

# 绿色采购的商业观点Business perspectives on Green Procurement



中亚区域经济合作计划-低碳城市发展国际论坛“明日之城：为创建绿色、活力、韧性和包容的城市低碳经验分享”

北京, 2018年12月4-6日

*International Forum on Low Carbon Development for Central Asia Regional Economic Cooperation Program Cities “The Cities of Tomorrow: Sharing Low Carbon Experiences for Green, Competitive, Resilient, and Inclusive Cities”*

*Beijing, December 4-6th, 2018*

菲利普·泰珀

Philipp Tepper

*ICLEI 全球可持续采购能力中心 高级专家 Senior Expert,  
ICLEI's Global Sustainable Procurement Capacity Centre*

# ICLEI – Local Governments for Sustainability

- ICLEI是由全球致力于构筑可持续未来的1500余个城市、乡镇、地区组成的全球领先网络。通过我们的合作，我们影响了超过25%的全球城市人口。

ICLEI is the leading global network of 1,500+ cities, towns and regions committed to building a sustainable future. Through our collective efforts, we impact more than 25 percent of the global urban population.

- 我们在减缓、适应气候变化，能源，城市治理，资源效率，交通，水资源，基于自然的解决方案，文化遗产，可持续经济等领域开展工作

Work on Climate Mitigation, Adaptation, Energy, Urban Governance, Resource Efficiency, Transport, Water, Natur-based Solutions, Cultural Heritage, Sustainable Economy

- 公共采购是ICLEI 1996年以来的一项关键工作

Since 1996 a key programme of ICLEI has been Public Procurement

- 实施了900个以上项目，训练了超过5000名员工，减少了300万吨以上CO<sub>2</sub>当量  
>900 projects, >5000 staff trained, >3 million tons CO<sub>2</sub>eq saved





**GLOBAL LEAD CITY NETWORK  
ON SUSTAINABLE PROCUREMENT**



**One planet**  
handle with care

**PROCURING SUSTAINABLY, LEADING GLOBALLY**

奥克兰，布达佩斯，布宜诺斯艾利斯，开普敦，丹佛，根特，赫尔辛基，蒙特利尔，奥斯陆，奎松市，鹿特丹，首尔，茨万，华沙

Auckland, Budapest, Buenos Aires, Cape Town, Denver, Ghent, Helsinki, Montreal, Oslo, Quezon City, Rotterdam, Seoul, Tswane, Warsaw

**ICLEI**  
Local  
Governments  
for Sustainability

## PROCURA+网络主席

“Procura+网络强调采购的策略潜力，并为公共机构的交流提供了平台。Procura+的会员网络为每一个参与者提供了可以学习和交流的同伴，以及一个在欧洲平台上的共同声音”

Katrin Stjernfeldt Jammeh, 马尔默市长



### PROCURA+ NETWORK CHAIR

*“The Procura+ Network highlights the strategic potential of procurement and provides a platform for exchange amongst public authorities. Membership of Procura+ gives each participant a network of peers to exchange with and learn from, and a collective voice on the European stage.”*

*Katrin Stjernfeldt Jammeh, Mayor of Malmö*



## Procura+欧洲网络

47家政府机构，2004年建立  
联系、交流、行动——可持续  
公共采购



Procura+ European Network

47 public authorities,  
established 2004

Connect. Exchange. Act on  
Sustainable Public  
Procurement

## Procura+东亚网络

6家政府机构，2018年建立  
联系、交流、行动——绿色  
公共采购

Procura+ East Asia  
Network

6 public authorities,  
established 2018

Connect. Exchange. Act  
on Green Public  
Procurement



“公共采购具有巨大的力量。它占经合组织国家国内生产总值的12%和政府支出的1/3，这其中2/3属于非国家级。这也是吸引金融市场的理由之一。”

——保罗·马吉纳，经合组织公共采购部门负责人

*“Public procurement has a huge power. It represents 12% of GDP and 1/3 of government expenditures in OECD countries, of which 2/3 are at the subnational level. It is also a selling argument for the financial markets and their conscience.”*

– Paulo Magina, Head of Public Procurement Unit, OECD



（对于鼓励可持续商业活动）公共采购比补贴更加明智。线性风险是真实的，政府和企业也有意愿预防。

——Frido Kraanen, PGGM合作与公司可持续性负责人

*“Public procurement (to stimulate sustainable business) is much smarter than subsidizing.*

*Linear risks are real and governments and businesses also have interest to prevent them.”*

– Frido Kraanen, Director Cooperative and Corporate Sustainability, PGGM



## 雷克雅未克 REYKJAVIK

### GPP推动绿色商业清洁服务认证

#### The story of GPP driving Green Business to certify their cleaning services

- 正确使用Procura+的清洁服务标准

Making good use of the Procura+ criteria for cleaning services

- 使用奖励标准推动环境管理计划（15%）

Using Award Criteria to drive environmental management schemes (15%)

- 结果：所有主要供应商在一年内通过Nordic Swan生态标签认证了清洁服务=采购的力量

Result: all major suppliers having certified their cleaning services with the Nordic Swan ecolabel within one year = the power of procurement



## 大伦敦地区政府

### GREATER LONDON AUTHORITY

#### 伦敦交通局（TfL）（大伦敦地区政府的一部分）推进低碳采购 Transport for London (TfL) part of Greater London Authority (GLA) driving low carbon procurement

- 目标：降低与伦敦地铁网络照明相关的全生命周期成本。

Aim: reducing the whole life-cycle cost associated with lighting the London Underground network.

- 计算外部成本和单价，包括安装、维护、能源使用、碳和清洁成本。

Calculation of external costs as well as unit price, including installation, maintenance, energy use, carbon and cleaning costs.

- 结果表明，全生命周期成本节省25%，能耗显著降低。

Results suggest a 25% saving on whole life-cycle costs, and significant reductions in energy consumption.

- 建议：不要害怕尽早让市场参与。行业通常拥有能加强项目的信息。

Recommendation: Do not be afraid to engage the market early. The industry usually has information that can be used to strengthen your business case.



# 2016年度Procura+网络奖 Procura+ Network Awards 2016

伦敦交通局是“年度创新采购”类别的获奖者  
Transport for London is the winner in the  
category 'Innovation Procurement of the Year'





首尔

“可持续消费与生产将帮助我们通过有效利用资源同时减少环境污染创造价值。同时，它也是我们实现可持续发展的方法。”

市长朴元淳

SEOUL



“SUSTAINABLE CONSUMPTION AND PRODUCTION WILL HELP US CREATE ECONOMIC VALUES THROUGH EFFICIENT USE OF RESOURCES WHILE MINIMIZING ENVIRONMENTAL POLLUTION. AT THE SAME TIME, IT IS ALSO A SPECIFIC WAY FOR US TO ACHIEVE SUSTAINABLE DEVELOPMENT.”  
MAYOR PARK WON-SOON

## 首尔都会区政府 Seoul Metropolitan Government

- 2007年：首尔市政府条例。在有条件的情况下有采购绿色产品的义务

2007: Seoul Metropolitan Government Ordinance. Obligation to Purchase Green Products if available

- 到2017年，采购的所有产品中有42%为绿色，支出1220亿韩元（超过1亿美元）

By 2017, 42% of all products purchased were green, representing spending of 122 billion Korean Won (over \$100 million).

## Seoul Metropolitan Government (SMG) targets and programmes for sectors



- **可再生能源**：在学校和其他公共建筑上安装光伏（PV）太阳能发电系统，目标是到2022年安装243.6兆瓦（2017年实现74.1兆瓦）

**Renewable energy:** installing photovoltaic (PV) solar power systems on schools and other public buildings, with a goal of installing 243.6 MW by 2022 (74.1MW achieved by 2017)

- **照明**：到2020年公共建筑全部采用LED照明——到2018年已经实施了84%

**Lighting:** replace all lighting in public buildings with LEDs by 2020 – as of 2018, 84% have been replaced

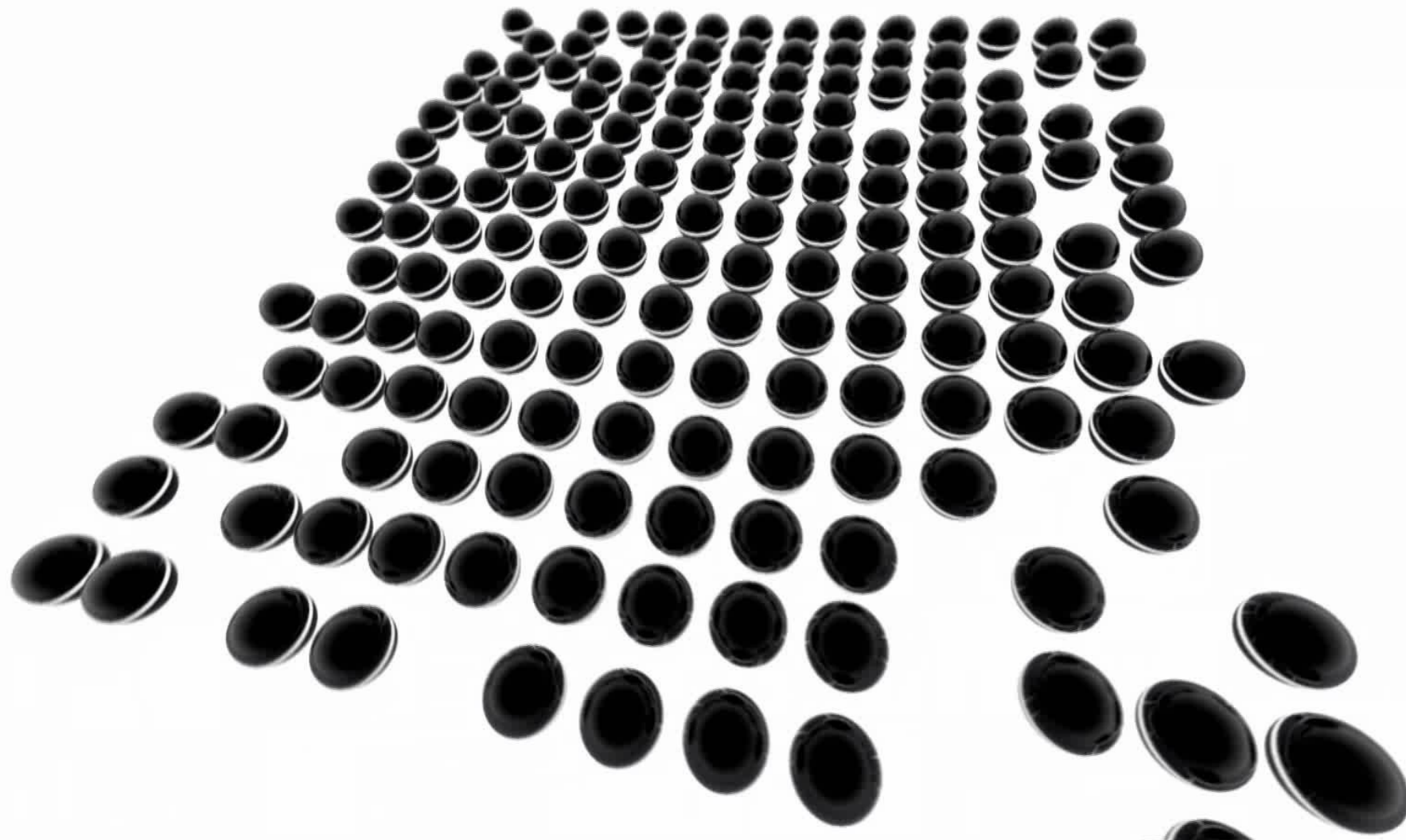
- **电动汽车**：到2025年，城市街道上将有100,000辆电动汽车。如果市场上有适当的型号，新采购的所有公共汽车必须是电动汽车。截至2017年12月，在公共和私营部门共有6,273辆电动汽车运营。

**Electric vehicles:** 100,000 EVs on the city streets by 2025. All new public vehicles purchased must be EVs, if an appropriate model is available on the market. By December 2017, 6,273 EVs were in operation in the public and private sectors.

- **建设**：到2020年，新建和翻新的公共建筑（总建筑面积超过3,000平方米）应获得一流的绿色建筑认证，包括能源效率方面。

**Construction:** By 2020 newly constructed and renovated public buildings (larger than 3,000 m2 in total floor area) should acquire the best-in-class green building certification incl. energy efficiency.





## 巴塞罗那市政厅

### BARCELONA CITY COUNCIL

#### 从2001年起逐步向可持续公共采购前进 Step by step towards sustainable public procurement since 2001

- 制定可持续公共采购（SPP）强制性的市政法令。 每年> 50,000次招投标，11亿欧元

Municipal Decree that makes Sustainable Public Procurement (SPP) mandatory. >50,000 tenders annually, covering a spend of €1.1bn

- SPP目标面向四个关键方面：

- 改善社会和劳动条件，
- 促进中小企业和社会经济的参与，
- 保护环境，以及
- 促进创新。

The SPP objectives are geared toward four key aspects:

- to improve social and labour conditions,

- to promote the participation of SMEs and the social economy,
- to protect the environment, and
- to foster innovation.

- 采购的战略性使用改善了新合同下的工作条件，显著减少了资源和电力消耗，并且每年减少超过36,000吨二氧化碳（100%可再生能源）

The strategic use of procurement has resulted in improved working conditions in newly awarded contracts, a significant reduction of resource and electricity consumption, and not least annual savings of more than 36,000 tons of CO<sub>2</sub> (100% renewable energy)







# 2018年度Procura+网络奖 Procura+ Network Awards 2018

巴塞罗那因实施全市强制性可持续采购  
获奖

Barcelona wins with implementing a  
city-wide compulsory sustainable  
procurement





# 谢谢 Thank you

## Philipp Tepper

*Senior Expert, ICLEI's Global Sustainable Procurement Capacity Centre*

[philipp.tepper@iclei.org](mailto:philipp.tepper@iclei.org)

[www.glcn-on-sp.org](http://www.glcn-on-sp.org)

[www.procuraplus.org](http://www.procuraplus.org)

[www.sustainable-procurement.org](http://www.sustainable-procurement.org)

