

HoReCa Forum

Room/Venue: Krakau

Date: 14/02/2013 (Thursday)

Time: 15:00 – 15:45

Green Public Procurement - Organic Opportunity?

Speaker(s)



Andrzej Szeremeta (Presenter)
IFOAM EU Group
Belgium



Niels Heine Kristensen (Speaker)
Aalborg University
Denmark



Mark Stein (Speaker)
Salford University Business School
United Kingdom

HORECA Forum



Green Public Procurement

Andrzej Szeremeta, IFOAM EU Group

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Green Public Procurement in the EU

Based on the [Communication from the Commission Public procurement for a better environment](#) 16.7.2008 (COM(2008) 400 final)

Green Public Procurement (GPP) relies on **having clear and ambitious environmental criteria for products and services.**

“...public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle ...”

Food and catering services is 1 of 10 priority sectors.

Commission website <http://ec.europa.eu/environment/gpp/>

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Green Public Procurement

More organic food in public canteens!

IFOAM EU Group would like to facilitate the exchange of information, experience and best practises

www.ifoam-eu.org/workareas/policy/php/Greenpublicprocurement.php

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GPP case studies by Commission

- **GPP brochure on good practice examples** - case studies from the Europe
http://ec.europa.eu/environment/gpp/case_en.htm
- Organic meals in Malmö's schools (Sweden)
- Organic meals in Rome's schools (Italy)
- Organic food in Badalona's schools (Spain)
- Organic produced meals in East Ayrshire schools (Scotland)

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GPP handbook by Commission

- **Buying Green** - a handbook on GPP is a concrete tool to help public authorities to buy goods and services with a lower environmental impact
http://ec.europa.eu/environment/gpp/buying_handbook_en.htm

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Further steps by Commission

DG Environment

- closer look for development of GPP in food and catering during preparation of the *Sustainable food* report (2013)
- good examples and practices
- obstacles for development
- needs for improvement (e.g. legislation)
- call for more organic food in public canteens

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BioFach seminar - Green Public Procurement

Moderation:

- **Andrzej Szeremeta**, IFOAM EU Group

Speakers:

- **Niels Heine Kristensen**, Aalborg University (DK)

- **Mark Stein**, Salford University Business School (UK)



GREEN PUBLIC PROCUREMENT
- 60% ORGANIC IN ALL PUBLIC CANTEENS?!

SESSION ON GREEN PUBLIC PROCUREMENT
- ORGANIC OPPORTUNITY?
BIOFACH 2013, NÜRNBERG

NIELS HEINE KRISTENSEN
PROFESSOR, PHD
AAU COPENHAGEN



Why is public procurement important?

- Public procurement can be a *driver for change* and influence both production and consumption/supply and demand
- Public food can also contribute to *food literacy* - understanding the impact of food choices on health, the environment and community
- contributes to *broader policy goals* i.e. improve health and education, increase opportunities for food SMEs, and create jobs, as well as support environmental objectives and local producers
- A pragmatic example of what is meant by joining food production and consumption agendas...co-production
- Distribution of the Food Market in DK:
1/3 FOOD SERVICE
2/3 RETAIL

FOODSCAPES, INNOVATION & NETWORKS... AALBORG UNIVERSITY DENMARK

Status quo is not an option...

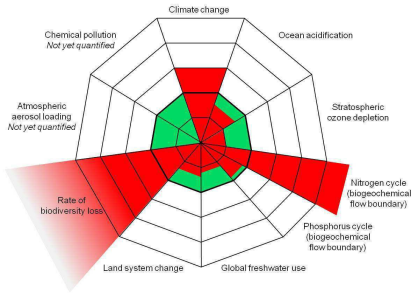
A radical change in food consumption and production in Europe is unavoidable to meet the challenges of scarcities and to make the European agro-food system more resilient in times of increasing instability and surprise.



European Commission – Standing Committee on Agricultural Research (SCAR), The 3rd SCAR Foresight Exercise (2011) **Sustainable food consumption and production in a resource-constrained world.**

Name of department... AALBORG UNIVERSITY DENMARK

Planetary Boundaries already exceeded?



Source: Rockström et al. Nature 2009

TITEL, PRÆSENTATION MIT NAVN AALBORG UNIVERSITY AALBORG UNIVERSITY DENMARK


EU Public Procurement Policy

- Sets standards and criteria for procurement in EU member states
- Originally put in place to guarantee fair competition and free flow of goods and services in the common market
- Has moved towards health, environmental and animal welfare standards?
- What next?

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Green Public Procurement

“...a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured.”




COM(2008) 400 final

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EU Policy horizon

- Roadmap for resource efficient Europe and EC Communication on Sustainable Food
- CAP 2020 RD – better market access to local and regional markets by Small and Medium-farmers

NAME OF DEPARTMENT...  7

The *emerging* agendas on public procurement - food

- Sustainable diets:
NEW DIETARY GUIDELINES – INTERNATIONAL & NATIONAL
- Food for ecological public health:
ONLY CONSIDER MULTI-SECTOR INTERVENTIONS
- Re-engineer food system:
ROADMAPS; FRAMEWORKS; LOW ENERGY INFRASTRUCTURE
- Prices: from 'value-for-money' to '*values for money*'
USE RISING ENERGY PRICES TO GET MORE €€€ TO GROWERS
- Consumer behaviour change:
CONTRACT & CONVERGE; 'CITIZENSHIP' NOT CONSUMERISM

NAME OF DEPARTMENT...  8

Danish Government Organic Action Plan – green transition




Handlingskatalog

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 Økologisk Handlingsplan 2020

NAME OF DEPARTMENT...  10

The Danish "catering label" (spisemærke)



30-60% økologi 60-90% økologi 90-100% økologi

NAME OF DEPARTMENT...  10

The Minister of Foods priorities:

1. THE PUBLIC INSTITUTION MUST SHOW THE WAY
2. ORGANICS AFTER 2013 – LEGAL FRAMEWORK
3. THE ORGANIC FARMER AND TRANSITION
4. PRODUCT DEVELOPMENT AND INNOVATION
5. DISTRIBUTION AND MARKETING
6. RESEARCH AND DEVELOPMENT

NAME OF DEPARTMENT...  11

Organic procurement policy for food

- The public kitchens must have "the silver label" by 2020 – 60-90% organic products in their meals
- The canteens of the Ministry of Food will be converted to organic food in a participatory process with the employees and the suppliers
- Support will be dedicated education, information and project management
- Existing school fruit systems must be as organic as possible

Source: Ministry of food organic action plan, december 2011

NAME OF DEPARTMENT...  12

Municipalities with organic goals / 60%

Lejre

Økologiske målsætninger:

- Lejre Kommunes nye kostpolitik er under politisk behandling og forventes endeligt besluttet i sensommeren 2012. Kostpolitikken indeholder et mål om at 75% af det offentlige fødevarerforbrug skal være økologisk i 2016.
- Lejre arbejder desuden på at blive Danmarks første økologiske kommune: www.dn.dk/projekt/lejr

Kontakt:
 Tina Unger (klima og miljøkoordinator) tlf. 46 46 49 05, e-mail: t.ung@lejre.dk

Areaer:

- Der må ikke anvendes pesticider på de kommunale bortforpagtede areaer bortset fra ukrudter, hvor dette er påkrævet for at undgå væsentlige sikkerheds- eller driftsmæssige problemer, men kun hvis forbruget er reduceret til et minimum.
- Lejre Kommune er ved at undersøge, hvorledes økologisk dyrkning kan fremmes på de kommunale jorde, når forpagtingsaftalerne skal gendudføres i 2014.

Kontakt:

City of Copenhagen - political goals

- City of Copenhagen has a goal of 90% organic in 2015
- City of Copenhagen has set goals to become the first carbon neutral capital in the world by 2025
- Part of the strategy included a mandatory green roof policy (City of Copenhagen 2010)
 ALL NEW BUILDINGS WITH A ROOF SLOPE OF LESS THAN 30 DEGREES

NAME OF DEPARTMENT... 14

Copenhagen House of Food

- Public procurement policy complex
- Administrative burden for small suppliers/producers
- Local as a broader definition of organic
- Cannot explicitly say local
- Fresh and seasonal
- Different interpretation of rules

Name of department... 15

The DK support scheme for 60% organic

28 millioner kr. til mere økologi

Fødevareministeriet har afsat 28 millioner kr. i 2013 til at støtte omstilling til økologi i offentlige køkkener.

De penge kan i som kommune, region eller statslig institution få nytte af, både hvis I ønsker at omstille jeres køkkener til økologi, eller hvis I allerede har økologisk mad, men ønsker en højere andel - fx 75 % i stedet for 60 %.

Flere kommuner har gode erfaringer med fordelene ved økologiske køkkener:

- Kommunen får en klar og synlig grøn profil
- Brugerne får økologisk mad, der samtidig følger kostenbefalingerne
- Maden er miljøvenlig, og der er mindre madspild
- Fagligheden i køkkenerne bliver øget - og dermed øger arbejdsglæden og trivsel
- Den økologiske landbrugsproduktion vokser
- Priserne behøver ikke blive højere end et traditionelt køkken.

Hvad giver vi tilskud til?
 Der kan gives tilskud til aktiviteter under følgende 2 kategorier:

- 1) **Information og uddannelse af offentlige bedrifter**
 Bedrifter der udfører offentlige opgaver kan få støtte til at gøre medarbejdere opmærksomme på fordelene ved økologi. Det kan foregå på forskellige måder som:
 - Uddannelsesforløb
 - Arbejdsseminarer
 - Foredrag og oplæsninger
 - Forbrug af økologisk mad og drikkevarer
 - Uddannelse af medarbejdere og medarbejderassistenter
 Bedrifterne kan også få støtte til at gennemføre aktiviteter, som er relevante for uddannelse af medarbejdere, så f.eks. madplanlægning.
- 2) **Bedrifter af nyt opståede**
 Bedrifter der skal starte med at sælge tilskud til etablering af nye køkkener. Det kan foregå ved at støtte omstilling af eksisterende køkkener eller ombygning af dem.
- 3) **Informations- og uddannelsesforløb**
 Bedrifter der udfører offentlige opgaver kan få støtte til at gøre medarbejdere opmærksomme på fordelene ved økologi. Det kan foregå på forskellige måder som:
 - Uddannelsesforløb
 - Arbejdsseminarer
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 Bedrifterne kan også få støtte til at gennemføre aktiviteter, som er relevante for uddannelse af medarbejdere, så f.eks. madplanlægning.

Der kan desuden gives forfælles forløb for samarbejdsforløb og aktiviteter. Bedrifter kan også give tilskud til ombygning og omstilling af køkkener.

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Strategies and recommendations

- Public organic procurement – is not "one size fits all"
- Instruments must be dynamic and tailored
- Formal and in-formal relations important
- Commitment from decision makers is crucial

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Thank you for your attention - nhk@plan.aau.dk

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Biofach Green Public Procurement Organic Opportunity



- Mark Stein
- *Salford University Business School*
- *Retired Economic Development Officer Tameside Council Greater Manchester*

What I will be discussing

- local authorities who have made a real effort to source organic and local food
- the obstacles they have had to overcome
- Particularly EU procurement regulations
- Cost – Is organic too expensive?

EU procurement regulations

- Ensures a level playing field for suppliers from all over EU
- Cannot discriminate in favour of local suppliers



Fear of costly litigation

- Suppliers can bring lawsuits against individual local authorities and/or the national government alleging discrimination



How to offer opportunities for local suppliers

- Talk to suppliers before the tender
- Adjust specifications
- Break Up contracts
- Separate distribution from supply



Group presentations

- Gather possible local suppliers
- Tell them the content of forthcoming tenders
- General advice on how to complete tender documents



One to one discussions

- Can the supplier meet the specification?
- Does supplier need to upgrade systems eg H&S ingredient traceability?



Lack of ingredient traceability

- Your ground beef turns out to be



Wigan Council and Pooles Pies

- Factory established 1847
- Wanted to start selling to schools, BBC
- Informal discussions – healthy pie recipes



Division of big contracts into lots

- This is legal
- Offers opportunity to smaller suppliers
- More work for procurement staff
- Shropshire
Lancashire
Staffordshire



Separate distribution from supply

- Helps small producers get their product to 500 schools by 8 am
- Lancashire, Cumbria, Bristol
- Distribution hubs



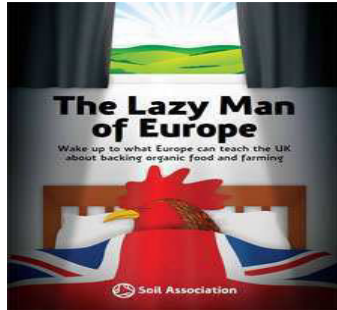
Borlange Food Distribution Hub

- Three Swedish towns
- All food for schools nurseries social care delivered via a distribution hub
- Assists small local producers



What about organic food?

- UK growing support for local food
- organic sales declining
- Seen as too expensive



Now I wish to talk about

- **Food for Life Partnership:** Alliance of four English NGOs - Soil Association, Focus on Food, Garden Organic and the Health Education Trust
- Aims to enable children to eat good food, learn where it comes from, how it is produced and how to grow and cook it themselves . Promotes local and organic food. Involves parents and teachers.
- Funding over five years from the Big Lottery Fund has enabled it to work in every English region with **3,800** schools enrolled and **300,000** children eating Food for Life accredited meals every day.



Bronze Criteria

- 75% of dishes on menu are freshly prepared
- Minimise additives and no hydrogenated fat
- Seasonal menus
- Eggs cage free Meat Farm Assured as minimum

Silver Criteria

- Range of local items
- Range of certified organic items
- Poultry eggs and pork are Freedom Food
- Only sustainable fish
- At least one Fair Trade product

Gold Criteria

- At least 30% of ingredients are certified organic or MSC
- At least 50% of ingredients local
- Emphasis on animal welfare
- Increased vegetarian food

Food for Life Catering Mark

- Soil Association award scheme for caterers in all sectors
- Schools
 - Universities
 - Hospitals
 - Restaurants
 - Commercial Catering

Organic can be profitable

- Some school caterers have upgraded ingredients – inc more organic
- gone to FFL Gold
- Increased takeup makes this economic



Food For Life Gold case studies

- Plymouth
 - Gloucestershire
 - Food for Thought Liverpool
- Hard work by cooks and procurers



Pressure on school meal services

- East Ayrshire drops from FFL Gold to Bronze
- Reducing organic food to save money
- Academies breaking away
- Loss of experienced staff



Reducing Meat

- MeatFree Monday
- Reformulating recipes to reduce or replace meat
- Need to maintain sales to children



Sustainable Food Cities

- Group of UK cities campaigning for sustainable food
- Encouraging local and organic food growing and procurement



Eating City.org

- Network of supporters of organic and local food
- www.eatingcity.org



Universities voluntary initiatives

- Higher quality and more sustainable food = helps give a university a competitive edge?
- Less price sensitive than schools?



Manchester Veg People Sept 2011

- Coop between university and organic growers
- Fresh veg delivered to hub
- Seasonal menus
- Uni will buy growers output at agreed margin



Any questions?

- Mark Stein
- Salford University Business School
- markstein2010@live.co.uk

