



shifting  
economy .brussels

ENSEMBLE, VERS L'ÉCONOMIE DE DEMAIN  
SAMEN OP WEG NAAR DE ECONOMIE VAN MORGEN

# Sustainable public procurement strategy within Shifting Economy – Brussels Region

19/03/2024



# Shifting Economy : an economic policy for all economic actors



- **Target audience = « Economic actors» in the broad sense, meaning any entity, regardless of its legal form, engaging in economic activity » (définition EXPA)**
  - **Ambitions (4) :**
    1. **Align economic policies** with the climate, social, and environmental objectives of the Brussels Region
    2. Develop a **supportive and progressive framework** for Brussels-based economic actors to excel in social and environmental responsibility
    3. Contribute to creating **quality employment** in Brussels
    4. **Present an action plan** to achieve these ambitions

# A transition strategy serving all businesses

An offer of public support that is clear and accessible to all businesses, regardless of their level of maturity in terms of transition



# Shifting Economy - Sustainable and innovative public procurement strategy (SIPP)

29/05/2024

# Shifting Economy – SIPP

## Sustainable public procurement as a lever for transition

### Public procurement represents a significant economic opportunity in Belgium

The Brussels public sector represents approximately 14% of the GDP of the Brussels-Capital Region (BCR).

➔ It plays an extremely important role as a strategic tool of public policy to achieve societal, economic, and environmental transition objectives.

### To make public procurement more sustainable, it is necessary to simultaneously:

- ❖ Assist public administrations in drafting sustainable specifications that are tailored to real-world conditions.
- ❖ Support businesses in their efforts to meet the demand.

# Shifting Economy – SIPP

## Key challenges - Contracting Authorities

- **Lack of knowledge of sustainable criteria, circular economy in general, and local circular actors in particular.** The risk ranges from non-integration of criteria to too strict integration that does not take into account the market's ability to respond.
- The apprehension of **additional costs** induced by sustainability criteria (or by innovation) ;
- **The role, capacities, and posture of the buyer** are also determining factors;
- **The complexity and legal admissibility of sustainable and/or pro-SME clauses in PP** represent a notorious obstacle that requires technical, legal, and economic assistance and the establishment of purchasing centers.

# Shifting Economy – SIPP

## Key challenges - Tendering companies

- **Lack of knowledge of available offers and rules/procedures to follow.**
- **Apprehension of administrative burdens associated with PP, which covers several aspects:**
  - Fear of the time required for administrative tasks;
  - Fear of possible fines;
  - Uncertainty about the starting and completion schedule;
- **Cash flow risks (in case of payments at 60 or 90 days).**
- **For Brussels SMEs active in sustainability:**
  - Requirement of significant turnover
  - Poor integration of sustainability criteria into specifications; little weight given to the recognition of environmental approach in contract award. Price remains the primary element.
  - Non-consultation of regional local service providers.

# Shifting Economy – SIPP

## Priority measures of the SIPP strategy

- ❖ The implementation of a **sustainable public procurement monitoring system** in Brussels (MPDI3);
- ❖ The provision of a **sustainable public procurement facilitator** to support public buyers and more broadly regional and local public bodies in Brussels (MPDI4);
- ❖ The **development of clauses** and control tools to be included in the specifications (MPDI7);
- ❖ **Promotion of the accessibility of public procurement** for small and medium-sized enterprises (SMEs) in Brussels (MPDI12).
- ❖ The overall coordination of the strategy: **governance carried out through the coordination cell**, and the translation of the objectives of regional environmental plans into actions (MPDI1).



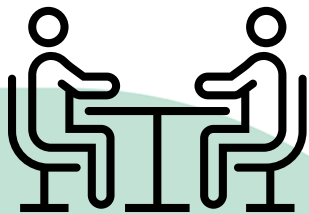
# Supporting program for sustainable public procurement – Brussels Environnement

29/05/2024

# Program for supporting sustainable public procurement

## SPP Facilitator services

- ❖ Helpdesk « [greenprocurement](#) »: Free advice on call or through e-mail;
- ❖ 10 free training sessions/year on the topic of sustainable public procurement (one of which is on food) ;
- ❖ 2 meet your buyer events / year (the last one was [about fairtrade products](#) 21-05-24)



## More tools

- ❖ Quarterly Newsletter : [Subscribe](#) !
- ❖ Provision of:
  - Training materials;
  - Standard tender documents;
  - Best practice guides

Website [Brussels Environnement](#)

# Tailored support within public organisations

- 1) Implementing an **internal strategy** within your administration to ensure a gradual and successful transition;
- 2) Providing tailor-made **sustainable public procurement training** in your organization;
- 3) Launching sustainable procurement **central purchasing units** and making existing ones more sustainable;

=> ===== **15 public organisations participating**

Period : January 2024 – December 2024



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we fund your future

# FOCUS ON FOOD PUBLIC PROCUREMENT

*The Good Food strategy*



# The Good Food strategy 2022-2030



**PRINCIPLE 1**  
Participative, decompartmentalised governance



**PRINCIPLE 2**  
Combating and adapting to climate change and protecting and enhancing biodiversity



**PRINCIPLE 3**  
Solutions adapted to the diversity of urban contexts



**PRINCIPLE 4**  
Socially inclusive approach, health promotion and food sovereignty

## THEME 5

- 9 Reduce food waste at source, in particular through large-scale information campaigns
- 10 Support the processing of unsold food

## THEME 4

- 7 Fund projects to make Good Food more accessible financially, geographically and symbolically through training for social and health professionals and through calls for "Environment-social-health" projects
- 8 Make Good Food available in all school canteens, by introducing a Canteen Ordinance for example

## THEME 3

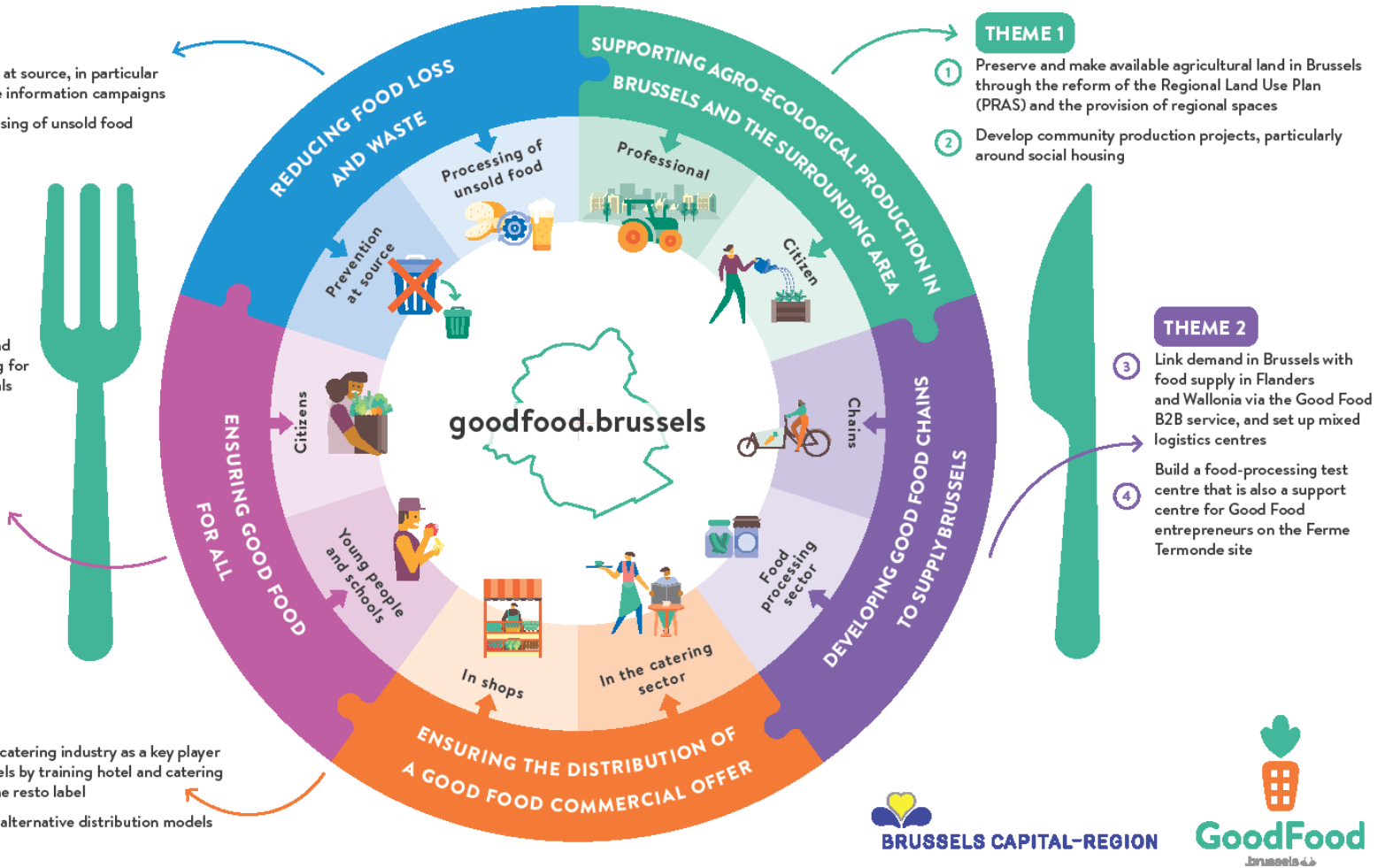
- 5 Mobilise the food and catering industry as a key player in Good Food in Brussels by training hotel and catering staff and promoting the resto label
- 6 Support the spread of alternative distribution models

## THEME 1

- 1 Preserve and make available agricultural land in Brussels through the reform of the Regional Land Use Plan (PRAS) and the provision of regional spaces
- 2 Develop community production projects, particularly around social housing

## THEME 2

- 3 Link demand in Brussels with food supply in Flanders and Wallonia via the Good Food B2B service, and set up mixed logistics centres
- 4 Build a food-processing test centre that is also a support centre for Good Food entrepreneurs on the Ferme Termonde site



# PROGRAM

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Tools

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The Good Food B2B Facilitator

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The Good Food label

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The most frequently identified obstacles



# TOOLS

- [Special specifications](#) for the preparation and delivery of healthy, sustainable meals to school canteens.
- [Special specifications](#) : “[Purchasing sustainable food products](#)” (work on progress), [Catering for events and meetings](#), etc.
- [Workshops, networking, events, speedating](#)
- [Trainings](#) and specific trainings for canteens (work on progress)
- [Helpdesk: greenprocurement@environnement.brussels](#)
- + [Guide for a sustainable food procurement](#), Manger Demain (Région wallonne)





# THE GOOD FOOD B2B FACILITATOR

GOAL: To link Brussels' **demand** for sustainable food with Belgian **supply**.

In concrete terms, this service can

- **Help Brussels-based buyers** find suppliers and identify their needs.
- Find **creative solutions** to set up shared logistics with similar stakeholders.
- **Help farmers** find solutions for selling their products on the Brussels market.

## WHO IS IT FOR?

- All professional buyers in the Brussels region (no GF label required): caterers, canteens, processors, producers, etc.
- Any Belgian Good Food supplier

## THE OFFER

- Provide customer and supplier lists
- Themed events to meet supply and demand
- When there's no such thing as a "turnkey" solution, we find tailor-made solutions.

Email: [B2B@goodfood.brussels](mailto:B2B@goodfood.brussels)

Phone: +32 2/563.49.30



# THE GOOD FOOD LABEL

## One, two or three forks

- The label consists of **mandatory criteria**. If these criteria are met, you receive 1 fork.
- There are also **optional criteria**. The canteen will receive 2 (45%) to 3 (70%) forks, depending on the number of optional criteria it meets.
- The evaluation is based on the main hot lunch as well as the rest of the lunch offer (soup, salad bar, desserts).



# Mandatory criteria

## Legal obligations

- AFSCA
- Waste sorting (cooking oil)
- Communication on organic food

## Mandatory criteria

- Seasonal vegetables
- Fresh seasonal fruits
- Vegetarian options
- Measuring food waste
- Balanced plate
- Information campaign
- Satisfaction survey
- Origin of fruit and vegetables
- Organic products
- Sustainable fish



# USEFUL LINKS TO THE LABEL

## Tools

<https://environnement.brussels/pro/services-et-demands/conseils-et-accompagnement/outils-et-conseils-gratuits-pour-devenir-une-cantine-durable>

## Application file; Vademecum

<https://goodfood.brussels/fr/contributions/label-cantine-good-food?domain=cit>

## List of label-certified canteens

[https://goodfood.brussels/fr/bottin?&commerces\\_main\\_types=3&latlon\[distance\]\[from\]=100000&domain=cit](https://goodfood.brussels/fr/bottin?&commerces_main_types=3&latlon[distance][from]=100000&domain=cit)

# THE MOST FREQUENTLY IDENTIFIED OBSTACLES TO SUSTAINABLE FOOD PROCUREMENTS

- **Local** vs. free competition: see the manifesto of the food exception by the City of Brussels; **too few vegetable processors** to work with pre-cut fresh local vegetables
- Short-distance supplies: Professional buyers in Brussels find it difficult to obtain short-distance supplies **from a single distributor**.
- **Logistics**: quantities ordered (too small or too large) to work directly with producers
- **Administrative constraints** linked to public contracts: concerns about not having a provision and about being paid when the order is placed rather than beforehand + order deadlines that are too demanding.
- Deliveries to Brussels : worries about **parking, traffic**, etc., so few producers want to deliver to Brussels.
- Sustainable food prices : **choices** to be made because we can't go 100% sustainable without an increase in the final price or changing the menus.
- Vegetarian offer : how to get people to **accept changes in mentality** ?



# ANY QUESTIONS?

## Contact

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