



# EcoAdvance

SUSTAINABLE PUBLIC PROCUREMENT AND LABELING

## Good Practices in the use of Ecolabelling and Sustainable Public Procurement



On behalf of:



of the Federal Republic of Germany

# Project Data

## Implementing Countries

Brazil  
Colombia  
Costa Rica  
Ecuador  
Mexico (on SPP)

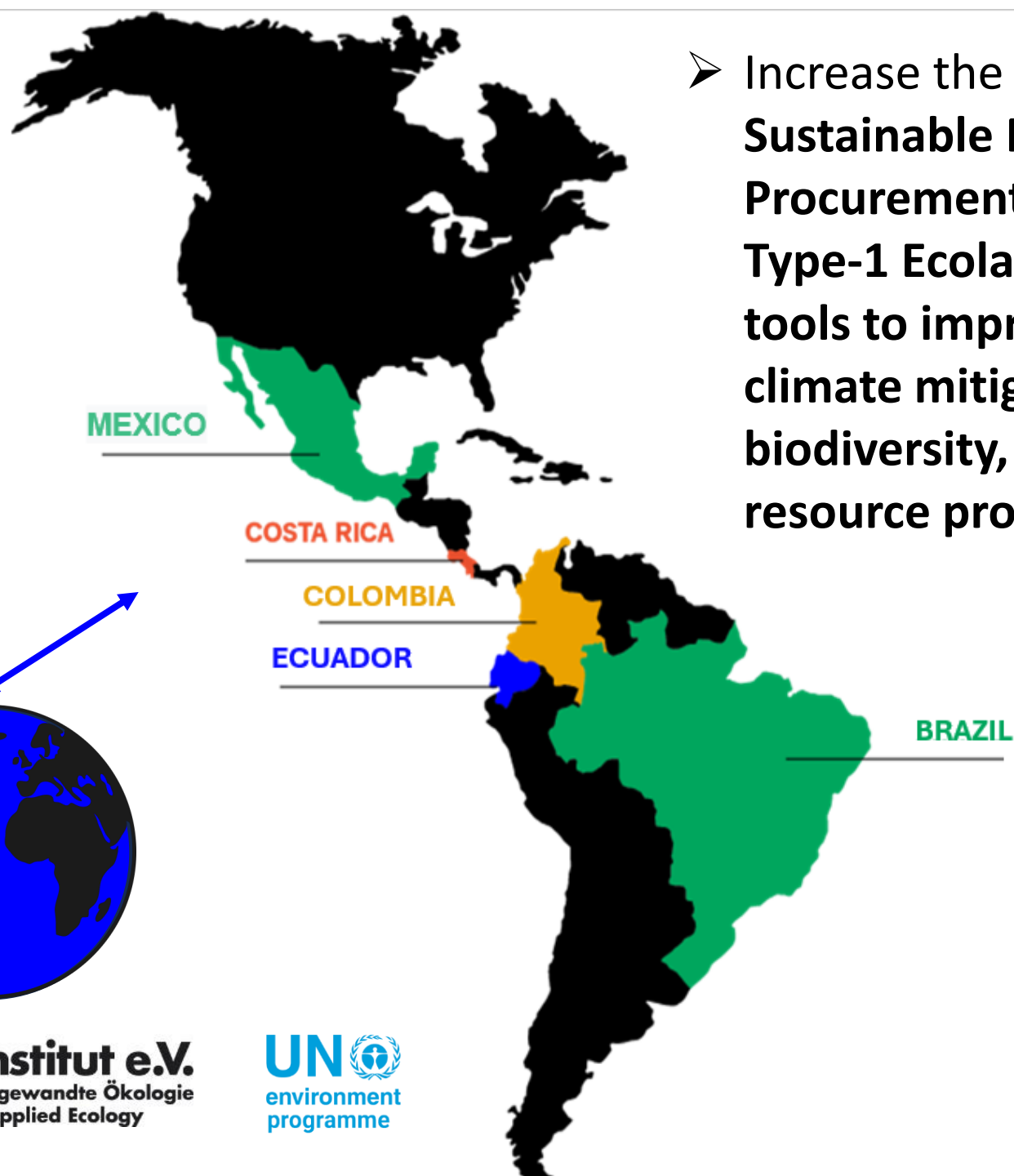
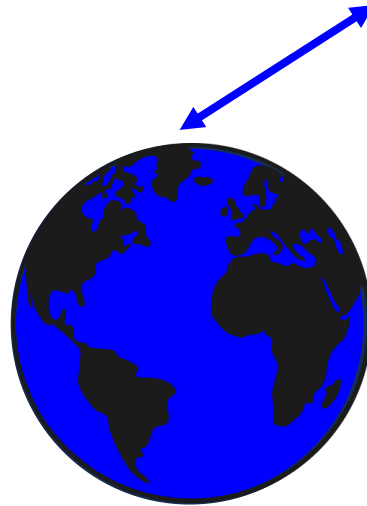
**12/2022 – 11/2026**

German Ministry of the Environment (BMUV) - IKI

Donor:



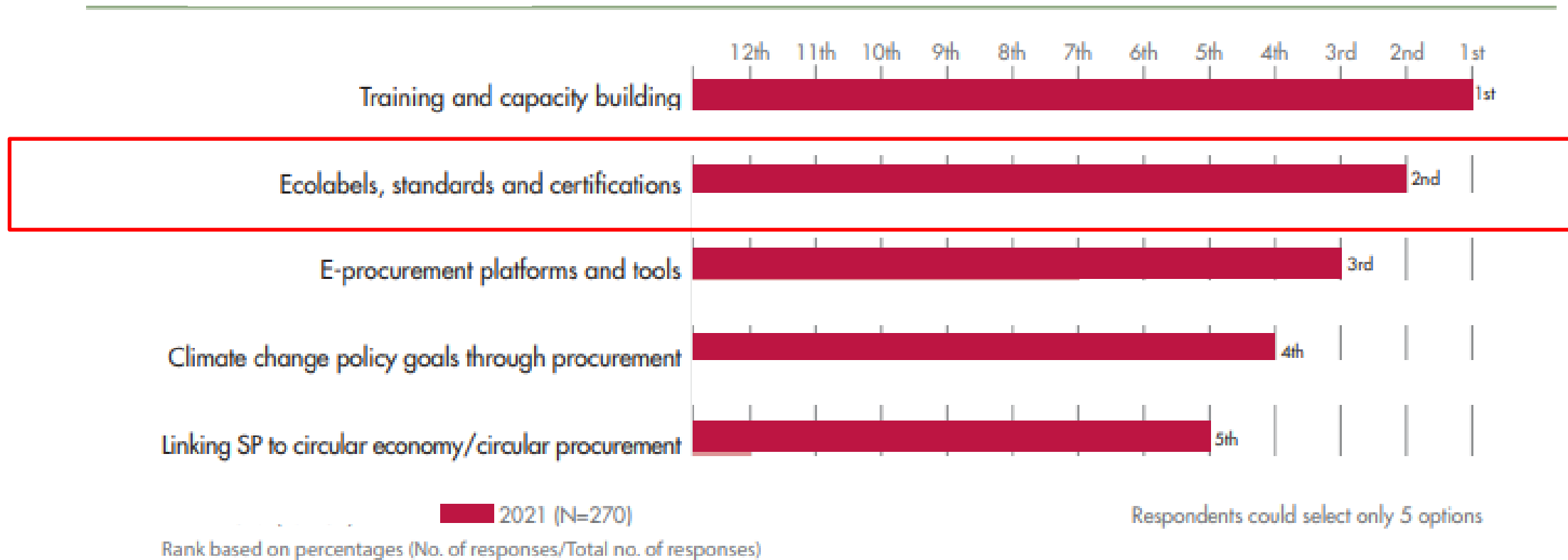
Implementing Consortium:



- Increase the use of Sustainable Public Procurement (SPP) and Type-1 Ecolabels as tools to improve climate mitigation, biodiversity, and resource protection

# How to leverage green purchasing?

## Emerging SP topics, strategies and activities according to survey respondents ranking



Source: .

2021 Stakeholder Survey.

# What is the difference between ecolabels and certification scheme?



## Ecolabels



## Certification schemes



	Ecolabel Type I	Certification scheme or sustainability label Type I-like
ISO reference	ISO 14024	
Third party-verified	✓	✓
Life cycle-based	✓	✓
Environmental focus	Full set of environmental (and social) criteria	Specific environmental impact

# Objectives of EcoAdvance



- Promote global exchange of good practices
- Enhance the replication of these practices
- Strengthen the use of ecolabels and sustainable public procurement, especially the joint use of these tools

## **Target audience:**

- Public procurement agencies (local or national governments) and Ecolabels schemes

# Promoting EL and SPP in the construction sector



## Implementing partners:

- **Thailand Environment Institute (TEI)**, Thailand Green Label
- **Philippine Center for Environmental Protection and Sustainable Development (PCEPSDI)**, Green Choice Philippine
- **National Cleaner Production Centre – Sri Lanka (NCPC)**, Eco Label Sri Lanka
- **State Environmental Certification and Standardization Center, Uzbekistan**, Green Mark Uzbekistan

## Main activities:

### 1. Develop and implement a strategy to harmonize criteria of cement and steel including ambitious criteria on climate, biodiversity, and social aspects in ASEAN countries

- Ecolabels interested: Thailand, Bhutan, Philippines, GreenPro India, Cambodia, Singapore, Malaysia
- TEI is setting up a WG and is leading the advance of the harmonization strategy

### 2. Develop criteria for new construction materials

### 4. Capacity building and certification support to businesses and in particular SMEs within the construction sector

### 5. Raise awareness of government agencies about the use of ecolabel in sustainable public procurement (workshops, political dialogues, policy recommendations, guidelines)

# Good practices (English and Spanish)



## Public policy on ecolabels and SPP

- [Sustainable public procurement policies that use ecolabels and environmental certifications](#)
- [Ecolabels and certifications criteria for \*\*construction materials\*\* and their use on sustainable public procurement](#)
- [Government strategies to educate the public procurement ecosystem about sustainable practices](#)

## Raising awareness

- [Measuring the environmental \*\*impact of ecolabels\*\*](#)
- [Ecolabels and certifications strategies to \*\*educate consumers\*\* and companies about sustainability](#)

## Supporting tools

- [Grouping of sustainable certifications under a \*\*recognition scheme or pre-approved list\*\*](#)
- [Implementation of an \*\*e-marketplace\*\* of sustainable products and services](#) (available in Chinese)
- [Implementation of an \*\*e-catalogue\*\* with sustainable products and services](#)

## Biodiversity

- [The adoption of \*\*biodiversity conservation criteria\*\* by ecolabels and certification schemes](#)
- [Integrating \*\*ecolabels, certifications\*\* and sustainable public procurement in \*\*NBSAP\*\*, National Biodiversity Strategies and Action Plans](#)

# 18 countries featured in the good practices

1. USA
  2. Malaysia
  3. Thailand
  4. Germany
  5. Colombia
  6. Russian Federation
  7. France
  8. Ecuador
  9. Costa Rica
  10. Sweden
  11. Japan
  12. Singapore
  13. China
  14. Republic of Korea
  15. Brazil
  16. Italy
  17. Argentina
  18. India
- + The European Union





# How can we collaborate?



- Share those good practices in your networks
- Let us know if you would like to have a dedicated conversation about one of them to replicate
- Would you like to share your good practice? Let us know
- Webinars are coming on : building and construction, textile
- Join the initiative to harmonize criteria on cement and steel



## Good Practice:

Sustainable public procurement policies that use ecolabels and environmental certifications

Cases from China, the United States, Korea, Japan, Thailand, the European Union, Brazil, Ecuador, and Argentina



# What is it about?



- The experiences of countries where **public procurement entities have aligned their sustainability criteria with existing ecolabels or certifications.**
- The different ways countries promote this alignment:
  - (1) **Strong institutional policies** that actively encourage or require the use of ecolabel-aligned criteria.
  - (2) **Ad-hoc approach** depending on the willingness of procurers.

# Why is it a Good Practice?



- Public procurers can **reduce costs and simplify processes for establishing sustainability criteria and verification methods** by leveraging existing criteria and methods developed by ecolabels or certifications.
- They can **trust** the information about sustainability because it is **third party certified**.
- By examining the number of products and services certified, **procurers can assess the market's readiness** to provide sustainable products and services.
- When purchasing certified goods is prioritized, **the adoption of ecolabels and certifications is strengthened**, as **companies are incentivized to certify their products and services** to participate in public procurement creating a **virtuous circle**.



## Good Practice:

Integrating ecolabels, certifications and sustainable public procurement in National Biodiversity Strategies and Action Plans (NBSAPs)

Cases from France and Japan

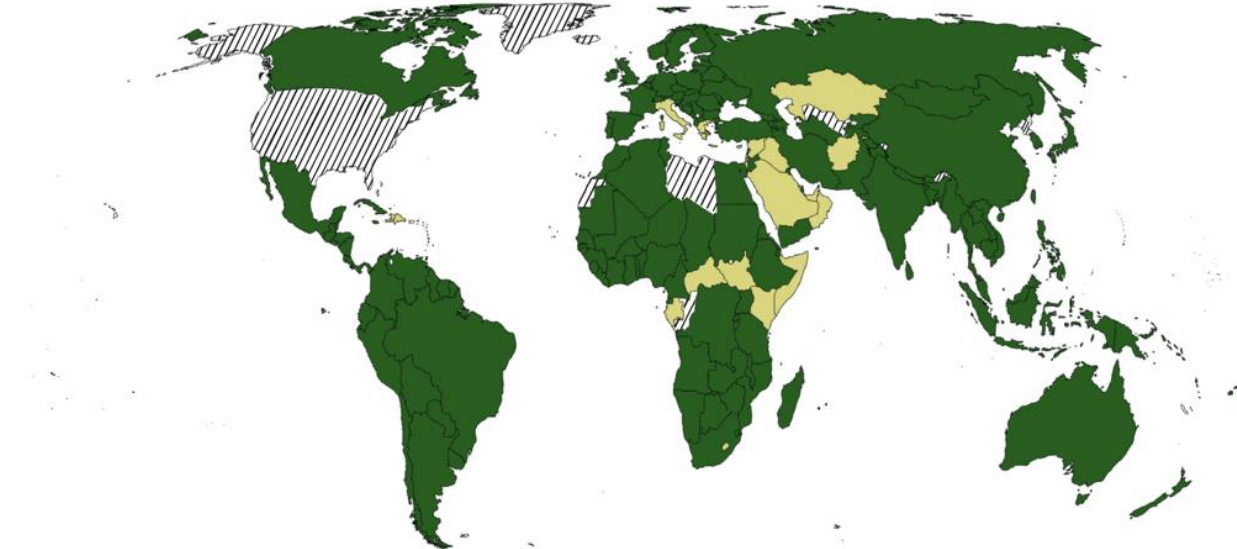


# What are NBSAPs ?



Number of NBSAPs Countries have Submitted (Up to June 2024)

/// 0   ● 1   ● 2 or more



Source: [UN Convention on Biological Diversity](#)

Each member state is obligated to create a **National Biodiversity Strategies and Action Plan (NBSAP)** for the CBD.

Biodiversity is integrated into all sectors of society, and it should also align and implement the global goals set by the Kunming-Montreal Biodiversity Targets.

- **Target 15** encourages governments to take legal, administrative, or policy measures to encourage and enable businesses to provide information needed to consumers to promote sustainable consumption patterns.
- **Target 16** asks governments to ensure that people are encouraged and enabled to make sustainable consumption choices.

# Why is it a Good Practice?



Sending a strong message to all stakeholders to **mainstream biodiversity into high impact sectors** :

1. Encourages **suppliers/ the market** to adopt biodiversity-friendly practices
2. Encourages **labels** to include biodiversity criteria
3. Ecolabels and sustainable certifications have **robust criteria and require independent verification, making the country's goals more concrete and transparent.**
4. Giving visibility to ecolabels and certifications will likely **result in an increased number of companies seeking them -> avoid greenwashing**
5. Raise **consumer awareness** of biodiversity conservation and encourage sustainable consumption patterns for biodiversity protection.

➔ Ensures that **public resources are spent on products that generate less environmental impact** on biodiversity and ecosystems.



## Good Practice:

Implementation of an  
e-marketplace and e-catalogue of  
sustainable products and services

Cases from Malaysia and Thailand  
Korea, Italy and Bremen (Germany)





# What is it about?



- An **e-market place** consists of an **online platform** that helps public procurers to identify **sustainable products and services**.
- The e-marketplace **gathers products and services with environmental labels**
- **It is not intended to support direct purchase**
- **E-catalogues** are platforms offering a centralized collection of **pre-approved products and services for direct purchase** by public entities.
- E-catalogues commonly include **both conventional and sustainable goods**.
- Support **directly purchase** without a tender.

# Example 1: MyHIJAU Directory, Malaysia

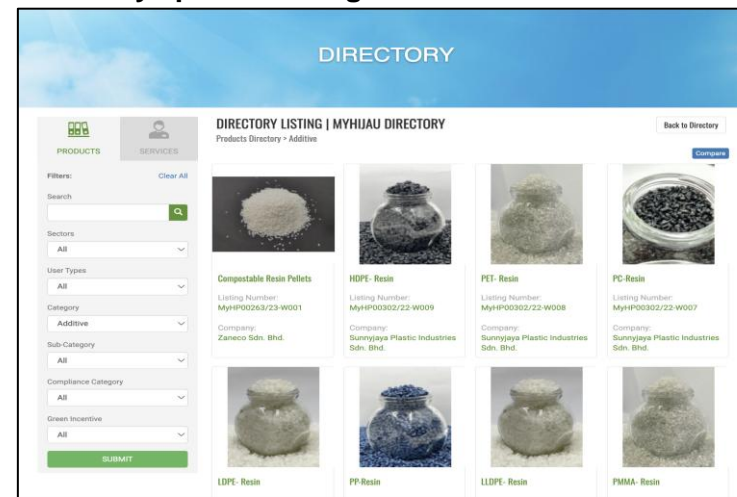


- MyHIJAU Mark, has an e-marketplace that **gathers products and services with the MyHIJAU Mark** into an online platform (on the [website](#) or [app](#))
- The e-marketplace acts as an information tool, allowing procurers (and companies and consumers) to **check the availability of sustainable products and services** on the market.
- It is possible to **filter by products or services**, to search by sectors (building, energy, transport, waste, and water) or category (furniture, automotive, commercial and industrial services, among others).

Directory listing categories



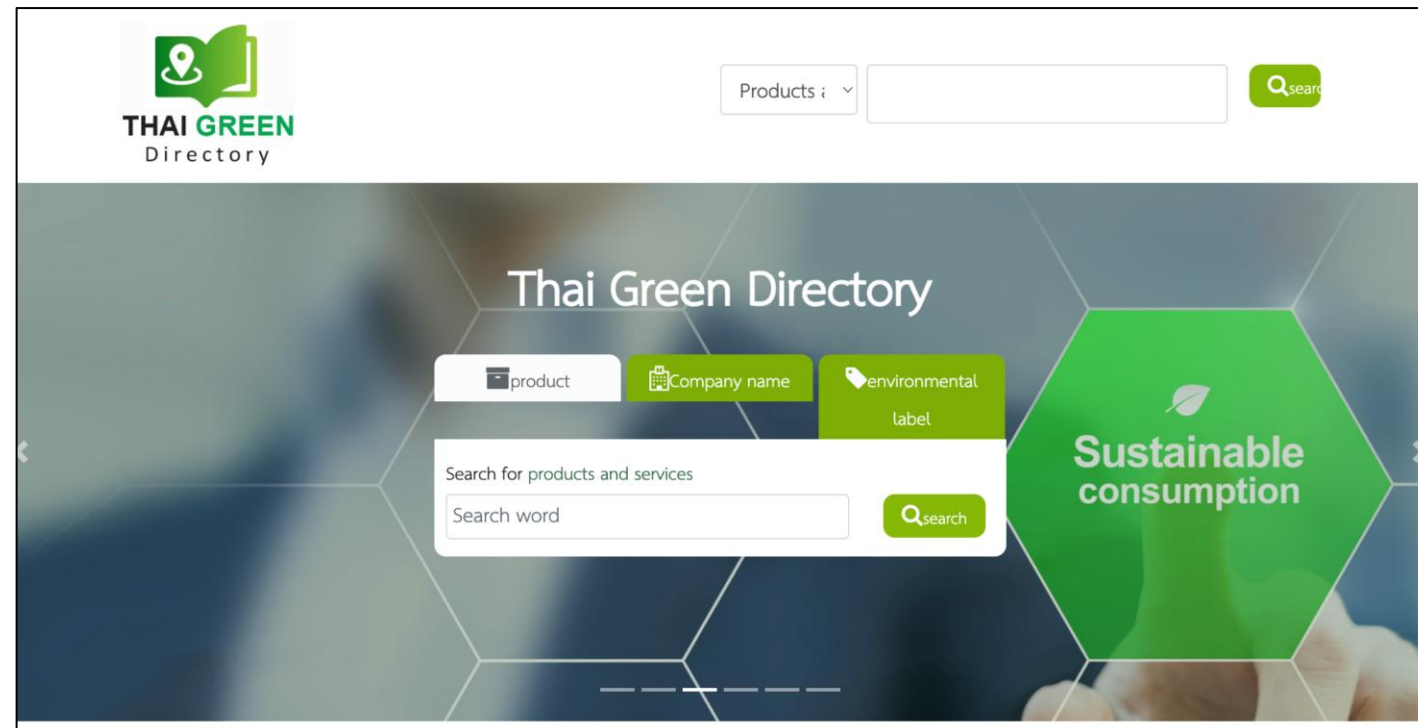
Directory specific listings



# Example 2: Thai Green Directory



- It is an initiative from the Ministry of Natural Resources and Environment of Thailand. The e-marketplace **holds all products and services with the [Thai Green Label](#)**
- The [Thai Green Directory](#) allows search by product type, category, company name or environmental label.
- It also has a **mobile app** called [“One Green App All Over Thailand \(Green Card Application\)”](#) where sustainable and certified products and services are available.



# Example 1: KONEPS e-Shopping Mall



- [KONEPS, the Korea National e-Procurement System](#) is managed by the Public Procurement Service of Korea, its e-Shopping Mall serves as a **centralized platform for direct purchasing from suppliers**.
- It contains a dedicated section showcasing a wide range of green products, from **highly energy-efficient appliances to ecolabeled goods and recycled items**.



# Find Out More

## EcoAdvance Project:

<https://www.unep.org/ecoadvance-ecolabels-and-sustainable-public-procurement-eco-advance-project>

## Consumer Information

### Programme:

<https://www.oneplanetnetwork.org/programmes/consumer-information-scp>



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**EcoAdvance**  
SUSTAINABLE PUBLIC PROCUREMENT AND LABELING

**THANK YOU!**

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On behalf of:



of the Federal Republic of Germany