



REGIONE
LAZIO



ROMA
CAPITALE

COMPRABUY GREEN Verde

Green Purchasing International Forum

VIIIth edition

1 | 2

of October 2014

Rome

Roman Aquarium - Architecture House

The most important convention exhibit
on **policies, projects,**
goods and services of public and private
Green Procurement

- one to one meetings at the GreenContact
- conferences and seminars
- training meetings “GPP from A to Z”
- exhibition area and special initiatives

Forum CompraVerde-BuyGreen is:

- the **special location** for matching green procurement debate and Green economy of our Country;
- the most important Italian event on **Green Procurement**, which gathers together each year public, private and not-for-profit actors active in the development and dissemination of green procurement;
- the ideal place to receive **training on green procurement issues**, to be updated on the relevant legislative and administrative issues, to elaborate new projects and strategies;
- the occasion to be in direct contact with best practices' representatives, with leading experts of the sector and with the most important policy makers, thanks to the several scheduled appointments: training workshops, conferences, supply chain tables, planning meetings...;
- a **great one to one meetings Exchange** where the best practices of various segments of industry, agriculture, trade and services can meet each other, to establish new relationships and to create partnerships and cooperation with public and private buyers, suppliers and other institutional bodies.



The importance of Green Procurement

“To buy green” means to choose goods and services by taking into account their environmental and social impact throughout all the life cycle (i.e.: production, use and disposal), by integrating environmental criteria in all the steps of the purchasing process of goods and services, by searching and choosing eco-compatible solutions.

When the “green buyer” is the public administration, we talk about **GPP-Green Public Procurement**:

- in Europe, the **expenditure amount** of public administration's purchases is equal to 16% of GDP (about 2.400 billion euro each year), while in Italy this amount is about 150 billion euro;
- in Italy, in 2013 the **National Action Plan on Green Public Procurement (PAN)** has been reviewed with new national objectives, in the purpose to reach before 2014 the 50% of green procurement in public tenders, for the market categories for which have been defined the “**minimum environmental criteria**” (**CAM**);

There are always more public tenders that, besides considering approved CAM, takes into account social criteria, as established by the “Guidelines for the integration of social aspects in public tenders”.

Sustainable purchases are integrated into the long term strategy of European Union through the “**Europe 2020 Strategy**” document, which identifies specific actions to support an “intelligent, sustainable and inclusive growth”; moreover in last years ONU, OCSE, European Commission and Italian Government, moreover, have issued different measures to highlight the importance of sustainable purchases as a booster for a new green market where economic and social enterprises are leading actors.

Through **sustainable tenders**, the market changes toward an ecological and social direction; recycled products are valorized, technological environmental innovations are favored, wastes are reduced and there are more opportunities for the social inclusion.

Green Procurement, by promoting the purchase of green products, incentivizes the good employment, creating news activities, professionalisms and competences (**Green Jobs**) for a greener and more socially responsible economy.

The Forum formula

CompraVerde-BuyGreen proposes an innovative format structured in different modules:

GreenContact - The B2B Exchange is central to the Forum and offers to all participants the opportunity to get in touch with possible suppliers, buyers, clients or partners interested into procurement and sale processes of green goods and services.

Cultural program - Conferences, workshops, awards, round tables, thematic technical seminars with leading experts and sector specialists. The Forum 2014 cultural program is articulated in the following thematic assets: new tender directives, centralization and low carbon intensity green procurement, sustainable and ethical food and canteen service, sustainable buildings; recycling market;

sustainable supply chain in tourism; supply chain for cultural events with low environmental impact; social rights tutelage.

GPP from A to Z - Training meetings and technical workshops to update public administration's representatives and companies, about regulations and innovative practices for green procurement, following a two-days program divided in twenty-one meetings.

The event is addressed to administrators, officials and executives, those in charge of and involved in local and central public administrations, experts in the sector, professionals and operators of companies supplying eco-compatible goods and services, not-for-profit organizations and bodies, and all others who, for different reasons and at any level, are committed to the diffusion of green procurement and good practices towards sustainability.



REPLICA - Green procurement exchange

REPLICA The link between sustainable green procurement policies and green job creation is very close: REPLICA Green Job Exchange is the place dedicated to this issue and system action that concern public bodies, socio-economic operators and citizens, for economy and society eco-friendly transformation. Conferences and workshop will examine necessary actions for reinforcing and promoting on building, tourism and agriculture and food sector. REPLICA experts will be helpful for offering free meetings one-to-one, green jobs, energy saving, environmental sustainability, multifunctional agriculture, green procurement and territory development customized suggestions.

A certified event

Each year, the Forum organizers are involved in order to make the event always "greener" also in relation to organizational aspects. Thanks to such attention, the CompraVerde-BuyGreen has obtained the certification for the sustainable management of the event, in compliance with the international standard **ISO20121**.

Special initiatives 2014



Premio CompraVerde
A recognition of outstanding Public Administrations committed to the spreading of good practices and the promotion of GPP. The Award foresees two prize categories: "best green tender" and "best implemented GPP policy".



Premio Mensaverde
A prize for public or private run canteens that have demonstrated a particular attention to food quality (organic food, short supply chain, seasonal food, fair trade products) and to the reduction of environmental and social impacts related to the management of the service.



Premio Vendor Rating e Acquisti Sostenibili
A prize for the companies (small, medium and large) that have clearly made an active contribution to the introduction of adequate sustainable criteria in the purchasing activities and in the processes for the qualification and selection of suppliers.



Premio Cultura Verde
NEW 2014 A prize for the cultural events which reduced the impact of their activities, by integrating environmental and social aspects into the organization and management of the event and in the purchase of goods and services.

BuyGreen Award - VII edition

A recognition of outstanding Public Administrations committed to the spreading of good practices and the promotion of GPP. The Award foresees two prize categories: "best green tender" and "best implemented GPP policy".

GreenCanteen Award - VI edition

A prize for public or private run canteens that have demonstrated a particular attention to food quality (organic food, short supply chain, seasonal food, fair trade products) and to the reduction of environmental and social impacts related to the management of the service.

Sustainable Vendor Rating and

Procurement Award - IV edition - A prize for the companies (small, medium and large) that have clearly made an active contribution to the introduction of adequate sustainable criteria in the purchasing activities and in the processes for the qualification and selection of suppliers.

Green Culture Award - II edition

NEW 2014 A prize for the cultural events which reduced the impact of their activities, by integrating environmental and social aspects into the organization and management of the event and in the purchase of goods and services.

CompraVerde-BuyGreen 2013 is promoted by Coordinamento Agende 21 Locali Italiane, Regione Lombardia, Ecosistemi e Adescoop-Agenzia dell'Economia Sociale.

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Many other bodies are confirming their support to the event.

CompraVerde-BuyGreen Exchange hosts first day
of the national networking project GPP 2020

GPP
2020 | procurement
for a low-carbon
economy



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www.forumcompraverde.it



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Institutional relations and cultural program



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