

## Project

Buy Smart will promote, implement and further develop the instrument of green procurement (procurement of energy efficient products) in private and public institutions, using the established green procurement guidelines developed in the GreenLabelsPurchase project.

The project will not provide new tools but will address the main barriers which are presently hampering a broad implementation of green procurement. The collaboration with professional platforms who already offer electronic procurement to a large number of customers, Buy Smart will for the first time realise 'green e-procurement', thus reaching the target group at the right time and place, offered through a provider they already trust. By involving professional trade associations, the target group of private purchasers will be better reached. With extensive training offers, capacity-building will be enhanced. Policy recommendations will finally be developed and channelled into the discussions to strengthen green procurement in the revision of the NEEAPs (national energy efficiency action plans) in 2011.

Buy Smart is supported by the program "Intelligent Energy Europe"

## Expected results

- Information material for private and public purchasers and procurement tools, which aim at a standardised implementation of green procurement for IT, household appliances, lamps, vehicles, building components, and green power, and which have already been developed, are promoted by strategic partners, especially e-procurement platforms, but also business networks and chambers of commerce and industry
- A relevant rise of awareness at key actors and in the target group to achieve a long lasting effect by presentations, press releases, expert articles, and website
- Pilot projects of energy related "green" procurement are developed by consultations and trainings; good practice database with at least 200 examples
- Information about energy labels, new labelling schemes and the use of them in the procurement process
- Evaluation and recommendations for the NEEAPs in 2011