



Upgrading of Energy Efficient
Public Procurement for a balanced
economic growth of SEE area

Barriers to energy efficient public procurement in South East Europe: a market perspective

ECEEE summer study 2013

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EFFECT: Upgrading of Energy Efficient Public
Procurement for a balanced economic growth
of SEE area

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Duration: 03/2011 – 02/2014

Runs in 8 SEE countries **Austria, Bulgaria,**
Greece, Hungary, Italy, Romania, Slovenia,
Serbia

SURVEY OBJECTIVE

*Identify the barriers, companies face when trying to
sell their energy efficient solutions to public
authorities*

*Analyze if barriers are specific to member states/
sectors/ size of companies*

Survey in the private sector

(June –July 2012)

94 companies from **8** participating countries

Compliance requirements for companies

- Activity in one of the 5 chosen sectors (construction, lighting, ICT, transport, health)
- Offer energy efficient products/services
- Interest in participating in Public procurement procedures (public tenders, direct awards, working as subcontractors)

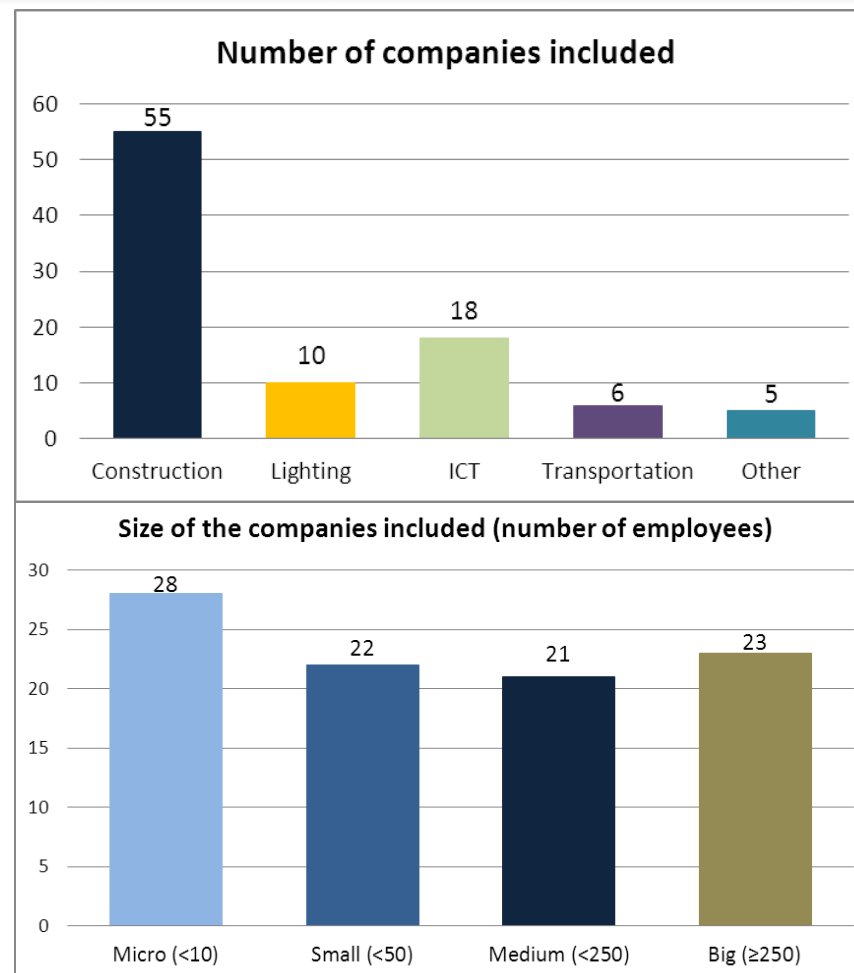
Questionnaire

- **4** sections: **3** common & **1** varying according to the way the company gets involved in PP (about 40 questions)

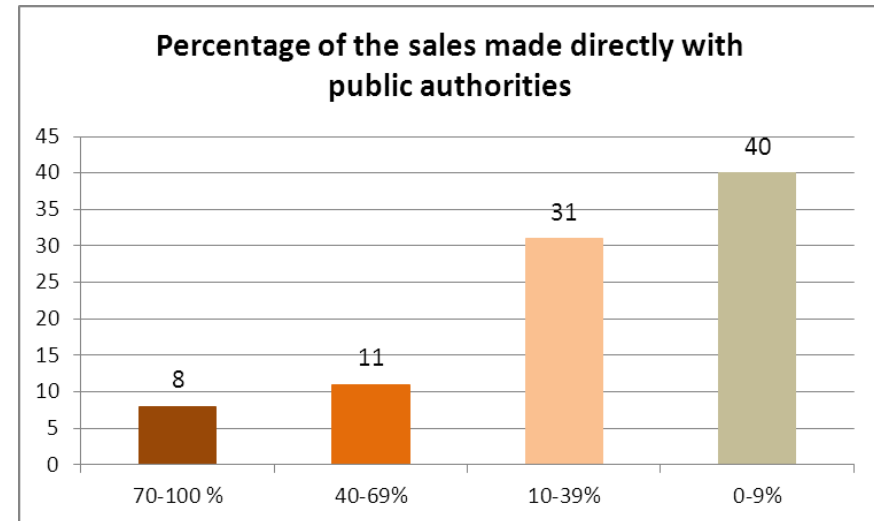
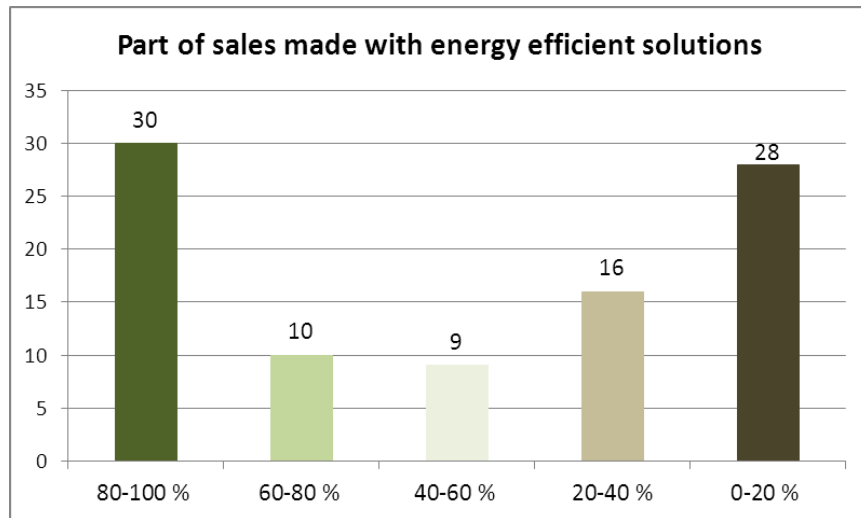
Method

- Interview (face to face / telephone)
- Answers reflect only the situation in their home market

Methodology and company participation



Breakdown of companies - energy efficient sales

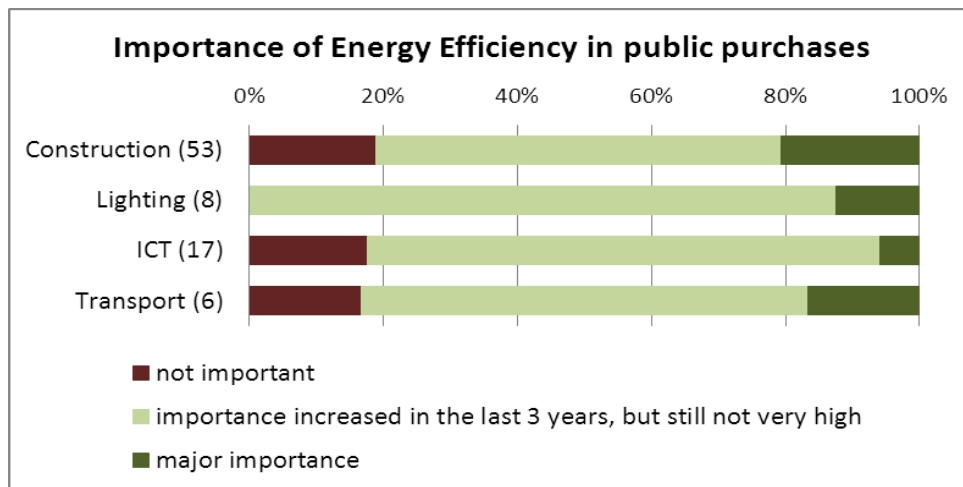
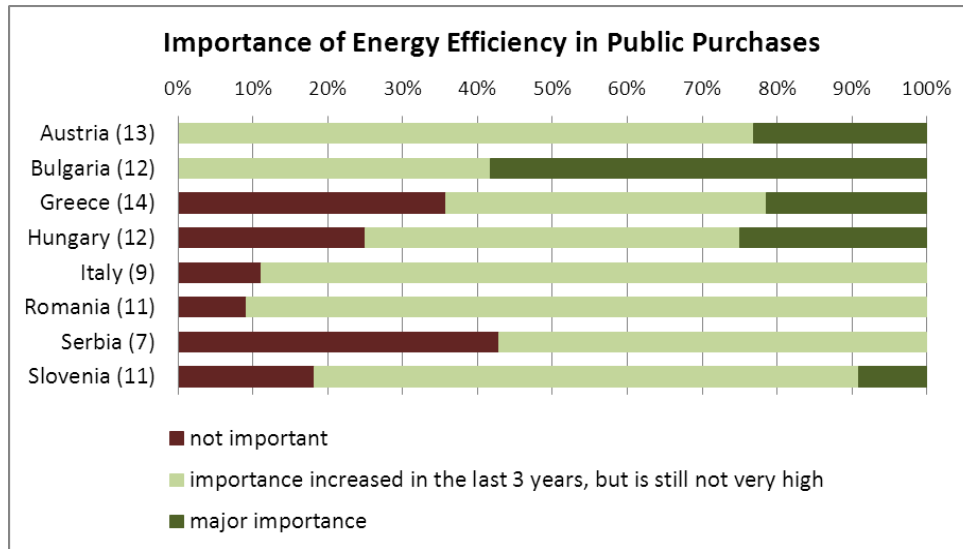


- a high percentage specialized in energy efficient solutions
 - a low percentage offered to public authorities

Findings - Uptake of EEPP

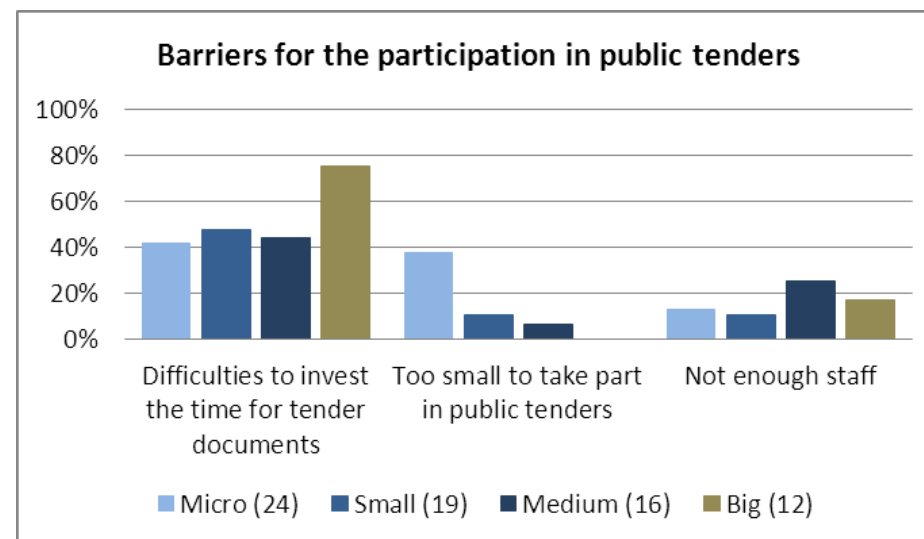
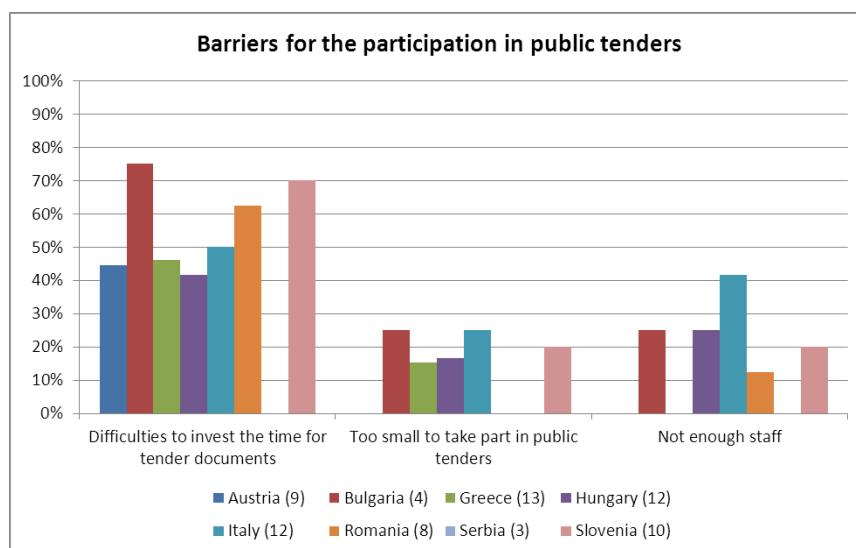
Uptake of energy efficient public procurement

Different perception across the 8 SEE countries

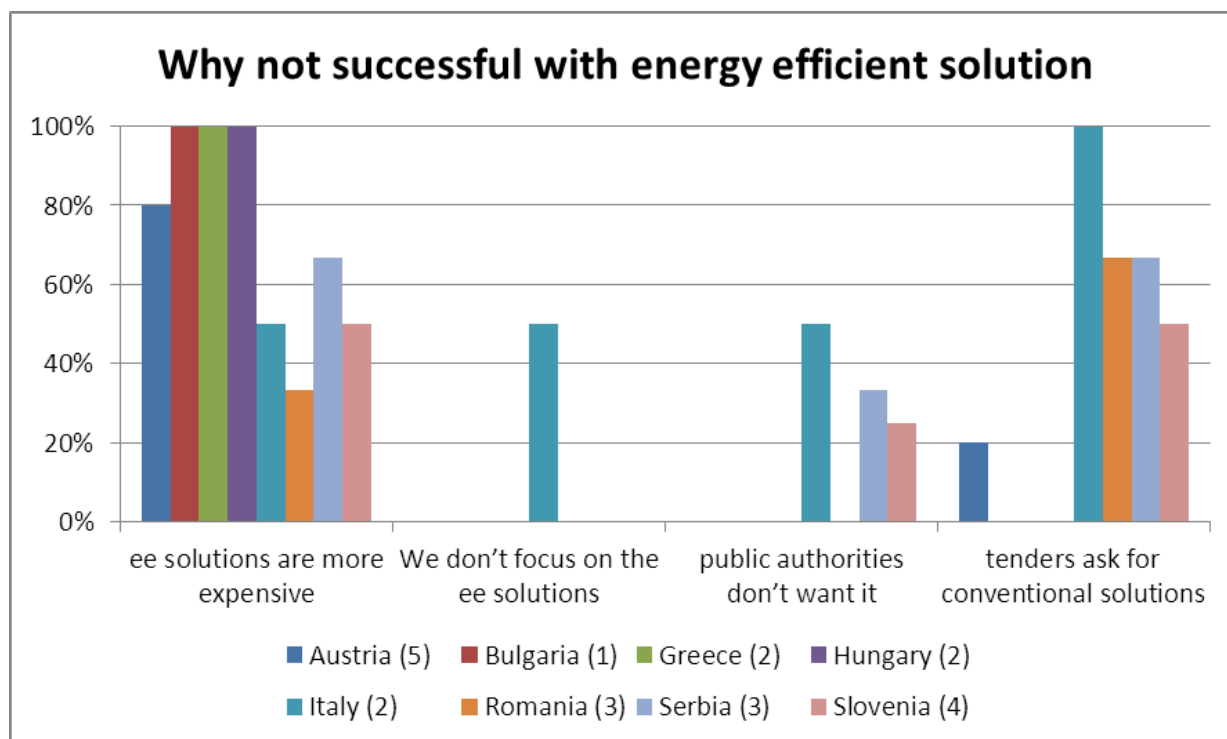


more than 80 % of the companies perceive energy efficiency in public purchases to be of major or at least increased importance in the sectors ICT, transport, construction and lighting

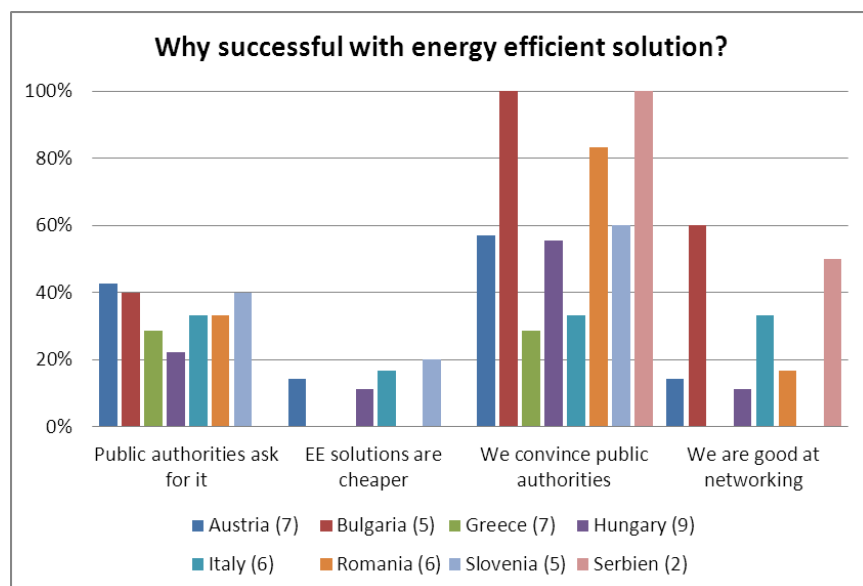
Barriers are related to the way public procurement is conducted



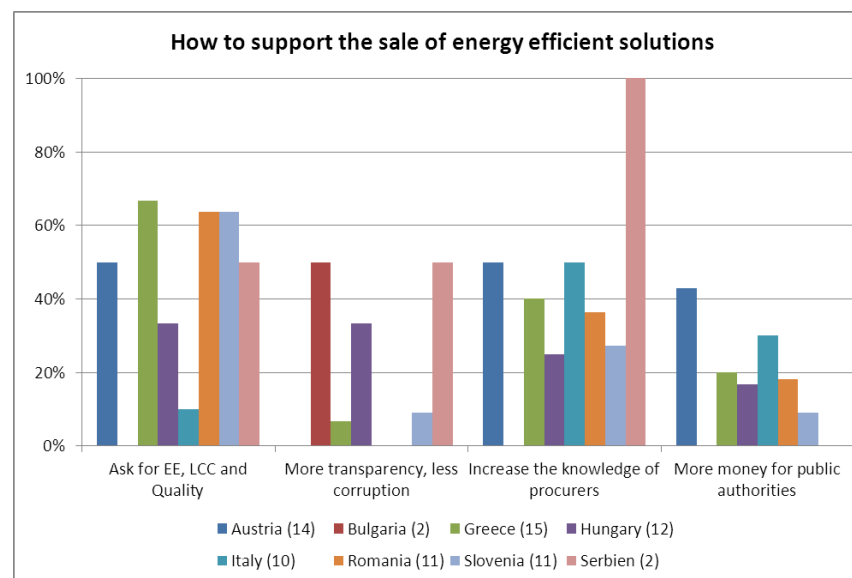
Energy efficient solutions tend to be more expensive, at least in terms of investment



Advocacy for energy efficient solutions



Increase the knowledge of public procurers



- **2** Main Barriers (complex tendering procedure & increased initial cost of energy efficient solution)
- Barriers do not seem country or sector specific – not clear picture about *company size*
- Information available to public procurers needs to be increased
- New financing mechanisms & European initiatives / new legal framework are expected to provide a boost to EEPP

Something to reflect upon

*Energy efficient public procurement is considered as a **policy instrument to green** the market.*

*Our survey shows that **part of the market** (especially smaller and more innovative companies) is **already green** but **faces difficulties** in selling their solutions to the public authorities.*

- Is it public procurement that changes the market or is it the other way round?
- How can we make demand and supply for energy efficient solutions meet?

Further Information:
www.effectproject.eu

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