



Environment and Spatial Planning
*Ministry of Housing, Spatial Planning and
the Environment*

Criteria for the Sustainable Public Procurement of **Printing Services**

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For more information tel. +31 (0)88 602 93 00, duurzaaminkopen@agentschapnl.nl and www.agentschapnl.nl/sustainableprocurement.

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1 Introduction

The Dutch government wants to take concrete steps towards a sustainable society, and to set a good example. Each year, government organisations spend more than EUR 50 billion on the purchase of Supplies, Services and Public works. By purchasing sustainably, the government can significantly boost the market for Sustainable Public Products. Governmental authorities have set clear objectives to achieve this: the central government is aiming for 100% Sustainable Public Procurement in 2010, while the municipalities aspire towards 75% in 2010 and 100% in 2015. Provincial governments and water boards have set themselves the target of at least 50% in 2010. 100% Sustainable Public Procurement is understood to mean that all purchases meet the minimum requirements that have been set for the relevant product groups at the time of purchase. More information on this topic is available from the website Sustainable Procurement (www.agentschapnl.nl/sustainableprocurement).

NL Agency supports government authorities in various ways to help reach these objectives. These include developing criteria for supplies, services and public works procured by these authorities. This document focuses on the criteria for the Printing Services product group, the elaboration of the criteria in specification texts and a more detailed assessment of the criteria, as well as a number of points for attention in the pre- and post-procurement stages. Additional background information and considerations regarding the content of the criteria can be found in the criteria document on the website Sustainable Procurement www.agentschapnl.nl/duurzaaminkopen/criteria, available in Dutch only.

1.1 Definition of the product group

The Printing Services product group exclusively comprises printing matter printed with offset print technology.

The reason for this is that offset print technology is the most prevalent print technology and has many applications. For example, the offset print technology is used for printing brochures, books, magazines, forms and newspapers. Offset print technology can be further subdivided into:

- Sheet offset printing (whereby the paper passes through the printing press in loose sheets)
- Rotation offset printing (which uses rolls of paper)

Rotation offset printing can in turn be subdivided into:

- Heatset rotation (e.g. for glossy paper)
- Coldset rotation (e.g. for newspapers)
- Small format rotation (e.g. for forms)

Aside from offset print technology there are a number of other technologies, such as silkscreen printing, engraved printing and flexography. These print technologies however differ to such an extent, that separate criteria would have to be developed for each print technology. A survey of various government bodies shows that the share of silkscreen printing, engraved printing and relief printing, as a percentage of the overall printing services procured by government is marginal. It was therefore decided to develop criteria exclusively for offset printing.

During the sustainability assessment an analysis was carried out to determine whether it would be useful to develop sustainability criteria for digital printing as well. The graphics media sector increasingly makes use of professional print systems in addition to or instead of offset print technology. There is currently too little difference between available printers and print technologies to be able to make a clear distinction on the basis of sustainability. This is why it was decided not to include digital printing in the delineation of this product group. It is possible that over time, when this document is reviewed, criteria for digital printing will at that time have been developed.

However, this way the purchaser can apply the criteria to each procurement of printed matter, without having to study the various print technologies in-depth. The criteria explicitly state that they exclusively relate to offset printing. If the printed material is printed using a different print technology than offset, it will then be clear to the tenderer that the criteria do not apply to this printed matter.

For the benefit of the contracting authority, a number of CPV codes that might be of relevance to this product group have been included in this document. This selection is by no means exhaustive or complete. The contracting authority retains responsibility for compiling the correct set of CPV codes that matches the relevant tender.

The following CPV codes apply to this product group:

- 22000000-0 Printed matter and related products
- 79800000-2 Printing and related services

2 Sustainability in the procurement process

The criteria in this document have been classified in the various steps of the public procurement process. More information about these steps and how to combine them with sustainability can be found in the Sustainable Public Procurement Manual. This manual can be downloaded from the website Sustainable Procurement www.agentschapnl.nl/sustainableprocurement.

2.1 Preparatory stage (points for consideration)

Every purchase or call for tender starts with drawing up the inventory of the needs of the internal or external customer. Sustainability can be incorporated into this stage by considering whether the purchase is truly necessary and whether a more sustainable alternative might be available. Specific points for consideration regarding procurement for the Printing Services product group are:

Replace printed matter with electronic communications.

For example, consider replacing a printed magazine by an e-zine (more environmentally-friendly, more flexible and saves costs).

Opt for digital printing instead of offset printing

In actual practice, financial and qualitative factors play an important role in considering whether a purchaser opts for digital printing or offset printing. From a sustainability perspective however, the sources consulted by Agency NL indicate that digital printing is to be preferred over offset print technology. Although the toner used in digital printing is a relevant environmental aspect, there are no galley proofs and the associated ink, additives and cleansers. Furthermore, digital printing enables 'Printing on Demand'. This avoids creating excess inventories and makes it relatively simple to make changes to the print design.

Ask the designer and printer for digital proofs

Before the actual printed material is created, a print proof is first created to verify whether the colours, page sequence, etc. are as required. It is not necessary to print these proofs. They can also be sent in the form of a PDF file. This saves transfer films and ink that create hazardous waste. This also reduces costs. This approach is already being used in most cases at the present time. A disadvantage is that it is difficult to judge the colours for accuracy.

Use standard dimensions

Non-standard sizes require additional handling, often resulting in additional waste due to paper cutting losses, for example.

Minimise the number of colours and printed coloured blocks

Make a considered choice between black and white and coloured printing. And be aware that printing coloured blocks requires an additional printing pass. By avoiding the use of coloured ink or coloured blocks you reduce the amount of ink.

Select the lightest possible paper

This saves raw materials. Furthermore, it yields benefits in terms of transport: reduced weight means less fuel.

Do not apply a finish to printed matter

Applying a finish consists of applying a protective layer to printed matter, for example laminating or plastifying. A drawback of applying a finish is that it uses substances that are harmful to the environment. Furthermore products with a finish also cause problems during the recycling process. Therefore, at a minimum avoid the use of such techniques for printed matter destined for one-time or short-term use. Applying a finish is however suitable for book covers and catalogues or printed matter that will be frequently used or that have a long lifespan.

Avoid the delivery of small quantities of printed matter at a time over large distances

Limiting transport yields financial as well as environmental benefits. Look for an optimal balance between delivery (not too little) and inventories (not too much).

2.2 Specification stage (criteria)

During the specification stage, the needs of the internal or external customer are translated into a tender document. This stage entails the formulation of:

- Criteria for supplier qualification. These could include grounds for exclusion, suitability requirements, i.e. requirements with regard to suppliers, and, in the case of restricted procedures, any selection criteria, i.e. wishes with regard to suppliers.
- A description of the minimum requirements pertaining to supply, service or task (the Schedule of Requirements).
- Award criteria, i.e. wishes regarding Supplies, Services and Public works. These are only applicable when the tendering process is based on the principle of the Most Economically Advantageous Offer ('Economisch Meest Voordelige Inschrijving' or EMVI).
- The contract stipulating the contract provisions.

More information on the various types of criteria and the various tender options can be found in the Sustainable Public Procurement Manual. Innovation is also included in the award criteria, where relevant. Innovation is oriented towards the development and introduction of new ideas and products.

The criteria in this document have been formulated to support the purchaser in the Sustainable Public Procurement of Printing Services. The criteria have been subjected to legal review. However, every procurement and tender process is unique. For that reason, the drafting of a tender document remains the responsibility of the purchaser.

2.2.1 Supplier qualifications

No criteria have been formulated for this specific product group with regard to supplier qualification. More information on the possibilities of incorporating sustainability at this stage of the process can be found in the Sustainable Public Procurement Manual.

2.2.2 Schedule of requirements

Minimum requirements

<p>Minimum requirement no. 1</p>	<p>For offset printing: The maximum isopropyl alcohol (IPA) content of the dampening solution must be limited to:</p> <ol style="list-style-type: none"> 1. 5% if the sheet-fed offset printing process is used. 2. 3% if the rotation offset printing process is used. 3. 5% if the small format offset printing process is used. <p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. A statement of compliance with (this requirement in) the Schedule of Requirements submitted as part of the proposal.
<p>Notes for purchaser</p>	<p>The maximum IPA content specified for each of the abovementioned printing processes is such that it can be met by a sufficient number of printers in Europe to enable them to tender.</p> <p><u>Verification of means of proof:</u></p> <ol style="list-style-type: none"> 1. No further verification of the statement of compliance.

<p>Minimum requirement no. 2</p>	<p>For offset printing: for the daily process-based cleaning (not consisting of repairs or maintenance activities) of the print press, a cleanser with a minimum flashpoint of 55°C must be used. A cleanser classified as Class K3 is considered to meet this requirement in any event.</p> <p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. A declaration of compliance with this requirement submitted by the tenderer.
<p>Notes for purchaser</p>	<p>Hydrocarbons are released at the workplace and in the open air during the use of solvent-containing cleansers. The lower the volatility of the cleansers used, the lower the emissions into the environment – assuming everything else stays the same.</p> <p><u>Verification of means of proof:</u></p> <ol style="list-style-type: none"> 1. Impossible to verify as part of the tender.

<p>Minimum requirement no. 3</p>	<p>For offset printing the ink, glue, cleansers or other chemicals used must not contain any alkyl phenoethoxylates (APEO) or halogens with the R phrases R26/27, R45, R48/20/22, R51/53 and R59 and also must not contain any phtalics with the R-phrases R60, R61 and R62.</p>
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	<p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. A statement of compliance with (this requirement in) the Schedule of Requirements submitted as part of the proposal.
Notes for purchaser	<p>The R-phrases listed are included in the European Directive 99/45/EC.</p> <p><u>Verification of means of proof:</u></p> <ol style="list-style-type: none"> 1. No further verification of the statement of compliance.

Minimum requirement no. 4	<p>For offset printing:</p> <ol style="list-style-type: none"> 1. No inks (except UV inks), paints, varnishes, additives, cleansers or solvents classified using one or more of the following R phrases may be used to manufacture the product: R23, R24, R25, R26, R27, R28, R39, R45, R46, R48, R49, R50, R51, R52, R53, R59, R60, R61, R62, R63, R68. 2. No UV inks classified using one or more of the following R phrases may be used to manufacture the product: R23, R24, R25, R26, R27, R28, R39, R45, R46, R48, R49, R50, R59, R60, R61, R62, R63, R68. <p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. A statement of compliance with (this requirement in) the Schedule of Requirements submitted as part of the proposal.
Notes for purchaser	<p>The R phrases listed are included in the European Directive 99/45/EC.</p> <p><u>Verification of means of proof:</u></p> <ol style="list-style-type: none"> 1. No further verification of the statement of compliance.

2.2.3 Award criteria

Award criteria

Award criterion no.1	<p>For offset printing: (XXX) points are awarded for this section if the dampening solution used during the offset printing process does not contain any isopropyl alcohol (IPA).</p> <p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. A statement by the tenderer submitted as part of his proposal confirming that he complies with this award criterion.
Notes for purchaser	<p>This is a supplementary requirement over and above the requirement stated under Minimum Requirement no. 1 concerning the maximum IPA content of the dampening solution. If this</p>

	<p>requirement is met, a predetermined score is assigned.</p> <p><u>Verification:</u></p> <ol style="list-style-type: none"> 1. No further verification during the tender.
Award criterion no.2	<p>For offset printing: (XXX) points are awarded for this section if for the daily process-based cleaning (not consisting of repairs or maintenance activities) of the print press, a cleanser with a minimum flashpoint of 100°C, or a plant-based cleanser is used.</p> <p><u>Means of proof:</u></p> <ol style="list-style-type: none"> 1. No further verification during the tender.
Notes for purchaser	<p>Hydrocarbons are released at the workplace and in the open air during the use of solvent-containing cleansers. The lower the volatility of the cleansers used, the lower the emissions to the environment – assuming everything else stays the same.</p> <p><u>Verification of means of proof:</u></p> <ol style="list-style-type: none"> 1. A statement by the tenderer submitted as part of his proposal confirming that he complies with this award criterion.

2.2.4 Contract

No contract conditions have been formulated for this product group.

2.3 Utilisation stage (points for consideration)

Once the procurement stage has been concluded and a product or service has been purchased, there are opportunities for using the product in a sustainable manner. Specific points for consideration for this product group are:

Where possible use a requesting system for printed matter such as pamphlets or free magazines

No one benefits when a pamphlet ends up in the used paper-recycling bin unread. By setting up a system for requests and communicating its availability electronically or otherwise to the target group for the relevant printed matter, a lot of paper and unnecessary printing can be avoided.

Do not distribute reports and thick brochures free of charge (unless it is an electronic version)

Charge a minimum amount for this type of printed matter to avoid the undesirable distribution of printed matter.