

Green Public Procurement of Costa Rican Products to the European Union

Cámara de Industrias de Costa Rica



**Alexandra Gunderson
Jennifer Maurer
Angelica Wzorek**



Green Public Procurement

The purchase of environmentally-friendly products using tax-payer money



Problem Statement



Project Goal

Determine a method for assessing the feasibility of Costa Rican companies to penetrate the green public markets of France, Germany, Italy, and Spain.



Exploratory Study

Four case studies test a method for assessing the preparedness of Costa Rican companies to meet GPP criteria.



Feasibility

16% of EU GDP is public procurement
Therefore, a market valued at

\$8.1 billion

0.35% of public procurement awards
are available to countries such as

Costa Rica

Product Sectors



**Processed
Foods**



Furniture

GPP Processed Food Criteria



Organic Ingredients

Recyclable Packaging

Solid Waste Management

GPP Furniture Criteria

Certified timber

No harmful preservatives, paints,
or varnishes

No harmful blowing agents used
in the production of the foam

Recyclable packaging

Solid waste management

Longevity of the product

Company Preparedness



Two Processed
Food Companies

- Companies A and B



Two Furniture
Companies

- Companies C and D

Assessed using
a
Questionnaire

Questionnaire Example

Have efforts been made to reduce solid waste during the production process?

(For example: scrap materials, raw materials packaging, etc.)

Yes No Unknown

- What mechanisms are being utilized?
- How much has solid waste been reduced?

Categories of High Compliance



Energy Usage



Recyclable
Packaging



Water Usage



Life-cycle



Solid Waste
Management



Certified
Timber Usage

Categories of Low Compliance



Organic Ingredients
(Food)



Pollution Reduction



Harmful Chemical Content
(Furniture)

Categories of Insufficient Information



Reduction of Solid Waste
During Harvest



Reduction of Solid Waste
During Transportation



Aspects of Green and
Organic Growing Processes

Recommendations

- Inform the companies of criteria
- Make exportation information available
- Make certified organic food available
- Make materials free of hazardous chemicals available
- Develop an accessible hazardous waste disposal system



Questionnaire Adjustments



**Educate companies of GPP
criteria and benefits of export
prior to assessment.**

Conclusion

The green public sector the European Union is a feasible market for Costa Rica.

CICR will need to assist companies in obtaining information and resources prior to exportation.

CICR can adapt the questionnaire as a tool for assessing future companies.

Acknowledgements

The Cámara de Industrias de Costa Rica

Elisabeth Duerr

Luis Obando

Enrique Acuña

Luisa Diaz

Professor Isa Bar-On

Professor Susan Vernon-Gerstenfeld

