

분과세션 4

BREAKOUT SESSION 4



공공기관의 사회적 책임과 조달정책 Social Responsibility of Public Organizations and Procurement Policy

Moderator

서형수 | SEO Hyungsu

플뿌리사회적기업가 학교장

Principal, Grass-root Social Entrepreneur School

Speakers

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Professor, Ritsumeikan University

궈페이위안 | GUO Peiyuan

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BIOGRAPHY

학력

- 1976. 02 동래고등학교 졸업
- 1983. 02 서울대학교 법과대학 졸업

경력

- 1987. 11 ~ 1991. 04 한겨레신문사 부국장
- 1995. 10 ~ 1999. 12 한겨레신문사 기획실장, 판매국장, 사업국장, 뉴미디어국장
- 2007. 03 ~ 2008. 03 한겨레신문사 대표이사 사장
- 2009. 05 ~ 2010. 03 경남도민일보 대표이사 사장

Education

- 1976.02 Graduated from Dongnae High School
- 1983.02 Graduated from College of Law, Seoul National University

Work Experience

- 1987. 11 ~ 1991. 04 Deputy Director of the Hankyoreh (news paper)
- 1995. 10 ~ 1999. 12 Planning Director, Sales Director, Operations Director, and New Media Director of the Hankyoreh
- 2007. 03 ~ 2008. 03 CEO/President of the Hankyoreh
- 2009. 05 ~ 2010. 03 CEO/President of the Gyeongnam Domin Ilbo (news paper)



Speaker

아키바 다케시

일본 리츠메이칸대 교수

AKIBA Takeshi

Professor, Ritsumeikan University

BIOGRAPHY

아키바 다케시는 2001년 리츠메이칸대학교(Ritsumeikan University) 사회과학과 부교수로 임용되었다. 현재 다수의 협동조합연구센터 연구원, 비정부 기구(NGO)의 컨설턴트, 나라 시 자원봉사 정보센터 검토 위원회 위원장을 역임하고 있다. 또한 공공자원재단(Public Resources Foundation)과 교토 그린펀드(Kyoto Green Fund)의 이사로 재임하고 있다.

주요 연구분야는 비영리단체(NPO)와 비정부 기구(NGO)의 경영 및 마케팅, 협동조합 및 사회적 기업이며 일본 협동소사이어티(Japanese Co-operative Societies) 편집위원회 위원, 협동조합연구저널(Journal of the Cooperative Studies) 편집장으로 활동하고 있다.

그의 저서로는 <위기시 시민활동: 일본과 한국의 사회적 기업의 실무(2012, 일본어)>, <협동조합 배우기(2012, 일본어)>, <21세기 소비자 협동조합 이론(2006, 공저- 한국어와 일본어로 출판)> 등이 있다. 여러 학술지에도 연구논문을 게재하고 있다.

Takeshi AKIBA is an Associate Professor of the Department of Social Sciences at Ritsumeikan University, where he has been since 2001. He also currently serves as a researcher of some co-operative research centers, as a NGO consultant, and as a Chairman of Nara City Volunteer Information Center Review Committee. He is a trustee of the Public Resources Foundation and a director of the Kyoto Green Fund.

His research interests center on Management and Marketing of NPO/NGO, Cooperatives and Social Enterprises. He is an Editorial Board member of the Japanese Co-operative Societies and an Editor of Journal of the Cooperative Studies.

He is the co-author of <the Consumer Co-operatives Theory in the 21st Century-Type (2006; Japanese and Korean)>, <Civil Activities in a Crisis: the front line of the Social Enterprise in Japan and Korea (2012; Japanese)>, and <Learning Co-operatives(2012: Japanese)>. His papers has been published in many academic journals and magazines.



ABSTRACT

일본의 공공조달

일본 정부의 공공조달은 외부 환경 변화에 예민하다. 일본의 정치환경은 적잖이 한국과 다르다. 일본은 정부가 아닌 협동조합과 대기업이 “사회 조달 (Social Procurement)’을 주도한다. 1980년대부터 일부 소비협동조합이 친환경 제품을 구매하고 강력한 사회책임조달을 촉진하고 생산자를 개발했다. 2000년대 초반부터는 글로벌 기업이 친환경과 CSR을 적용한 공급망을 도입하고 있다.

실무적으론 일부 행정조직(특히 2007년 우정국 민영화 이전 지역 우정사업청)이 지방 중소기업의 이익을 보호하기 위해 “실질적인” 공공조달을 시행하였다. 하지만 이러한 조달은 “비용이 많이 들고 불확실하다”는 비판을 받았고 결국 폐지되었다. 후에 빈곤퇴치 및 불평등 해소가 대중의 관심을 불러 일으키면서 일부 지방정부가 공공 조달을 주도하기 시작했다. 이들 지방정부는 지역 공동체에 기여하는 기업을 인증해 주는 일종의 인증 시스템을 도입했다.

2000년대 중반 이후 더욱 적극적인 움직임이 나타나기 시작했다. 2007년 “녹색제품 및 서비스구매촉진법”과 2013년 “장애인제품 우선 구매법” 등 재화와 용역 조달 촉진을 위한 관련법이 제정되었다. 이번 발표에서는 성공적인 공공 조달을 위한 다양한 요소 가운데, 지방정부와 NGO와의 협력을 통한 공공 조달 경험과 사례에 대해 보다 자세히 살펴보고자 한다.

ABSTRACT

Public Procurement in Japan

In Japan, the government public procurement is affected by the changes in the external environment. Japanese political situation is often different from the Korean situation. The cooperatives and big business, not national government took the lead in "Social Procurement" uniquely in Japan. In the cooperative world, some big consumer cooperatives powerfully promote social procurement by purchasing eco-friendly goods and develop producers since 1980's. In the business world, global major companies promote environmental procurement in supply chain and CSR procurement since the start of 2000's.

In the official world, some administrative offices (especially, the local post office before Postal Privatization in 2007) supply "virtual" public procurement for protect the interests of local small businesses. However, the procurement was criticized as "costly and uncertain", and was abolished. Later, reducing poverty and inequality caused public interest, and some local governments take initiative in public procurement. They introduced a system to certify local companies making contributions to regional economies.

Since the last half of 2000's, further active movements appeared. The laws for the promotion of procurement of goods and services are enforced, specifically, "Green (Eco-Friendly) Purchasing Act" in 2007 and "Prioritizing Persons with Disabilities Purchasing Act" in 2013. Many factors are contributory to the procurement's success, and a key factor is a platform for actors to share experiences and best practices on the procurement, working with local governments and NGOs.



Public Procurement in Japan

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1. Background and Objectives

- In Japan, the government public procurement is a process of the trial and error.
- To develop some prescriptive implications by assessing this process.

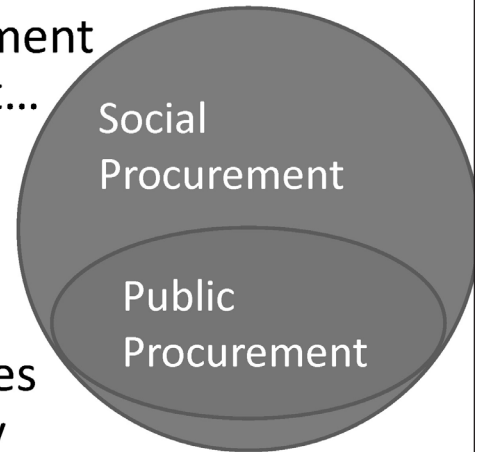
2. Unique development in Japan.

- The pioneer in Social Procurement is not the national government...

- In the cooperative world

- 1980's~

Some big consumer cooperatives promote Social Procurement by purchasing eco-friendly goods and training manufactures and producers



soap made from waste edible oil

In the business world

- the start of 2000's~

Global major companies promote Environmental(Green) Procurement in Supply Chain and CSR Procurement

CSR Procurement
(including environment,
fair trading, human rights
and labor, occupational
health, safety, etc..)



3. In the official world

- (Currently) categorized into three types
- ① Procurement for making contributions to regional economies.
 - ② Green Public Procurement
 - ③ Procurement for supporting persons with disabilities

① Procurement for making contributions to regional economies.

- mid-2000's.

The “virtual” public procurement spread throughout the countryside. However, it was criticized as “costly and certain”, and was abolished.

- the start of 2010's~

Some local governments revive the public procurement, and introduce a system to certify local companies making contributions to regional economies.



Before Postal Privatization in 2007

② Green Public Procurement

- 2007 ~ The Green Purchasing Law(The Law Concerning the Promotion of Eco-Friendly Goods and Services by the State and Other Entities) (Ministry of Environment)

- Objectives of the Green Purchasing Law
- Promoting Greener Purchasing by Public Organizations
- Providing Information on Eco-Friendly Goods and Services

⇒ Establishment of an Environmentally Friendly and Sustainable Society

Mechanism of the Green Purchasing Law

- Basic Policy on Green Purchasing is revised every year by Investigative commission by academic expert, Public comment and Cabinet decision
- Environmental requirements on designated procurement goods, etc. (250 items e.g. recycled paper, stationaries)
 - ⇒ Public Organizations(Ministries, Agencies and Local Governments) make a procurement policy every year, and procure goods on the policy.
 - ⇒ Provision of appropriate information to manufactures and importers.



Evaluation of the Green Purchasing Law

- Successful to some degree

Cooperation with governments, businesses and NGOs has started like Green Purchasing Network(GPN) since 1990's.

GPN promote whole market to spread green products



3,000 members(2,400 companies, 300 local governments and 300 NGOs)

③ Procurement for supporting persons with disabilities

2013～ The Law on the Promotion of Procurement of Goods and Services Prioritizing Persons with Disabilities

(Ministry of Health, Labor and Welfare)

- Objectives of the Law

Promoting Purchasing Goods and Services Prioritizing Persons with Disabilities by Public Organizations

⇒ Supporting the independence of the handicapped



Evaluation of the Law

- Premature to evaluate

Currently, public opinion and public organizations are not highly concerned.

The cooperation with working institutions, governments and businesses is limited.

4. Conclusion

- The cooperation with governments, businesses and NGOs is important. The government alone have difficulty in promoting the public procurement. The procurement is subject to public opinion. However, public opinion is unstable. NGOs mold the opinion, and their consistently supporting the procurement is the key to success.



Speaker

궈페이위안

중국 신타오 대표

GUO Peiyuan

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BIOGRAPHY

궈페이위안은 칭화대에서 환경공학을 전공하고, 경영학에서 박사학위를 받았다. 지속 가능한 발전, 기업의 사회적 책임(CSR), 사회책임투자(SRI), 기업문화 등이 주 연구분야이며 연구, 교육, 컨설팅 분야에 다양한 경험이 있다.

2005년 사회책임경영 분야의 컨설팅 서비스를 제공하고 더 나은 가치를 창조하는 것을 목표로 하는 신타오(SynTao)를 북경에 공동 설립했다. 신타오는 현재 중국 내 사회책임경영 컨설팅 선도 기업이며, 상하이, 광저우, 워싱턴 D.C에 사무실을 두고 있다. 중국 안팎의 기업들을 대상으로 사회책임경영 컨설팅 및 연구, 교육 등을 수행하고 있다.

그는 지속가능경영보고서 글로벌 가이드라인인 GRI(Global Reporting Initiative)의 이해관계자 위원회 위원, 중국 증권시보CSR 전문위원회 위원, 아시아 지속가능성 및 책임투자 협회(ASrIA) 고문, 중국 수자원위험 프로젝트(China Water Risk project) 고문, 중국 기업시민 위원회(China Corporate Citizenship Committee) 전문위원, 중국 뉴스위크 선정 '책임 기업'(List of Most Responsible Enterprises) 심사위원 등으로 활약하고 있다. 또한 GRI 및 유엔환경계획-금융이니셔티브(UNEP-FI)의 공식 교육 담당자이기도 하다.

Mr. Guo Peiyuan graduated from Tsinghua University, holding a doctoral degree in Management and a bachelor degree in Environmental Engineering. Mr. Guo continuously focuses on research and practices about sustainable development, Corporate Social Responsibility (CSR), Socially Responsible Investment (SRI) and corporate culture, with abundant experience on research, training and consulting services.

In 2005, Mr. Guo co-founded SynTao in Beijing, aiming to create value by providing consulting services in the field of CSR. SynTao has become a leading CSR consulting company in China, with other offices in Shanghai, Guangzhou and Washington D.C. SynTao's clients cover over one hundred companies, governments, and social organizations home and abroad, including China Mobile, China Pacific Insurance, SinoFert, Sinotrans&CSC, Bank of China, China Merchants Bank, Tingyi, Nike, BP, Amway, Volkswagen, IBM, MetLife, International Finance Corporation (IFC), WWF, The International Business Leaders Forum (IBLF) and UN Global Compact, etc.

Mr. Guo is a member of the stakeholder council of Global Reporting Initiative (GRI) and Securities Times CSR Expert Committee, an advisor of Association for Sustainable & Responsible Investment in Asia (ASrIA) and China Water Risk project, an expert of China Corporate Citizenship Committee, and a judge of "China Newsweek's List of Most Responsible Enterprises", "China WTO Tribune Golden Bee CSR Award". Mr. Guo is also a certified trainer of GRI and UNEP Finance Initiative (UNEP FI)



ABSTRACT

중국의 녹색공공조달

2003년 중국의 "정부조달법"이 제정되었다. 정부조달법은 '공공조달은 환경보호에 도움이 되어야 함'을 명시하고 있다. 2006년 10월 24일 재정부와 환경부는 공동으로 "정부조달에 있어 환경안전기준을 지킨 제품에 대한 지침"을 발표했다. 이에 따르면 각급 정부부처, 정부기관을 비롯한 모든 공공조달 대상 기관은 환경안전기준에 부합하는 제품을 우선 고려해야 하고, 환경과 인간의 건강을 위협하는 제품을 구매할 수 없다. 이 지침은 환경안전기준에 부합하는 14개 범주, 1,000개 제품을 명시하고 있다.

2007년 시행된 녹색공공조달 정책은 환경안전기준을 지킨 제품에서 에너지절약 제품으로 확대했다. 국무원은 "정부 의무 에너지 절약제품 조달시스템 구축에 대한 지침"을 발표하여 정부가 의무적으로 수행해야 하는 에너지 절약 제품 조달에 관한 일반 요건을 명시했다. 같은 해 재정부 및 중화인민공화국 국가발전개혁위원회(National Development and Reform Commission)는 신규 에너지 절약 제품 공공조달 목록 및 1차 공공의무조달 에너지 절약 제품 목록을 발표했다.

녹색공공조달 정책은 큰 효과를 발휘하고 있다. 2007년 시작해 5개년 계획이 끝나갈 무렵 중국은 친환경 제품 의무 조달 시스템을 구축했으며, 그 목록에는 28개 범주, 31,000종의 에너지 절약 제품과 24개 범주, 15,000종의 환경안전기준에 부합하는 제품이 명시되어 있다.

ABSTRACT

Green Procurement in China

"Government Procurement Law" was enacted in 2003 in China. It clearly requires that public procurement has to be conducive to environment protection. On October 24, 2006, Ministry of Finance and Ministry of Environmental Protection jointly published "Views on Environmental Labeling Products in Government Procurement Implementation", which requires all levels of national organizations, government institutions, and groups that use financial budget to purchase have to primarily consider environmental labeling products, and must not purchase products that endangered environment and human health. The views are in the form of list, and it shows the range of the environmental labeling products in public procurement, which includes 14 categories and almost one thousand products.

In 2007, green public procurement expanded from environmental labeling product to energy conservation product. Office of the State Council released "Notice on Building Government Mandatory Energy Conservation Products Procurement System", which clarified the general requirements of government mandatory energy conservation products procurement. In the same year, Ministry of Finance and National Development and Reform Commission published new public procurement list of energy conservation products and first public mandatory procurement energy conservation products.

Public green procurement has achieved great effectiveness in a few years. At the end of the "11th Five-year Plan", China has basically established mandatory system of environment-friendly products procurement, and the list includes 28 categories, 31,000 types energy conservation products and 24 categories and 15,000 types environmental labeling products.



Green Procurement in China

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(quoted from research report Voluntary Corporate Environmental Behaviors funded by EU-China Environmental Governance Programme)

Green Procurement

Green procurement means that when purchasers choose the supply or product, they take environmental factors into consideration. Green procurement prefers environment-friendly companies and products to encourage companies voluntarily conduct environmental behaviors. Green procurement can be divided into green public procurement and green corporate procurement according to the different identifications of the purchasers.

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Public green procurement has achieved great effectiveness in a few years. At the end of the "11th Five-year Plan", China has basically established mandatory system of environment-friendly products procurement, and the list includes 28 categories, 31,000 types energy conservation products and 24 categories and 15,000 types environmental labeling products.

In the aspect of corporate procurement, those who conduct green procurement policy are usually purchasers of big brands. Big international companies are the first ones to carry out green procurement policy. Some international companies started to encourage responsibility procurement and ethics procurement, and inspect the environmental performance of the suppliers since the late 1990s.

For example, in 1998, the global procurement department of IBM wrote to more than 9000 suppliers to encourage them to get ISO14001 Certification. In 1999, Toyota drew up environment-friendly procurement regulation for 450 suppliers, and demanded them to get ISO14001 Certification before 2003 and release annual development report¹. These companies' procurement policy introduced the idea of green supply chain to China. International companies' practice has influenced some Chinese companies, and some leading companies started to explore green supply chain. In 2007, China Mobile released "Green Action Plan", aiming to reduce the material amount of the equipment, lighten the weight of the equipment, increase equipment degree of integration, and reduce equipment consumption. 15 suppliers joined the plan. In 2008, the material and parts purchase department of Baogang Corp. first launched the "Green Procurement Action Plan" in steel industry in China. They used fire-proof materials as a breach, and demanded the suppliers meet the environment-friendly needs when they meet the quality, cost, date of delivery, and service requirements (called "four plus one" supplier performance evaluation mode).

Case Study: Public procurement of eco-labelled products

In 2006, in order to implement the State Council's Opinions on Accelerating the Development of Circular Economy, promote the construction of an environment-friendly society, and help public procurement play a bigger role in environmental protection, the State Environmental Protection Administration (SEPA) and the Ministry of Finance jointly issued the Opinions on Implementing Public Procurement of Eco-labelled Products. The Opinions stipulated:

√ Procurement of eco-labelled products is of great significance in terms of building an environmental image of the government, enhancing the environmental protection sense of the public, promoting environmental technology, protecting the environment and human health, saving energy, facilitating resource recycling, and finally economic and social sustainability. All regions and agencies shall pay great attention, strengthen management and supervision and ensure the implementation of public procurement of eco-labelled products.

√ When government organs, social organizations, institutions at various levels (generally referred to as purchasers) purchase with fiscal funds, they shall first purchase eco-labelled products and shall not purchase products harmful for the environment and human health.

√ On the basis of analyzing the public procurement development, eco-labelled product technologies and the market maturity, the Ministry of Finance and SEPA will release a list of products for preferred procurement in different categories in the form of a "public procurement list of eco-labelled products". The products will be selected from the eco-labelled products certified by eco-labelling certification organizations approved by the state.

¹ Zang Lizhi & Li Yanyong. Multinationals and the Spreading of Environmental Management Systems. Shandong Economy. 2007-09



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The Opinions adopts an active, steady and step-by-step approach to implementing green public procurement around the country. The Opinions were implemented in budgeting agencies at the national and provincial levels (including municipalities with independent planning status) as of January 1, 2007 and in all agencies as of January 1, 2008.

On the releasing ceremony, the SEPA representative pointed out that the Opinions was of great significance in terms of building an environmental image of the government, enhancing the environmental protection sense of the public, promoting environmental technology, protecting the environment and human health, saving energy, facilitating resource recycling, and finally economic and social sustainability:

√ Green public procurement can play an exemplary role and will serve as a measure to regulate macro-economy and facilitate industry and product restructuring.

√ Green public procurement can help enhance the environmental protection sense of the public and accelerate the development of a green consumption market.

√ Green public procurement can help improve the environmental sense of companies, encourage companies to strengthen environmental management and will contribute to the implementation of pollution control and sustainability strategies.

√ Internationally, the Opinions showed that the Chinese government included sustainability consumption as an important part of environmental protection.

The first batch of lists released in 2006 encompass 856 products of 14 categories produced by 81 companies; the second batch of lists released in March 2007 encompass 2,979 products of 14 categories produced by 444 companies; the third batch of lists released in July 2008 encompass 7,159 products of 19 categories produced by 760 companies. The ninth batch of lists was released in January 2012, encompassing 20,000 products of 24 categories produced by 553 companies.

Public procurement of eco-labelled products has been very effective in promoting eco-labelled products. In 2009, public procurement reached a total volume of 741.32 billion yuan, with a year-on-year increase of 23.7%. Thereinto, the procurement of energy-saving, water-saving and environment-friendly products accounted for 15.72 billion yuan, increasing to different extents year on year². During the 11th Five-year Plan period, the public procurement of environment-friendly products reached a total volume of 272.6 billion yuan, accounting for about 65% of the total public procurement of the same products³.

² Zhou Xiaofang. Public Procurement of Energy-saving and Environmental Products Increased in 2009. National Business Daily. 2010-08-18

³ Zhao Jiawang. Public Green Procurement During the 11th Five-year Plan Accounted for About 65%. China Financial and Economic News. 2011-06-01



Speaker

이철종

함께일하는세상 대표

LEE Chuljong

Representative, Working Together Corporation

BIOGRAPHY

이철종 대표는 2004년부터 함께일하는세상(주)을 창업하여 대표이사직을 역임하고 있으며, 2007년에는 정부의 사회적기업육성법에 기초한 사회적기업 인증을 취득한 1세대 사회적기업가이다. 그 외에도 현재 한국지역자활센터협회 사업위원회 전문위원과 경기도사회적기업협의회 부회장, 행정안전부 지역 일자리코칭그룹 전문위원, 수원시사회적기업육성위원회 위원, 한국사회적기업진흥원 이사, 고용부 사회적기업육성전문위원회 위원, 서대문구사회적경제 협의회 부회장, 서대문구마을공동체위원회 위원으로 활동하고 있다.

각 역할에 따라 사회적기업가로 사회적기업을 운영하는 일 외에도 공공분야에서 사회적기업의 정책 수립과 관련된 활동에도 참여하고, 실제 정책을 현장에서 수행하는 일에도 참여하고 있으며, 특히 공공시장에서 사회적기업 제품 우선구매 부분에 대한 전문성을 가지고 활동하고 있다. 실제 사회적기업의 판로 확대를 위한 사회적기업가 또는 공무원을 대상으로 하는 강의를 진행하고 있으며, 사회적기업이 현장에서 운영하는데 겪는 어려움을 해결하기 위한 컨설팅 활동도 병행하고 있다. 이철종 대표는 현장의 경험을 최대한 활용하여 사회적기업에 필요한 정책을 이끌어 낼 수 있도록 다양한 활동 중이다.

Mr. Lee founded the Working Together Corporation and served as the Representative since 2004. And he is the first generation of social entrepreneur who has acquired the certification based on Social Enterprise Promotion Act in 2007. In addition, he has been active as a professional member of a business committee of Korea Local Rehabilitation Center, a vice president of social enterprises council of Gyeonggi-do, a specialized committeeman in coaching group for job in local of the ministry of public administration and security, a member of committee of Suwon-si social enterprise development, a director of Korea social enterprise promotion agency, a member of the social enterprise development committee of Ministry of Employment and Labor, a vice-president of council of social economic of Seodaemun and a member of committee of Seodaemun town community.

He is also involved in policy making and in related activities in the public sector. Especially, he has been working for preferential purchase of social enterprises with a professional in the fields of public procurement. And he has been educating the social entrepreneurs or officials on the subject of preferential purchase of social enterprises in public procurement.



ABSTRACT

사회책임조달을 통한 사회적 경제 활성화에 대하여

공공시장의 사회책임조달에 대한 중요성이 강조되면서 2012년 2월 1일 「사회적기업 육성법」에 공공기관의 사회적기업 제품 우선구매를 촉진할 수 있는 조항(제12조 공공기관의 우선구매)이 추가되는 개정이 진행되었다. 이러한 흐름에 따라 각 지자체에서는 사회적 경제 조직에서 생산하거나 제공하는 물품이나 서비스를 구매하기 위한 계획 수립 및 실적 관리 방안을 강구하고 있다. 단순한 사회적기업의 판로를 제공한다는 의미를 넘어서 전반적인 사회적 경제를 활성화 할 수 있는 방안을 구현한다는 의미로 공공조달 시장에 접근하고자 하는 움직임 또한 나타나고 있으며, 효과적인 공공시장의 우선구매 방향을 설정하기 위한 예산 분석이나 정책 제안 등을 위한 연구들이 활발하게 진행되고 있다. 2013년 수원시의 예산분석을 통하여 사회적기업 우선구매 정책의 효과를 극대화 하고자 한 연구를 그 한 예로 들 수 있다.

「함께일하는세상」에서 진행한 2013년 수원시 예산 분석 연구는 공공조달 시장에 진출하는 사회적기업이 안정적인 판로를 확보함과 동시에 공공서비스의 질적 향상을 이끌어 낼 수 있는 방향을 제시하기 위한 목표를 가지고 진행되었다. 따라서 일반적인 사회적기업의 물품이나 서비스를 단순구매할 수 있는 예산과 공공성을 필요로 하는 사업과 사회적기업이 창출하고자 하는 사회적 가치의 매칭에 따라 신규 과제 발굴이 가능한 분야로 나누어 분석하였다. 분류의 의미는 단순구매의 경우 사회적 경제 조직에게 안정적인 판로 제공이라는 실질적인 사회적 경제 조직이 경영에서 겪는 가장 큰 고민을 해결할 수 있는 1차적 방안 제시이며, 추가적으로는 사회적 경제 조직의 자립뿐만 아니라 지역의 특성에 맞는 공공 사업 부문 발굴로 이어질 수 있는 과업을 제시한다는 것에 있다.

각 지자체에서는 사회책임조달에 대한 본질적인 이해를 통하여 단기간의 우선구매 성과 달성에 그치는 것이 아닌, 업종/업체의 다양성과 공공서비스의 혁신을 이끌어 낼 수 있는 방향의 사회책임조달 방안을 구성해야 하며, 그를 위한 제도적 장치 마련에 대한 노력을 기울여야 할 것이다. 그러한 기반에서 사회적 경제 조직은 지속성을 가지고 성장해 나갈 수 있으며, 사회적 경제가 주목 받게 된 이유 중 하나인 시장경제에서 발생하는 문제의 대안들로 제시 될 수 있을 것이다.

ABSTRACT

Social Economy Vitalization Led by Socially Responsible Public Procurement

As socially responsible procurement in public sector is gaining more importance, the revision of Social Enterprise Promotion Act was implemented February 1, 2012 to add up the article (Article 12 Priority Purchase by Public Institutions) to encourage purchase by public institutions from social enterprise. In line with this trend, local municipal governments are seeking measures to build plan and manage progress in making preferential purchase of goods and services produced or provided by social economic organizations. Moving beyond just providing sales channel for social enterprises, there have been approaches in the public procurement market to build measures to reactivate the overall economy. Along with that, wide range of researches has been performed for budget analysis and policy proposal to set direction for effective preferential purchase in the public markets. One of the examples is the research to maximize impact of policy for preferential purchase from social enterprises based on budget analysis in Suwon City in 2013.

2013 Suwon City budget analysis research conducted by Working Together Corp. was performed with an aim to secure stable sales channels for social enterprises that entered the public procurement markets and to set direction for and encourage quality improvement in public services. With this goal, the research categorized and analyzed the areas where new initiatives are likely to be developed (called 'Innovative market') depending on matching of the budget for simple purchase of goods and services from social enterprises and social value that the social enterprises want to create along with the public agencies. The categorization is meaningful in a sense that simple purchase is providing primary solution to the biggest obstacle social enterprises are experiencing business management by providing stable sales route but on top of that it is meaningful that it can initiate initiatives that not only can help the economic independence of social economic organizations but also fits the nature of the region and can lead to development of public agencies

Based on the understanding of the fundamental nature of socially responsible procurement, local municipal governments should seek ways of socially responsible public procurement that can achieve industries/businesses diversity and innovation in public service, instead of being complacent just seeing short-term progress in preferential purchase. They also need to make efforts to set systematic framework to achieve these goals. With these foundations, social economic organizations can grow and alternatives to the problems of market economy, the main reason why social economy began to get heated attention can be found.



Establishment of Social Economy Through Local Public Markets

Cheol Jong Lee, Representative

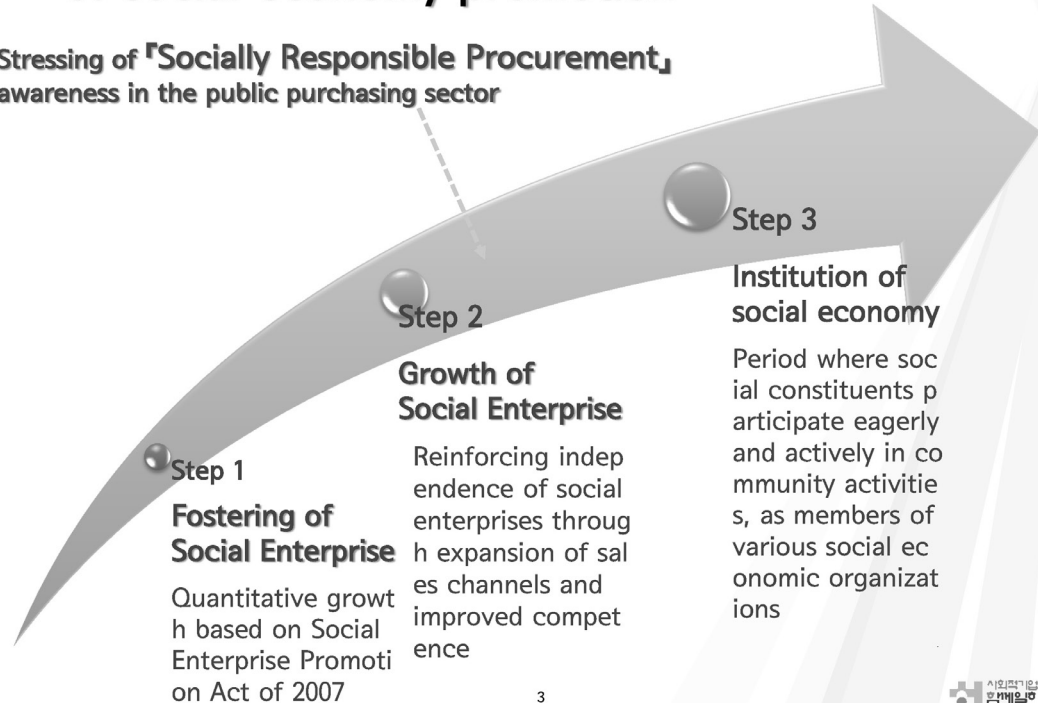


1. Background and objectives of social economy promotion



Background and objectives of social economy promotion

Stressing of 'Socially Responsible Procurement,' awareness in the public purchasing sector



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사회적기업인재양성사업
 함께일하는세상(주)

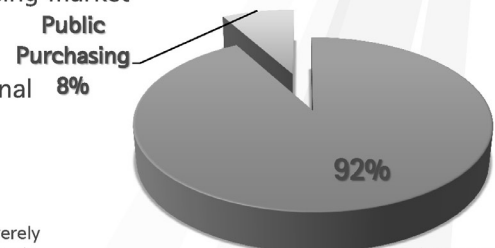
Background and objectives of social economy promotion

- Public purchasing is worth 100 trillion Won per year, corresponding to 8% of gross domestic product (GDP).

➔ Use of the characteristically broad consumption power of public purchasing for policies to protect domestic industries, reinforce competitive power of vulnerable sectors, and relieve regional imbalances

➔ Korea also has enacted laws for priority purchasing from social enterprises to facilitate their entry into the public purchasing market

➔ In the same context, discussions for additional policies for priority purchasing from social enterprises are actively underway



*Eligibility for social enterprise status: Products manufactured by severely disabled persons, green products, support for female entrepreneurs etc.

사회적기업인재양성사업
 함께일하는세상(주)



Background and objectives of social economy promotion

Policies for encouragement of priority purchasing of social enterprise products and services

Ministry of Employment and Labor

'Social Enterprise Promotion Act, Article 12 and Article 12-2 of the Enforcement Decree thereof'

- ① The head of public agencies shall promote priority purchasing of social enterprise products
- ② Shall be responsible for notification of the agency's plans for social enterprise products for the year at hand, such purchases in the previous year, and the ratio of social enterprise products relative total purchasing
- ③ Public notice on Internet website of each public agency's social enterprise purchasing plans for the year at hand, and purchases in the previous year

Ministry of Strategy and Finance

From the '2012 Evaluation of Government Recommended Policy Implementation by Public Enterprises and Quasi-Government Agencies

- ① Number of in-house education sessions regarding social enterprises(10 Points)
- ② Number of social enterprise product and service purchases (70 Points)
- ③ Rate of increase in social enterprise product and service purchases (20 Points) used as performance indices

Ministry of Security and Public Administration (Former Ministry of Public Administration and Security)

From 'Evaluation Indices for Regional Autonomous Government Joint Evaluation 2012'

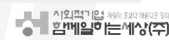
- ① Working class livelihood stabilization : Priority purchases of socially underprivileged class products-'Social Enterprise Product Purchases'
- ② Social Enterprise Promotion under Regional Industry Promotion-'Social Enterprise Services and Services Consignment'

From '2013 Regional Public Enterprise Management Evaluation' Indices

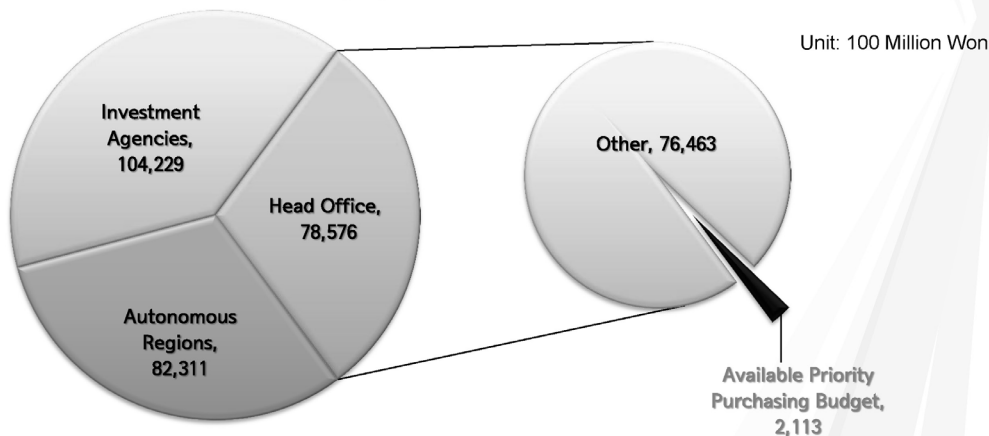
- ① Public enterprise policy conformance criterion -'Government-recommended Policies Conformance(Disabled Employment, Small and Medium Businesses Products, Products Manufactured by Disabled Persons, Environmentally Friendly Product Purchases, Social Enterprise Product Purchases)'

* Other regional autonomous government and public agency ordinances and guidelines

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Background and objectives of social economy promotion

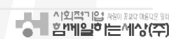


* Executed budget of Seoul Municipal Government for 2012: 26 Trillion 513.6 Billion Won

Relative to the 7 Trillion 857.6 Billion Won executed by the Head Office among the total 26 Trillion 513.6 Billion Won total executed budget by the Seoul Municipal Government in 2012, analysis and projection of the purchasing budget relating to social enterprise products and services in the environment, care, education, culture, manufacture other sectors shows this portion to account for **approx. 2.7%** of the total budget for the Head Office of of the Seoul Municipal Government

•Source: Seoul Municipal Government Budget Analysis by the Working Together Corporation

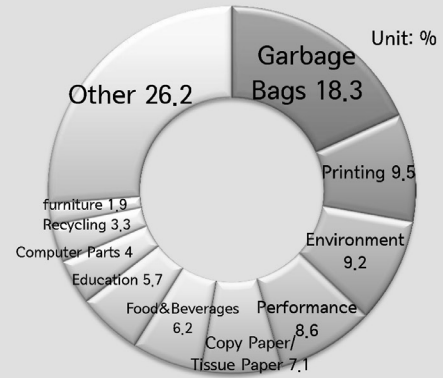
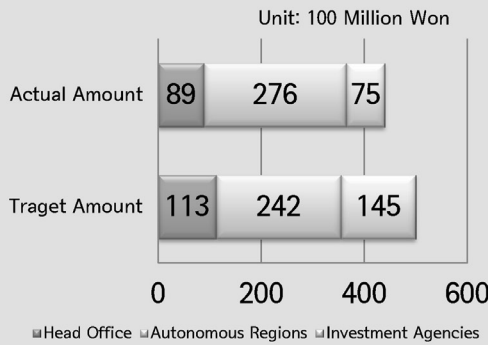
6



Background and objectives of social economy promotion

2012 Goals and Performance by Agency

Key priority purchase items for 2012



→ Need to establish goals with consideration of the characteristics of individual agencies and departments under the Seoul Municipal Government and autonomous regions thereunder, together with detailed plans for the achievement of these goals

→ Purchasing is concentrated in a number of specific items; for diversification, need to survey demand of public agencies and supply from the social economy sector

Need strategy for effective implementation of social enterprise priority purchases by Seoul Municipal Government and autonomous regions thereunder

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Background and objectives of social economy promotion



8



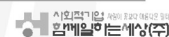
2. Methods for promotion and details thereof



➔ Methods for promotion and details thereof

Budget Analysis Details

Simple Purchasing	Consignment to Private Sector	Innovation Market
Budget items which correspond to products and services purchasable from social economy organizations	Items corresponding to projects which are currently consigned to the private sector but can be performed by social economy organizations	Items wherein there is currently no private sector participation, but active private participation is required, and where social economy organization participation is judged possible
Printing, banners, promotional materials, clothing expenses, etc.	Childcare services, cultural events, projects relating to day care and education, etc.	Tourism, urban agriculture, counseling, employment, etc.
Subject to evaluation by priority purchase amount	Subject to long-term task development	



Methods for promotion and details thereof

Survey of Bills and Ordinances

Laws and Statutes on Priority Purchases

- Public Procurement Contract Act(Act on Contracts to Which the State is a Party, Local Government Contract Act)
- Priority purchase laws and statutes (Social Enterprise Promotion Act, Act on Facilitation of Purchase of Small and Medium Enterprise-Manufactured Products and Support for Development of their Markets)

Enforcement Decrees and Enforcement Rules on Priority Purchases

- Priority purchase enforcement decrees (Enforcement decree of the Social Enterprise Promotion Act)

Ordinances or Guidelines on Priority Purchases

- Priority purchase ordinances of regional autonomous governments (Seongbuk-gu, Gwangmyeong City)
- Priority purchase guidelines of public agencies (Accounting Regulations, agency evaluations, etc.)

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Methods for promotion and details thereof

Suggestions tailored to each autonomous region

Current public purchasing by autonomous region

Priority purchases

Priority purchasing-related policies

Current social economy organizations by autonomous region

Analysis by business category

Supply capacity survey

Suggestion of priority purchasing model based on current situation

Proposal of target priority purchase amount

Revision of ordinances pertaining to priority purchases

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➔ **Methods for promotion and details thereof**
Institution of social economy

Reinforcement of private sector competence

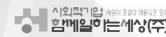
Utilization of local resources

Secure stable sales channel

Qualitative improvement of public services

Establishment of regional priority purchasing models

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3. Details of Suwon city research survey



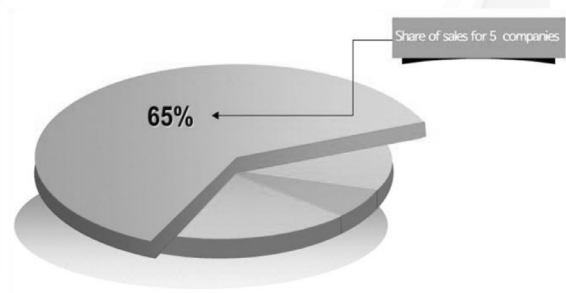
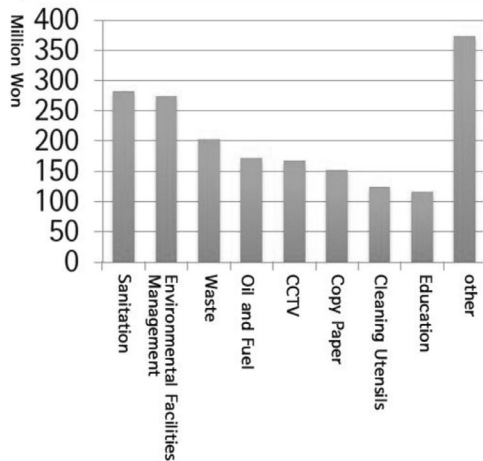
Priority purchasing for social enterprises in Suwon city

Social enterprise product and services purchasing by Suwon city in 2012

Amount: 2.04 billion Won Purchases: 1,291

(Joint Government Assessment : 2.5% of total purchasing budget 83 billion Won,

In-house Assessment by Suwon City : 4.7% of total purchasing budget 43.4 billion Won



Purchases of 1.22 billion Won from 5 companies accounting for 65% of purchases

→ Business categories of these 5 companies were waste disposal, sanitation, disinfection, copy paper, oil and fuel

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Priority purchasing for social enterprises in Suwon city

Problems in the priority purchasing record for social enterprises in the year 2012

Low ratio of priority purchasing from social enterprise relative to total available purchasing budget

2.49% of total available purchasing budget for Suwon city used to purchase social enterprise products; while ratio is close to recommended ratio, additional purchasing required

Concentration of priority purchases from social enterprises in a small number of companies

5 companies out of 37 companies from which Suwon city made purchases in 2012 found to account for 65% of total purchases; need appropriate distribution of priority purchasing

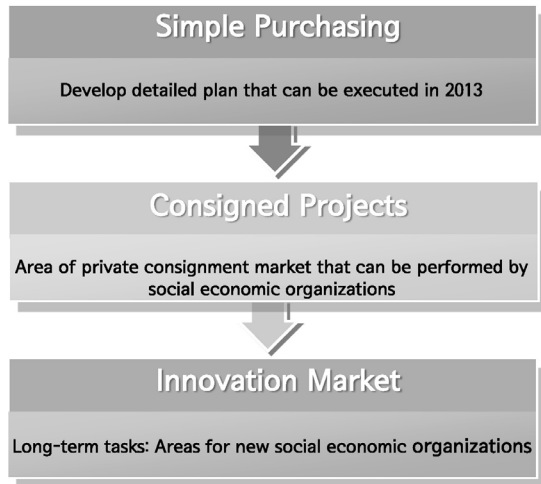
Mostly simple product and service purchases

The first goal of priority purchasing is to provide sales channels to social economic organizations, but ultimately need innovation such as entry into new business areas in order to institute social economy

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Suwon City Budget Analysis



1. Budget items for accomplishment of objectives
With Q1 and Q2 of 2013 having passed, Plans to meet targets based not on developing new projects or concluding large sales contracts, but building on the previous year's performance with simple purchases
2. Develop social economy promotion tasks
Develop step-wise tasks to allow social economy to develop in the Suwon area in close quarters with the daily lives of citizens; review items with greatest potential for focus of promotion efforts

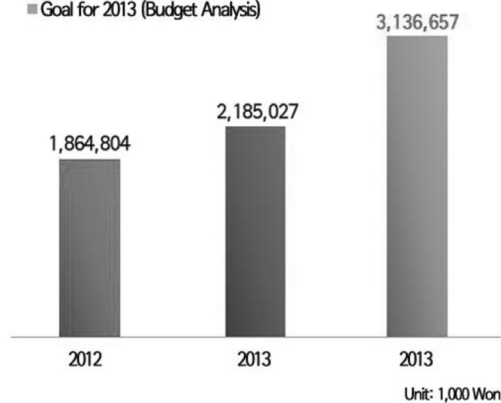
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Suwon City Budget Analysis

Suwon city social economic organization products and services purchasing goals, 2013

- Actual 2012 data
- Goal for 2013 (Collective)
- Goal for 2013 (Budget Analysis)



- Centering on simple purchases

▷ Based on budget available for purchase of social economic organizations' products and services, take into account quantities to be supplied and the circumstances of all departments to propose goal amounts based on budget analysis
[Goal up 55% from previous year]

▷ Objectives set forth by each department for 2013 exceed the values for 2012, but no detailed plans for actual accomplishment of target

▷ Target values calculated through budget analysis to be used as base data for the accomplishment of target amounts proposed by the Social Economy Team of the Suwon City Government

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Suwon City Budget Analysis

Problems with target calculation in 2013 relying on simple purchase items

- Do the potential purchase items derived through 2013 budget analysis include various business categories?
- With the total amount of priority purchases from social enterprises being the criterion for evaluation, can the target be accomplished using only social enterprises located in Suwon?

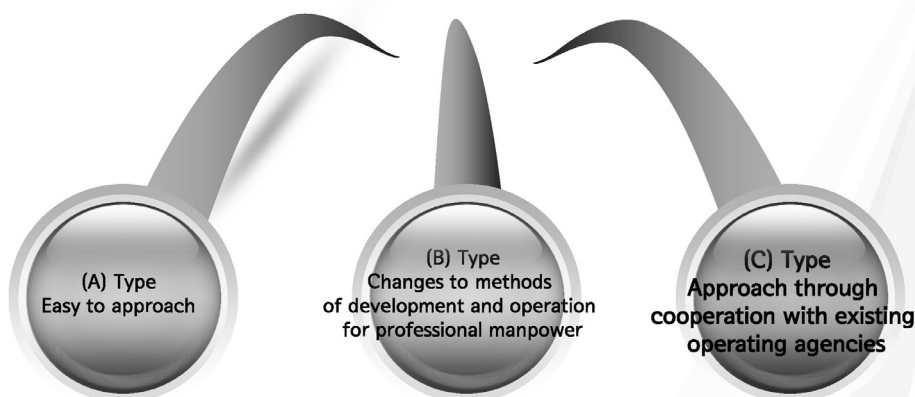
Simple purchase items not enough to accomplish ultimate goal of priority purchases, which is the institution of social economy

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Suwon City Budget Analysis

Standards for categorization of innovation markets for social economic organizations in Suwon city

Innovation markets are areas that have the potential to become social economy areas with citizens' participation, rather than short-term opening to social economic organizations

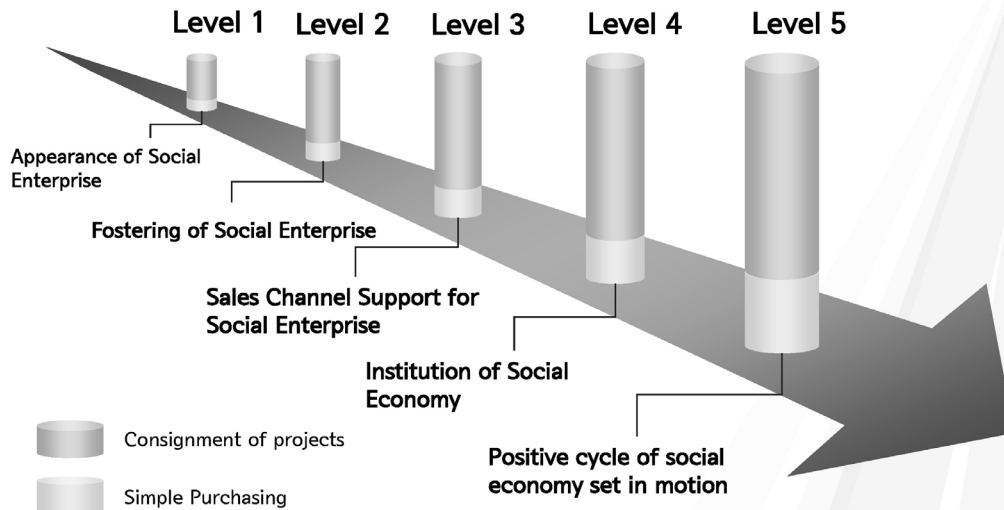


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Suwon City Budget Analysis

Priority purchases from social economic organizations provides stable sales channels through simple small purchases and promotes the institution of social economy through consignment of projects where maintaining a public nature is key

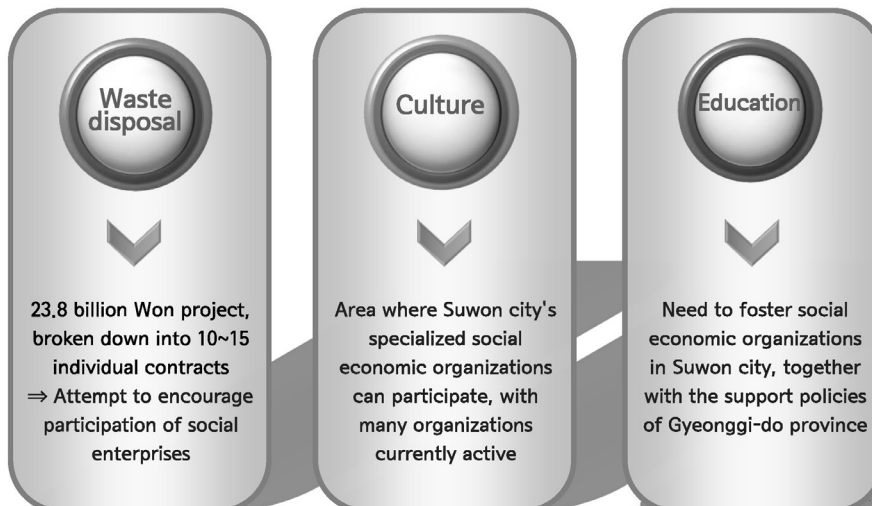


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Matters of suggestion for Suwon city

Cases of task development by Suwon city within scope of budget for projects available for consignment to social economic organizations



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Matters of suggestion for Suwon city

Case of task development for Suwon city within scope of budget for projects available for consignment to social economic organizations - 1.

Name of Company	Life and Environment Inc.
Address	Cheongju City, Chungbuk Province
Type	Certified social enterprise (Misc. type)
Business category	Food waste collection and transport
Creation of social value	<p>① Public project to increase employment of jobless low-income residents and support economic independence</p> <p>② Public and social nature of the project are the foremost value; efforts to build an environmentally friendly city</p>



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Matters of suggestion for Suwon city

Case of task development for Suwon city within scope of budget for projects available for consignment to social economic organizations - 2.

Business agreement with Seoul Museum of Art for production of souvenirs and weekend art experience programs
 → Provide opportunities for artists and secure stable profits
 → Use of public facilities to provide various programs for public participation



2011.12 서울시립미술관 기념품 제작/납품



2011.10.2012년 서울시립미술관 "미술가와의 만남" 행사(서울시립미술관) 진행

Name of Company	Weenu
Address	Seoul
Business category	Arts and culture
Creation of social value	<p>① Providing a platform for the bringing together of 99% art with 99% of the public</p> <p>② Art and education events to promote new and rising artists, and sharing of profits through various methods</p>

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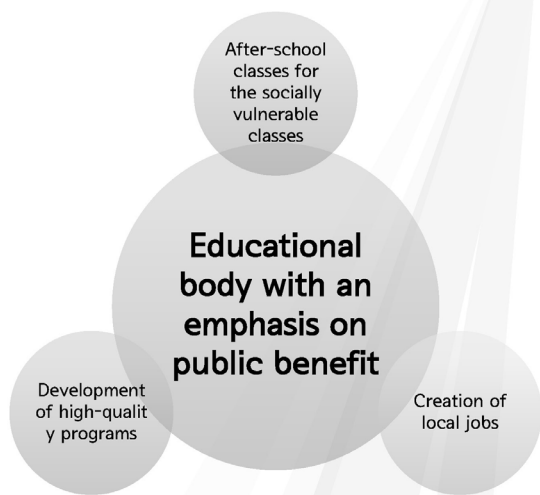




Matters of suggestion for Suwon city

Case of task development for Suwon city within scope of budget for projects available for consignment to social economic organizations - 3.

Name Of Company	Hansae Edu Center
Address	Gunpo city, Gyeonggi-do
Type	Social enterprise pending certification by Gyeonggi-do
Business category	Education projects including after-school classes
Creation of social value	① Job creation in the community ② Providing high quality after-school class programs (Conclusion of agreement to operate programs in connection with Gunpo and Euiwang Education Office)



Matters of suggestion for Suwon city

Cases of task development by Suwon city within scope of budget for projects available for innovation markets to social economic organizations



Organizational objective of activities for the public good capitalizing on the unique regional culture of Suwon and its tourism resources



Area with social issues that need resolving by the local community; potential for approach by social economic organizations from many directions (Education, employment support and cultural activities for multicultural families, etc.)

Matters of suggestion for Suwon city

Case of task development for Suwon city within budget for innovation markets for social economic organizations - 1.

- Socially responsible travel - the Travelers' Map

- Group overseas training, regional field surveys, overseas volunteer activities co-assignment
- group overseas training for NGOs
- Consignment of fair travel for youth delegation participation in Social Venture Competition
- Development and sale of product 'National Parks Learning Adventure'
- Lifelong Learning Training at Siheung City Hall Lifelong Learning Center

▷ Mission

- 'Responsible travel'
- 'Sharing and learning through travel'
- 'Sustainable travel'



- Domestic tourism product development
- Development and sale of educational travel programs for youth
- Tailored travel planning and guiding
- Operation of alternative school 'Road Scholar' (Culture school for youth)
- (Fair)Travel campaigns, education/consulting
- Community contribution travel programs

▷ Mission

- Benefit Local Best contribution to community
- Protect Nature Minimal impact on nature
- Respect People Best opportunities for travelers



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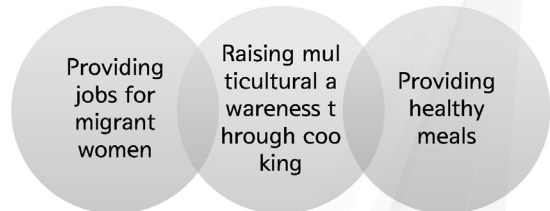
Matters of suggestion for Suwon city

Case of task development for Suwon city within budget for innovation markets for social economic organizations - 2.

- Oyori

Name of Company	Oyori
Address	Seoul
Type	Certified social enterprise
Business category	Multicultural restaurant

- Creation of social value
- ① Healthy diet and honest food
 - ② Migrant women cook and provide meals to customers - providing stable jobs appropriate to system characteristics



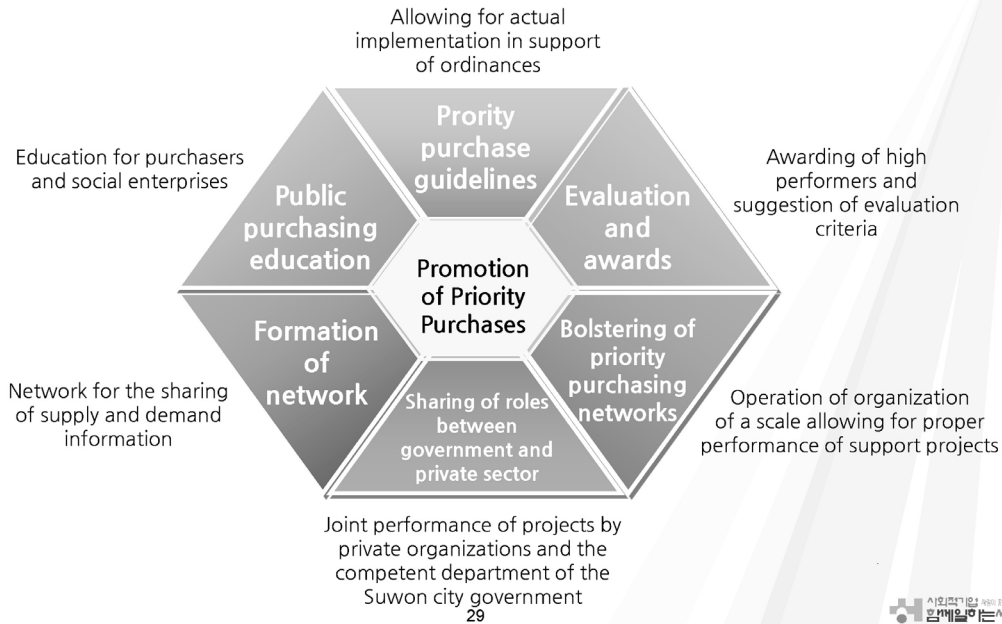
Social enterprise providing various programs in support of multicultural households, with consideration for the characteristics of migrant women, providing tasks they are equipped to perform to aid their independence

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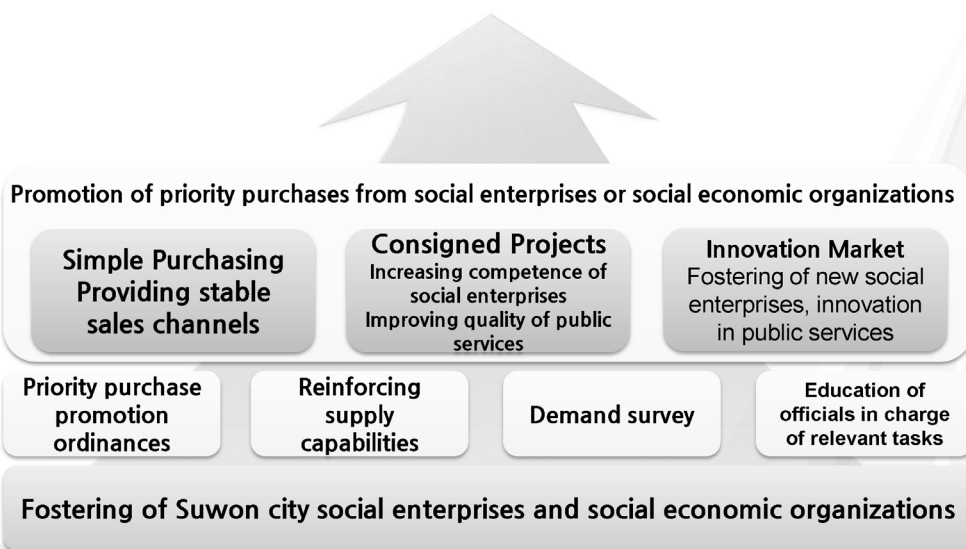
Matters of suggestion for Suwon city

Methods of utilization for ordinances promoting priority purchases from social enterprises



Matters of suggestion for Suwon city

Proposal of social economic organization priority purchase model for Suwon city





Panelist

김성기

성공회대 교수

KIM Sungki

Professor, Sungkonghoe University

BIOGRAPHY

사회적기업 및 협동조합 분야의 연구자이자 실천가이다. 현재 성공회대학교 외래교수, 사회적 협동조합 'SE EMPOWER' 이사장 직을 수행하고 있다. 주요 저서로 <사회적기업의 이슈와 쟁점>(2011), <지역사회 기반 사회적기업>(2013) 등이 있다.

현장과 함께 대안을 모색하는 액션 리서치형 연구와 액션러닝형 교육을 중시하며, 관심 분야는 사회적 경제와 지역사회, 사회적기업 및 협동조합의 비즈니스 모델, 사회적 가치 평가 등이다.

He is a researcher and activist in social enterprise and cooperative area. He teaches in Sungkonghoe University, and carry out the chairman of 'SE EMPOWER(social cooperative)'. He has published some books on social enterprises, <Community based Social Enterprises>(2013, Edited by Sungki Kim), <Issues on Social Enterprises>(2011, Sungki Kim) and so on.

He has concentrated on the studies of action researches and training programs of action learning to search alternatives within the relative fields and has studied social economy and community, business model of social enterprise and cooperative, evaluation of social value and so on.



ABSTRACT

동아시아 차원의 사회책임조달의 활성화를 위하여

국제적인 차원에서 지속가능성과 사회통합을 위한 공공조달의 혁신이 공통의 아젠다로 확산되고 있다. 바야흐로 사회책임조달이 사회혁신의 새로운 대안으로 주목되고 있는 것이다. 사회책임조달은 공공이 제품 또는 서비스의 구매과정에서 고용의 질의 제고, 사회문제의 해결, 환경 보호 등 사회적 가치를 고려한 조달을 실현하는 것이다. 따라서 사회책임조달을 통해 정부는 가격 이면에 있는 사회적 가치의 창출을 도모하여 국가 재원의 효율성뿐만 아니라 정책 성과의 효과성도 기대할 수 있다.

국제적인 차원에서 사회책임조달은 다양한 차원에서 모색되고 제도화되고 있는데, 유럽연합이 기존의 공공조달을 사회책임조달화하는 시도가 선도적이다. 2010년에 유럽위원회(European Commission)는 공공이 사회적 책임을 고려하면서 재화와 용역을 구매하는 가이드라인인 “Buying Social: A Guide to Taking Account of Social Considerations in Public Procurement”을 제시하였다. 이러한 조치는 환경 보호 등 지구적 지속가능성에 대한 고려와 고용 창출과 고용의 안정성 등 노동권 보호, 낙후된 지역사회의 개발 등 사회통합에 대한 고려를 목적으로 추진되고 있는 것이다. 이러한 맥락과 한·중·일 등 동아시아 차원의 사회책임조달도 유사하다.

동아시아 차원의 사회책임조달을 위한 노력은 국가별로 다소 차이가 있는 것 같다. 발표된 자료에 따르면, 중국의 경우는 공공조달을 통한 환경 보호(Public Green Procurement), 일본의 경우는 사회적 약자를 위한 배려(Prioritizing Persons with Disabilities Purchasing)에 주목하고 있다. 반면, 한국에서는 환경보호와 사회적 배려를 위한 공공조달에서 나아가 사회적기업 등의 사회적 경제의 육성을 위한 사회책임조달의 실천과 관련 제도의 도입에도 관심이 모아지고 있다. 이와 관련하여 최근 ‘사회적 경제를 위한 구매촉진 및 판로개척에 관한 특별법’, ‘공공경제에 대한 사회적 가치 기본법’ 등의 도입이 모색되고 있다.

본인은 본 포럼을 통해 동아시아 차원에서 사회책임조달의 활성화를 위한 몇 가지 제안을 하고자 한다. 1. 동아시아 사회책임조달 포럼, 2. 동아시아 사회책임조달 공동 행동 강령 및 지침의 제정, 3. 동아시아의 사회책임조달을 통한 아시아 낙후 지역 개발 사업 등이다. 이와 관련된 보다 풍부한 대안은 이 자리의 토론 속에서 채워지길 바란다.

ABSTRACT

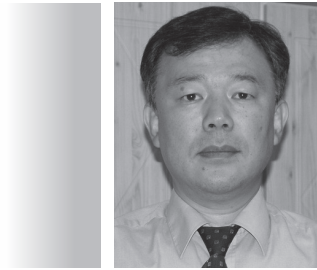
To Activate Socially Responsible Public Procurement across the East Asia

How to innovate public procurement to make it more sustainable and better contribute to social cohesion has become a common agenda for the world. Socially responsible procurement is emerging as an alternative solution for social innovation. Socially responsible procurement is to realize procurement based on consideration of social values such as quality of employment, addressing social issues and environment conservation in public procurement of goods and services. Accordingly, with socially responsible procurement, the government can expect benefits to enhance efficiency in securing budget sources and in implementing policies by creating social values that go far beyond the price tag.

At global stage, various efforts have been made to explore and institutionalize ways of realizing socially responsible procurement and EU is taking the lead to turn the existing public procurement into socially responsible one. In 2010, European Commission announced "Buying Social: A Guide to Taking Account of Social Considerations in Public Procurement", the guideline to purchase goods and services in the public sector in consideration of social responsibilities. These measures are implemented with aims to consider environmental substantiality across the globe including environment conservation, protection of labor right including job creation and security and consideration of social cohesion including the development of underdeveloped communities. Socially responsible procurement across East Asia including Korea, China and Japan is also in the similar context.

In terms of efforts made by each nation in East Asia for socially responsible procurement seems somewhat different. According to the publically announced data, China pays attention to Public Green Procurement and Japan is more interested in Prioritizing Persons with Disabilities Purchasing. On the other hand, Korea is taking one step further than public procurement for environmental conservation and care for socially venerable and pays attention to implementation of socially responsible procurement and introduction of relevant framework to nurture social enterprises and social economy. In this regards, there have been movements to enact 'Special Act to Promote Procurement and to Secure Sales Channel for Social Economy' and 'Basic Act on Social Value for Public Economy.'

In this forum, I would like to make suggestions to activate socially responsible procurement in East Asia. They are 1. East Asia Socially Responsible Procurement Forum, 2. Announcement of Joint Code of Conducts and Guideline for Socially Responsible Procurement in East Asia, 3. Development project for underprivileged communities in Asia to ensure socially responsible procurement in East Asia. I hope to have opportunities to discuss a lot more concrete ideas and solutions in the discussion.



Panelist

이대영

한국사회적기업진흥원 본부장

LEE Daeyoung

Chief Director, Korea Social Enterprise Promotion Agency

BIOGRAPHY

현) 한국사회적기업진흥원 기반조성본부장

전) 시민운동 상근활동가(1991-2010)

전) 경제정의실천시민연합 사무총장(2008-2010)

전) 지구촌빈곤퇴치시민네트워크 공동 운영위원장(2008-2010)

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- Civic activist (1991-2010)
 - Secretary General of Citizens' Coalition for Economic Justice (2008-2010)
 - Co-chairman of the steering committee of Citizens' Network to Eradicate Poverty in Global Village (2008-2010)



ABSTRACT

공공구매 시장 확대를 위한 정부의 역할

고용노동부는 2012년 12월에 '제2차 사회적기업 육성 기본계획(2013년~2017년)'을 수립하였으며, 사회적기업 육성 패러다임을 '양적 성장'에서 '질적 성장'으로 전환하였다. 사회적기업의 자생력 강화를 위해 판로개척 지원, 자금 및 투자 지원 확대, 공공구매 확대, 지원금 제도 개선을 정책과제로 규정하였다.

공공구매 확대의 주요내용은 공공기관 구매체계 개선을 통한 공공구매 1조원 달성, 사회적기업 관련 조달 기준 개선 및 우호적 환경 조성을 포함하고 있으며 이를 위하여 '구매목표비율제 도입검토'와, '사회책임조달제를 도입한 공공구매 시범사업 실시검토', '공공구매지원센터'운영 등을 세부 단위과제로 설정하였다.

공공기관의 2012년도 사회적기업 제품(서비스 포함) 구매액은 1,916억원 규모로, 총 구매액의 0.5%를 차지하고 있으며, 2013년도 구매계획은 3,133억원으로 집계되었다.

한편, 한국사회적기업진흥원은 공공기관을 주요 고객으로 하는 사회적기업 전용 온라인 상품소개사이트인 'e-store36.5'를 2012년 8월 28일부터 운영하고 있으며, 공공기관의 공공구매 실적·계획 정보를 온라인으로 관리하여 효율적인 기반체계를 조성하였다. 또 2013년 3월 21일 한국사회적기업진흥원 내에 '사회적기업 공공구매지원센터'를 설치하였고, 상담전화(1566-5365)를 통하여 공공구매 상담서비스를 제공하고 있다.

한편 국내 공공기관들의 사회적기업 우선구매 확대를 위한 노력도 다양하게 시도되고 있다. 먼저 조달청은 다수공급자계약(MAS: Multiple Award Schedule) 2단계경쟁 표준평가방식을 통해 사회적기업에 도움이 되는 제도를 마련하였다. 기존의 종합평가방식은 사회적기업에 대한 가점제도를 임의로 선택할 수 있도록 했던 것에 비해 표준평가방식은 사회적기업제품에 대해 가격점수의 10%에 달하는 5점을 부여하는 방식으로 운영하고 있다. 최근 특허청 조달에서 사회적기업이 대기업과 경쟁하여 950대의 27인치 모니터를 납품하게 된 것도 이 제도의 영향이다. 또한 서비스분야에서도 이 제도가 확대 운영될 계획이다. 또 사회공헌활동과 연계하여 사회적기업과 협력사업을 진행하는 경우도 있다. 한전은 불용 OA기기의 재활용사업을 사회적기업에 위탁하고 그 수익금을 몽골, 필리핀 등에 태양광 전등을 보급하는데 활용하고 있다.

사회적기업의 공공시장 진출에 대한 관심이 증대함에 따라 조달제도 및 공공시장에 대한 이해를 높이고 활용 방안을 교육하는 사업도 병행하고 있다. 공공구매지원센터는 사회적기업을 대상으로 공공기관이 운영하고 있는 기존의 온라인 유통채널(조달청 나라장터종합쇼핑몰, 한국교직원공제회 학교장터) 활용교육 등을 통해 실무능력을 강화시키고 있다.

ABSTRACT

Role of the government for the expansion of the public procurement market

The Ministry of Employment and Labor established the 2nd social enterprise promotion plan (2013~2017) in December 2012 and shifted the focus of its paradigm on social enterprise promotion from "quantitative growth" to "qualitative growth." In that regard, four policy tasks were identified in order to support social enterprises; 1) support the development of sales routes, 2) expand financial and investment support, 3) increase public procurement and 4) improve subsidy systems.

The third policy task "increase public procurement" included a set of measures to prop up the amount of preferential purchasing from social enterprises to 1 trillion won by improving the procurement systems of public agencies, to improve procurement standards relating to social enterprises and to formulate an environment favorable to social enterprises. For their implementation, detailed sub-tasks were drawn up, such as "review of introducing a procurement target proportion system" "review of a pilot project to introduce a social responsibility procurement system" and "operation of the public procurement support center."

In 2012, public agencies purchased goods and services worth 191.6 billion won from social enterprises, which accounted for 0.5% of their total procurements, and their planned procurement from social enterprises is estimated to be 313.3 billion won in 2013.

On August 28, 2012, Korea Social Enterprise Promotion Agency kicked off "e-store36.5" which is a website to introduce goods and services of social enterprises and show the procurement plans and performances of public agencies on-line, thus contributing to putting in place an efficient infrastructure. On March 21, 2013, the Public Procurement Support Center for Social Enterprises opened at Korea Social Enterprise Promotion Agency and has since provided information service via dedicated line (1566-5365).

In addition, many public agencies are making various efforts to increase procurement from social enterprises. For instance, Public Procurement Service introduced the 2-step bid evaluation system under Multiple Award Schedule(MAS) in order to support social enterprise bidders. While giving additional points to social enterprise bidders was optional in its previous bid evaluation system, the new system stipulates all social enterprise bidders receive 5 additional points which is equivalent to 10% of perfect price evaluation points. It is attributable to this new system that a social enterprise beat a large company on a contract to supply 950 27-inch monitors to Korean Intellectual Property Office. The system will also be applied to service procurement. Some state-run organizations cooperate with social enterprises by way of CSR activities. KEPCO commissioned social enterprises to operate its obsolete OA devices recycling business and proceeds from the business are spent to donate solar-PV lighting to Mongolia, the Philippines, etc.

As an increasing number of social enterprises take interest in the public procurement market, education programs are provided so as to help them better understand and tap into the procurement systems of public agencies and the public procurement market. The Public Procurement Support Center helps social enterprises to gain practical skills through an education program on how to utilize the on-line distribution channels which public agencies operate for social enterprises (i.e, "Nara Jangteo" shopping mall of Public Procurement Service, "Hakkyo Jangteo (school marketplace)" of Korea Teachers Mutual-aid Association).