



Implementing sustainable procurement strategy

Lessons from Aarhus Municipality

The Setting: Aarhus Municipality in (Food) Numbers

- App. 350.000 citizens
- App. 15 mio. GBP. per year spend on foodproducts for the public meals served
- 1 wholesale supplier for all kitchens mandatory to use
 - Only for preparing and cooking different meals in-house
 - Not including Catering Services (lunch for Kindergardens and likewise)
- +600 public Kitchens in the Municipality
 - Both very small (meals for 6-10 persons) and larger (around 600 meals pr day at schools)
 - No big ones
 - Each plan and procure food according to own priorities





Food Strategy for sustainability and climate towards 2025

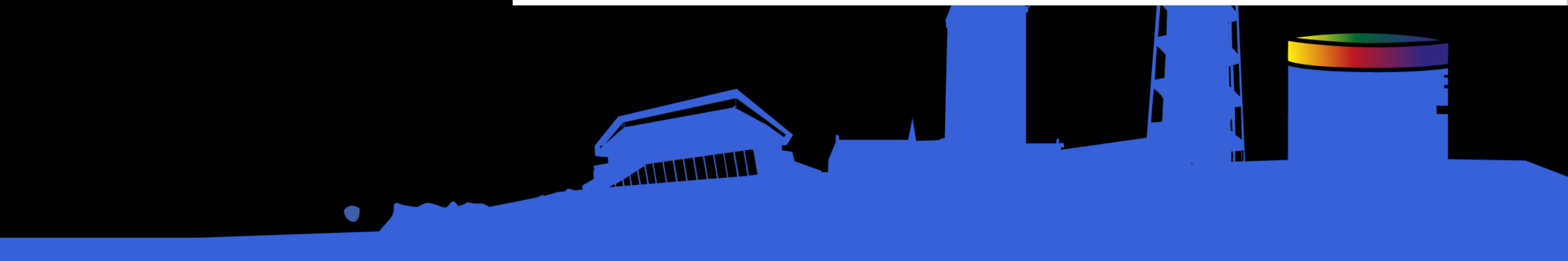
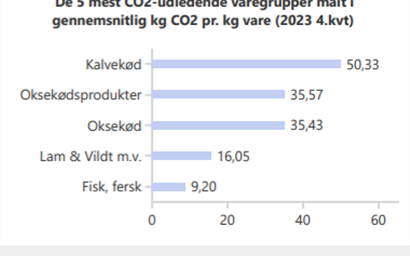
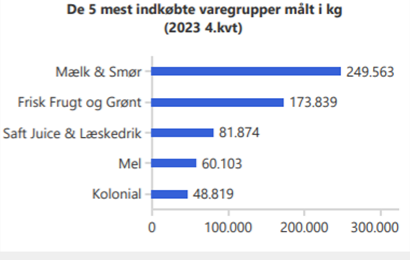
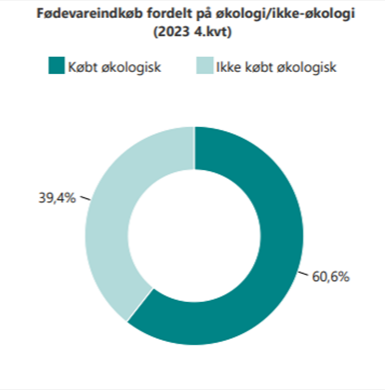
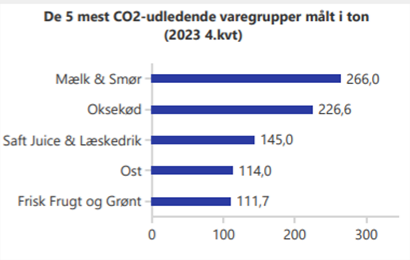
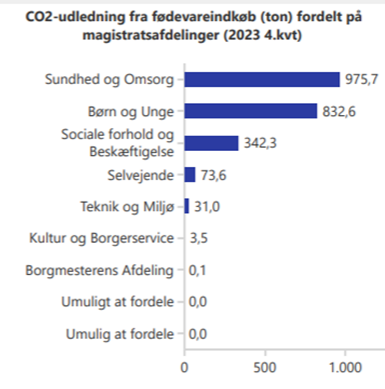
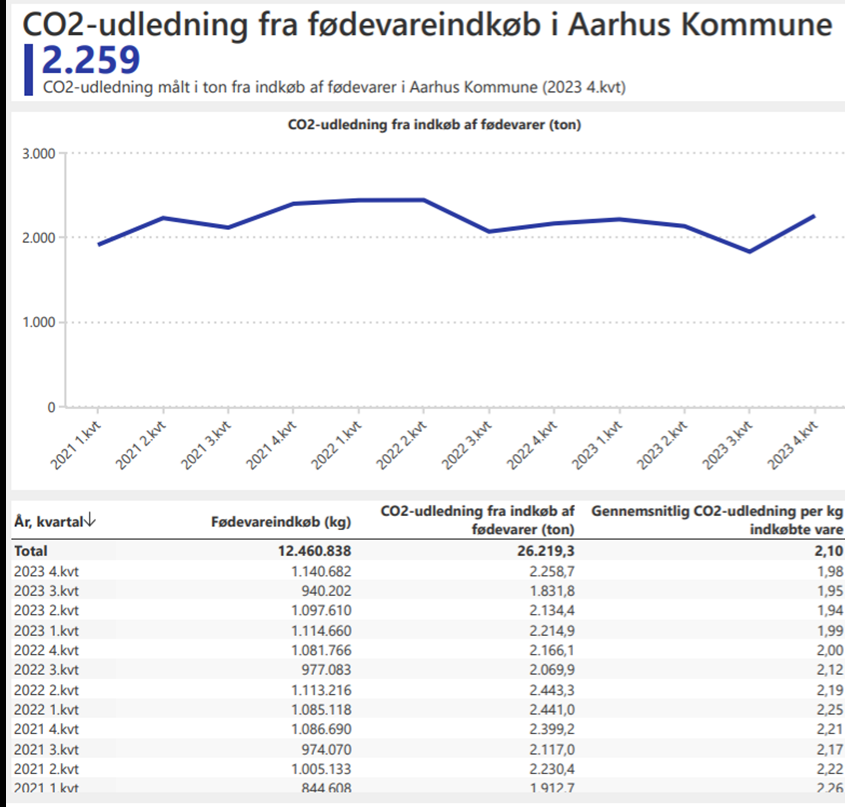
- 🎯 In Procurement: 60 % share of Organic Food (reached in 2017)
- 🎯 25 % reduction of the Carbon Footprint of the Foods we buy for the public Meals (we have reached 20 % in 2023)
- 🎯 Less Food Waste
- 🎯 More "climate friendly" Food Products in the Procurement Deal
- 🎯 Right nutrition and tasteful Meals



How do we measure?

Via data from
wholesaler
Essential for
succes

Data Display update every quarter of the Year





How do we work with Organic and sustainable meals?

We need to:

- Educate and inspire foodservice Professionals
- Make sure the right Foods can be purchased
- Follow the climate friendly Nutritional Guidelines
- Participate in Projects and Cooperations
- Make Network among Food Professionals
- Inform all Stakeholders of our Goals
- Visit the Kitchens
- Reduce Food Waste
- Help the food professionals
- Collaboration within the Food System



What are the official Danish recommendations ?

(Not eldercare)

Kostråd til Måltider

Principper i skoler og kantiner

Oversigten viser principper for sund og klimavenlig mad, og hvordan I kan omsætte dem til 5 måltider, fx 5 frokostmåltider. I kan servere en fødevarer oftere i en mindre mængde, se 'Portionsstørrelser'. Se også 'Mere om mad i skoler og kantiner'.

Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen

Vand

Tilbyd vand til alle måltider

Tip

Brug rester – og undgå madspild

Grøntsager og frugter	Bælgfrugter, fisk, kød og æg	Kornprodukter og kartofler	Fedtstoffer, nødder og frø	Mælkeprodukter og ost
<ul style="list-style-type: none">Lad grøntsager og frugter udgøre mindst 1/3 af alle måltiderHusk mørkegrønne grøntsager	<ul style="list-style-type: none">Tilbyd mindre kød – og husk fiskTilbyd bælgfrugter oftere end kød	<ul style="list-style-type: none">Vælg primært fuldkornVariér med kartofler	<ul style="list-style-type: none">Brug oftest planteolierSupplér med nødder og frø	<ul style="list-style-type: none">Brug mælkeprodukter og ost i moderate mængder
Grøntsager og/eller frugter i mange farver (4 ud af 5)	Bælgfrugter (2 ud af 5)	Fuldkornprodukter (mindst 4 ud af 5)	Planteolie eller produkter baseret på planteolie (3-4 ud af 5)	Mælkeprodukter (2-3 ud af 5) heraf højst 1 federe type
Mørkegrønne grøntsager (1 ud af 5)	Fisk (1 ud af 5)	Variér med kartofler	Nødder (2 ud af 5)	
	Kød (1 ud af 5)	Produkter med mindre eller ingen fuldkorn (højst 1 ud af 5)	Frø (2 ud af 5)	
	Æg eller andet (1 ud af 5)		Smør (højst 1 ud af 5)	

Pulses, fish, meat and eggs

- Pulses 2 out of 5 meals
- Fish 1 out of 5 meals
- Meat 1 out of 5 meals
- Eggs or others 1 out of 5 meals

Foodservice professionals

- Key element in the transformation process!
- We wish that our foodservice professionals have the skills and courage to transform into more plant-based meals.
 - Free education
 - Network gatherings
 - Inspiration events
 - Free test-kits
 - Communication backup kits



Workshop on Lentils and Pulses with local organic producer



Collaboration with Wholesaler

- **Adjusting** the assortment as new products develop – and local products as well. Focus on plantbased
- **Reducing** the adds/marketing of products we wish that our kitchens buy less of.
We do not wish to see daily adds on beef, lamp, highly processed food, candy, juices, e.g.

- A Procurement deal where the Tender held many **selection criteria related to sustainability.**
– we want our supplier to help us reach the sustainability goals.

- Making sure we have the possibility of procuring **local organic** Foods



Fokuspunkter i udbuddet

-  Grøn levering, 100 % fossilfrit, allerede i år 2023
-  Mere økologi
-  Klausul om arbejdsvilkår samt uddannelsesklausul
-  Alle ferske fisk og fiskeprodukter er certificerede eller på anden vis fanget med skånsomme metoder
-  Levering i returemballage, der genbruges af leverandøren
-  Ingen flytransport for slutprodukter
-  Ingen buræg
-  Større fokus på sæsonprodukter indenfor frisk frugt og grønt
-  Fokus på flere ansvarlige og etiske producerede og handlede produkter (Fairtrade mm.)
-  Mere dyrevelfærd
-  Fokus på certificeret palmeolie og soja
-  Udvikling af adfærdsdesign i punch out løsningen
-  Klimavenlige fødevarer på aftalen
-  En samarbejdsaftale
-  Bedre arbejdsmiljø i køkkenerne



Collaboration within the whole Food System

Together we can transform the Food System.

-Therefore, we bring together different stakeholders to get essential understanding for each other AND good future collaboration

Danish Agriculture and Food Council

- Pulses and procurement (Bælg og Business)
Participation in events with the food value chain.
We show farmers and other business, that Municipality of Aarhus wish to help creating a more sustainable food system.

We want to make it clear for doubting local farmers that we are planning to buy more pulses and other products with a low carbon footprint.

Organic Denmark

- Education and inspiration on foodservice professionals.
- Creating connection and awareness from kitchen to farmers





Internal Climate Tax - why?

The overall purpose is to reduce the consumption-based emissions in Aarhus Municipality.

Today: The price of many products do not reflect the costs on their environmental footprint

A CO₂ tax provides a financial incentive to behave in a more sustainable way.

Purchasing price = Price of product + CO₂ tax

Political willingness and courage is important when working with behavioral changes.





How?

An internal valuation of 1.000 DKK (115 GBP) per ton of CO₂e
→ 1 kg of CO₂ emission costs 1 DKK (0,115 GBP)

The purchasing price is increased with the value of the CO₂ emissions.



Purchasing price = Price of product + CO₂ tax



Education in preparing more sustainable meals.



Behavioral change: Shifting towards a relative cheaper product



The revenue of the internal CO₂ tax stays in the budget loop.

Categories with an internal climate tax in Aarhus:

Food categories (beef, lamb, juice/soft drinks)

Fossil Fuels

Travel with airplane

Pc screens, smartphones, tablet

Copy paper



How? – Integrated in the e-commerce solution

AB CATERING

Søg i vores sortiment

08-02-2024

32,51 KG
325,10 kg

ØKO-TÆLLER
100 %

Kurv (1)

SORTIMENT NY

TILBUD FRA DIN AFDELING

VIS ELLER AFSLUT ORDRE

Oplysninger om din ordre

Ordrenummer: 24733647

Valgt leveringsdato: 08-02-2024

Bemærkninger

Udfyld feltet og giv os øvrige oplysninger om levering, varer eller specielle ønsker.



Øko-tæller

100 %

CO2-tæller

Gennemsnit: 32,51 kg
325,10 kg


Leveringsdato for ordre: 08-02-2024


Billede	Beskrivelse	Info	Antal	Enhed	Enhedspris	Liniepris
	317277 Hakket oksekød 9-15% Øko	 CO ₂ e 32,51	1	KRT (10x1 KG)	1.245,8	1.245,8 CO ₂ afgift: 325,10 DKK

Total: 1.245,8 DKK
Total CO₂ afgift: 325,10 DKK

Alle priser er ekskl. moms. Ved anbrud på kartoner eller kasser kan forekomme merpris. Alle vægtvarer vises med vejledende totalpris baseret på vores skøn af varens vægt. Der kan forekomme forskelle i pris, da varens nøjagtige vægt først kendes under varebehandling. Endelig pris fremgår af faktura. Se også handelsbetingelser for webhandel.

Godkend ordre

CO₂-tæller 

 Gennemsnit: 32,51 kg
325,10 kg

Total: 1.245,8 DKK
Total CO₂ afgift: 325,10 DKK



Effect on food categories after 1 year



40% reduction → 1000 tons CO2e annually



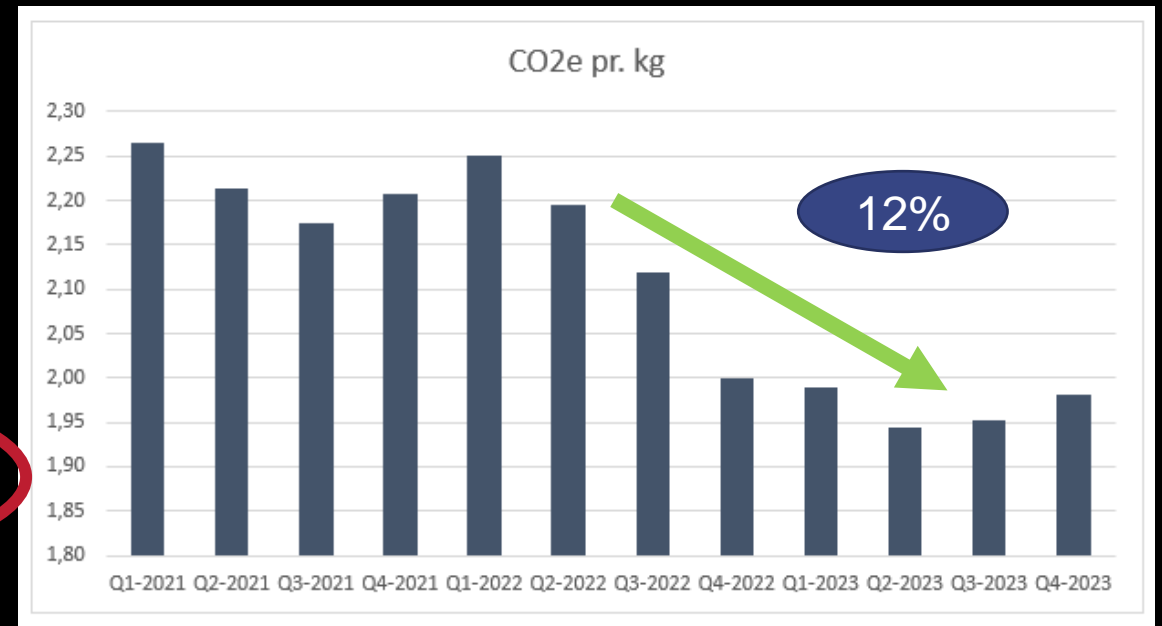
20% reduction → 10 tons CO2e annually



7% reduction → 25 tons CO2e annually



CO2e per kg. is overall reduced by 12%





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Thank you for listening

