"ÖkoKauf Wien" — The better way



limatic 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



Contact for the "ÖkoKauf Wien" Programme oekokauf@m22.wien.gv.at

Further Information
www.oekokauf.wien.at



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City of **#Vienna**Vienna is special.

"ÖkoKauf Wien" at a glance

Environmentally friendly procurement

Programme Sponsor Executive City Councillo for the Environment

Chief Executive Directory of the Vienna City Administration

Director General of Urban Planning and Development

Budget Department

PROJECT DIRECTOR

International Activities
Department

Consultative Committee on Law

STERRING GROUP

Consultative Committee

Climatic Protection • Environmental Protection

Urban Planning and Development • Waste Disposal • Finance • Kindergartens • Hospitals and Care Residences • Public Procurement Vehicle Fleet • Construction • Building Management • Vienna Ombuds-Office for Environmental Protection • Residential Management

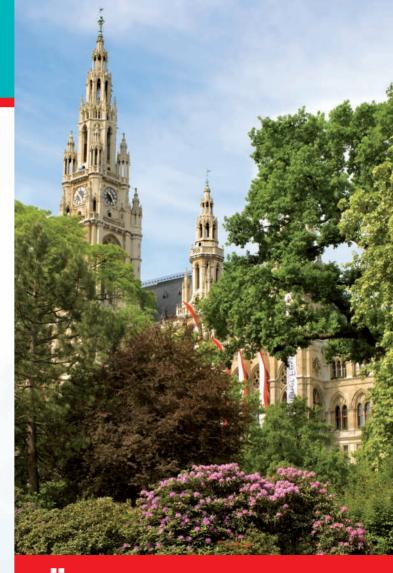
VG 01	Lighting	WG 10	Cleaning Agents	WG 15	Planning
VG 02	Disinfection	WG 11	Public Works	WG 16	Events
VG 03	Printing, Paper and	WG 12	Water Services	WG 17	Paints and Varnishe
	Office Supplies	WG 13	Winter Services	WG 18	Fire Extinguishing
VG 04	Electrical Office	WG 14	Prevention		Equipment
	Equipment and			WG 19	Furniture
	Household Appliances			\	
VG 05	Vehicle Fleet				
VG 06	Technical Services				
VG 07	Building Construction		(II)		
VG 08	Interior Decoration				Pa
VG 09	Food and Drink		and the second		Vienna Climatic F
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mg WG 20 Textiles
WG 21 Disposal Services
and Varnishes WG 22 Construction Site
tinguishing Environmental
Logistics
WG 23 Nanotechnology

WG 24 Kindergartens
WG 25 Green and Open
Spaces

Partner Programmes:

na Climatic Protection Programme ("KliP Wien")
Programme Environmental Management
in the Municipality of Vienna ("PUMA")
EcoBusinessPlan Vienna



"ÖkoKauf Wien"
Think Green — Buy Green



City of **#Vienna**