

# ÖkoKauf Wien. Think Green – Buy Green

Climate change, more and more waste, rising air pollution, allergies on the increase: these are but some of the consequences caused by the lack of environmental awareness in modern industrialised society. To help promote climate protection and preserve a liveable environment, the City of Vienna in 1999 initiated the project “ÖkoKauf Wien” (“EcoBuy Vienna”). The project aims to advance the application of ecological criteria in procurement, i.e. the purchase of goods, products and services, in all fields of the City Administration. “ÖkoKauf Wien” is based on the Vienna Climate Protection Programme KliP Wien and constitutes a substantial contribution to reaching the KliP targets.

Every year the City of Vienna invests approx. five billion Euro in a wide variety of goods, products and services. This corresponds to about five times the total amount spent by the city’s private households on home furniture and furnishings, food and drink, clothing, hygiene and cleaning. The goods and services purchased by the City of Vienna range from textiles and detergents to office supplies and furniture, from building materials and construction services to comprehensive cleaning service packages.



© PHS

ÖkoKauf Wien is a substantial contribution to Vienna’s international reputation as an ecological model city.

As a bulk purchaser, the City of Vienna is also in a position to influence the quality and properties of the products. The City Administration aims to use its influential role in the market to promote the further development and wider availability of eco-friendly products, thus providing a positive example for consumers, retailers and the business community in general.

Online information (in German language) on the aims and accomplishments of “ÖkoKauf Wien” is publicly available at:

[www.oekokauf.wien.at](http://www.oekokauf.wien.at)

## ÖkoKauf Wien. Focus and Objectives

To promote eco-friendly methods in public procurement and tendering, lists of environmental criteria are drawn up for the various goods, products and services needed by the Vienna City Administration and its affiliated organisations. These criteria provide practical decision-making support for all City of Vienna staff involved in public contracting – a convenient tool that helps them assess the environmental compatibility of their decisions without causing substantial extra work.

By decree of the Chief Executive Director of the Vienna City Administration, the results of the “ÖkoKauf Wien” project have been adopted as a mandatory basis for public procurement and contracting in Vienna. The environmental criteria defined by the Working Groups must be taken into account – in addition to financial prudence, quality requirements, employee safety and practical usability. At the same time, the project is to raise staff awareness of eco-friendly alternatives that could be adopted in the individual employee’s own work routine.

The “ÖkoKauf Wien” project further includes substantial PR work to publicise the methods and objectives of ÖkoKauf Wien within the City of Vienna, among the business community and the local population. The public at large is informed via media conferences, press releases and news articles. Films, brochures, info folders and posters are available on specific topics, and even working materials and games for kindergartens and schools have been produced. A key aim of the project consists in informing as many people as possible on the importance of “buying green”, both as a private customer and as a bulk purchaser for the City of Vienna, and on clear-cut criteria that every single person can apply to be more eco-friendly in daily life.

## ÖkoKauf Wien. Structure and Organisation

“ÖkoKauf Wien” is a co-operation project between various departments and services of the Vienna City Administration. It is headed by a Project Director and a Steering Group. Specialised working groups are in charge of drawing up the individual criteria lists, and consultative committees have been set up on legal matters, organisational affairs and public relations. Altogether some 180 internal and external staff serve

on the different project groups and committees.

The Steering Group is composed of experts from the Chief Executive Office of the City Administration, the Office of the Administrative Group for Environmental Affairs / Vienna Press and Information Services, the relevant municipal departments, the Vienna Co-ordination Office for Climate Protection, the Vienna Ombuds-Office for Environmental Protection, the Vienna Hospital Association, the Vienna Public Utilities and Wiener Wohnen (Housing in Vienna).

In the working groups, staff from all competent departments and services of the City Administration cooperate with experts from affiliated bodies and external organisations.

## International Recognition

The accomplishments of ÖkoKauf Wien have come to receive international recognition: for example, the EU has commissioned a video on “ÖkoKauf Wien” as a best practice model for all EU members in the field of eco-friendly procurement. The film was shown at the Green Week 2003 in Brussels, and broadcast across Europe in seven different languages by the TV channel “Euro News” for an entire week, several times a day. It emphasises Vienna’s leading role in the field of eco-friendly procurement in the EU, and features a statement by EU

Environment Commissioner Margot Wallström stressing that “...[the activities in Vienna] are the sort of examples the European Commission would like other authorities to follow.”

Requests for information on “ÖkoKauf Wien” often come from international experts and media representatives, e.g. from Belgium, France, Switzerland, the Baltic States, and even from China.

“ÖkoKauf Wien” Working Groups have been set up on the following topics:

- Disinfection
- Printing, Paper, Office Supplies
- Electronic Office Equipment and Household Appliances
- Vehicle Fleet
- Technical Services
- Building Construction
- Interior Decoration
- Food and Drink
- Cleaning Agents
- Public Works
- Winter Services
- Prevention
- Events
- Paints and Varnishes
- Fire Extinguishing Equipment
- Furniture



© alle Fotos: PHS



## “ÖkoKauf Wien” Contact Persons

**Eva Persy**

*(Contact person for international affairs)*

Vienna Ombuds-Office for Environmental Protection

Muthgasse 62, 1190 Vienna

E-mail: [pea@wua.magwien.gv.at](mailto:pea@wua.magwien.gv.at)

**Ekkehard Philipp**

*(Project Leader)*

Executive Office for Urban Planning and Development –

Project Coordination Office

Rathausstraße 14–16, 1082 Wien

Phone: +43 1 4000 82 672

E-Mail: [phe@mbd.magwien.gv.at](mailto:phe@mbd.magwien.gv.at)

[www.oekokauf.wien.at](http://www.oekokauf.wien.at)

Printed on environmentally friendly paper  
from the “ÖkoKauf Wien” sample folder

Published by: Vienna City Administration,  
ÖkoKauf Wien – Public Relations Committee  
Editor: Renate Marschalek  
Photos: Pinkhouse Design, Media Wien, MA22  
Graphic Design: Pinkhouse Design  
Printed By:  
X/2004  
English Version:  
Municipal Dept. 53 – Translation Service



City of **Vienna**  
Vienna is special.

# The “ÖkoKauf Wien” Team



**CHIEF EXECUTIVE DIRECTOR OF THE VIENNA CITY ADMINISTRATION**

**DIRECTOR GENERAL OF URBAN PLANNING AND DEVELOPMENT**

**Executive Office for Urban Planning and Development,  
Project Coordination Office**

**3 CONSULTATIVE  
COMMITTEES**

**STEERING GROUP**

**REPRESENTATION  
INTERNATIONAL  
CONTACTS**

**Executive Offices for:** Urban Planning and Development / Organisation / Co-ordination  
of Climate Protection

**Municipal Departments:** General Financial and Economic Affairs; Duties and Charges /  
Environmental Protection / Bridge Construction and Foundation Engineering / Procurement

**WORKING GROUP**

Office of the Administrative Group on Environmental Affairs; Press and Information  
Services / Vienna Public Utilities / Wien Energie / Housing in Vienna / Vienna Hospital  
Association / Vienna Ombuds-Office for Environmental Protection

**WORKING GROUP**

Eco Criteria

**WORKING GROUP**

**WORKING GROUP**

**WORKING GROUP**

Eco Criteria

Eco Criteria

Eco Criteria

Eco Criteria



**ÖkoKauf Wien**  
Think Green – Buy Green



City of **Vienna**  
Vienna is special.