

# ProcuraMED

## Presentation of the Euro-Mediterranean coalition for an innovative and sustainable economy

**5<sup>th</sup> of November 2025, 10:00 – 11:00**

Stand of the Barcelona Metropolitan Area (AMB)

Smart City Expo World Congress

Fira Barcelona Gran Via. Av. Joan Carles I, 64 – Halls 2 & 3. 08908  
L'Hospitalet de Llobregat (Barcelona)





The ProcuraMED project, within the framework of the Interreg EURO MED programme, aims to support companies and local public administrations in the application of green public procurement (GPP) and public procurement of innovation (PPI) procedures, to promote the adoption of advanced green technologies. To achieve this, it has offered specialized training and tailored advice to municipalities and companies in eight countries in the Mediterranean region.

This event aims to share the main results of the implementation of the project in the eight pilot territories and the resulting policy recommendations, as well as the memorandum of understanding for the creation of a Euro-Mediterranean coalition for an innovative and sustainable economy. This coalition aims to strengthen the value chain and transnational cooperation between public buyers (demand side) and private companies (supply side). Its mission will be twofold: on the one hand, to facilitate companies to offer their green and innovative products on the Euro-Mediterranean market; on the other hand, to expand the opportunities for public buyers to access a more diversified range of solutions that contribute to improving services for citizens.

## Agenda

<b>10:00 – 10:10</b>	<b>Welcome words</b> Procurement Coordinator, AMB (tbc) Josep Canals, Secretary General of MedCities
<b>10:10 – 10:30</b>	<b>Presentation of the Euro-Mediterranean coalition for an innovative and sustainable economy</b> Susana Pérez, Expert in Innovation and Sustainability, ProcuraMED project
<b>10:30 – 11:00</b>	<b>Signature of the Coalition MoU by ProcuraMED project partners</b>





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