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Green Public Procurement, the driver of innovation through product development and ecolabelling

Abstract

The proposed topic is in line with the conference topic Sustainable and Innovative Public Procurement & Ecodesign. Green procurement is a tool that is to be used to reach sustainable consumption patterns, further innovation and give a market to eco-technologies. Green procurement means that procurers take environmental issues into account when buying goods or services. The goal is to reduce the impact of procurement on the environment (CO₂ emissions, toxic material, amount of waste etc) and human health.

Buying green is the most active and most demonstrative way of environmental protection, and it is a tool that every individual, public authority and private company can use in order to cooperate in tackling climate change.

Procuring green and energy efficient products and learning how to decide whether a product environmental friendly is or not creates more awareness among people and helps giving the expression “sustainable consumption” a meaning and shows the actions that can be done for it.

This is especially true in case of suppliers who are willing to innovate and develop new products in order to meet the aims and demands of green procurement. The presentation will include a case study from the forthcoming green public procurement regulation in Hungary and the companies that are willing to adapt to change, start developing and ecolabelling private labels.