



Federal Ministry for the
Environment, Nature Conservation
and Nuclear Safety

Sustainable Consumption and Labeling – A Governmental Approach

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Policy action needed

- Politicians „naturally“ hesitant to do consumption policies
- Strong climate change implications -> international action needed
- Regional and national action much easier if there is an international understanding



Activities on the National Level

- Status: a lot of different activities
 - labelling (blue angel, bio)
 - promotion campaigns (fair trade)
 - websites
 - information campaigns
- Start of national process involving all groups in society



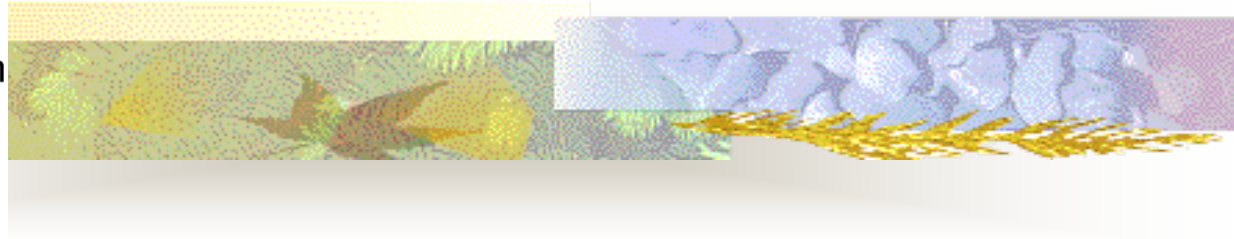
National Dialogue Process on SCP

■ Objectives

- National response to WSSD requirements and Marrakech Process
- Identification of national priorities
- Sharing of experiences and better coordination between relevant actors
- Development of soft measures (e.g. voluntary commitments)
- Initiation of concrete cooperation projects

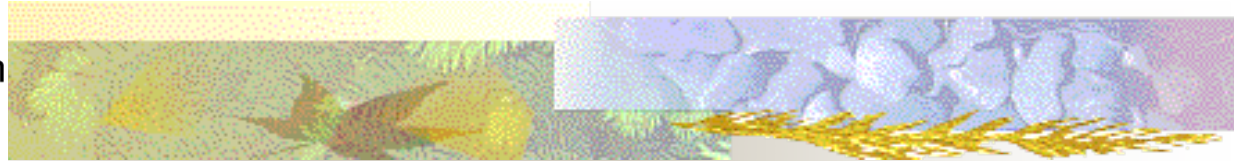
■ Instruments

- Meetings
- Website
- Newsletter



Political Situation: Labeling for Climate Change

- Consumers are aware of climate change
- Movement on the markets
- Many heterogenous initiatives
- High risk of consumer irritation
- Need for policy action
 - to make use of consumer awareness
 - to counter negative effects caused by consumer irritation



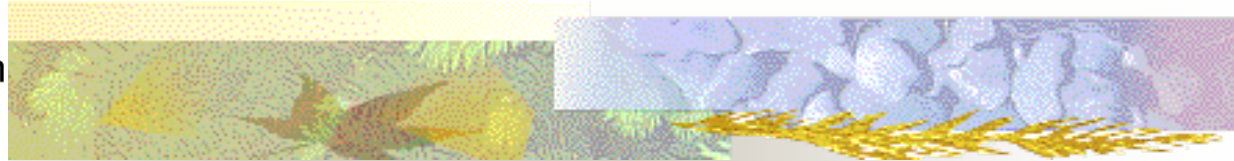
Conditions for Labelling Schemes

- Necessity of concrete product-related criteria in labelling schemes
- Reliability
- Involvement of stakeholders
- Labels should be known to consumers
- Independance
- Criteria should be science-based (life cycle approach)



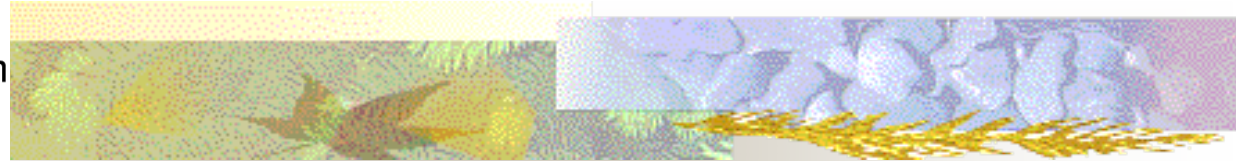
Blue Angel Scheme

- Oldest ecolabelling scheme in the world (30 years)
- National scheme but cooperation with other countries
- 11000 products, 1050 user companies, more than 130 product groups
- Once environmental label, moving towards sustainability label
- Decisions taken by independent advisory board including members of all relevant societal groups
- Label known to more than 80% of Germans
- Often used in public procurement
- New focus on climate change issues



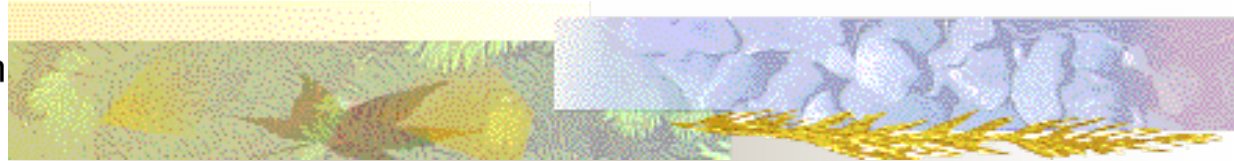
Revision in 2008

- Label for climate change : Making use of the Blue Angel
- Restructuring of the Blue Angel maintaining high ambition
- Development of clusters:
 - Climate change
 - Environment and Health
 - Water
 - Resources
- More focussed criteria
- Faster procedures



Project “Top 100”

- Criteria for the 100 most important climate change related product groups and services
- 60 new product groups including:
 - Refrigerators, washing machines,
 - dryers, gas cookers,
 - water cookers, espresso machines,
 - TV-sets, DVD-/Blue-Ray-recorder,
 - notebooks, master-slaves etc.
- Difficulties in finding user companies



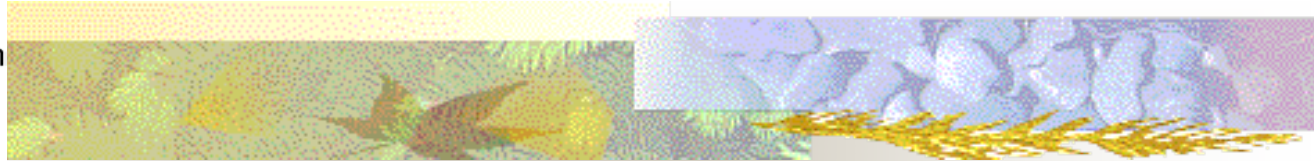
Marketing and Cooperation

- Principle: addressing more the supply than the demand side
- Cooperation with other institutions like consumer organisations, retailers etc.
- Pilot project on international use of Blue Angel
- Blue Angel award
- Use for public procurement
- Harmonisation on EU-level (slowly)
- Cooperation with other labeling schemes



Motivation

- Model role of Government and official authorities („practise what you preach“)
- High potential
 - 260-300 billion €p. a. of public spending in Germany
 - 20% (50-60 billion €) available for environmental/sustainability/climate change related improvements
- Green Public Procurement: Recognised instrument for Green Economy in the EU and in Germany (also partly on the state and community level)



Obstacles

- **Federal system and budget autonomy**
- **Partly old legislation on EU and national level (e.g. lowest price)**
- **No mandatory political requirements**
- **`Old thinking´ and prejudices**
- **Lack of information and transparency**
 - **legislation**
 - **procedures**
 - **green alternatives**



Measures on EU-Level

- Reform of European Legislation
 - Use of environmental and social criteria possible
 - Requirement of a label possible
 - Special legislation for clean vehicles
 - Emission class requirement or
 - Inclusion of external costs
- Target of 50% GPP
- Benchmark setting on EU level



National Regulations

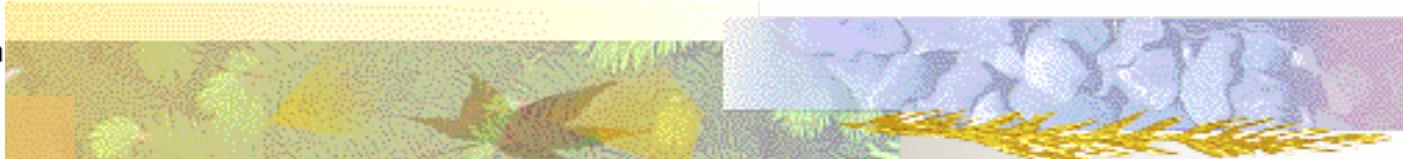
- Transfer of European legislation
- Energy efficiency regulation on the federal level (2007): Most efficient or (Blue Angel) labelled electric appliances
- Regulation for sustainable forest products: Certified products only



Programme „Sustainable Federal Government“

Requirements for Federal Offices

- Vehicles in average 130g CO₂/km until 2015
- 90% recycled paper until 2015
- Use of criteria of the Blue Angel where available
- Highest efficiency class of electric appliances
- Electricity from renewable sources
- Environmental management system
- Guideline for the organisation of workshops and conferences



Competence Centre for Sustainable Public Procurement

- Political decision of the Federal Government in 2010
- Competence Centre part of the Procurement Agency of the Ministry of Interior
- Central information point for federal, state and community level
- Provision of information on
 - sustainable products (labels, benchmarks etc.)
 - procurement processes (best practice examples, procedures etc.)
 - legal provisions and implications
- Cooperation with other federal procurement agencies (Ministry of Defence etc.) and already existing information sources



Further Activities on the Federal Level

- Green Public Procurement Alliance with states and communities
 - Development of and exchange on standards/benchmarks
 - Development of policies, rules and procedures
 - Exchange of information
 - Development of pilot projects
 - Monitoring
- Greening of the „Federal Warehouse“ with framework contracts open to all levels



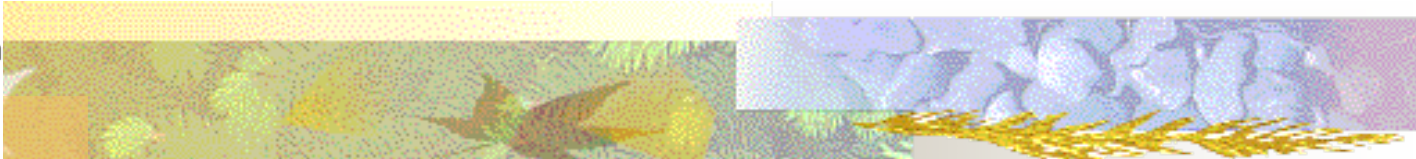
Activities of the Ministry of Environment (BMU)

- Website www.beschaffung-info.de
 - Information for practitioners since many years
 - Model examples for tenders for different products and services (e.g. renewable energy)
 - Information on benchmarks, labels etc.
- Development of benchmarks (under the Blue Angel scheme)
- Integration of environmental criteria for framework contracts of federal procurement offices
- Training courses on the Federal level in cooperation with the ICLEI network



Partnership with the IT Sector

- Guidelines for procurement of IT products
- Development of criteria in a negotiation process with association BITKOM and companies (incl. HP, Fujitsu, IBM etc.)
- Available in German and English language
- Guidelines for desktop PCs and for notebooks developed
- Next product groups: servers, multifunctional units, printers, data center
- Guidelines updated on a regular basis



Thank you