

More effective use of

Green public procurement, Green labelling, and Voluntary agreements

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The logo for PlanMiljø, featuring a solid black vertical bar on the left and the text "PlanMiljø" in a green sans-serif font to its right.

PlanMiljø

Sustainable Consumption and Production

- Sustainable Production is the future for Nordic manufacturing
- Command and control will never pave the way
- We need Sustainable Consumption as a vehicle for Sustainable Production
- And we need *clever Sustainable Production*

Supply

A Few

Some

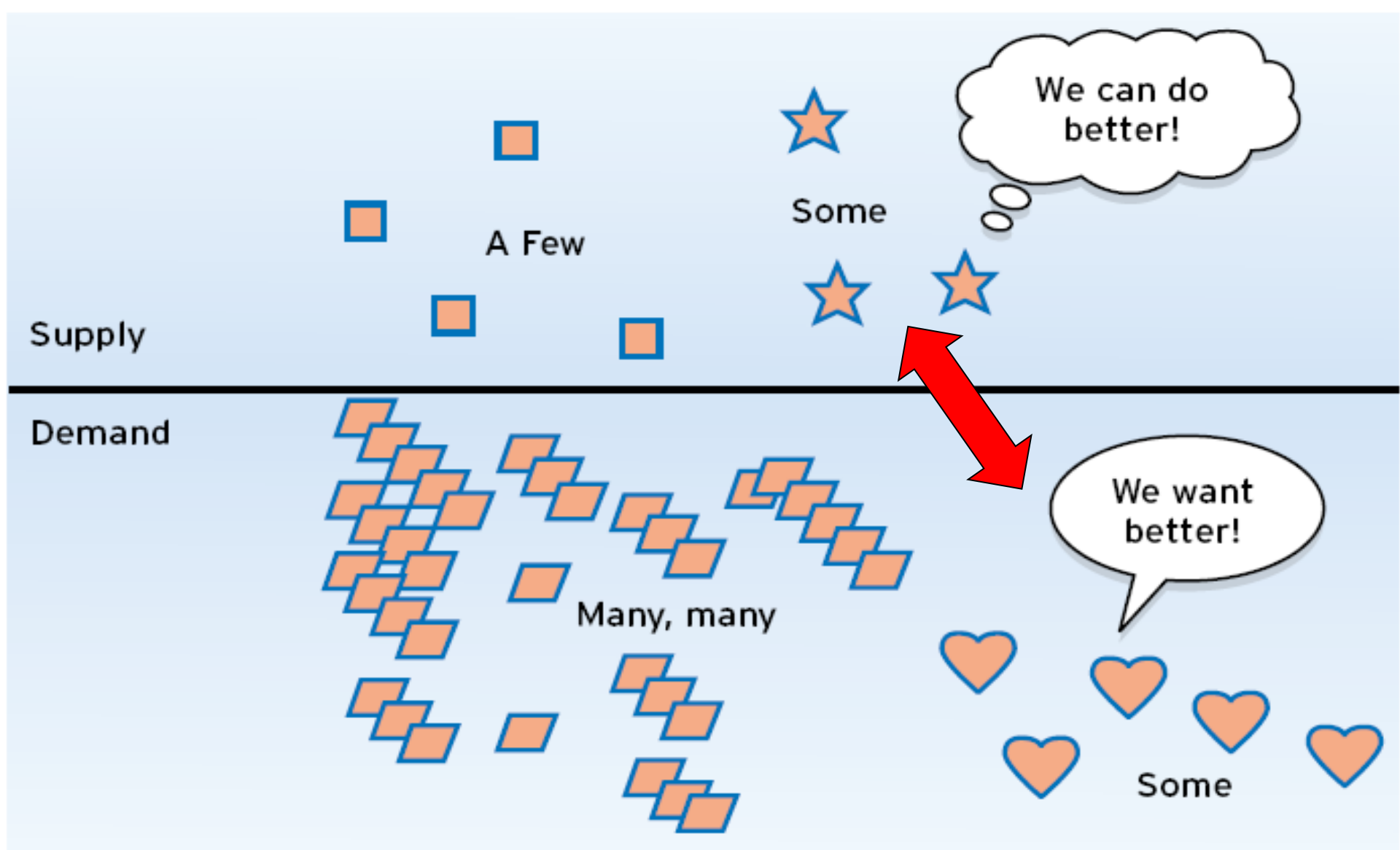
We can do better!

Demand

Many, many

We want better!

Some



Innovative Green Procurement

- **The purchaser is ambitious**
- **Cooperative**
- **Future oriented**
- **Environmentally determined**

- **The manufacturer is motivated**
- **Cooperative**
- **Innovative**
- **Environmentally in front**

How do we work with Innovative Green Public Procurement?

- Vision
- Leadership
- Strategy
- Competent and motivated staff
- Clear structure
- Systems
- And culture

Traditional Green Public Procurement

Is actually not that common

Important to promote eco-friendly products

But insufficient to drive innovation



Eco-labels as a tool for green growth?

- **Link to public procurement**
- **Volume is the key**

- **Products with large volume in PP**
- **And with significant environmental impact**
- **Nordic manufacturers?**

Are Soft Regulatory Instruments effective?

- Very little data
- Few evaluations
- Very little evidence

- Cost effectiveness is the key argument for the agreements.
- But a threat of regulation does not harm the motivation...



Can voluntary agreements work?

- **SMART objectives are needed - otherwise, how measure success?**
- **Objectives and indicators make monitoring possible**
- **And monitoring *is* necessary**
- **What if the agreement does not work?**

How to use voluntary agreements as a growth factor

- **Common guidelines at national level**
- **Connect with research and innovation**
- **Public participation in target formulation.**
- **A clear basis in environmental regulation**
- **Policy mix**

