle Cost of green products;
- development of a large number of dissemination, formation and information actions, through presentations, training courses, participation to events, meetings, consultations with stakeholders;
- printing and distribution of specific leaflets for public and private purchasers;
- keeping a lot of meetings with potential stakeholders for developing pilot projects.

Lessons learnt (1/4)



G(P)P could contribute to:

- the improvement of the energy/environmental performance of the goods/services in the purchasing phase
- the re-organisation and rationalisation of the public (and private) purchase
- environmental friendly behaviour for consumers (energy savings, resources consumption reduction, etc.)
- production of environmental friendly/technologically improved goods by following the market rules, thus being an important driving force for (technological) innovation
- the spread of the energy and environmental labels/ environmental communication/ certification tools.

In order to achieve all these goals, communication and dissemination campaigns pay a crucial role. During the previous Buy Smart project we have noticed a major request for information coming from consumers, local Public Administration (municipalities) and (to a lower extent) private sector.

Lessons learnt (2/4)



- **Continuous need for information, training and dissemination:** lack of technical information availability and people training is still one of the existing barriers to the purchasing of eco-efficient products. This appears to be a paradox in the current situation of free and abundant availability of information.
- **But:** abundance of information does not necessarily mean that they are objective, transparent and technically correct. The creation of “call centres” should be supported only if high quality information can be deployed, if not this task will only increase confusion among end-users and procurers. Training courses are also needed, for the people working in the procurement departments, again precise, transparent and technically correct information should be provided during the training along with good practice examples.

Lessons learnt (3/4)



- **Incentives (tax, fiscal, economic):** successful instruments if provided for a sufficient time frame to support the market transformation. Short-time incentives are not effective and may paradoxically result in a weakening of the market due to the shifting of the available resources towards incentivised products; in addition, if incentives are too short-timed also the covered products have scarce benefits because there is no motivation for suppliers to set up a long-term strategy of mass production for such products.
- **Environmental taxes/ecological taxes** are counterproductive since their main effect is to increase their purchasing price, without decreasing the ones of green products. The overall effect can therefore be to depress the market without increasing the purchase of green products. Moreover, if a smaller amount of new (and more efficient) products are purchased, old (less efficient) ones remain in use for a longer period thus perpetuating the energy waste.

Lessons learnt (4/4)



- **Better use of Life Cycle Costs as a GPP support tool:** weight should be given to evaluation criteria better addressing the long-term benefit of a product/service to promote innovation. In this respect, the LCC (life cycle cost) approach should be promoted. The creation of LCC electronic tools should be followed by analysis and description of the input data (such as discount rate, life duration, allocation of different costs, energy prices, etc.) and their influence on the achieved output.

www.buy-smart.info



Italian National Agency for New Technologies, Energy
and Sustainable Economic Development

Milena Presutto/Patrizia Pistochini

informazioni_ENEA.ispra@enea.it