



Chapter II: The Procura+ Campaign

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1 What is the Procura+ Campaign?

In 2004 ICLEI established a European Campaign for sustainable public procurement. The Campaign is called Procura+ and is managed by ICLEI's European Secretariat in Freiburg, Germany. The Campaign has been developed by and for purchasers and staff dealing with sustainability issues in public authorities.

2 Purpose and aims of the Campaign

The Procura+ Campaign provides an opportunity for any European public authority to commit to the implementation of sustainable procurement, and provides a series of support tools to assist them in doing so.

The aim of the Campaign is to bring together a critical mass of public authorities committed to applying environmental and social criteria in their purchasing policies and practices to bring about a real change on the market in the supply of cost effective environmentally and socially sound products and services.

A number of specific support tools have been developed and are under constant review including the key purchasing criteria for 6 high-priority product groups, as presented in this Manual, and a clear implementation model – the Procura+ Milestones.

The Campaign is also aimed at raising political awareness at all levels. Public authorities need to make a political commitment to join, and the results generated by the Campaign are used to lobby for further support for the concept of sustainable procurement at the national and international level.

The Campaign concept and criteria were the culmination of the European research project RELIEF^[1], co-ordinated by ICLEI, which brought together a group of experts and local authority pioneers with extensive experience in the field of sustainable procurement to assess the potential benefit of sustainable procurement in quantitative terms and to develop model strategies for its implementation.

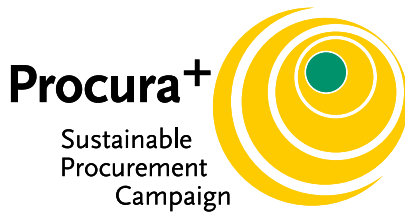
3 What are the benefits of joining the Campaign?

Any European public or semi-public organisation can join the Procura+ Campaign. Participation offers a number of benefits for authorities of any size, with any level of experience in sustainable procurement:

Easy to use guidance and advice

- **The Procura+ Key Criteria** - A set of ready-to-use purchasing criteria for 6 high priority product groups to insert directly into tendering, as set out in this Manual in Chapter VI.
These criteria have been developed in a broad consultation process involving all stakeholder groups. To keep them simple, they focus on only the most significant sustainability aspects. They are designed to be practical to apply by any procurer and achievable by the market in a cost-effective manner. The following product groups are covered:
 - Buses
 - Cleaning products
 - Electricity
 - Food and catering
 - IT products
 - Building construction/renovationCriteria for further product/service groups will be developed regularly, and will be available on the Campaign website (www.procuraplus.org) when finalised.
- **The Procura+ Milestones** - A straightforward and flexible implementation model for any authority. The typical management cycle of “Plan, Do, Check, Act” is the underlying basis of the Procura+ Milestone process, which assures continuous improvement. More detail on the process is presented in Chapter V of this Manual.
- **Advice and support** - Staff working in ICLEI’s Sustainable Procurement team are available to provide advice on issues relating to the Campaign, for example, support in finding product information and developing tenders.

[1] www.iclei-europe.org/relief



Promote your commitment and present your achievements internationally

- Use of the Procura+ logo in public relations material.
- Promotion of your organisation's decision to join to a wide European audience through ICLEI's website. Opportunities to further promote your actions through ICLEI events and other Campaign dissemination activities.
- Demonstration of your political commitment to the public, gaining legitimacy.

Networking and learning from other participants

- Keep up-to-date with the latest developments from the European Commission, the approaches of pioneering public authorities, and available tools and guidance.
- Exchange experiences with other participants and learn how to overcome similar challenges when implementing sustainable procurement.
- Become part of the BIG-Net ("Buy it Green" – Network), with over 200 participants, to learn much more on the topic and discover new tools and resources to help you.

Access to training seminars and conferences

- Attend free of charge (or at a reduced rate) seminars, workshops and conferences where new trends and experiences on sustainable public procurement are presented.

