



**SEMINAR NASIONAL TEKNOLOGI INFORMASI
DAN APLIKASINYA**



Prosiding
VOLUME 2

11-12 Maret 2010

Malang, Indonesia

Diorganisasi oleh :
POLITEKNIK NEGERI MALANG



ENVIROPRENEURSHIP : MANAGING ECOLABEL PROCUREMENT AND MARKETING

Melinda Christanti :

Program Studi Manajemen Pemasaran, Politeknik Ubaya
melinda_c@ubaya.ac.id

Abstract

This paper presents the effort that many organizations worldwide are making to purchase products and services that are less harmful to local and global environments. Many of these private firms are working to improve the environmental performance of their operations and products and eco-label procurement and marketing has been a logical extension of this work. The paper presents how eco-label procurement and marketing is used by them as a means towards improving their products and operations from environmental perspective to reduce risk, total cost of ownership and improve procurement and marketing performance.

Keywords: entrepreneurship, environment, ecolabel, procurement, marketing.

Introduction

Many organizations worldwide are making an effort to purchase products and services that are less harmful to local and global environments. Both public and private sector organizations are implementing purchasing practices that include environmental (and social) considerations—eco-label procurement. These activities are part of a broader movement toward more sustainable forms of production and consumption.

Governments are realizing the benefits of eco-label procurement practices such as cost savings from reduced energy consumption, resource use, and material management. They also reap more qualitative benefits such as improved image and achieving policy/program objectives.

Leading private sector organizations have also demonstrated significant movement towards greening procurement practices. Many private firms are working to improve the environmental performance of their operations and products and green procurement has been a logical extension of this work. Private sector organizations have in the last two decades adopted green procurement practices for specific products (e.g., recycled-content office paper, renewable energy, paints, cleaners, etc.), but are also looking at the materials, substances and chemicals they purchase that go into the products and services they provide. Leading companies are using life-cycle assessment and material tracking tools to identify materials, substances and chemicals in their products that pose significant environmental, health and safety risks and re-design their products to reduce or eliminate such materials. In the private sector eco-label procurement is seen as a means towards improving

their products and operations from environmental perspective to reduce risk, total cost of ownership and improve supply chain performance.

Despite differences in emphasis, eco-label procurement activities in both the public and private sectors take four main approaches:

- Procuring eco-labelled products or services
- In-house product/service evaluations
- Third-party product/service evaluations
- Supply chain initiatives

Eco-label Procurement

"Eco-label Procurement" (formerly known as Affirmative Procurement) is the purchase of environmentally preferable products and services in accordance with one or more of the established "eco-label" procurement preference programs. Eco-label procurement is the purchasing of products or services which have a lower impact on the environment over their whole life cycle than the standard equivalent. It involves the integration of environmental issues into purchasing decisions based on price, performance and quality.

This means that products or services that consume fewer natural resources should be given preference over competing products or services exerting a greater environmental impact. To prevent waste and pollution, these programs require to consider making purchasing decisions. The Typical eco-label Procurement program elements are:

- Recycled content products
- Energy Efficient products and energy efficient standby power devices
- Alternative fuel vehicles, alternative fuels, and fuel efficient vehicles
- Bio-based products
- Non-ozone depleting substances