

ProcuraMED project

Boosting green innovation through local public procurement

5th of November 2025, 13:20 – 14:05

Stage People-First

Smart City Expo World Congress

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





Did you know that public procurement represents 14% of the EU's GDP (around €2 trillion annually)? In sectors such as energy, transport, waste management and social protection public sector is the most important buyer. However, a significant portion of public procurement procedures—55%—rely only on the lowest price criteria. This approach often overlooks factors such as quality, sustainability, and innovation.

ProcuraMED aims to support enterprises and local authorities in the application of green public procurement (GPP) and public procurement for innovation (PPI) procedures to promote the uptake of advanced green technologies. It has done so by providing advanced training and tailored counselling to public authorities and enterprises to boost the process of green innovative technology application in public services and creating a Euro-Mediterranean coalition to enhance knowledge transfer, exchange of best practices and promote GPP & PPI procedures.

The aim of this event is to present the key outcomes of the ProcuraMED project and to generate a forward-looking discussion on how public procurement can become a driver of innovation and circularity in the Mediterranean. The roundtable will bring together experts, practitioners, and stakeholders to discuss how to move from price-based procurement to value-based strategies that prioritise sustainability and innovation.

Through four short presentations and an open debate, participants will gain insights into:

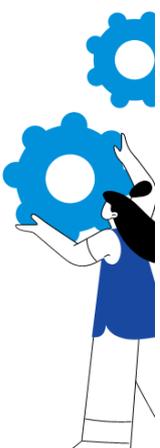
- The main functionalities and added value of the Strategic Procurement Unified Platform, which includes tools such as e-GPP, life-cycle costing (LCC), a repository of green technologies, and model documentation to facilitate implementation by SMEs and public authorities.
- The capacity-building programme developed within the project, consisting of awareness sessions, specialised training, mentoring, and the transferability strategy action plans developed in the 8 Euro-Mediterranean regions taking part in the project.
- Lessons learned from the project pilots, showcasing successful procurement of innovative green solutions in sectors such as energy-efficient building materials, waste valorisation, and textile recycling.
- The role of the Euro-Mediterranean Coalition, a newly created initiative of public institutions, SMEs, clusters, and civil society actors committed to promoting sustainable procurement practices in the region.

The session will conclude with an interactive discussion on how to scale up these practices, overcome regulatory and technical barriers, and embed GPP and PPI into municipal and regional strategies. Particular attention will be given to how cross-border cooperation and digital tools can accelerate the green transition through smarter procurement policies.

By showcasing practical tools, real cases, and growing cooperation, this roundtable aims to inspire public authorities, SMEs, and ecosystem enablers to place innovation and sustainability at the heart of public procurement.

Agenda

Moderator	Susana Pérez, Innovation and Sustainability expert, ProcuraMED project
Speakers	<ol style="list-style-type: none"> 1. Josep Canals, Secretary General of MedCities 2. Diego Mattioli, Project Manager, Municipality of Narni (Italy) 3. Sonia Dominguez, Head of International Relations, Municipality of Viladecans (Spain) - tbc 4. Martí Morató Hil, CEO Go Zero Waste start-up, Barcelona





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