

# Ecolabels in Procurement in Copenhagen

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Team leader  
Sustainable Procurement  
City of Copenhagen



# Ecolabels in Procurement in Copenhagen

- Politically decided in Copenhagen in 2017
- Collaboration with Ecolabel Denmark



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**2018**

Toys & office  
furniture



**2019**

Work clothing &  
office supplies



**2020**

Institutional  
furniture, baby  
equipment &  
children's textiles



**2021**

Hotels, fixed  
inventory &  
pavilions



**2022**

Hobby articles &  
Playground  
equipment



**2023**

Paint and Flooring  
& Office supplies



**2024**

Initiated improved  
data foundation for  
eco labels internally

**2025**

**How can we make ecolabelled  
products the easy choice?**

# Categorisation of procurement areas

based on the availability of ecolabels

**Category 1**  
**Many ecolabels**

Min. requirements

**Category 2**  
**Several ecolabels**

Possibly Min.  
requirements

**Category 3 & 4**  
**Few or no ecolabels**

Possibly award  
criteria

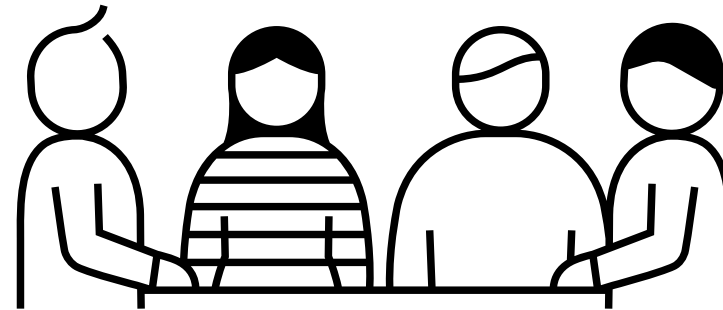


# Learnings



## Challenges

- Ecolabel requirements alone do not change purchase behaviour
- Conflicting agendas



## Successes

- Pre-market dialogue
- Sustainability education for procurers
- Enhanced visibility of ecolabels in procurement system