

TECHNICAL INSTRUCTIONS FOR THE APPLICATION OF SUSTAINABILITY CRITERIA IN

COMMUNICATION ELEMENTS



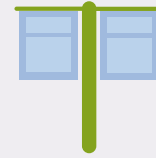
AREAS OF APPLICATION AND SCOPE



GRAPHIC DESIGN AND PRODUCTION



DIGITAL DESIGN AND PRODUCTION



ADVERTISING ON THE PUBLIC HIGHWAY



PROMOTIONAL ITEMS AND MERCHANDISING



DISTRIBUTING AND INSTALLING COMMUNICATION ELEMENTS

SUSTAINABILITY ASPECTS

Include eco-publishing criteria and more sustainable materials and practices



Save on material resources (digital publications, adapt print runs.)



Purchase products with environmentally friendly qualities (recycled and biodegradable materials, etc.)



Order socially responsible products and services



Establish good environmental practices



TECHNICAL INSTRUCTIONS FOR THE APPLICATION OF SUSTAINABILITY CRITERIA IN COMMUNICATION ELEMENTS

Barcelona City Council, in accordance with the strategies outlined in the 2012-2022 Citizen Commitment to Sustainability and the 2002 Institutional Declaration on Fairtrade, is working towards minimising the environmental impact of municipal services.

These technical instructions are an answer to the 2013 Government Measure on Responsible Public Procurement using Social and Environmental Criteria and the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria of 20 November 2013, which provides for the publication of technical instructions that define specific environmental criteria to be applied in the purchasing and contracting of groups of products and services that have been defined as priorities, which include communication elements.

These instructions on communication elements respond to the need to meet in a consistent way and in the external municipal communication activities, the environmental policy commitments set out in the other environmental technical instructions, without detriment to the communications policy. Specifically, this refers to communication elements relating to the municipal image, be they handled by the City Council itself, by municipal institutions and companies, by municipal service companies or by external contracts.





1 SUBJECT MATTER

These technical instructions aim to define, in accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the criteria for environmental clauses in the procurement of communication elements.

To achieve this objective, the current instructions:

- a. Categorise the different elements of communication.
- b. Define the priorities that should underlie their procurement.
- c. Establish the main sustainability aspects and environmental criteria to be applied in the different types of contracts for communication elements identified, in coherence with the other instructions deployed by the decree.
- d. Establish the monitoring system.

2 AREA OF APPLICATION

2.1 Subject area

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria these instructions must be complied with in any public sector contract signed by Barcelona City Council and its dependent organisations with the power to adjudicate (contracting authorities), whose contractual subject matter is outlined in Section 3, “Scope”.

With regard to internal demand, these instructions also apply to all internal ordering procedures that the various units place with the Image and Editorial Services Department of Barcelona City Council, and to the function of that department as a centralised contracting body.

2.2 Inclusion in procurement documents

All contracting bodies must comply with these instructions, and must ensure that, in all cases and according to the type of contract, the corresponding environmental criteria are applied, adapting them where necessary to the characteristics of the contract.

In the case of contracts for comprehensive services including communication elements, contracting bodies must apply and adapt the criteria in accordance with the characteristics of the contract, so that their inclusion and compliance therewith do not have a negative impact on the provision of the contracted service.

2.3 Exceptions and justification report

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the competent contracting bodies or those responsible for contracting may consider that the contract's characteristics are not suitable for including some or all of the environmental clauses set out in these instructions. In these cases, the competent contracting body will duly justify this in the procurement record, in accordance with the points set out in Section 4.2.

Moreover, in the case of internal requests to the Image and Editorial Services Department, the head of the municipal service making the request may consider the priorities and nature of the communication elements established in these instructions inappropriate for the tasks, or part of the tasks being carried out by the service. In such cases, the head of the service making the request will be responsible for justifying this in the procurement record, as specified in Section 4.2.





3 SCOPE

These instructions establish specific criteria for the following types of contracts or services related to communication elements:

- Graphic product design services.
- Graphic production services, including the acquisition of graphic art material (offset paper, stucco paper, card) for use by the communication service (Image and Editorial Services Department).
- Design and digital production services.
- Production of outdoor communication elements or institutional advertising (banners, advertising panels, hanging wraps, roll ups and similar) on buses, metros and other similar advertising elements.
- Acquisition of promotional objects and merchandising, such as office stationery, games, small electronic devices and similar, foods, bags, t-shirts or other fabric products.
- Services for the distribution, installation and replacement of the various types of communication elements.

These instructions also apply to centralised contracts for these elements, as well as small orders and contracts and the procurement of services that include communication elements.

These instructions do not apply to other communication products and materials, for which no specific criteria are outlined. Nevertheless, the priorities and lines of action indicated in these instructions should inform their procurement.

4 PRIORITIES FOR COMMUNICATION ELEMENTS

4.1 Priorities

In accordance with the various environmental protection commitments that Barcelona City Council subscribes to, and considering the different associated environmental impact and risks, when communications items or products are purchased, and when services involving communication elements are contracted, the following principles will be a priority:

- To reduce the material resources used, either through using new digital communication technologies, or by keeping the production of material resources to the minimum required.
- To guarantee the acquisition and demand of products and items with the highest amount of recycled materials possible, or, if not possible, sustainable materials or materials with guaranteed sustainable production or origins. This applies in particular to paper products, which must follow the directives and criteria outlines in the “Paper” instructions.
- To guarantee the acquisition and demand of products and items with positive environmental qualities, in particular products resulting from the use of ecodesign, which also ensure aspects such as the elimination of toxic products or substances, durability and recyclability, among other things.
- To guarantee the acquisition and demand of socially responsible products and services.

Given the wide range of items that might fall under the scope of these instructions, in accordance with Section 3, “Scope”, the principles outlined here should be applied on a case-by-case basis as appropriate.

As communication elements are the focus of these instructions, the aforementioned principles will take priority over the aspects that are mentioned below, which, although they do not refer to communication services specifically, are equally important as they reinforce other environmental policies on energy efficiency and waste prevention and are





necessary to ensure coherence with the other sustainable procurement instructions:

- To introduce and consolidate good waste prevention and management practices, in particular with regard to both primary and secondary packaging.
- To promote and consolidate, where possible, good environmental practices when carrying out contracts, both at the production and distribution phases.
- To promote reuse of communication elements that may have become obsolete, but which are made from durable materials (such as canvasses, banners and suchlike) by reusing them as raw materials for the production of new items. This can be achieved through specific contracts, or by including such requirements in the contracts.

These secondary aspects, although not central, in many cases are often easier to take on board for the bidders as they are not the economic focus of the contract, but must not be taken separately from the first aspects mentioned.

4.2 Justification report

The scope of these instructions is very wide, and apply to a wide variety of contracts, both in type and value. Should the competent contracting body consider the priorities mentioned in the previous section, certain specifications or environmental criteria to be inapplicable, or where the contract itself is considered inappropriate for the application of these instructions, they must indicate and detail their reasons for this in a justification report, stating as a minimum:

- The special requirements and characteristics of the elements being acquired or the service being contracted.
- A reasoned justification explaining the infeasibility of balancing these special requirements with the environmental criteria established in these instructions.

This report will be made available to those responsible for monitoring these instructions, when required.

5. ENVIRONMENTAL CRITERIA FOR THE PURCHASE OR PROCUREMENT OF COMMUNICATION ELEMENTS

The following table shows the different environmental criteria for each type of contract or service mentioned above.

The following articles indicate when it is necessary to include these criteria as technical specifications or when they can be included as award criteria. In the latter case, the contracting body will have to determine the score given for compliance with each of the award criteria and the corresponding evaluation formula.

Where a tender includes various services or elements from different categories, the relevant criteria for each category should be included for each item.

Graphic product design	Maximising paper use
	Wise use of colours
Graphic production	Limiting print runs
	Environmental quality of paper
	Pre-printing
	Other ecoediting criteria
	Good environmental management practices
	Sustainable messages





Digital design and production

Online accessibility and reading protocols

Simplified printable versions

Sustainable messages

Access by sections or chapters

Elements for streets, buses or metros

Paper quality

Other formats: canvasses, "vinyls", banners

Promotional items and merchandising

Ecodesign, ecolabels, fairtrade and similar

Environmental objectives

Distribution, installation and replacement services

Quality mailings

Wrapping and packaging

Use of vehicles

Prevention and proper management of waste

5.1 Criteria for graphic product design

The criteria are based on the ecodesign principles applied to graphic products, more specifically those that have an impact on the consumption of raw materials during the next phase of graphic production. At the same time, design is conditioned by content and size. The responsible body must predefine the size of the graphic product so that the content can be adjusted to the optimal number of pages during the design and layout tasks to make sure paper is used as efficiently as possible.

The body responsible for the contract or request will establish the following requirements:

I- Maximum utilisation of paper

- Standard paper formats should be selected in order to minimise paper wastage (see Appendix I).
- Design tasks should adjust the content to the optimal number of pages according to the standardised format chosen (check with the printers for each case).
- Paper weight should be as low as possible according to the technical aspects (see sufficient weight in Appendix I).

II- Wise colour use

- Page coverage will be limited to reduce ink consumption.
- Smart designs will be used to limit the number of inks necessary in production to 2 or 4 maximum, including corporate colours, and will use standardised colour series.
- Metallic colours will be avoided, as these inks contain heavy metals.





5.2 Criteria for graphic production

The criteria are based on the principles of ecoediting, which is the application of eco-design during the graphic production process. The criteria presented here are the most relevant for this process, so they can be included into the procurement process.

I- Limiting print runs/number of copies

The responsible body, before a procurement or request, will make an accurate estimate of the needs before drawing up the contract or making the request, including the revision and optimisation of the contact database (see Appendix II: requirements for quality mailings) in order to limit the print run to the number of copies necessary in each case.

II- Environmental quality of paper

The body responsible for the procurement or request will establish the type of paper to be used depending on the specification in the reference table (Appendix I). The quality and technical characteristics of the type of paper selected (recycled or from sustainably managed sources) will comply with the environmental criteria established in the Technical Instructions for the Application of Sustainability Criteria to Paper, with regard to:

- Source of the fibres

III- Pre-printing

The contracting body must always require the pre-printing process to be digital, if possible using Computer to Plate (CtP).

IV- Other ecoediting criteria

Whenever possible the contracting body will apply other ecodesign criteria, such as:

- The use of vegetable oil inks (in offset printing), or water-based inks (in flexographic printing, gravure printing or screen printing) and toners that meet the requirements forbidding heavy metals and limiting the content and emission of toxic substances, as

outlined in type 1 ecolabels¹, such as the European Union ecolabel, the Nordic Swan, the Blue Angel or equivalent (for digital printing).

- Application of ink: use reduced screening (<100%) or stochastic screening in four-colour printing to reduce ink consumption.
- Finishes: avoid plastification and opt for 100% recycled card and water-based acrylic varnish.

V- Good environmental management practices

The contracting body will require as contract performance clause the application of good environmental practices during the printing process, and will include at least the following criteria:

- The separate collection of waste paper
- The proper management of special waste

If the contracting body has its own environmental management system establishing requirements in the suppliers chain or any other objective condition that so allows², it may also consider the possibility of requiring, as selection criteria, that the printer have an environmental management system (EMAS, ISO 14001 or equivalent) or an action plan including environmental measures in the production process to guarantee the environmental quality, or be able to contract through a restricted procedure using this selection criteria.

¹Type 1 ecolabels are those that include an independent third party during the certification process, in accordance with the ISO 14024 regulation.

²See the Guide on Technical Competence and Environmental Management by the Government of Catalonia.



VI- Sustainable messages

The contracting body will consider the option of including information about the environmental characteristics of the publication on the documents being printed. If thought appropriate, it may require the successful tenderer to make available or collect the relevant information as contract performance clause. The information to be incorporated may include, for example, one or a combination of the following options:

- Environmental quality of the paper (ecolabel) or ink.
- Carbon or ecological footprint of the publication.
- Reference of the environmental management system of the printing or editing company.
- More detailed information on other good printing practices³.

Additionally, environmental messages can be included to influence the target audience behaviour.

5.3 Digital design and production criteria

When contracting digital products that can be printed by users, such as dynamic e-publications (websites) or non-dynamic e-publications (newsletters or similar), the contracting body will include in the procurement documents criteria for the environmental optimisation of the design, such as:

- Applying designs that respect online accessibility protocols (WAI, W3C, etc.) and promote online reading.
- Styling templates for paper printing that are adapted to generate a simplified version that optimises text and image to the page format (simplify headers, eliminate menus, etc.) and that minimises the ink consumed (eliminating background colours, reducing sizes, removing images, etc.).
- Include messages promoting online reading and discouraging printing in digital communication products and dissemination activities (upload and download of documents).

- Offer pdf versions of parts and chapters of publications as part of web content maintenance contracts.

5.4 Criteria for the production of outdoor communication elements or institutional advertising

I- Paper format

For paper format items for advertising panels, posters, etc., the body responsible for the procurement or request will establish the requirements for the quality and technical characteristics of the type of paper (recycled or from sustainably managed sources) and will meet the environmental criteria as laid out in the Technical Instructions for the Application of Sustainability Criteria for Paper, with regard to:

- Source of the fibres

II- Other materials

As for other resistant, durable plastic materials, such as banners, roll ups, etc., the contracting body may establish environmental criteria with regard to:

- The percentage of recycled plastic, and evaluating offers with a higher percentage.
- The possibility of including criteria on the reuse of materials, as described in these instructions under the section “Criteria for Contracting Distribution and Replacement Services”, with regard to waste prevention.

Furthermore, the contracting body may consider the possibility of using canvasses and materials that are biodegradable as an alternative to more common plastics, in which case it must ensure that:

³The ecolabel bDAP from the EU Greening Books project offers information on all these areas (<http://greeningbooks.eu>)



- The material is biodegradable within 180 days, as described in standard UNE-EN 13432:2001. Wrapping and packaging. Requirements of recoverable wrapping and packaging through composting and biodegradation.
- Once removed, the material is moved, or effectively delivered to a waste manager that can guarantee it will be treated as organic biodegradable waste (see also “Criteria for Contracting Distribution and Replacement Services”).

5.5 Criteria for the acquisition of promotional objects and merchandising

I- Ecodesign, ecolabels, fairtrade certifications and similar

When selecting items, the contracting body will include as compulsory requirement that the successful tenderer analyses the various product alternatives and chooses the one that meets the most sustainability criteria:

- Ability to accredit the application of ecodesign criteria that minimise impact throughout the product’s lifecycle, as established by type 1 ecolabels (Catalan ecolabel, Blue Angel, Nordic Swan or similar).
- Fairtrade, in accordance with the European Commission Communication from 29 November, 1999, on fairtrade COM (99) 619 final.
- Made from recycled materials (for example, recycled paper, plastic or metal), renewable and compostable materials, less-polluting materials (water-based paints), etc.
- Made by companies dedicated to social and occupational integration.

The sustainable characteristics of the products and materials shall be clearly visible and explained to the recipients.

In the case of items made from wood, fabric or food, the contracting body will apply the following specific criteria:

Wood

In the case of items made from wood (items for writing such as pencils, pens or similar or other items), in order to comply with Barcelona City Council’s Wood Policy, the contracting body will establish requirements that comply with the responsible procurement criteria outlined in the Technical Instructions for the Application of Sustainability Criteria for Timber, with regard to:

- Timber from sustainable sources

The contracting body may also consider the option of determining the type of wood in order to promote species diversification.

Fabric products

In the case of items made from fabric (t-shirts, bags, scarves or similar), and to ensure compliance with Barcelona City Council’s institutional declaration on fairtrade, the contracting body will establish the responsible procurement requirements outlined in point 5.3, Specific Criteria for Other Fabric Products, from the Technical Instructions for the Application of Sustainability criteria for Textile Products.

The contracting body may also consider the possibility of including other environmental criteria outlined in said instructions with regard to:

- Limiting the presence of chemical substances in the end product
- Recycled content in the case of items made from synthetic fibres
- Ecologically/organically sourced cotton and natural fibres

Food

For food products, the contracting body may establish the responsible procurement requirements as outlined in the Technical Instructions for the Application of Sustainability Criteria in Food Services, regarding the source and quality of the products with regard to:



- Organic sources
- Fairtrade guarantees

II- Environmental objective

The contracting body may require merchandising to foster sustainable behaviour, such as reuse, energy efficiency and renewable energies (reusable bags, reusable nappies, solar chargers, LED bulbs and similar items).

5.6 Criteria for contracting services for the distribution, installation and replacement of different types of communication elements

I- Quality mailings

In distribution contracts, the contracting body may require the successful tenderer to communicate relevant information to ensure the quality of the distribution list, in terms of how precise data on the recipient is, be that the address or the physical person being delivered to, or other relevant data (see Appendix II).

II- Wrapping and packaging

The contracting body may establish criteria to minimise secondary packaging (for transport), as well as the environmental quality of packaging, prioritising materials that are more recyclable (paper and cardboard) and making sure materials come from recycled sources.

In publications that are to be distributed to homes directly (delivery) or by mail, the contracting body may decide on the type of primary packaging (envelope, bag, etc.) and prioritise the use of alternatives to avoid their use, such as adhesive stickers showing the recipient's address.

III- Use of vehicles

In regular, repeated distribution or replacement contracts, the contracting body may set environmental requirements as outlined in the Technical Instructions for the Application of Sustainability Criteria to Vehicles, Article 6, "Contracting services using vehicles", with regard to:

- Efficient driving
- Environmental quality of the fleet

IV- Prevention and proper management of waste

In contracts for the installation of communication elements, the contracting body will establish criteria related to the prevention and proper management of waste that may include, among other aspects:

- Collecting any material leftover from the graphical production once the communication campaign is over and delivering it to authorised waste managers or recycling centres.
- Positively evaluating bidders that include the reuse of materials in their tenders, for example, production of merchandising from canvases and banners or similar materials that have not yet reached the end of their useful life.
- Alternatively, making it compulsory for the successful tenderer to hand over certain materials to initiatives that reuse or recover used products.
- Evaluating the bidder's ability to store certain materials temporarily until a reuse chain can be established, which the successful bidder may take part in.
- Other similar measures.





6 CONTRACTING OTHER TYPES OF SERVICES THAT INCLUDE COMMUNICATION ELEMENTS

6.1 Environmental criteria for other types of far-reaching services

In the case of other types of overarching service contracts involving the design, production, distribution or installation of communication elements by the successful tenderer, such as the comprehensive management of municipal facilities, public transport services, etc. that include the regular production of leaflets, informational handouts, posters, banners, merchandising, etc., the contracting body, without detriment to the quality of the service offered in the contract, must consider including the relevant environmental criteria, as described in Section 5.

6.2 Environmental criteria for other types of services that are narrower in scope

In the case of other services that are narrower in scope involving occasional design, production, distribution or installation of communication elements by the successful tenderer, the contracting body must consider at least the following criteria as outlined in Section 5:

- Criteria covering the environmental quality of paper for graphic production
- Criteria covering ecodesign, ecolabels, fairtrade certificates and similar for the acquisition of promotional objects and merchandising

7 MONITORING SYSTEMS

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the person responsible for the contract will ensure that the successful tenderer complies with and executes the environmental clauses set out in the contract. While those managing the + Sustainable City Council Programme do not have an automated system to monitor the environmental aspects of contracts, the person responsible for the contract will supply the following information via the email address ajuntament-sostenible@bcn.cat:

- Procurement documents
- A copy of the adjudication report with detailed information on the evaluation of the environmental criteria of the bids

Those managing the + Sustainable City Council Programme may request additional information from the contracting body, including the justification reports described in Section 4.2.

Those managing the + Sustainable City Council Programme may request additional information from the contracting body. They will also be able to request a justification report from the different units detailing the reasons for the non-inclusion of all or some of the environmental clauses outlined in these instructions.

8 TRANSITIONAL REGULATIONS / COMING INTO FORCE

These instructions will enter into force 6 months after being published.

These instructions are not applicable to call for tenders that are already open or concluded, nor to approved procurement documents or to call for tenders pending resolution that are dated prior to these instructions coming into force.





APPENDIX I REFERENCE TABLE

Reference table: environmental characteristics of the most common types of publications

	Standard formats	Type of paper	Sufficient weight	Whiteness	Number of inks	Post-printing
Two-fold and three-fold leaflets	30 x 21 / 20 x 21 (open)	100% recycled	90 - 125 g	80%	4 max. (including corporate colours)	Folded Then enveloped
Informational newsletters	A4; A5	100% recycled	80 - 100 g	80%	1 - 2 inks	Stapled (cadmium-free) Enveloped (100% recycled envelopes)
Brochures and magazines	A4 / 15 x 21.5 / 15.5 x 21.5 / 17 x 24 (closed)	A: 100% recycled B: 50% recycled min.; sustainable forests	Interior: 80 - 110 g Exterior 150 - 180 g 16 pages with a single weight (90 - 125 g) or paper volume 45 - 60 g	80% or higher	4 max. (including corporate colours) or 2 inks (black + corporate colour)	Exterior not plastic coated; if necessary, water-based varnish Stapled with 2 staples (cadmium-free)
Guides, catalogues, books	A4 / 15 x 21,5 / 15,5 x 21,5 / 20 x 21 / 21 x 21 / 17 x 24 (closed)	A: 100% recycled B: 50% recycled min.; sustainable forests offset quality or higher	Interior: 80 - 100 g Exterior 170 - 300 g (normally 250 g), sleeve-free	80% or higher	4 max. (including corporate colours) or 2 inks (black + corporate colour)	Exterior not plastic-coated; if necessary, water-based varnish Bound with vegetable thread If glue must be use, employ water-based glues





	Standard formats	Type of paper	Sufficient weight	Whiteness	Number of inks	Post-printing
Personalised binders	27 x 32, differently sized spines	100% recycled card Free from PVC, ABS, PS plastics Free from heavy metal-based colorants Working parts made from metal Paper inside 100% recycled	Interior: 75 - 110 g Separators 200 - 250 g	80% or higher	4 max. (including corporate colours) or 2 inks (black + corporate colour)	Lined with TCF paper Water-based glue
CD cases	Different models	100% recycled	200 - 300 g	80%	2 inks (black and corporate colours)	
Posters	DIN A3, 2, 1 25 x 50 / 50 x 70 70 x 100	A: 100% recycled B: 50% recycled min.; sustainable forests offset quality or higher	100 - 150 g (normally 125 g)	80% or higher	4 max. (including corporate colours)	





APPENDIX II REQUIREMENTS FOR QUALITY MAILINGS

Quality mailing lists

A “quality mailing list” is an up-to-date list with no repeat recipient organisations or people.

A quality mailing list requires the following updates and checks:

- Confirmation that the last update was less than a year ago.
- Confirmation that the names of organisations and people are not repeated. If an organisation appears more than once, it must be confirmed whether or not more than one copy needs to be sent.
- Confirmation that the addresses (postal and email) are correct.
- Confirmation that the job titles are up-to-date.

If the mailing list is created from scratch, the following should be defined:

1. the number of people who might be interested in receiving the publication
2. the number of people who should receive the publication (target audience)
3. the number of people who can receive the publication within a time limit (for example, before the conference or opening is held)

If the mailing list is already in existence, the information must be checked regularly (once a year), following the preceding instructions.

The benefits of updating the mailing list include a reduction in the number of printed copies according to the amount actually required. At the same time, this reduces the cost of postage and number of copies returned by mail.

