



# ENVIRONMENT CLIMATE & REGION

Municipalities: role models for the  
Future of building and working



[www.holz-von-hier.eu](http://www.holz-von-hier.eu)

Environmental label,  
Proof of origin  
Products, Suppliers,  
Non-profit Initiative

Procuring products from  
wood procuring short  
distances contributes  
significantly to climate  
protection.

With the support of:



The Project LIFE Climate Value Chains is co-financed  
by the European Union's LIFE programme



- 1... With HOLZ VON HIER (HVH) you can implement climate protection in a very practical way and your commitment will thus also be visible to the citizens of your municipality.
- 2... Your procurement becomes justifiable and comprehensibly more sustainable, because for your building materials, office equipment and materials, the „gray energy“ of the upstream chains and today especially the transports in the upstream chains matter.
- 3... HVH provides tools that support you in sustainable procurement also in terms of EU and UN goals, because sustainability in construction, office equipment, bioenergy and paper is much more than sustainable forestry.
- 4... Internationally recognized sustainability experts emphasize the importance of short distances in products for sustainable development. HVH is „best practice“ in terms of sustainable goals.

## Why HOLZ VON HIER is so important

The increasingly global transport of goods and raw materials contributes significantly to the environmental footprint of products. Today, transport is the 3rd largest cause of climate change, along with energy consumption and the depletion of tropical and boreal primeval forests. The global movement of goods has been growing rapidly for years and will continue to grow for decades to come. Transport is also the only sector in the EU with steadily increasing, rather than decreasing CO2 emissions. All efforts to reduce climate-damaging CO2 emissions, such as technical efficiency improvements, biofuel and others, have not been able to stop the increase. This not only has a significant impact on the environment and climate, but also entails high economic costs. Finite raw materials such as crude oil, which are already scarce today, are senselessly burned on the road.

**Only if responsible municipal procurers take into account the upstream chains of the products they tender for will companies change their goods flows in purchasing and sales in favor of shorter distances.**

## The certificate

The certificate HOLZ VON HIER® (HVH) resp. LOW CARBON TIMBER® recognizes wood products that have been manufactured with above-average and environmentally friendly along the entire processing chain to the point of use. The raw materials come from sustainably managed domestic forests. No wood from overexploitation or internationally endangered tree species is included.

## Ask for !

With the help of a product-specific certificate, you can check for yourself the origin and the climate-friendly short distances along the entire processing chain.

Always ask for a HOZ VON HIER® certificate.



## The environment is a high legal asset

According to Article 6 of the EC Treaty, the environment is a high legal value and equally weighted with economic aspects. In the 6th EAP (Environmental Action Program) of the EC (European Commission), the promotion of sustainable public procurement and the decoupling of economic growth from transport volumes are also explicitly important goals and measures. Paying attention to the „gray energy“ of the upstream chains of the building materials used often results in far more savings of energy and resources than most other measures. Especially through short distances, enormous amounts of CO2 can be saved even with wood products (see CO2 comparisons). This is what makes wooden buildings top climate protection objects.

**More Informations: <https://holz-von-hier.eu>**



About 90-98% of procurements and construction projects fall into the sub-threshold range. Here, municipal environmental wishes are to be put out to tender optimally.

## Environmental tenders

Requirements are here: **(1) Reference to the subject matter of the contract.** „Exemplary climate-friendly construction with wood“ as the subject matter of the contract also justifies the inclusion of „gray energy“ e.g. via the HvH environmental footprint. **(2) Non-discriminatory.** The environmental label HOLZ VON HIER is non-discriminatory and in principle accessible to any bidder. **(3) Justifiable.** Environmental effects must not be assumed in general, but must be justifiable, measurable or quantifiable. Here HOLZ VON HIER supports with its tools. **(4) Verifiable.** Environmental criteria may only be specified if the client can verify their compliance with reasonable effort. He must not rely on self-statements of the bidder. Environmental labels such as HOLZ VON HIER, Natureplus, Blauer Engel, FSC, PEFC provide support here, whereby with HOLZ VON HIER the authenticity of the proof of origin can still be easily verified directly by the client himself.



## Your advantages with HOLZ VON HIER

The environmental label HOLZ VON HIER (ISO type 1) distinguishes outstanding climate/environmentally friendly products. It is tenderable, externally monitored, product-related and ensures an optimal climate balance of your object. An integration of the eco-label into the technical specifications, the award criteria or the performance conditions of the contract is permitted (Art. 43 Dir. 2014/24/EU) and very easy to implement with the eco-label. HOLZ VON HIER is recognized in building certification by DGNB and BNK as proof of sustainable responsible raw material extraction and as proof of short product chains. At DGNB, the eco-label therefore receives full points here.

The **HOLZ VON HIER certificate** as a product-related proof is the instrument for checking and controlling the compliance of the delivered products with the criteria of HOLZ VON HIER.

The **HOLZ VON HIER (HvH) environmental footprint**, provides the classic life cycle assessment data of the upstream chains („grey energy“) for the environmental documentation of your buildings, along the entire chain of custody and in real time (A1, A2, A3, A4). It is more accurate for transports than most standard LCAs. You can compare this data with other data using the tools for climate communities such as the ECO Simulator and the Carbon Saving Infos, rank them and determine CO2 savings.

The **product search function** and the **digital product case** support your market exploration. Find here construction timber, KVH, BSH, CLT, solid wood walls, wood panels, facade timber, facade elements, windows, doors, furnishings, finishing elements, office furniture, floors, ceilings, terrace/interior timber, wood energy, paper, etc..

The **object database** shows objects with HOLZ VON HIER certificate and promotes them. The „Climate Communities Helpdesk“ contains CO2 comparisons, product group profiles, tendering aids, sample texts, a label comparison and much more.

**HOLZ VON HIER (HVH) resp LOW CARBON TIMBER and the tools are available to municipalities free of charge and support municipalities in upcoming tendering issues.**