



Ghent 2014



Sustainability, innovation and cost efficiency:
taking procurement forward



INVITATION

24 - 26 September 2014 · Ghent, Belgium
www.ecoprocura.eu/ghent2014





WELCOME TO ECOPROCURA 2014

The ninth edition of the EcoProcura Conference series will be held in Ghent, Belgium on 24 - 26 September 2014. Procurers from all levels of government, policy-makers, suppliers and representatives from the European Commission and European Parliament will be present to discuss a variety of topics related to sustainable public procurement and procurement of innovation.

OBJECTIVES AND OPPORTUNITIES

The EcoProcura 2014 conference will answer questions on:

- How to capitalise on the cost efficiency of sustainable procurement?
- What are the obstacles for mainstreaming sustainable and innovation procurement?
- How to put procurement at the heart of strategic decision-making?
- What do the new European Public Procurement Directives mean for sustainable and innovation procurement in practice?
- How can public procurement stimulate innovation?
- What legal and practical aspects should be considered when undertaking a dialogue between public procurers and business?

English will be the language used throughout the conference.

ORGANISERS



ICLEI – Local Governments for Sustainability

ICLEI is an international association of around 1,200 local governments committed to sustainable development. ICLEI provides technical consulting, training and information services to build capacity, share knowledge, and support the implementation of sustainable development at the local level.



The City of Ghent

Ghent is the capital and largest city of the East Flanders province of Belgium. In 2008, Ghent introduced an action plan for sustainability – “Ghent 2020”. By 2020, more than 105 actions and projects are planned to be implemented to make Ghent a more sustainable city and set an example within Belgium and Europe. The City of Ghent is a firm believer that local governments, by using their substantial buying power, have significant leverage to push the market towards more innovative and sustainable products and services.

PETER WOODWARD, YOUR CONFERENCE FACILITATOR

Based in Bath (UK), Peter Woodward has passion for and expertise in designing and running participative processes on issues related to the sustainable development agenda. He facilitated the last three EcoProcura conferences and his distinctive and energetic facilitation style will help to make EcoProcura 2014 an effective and memorable event for all participants.



PROGRAMME

DAY 1 WEDNESDAY 24 SEPTEMBER

12:00 Registration opens

12:30 Lunch

14:00 Welcome

A welcome to EcoProcura 2014, the ninth edition of the EcoProcura Conference series.

Martine De Regge – Deputy Mayor of Human Resources, Facility Management and Administrative Simplification, City of Ghent, Belgium

Pekka Sauri – Deputy Mayor, Helsinki, Finland; Procura+ Campaign Chair

Mark Hidson – Global Director, ICLEI's Sustainable Procurement Centre; Deputy Regional Director, ICLEI Europe

14:20 Putting procurement at the heart of strategic decision-making - a success story from Ghent

The City of Ghent has been rethinking the importance of procurement and has resolved to put procurement at the heart of strategic decision-making to achieve sustainability and innovation goals. Ghent will demonstrate its strategic approach to procurement to inspire others.

Aline de Tremerie – Procurement Director, Procurement Management Services, City of Ghent, Belgium

Mieke Pieters – Strategic Procurement Expert, Procurement Management Services, City of Ghent, Belgium

14:40 The opportunities and challenges of using procurement strategically

The focus within sustainable procurement has so far been on addressing technical, budgetary and regulatory barriers to assist public authorities in implementing sustainable and innovation procurement. However, it is becoming increasingly apparent that psychological barriers must first be overcome in order to effectively ensure that sustainable and innovation procurement become commonplace in Europe.

Dr Lutz Preuss – Reader in Corporate Social Responsibility, Royal Holloway University of London, UK

15:30 Break

16:00 Market Lounge Round 1: Talk, learn, act!

The Market Lounge provides a place for networking, discussing ideas and sharing experiences on sustainable and innovation procurement in a smaller group setting. Round 1 will include tables on the following topics: tropical timber, electric vehicles, textiles, fair trade, food, civil engineering, ecolabels, social value, performance standards, cleaning products, product life cycles, and more. See the full Market Lounge table list [here](#).

18:00 Welcome Reception & Tours of Ghent

Participants can network while enjoying wine and canapés.

Following the reception, participants can choose one of three tours to experience the City of Ghent: an architectural and culinary tour, a boat tour, or a historical tour. See page 7 for details.



DAY 2 THURSDAY 25 SEPTEMBER**09:00 European frameworks to support sustainable and innovation procurement**

This session will provide first-hand information on the practical implications of the new EU Public Procurement Directives for contracting authorities and how the regulations are accommodating the use of procurement for implementing sustainability and innovation. The audience will have the opportunity to ask questions which will be addressed by a panel of experts, followed by an interactive discussion. In addition, representatives from the European Commission will present how the Commission is supporting sustainable and innovation procurement.

Claudio Romanini – *Legal Affairs Officer, DG Internal Market and Services, European Commission*

Catherine Weller – *Lawyer, Climate and Forests Programme, Client Earth*

Bonifacio Garcia-Porras – *Head of Unit, Innovation Policy for Growth, DG Enterprise and Industry, European Commission*

Carina Vopel – *Head of Unit, Resource Efficiency & Economic Analysis, DG Environment, European Commission*

Marc Tarabella – *MEP, European Parliament's Rapporteur for Procurement (tbc)*

10:40 Break

11:10 Subplenaries

Whereas the previous plenary focused on the general framework for public procurement, subplenaries 1 and 2 provide an arena for presenting and discussing how to put into practice the Clean Vehicles Directive and the Energy Efficiency Directive, two of the Directives that have procurement as a key delivery mechanism. In addition, subplenaries 3 and 4 will look at the latest development of two prominent topics in procurement: social aspects and innovation procurement.

1. Procuring clean, energy-efficient vehicles

This session will address the benefits to public fleet operators and emergency services of adopting a clean vehicles strategy. Speakers will discuss environmental, economic and community benefits of clean vehicles as well as EU policy in the vehicles sector.

2. Energy efficiency and energy performance of buildings

How can the Energy Efficiency Directive (EED) and relevant Staff Working Documents be put into practice? This session discusses the procurement items covered by the EED, the procurement process and the conditions imposed on cost-effectiveness, innovation and wider sustainability.

3. Mainstreaming fair and ethical principles in public procurement

This session will address how socially responsible public procurement (SRPP) can be implemented by public authorities by identifying challenges procurers face in purchasing socially responsible products, services and works and presenting solutions that may be replicated.

4. EU policies and support for stimulating innovation procurement

This session looks at ways to spur innovation using procurement, including policies, guidance, sharing of good practices and providing incentives through funding opportunities.



12:30 **Lunch**

13:30 **Parallel Sessions**

Public authorities, organisations and experts share their experiences, practical knowledge and initiatives on how to undertake sustainable and innovation procurement in key topic areas. A variety of topics will be addressed in the following parallel sessions:

Financing and investment programmes driving sustainable procurement **Piloting innovation in emergency services**

Tools and best practices for incorporating sustainable procurement into financing and investment programmes.

Adopting innovative solutions in the emergency services vehicles sector and other fields: lessons learned from the [FIREd-uP project](#).

Sustainable tropical timber: creating a market

Strategies and support for public authorities in purchasing sustainable timber products, including insight into the work of the European Sustainable Tropical Timber Coalition (STTC).

Addressing broader policy objectives through procurement

Experts from pioneering local governments will share their experience, and discuss the potential to contribute to key broader challenges through procurement.

PCP & PPI - tools for innovative lighting solutions

Using Pre-Commercial Procurement and Public Procurement of Innovation as tools to procure more innovative lighting solutions for cities.

Measuring the impact of sustainable procurement

Exploring how the impact of sustainable procurement can be measured by presenting a mix of procedures, methods and tools.

Innovation and sustainability in catering procurement

Investigating different approaches to reduce environmental impacts of catering such as waste generation, electricity consumption, water pollution and vehicle emissions through procurement.

Circular procurement

Discussing new models of production and consumption to de-link rising prosperity from resource consumption growth and implementing circularity in the daily practice of procurement.

15:00 **Break**

15:30 **Market Lounge Round 2: Talk, learn, act!**

The Market Lounge Round 2 presents a new group of representatives from organisations working on a wide range of topics related to sustainable and innovation procurement. It will include tables on the following topics: construction, networking, procurement in developing countries, sustainable supply chains, water sector, catering, clean vehicles, socially responsible procurement of electronics products and more. See the full Market Lounge table list [here](#).

17:00 **Public Procurement of Innovation Award Ceremony**

The Public Procurement of Innovation Award aims to recognise successful public procurement practices that have been used to purchase innovative, more effective and efficient products or services. The winner, among the six finalists, will be revealed during the award ceremony.

17:30 **Close of Day**

19:30 **Official dinner**

The City of Ghent, crowned “Veggie Capital of Europe” welcomes participants in the courtyard of the historical Augustinian monastery for the official conference dinner. See page 7 for details.



DAY 3 FRIDAY 26 SEPTEMBER**09:00 The power of market intelligence and engagement**

This session will take a look at what the EU legal framework offers procurers in terms of encouraging dialogue and how procurers can get the very best from businesses in responding to the innovation and sustainability challenge. The [FIREd-uP project](#) will present a practical case of successful market consultation, followed by both panel and roundtable discussions. Market engagement will also be a key feature of the [Meet Your Buyer](#) event taking place in the afternoon.

Dolores Adamski – *Enterprise Europe*

Abby Semple – *Procurement Specialist, London Fire Brigade and Public Procurement Analysis, UK*

Leon Hombergen – *Senior Advisor Innovation and Market, Rijkswaterstaat (Ministry of Infrastructure and the Environment), Netherlands (tbc)*

10:30 Break

11:00 Harnessing the network

Throughout Europe many contracting authorities are, or have been in the process of undertaking sustainable and innovation procurement. As EcoProcura conferences prove, there is a lot of know-how available. However, most of these activities are carried out in isolation and thus inaccessible for interested parties. The session will discuss the benefits of networking and, more importantly, what makes networking work.

One initiative set up to encourage exchange and networking is Procura⁺, which celebrates its 10th anniversary in 2014. The plenary will take a look at what has been achieved in the last decade, the perspective for the next 10 years and how networking, exchange and collaboration can be scaled up.

Mark Hidson – *Global Director, ICLEI's Sustainable Procurement Centre; Deputy Regional Director, ICLEI Europe*

Mercè Rius i Serra – *Deputy President for Environment, Province of Barcelona, Spain; Procura⁺ Vice-Chair*

Léon Dijk – *Advisor Sustainable Development and Procurement, Rotterdam, The Netherlands*

Farid Yaker – *SPP Programme Officer, UNEP*

12:10 Waking the giant!

Whilst the use of procurement for achieving policy goals has become more prevalent, the true potential to harness public spending to achieve sustainability and innovation goals is often stubbornly unrealised. Given the decreasing availability of public finances, the need has never been greater to ensure greater value for money and efficiency, without impacting on the quality of the public service provided.

Gunter Pauli – *Author, Teacher, Activist, Entrepreneur*

12:40 Taking it forward

Closing remarks and final thoughts to take home.

13:00 Close & Lunch: Food for Thought**14:00 - 17:00 Meet Your Buyer**

The [Meet Your Buyer](#) event brings together a wide variety of public buyers and market leaders in sustainable goods and services in a highly interactive setting. See page 7 for details.



WELCOME RECEPTION & TOURS OF GHENT, WEDNESDAY 24 SEPTEMBER

Network while enjoying wine and canapés at the Welcome Reception, then choose one of three tours:



Architecture & culinary tour: Join the tour to the Gruut brewery, where the local beer is made with spices rather than hops. Ghent's architecture will be the star, as modern buildings claim their place among medieval towers.



Boat tour: Boarding for a guided boat trip on the canals of Ghent is by far the most relaxing way to explore the city. In addition, this particular tour is on an electric boat, a reminder of Ghent's passion for the environment.



Historical tour: Explore the city's highlights, including the town hall, the Gravesteen Castle, the 'Graslei' and the 'Korenlei', and take a stroll through the medieval alleys of the Patershol.

OFFICIAL DINNER - THURSDAY 25 SEPTEMBER, 19:30



The City of Ghent, crowned "Veggie Capital of Europe" welcomes participants in the courtyard of the historical Augustinian monastery for the official conference dinner. According to the Thursday tradition in Ghent, the refined menu of this evening will be vegetarian.

MEET YOUR BUYER

New at this edition of EcoProcura!

Friday 26 September 2014, 14:00 - 17:00

The Meet Your Buyer event at EcoProcura is a unique networking opportunity for more than 200 public buyers and suppliers in the field of sustainability and innovation.

Meet Your Buyer will present an exceptional opportunity for procurers to meet representatives of numerous best-in-class, sustainable and innovative businesses. For businesses, this event provides direct access to a broad network of procurement experts from Belgium and Europe and offers the opportunity to build and reinforce strategic relationships with public procurers.

Choose from a range of networking formats and activities, including: sustainability market, pitches, round tables, and speed-dating.

For further information: www.meetyourbuyer2014.be



ICLEI AND PROCUREMENT

ICLEI has been involved in procurement for over 20 years. Key initiatives include:



Procura+: a network of active public authorities that offers direct support for implementation, facilitates exchange and promotes achievements internationally.



Sustainable Procurement Resource Centre: bringing together all the latest news, events, and resources on sustainable procurement.



Public Procurement of Innovation Platform: the first port of call for all aspects related to procurement of innovation.

Procurement Forum: an online forum to exchange, collaborate and learn more about sustainable and innovation procurement.



ECOPROCURA EXHIBITION

The EcoProcura Exhibition area will serve as a key meeting and networking spot, bringing together organisations, projects and businesses which offer sustainable procurement services and expertise. The Exhibition will feature [sustainable stands](#), and will be located in the main hall of the ICC throughout the conference days from Wednesday 24 September to Friday 26 September. Interested exhibitors should contact: ecoprocura2014@iclei.org.



Rates:

Standard Stand (3m²) : 750 € (including 1 exhibitor pass)
 Premium Stand (6m²) : 1500 € (including 1 exhibitor pass)

CONFERENCE FEES AND REGISTRATION

FULL FEE

Participant from private sector / business	700 €
Participant from public sector / NGO / non-profit	400 €

REDUCED FEE

ICLEI Member	350 €
Procura ⁺ participant and national partner	300 €
Accompanying procurer / parallel session speaker *	200 €

* For public authority procurers accompanying a full fee participant

Belgian 21 % VAT incl.

The conference fee includes admission to the event, participation in all sessions, conference materials, lunches, coffee breaks, one reception, one dinner, and a Ghent tour. Participants paying full fees may bring one accompanying procurer at a reduced fee of 200€.

The deadline for official registration is 15 August 2014. Places are limited. Please note that participants who wish to register after 15 August 2014 will be subject to a 50 € additional charge.

For information on cancellation or substitution, go to: www.ecoprocura.eu/ghent2014/registration.
 For enquiries about registration and payments, please email: ecoprocura2014@iclei.org

A SUSTAINABLE EVENT

Ecoprocura 2014 is committed to organising a sustainable event and working with green, fair-trade and socially responsible suppliers for conference materials and services. Together with [CO2logic](#) and [Ecolife](#), the organisers will work together to calculate and reduce the conference water footprint and CO₂ emissions. A minimum of waste will be produced and all material possible will be recycled or reused. In addition, seasonal, locally-sourced food will be served for the event catering and at the official vegetarian dinner. [Publiganda](#) will provide cradle to cradle inspired [Exhibition](#) stands, made of recycled, responsibly sourced and non-toxic materials, designed to be re-used endlessly.

Participants can help make the event more sustainable through their travel, accommodation, and other choices. Find out more on our [Sustainable Event page](#) and help out by completing our [Sustainability Survey](#).



ACCOMMODATION

Participants are requested to book their own accommodation. Please note that September is high season in Ghent, and it is recommended to register and book your room in advance.

The following hotels have pre-booked a number of rooms and/or provide special rates for participants of EcoProcura 2014 (please indicate the name of the conference when making a reservation). Click on the photo of each hotel for more information.



THE VENUE: ICC GHENT

The **ICC Ghent** is situated in Citadel Park, Ghent's biggest green space. The ICC enjoys a global reputation for excellence and is consistently making efforts to be one of the greenest conference venues in Belgium. This reputation is the result of ICC's world class facilities and constant maintenance of exceptional standards. The efforts of dedicated staff ensure the superb conduct of every event held at the centre.

CONFERENCE SECRETARIAT

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