

Delivering a more sustainable economy via Public Procurement

The example of printing supplies



Sustainable Public Procurement – also referred to as Green Public Procurement, Environmentally Preferable Procurement, or Responsible Procurement – is a process by which public authorities seek to purchase goods and services that help present a reduced environmental impact throughout their life-cycle.

**Sustainable Public Procurement drives positive outcomes for the economy, environment & society...
...But its potential remains under-exploited**



European public authorities spend approximately **€1.8 TRILLION** yearly on the purchase of goods & services¹

55%

Cost remains the sole criteria for awarding contracts in more than half of all public sector purchasing decisions²



Poor access to clear and verifiable criteria

Well-designed Sustainable Public Procurement guidelines for printing supplies make an important contribution to the development of a circular economy, as well as providing value for public money



The characteristics, performance and environmental impact of cartridges can differ greatly

- **New Original Equipment Manufacturer Cartridges (OEM)**
- Refilled Cartridges
- Basic Remanufactured Cartridges
- Altered Remanufactured Cartridges
- Clone Cartridges
- Counterfeit Cartridges



Public procurement guidelines based on objective and scientifically derived criteria would be a reliable way to identify the best performing cartridges to deliver tangible benefits

SYSTEM OPTIMIZED TO PREVENT WASTE

END OF LIFE MANAGEMENT

INDOOR AIR QUALITY & USERS' SAFETY

COST EFFECTIVENESS & IP RIGHTS



Easy-to-verify environmental criteria



Saving taxpayers' money and avoiding the uncertainties linked to **potential IP infringements** when buying clones.



Encouraging industry to **innovate and adopt Circular Economy design principles**

How governments can implement simple, cost-effective policy measures to realize the potential of SPP

1

Encourage the adoption of SPP criteria which serve to **disqualify infringing clones**, which: (i) may involve intellectual property infringement risk; and (ii) would typically end up in landfill³, increasing environmental impact.

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2

Introduce robust guidelines to create a level, non-discriminatory playing field for all legal printer cartridges which help meet minimum standards.

3

Public-private partnership is required to create a level playing field to provide viable business conditions for manufacturers to invest in eco innovation.

Sources: ¹ European Commission, DG Environment webpage ² Uptake of Green Public Procurement in the EU 27, Centre for European Policy Studies and College of Europe, 2011 ³ "In speaking with the industry it is clear that almost all newly built compatible cartridges end up being thrown out by the users. Any collections of NBCs are unintended and accidental collections by the remanufacturing industry. Remanufacturers will not remanufacture an NBC due to concerns about patents as well as concerns about the quality and reliability of such a product. Furthermore, replacement parts for remanufacturing Original cartridges may not suit perfectly for NBC's and the supply industry does not provide replacement parts for NBC's specifically" - Infotrends study "Western European Cartridge Collection and Recycling Report", 2018