

# WHAT DOES GREEN PUBLIC PROCUREMENT MEAN?

Each year, the EU public authorities purchase around €2,000 billion worth of products and services. This massive purchasing power can potentially be used to reduce environmental pollution, improve environmental product and service range, and promote more targeted market launches of innovative eco-friendly products.

€2,000 billion

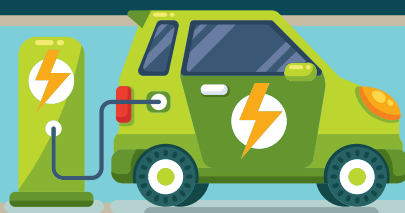


## Green public procurement ... ... helps to protect climate and environment

*Eco-friendly products help to protect the climate and reduce natural resource use, contain a lesser amount of harmful substances, and engender a lower level of environmentally harmful emissions. The greatest contribution to climate protection is achieved when products are used as long as possible.*

## ... pays off

*For example, the use of city buses with low fuel consumption or energy-efficient equipment results in lower costs. The amount of such cost savings can be readily determined during the tender evaluation process by simply factoring in life cycle costs. Durable products also help cut back on public expenditures.*



## ... is better for health

*For example, low emission floor coverings reduce the levels of harmful substances in indoor air. Low-noise printers and computers are also good for users' health.*

## ... sets a good example

*By making environmental protection one of the pillars of their procurement policies, governments and authorities can lead the way. Setting such examples can potentially prompt both companies and consumers to opt for green alternatives.*



## ... is a driver of ecological innovation

*Environmentally friendly procurement helps to launch environmentally friendly products and services on the market. These are often new products and services that make an important contribution to the ecological modernization of the economy and create markets and jobs for the future.*



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