



Activities of Green Procurement in Taiwan

Dr. Ning Yu

Chair, Green Purchasing Alliance and
President, Environment and Development
Foundation



Outline

- Green Consumption
- Green Procurement
- Government Green Procurement Measures
- Private Sector Green Purchasing Activities



Green Consumption



Ecolabelling Programs in Taiwan

- **Green Mark Program**

- ISO Type-I Program
- Certified products recognized as Class-I products
- Initiated by EPA in 1992
- Oldest, largest and most recognized eco-label worldwide
- 94 product categories
- Operated by EDF under EPA commission



- **Energy Label and Water Conservation Label Programs**

- Both recognized as Class-III products
- Operated by ITRI under Bureau of Energy, Ministry of Economic Affairs and Water Resources Agency, MOEA, respectively





Ecolabelling Programs in Taiwan

- **Green Construction Material Label**

- Operated by Chinese Architecture Center (CAC) under Architecture and Building Research Institute, Ministry of Interior Affairs
- Initiated in 2004



- **Energy Star Label**

- Operated by EDF under EPA/USEPA
- Initiated in 2001 in Taiwan



- **Other labelling programs**





Government Green Procurement



Government Green Procurement Legislation

- **Article 96 of Government Procurement Act (1999)**
 - **may** purchase Green Mark products or equivalents preferentially
- *Plan for Implementing Green Procurement by Government Agencies (2001)*
- **34 designated product categories** (2008) include:
 - office equipments and utilities, home electrical appliances, water saving toilets, products made from recycled material and cleaning products, etc.
- **Common supply contracts** through Central Trust
- **Mandatory** for all levels of government agencies, institutions and state enterprises **to report** results
- Green Mark labelled products enjoy top priority procurement





Typical Requirements

- Organization's green purchasing **policy, plan, goals**
- **Designated product categories, specific criteria, and other requirements**
- Compliance requirements (**target**)
- Provision of **information, assistance, training**
- **Monitoring and reporting** mechanism
- **Awards** to best performers





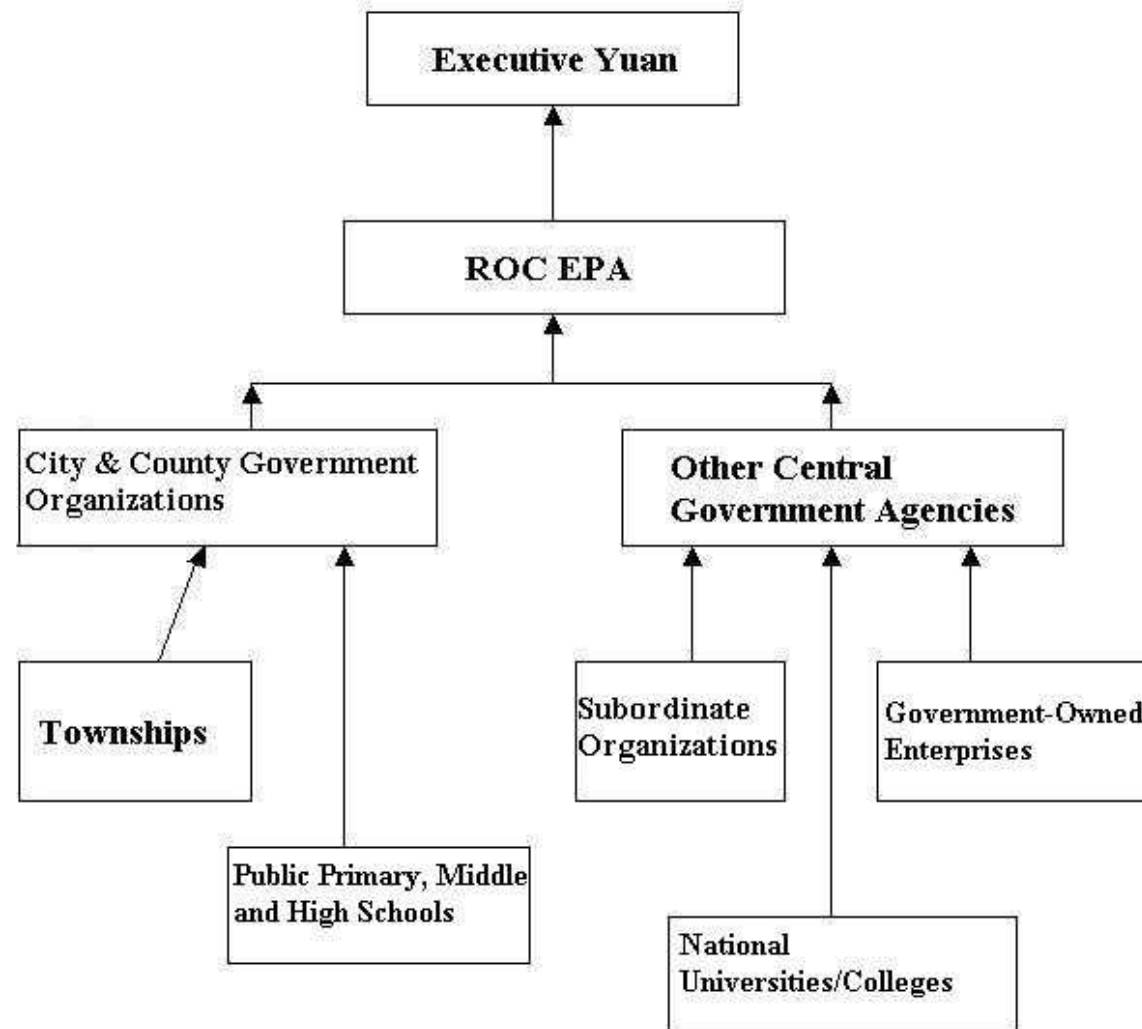
Action Plan to Implement Government Green Procurement

- **Starting from July 2001, Promotion Period**
Scope: Central government agencies, Taipei and Kaoshiung City Government
Target: 30%
- **Starting from January 2002, Implementation Period**
Scope: Central and first level (city and county) government agencies, government-owned enterprises, public schools, and hospitals, etc.
Target: 50% at first and 85% in 2008
- **Report back to EPA by February and August each year**



Action Plan to Implement Government Green Procurement

Reporting Scheme





Action Plan to Implement Government Green Procurement

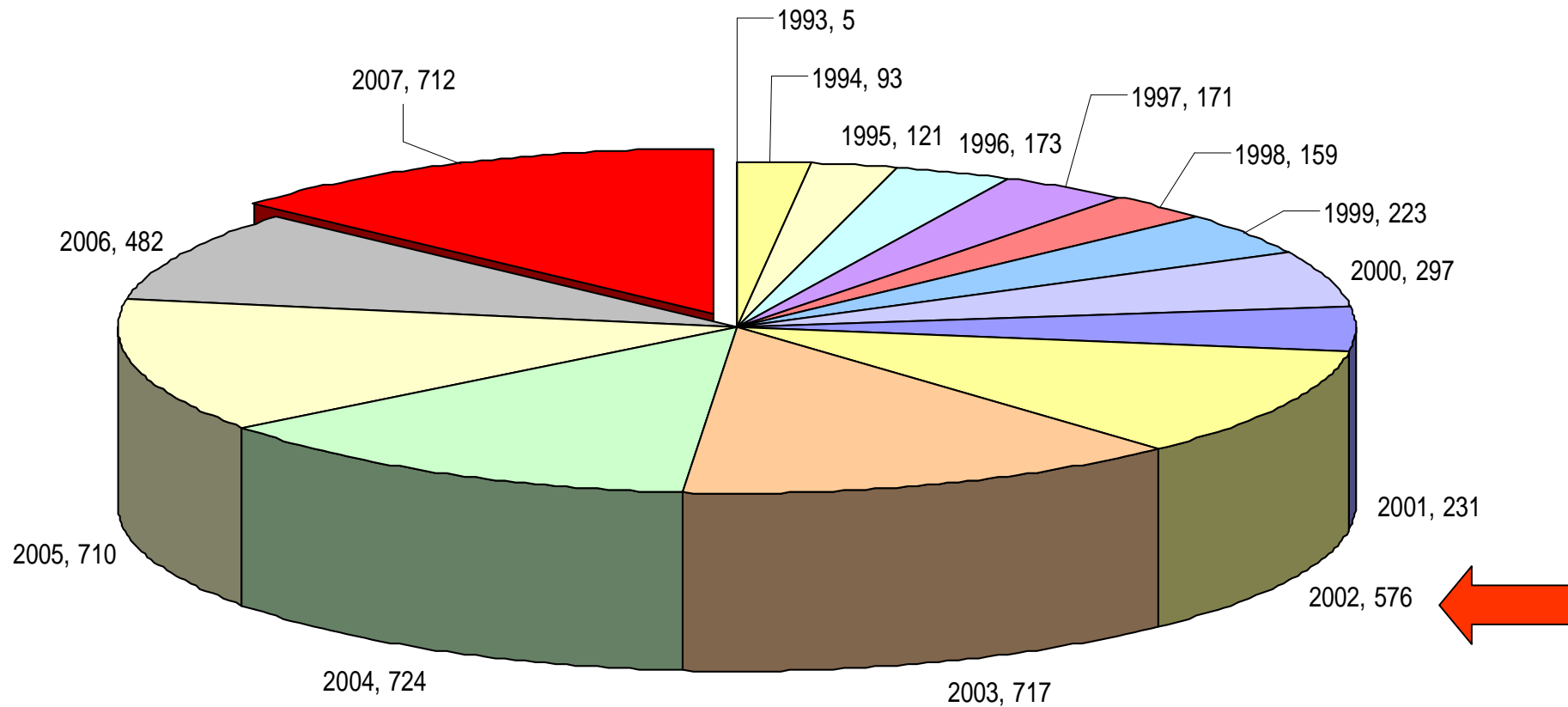
Other measures

- a. Training courses to government procurement officers
- b. Information dissemination
 - Green Procurement Guideline
 - Telephone Hotline
 - Website
- c. Guideline for the Evaluation of Performance





Number of Green Mark Licensed Products



Year	2002	2003	2004	2005	2006
M NT	2600	5600	5700	6800	6300



Key Elements for Success

- Commitment and support from top-level and purchasing department personnel
- Enough green products to choose from
- Good information dissemination
- Task force to promote, with objectives, targets and programs
- Identification of green products based on scientific methodology and open/credible/fair process





Difficulties Encountered

- Decentralization of purchasing power
- No life cycle cost consideration (e.g. compact fluorescent lamps)
- New procurement law includes complex bidding procedure
- “Price preference” difficult to implement
- Used to buy products from known suppliers
- Afraid to be challenged by non-green product suppliers



Private Sector Green Purchasing Activities



Green Purchasing Alliance, Taiwan

- Registered as an independent NGO at the Ministry of Interior
- First General Assembly on May 8, 2007
- Board consists of nine Directors and three Supervisors
- Extract strengths from five existing NGOs

財團法人環境與發展基金會



社團法人企業永續發展協會



台灣環境管理協會



環境保護暨綠色生產推廣協會



惠國顧問(股)公司





Activities

- On-line Store of Green Products
- Biweekly e-Newsletter
- Product Exhibition
- International Conference
- Green Stores
- Green Marketing Award
- Eco Hotel Contest
- Green Purchasing Award
- Training Material and Courses



On-Line Store of Green Products

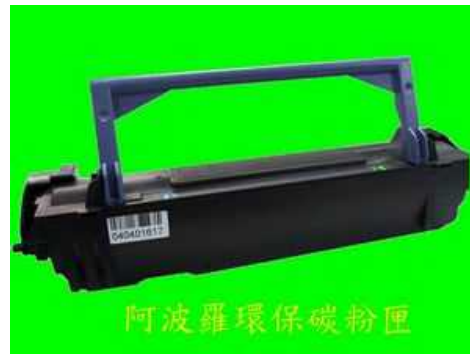
<http://www.buygreentw.net>

Started on May 31, 2007

The screenshot shows the BuyGreenTW website in Microsoft Internet Explorer. The browser window title is "◎環保產品線上採購網◎ - Microsoft Internet Explorer". The address bar shows "http://www.buygreentw.net/green/". The website has a green header with the logo "環保產品線上採購網" and the URL "www.buygreentw.net". The main content area features a large banner with the text "健康做環保! 愛自己也愛地球!" and "不可不知的真相! 綠色商品採購新樂活!". Below the banner, there are several promotional messages and product categories. The left sidebar contains a "電子帳單區" (Electronic Bill Area) with links for "綠色消費快訊" (Green Consumption News) and "電子帳單" (Electronic Bill). Below this is a "訂閱電子報" (Subscribe to Newsletter) section with a text input field for "請輸入E-mail" and buttons for "訂閱" (Subscribe) and "取消" (Cancel). The "商品分類" (Product Categories) section lists various categories: "清潔產品類" (Cleaning Products), "OA辦公室用具產品類" (OA Office Supplies), "可分解產品類" (Biodegradable Products), "日常用品類" (Daily Necessities), "省水產品類" (Water-saving Products), "省電產品類" (Energy-saving Products), "家電產品類" (Home Appliances), "資源回收產品類" (Recycling Products), "有機質材料類" (Organic Materials), "建材類" (Building Materials), "資訊產品類" (IT Products), "工業類" (Industrial), "利用太陽能資源" (Solar Energy Utilization), and "第二類環境保護產品類" (Type II Environmental Protection Products). The main content area also includes a "活動快報" (Activity Report) section with a message about the end of a promotion. At the bottom, there are two "買一送一" (Buy One Get One Free) offers: "百草洗手乳X2" (Bai Cao Hand Sanitizer X2) and "汎奇健康環保洗衣清潔劑X2" (Fan Qi Health Environmental Laundry Detergent X2).



Products in the Store





Green Living Expo

- July 26~29, 2007 in Taipei World Trade Center
- As part of the Energy, Environment and Water Technology Show





Green Living Expo

- Green Mark Product Exhibition
- Actions taken by government agencies to promote Recycling, CO₂ Reduction and Green Consumption
- Attracted a total of 80,000 visitors





International Conference on Green Products

- Jointly held by TEPA, IGPN, GEN and GPA
Taiwan on **November 13 and 14, 2007** in Taipei,
100 participants,
- Invited **Speakers** from IGPN, GPN Japan, GEN,
Swedish EMC and TerraChoice Environmental
Marketing USA
- Invited **Delegates**: GPN Malaysia, Thai GPN, GPA
India and Ecolabelling Philippines and Indonesia





Green Stores

- Project sponsored by TEPA (starting August 1, 2007),
- Cooperation with local Environmental Protection Bureaus to solicit green stores,
- Select and provide technical assistance to **retailers** (supermarkets and wholesale/chain/department stores) to improve their environmental performance,
- Develop a “**Code of Good Practice for Green Stores**”
- Encourage them to enter the contest for “Green Marketing Award”





Code of Good Practice for Green Stores

- Introduction and Management of Green Products
- Strategy on Green Marketing
- Hygiene and Environmental measures
- Promotion of Green Consumption to Customers
- Holds or participants in Environmental Events (e.g., training to employees)
- Promotion on Waste Recycling and Reuse





Green Marketing Award--Retailers

- Judged by an independent **Panel** of 5,
- Judging **criteria** include:
 1. Policy (project/action plan, awareness and training)
 2. Measures (purchase, display, sale and promotion of green products; other environmental management measures)
 3. Achievements (types and % of green products purchased and sold; promotional achievements)
- **Award Ceremony** took place on December 12, 2007



Green Marketing Award Winners

- 17 retailing stores entered into the contest
- 8 were awarded by TEPA
- Mostly chain stores, B&Q, Geant, Carrefour, Tatung, etc.
- Top prize went to Li-Chiao Electric, a SME





2007 Green Purchasing Award

- A total of 1460 private businesses, 550 stores and 730 communities participated in the green purchasing initiatives promoted by local EPBs in 2007
- Total spending on green purchasing amounted to 0.6 billion NT (3 fold increase compared to 2006)
- 61 companies spent more than 1 million NT on green purchasing and were awarded on March 10, 2008





2008 Eco Hotel Contest

- Recommended by 270 web users
- 117 hotels as candidates
- Over 43,000 web voters
- 19 best hotels awarded on March 10, 2008



淡水漁人碼頭休閒旅館



- 客房內採省電燈管及省水龍頭，提供非一次性餐具杯皿
- 設置資源回收桶
- MINI吧僅提供玻璃杯
- 『IN是要環保』優惠房價住房專案





Green Mark Hotels

- Criterion on Green Hotels under the Green Mark program will be developed and published in 2008
- GPA Taiwan will provide consultation to hotels through workshops, on-site inspection and evaluation, etc.
- Economic incentives under discussion



Training Material and Courses

- Develop 4 different versions of **training material** on Green Purchasing
 1. Green Consumption and Green Mark
 2. Government Green Procurement
 3. Private Sector Green Purchasing
 4. Promotional Skills
- Provided 4 training courses to **200 volunteers** on green purchasing in 2007
- Volunteers will be tasked to perform continual evaluation of green stores





Future Outlook

- Government Green Procurement has demonstrated **effectiveness**, but still plenty of room for improvement
- “**Greening the supply chain**” is a must for business under international pressure
- **Private sector** green procurement is the next step
- Green procurement and ecolabelling should be promoted together

<http://www.edf.org.tw>

<http://greenmark.epa.gov.tw>

<http://www.buygreentw.net>

