

**SOUTH EAST ENGLAND DEVELOPMENT AGENCY (SEEDA)**  
**Invitation to Tender**

**Market Analysis of Green/Sustainable Procurement Opportunities in Public and  
Private Sectors in the South East**

***TENDER REFERENCE: SEEDA/SR/AUG/2010/04***

**1. Background**

SEEDA is a government sponsored body and is one of the nine regional development agencies (RDAs), established under the Regional Development Agencies Act 1998, which became fully operational on 1 April 1999. The South East region covers the counties of Buckinghamshire, Oxfordshire, Berkshire, Hampshire, Isle of Wight, East Sussex, West Sussex, Surrey and Kent.

As a champion for sustainable economic growth, SEEDA is a partner with the Environment Agency in the South East in an EU LIFE+ project called the European Pathway to Zero Waste.

**2. European Pathway to Zero Waste Programme (EPOW)**

- 2.1 The overall purpose of EPOW is to demonstrate how EU regions can develop and introduce successful programmes that lead to zero waste to landfill in their region. As targeted in the revised Waste Framework Directive, EPOW aims to develop a recycling society with economic benefits from both reducing input costs through resource efficiency and creating a market for recycled content products in the South East of England.
- 2.2 The EPOW programme has an aspirational target of diverting at least a 10% (1.1 m tonnes) reduction in non-household waste to landfill in the South East from the last year before the project started to the final year of the project.

SEEDA is lead partner for the delivery of three EPOW project work streams including Action 3 - Creating Demand. The full detailed technical description of the proposed actions submitted to the European Commission are attached as Appendix A.

Action 3 has been subdivided into the four sub actions

- Market analysis and best practice review of the opportunities for increased green public procurement in the SE, building on all previous work, addressing Construction and Demolition as well as Commercial and Industrial waste
- Establish voluntary commitments of public bodies to using resource efficient products and materials in public programmes
- Produce guidance documents and contract wording, and train public sector procurement staff
- Take green procurement guidance developed for public sector and apply it to the private sector

**3. Requirement**

3.1 SEEDA seeks to engage consultants to undertake a Market Analysis and Best Practice Review of the South East that:

- Examines the public sector market to identify where the greatest opportunities are for encouraging green procurement of goods and services. This will be undertaken to inform work with the objective of establishing

voluntary commitments of public bodies to procuring resource efficient products and materials.

The review should uncover:

- the major public sector purchasers of products and services in the South East e.g. the upper tier/unitary local authorities; purchasing consortia and NHS acute trusts;
  - the current performance of these key procurers against the levels set in Sustainable Procurement Task Force Flexible Framework to identify best practice green procurers as well as those that aren't procuring sustainably and could benefit from assistance of the project
  - the key product areas purchased by the public sector that have greatest potential to contribute to the EPOW landfill diversion target;
  - the key stakeholders we would need to engage, their proposed interest in this work, current involvement and attitudes towards green procurement
- Reviews and identifies best practice on green public sector procurement at UK and EU level. This work needs to inform a later task to produce guidance documents and contract wording that will act as a toolkit to train public sector procurement staff.

The review should uncover:

- best practice in green/sustainable procurement being implemented in both public and private sectors nationally, in the European Union and in the South East
- existing sectoral initiatives in Green/Sustainable Procurement including voluntary commitments and their reputation in terms of uptake and impact. From this work we want to understand where our work can add value to existing initiatives rather than duplicate
- support available to assist public and private sector professionals in the South East to embed sustainability into their procurement practice
- The Market Analysis and Best Practice Review should enable the EPOW programme team determine priorities and the opportunities to achieve maximum impact to achieve the project results and indicators of progress outlined in Appendix A below

#### **4. Output to the brief**

The Market Analysis and Best Practice Review should be presented in the form of a written report and also provided for dissemination in electronic form as a pdf.

The successful tenderer will be expected to present their findings to meetings of the EPOW programme team and Steering Group.

#### **5. Timing**

##### **Deadline for receipt of tenders**

Interview/presentations for short-listed suppliers  
Contract Award  
Project Start  
Project Presentation  
Project Completion

**12.00 noon 16<sup>th</sup> September 2010**  
**w/c 20<sup>th</sup> September 2010**  
**1<sup>st</sup> October 2010**  
**4<sup>th</sup> October 2010**  
**w/c 29<sup>th</sup> November 2010**  
**10<sup>th</sup> December 2010**

#### **6. Tender Response**

The response to this brief should include:

- (i) a statement of the proposed approach and methodology, including timescales;
- (ii) A resume of the experience of each individual of the project management team, setting out the specific role they may undertake and the relevance of their experience to the SEEDA tender (assessments will be based on quality not volume of information submitted). Any staff changes that have reference to this service will need to be agreed by SEEDA's Contract Manager for the service;
- (iii) clear evidence that the organisation / consultancy team has the capacity to deliver and particularly to deliver within the proposed timescale;

Please provide one bound copy and 3 unbound copies of the tender response.

Tenders must also include the following:

- Completed Form of Offer
- Detailed breakdown of costs supporting the Form of Offer
- Most recent company accounts or equivalent
- Evidence of relevant experience
- Method statement including time-scales
- Names of two references
- Details of key contacts/proposed consultants (CVs etc.)

Tenderers must state if any of their proposed solution requires the use of sub-contractors. SEEDA reserves the right to reject the use of any particular sub-contractor.

## **7. IMPORTANT Instructions for Submission of Tenders**

**Please follow these instructions carefully as non-compliant tenders will not be accepted.**

- Your tender must be returned to the Procurement Team in a plain envelope using only the label provided, and with no means of identifying the tenderer.
- Tenders must be returned no later than the due date and time above. (Tenders received after this time will not be accepted. If you are relying on couriers or the postal service, please send well in advance. No reasons will be accepted for missing the deadline.)
- Electronic submissions (email) will not be accepted.
- Fax submissions will only be accepted by arrangement with the Procurement Team on the morning of the due date, and must be followed by hardcopies within one working day.
- Tenders must include the signed and completed Form of Offer.

Please ensure that you have included all information requested in this specification.

## **8. Tender Selection**

SEEDA reserves the right to exclude a tender from the evaluation for any one of the following reasons:

1. Does not include all information requested in the Tender Response section above.
2. Does not meet budget requirements.
3. Does not show experience of work in research in the field of sustainable procurement
4. Does not demonstrate capacity to perform the required work.

## 9. Contract Award

SEEDA considers that this contract may be suitable for economic operators that are Small or Medium Enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

The contract will be awarded on the basis of the most economically advantageous tender, and tenders will be evaluated on the following weighted criteria:

- Price 25%
- Quality of the proposal 25%
- Understanding of the issues 20%
- Methodology 15%
- Technical capability of the team 15%

## 10. Terms & Conditions

The contract will be awarded on the basis of SEEDA's terms and conditions of contract and a copy of this can be found on the SEEDA website at: [www.seeda.co.uk/documentbank/Consultancy\\_Agreement\\_for\\_single\\_assignments.doc](http://www.seeda.co.uk/documentbank/Consultancy_Agreement_for_single_assignments.doc)

SEEDA reserves the right to award the contract for all or any part of a tender, or not to award the contract. SEEDA also reserves the right to award the contract to more than one supplier.

## 11. Freedom of Information Act 2000

Under the Freedom of Information Act 2000, SEEDA must reserve the general right to disclose either information about your tender or the tender itself, including your price or range of prices, once a contract is awarded. However, you may request that certain information is not disclosed if to do so would prejudice your legitimate commercial interests.

Requests for non-disclosure must accompany your tender and include a clear and substantive justification together with a time limit when any confidential information could be disclosed – this is not normally expected to be more than 7 years. It would be helpful, if appropriate, if you could keep the areas that you consider should not be disclosed separate from the other areas of your tender.

## 12. Further Information

Any requests for further information regarding this tender should be made in writing or email to both contacts below:

Melvin Caton,	Tiziana Boyland
South East England Development Agency	South East England Development Agency
The Observatory	Cross Lanes
Brunel	Guildford
Chatham Maritime	GU1 1YA
Kent	<b>tizianaboyland@seeda.co.uk</b>
ME4 4NT	
<b>melvincaton@seeda.co.uk</b>	

## **APPENDIX A**

### **ACTION 3: Creating Demand**

#### ***Description (what, how, where and when):***

This action is again one of the eight main thematic actions of the EPOW programme. Its overall objective is to demonstrate how demand for products and services with recycled content or with lower waste impacts can be stimulated through Green Public Procurement (GPP) in a region, and how green procurement can be expanded to the private sector;

In line with existing EU and UK policy on green public procurement, EPOW will engage with public sector procurement representatives to establish voluntary commitments of public bodies to using recycled and re-used products and materials in public programmes. EPOW will also promote commitments to procuring supplies and services that have lower life cycle waste impacts. This aspect will link into thematic action 7, Supporting Best Practice. Methods to be used will include:

- development and dissemination of good practice guidance, including standard procurement documentation wording, product and service standards, and benchmark performance metrics from the UK and other countries;
- engagement with a stakeholder forum of public sector procurement representatives;
- training of public sector procurement staff;
- working with the public sector procurement framework for the Southeast run by Improvement and Efficiency South East (IESE);
- establishing monitoring systems to ensure that the results of new procurement policies are measured; and
- further development of procedures and documentation produced as part of this theme for reapplication in private sector supply chains.

The action will take place across the SE and will last for the full duration of the 3-year EPOW programme, phased across four sub-actions, which are as follows.

- Market analysis and best practice review of the opportunities for increased green public procurement in the SE, building on all previous work, addressing construction and demolition and commercial and industrial waste
- Establish voluntary commitments of public bodies to using resource efficient products and materials in public programmes
- Produce guidance documents and contract wording, and train public sector procurement staff
- Take green procurement guidance developed for public sector and apply to private sector

The action will be actively led by EPOW technical staff, but with some support from external assistance as described in more detail below.

#### ***Methods Employed:***

*Market analysis and best practice review of the opportunities for increased GPP in the SE, building on all previous work, addressing C&D and C&I waste*

EPOW staff will develop and let a technical assistance contract to analyse opportunities for benefiting from increased GPP in the SE through increased use of materials and products with recycled content or with lower life cycle waste impacts. Through stakeholder consultation and literature review the appointed consultants will examine the

public sector market for goods and services in the SE and will review the growing body of best practice literature on GPP, both within the UK and other member states, and at EU level, as supported by the EC. Matching up best practice measures with the greatest market opportunities in the region, the consultants will produce a report that recommends the best scenarios to pursue for stimulating public sector demand for resource efficient products and services in the region. The consultants will highlight any opportunities that could lead directly to reduced landfill in the SE. The report will also recommend the best methods for stimulating GPP in the scenarios addressed. The deadline for the report is 1 Aug 2010.

*Establish voluntary commitments of public bodies to using resource efficient products and materials in public programmes*

EPOW staff will publicise and promote the planned work of EPOW on GPP throughout the public sector in the SE. This will enable the EPOW team to establish a stakeholder forum of public sector procurement representatives and to run six workshops aimed at building public sector commitment to procuring resource efficient products and services, i.e. those that exploit recycled or re-used waste or materials, or that have lower life cycle waste impacts. Working with the stakeholder forum, and making use of regional structures and networks such as the public sector procurement framework for the Southeast run by Improvement and Efficiency South East (IESE), the EPOW team will launch a voluntary commitment programme based on best practice established through similar schemes such as the UK's successful Construction Commitment programme promoted by WRAP. EPOW's communications staff, in conjunction with other stakeholders, will publicise the programme with the aim of achieving as many sign-ups as possible.

*Produce guidance documents and contract wording, and train public sector procurement staff*

Building on the outputs of phase 1, the market analysis and best practice review, EPOW staff, in conjunction with other stakeholders, will develop good practice guidance for use by public sector employees with procurement responsibilities, including standard procurement documentation wording, product and service standards, and benchmark performance metrics. The guidance document will be published by 1 Dec 2010. EPOW staff will develop and deliver a dissemination programme to ensure the guidance has maximum impact. Included in this programme will be a series of six workshops for training public sector procurement staff, which will be delivered by the EPOW team.

*Take green procurement guidance developed for public sector and apply to private sector*

In the final phase of this action EPOW technical staff will assess the suitability for reapplication in the private sector of the green procurement guidance developed by EPOW for the SE public sector, while also reviewing the body of existing UK and European best practice guidance on green procurement for the private sector. Building on the assessment and review work the EPOW team will develop revised best practice guidance on green procurement in the private sector. We will develop and let an external assistance contract for dissemination of this green procurement best practice guidance through promotional and communications work targeting companies in the SE. This dissemination work will include six training workshops for business representatives in the SE. In addition EPOW staff will disseminate the results of this action more widely through presenting at one national conference in the UK and one international conference in continental Europe. The dissemination programme will include the production and translation into four languages of one technical article on regional green procurement, and its publication in technical journals in the EU.