

The Power of Public Purchasing as an instrument towards Sustainability



Main characteristics of the Municipality

DEMOGRAPHICS

Municipality of São Paulo - 1.523 km²

Population: 10.9 million (2005)

Metropolitan Region - 8.051Km²

Population: 19 million (2005) 10% of the country's population.

ECONOMY

Gross Domestic Product - R\$ 140.7 bi PMSP 2004

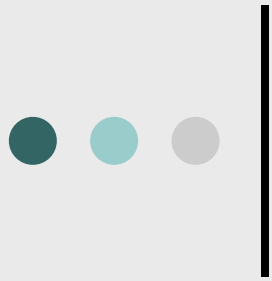
* 9,4% of the industrial production of the country

* 4th largest city in the world

* Major consumer market in Brazil

Total value spent on consumption items by São Paulo City Hall in 2005:

10.612 items = R\$ 282.221.006,00 = US\$ 115,664,346.72



Political Will

2002


The Municipality of São Paulo decided to promote changes within consumption and production standards:

PMQA- Programa Municipal de Qualidade Ambiental
(*Municipal Program for Environmental Quality*)

DECREE 42.318 - August of 2002 - contribute towards making the Municipality of São Paulo a sustainable city



Programa Municipal de Qualidade Ambiental



Instruments for an
Environmentally
Conscious
Administration

- promote changes within the standards of consumption, stimulate technological innovation and ecological efficiency using the power of procurement;
- foster the adoption of environmental criteria for products and services acquired by the Municipal Administration, respecting federal and municipal legislation regarding public tenders and contracts.



2005

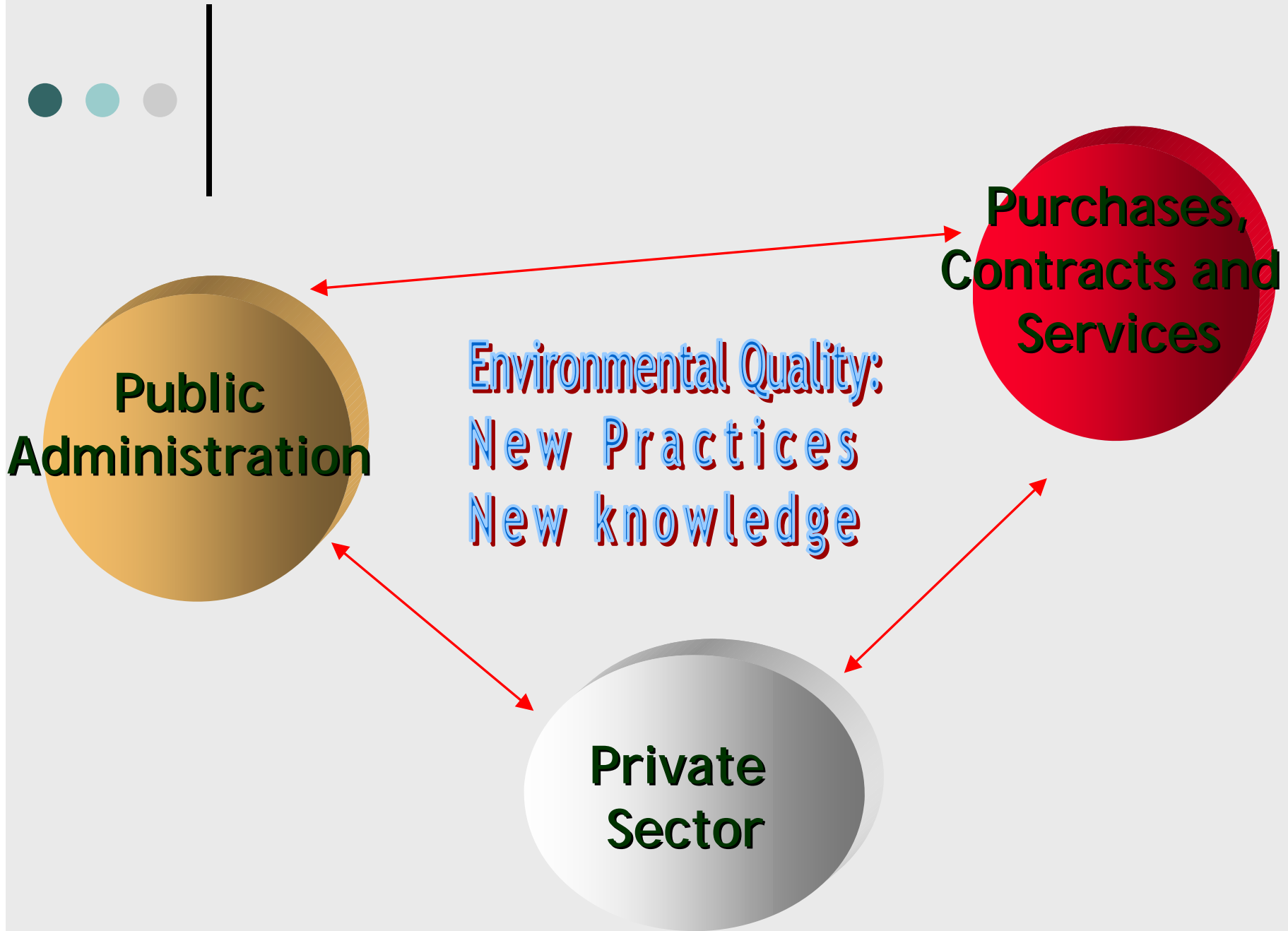
The City Environmental Department establishes Management for Ecoeconomy

ECOECOLOGY- Concept

Ecoeconomy refers to the ways in which natural resources are used within an economic context.

Conscious consumption is a process of decision-making which balances social and environmental sustainability of the planet.

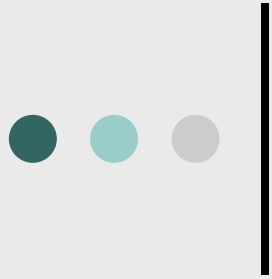
The simple act of shopping has the potential to induce people to make far-reaching transformations.





Potential Environmentally friendly products

- Coffee filters
- Office supplies such as pencils and pens
- Beef and chicken meat
- “Post-its”
- Cleaning sponges
- Orange juice
- Coffee
- Sugar
- Car seat stuffings
- Vegetables and fruits
 - Recycled paper
 - Paint
- Cloth and textiles
 - Beauty products
 - Batteries
- Materials for building and construction
 - Water for cleaning and irrigation



Products / Opportunities

- SULFITE PAPER A-4 - WHITE R\$ 1.827.782,00 US\$ 749'090.98 / 0,65%
- PORTLAND CEMENT CII-E-32 SC C/ 50KG R\$ 1.744.289,00 US\$ 714'872.54 / 0,62%
- VEGETABLES FOR SCHOOL LUNCHESES CX C/ 15KG R\$ 1.811.556,00 US\$ 742'440.98 / 0,64%



Obstacles

- In Brazil, there is no generic environmental certificate or stamp of approval for all products. This is only done for wood and organic agriculture.
- Most products are not ecological but of minor environmental impact because they use renewable primary resources.
- Several factors should be taken into consideration, such as the use of biodegradable or recycled natural primary resources, the environmental impact of production and still the contribution of businesses towards a culture of sustainability, encouraging local communities to seek sources of non-aggressive resources for the environment.
- Legislation currently prioritizes lower prices in detriment of quality and socio-environmental criteria.
- Resistance to change.



Steps taken

2001

Participation in developing ERNIE project submitted to GEF. São Paulo chosen as 1 of 4 pilot cities worldwide

São Paulo adheres to CCP - Cities for Climate Protection Campaign

2002

Suspension of the use of mahogany in municipal purchases
INTERNAL DECREEE 7/02 - PREF-G



Steps taken

2003

Use of recycled supplements in civil construction and pavement of public city roads.

Use of used water from sewage treatment plants to wash public roads.

2004

São Paulo concludes the Greenhouse Gas Emissions inventory and Action Plan

2005

Adhesion to the Program: “Friendly City to the Amazon” associated to Greenpeace, which establishes the commitment of the municipal administration to eliminate illegal wood and criminal deforestation from all public purchases.



Steps taken

2005

Publication of Decree N° 46380 September 26, 2005, establishing procedures of environmental control for the use of products and subproducts of native wood used in construction site and engineering services contracted by the Municipality of São Paulo.

Implementation of the Committee for Climatic Change and Eco-Economy. By Decree 45.959, June 6th, 2005. The Committee's goals:

Climate change: promote and stimulate actions geared towards the mitigation of carbon emissions and greenhouse gas effects .

Eco-economy: promote the adoption of socio-environmental criteria within the procedures regarding acquisition of products and hiring of services by the municipal administration.



Steps taken

2005

Implementation of the use of recycled paper within the public administration through the inclusion of this item in the content tables of the City Hall administrative supplies, which permits the acquisition of this product by any public department or institution.

2006- Ongoing Actions Establishment of environmental control for the use of products and subproducts of mineral origin in constructions and engineering services hired by the City of São Paulo. (Sand, Stone, Ceramic products such as bricks, tiles, roof tiles and sewage canals)



GOAL

To foster the responsible and sustainable consumption of natural resources

Eco-Economy: one for all, all for all.

Thank You.

Eduardo Aulicino

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