



Deliverable D6.4:

Report summarising the green procurement outreach

November 2020



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DOCUMENT DESCRIPTION

DOCUMENT TITLE	Report summarising the green procurement outreach
DOCUMENT ID	D6.4
DOCUMENT VERSION	V1.0
DOCUMENT TYPE	Report
DISSEMINATION LEVEL	Public
DUE DATE	Month 15
SUBMISSION DATE	November 2020
AUTHOR	Metropolitan City of Bologna

HISTORY OF CHANGES

VERSION	DATE	CHANGE
1	21.11.2020	The document is updated to this date, as per Grant Agreement it will be updated within the end of the project.



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Contents

Introduction	3
Objectives and targets	4
The communication tools	5
The current results achieved.....	10



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Introduction

The Metropolitan City of Bologna (MCBO), in virtue of its commitment in the qualification of the production system, raising awareness towards innovation, economic development, circular economy, green economy, green public procurement, and new models of entrepreneurship and business, decided to join the European project Horizon 2020 BELT (Boost Energy Label Take) to spread to as wide an audience as possible the novelties and opportunities that will be made possible by Regulation (EU) 2017/1369 on new classification of energy products. Within the project (WP6), MCBO will focus its attention primarily on Public Bodies.

Public Law Bodies, precisely because of their considerable capacity to demand goods and services, can positively influence the process of ecological management of the EU market, directing it towards the production of goods and services with lower environmental impact and investments in the search for innovative eco-sustainable solutions.

MCBO want to boost the action of public purchases to foster the European strategies on environment. For this reason in order to prevent that in the transition period between the old and new classification could arise a possible information deficit on product quality and to prevent the difficulties in comparing offers formulated on the basis of new technical requirements, or, in the correct inclusion of environmental clauses, MCBO will implement: (i) communication campaigns to cities, public authorities and reference institutions through networks among the bodies involved at European level in the promotion of environmental policy instruments and support for "green procurement"; (ii) support tools (Guidelines; Linkedin Page; Factsheets; Landing Page; Videos; White Papers; Articles) designed specifically for offices/central purchasing offices; (iii) training activities for public procurement officials. In order to achieve these ambitious objectives, MCBO will be able to rely on two important enabling factors: its long-standing commitment in the field of green public procurement; its leading role in the promotion of Italian Metropolitan Agendas for Sustainable Development.

First of all MCBO is involved in some important networking actions developed: a) with other Italian Metropolitan Cities – coordinated by the Metropolitan City of Turin – in order to correctly apply Green Public Procurement (GPP) at level of these new governance systems; b) within the GPP Working Group of the *General States of the Green Economy*; c) within the *MED Green Growth Community*.

Moreover, in 2017, on the occasion of G7 Environment, MCBO promoted the 'Bologna Charter' of Metropolitan Cities for the Environment, which committed all the Italian biggest cities to achieving the United Nations' Sustainable Development Goals for 2030 through an urban shared and coordinated strategy. The 'Bologna Charter' set the City administration as leader for monitoring the implementation of its five-year roadmap, and in the BELT project this network will be used for boosting the green procurement outreach.

ICLEI - Local Governments for Sustainability (International Council for Local Environmental Initiatives) is supporting MCBO in reaching these objectives using its broad network of 1.500 local Governments,





towns, and regions and using effective communications channels to inform public procurers about the rescaled energy label. It will also develop advocacy campaigns to assure that the rescaled label and green public procurements topics get high attention in the political agenda.

As previously stated, Public Bodies have been chosen as targets for their great purchasing capacity and it is for this reason that specific tools are also planned for the private purchasing centres of the so called “Big Buyers”. Initially, all the MCBO stakeholders (enterprises and association of businesses-SMEs), able to represent the real needs and main difficulties of local companies will be involved. Thanks to the lessons learned from these relevant actors, MCBO will develop actions to involve also the main European economic players (specifically their business procurement personnel - BPP) even with the support of European organizations for sustainability certification of the energetic products.

We are also developing a broad collaboration with the Label2020 project, trying to coordinate all the joint communication opportunities on our reference targets. In the rest of the document we will go into detail for the individual tools developed in co-brand.

Objectives and targets

According to objective 3 of the Grant Agreement “the MCBO has the capacity to reach over 5.000 PPP (Public Procurement Personnel) and 7.041 metropolitan cities in Italy and Europe. ICLEI will support this objective using its broad network. It will also develop advocacy campaigns to assure that the rescaled label and green public procurements topics get high attention in the political agenda. MCBO as well as the organisations supporting the project have the capacity to reach over 200.000 business procurement personnel and SMEs”.

The target nations, as written in the MCBO’s communication plan, are Italy, Belgium, Croatia, Germany, Greece, Ireland, Lithuania, Portugal, Slovenia, Spain, and United Kingdom.

The objectives and targets mentioned, even if they are partly the same as those reported in Deliverable D6.3 (“Report on the awareness raising campaign”), differ for one of their significant elements: the expertise gained in more than ten years by Italian public operators on mandatory environmental requirements based on the life-cycle approach to be introduced in the documentation related to public procurement (Law 296/2006). And this is the reason why this activity will deepen this topic that can involve both public and private purchasing centres. Public action in this field can indeed push the entire European market towards higher standards of environmental sustainability. Within the European Public Procurement Framework, the Union institutions are evaluating the possibility of contributing to the achievement of the objectives of the Paris Agreement, the Circular Economy Strategy and the Green Deal’s net zero emissions goals, by introducing in the sectoral legislation of all member states of mandatory minimum GPP criteria and objectives (minimum GPP criteria), as well as mandatory reporting for monitoring progress.





Moreover, an additional element of interest, regarding the current pandemic scenario, is that under the Recovery and Resilience Facility the member states will have to use it to boost certain sectors of the economy and contribute to the goals of European Green Deal. That's the reason why the overall EU green public procurement criteria should be used in all relevant public purchases under the Recovery Fund.

The communication tools

To achieve the set objectives MCBO supported by ICLEI has prepared various materials and online and off-line campaigns that allow reaching the targets on several fronts. Considering the pandemic phase of 2020, in this phase the on-line channel was favoured, which however ensures a wider coverage regardless.

MATERIALS

Factsheets

(<https://euroconsumers.sharepoint.com/sites/belt/Project%20Communication/Forms/By%20Entity.aspx?id=%2Fsites%2Fbelt%2FProject%20Communication%2FBELT%5FFACTSHEET%2DPPP%2Epdf&parent=%2Fsites%2Fbelt%2FProject%20Communication>)

Made in two different types of content, one more aimed at public purchasing officials and one more aimed at purchasing managers of companies participating in public tenders. They illustrate in a clear and simple way the main innovations of the new electronic labelling.



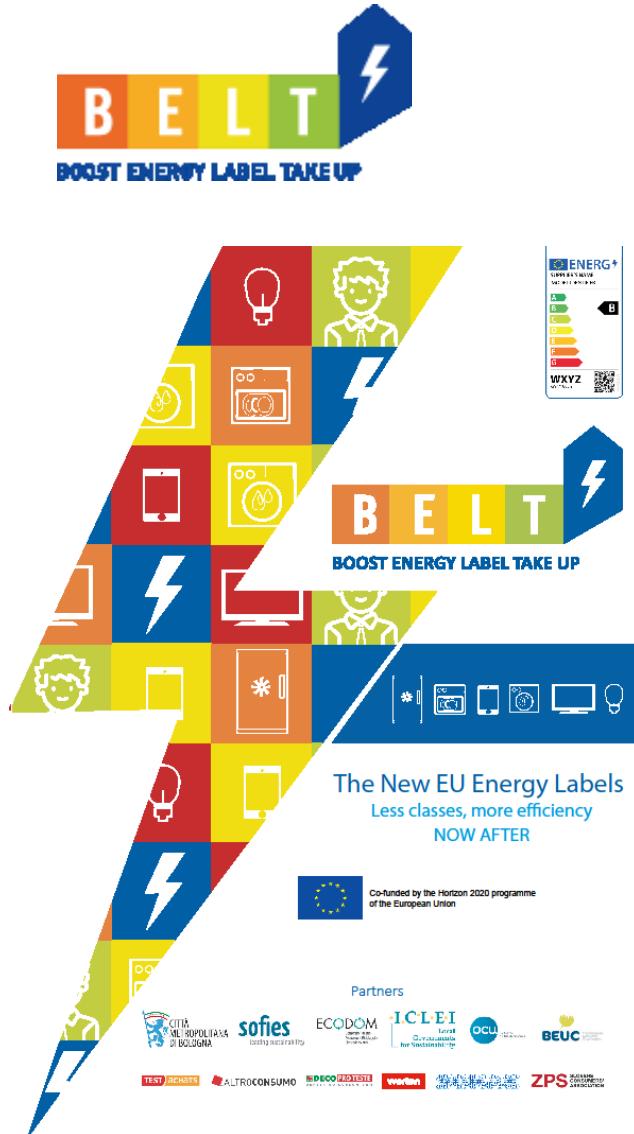


Fig 1: cover of the factsheet

[Linkedin page \(<https://www.linkedin.com/company/belt-for-buyers/>\)](https://www.linkedin.com/company/belt-for-buyers/)

A Linkedin page dedicated to those who deal with purchases by profession. The page is called "BELT for buyers" and hosts updates and information on the new energy labelling.

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Fig. 2: the cover of the Linkedin page

Landing page

The landing page is an illustrative page on the web hosted by the Metropolitan City of Bologna website and linked from the project website for all public and private purchasing operators. The landing page URL is: https://www.cittametropolitana.bo.it/progetti_europei/Belt_project

WHAT IS THE EU ENERGY LABEL

The EU energy label is a system introduced by 1992 and it has been designed to provide accurate, recognizable and comparable information regarding energy consumption, performance and other essential characteristics of domestic household products.

It allows to identify how energy efficient a product really is and how to assess a product's potential to reduce costs related to energy consumption.

Fig.3: The top of the landing page.

Videos

A short video (<https://euroconsumers.sharepoint.com/sites/belt/Project%20Communication/Forms/By%20Entity.aspx?id=%2Fsites%2Fbelt%2FProject%20Communication%2FBELTVideoWithSubtitles%2Emp4&parent=%2Fsites%2Fbelt%2FProject%20Communication>) was produced at the time of writing. In a minute of video, we provide the fundamental information to understand the extent of the changes with the new energy labelling. The video is in English with background voice and has also been made available without background voice in order to allow other partners to adapt it in their own language of origin.

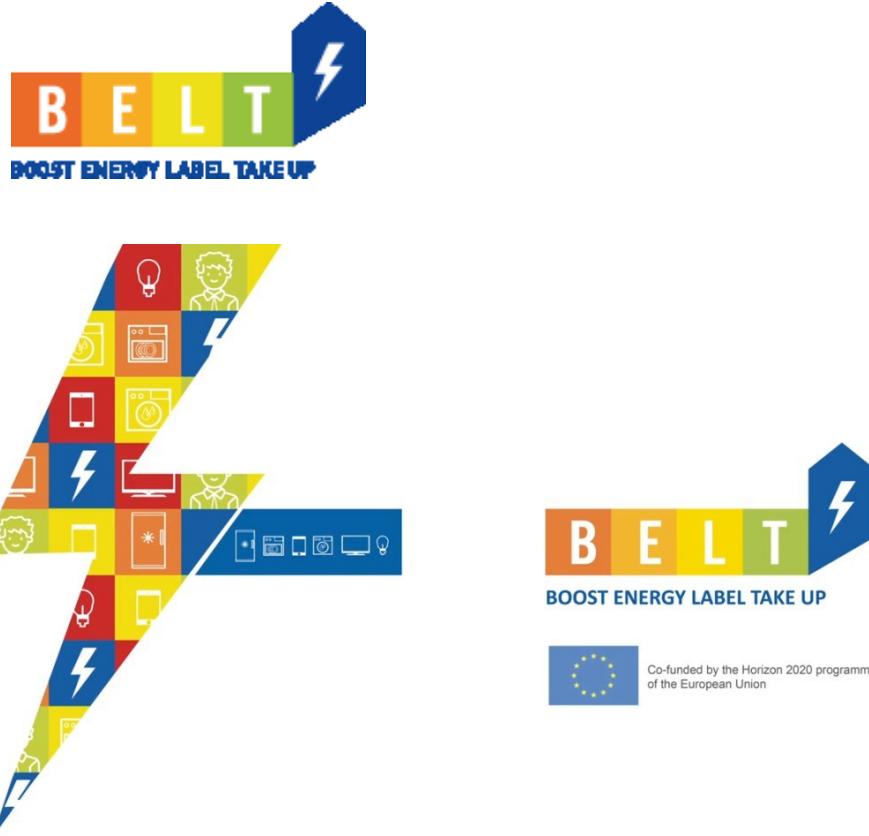


Fig.4: The first frame of the video

Guidelines

(<https://euroconsumers.sharepoint.com/:b/r/sites/belt/Project%20Communication/Guidelines-BELT-for-buyers-A4-Eng-06.pdf?csf=1&web=1&e=0iNpej>)

Thanks to the close collaboration with the Horizon 2020 Label2020 project (Grant agreement ID: 847062), MCBO has created the guidelines for public and private purchasing operators. The guidelines contain in detail the benefits of the new labelling and the innovations introduced in the market as well as presenting the sources from which to draw further information. The guidelines were produced in English, Italian, and French as well as the open file was made available in order to allow all partners to translate them into their own language.

The guidelines will be distributed not only on the channels of the BELT project but also on those of the Label2020 project so as to amplify the scope of communication.



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Fig. 5: the cover of the Guidelines for public and private buyers.

Articles

According to the MCBO's communication plan, a couple of articles are planned, one on the new labelling for electronic devices and one on the new labelling for light bulbs to be released between March and September 2021.

White papers

According to what is reported in the MCBO's communication plan, 2 white papers will be produced, one for local administrations and one for companies starting from March 2021 to explain the new energy labels in more detail.



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EVENTS

The MCBO promoted and organized, together with Altroconsumo and Deco Proteste, the on-line workshop "New energy efficiency labels explained" within the 18th European Week of Regions and Cities on Wednesday 21 October 2020. About forty people representing administrative institutions, public procurement, organizations took part in the meeting. The recording of the video has been uploaded on the official website of the event and will allow its massive online dissemination across Europe ([link: https://euregionsweek2020-video.eu/video/new-energy-efficiency-labels-explained](https://euregionsweek2020-video.eu/video/new-energy-efficiency-labels-explained)).

At the time of writing, it is complex to predict if and how the events that are foreseen in the communication plan will be organized starting from March 2021. We will try to remedy the pandemic situation with online events dedicated to our targets.

The current results achieved

On 9th November 2020, ICLEI organized a train the trainers' webinar on the revised energy label.

ICLEI used the training material developed within the project to inform the trainers on how public procurers can adapt to the new regulation. Trainers from the following countries participated: Bulgaria, Croatia, Cyprus, Estonia, Greece, Hungary, Latvia, Lithuania, Portugal, and Romania. The trainers will disseminate this information with procurers across their network in 10 countries and help them understand the new labels. This approach will contribute to a European wide dissemination of the information on the new label.

Thanks to the mediation of the MCBO, a representative of Consip, the main public purchasing centre in Italy, Giuseppina Galluzzo participated in the on-line session on GPP. The public official from Consip explained how they are preparing for the start of the new energy labelling including some examples from the lights and ICT sectors.

The information on the revised energy label was also promoted via these ICLEI information tools: (i) Sustainable Procurement Platform; (ii) Procurement Forum; (iii) Procura+ info Newsletter. MCBO disseminated the contents of the BELT project also through the GPP network of the 14 Italian metropolitan cities.

The Procura + newsletter was sent out to 950 recipients; more than 5000 procurers are registered on the [Procurement Forum](#) and can read the post on the rescaled energy label; the [Sustainable Procurement Platform](#) has around 3,000 monthly visitors.





 consip
acquisti^{inrete}pa



The image shows a video conference interface. On the left, there is a small video frame of a man with glasses. In the center, there is a larger video frame of a woman with long hair. On the right, there is a dark rectangular area with two small, light-colored user icons. At the bottom of the screen, the name "Giuseppina Galluzzo" is displayed in white text on a dark background.

BELT - Boost Energy Label Take Up

"Activities and role of Consip in implementing the new energy label in procurement procedures".

Fig. 6: the Dr. Galluzzo presentation “Activities and role of Consip in implementing the new energy label in procurement procedures”.



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