

Press Release

Bhutanese Delegation Visits Germany to Explore Green Public Procurement and Ecolabelling Practices

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A delegation of four officials from Bhutan's Standards Bureau (BSB) and the Competition & Consumer Affairs Authority (CCAA) participated in a study visit to Germany from December 15 to 21, 2024, to explore the country's advanced practices in Green Public Procurement (GPP) and ecolabelling. The visit was part of a broader initiative aimed at strengthening sustainable public procurement and promoting eco-friendly products through certification systems.

Germany has long been a leader in integrating sustainability into public policy, particularly through its Green Public Procurement strategies. GPP encourages the public sector to prioritize environmental criteria when purchasing goods and services, fostering a shift towards sustainable products. Similarly, ecolabelling, with programs like the Blue Angel Ecolabel—one of the world's oldest and most respected eco-certifications—guides both consumers and organizations toward more environmentally conscious choices.

The study visit was organized under the Sustainable Consumption and Production (SCP) Project, funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV). This project, executed by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and implemented in Bhutan by the CCAA with close technical support of the BSB, Department of Environment & Climate Change (DECC) and the Department of Properties and Procurement (DPP), aims to enhance eco-labelling systems and promote sustainable procurement in Bhutan.

During their week-long visit, the delegation met with policymakers, environmental experts, and industry leaders, including representatives from BMUV, GIZ, and the Federal Environment Agency (UBA). The delegation received briefings on Germany's GPP framework, ecolabel criteria development, and the verification processes that ensure certified products meet high environmental standards. A key focus was the linkage between ecolabels and procurement policies, which are crucial for driving sustainability in both public and private sectors.

One of the most impactful aspects of the visit was the delegation's opportunity to observe sustainable practices in action. The team toured green-certified offices and a bio-based company, gaining insight into how businesses are integrating eco-friendly products and practices into their operations. These real-world examples offered valuable lessons that could be applied to Bhutan's emerging sustainability programs.