

Moderator

Objective:

Have a constructive conversation about introducing or implementing sustainable and fair procurement in the local authority. Respond to objections objectively and empathetically without losing the thread of the conversation.

Your tasks:

- Listen actively and take reservations seriously.
- Ask questions instead of judging.
- Ask for background information and try to develop a common ground. Find solutions together.
- Be aware of possible disinformation strategies.
- Guide the conversation towards options for action.
- Maintain an appreciative atmosphere.

Your focus:

- Find out what obstacles actually exist (e.g. lack of time, lack of information, personal attitudes).
- Discuss the specific advantages of fair procurement (e.g. legally compliant procedures, positive image, contribution to global justice).
- Make sure you lead the conversation in a way that engages others, not persuades them.

The Critical

Role:

You are sceptical about the topic of ‘fair sustainable procurement’. You see no added value and consider it an additional burden.

How to play the role:

- Fundamentally question the usefulness of fair procurement.
- Emphasise that you already have enough to do.
- Reject the idea with statements like on your card ‘The Critical - Additional Information’.

However, maintain a professional demeanour – you are annoyed, but not offensive.

Aim of the role:

- Challenge the moderator to convince you or at least to engage with you.
- Give the moderator the opportunity to deal with resistance.

The Critical

Critical issues / additional information

Time and workload

- ‘I don't have time to deal with new award criteria as well.’
- ‘Who is supposed to implement this – we are already stretched to the limit in terms of personnel.’

Lack of clear procedure or support

- ‘There are no clear instructions or guidelines on how this is supposed to work.’
- ‘If it's really that important, it should be regulated more clearly from above.’

Scepticism about the impact

- ‘What difference will it make if we order fair workwear in our small town?’
- ‘It all sounds nice, but it won't change anything globally.’

Costs and economic efficiency

- ‘Fair products are more expensive. And where are we supposed to get the money from?’
- ‘We have a mandate to act economically – that's a contradiction in terms.’

The Neutral

Role:

You are fundamentally open to fair procurement, but still undecided and not very well informed. You want to understand what it is all about and what you would be getting into.

How to play the role:

- Ask factual, clarifying questions ('How does it work in practice?', 'What does it mean for our work processes?').
- Show interest, but not enthusiasm.
- Allow yourself to be persuaded by the moderator's arguments, but remain critical.
- Observe the discussion with the critical participant – how does the moderator deal with it?

Aim of the role:

- Give the moderator the opportunity to speak informatively and in a motivating way.
- Represent the 'silent majority' in the team – neither opponent nor fan, but decisive for implementation.