



# “Green” purchasing – A new approach to “greening” supply chains and stimulating sustainable consumption

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# SDS and Lisbon Strategy

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- **Lisbon focus is on growth and jobs**
- **BUT recognizes need to tackle environmental challenges (which could hamper growth)**
- **=> need for sustainable consumption and production**



# Integrated Product Policy

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- **Policies based on environmental impacts of products throughout their life-cycle**
- **Requires cooperation of all stakeholders : government, industry, consumers ...**
- **Market based tools such as Eco-labels and Green Public Procurement are increasingly important**



# Eco-labels

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- **Help/urge consumer to choose products with reduced environmental impacts**
- **Example - European flower (1992)**
- **Public label - third party certification**
- **Criteria adopted in a transparent multi-stakeholder process**
- **i.e. paper products, detergents, dishwasher's, refrigerators, computers, paints, tourism ..**
- **2000 : € 38 million, 2004 : € 700 million**



# **“Buying Green”**

## **Green Public Procurement**

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- **14 to 16 % of EU GDP - big consumers**
- **Setting the example**
- **Incentive for development of environmental technologies**
- **Win-win situations possible (by considering life cycle cost)**
- **Handbook 2004 => National Action Plans**



# Consumers and sustainable consumption

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- Demand clarity and information
- Do not accept all the responsibility
- Be clever and responsible
- Buy green
- Choose
- Save also money



# addresses

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- [http://europa.eu.int/comm/environment/ecolabel/index\\_en.htm](http://europa.eu.int/comm/environment/ecolabel/index_en.htm)
- <http://europa.eu.int/comm/environment/gpp/>
- <http://europa.eu.int/comm/environment/etap/index.htm>