



B5 Promoting sustainable public procurement in the south

Fostering Sustainable Public Procurement in Brazil at the subnational level

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Short description: ICLEI's project office for Brazil, hosted by the city of São Paulo implements projects to support local governments address climate change, energy and sustainable consumption issues in the administration.

Currently, ICLEI-Brasil manages projects in partnership with the British Embassy, the GTZ and local institutions to foster climate protection, renewable energy and energy efficiency, as well as sustainable public procurement and construction. With the city of São Paulo, ICLEI-Brasil is engaged in projects and activities to improve the city's quality of life and management towards a more sustainable model.

Executive Summary of your Abstract

Sustainable public procurement in Brazil is becoming an attractive option to governments wishing to lead by example in developing a new model for managing their resources, while improving quality of life, securing savings and efficient governance at subnational level, while supporting the national government in reducing its carbon footprint from deforestation emissions.

Abstract

Fostering Sustainable Public Procurement in Brazil is an initiative led by ICLEI Brasil, in partnership with Fundação Getúlio Vargas Centre for Sustainability Studies (GVces), the Environment Municipal Secretariat of São Paulo (SVMA-PMSP), the São Paulo State Environment Secretariat (SMA-SP), and the Planning and Management State Secretariat of Minas Gerais (SEPLAG-MG), funded by DEFRA, UK.

In July 2007, ICLEI-Brasil with funding from the Department for Environment, Food and Rural Affairs of the United Kingdom (DEFRA-UK) began a pilot project to foster sustainable public procurement in Brazil, in partnership with Fundação Getúlio Vargas Centre for Sustainability Studies (GVces), and 3 pilot governments – the city of São Paulo, and the states of São Paulo and Minas Gerais.

The purpose of the project was to establish the foundation for the participating governments to implement sustainable procurement policies and measures, lead their administration in promoting sustainability by

exerting their purchasing power, and thus consolidate a movement toward sustainable consumption and production in Brazil. The partnership with GVces built on the synergy between activities developed separately, such as ICLEI's international campaign Procura+ and GVces research on sustainable consumption in the private sector. Both organizations benefited from each other's experience to achieve a more comprehensive and wide reaching result. An example of this cooperation is the online catalogue of sustainable products developed by Gvces, which currently lists over 500 products.

The pilot governments had been selected in previous contacts during 2006, due to their interest in the subject, and their overall commitment to sustainable development in the public administration. Also, both the state and the city of São Paulo had already implemented action throughout different departments within their administration, albeit not in a coordinated or policy oriented manner. Several initiatives had been developed along previous years, aiming at specific issues, such as timber or recycled paper, but there was no political and legal framework for sustainable public procurement in place at the inception date of the project. By early 2009, all governments progressed significantly towards setting up or coordinating sustainable public procurement practices.

Many project activities focused on capacity building for procurement staff, as well as key decision makers in each pilot government. Besides training and awareness raising events, supporting materials were developed, such as the market survey of sustainable alternatives to be added to the governments' product catalogues, the study on criteria and recommendations for SPP, and the 2nd updated edition of the procurement guide. Furthermore, legal instruments such as tenders integrating sustainability criteria are reference documents that will exist and be used beyond the project's lifetime, inspiring and enabling other governments to follow in the footsteps of the project partners.

Being an international network, ICLEI ensures that good practice is disseminated and inspires other governments to replicate the successful experiences. The tools developed for the pilot governments will be used by other governments in Brazil and throughout the region. An important outcome of the SPP project is ICLEI's initiative on Sustainable Construction in South America (PoliCS), funded by the UK Strategic Project Fund (SPF) and launched in July 2008. Due to São Paulo's focus on the construction sector to define the target products for the SPP project, ICLEI was able to assess the importance of addressing construction as a means to reduce environmental degradation and reduce CO2 emissions.

Mainstream publication (newspapers, magazines), as well as the electronic media are increasingly addressing sustainable consumption in government action in Brazil, and the CPS-Brasil project activities are featured widely in the media.

Throughout the implementation of the CPS-Brasil project, many outreach activities and contacts were developed that strengthened its leadership in sustainable consumption and climate protection in Brazil beyond the public sector. Given the repercussion of this project, we have reason to believe that a movement is being consolidated and that critical mass is developing effectively in the region. ICLEI intends to continue contributing toward a new approach to procurement that will enable addressing efficient resource management and climate protection in emerging and developing economies.

Resumé:

Laura Valente de Macedo is regional director for Latin America and the Caribbean of ICLEI-Local Governments for Sustainability, and the coordinator in South America of the Cities for Climate Protection Campaign since September 2002. Ms. Valente has a bachelor's degree in Architecture and Urban Planning, and a Master's degree in Environmental Science. As a Chevening Scholar, she received her Master of Science degree in Environmental Change from the University of Oxford, in 1998.

She has acted for over 15 years as researcher and consultant in urban issues, including public policies for sustainable transport and consumption, renewable energy and climate change. Ms Valente, was coordinator of

the Brazilian Climate Change Forum (FBMC) from 2000 to 2002, and since 1998 participates in the United Nations Framework Convention on Climate Change Conferences of the Parties (UNFCCC/COPs).

She has contributed as co-author, editor and coordinator in publications such as ICLEI's guide for Local Governments on Climate Change ("Mudanças Climáticas e Desenvolvimento Limpo – Oportunidades para Governos Locais" 2005), and the Sustainable Procurement Guide for Local Governments in Brazil ("Guia de Compras Públicas Sustentáveis: uso do poder de compra do governo para a promoção do Desenvolvimento Sustentável" 2006). She has also authored articles, chapters, presentations and papers on environmental urban management and sustainable development in Brazil and abroad.

Recommended reading:

Websites:

www.iclei.org/lacs/portugues

www.fgv.br/ces

www.catalogosustentavel.com.br

www.carbontrust.co.uk

www.defra.gov.uk

www.prefeitura.sp.gov.br

www.sma.gov.sp.br

www.seplag.gov.mg.br

Biderman, R., L. Betiol, L. Macedo, M. Monzón and R. Mazon with ICLEI and GVces (orgs) (2006, 2009)– Guia Públicas Sustentáveis: uso do poder de compra do governo para a promoção do Desenvolvimento Sustentável Rio de Janeiro, FGV editora (134 pgs)

Macedo, L (ed) with ICLEI – LACS (2005) – Mudanças Climáticas e Desenvolvimento Limpo : Oportunidades para locais Rio de Janeiro: ICLEI-Brasil (112 pgs)

La Rovere, E., L. Macedo e K. Baumert (2002) – Chapter 7 "The Brazilian Proposal on Relative Responsibility Warming" in Baumert, K. with O. Blanchard, S. Llosa and J. Perkaus (eds) Building on the Kyoto Protocol: Assessment Options for Protecting the Climate System " Washington: World Resources Institute – WRI, (pp 157 – 173). Available at http://pdf.wri.org/opc_chapter7.pdf

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Conference organisers: ICLEI – Local Governments for Sustainability in cooperation with the City of Reykjavik

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