

Workshop June 2012, Washington, DC

*"ÖkoKauf Wien: over 10 years of
success in GPP"*

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Overview

- *Background*
- *Organisation "OekoKauf Wien"*
- *Development of criteria*
- *Communication*
- *Benefits*
- *Conclusion*

City Profile

1.65 million inhabitants

special position: (capital) city as well as federal province

volume of purchasing budget: 5 billion Euro

GPP and Climate Protection

1 of 3 spearheads of the Vienna Climate Protection Programme (KliP)

adopted by the Vienna City Council in November 1999

Organisation „OekoKauf Wien“



Structure

No extra personnel!!

Steering team

>20 working groups (e.g. building construction, food, cleaning, paper, electrical appliances, vehicle fleet, events, textiles ...)

3 consultative committees

→ Altogether some 180 internal and external staff

Development of criteria

Within working groups

About 4 - 6 meetings/year

About 10 experts/group

staff from relevant departments co-operate
with experts from affiliated bodies and
external organisations

Budget for research, pilot projects,...

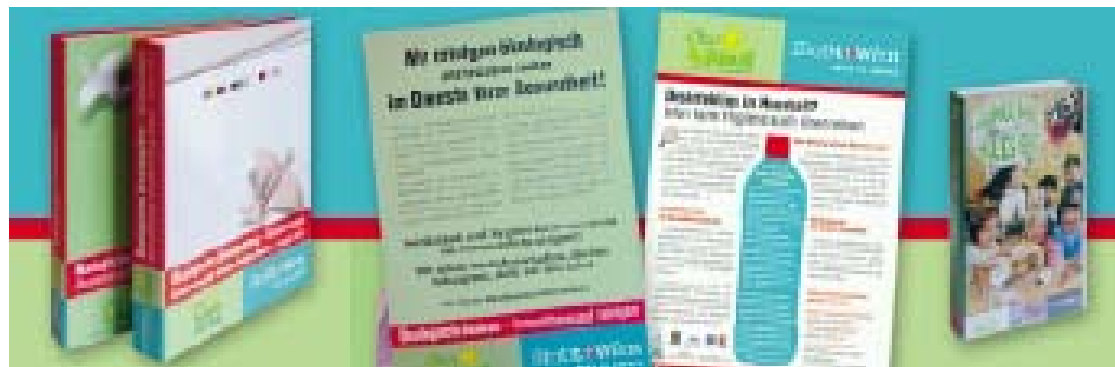
Communication

Production of posters, folders, brochures, videos,
“hands on-material” :

– Examples:

Posters/folders explaining the advantages of “fair trade” ,
brochures regarding energy saving light bulbs,

video and game collection explaining background information
of organic farming to children



CO₂ Reduction

data for 2004 - 2007
organic food
energy saving devices
water saving devices

In total 103,000 tonnes CO₂ reduction
(selected product groups, 04-07)

Financial Impacts

e.g. installation of water saving gate valves in official buildings, public schools and kindergartens → cost reduction by approx. 1.5 Mio Euro/year

Benefits

CO₂ Reduction

Role model for public

Induced innovation

Cost reductions for private buyers

e.g. organic food

Positive effects on health

Long term savings

Conclusion

ÖkoKauf proofed to be a success

Focus on mainstreaming

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