

“ÖkoKauf Wien” — The better way ...



Climatic change, mountains of trash, air pollution, an increase in allergies and so on... The **effects of our lifestyle** and a lack of environmental consciousness are palpable. With the program “**ÖkoKauf Wien**” (“EcoBuy Vienna”), the City of Vienna is making an essential contribution to confronting the negative side effects of modern industrial society. This is why the Vienna City Administration purchases its goods and services according to **ecological considerations** — from laundry detergents and office supplies to construction services.

Every year, the City of Vienna spends approximately **five billion Euro** for a wide variety of goods and services. As a result, the City of Vienna has a great deal of **market power**. This allows the Vienna City Administration to exert an influence on the quality and properties of the products and **convince** the producers to be **even more “eco”**.

A goal with clear criteria

A central management tool for this is the **eco-criteria list** created by “ÖkoKauf Wien”. It lists the **requirements** which are to be placed upon **products and services** — in terms of environmental friendliness, usability, efficiency, quality and occupational safety. By executive decree, this criteria list is **binding** for all departments of the Vienna City Administration.

This ensures that ecology is sufficiently taken into consideration over the course of **public procurement and tendering** by the Vienna City Administration. In addition, the results contribute to sensitising the Vienna City Administration employees and serve as a means of **orientation** for the economy as well as private households.

Wide-ranging **public relations** work allows “ÖkoKauf Wien” to work “externally”. In doing so, information regarding the necessity of eco-friendly purchasing is provided along with ecological measures which can be applied by individuals. The tools used for this are not only press conferences and press releases, films, brochures, folders and posters, but also relevant educational materials and games for **kindergartens and schools**.

“ÖkoKauf Wien” works — internationally, too ...

“ÖkoKauf Wien” is a leading programme of the **Vienna Climate Protection Programme “KliP Wien”** and organised **across all departments** of the Vienna City Administration. Approximately 200 employees both inside and outside of the Vienna City Administration participate in the programme. They are organised within topic-specific **working groups**, managed by a Project Director as well as a Steering Group and also include external **experts** when needed.



“ÖkoKauf Wien” makes an essential contribution to the international reputation of Vienna as an **exemplary model of an environmental city**. The EU has documented “ÖkoKauf Wien” as a role model with film in which the **EU Commission** recommends that all EU members following the example of the City of Vienna. Requests for information coming not only from Europe but also from

Japan, China and the USA prove the international **status** of the programme “ÖkoKauf Wien”.

You can find more information about “ÖkoKauf Wien” at www.oekokauf.wien.at



“ÖkoKauf Wien” at a glance

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Further Information
 www.oekokauf.wien.at



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Environmentally friendly procurement



“ÖkoKauf Wien”
 Think Green — Buy Green