“Social labelling” and Sustainable Procurement Policies in the Netherlands

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Netherlands CSR policies

* No interference with private, voluntary labels
* No demand form society or politicians for quality assurance/comparison re. label
* Various CSR-related areas of work of the government do have substantial indirect impact on labels
Netherlands Sustainable Public Procurement policy (social aspect)

* Standard: fundamental ILO + other Human Rights + fair trade
* Business is accountable: risk analysis, monitor, report
* Can join supply chain initiatives for support and proof of compliance
* Process approach to compliance
Recognised supply chain initiatives

* Fair Flowers Fair Plants - for flowers and plants;
* Fair Wear Foundation - garments;
* Social Accountability International - all products;
* Max Havelaar label - food, flowers, cotton, cosmetics & personal care;
* Union for Ethical BioTrade - food, cosmetics, pharmaceutic products, decoration;
* UTZ Certified - coffee, tea, cocoa, palm oil;
* Rainforest Alliance - food, forestry, tourism.
Initiative: govt + stakeholders
Aim: work with sectors to make their supply chain sustainable (18 sectors)
Funding form NL, DK and CH: 130 mln
Prioritises volume over depts
Most programs deliver certified product, so compatible with SPP
Govt funding: IDH up, development agencies and supply chain initiatives down
MSI governance, but few campaigners and trade unions
Govt: less impact on quality of labelling
Evaluation SPP

* Not implemented by all public authorities (40%)
* Not well implemented, guidelines not followed
* SPP practice is not professional, education needed, at the level of buyers and administrators (policiticians)
* Setting of quality standard for labels: do not choose the highest standards. But leave room for the buyer to choose a higher level if desired.
New EU policies on SPP

* Labels can now be used, even in technical specifications and Awards criteria
* Fair Trade can be requested
* These are modifications which empower SPP as designed by Dutch government
* Netherlands: no direct interference of the government with quality of labelling, also no public demand for this

* SPP is a good policy. Process approach to change, business in the driver seat, working with recognised initiatives/label

* Improving the implementation of SPP is highest priority in order to assure impact

* Working through IDH created good conditions for SPP (supply chain improvement programs and certified products), but govt. lost grip on/is not interested in the quality if certification
Thank you

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