



## C5 'The Procura+ Campaign – Effective networking and promotion of Sustainable Public Procurement.'

### The City of Zurich's contribution to the Procura+ Campaign since 2004

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**Organisation :** City of Zurich

**Short description:** Zurich is with the number of 370'000 inhabitants the largest city in Switzerland. It is located on the banks of the lake of Zurich. The greater Zurich region has a population of almost one million.

Zurich is the business and cultural center of Switzerland with a global financial and trade hub. It has been rated several times as the city with the highest quality of life. It is seen as a trendy, young urban and multicultural city with a quality approach to life.

### Executive Summary of your Abstract

The City of Zurich is a founder member of the Procura+ Campaign. Participation in this European movement has benefitted the city in many ways, in particular in the following: full integration of sustainable procurement in the administration, the support provided to existing activities and the launching of new activities, improvement in the exchange of information outside Switzerland's borders, an increase in the motivation of the managers responsible for the environment and procurement, an increase in safety due to the application of tried and legally tested aids.

### Abstract

In 2004 Zurich's city council decided to take part in the Procura+ campaign as founder member. Moreover the department for health and environment was given the task to integrate ecological procurement in other projects. What impact has this participation had up till now? On 7th July 2006 the City of Zurich received the certificate "Procura+ approved" for the product groups "organic foods" and "buildings with the highest standards for heating and ventilation" The city councillor responsible for the department was delighted and for the procurement manager it was a recognition for her work. As a result of participating in the Procura+ campaign, the share of organic food has been increased. Currently more than Euro 600,000 are spent on purchasing organic

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foods for hospital, clinics and nursing homes. For the product group "buildings" Procura+ has not introduced anything new. Since 2002, the program "7 mile steps for energy and environmentally compatible building" has been in force. This program already meets the standards set by Procura+. In certain points Procura+ criteria have been used in invitations to tender for computers/flat screen monitors, multifunctional devices and cleaning services. Since then basic rules have been drawn up for sustainable procurement in other projects: In the city's new guidelines for purchasing activities it states that all goods and services to be procured must meet high economical, ecological and social standards over their complete life cycle. A manual for sustainable procurement has been created for purchasing managers. A new policy for the city's vehicle policy has been drawn up which takes sustainable development into account. In addition to the basic rules, a pilot project for shirts made of organic cotton has been successfully realised and coffins made using wood produced by certified sustainable forestry (FSC). Moreover the share of recycled paper used in Zurich's municipal administration has been increased to 80 percent.

Zurich has gained a variety of benefits from its participation in the European Procura+ campaign. As a result of the associated resolution by the city council we have gained increased authority to make proposals in connection with sustainable procurement within the municipal administration. This has made cooperation with procurement managers much easier. Participation in Procura+ has also provided support to existing activities in programmes such as "Master Energy Plan" or "7 Mile Steps for Energy and Environmentally Compatible Building" and the existing Environment Management System. Moreover the exchange of information beyond Switzerland's borders has been extremely valuable. On the one hand due to direct contact in meetings and on the other hand via the network Procuraplus-exchange. Procuraplus-exchange has enabled us to learn about latest decisions and developments at the EU level that are also applicable in Zurich (e.g. Fair Trade). Participation has also had a motivating effect, either due to the exchange of good examples or due to ambitious goals set by other participants. Taking part in the European Procura+ campaign helps to build confidence. Even if it is just knowing that it is the right thing to do. Confidence is also gained by having implementation aids and instructions which are tried and legally tested.

For Zurich it has had a motivating impact to be taking part in a European movement which has as its goal the support of sustainable development. It is also encouraging that the ICLEI wants to present the results from the Procura+ campaign at the subsequent conference in Rio in 2012. There is still enough time for communities to join and to create a fast flowing river from a small stream. The level of experience is unimportant for participation in the Procura+ campaign. It is worthwhile for beginners, for more advanced communities such as Zurich and also for experienced communities. Some communities bring in their experience and support while others can make use of this input. Why not take part?

The next Procura+ Seminar will take place 22-23 October 2009 in Zurich. I warmly invite you to visit us in Zurich and get personally in contact with more members of the Procura+ Campaign.

## Resumé

I studied geography and environmental management. Since 2000 I have worked at the environmental department of the City of Zurich. My duties are environmental assessments, environmental reporting and sustainable procurement. I was responsible for the RELIEF Project as city partner. At present I'm responsible for the Procura+ campaign as participating city. Some personal interests are enjoying the company of friends, enjoying wonders of nature in beautiful Swiss countryside, practicing Aikido and rowing on the lake of Zurich.

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**Recommended reading:** Energiestadt Zürich: <http://www.stadt-zuerich.ch/energiestadt>,  
Nachhaltig Bauen in der Stadt Zürich: <http://www.stadt-zuerich.ch/nachhaltiges-bauen>

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