

Public Procurement – “greening” business.

By Regional Director Christl Kvam



Public procurement a key priority

- It serves to promote equal competition and competitive conditions for Norwegian enterprises.
- It must be used to promote research and innovation in private sector
- It must be used to promote innovative solutions to solve our climate challenges

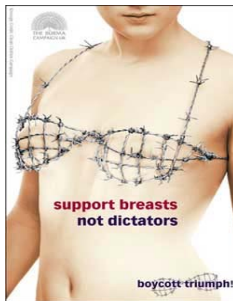


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Why should business care?



- The workers
- Investors
- Clients and customers
- Partners
- Public trust
- Social responsibility in the supply chain



A new awareness – for local business

"If, instead, corporations were to analyze their prospects for responsibility using the same framework that guides their core business choices, they would discover that CSR can be much more than a cost, a constraint or a charitable deed – it can be a source of opportunity, innovation and competitive advantage."

Michal Porter, Harvard Business School



Healthy Growth- an analysis model for corporate conduct

Reactions to Crises	Development Phase	Market Effects
<ul style="list-style-type: none"> • Be one step ahead • Integrate a sustainable development from the design phase • Openness and dialogue 		<ul style="list-style-type: none"> • Leading within its field • Is ahead of legislator • Builds credibility
<ul style="list-style-type: none"> • Recognise the problem • Be corporation-oriented • React to outside pressure 		<ul style="list-style-type: none"> • Is a follower • Buys time • Endangers its credibility
<ul style="list-style-type: none"> • Mistrust environmental problems • Blame the critics • Resist measures 		<ul style="list-style-type: none"> • Is on the defensive • Holds off on implementing measures • Loses credibility



Public Procurement

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Promote research and innovation

- The Norwegian goal for R&D is 3% of GDP
 - Private sector is responsible for 2 %
 - The government has stated that they will give priority to measures that serves to promote increased private R&D efforts
- Public procurement can be such a measure
- BUT:
 - 90% of Norwegian enterprises have less than 20 employees
 - Less than 50% of the companies have workers with a higher degree



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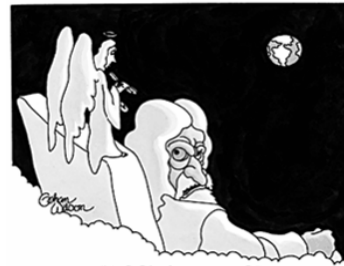
Secure participation of SM –enterprises.

- A lending scheme for innovative procurement
- A guarantee scheme aimed at ensuring participation of SM enterprises.
 - Cover parts of any loss the enterprise might suffer
 - Offer the procurer a completion guarantee
 - Compensation is granted to a business partner in cases where the procurement is cancelled
- Innovative procurement requires
 - Competence of the public procurer
 - Greater capacity for long term thinking – a budget challenge
- Private sectors own environmental declaration system EDP



Thank you!

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"And this time—no ark!"

