

Which product categories are covered by the EU Eco-label*?

→ cleaning products

- all purpose and sanitary cleaners
- detergents for dishwashers
- hand dishwashing detergents
- laundry detergents
- soaps and shampoos (*coming soon*)



→ appliances

- dishwashers
- light bulbs
- personal computers
- portable computers
- refrigerators
- televisions
- vacuum cleaners
- washing machines
- heat pumps (*coming soon*)



→ paper products

- copying and graphic paper
- printed paper (*coming soon*)
- tissue paper products



→ products for home and garden

- bed mattresses
- wooden furniture (*coming soon*)
- hard floor coverings
- indoor paints and varnishes
- soil improvers and growing media
- textiles



→ clothing

- footwear
- textiles



→ tourism

- camp site service
- tourist accommodation service

→ lubricants

Trust the Flower:

Just cut and paste the Eco-label criteria into your call for tenders and

- Save time and money,
- Set a green example,
- Get some of the best performing products of the market,
- Protect the environment.



Contact and links

Web sites

- For general information on the Flower: <http://europa.eu.int/ecolabel>
- The Green Store : www.eco-label.com
- The European Commission Green Purchasing web site: www.europa.eu.int/comm/environment/gpp/index.htm

Contact information

- The European Commission: ecolabel@cec.eu.int
- Your national Competent Body (complete contact details on): http://www.europa.eu.int/comm/environment/ecolabel/tools/competentbodies_en.htm
- The EU Eco-label Helpdesk: ecolabel@biois.com



European Commission

Green Procurement is easy with the Flower!

Ask your suppliers for products meeting the EU Eco-label criteria



The Flower is the European Eco-label

What is "green" public procurement?

In March 2004, the Council and the European Parliament adopted new public procurement directives enabling integration of environmental considerations in the selection and award processes. Public purchasers can take into account these environmental elements when buying products, services or works.

"Green" procurement has a three-fold objective:

- "Green" public procurement could have **significant benefits for the environment**. As public procurement accounts for 16% of EU wide GDP, it makes sense to use that money to help achieve environmental goals. If all public authorities across the EU demanded green electricity, this would save the equivalent of 60 million tonnes of CO₂, which is equivalent to 18% of the EU's greenhouse gas reduction commitment under the Kyoto Protocol.
- "Green" public procurement will often lead to **savings**, when considering the life cycle cost of the product. For example, purchasing a "green" piece of IT equipment can save money in many different ways: lower electricity use, longer life time, easier to recycle or reuse at the end of its life... It is about getting the **best value** for taxpayers' money.
- "Green" purchasing is also about **setting the example and influencing the market place**. Public authorities can set a "green" example for their citizens to follow.



The EU Eco-label makes green procurement easy

→ **You do not have to be an expert in environmental issues to do green purchasing.**

The EU Eco-label criteria take into account the main environmental impacts of a product and the technically possible improvements. These criteria are established at the European level by the EU Eco-labelling Board. This Board involves the European Commission, the national EU Eco-label competent bodies, industry, consumers, environmentalists, trade unions and SMEs. This ensures a transparent procedure, European-wide consensus on the scientific reliability of the criteria and credibility in terms of protection to the environment and product efficiency.

→ **You are sure of using a scheme that is fully compatible with the Internal Market principles.**

The EU Eco-label scheme is public, transparent and non-discriminatory. It is valid and identical throughout the European Union, as well as the EEA countries (Norway, Iceland, and Liechtenstein). Overseas products can also be awarded the EU Eco-label under exactly the same conditions as EU products. Therefore you are guaranteed to offer equal opportunities to all competitors.

→ **You directly know the minimum number of companies capable of meeting your technical requirements.**

On the Green Store www.eco-label.com you can find regularly updated information on the number of companies awarded the Eco-label for every product group in every European Member State.



The Flower, a label that guarantees greener products that meet high performance standards

How to proceed?

When issuing a call for tenders for products covered by the EU Eco-label scheme, you can directly cut and paste the relevant EU Eco-label criteria into the technical specifications.

The EU Eco-label will be allowed as a way of proving compliance with the said specifications. But, of course, contracting authorities should also accept products complying with the underlying technical specifications even if they do not bear the label.

The EU Eco-label can also be used as a benchmark against which to assess offers at the award stage.

For more information:

→ http://europa.eu.int/comm/environment/ecolabel/whats_eco/gpp.htm

→ Technical guidelines:

<http://europa.eu.int/comm/environment/gpp/guidelines.htm>

→ Handbook on green public procurement:

<http://europa.eu.int/comm/environment/gpp/guidelines.htm#handbook>

SUCCESS STORY

The city of Dunkerque, France, recently worked on procurement of ecological detergents.

Before issuing the call for tenders, the city studied the environmental criteria of the EU Eco-label for all-purpose cleaners and made a research on the availability of potential suppliers of products complying with some or all the criteria. The 8 suppliers identified were asked to provide samples of their products, so that employees could test them. Employees were very enthusiastic about the direct benefits linked to the use of these products, especially lack of respiratory and skin irritations. Results were also very positive regarding the efficiency of the products.

Following these positive results, the city issued its call for tenders, including several Eco-label criteria in the technical specifications.