

Welcome to NIELS Market Dialogue



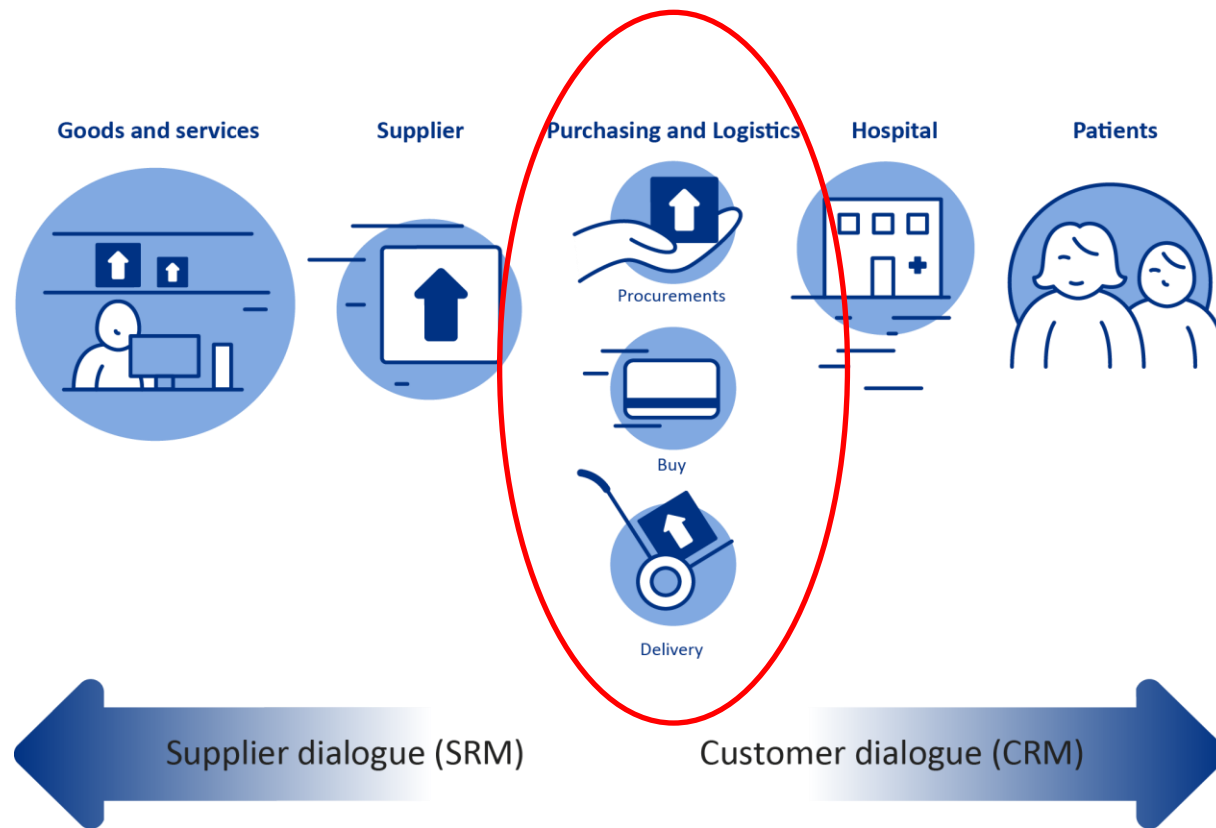
Programme NIELS Market Dialogue

- **09:00 Welcome and presentation of NIELS-team**
Diego Cattolica-Correa, National Coordinator, The National Secretariat for Sustainable Public Procurement, Sweden
- **09:10 The importance of an environmental Nordic market dialogue**
Bente Hayes, CEO, Norwegian Hospital Procurement Trust
- **09:25 Why do the Nordic buyers want ecolabelled products?** Maiken P. Sele, Manager environment and climate, Norwegian Hospital Procurement Trust and NIELS project manager
- **09:40 Environmental labelling of medical products** Tormod Lien, Senior Adviser Procurement, Ecolabelling Norway
- **10:00 Why dialogue?** Elisabeth Smith, Innovation broker, The National Supplier Development Programme (LUP)
- **10:05 Q&A: Open dialogue with the suppliers**
Riche Vestby and Elisabeth Smith, Innovation brokers, (LUP)
- **11:10 Wrap-up** Susanne Backer, Circular Economy Senior Advisor, Central Denmark Region and Hildur Hjartardóttir, Project manager, Landspítali
- **11.20 Next steps** Maiken P. Sele
- **11:30 Practicalities of Part 2** Suvi Ketene, HUS
- **LUNCH**

The importance of an environmental Nordic market dialogue

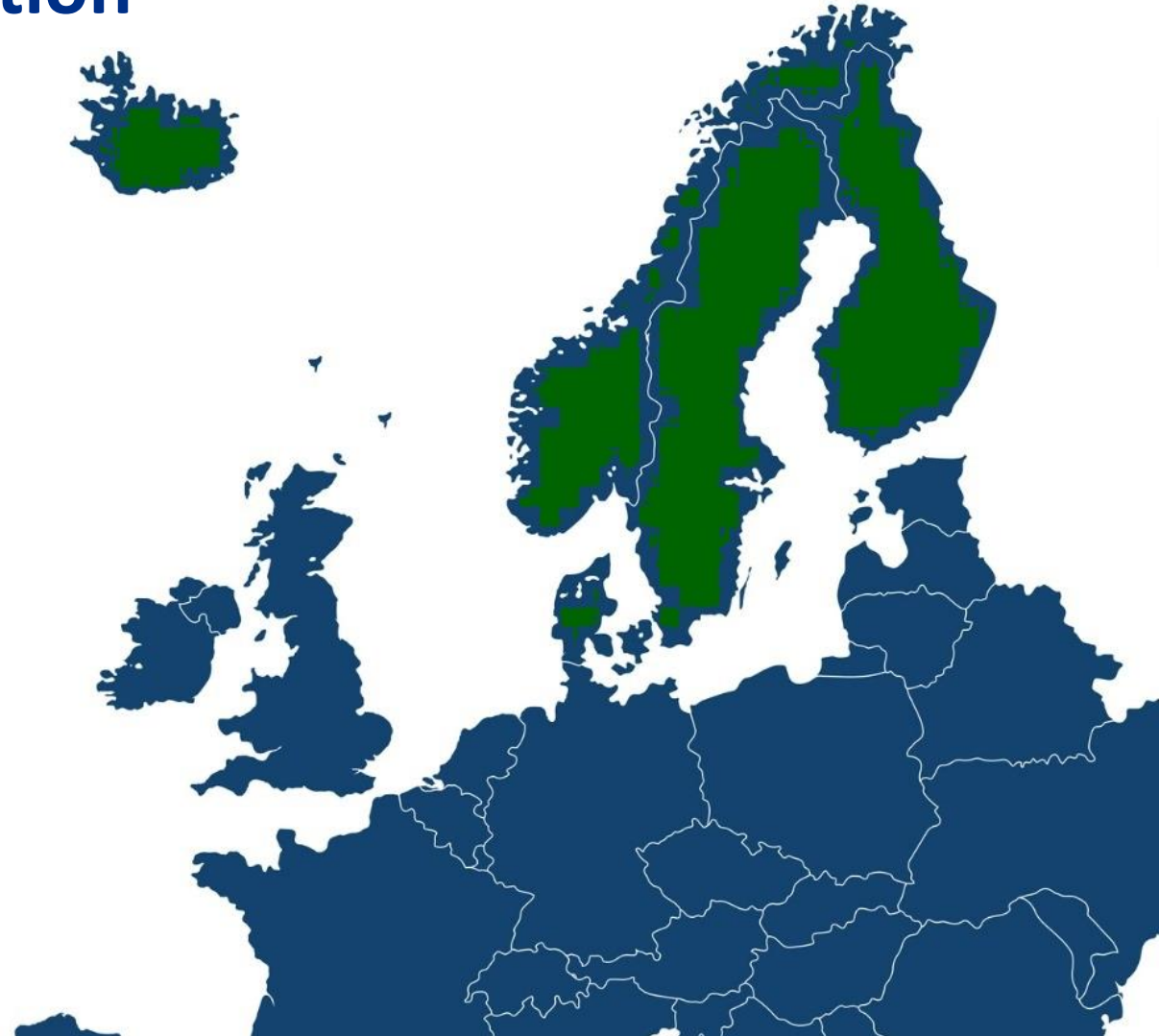
The Norwegian Hospital Procurement Trust
Bente Hayes, CEO

Background - Think and act holistically



The importance of nordic cooperation

- The 11th largest economy in the world
- Experiences from similar process within pharmaceuticals
- The Nordic countries are setting the standard
 - we want to be frontrunners!
- Our own and political targets for



Anchorage

Articles of Association –SHI

“..The enterprise shall actively participate in international networks and ... alliances to **promote increased coordination of purchasing at an international level.**

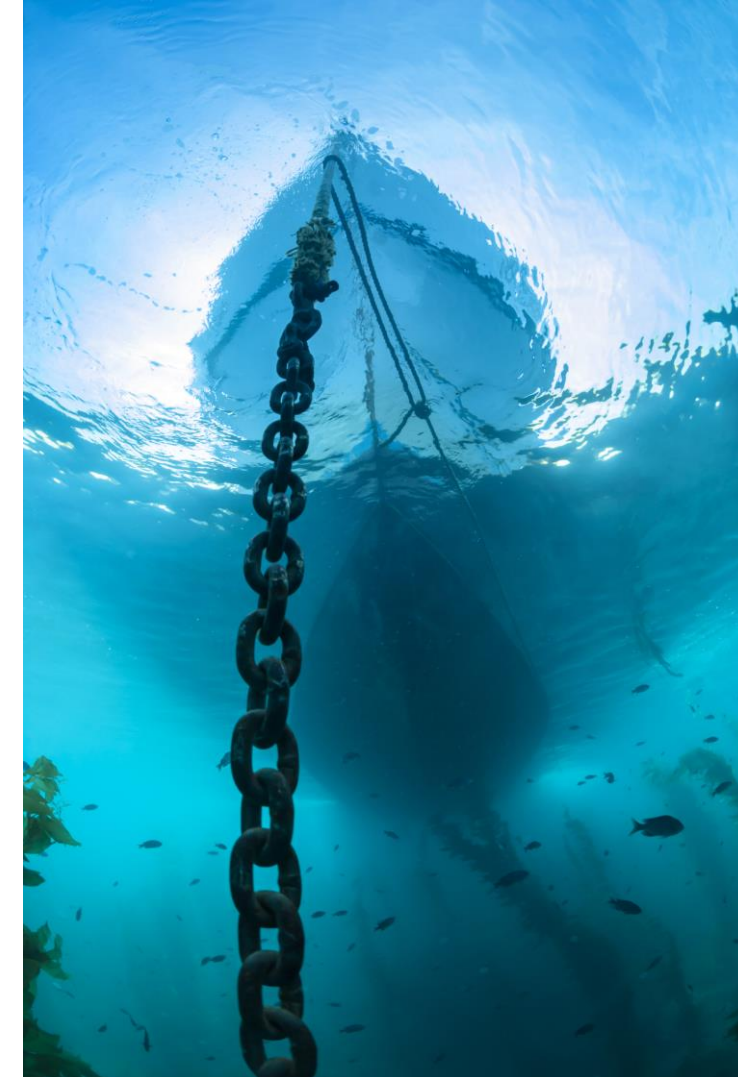
The health authority shall ensure that the procurements are made in a **proper and socially responsible manner**, ..(and) shall be a **driver of ethical trade and environmentally friendly purchasing.**

We must **promote innovation and facilitate the use of new innovative solutions** in the specialist healthcare service.”

Sustainability Strategy - HUS

HUS is one of Finland's largest public procurement units.

.. With sustainable procurement, HUS aims to **reduce harmful environmental impacts and promote positive ones such as the sustainable use of natural resources, fair working conditions and respect for human rights during the entire life cycle of the product or the service.**



Today we want:



- To see that ecolabelling is *a part* of the solution – not the whole solution
- A solution-oriented dialogue for both the near and distant future - What can we manage together before 2030 and beyond?

Why do the Nordic buyers want ecolabelled products?

The Norwegian Hospital Procurement Trust

Maiken P. Sele, Manager Environment & Climate

NIELS Project manager



Nordic
Innovation

From an ESG point of view:

Suppliers don't know what they are selling
and we don't know what we are buying



Clarifications

- We know: R&D and approval of medical products takes a lot of time & resources – But you have shown us that on top of all that, ecolabelling is possible!
- We are not expecting you to start with the most complex products.
Our approach: Low-hanging fruit, volume, invasive, especially for neonatal care – Let's discuss!
- We are not planning to make a new certification standard - 3rd party certification standards & bodies ----->
- What we need are *more criteria*, to cover more products – dependent on your willingness to collaborate on development.

Global Ecolabelling Network: 37 members covering 60 countries



Globalecolabelling.net/organisations

Clarifications - continued

- Ecolabelling and Environmental labelling is the same
- We are talking about medical products, - supplies, - equipment, - consumables, don't get stuck in the words, we are open to labelling of all possible products – Niels
- Single criteria labels also ok – but will loose in competition with multiple-criteria.

ISO 14024 Type 1 label: voluntary, multiple-criteria based, **third party** product certification based **on life cycle considerations.**”



How and who?

- If not us, then who?
- In close dialogue with the market, we wish to reduce the use and spread of both **environmentally** and **health damaging** products and substances in a lifecycle perspective.
- Healthcare products is our “core business”, -> Natural for us to focus on these.
- Through greener procurements of medical supplies, especially using 3rd party ecolabelling



What do we want to achieve?

- save time and resources for both suppliers and buyers, - documentation and evaluation will be easier with certified products – only licence no.
- contribute to more sustainable procurement practices and product choices
- make it easier for public buyers to make the right choices
- long term: apply for national and/or EU funding of public-private partnerships to develop more sustainable products.



Ecolabelling contributes to solving issues on many levels

- Current and future demands from the EU, national governments and authorities, will require control of supply chains
 - Medical products included in the coming [EU digital product passports](#)
- Ecolabelling organisations do factory visits - none of us can do it to the same extent





Environmental labelling of medical products

12th October 2023

Senior Adviser Procurement Tormod
Lien, Ecolabelling Norway



Before



After

Product <u>number</u>	Ecolabel
<u>Product 1</u>	<u>FSC A000505</u>
<u>Product 2</u>	<u>Swan 2031 0094</u>
<u>Product 3</u>	<u>EU Ecolabel FI/017/001</u>

After

Multi-criteria labels



Single issue labels





European Green Deal and GPP European Green Deal Investment Plan

COM (2019) 21 final of 14.01.2020

Public authorities across Europe will be encouraged to integrate green criteria and use labels in their procurement.





European
Commission

Buying green!

A handbook on green public procurement
3rd Edition



Multi-criteria labels – These are the most common type of environmental label and also the most commonly used in GPP. Multi-criteria labels are based on scientific information about the environmental impact of a product or service throughout its life cycle, from extraction of the raw materials, through production and distribution, the use phase, and final disposal. They apply a number of criteria that set the standard for the label in question. Different sets of criteria are established for each product or service group covered. Examples of this type of label include the **EU Ecolabel** (flower),¹⁸ the **Nordic Swan**¹⁹ and the **Blue Angel**.²⁰

Expansion of EPA's Recommendations of Specifications, Standards and Ecolabels: Webinar for Interested Applicants

Office of Environmental Policy and Compliance, Office of Policy and Planning, Office of Research and Testing, Office of Compliance and Enforcement, Office of Enforcement and Compliance Assurance, Office of Policy and Compliance, Office of Policy and Planning, Office of Research and Testing, Office of Compliance and Enforcement, Office of Enforcement and Compliance Assurance

APPLICATIONS IS SENT FOR BOTH NORDIC SWAN ECOLABEL AND EU-ECOLABEL



Ecolabels – how do they work?





ISO 14024 Ecolabels Type 1

- Voluntary and market-based
- Third-party independent certification
- Complete and strict environmental requirements
- Develops the requirements in transparency
- The requirements are revised regularly
- Non-commercial

The Nordic Swan Ecolabel focus on the entire life cycle

Waste & recycling

- Reuse and recycling
- Design for recycling
- Avoid waste

Use

- Quality and function
- Product lifespan
- Resource and energy efficiency
- Chemical exposure



Raw materials

- Recycled raw materials
- Sustainable renewable raw materials
- Biodiversity
- Land use

Production and construction process

- Resource and energy efficiency
- Renewable energy sources
- Chemicals
- Waste and emissions



How is this easier?

- Buyers do not have to develop their own environmental requirements
- Easy to evaluate
- Buyers receives a third-party environmental guarantee
- Predictability for suppliers through standardization
- Avoids greenwashing



Relevant criteria

Relevant criteria documents

- Products of textiles, hides/skins and leather



-
- Sanitary Products
 - Cosmetic products
 - Tissue paper



-
- Disposable bags, tubes and accessories for health care



Sanitary products

Products included are:

- breast pads
- children's diapers
- incontinence care products
- sanitary towels
- tampons, cotton buds, cotton pads, cotton wool, sauna underlays
- bibs, plasters, compresses
- mattress covers/protectors, draw sheets, bed linen, wash cloths
- surgical gowns, patient gowns/patient covers, surgical masks and caps.



Disposable bags, tubes and accessories for health care – medical devices

Products that can be labelled are:


- intravenous (IV) infusion treatment
- blood bags
- peritoneal dialysis (PD) treatment
- treatment of urinary retention and incontinence
- ostomy pouches and accessories for treatment following ileostomy, colostomy, or ureterostomy surgery



Other possible product types

Other relevant disposable health care products may be included in the product group if they are an alternative to products made of softened PVC and if they are governed by this regulation and directive:

Regulation (EU) 2017/745 on medical devices with subsequent amendments and adaptations and/or EU Medicinal Products Directive (2001/83/EC).



Unwanted chemicals and materials for the medical industry

- Phthalates
- PVC
- Per- and polyfluoroalkyl substances (PFASs)
- D4, D5 and D6 siloxanes
- Brominated flame retardants
- Bisphenols
- Antimicrobial agents

Ecolabels ensure fulfillment of the European phase out-list.

RPS Tool to identify new product groups



Relevance

How extensive is the environmental impact?



Potential

- Reduced impact
- Switch is possible
- Differentiation
- No Burden shift



Steerability

- Change in production is possible
- Documentation possible
- Market interest

Process and costs to
achieve an ecolabel –



How to apply for an ecolabel – stepwise process

Swan label

<https://www.nordic-swan-ecolabel.org/how-to-apply/>

EU Ecolabel

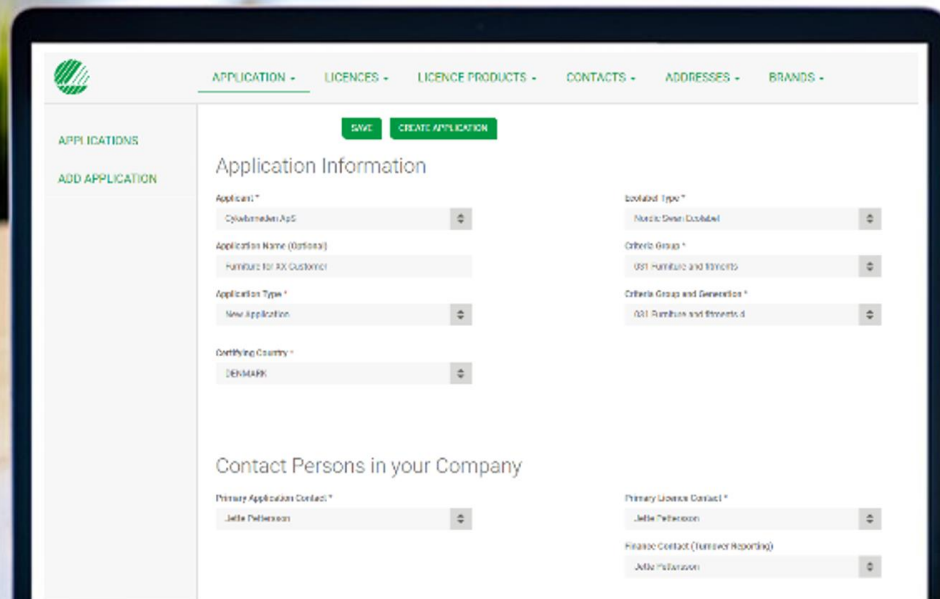
https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/how-apply_en

Blue Angel

<https://www.blauer-engel.de/en/certification/certification-your-product/application-process>

GOTS

<https://global-standard.org/certification-and-labelling/how-to-get-certified>



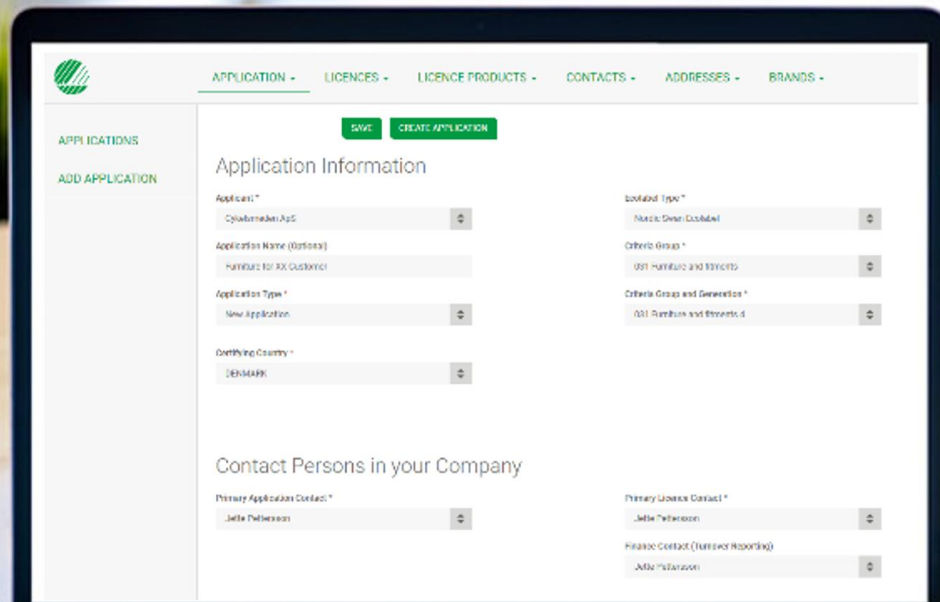
The image shows a laptop screen displaying a web application interface. The navigation menu at the top includes 'APPLICATION', 'LICENCES', 'LICENCE PRODUCTS', 'CONTACTS', 'ADDRESSES', and 'BRANDS'. The 'APPLICATION' section is active, showing a 'CREATE APPLICATION' button. The main content area is titled 'Application Information' and contains several dropdown menus and input fields for application details.

Application Information	
Applicant *	Product Type *
Cybermedia AGS	Music Device Ecolabel
Application Name (Optional)	Other Group *
Hardware for AX Customer	001 Hardware and Software
Application Type *	Other Group and Generation *
New application	001 Hardware and Software
Issuing Country *	
Denmark	
Contact Persons in your Company	
Primary Application Contact *	Primary License Contact *
Jelle Petersen	Jelle Petersen
	Finance Contact (License Reporting)
	Jelle Petersen

How to apply for an ecolabel – stepwise process

Normally these are the steps

1. Register a user
2. Identify the correct criteria document
3. Find the necessary information, data sheets, reports and measurements
4. Fill in and submit the application
5. Submit the documentation
6. The case handler evaluates the documentation and asks for eventual additional information
7. Extra rounds 5-6
8. Application is granted or rejected
9. If granted: applicant receives licence number and logo for use in marketing and tenders



The screenshot shows a web application interface for creating an application. At the top, there are navigation tabs: APPLICATION, LICENCES, LICENCE PRODUCTS, CONTACTS, ADDRESSES, and BRANDS. Below the navigation, there are two buttons: SAVE and CREATE APPLICATION. The main content area is titled 'Application Information' and contains several form fields:

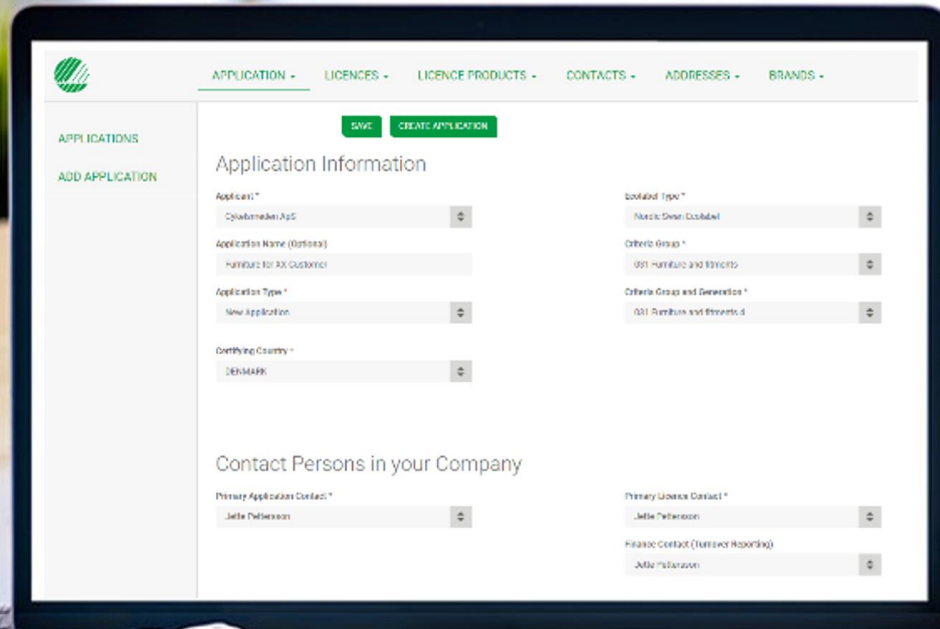
- Application Name (optional): HANDBAG FOR AX-CUSTOMER
- Application Type: New application
- Issuing Country: DENMARK
- Primary License Contact: Jette Petersen
- Finance Contact (License Reporting): Jette Petersen

There are also dropdown menus for 'Product Type' (Market Desk, EcoLabel), 'Criteria Group' (ISO 14001 and ISO 26000), and 'Criteria Group and Generation' (ISO 14001 and ISO 26000).

Application fee Swan label

Application fees Price ex. VAT*

- New application EUR 3,114
- Control visit in the Nordic region
Included in the application fee
- Control visit to Europe
(outside the Nordic countries) EUR 1,557
- Outside Europe EUR 2 595 EUR



The image shows a laptop screen displaying a web application form for creating a new application. The form is titled 'Application Information' and includes several dropdown menus and text input fields. The user has filled in 'Cyclomedia App' for the application name, 'New application' for the application type, and 'DENMARK' for the country. The form also includes a 'Contact Persons in your Company' section with dropdown menus for 'Primary Application Contact' and 'Primary License Contact', both of which are set to 'Jette Petersen'. The form has a 'SAVE' button and a 'CREATE APPLICATION' button at the top.

APPLICATION - LICENCES - LICENCE PRODUCTS - CONTACTS - ADDRESSES - BRANDS -

APPLICATIONS
ADD APPLICATION

SAVE CREATE APPLICATION

Application Information

Application *
Cyclomedia App

Application Name (optional)
Hardware for AX Customer

Application Type *
New application

Country *
DENMARK

Booked Type *
None (Swan Ecolabel)

Other Group *
001 Hardware and Services

Other Group and Generation *
001 Hardware and Services

Contact Persons in your Company

Primary Application Contact *
Jette Petersen

Primary License Contact *
Jette Petersen

Finance Contact (Licensing Reporting)
Jette Petersen

Annual license fee

Annual license fees Price ex. VAT*

For sale in the Nordics

0.3% of the turnover of the Swan-labelled products up to EUR 30 million.

0.05% of turnover for the Swan-labelled products that exceed EUR 30 million

For sale outside the Nordic countries

(if the Swan-labelled products have a turnover of more than EUR 300,000 outside the Nordic countries)

EUR 2,076

APPLICATION - LICENCES - LICENCE PRODUCTS - CONTACTS - ADDRESSES - BRANDS -

APPLICATIONS
ADD APPLICATION

SAVE CREATE APPLICATION

Application Information

Applicant *
Cyclomedia ApS

Application Name (Optional)
Hurtuuz for AX Customer

Application Type *
New application

Issuing Country *
DENMARK

Product Type *
Nette Swan Ecolabel

Other Group *
001 Furniture and Textiles

Other Group and Generation *
001 Furniture and Textiles

Contact Persons in your Company

Primary License Contact *
Jette Thorsen

Finance Contact (Turnover Reporting)
Jette Thorsen



Sales inside and outside the Nordics

- The world's most environmentally conscious region.
- The Nordics: The world's 11th largest economy
- This positioning can help differentiate your Ecolabelled products – also when exporting outside the Nordic region.



Why dialogue?

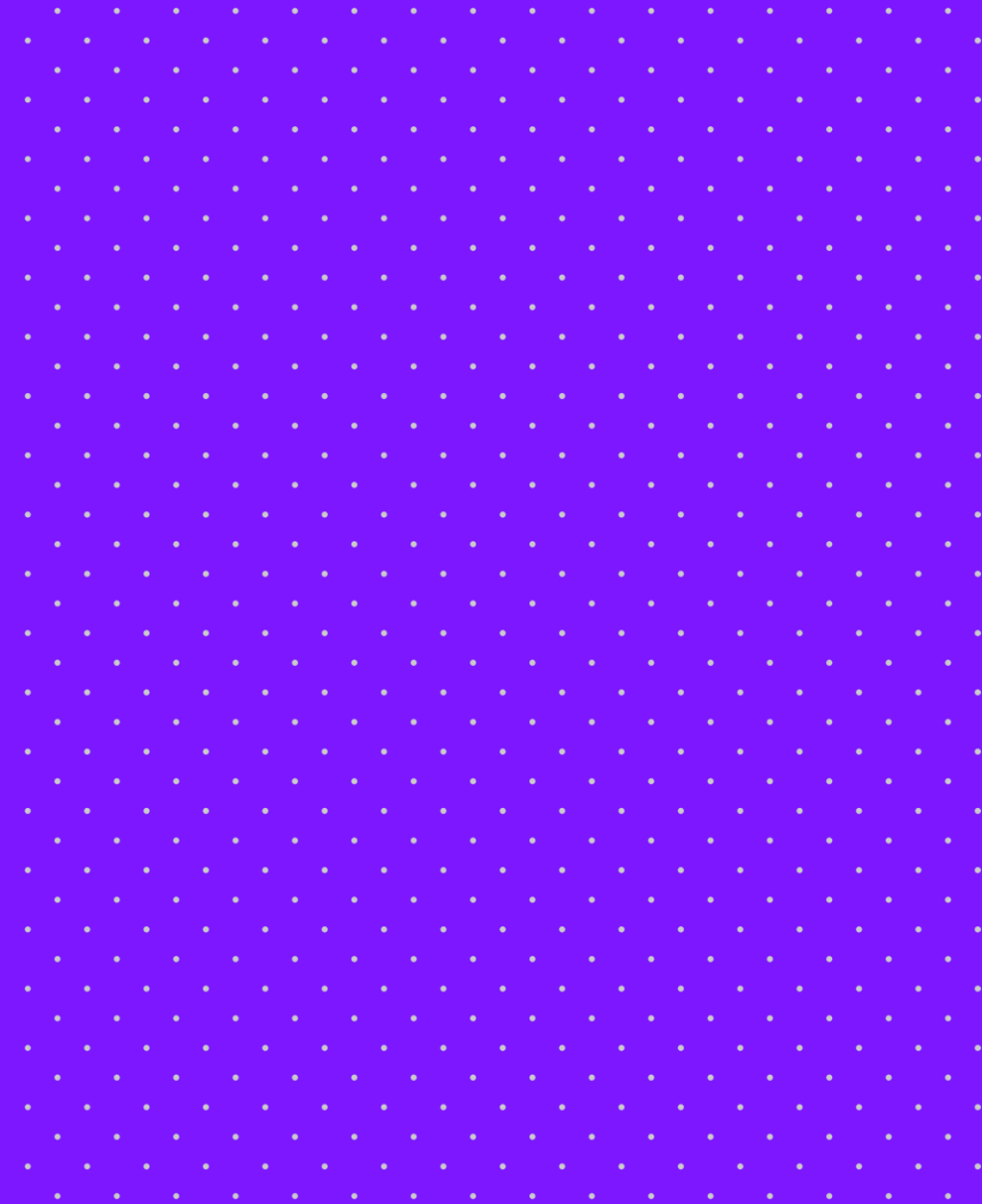
Elisabeth Smith, Innovation Broker

LUP

Accelerate the use of innovative public procurement as a strategic tool

- To develop better and more cost-effective solutions for public sector
- Reach policy objectives and priorities
- Contribute to national, regional and local growth

We work to help public sector develop more innovation through their procurements – and help suppliers find new business opportunities in public sector.



What is innovative procurement?

«When a public buyer uses its purchasing power to cover its needs for new or better solutions»



Public buyers need to understand how suppliers can help them fulfil their needs and how you can collaborate to meet those needs

Dialogue is key!



Dialogue is an opportunity for Buyers to:

- Give the suppliers and other stakeholders a good understanding of the challenge and needs
 - Get an overview of which suppliers and other stakeholders operate in the market
 - Share knowledge and get input on solutions that are available
 - Discuss alternative innovative solutions and ideas
 - Clarify questions regarding e.g., prerequisites for solutions or implementation of solutions
 - Share information about what will influence the tender process
- Information from the market dialogue will lay the foundation for a good tender process that opens up for new solutions and ideas

Dialogue is an opportunity for suppliers to:

- Influence and propose possible solutions
- Exchange ideas about how you can collaborate further
- Build your network and find new market opportunities
- Good way of positioning your company when the contract is made public



How to Participate and Engage in a Dialogue?

- Listen to the needs and challenges
- Ask questions
- Give feedback
- Be active, talk to the other suppliers
- Build constructive alliances

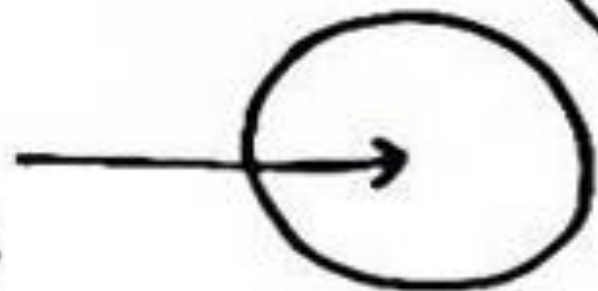


One-on-one Meetings

- The meetings are confidential
- Give input on the needs - present ideas and solutions
- Do not be afraid to suggest alternative solutions
- Limited time slot - come prepared and use the time efficiently to your benefit



Your
comfort
zone



Where the
magic happens





Questions & Answers

Elisabeth Smith & Riche Vestby, Innovation brokers

Wrap-up

Diego Cattolica Correa, The National Secretariat for Sustainable Public Procurement



Next steps

Maiken P. Sele, Sykehusinnkjøp



Practicalities of part two

Suvi Ketene, HUS



Thank you for your participation
& see you soon...



For updated information about the NIELS project please visit: www.lup.no

