



# Procura+ Seminar 2015



Ajuntament de  
Barcelona



Diputació  
de Catalunya



Municipi de Catalunya



Procura+  
Sustainable  
Procurement  
Campaign



**Blue Group** – How can a clear  
SPP Policy be developed so it  
is useable in practice?

Do we need an SPP Policy to make  
SPP happen?

**YES!!**

# Why?

1. To ensure political support
2. Engage all stakeholders internally and externally
3. To establish priorities goals and clear targets

# Making SPP Policy work

- Consider that the policy is just the start- it will not run itself
- Make it realistic based on what
  - is achievable
  - can be monitored
  - can be resourced
- Make it clear and concise
- Give ownership to those with the power to meet the targets
- Engagement, training and continuous support networks (do not underestimate the power of case studies!!)
- Talk to procurers: what do they need?
- Have a communications strategy
- Possibility for feedback/revision

**Orange Group** – In a time-pressured working environment, what are the quick wins for SPP?

- TENDERS
- TOOLS
- POLICY
- ORGANISATIONAL TOOLS

EXISTING  
USE OF TOOLS

- BIG TENDERS WITH HIGH SAVING POTENTIAL (€, C)
  - BRANDING THE CITY (AWARDS)
  - COMMUNICATION
  - REGULAR FACE TO FACE MEETING WITH PROCEDURES (INTERDISCIPLINARY)
  - CAPACITY BUILDING / TOOLS
- START SMALL - PILOT TENDER

EASY TO IMPLEMENT

ACT

POLITICAL LEADERSHIP

) SPP STRATEGY / ROADMAP

CALCULATING + COMMUNICATING BENEFITS (€, CO<sub>2</sub>, SOCIAL)

EU/National requirements

PR-MARKETING

(IMPORTANT PROJECTS)




**Red Group – The costs and benefits of SPP: how to collect and make best use of data**

**Green Group** – How to deal  
with verification and  
sustainability criteria?

# Example

“The regional government has come under NGO pressure around a key sustainability issue. You have been instructed to implement the procurement of...”





# **Zero deforestation snacks**

# Risks and Concerns

## Immediate

- Reputational
  - Not buying = 'bad'
  - Buying risks bad verification
- Reliance on third parties
  - Strategic risk
  - Needs other forms of evidence
- Excluding high risk products
  - May punish those making an effort
  - Prioritises this over other considerations
- Lack of communication and knowledge

## Longer Term

- Danger of losing political interest
- Changing criteria of certification schemes
- Complex supply chains and lack of transparency
- Lack of specialist knowledge
- Fear of being open to legal challenges

# Potential Solutions and Approaches

## Immediate

- Seek clarification
- Consult information already available
  - Certification schemes
  - Existing suppliers
  - NGOs
  - Other procurers
- Begin with 1 product or ingredient
- Potentially cooperate with other procurers to
- Formulate criteria on information available (thinking about verification)

## Longer term

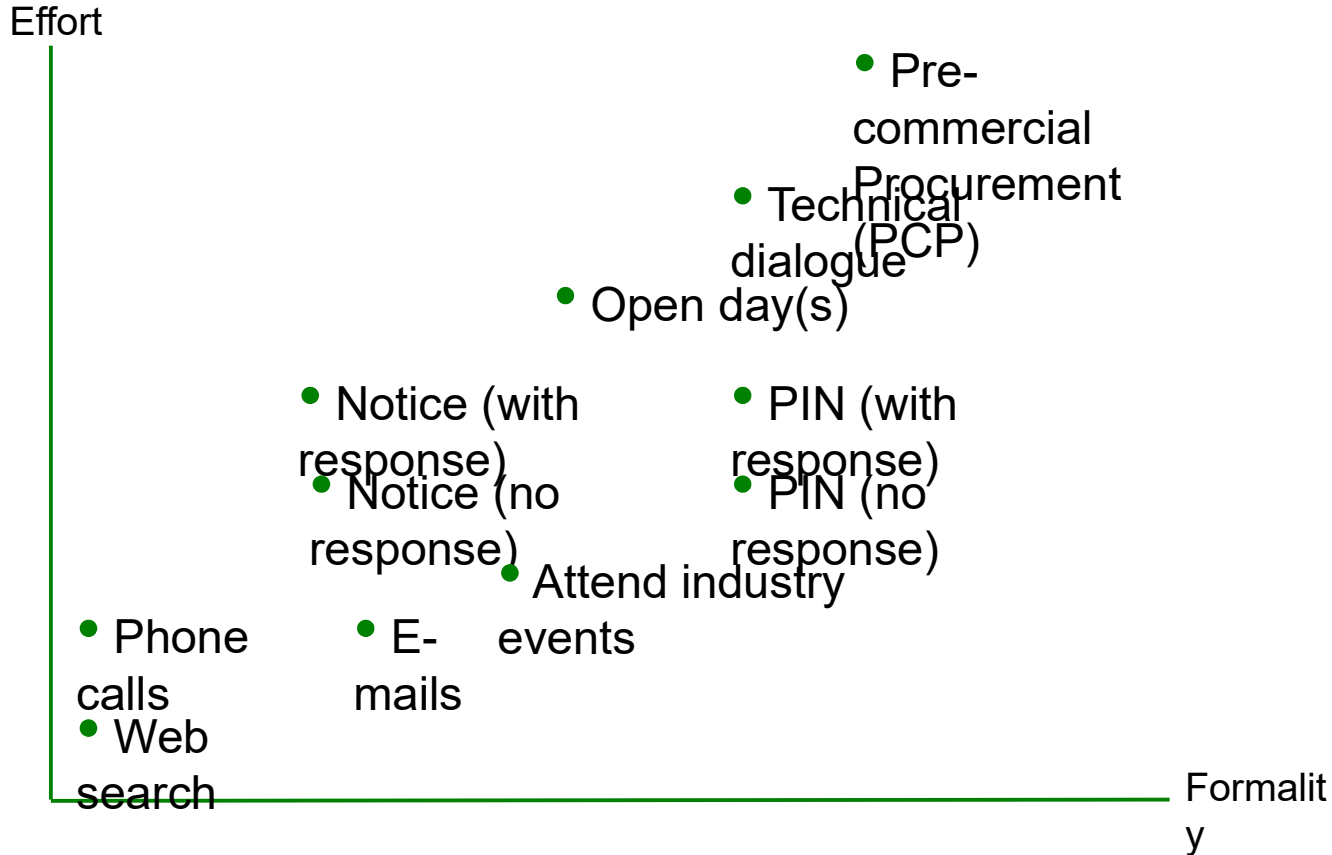
- Encourage concrete policy development
- Showing the positive achievements
- Influencing verification schemes
- Constant communication with the market
- Internal cooperation between departments

**Purple Group – How to  
embed SPP into an  
organisation so that it  
becomes normal practice**



**Yellow Group – How to  
engage the market to find the  
most up-to-date sustainable  
solutions?**

# What is market engagement?



# Benefits and risks

Benefits	Risks
Understand market players and develop appropriate specification/criteria	One or several bidders may influence the specification or criteria unduly
Choose best procedure for procurement	May delay start date for procurement
Encourage more competition, including from SMEs	In some cases risk of supplier collusion may increase
Decide on lots, contract duration, service model and performance indicators	May be influenced by those who are most vocal during the engagement
Allow bidders more time to start thinking about their bid	Incumbent will know who their potential competition is
Send message that procedure will be open and transparent	Some bidders may think they have already won/lost the contract

# Outcomes from today

1. What is meant by market engagement?
2. What are the possibilities under the EU procurement rules?
3. How is it specifically relevant to SPP?  
What about SMEs?
4. Effective approaches to market engagement
5. Things to avoid

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