



Green Procurement Policy in Korea

May 3rd, 2012



KEITI

Korea Environmental
Industry & Technology Institute

National Policy Background

- ✓ 1992 : Introduction of Eco labeling (MOE)
- ✓ 1994 : Preferential Purchasing of Green Products (MOE)
- ✓ 1997 : Introduction of Good Recycled Mark (KATS)
- ✓ 1999 : Introduction of Energy Saving Label (MOCIE)
- ✓ 2001 : Introduction of Type III EPD Program (MOE)
- ✓ 2002 : Development of Eco-Design Guidelines (MOE)
- ✓ 2004 : Legislation of Green Purchasing Law (MOE)
- ✓ 2009 : Introduction of Carbon Footprint Label (MOE)



Green Purchasing Law

- ✓ Since 2005, public institutions have purchased eco-products available
 - Direct purchasing of eco-products
 - Eco-services : printing, cleaning service, building maintenance
 - Indirect purchasing : discretionary order on cleaning, building repairs and maintenance

- ✓ Target Organizations : 869 governments and public institutions
(Total 28,752 institutions including affiliated organizations)

- ✓ Scope of Eco-Products : Eco-Label Products, Good Recycled mark products,
Other eco-products satisfying criteria notified by the MOE



Green products in the GP Law

Green Products

- Definition : Products that contribute to saving more resources and reducing environmental pollution in comparison with other products with the same usage.
- Legal base : The Act on the Promotion of the Purchase of Environment-friendly Products



Eco-label Products

151 target Products
(Office equipment, Building materials, living necessities etc.)

7,777 Products by 1,386 companies
(As of December 2011)

MOE (Ministry of Env.) / KEITI

<http://www.greenproduct.go.kr>



Target Products

Certified Products

Operating Body

Web site

GR Products

Good Recycled

222 target products
(Recycled paper, Recycled clay brick etc.)

236 products by 195 companies
(As of December 2011)

MKE (Ministry of Knowledge Economy) / KATS/RIPA

<http://www.gr.or.kr/>

Eco-Labeled products

Office Equipment



Furniture



Home Appliances
And Living Necessities



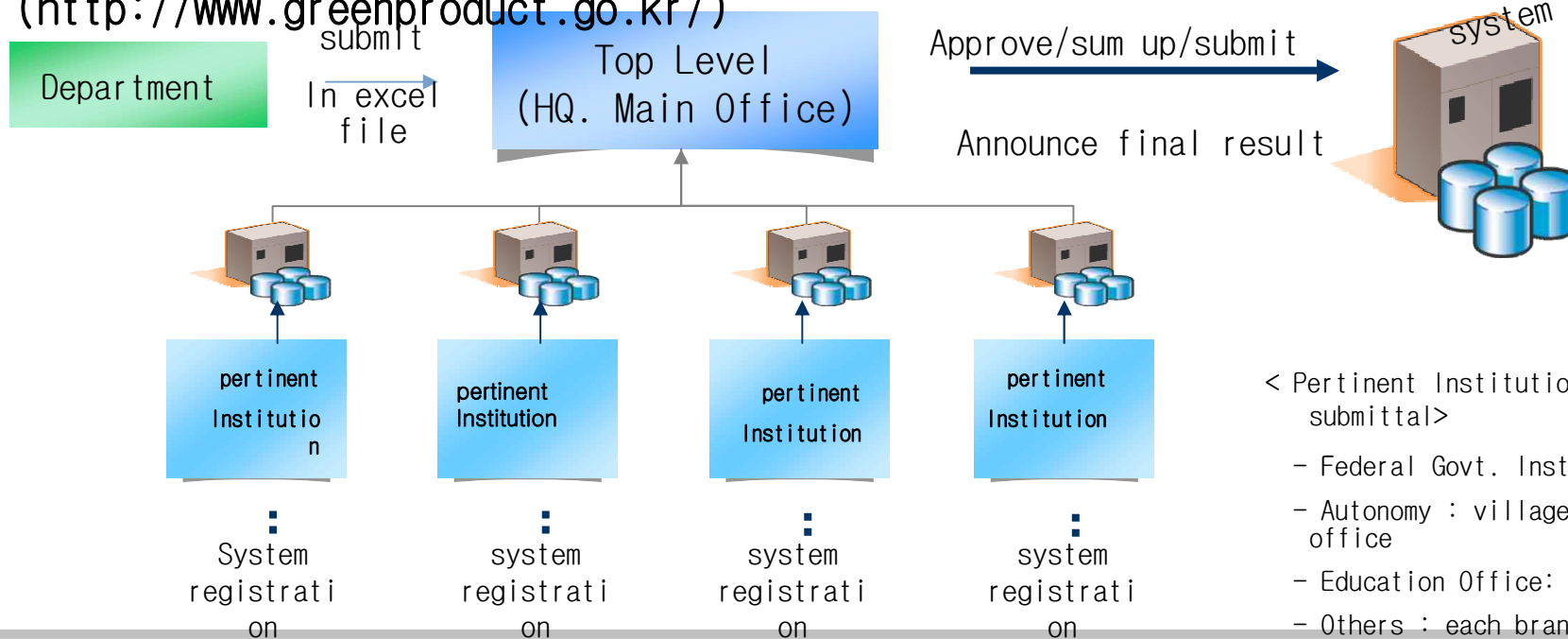
Construction
Materials



Reports on Green Purchasing

- ✓ Establish purchasing plan by the end of each January based on the “Guideline for Purchasing Green Products”
- ✓ The result is announced at the end of next year February
- ✓ The data are registered in the information network

(<http://www.greenproduct.go.kr/>)



< Pertinent Institution for system submittal >

- Federal Govt. Institution : Ministry
- Autonomy : village, county & city office
- Education Office: school
- Others : each branch

Government e-Procurement system

- ✓ National Public Procurement Service operates the website (GePS) providing detailed information on eco-products to public organizations
- ✓ E-Green Market sells products which have achieved the eco-label.



Training program & Life Cycle Costing

Training Program

- ✓ Lecturing tour was in action all over the country by KEITI

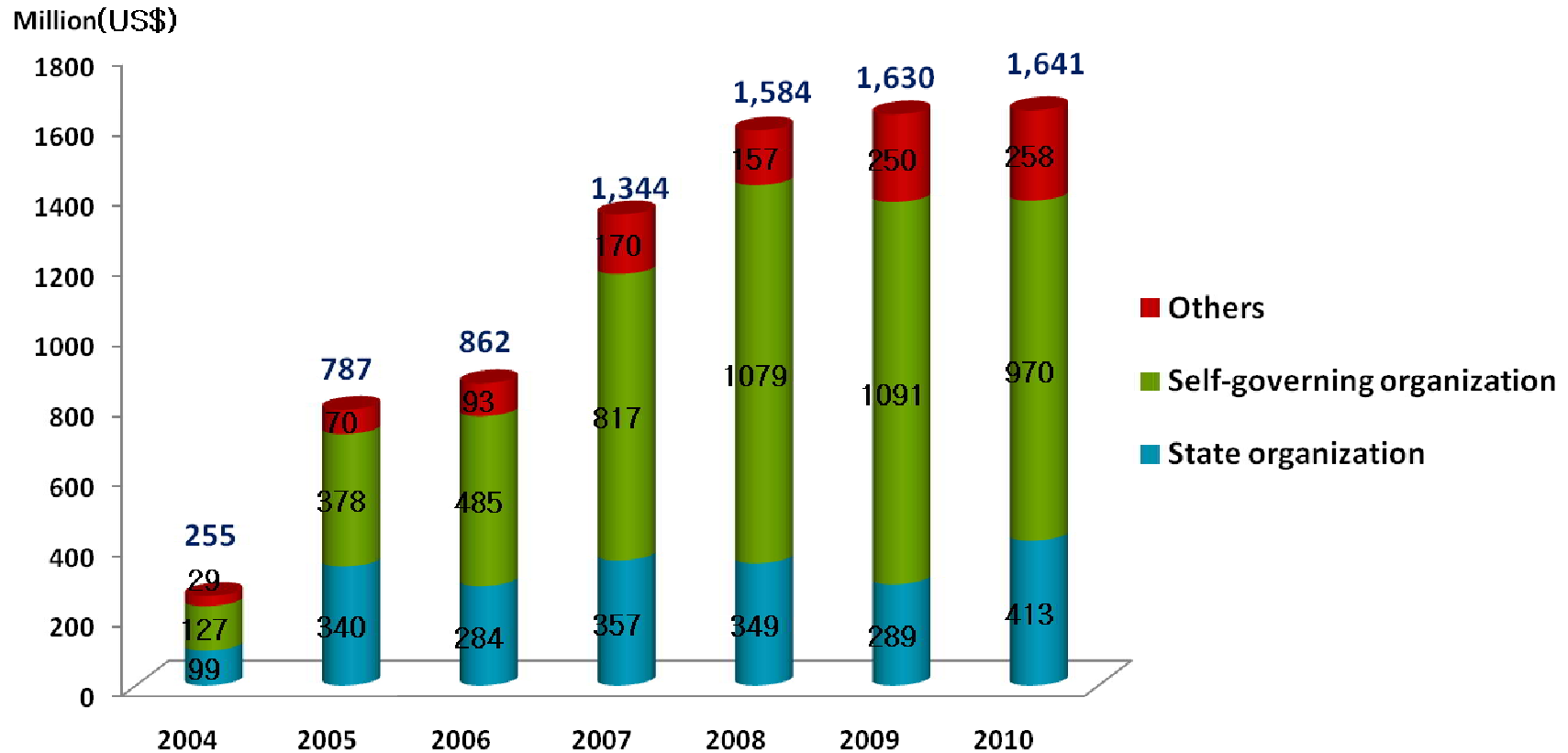
Year	2005	2006	2007	2008	2009	2010	2011
Participants	3,030	5,125	5,985	6,061	6,453	8,816	6,534

Life Cycle Costing for Eco-labeled products

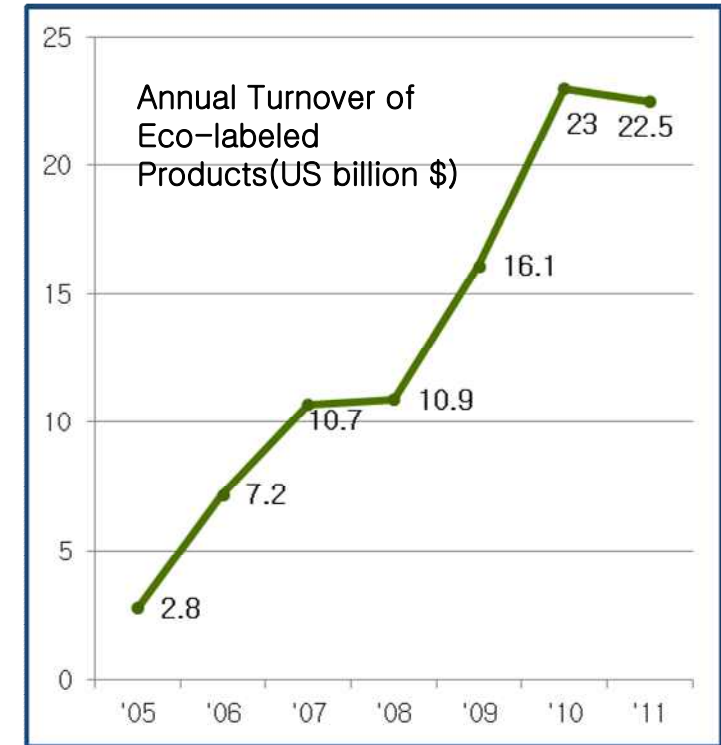
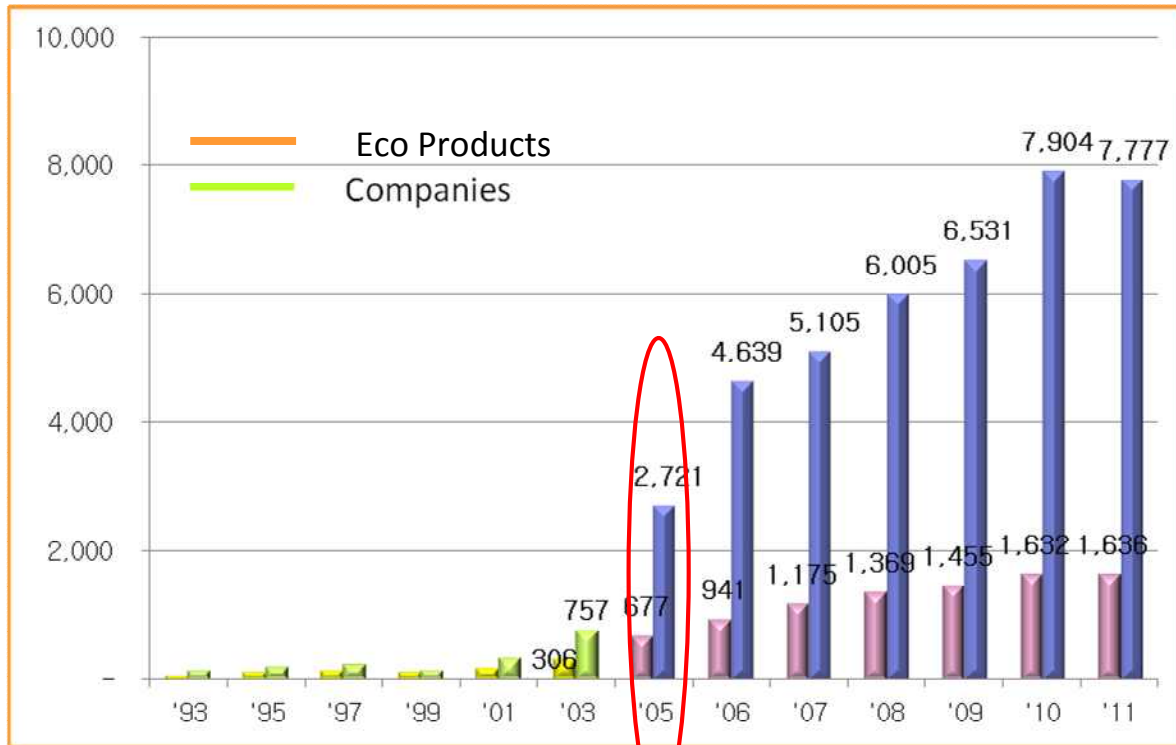
- ✓ To offer precise information about eco-products and promote green purchasing('06~' 10)

Year	Target products	Research target products
1st Year	Products with high purchase rate by public sectors	20 kinds of electrical & electronic products (Copiers, washing machine, etc)
2nd year	Products in wider circulation and products with high ripple effects	<ul style="list-style-type: none"> • 10 construction materials (aggregate, paints, etc) • 5 office furniture (chairs, desks, etc) • 5 cleaning service products (soaps, detergents, etc)
3rd Year	Daily life products	Office products and daily life products
4th Year	Products that wide wider circulation	Products with low purchase rate and new certification target products

The Performance of the GP in Public Sector



Impact of the GP in manufactories



By 2011, **7,777 products** (by **companies**) had received certification.

- The number of certified products has rapidly increased since 2005

(the “Act on the Promotion of the Purchase of Environment-Friendly Products” is introduced)

Green Purchasing Voluntary Agreement

- ✓ The MOE & KEITI initiated Green Purchasing Voluntary Agreement with 138 large-scale companies since 2005
- ✓ MOE & KEITI will pursue to expand industry participation of the initiatives
- ✓ Roles of Participants
 - **(Participation Company)** Consolidates inner-regulation for activating green purchasing, establish purchasing plan as eco-products, build up Eco-supply Chain Management
 - **(Ministry of Environment)** Provides the information on eco-products, map out the environmental policy on green purchasing, seek publicity on purchasing performance
 - **(KEITI)** Provides the information on eco-products, encourage information share among the participation companies

The performance of Green Purchasing Voluntary Agreement

- ✓ The total amount of GP including Green Supply Chain Management in 2010 USD 23.2 bil.
- ✓ The amount of Eco-Labeled & GR Mark products purchasing in 2010 USD 386 million.

Items		2006	2007	2008	2009	2010	
Companies		27	41	51	64	78	
The sum of Green Purchasing	Eco-friendly components	14,563	17,440	20,030	21,042	22,272	
	Maintenance, Repair & Operations	Eco-Products (Eco-Labeled, GR Mark)	168	206	239	271	386
		Energy saving products	15	38	49	169	416
		Organic, etc.	69	1,075	124	646	166
	Total(USD mil.)		14,815	18,759	20,442	22,127	23,240



Green Purchasing Campaign for Private Sector

- ✓ Education : Different Educational programs for homemakers and students
- ✓ Public relations through TV, radio, the internet, various booklets, etc.



Green Purchasing Campaign for Private Sector

- ✓ Operation the “Experience Green Growth Hall”
- ✓ “Low Carbon Green Growth EXPO” (‘05~, COEX)
- ✓ Green consumption campaign (retailers, NGOs)
- ✓ Green Purchasing Conferences with UNEP, UNESCAP



EGG opening



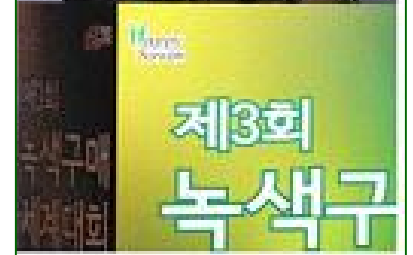
Foreign VIPs



Green Growth EXPO



Green Growth EXPO



Green Campaign



Eco-Tree event



Green Lifestyle Workshop

Green Store Certification Program

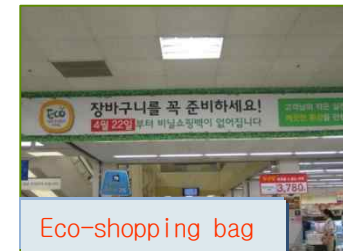
- ✓ 11 pilot-operated green stores (2010): saved electricity (4,596kWh) & water (3,675m³), reduced waste (1,156t) & GHG (2,322t CO₂)
- ✓ 50 green stores under operation in 2011 and to be increased to 300 stores in the future



Bicycle parking lot



Turbo motors



Eco-shopping bag



Eco-products tag



Renewal energy unit



Natural lighting



Reduction packages



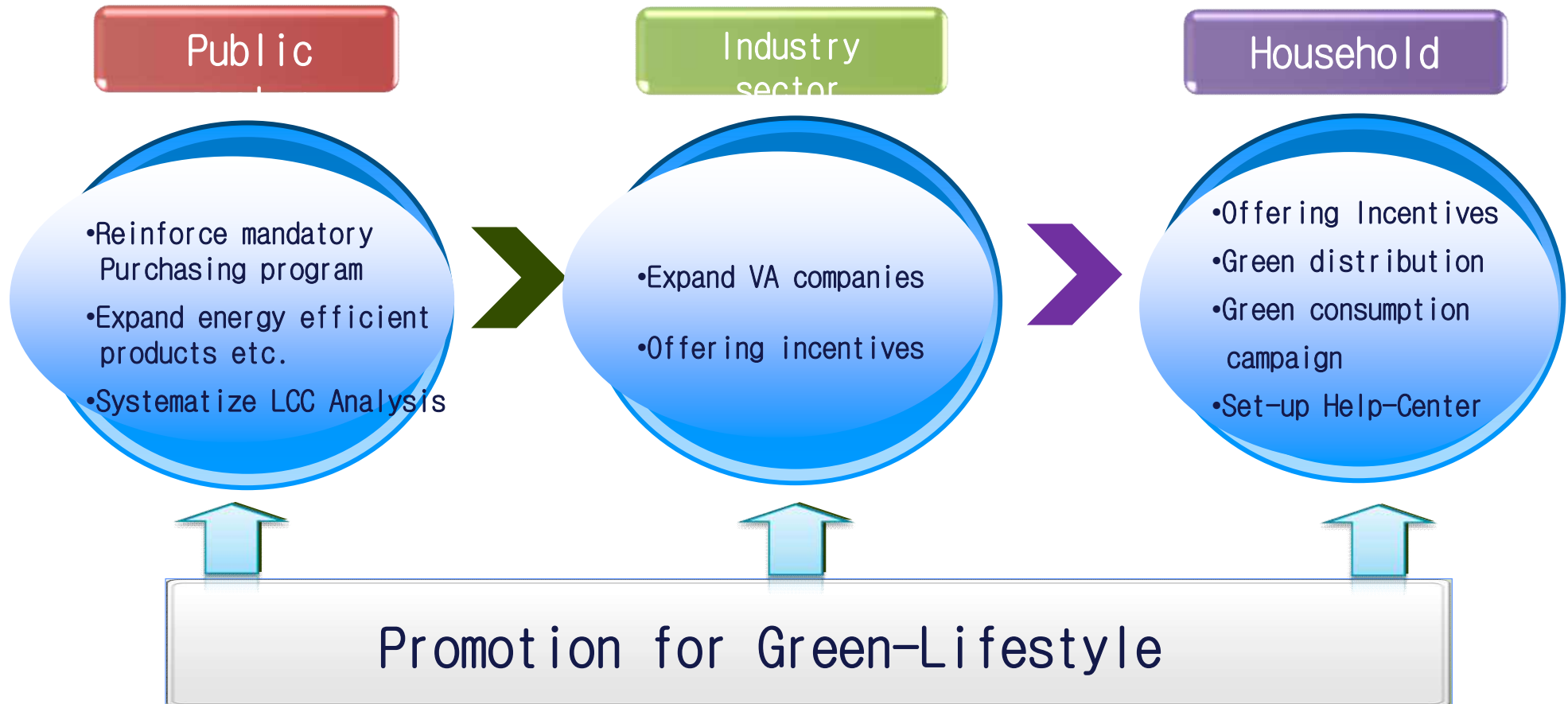
Eco-products tag

Regional Green Purchasing Help Center

Setting Up Regional Green Purchasing Help Centers

- ✓ To encourage green-life style and green consumption through campaigns, education programs and various green purchasing activities
- ✓ To provide education for government agencies and to promote green products
- ✓ To provide consulting service for green product certification and to develop policies to support SMEs
- ✓ Three Help Centers are under operation

Future Plan



Thank you for your attention !

