

TERMS OF REFERENCE FOR THE DEVELOPMENT OF THE EURO-MEDITERRANEAN COALITION ON STRATEGIC PROCUREMENT

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Project: ProcuraMED

Imputation item: 2.2

Introduction

The Associació MedCités / MedCities is an association of cities, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises 81 municipalities and unions of municipalities from seventeen different states and runs projects in the fields of strategic urban planning, urban services, the environment and local economic and social development, as well as training activities, technical support and the capitalisation of best practices. The network was created in 1991, since which time it has carried out dozens of projects in Mediterranean cities.

ProcuraMED is an Interreg Euro-MED project that supports the transition towards competitive, innovative, sustainable, and resilient ecosystems in the Mediterranean. It does so by strengthening the innovation capacities of companies and local authorities and promoting the adoption of advanced green technologies through strategic procurement processes—specifically, Green Public Procurement (GPP) and Public Procurement for Innovation (PPI).

Running from January 2024 to March 2026, the project brings together partners from eight Mediterranean countries. In each of these countries, a series of training sessions and mentoring activities are being conducted with companies and local public authorities to foster the adoption of GPP and PPI practices. As a result, each project partner will develop a **Transferability Strategy Action Plan**, outlining the steps needed to fully harness green market innovation potential through Strategic Procurement. These plans will define objectives, actions, timelines, and required resources and are expected to be finalized by mid-September 2025.

Apart from this, the project has developed **guidelines for the application of GPP and PPI** according with the results of background analysis in each transfer country. These guidelines are one of the functionalities included in the **Strategic Procurement Unified Platform**, also developed in the framework of the project, which also includes other appliances like the Life Cycle Costing (LCC) calculating tool and/or the eGPP tool.

MedCities is responsible for implementing the project activities in Catalonia and leads Work Package 2 (WP2), which focuses on **building a transnational public–private coalition for an innovative and sustainable economy**. Within this framework, MedCities is in charge of two key activities:

1. Organising an International **EXPO on Green Innovation**, aimed at promoting the development and market uptake of innovative solutions driven by opportunities in strategic procurement. During the expo all solutions identified in the eight regional analyses will be showcased.
2. Establishing the **Euro-Mediterranean Coalition for an Innovative and Sustainable Economy**, designed to enhance transnational cooperation between public procurers and enterprises. The coalition will support the uptake and application of green innovations in public services via strategic procurement. A Memorandum of Understanding (MoU) will be signed by project partners, associated entities, and interested stakeholders. The coalition will serve as a platform for sharing knowledge,

creating business opportunities, and unlocking public and private investments in green innovation. To support its development, a dedicated space has been created on the MedUrbanTools platform: <https://medurbantools.com/procuramed/>, which includes case studies, tools, and interviews to facilitate networking and mutual learning.

In addition to these activities, WP2 also includes the organisation of **two international webinars and workshops** to promote knowledge exchange and build capacity in strategic procurement. These events are being organised by other project partners but fall under the same WP lead by MedCities.

The 1st international workshop was organised in Brussels on 10th of October 2024 within the Interreg EURO-Med Green Living Areas policy dialogue. It aimed to activate a mutual learning process based on exchange of expertise and knowledge transfer on green innovation in the MED area and public tendering opportunities in the Green Living Areas. It was a good opportunity to share best practices, knowledge, and tools related to GPP and PPI.

The 2nd international workshop will be organised in Narni on 20th of May 2025. Entitled “How Strategic Procurement Can Drive the Activation of Innovative Circular Value Chains” the workshop will explore policy frameworks at the European level and successful practical examples in key sectors such as textiles, plastic waste and organic waste management. These examples will be analysed through key cross-cutting themes, including innovation and stakeholder engagement.

The 1st webinar, entitled “Green and circular procurement: a way to reach strategic goals”, will take place on the 2nd of June 2025 within the framework of the EU Green Week. This event will explore how innovation across various policy areas can support the transition to a sustainable, green, and circular economy. It will focus on the role of strategic green and circular procurements in achieving key sustainability goals.

The 2nd webinar is still to be defined.

With regards to the EXPO on Green Innovation, it will be held during the **Smart City Expo World Congress (SCEWC)**, taking place in Barcelona from 4 to 6 November 2025. MedCities will host the nine project partners in Barcelona and organise two dedicated events on 5th of November at the Barcelona Metropolitan Area (AMB) stand to showcase project results and officially launch the Euro-Mediterranean Coalition for an Innovative and Sustainable Economy.

To support the implementation of WP2, MedCities is seeking external expertise in strategic procurement (GPP + PPI), particularly to help develop the activities related to the establishment and activation of the transnational coalition.

1. Objective

The objective of this service provision is to develop the Euro-Mediterranean coalition on strategic procurement.

2. Scope of the services

The scope and characteristics of the services are as follows:

Activity A. Development of the Memorandum of Understanding (MoU) to establish the Euro-Mediterranean coalition for Innovative sustainable economy, including policy recommendations and a letter of support

The Euro-Mediterranean Coalition for an Innovative and Sustainable Economy aims to strengthen value chains and promote transnational cooperation between public procurers and

enterprises. Its goal is to accelerate the uptake of green innovation and its application in public services through strategic procurement practices.

The service provider will develop the MoU of this coalition, to be signed by project partners and associated entities, which will outline its mission, objectives, and collaboration strategy. Its development will primarily draw on the analysis of the eight Transferability Action Plans, which will be submitted by project partners in September 2025. Additional inputs to be considered will include key project deliverables such as the guidelines for implementing GPP and PPI procedures and the results of international workshops and webinars.

To support this process, project partners will be fully available to answer any questions from the external expert. The organisation of a 2-hour online design thinking workshop to gather input from partners is strongly encouraged and will be positively considered.

MedCities will also provide examples of MoUs from previous projects to serve as references. The document shouldn't last more than 2-3 pages.

In addition, the expert will be responsible for drafting policy recommendations based on the experiences and lessons learned from project partners, targeting procurement policy-makers. A useful reference for this task is the following publication: [BUILD Policy Recommendations Booklet](#) (2022).

These recommendations will be referenced in or annexed to the MoU and will also be presented during the project's dissemination events at the Smart City Expo World Congress (see Activity B for further details). The recommendations can be illustrated with good practices cases identified under task D.

Finally, a simplified Letter of Support will be drafted. Based on the principles outlined in the MoU, this letter will target additional stakeholders who may wish to endorse and adhere to the coalition's main goals and commitments.

Deliverables:

- A.1. MoU of the Euro-Mediterranean coalition for Innovative sustainable economy (around 2-3 pages).
- A.2. Policy recommendations for Green and Innovation Procurement Policymakers (around 5 pages).
- A.3. Letter of support of the Euro-Mediterranean coalition for Innovative sustainable economy (1-page ideally).

Expected date of delivery: End of October

Activity B. Organisation and moderation of two events on green innovation during the SCEWC on 5th of November 2025.

As outlined in the introduction, the EXPO on Green Innovation—aimed at promoting the development and market uptake of innovative solutions enabled by strategic procurement—will take place during the Smart City Expo World Congress (SCEWC) in Barcelona, from 4 to 6 November 2025. All ProcuraMED project partners will attend the event.

MedCities will host two dedicated events on the morning of the 5 November at the Barcelona Metropolitan Area (AMB) stand, which accommodates up to 20 seated participants. These events are designed to present the ProcuraMED project results and officially launch the Euro-Mediterranean Coalition for an Innovative and Sustainable Economy.

Event 1 – Round Table (45 minutes):

A 45-minute round table discussion will feature four invited speakers. The external expert will be responsible for organising and moderating this session. Specific topics and presentations will be finalised in October, once the expert has a clearer understanding of the project's key outcomes.

A preliminary idea includes inviting:

- A company and a municipality belonging to the AMB that participated in the ProcuraMED training and mentoring programme, to share tangible results.
- A representative from a procurement policy-making body. As the scope of the event is Euro-Mediterranean, a representative from the European Commission could be invited.
- Presentation of innovative solutions enabled by strategic procurement.

The expert will:

- Design the event agenda in collaboration with MedCities.
- Identify, contact, and support the speakers in preparing their contributions.
- Moderate the round table discussion.

Event 2 – Presentation of the Euro-Mediterranean Coalition for an Innovative and Sustainable Economy (25 minutes + 5 minutes Q&A)

This session will include the official launch of the Euro-Mediterranean Coalition for an Innovative and Sustainable Economy, with the presentation of the Memorandum of Understanding (MoU) and the policy recommendations developed throughout the project.

Key elements of the session will include:

- A presentation of the policy recommendations by the service provider.
- An overview of all solutions identified in the eight regional analyses.
- The signature of the MoU by project partners to formalise their commitment to the coalition.

Deliverables:

- B.1. Report from the events, including key takeaways of each session (template to be provided by MedCities) – 10 days after the event

Activity C: Development of guiding questions and interview coordination for speakers

A short video interview (5–10 minutes) featuring the external expert will be recorded during the Smart City Expo World Congress (SCEWC) to highlight and communicate the main outcomes of the ProcuraMED project. This interview will be published in the “Voices” section of the MedUrbanTools platform: <https://medurbantools.com/procuramed>

In addition, 3 to 5 short interviews will be conducted with other experts, speakers, or representatives of successful case studies during the event to feed the MedUrbanTools webpage.

The external expert will:

- Develop a set of 5–10 guiding questions to structure the interviews.

- Collaborate with the communication agency during the recording process, providing support if needed to ensure clarity, relevance, and alignment with project messaging.

Deliverables:

- C.1. Guiding questions for 3-5 interviews (5-10 questions)

Activity D: Identification of MedUrbanTools cases and tools

The expert will identify and document a minimum of six good practice case studies - three related to Green Public Procurement (GPP) and three to Public Procurement for Innovation (PPI)—as well as five tools or resources designed to support local public administrations. These materials will be featured on the MedUrbanTools platform: <https://medurbantools.com/procuramed>

Good practice case studies can illustrate the policy recommendations developed under task B.

MedCities will provide templates for submitting both case studies and tools. The “Cases” section highlights best practices implemented in Mediterranean cities. The “Tools” section compiles practical resources, such as thematic guidelines, strategic plans, and innovative instruments developed in response to urban challenges.

Deliverables:

- D.1. 6 good practice case forms completed (3 GPP + 3 PPI)
- D.2. 5 tools/resource forms completed

Activity E: Organisation and Implementation of the MedCities Webinar

In December 2025, the expert will organise and moderate a 90-minute webinar targeting the MedCities network, which includes 81 municipalities across 17 Mediterranean countries. The objective of the event is to disseminate and transfer the main outcomes of the ProcuraMED project. The webinar will include simultaneous interpretation into French to ensure broader participation.

The expert will be responsible for:

- Designing the webinar agenda.
- Identifying and contacting potential speakers.
- Moderating the session.

MedCities will manage the registration process for participants.

Deliverables:

- E.1. A 1-page agenda, to be submitted 15 days before the webinar.
- E.2. A 2–4 page webinar report, including the good practices presented and key takeaways, to be submitted within 10 days after the event. Template to be provided by MedCities.

All materials developed should include the logos of ProcuraMED and MedCities.

Service provider profile:

- Proven experience in the application of GPP and PPI.

- Knowledge of regulations related to public procurement and the integration of environmental and innovative criteria, such as the EU directive on sustainable public procurement.
- Familiarity with tools such as sustainability criteria (certifications, ecological standards, carbon footprint, etc.) that can be applied in public tender processes.
- Knowledge of green procedures and contracts that favour products or services that respect the environment.
- Familiarity with innovation methodologies and with the processes of developing innovative solutions within a public procurement context, such as advanced technological solutions or sustainable models.
- Knowledge of effective communication techniques, both oral and written.
- Fluency in English. Catalan will be an asset.
- Previous experience in participating in other projects of the Interreg Euro-MED program will be valued.

3. Type of service, duration and place of execution

These terms of reference and the winning proposal will define the conditions of the service as a contract of provision of services from the notification of the order until 31st of December 2025. The service will be carried out in the service provider premises and Barcelona. The service will be governed by the Catalan law, the Spanish law and the courts of Barcelona.

4. Base budget of the service

The maximum budget for this service is €12.000,00 (all taxes included). If the bidder has its tax domicile in Spain, the maximum amount will be €14.500,20 including the VAT rate valid on the date of the publication of these terms of reference which is 21%.

Any offer exceeding this amount will be rejected.

It is understood that the budget includes all of the costs that the successful bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, financial costs, insurance, transport and travel expenses, remuneration for the staff under its control and all verification and job costs.

5. Price of the contract and economic conditions

The administrative details of the Contracting Body are:

ASSOCIACIÓ MEDCITIES AND/OR MEDCITÉS
C / 62. 16-18. EDIFICI B, ZONA FRANCA
08040 BARCELONA – CATALONIA - SPAIN
Tax number (VAT): ESG66401258

The contract price is the one established by the award of the tender, in line with the offer submitted.

2 invoices are required according to the following details:

- 40% of the total amount after submission and validation by the MedCities team of the deliverables included under activity A
- 60% of the total amount after submission and validation by the MedCities team of the rest of deliverables and end of the service.

Offer and invoices must contain at least the following information:

- Full tax name and full tax address of the supplier
- Tax identification number of the supplier
- Complete MedCities data
- Offer/Invoice number
- Offer/Invoice date
- Budget code and project name indicated in the header of this document
- Description of the service to be provided/provided
- Detail of the amount of the service and taxes (if any)

The payment term of the invoice will be: bank transfer around 30 days after the date of the invoice (bank account details are required) and always after internal favourable report issued by the General Secretariat of MedCities at the end of each phase.

The service provider will be directly responsible for paying the local or national taxes applied to the services except if the service provider is fiscally domiciled in Spain, whereupon the current tax law in respect of personal income tax (IRPF) will be applied.

Invoices must be sent either by post to the offices of the General Secretariat of MedCities or, if they are in digital format, to contact@medcities.org.

Bank charges arising from the payment of invoices will be shared (SHA according to bank coding).

MedCities may require information from the service provider regarding its compliance with obligations relating to social security contributions and the payment of taxes.

Those non-EU service providers will be required to present a certificate of tax residence within 7 calendar days of the award of the service. If the document has not been provided to MedCities within 7 days, the contract may be terminated.

6. Participation requirements

Those bidding for the service can be individuals or companies that have the full capacity to carry out the work, that are not subject to a ban on hiring staff and that can demonstrate their technical reliability and professional experience.

7. Confidentiality clause

The information that the service provider will have access to fulfil the purpose of this contract must be kept strictly confidential and must not be used for any activity not covered by this contract. In circumstances where a particular use of the information gives rise to doubts in respect of this confidentiality clause, the service provider must, in all cases, request the consent of MedCities.

8. Ownership and authorship of the work

The ownership and authorship of any service provision work carried out belongs to MedCities. As owners of the study, any use or mention of it in publications, articles, interviews, conferences, etc. must have the express authorisation of MedCities.

9. Termination of the service

By giving notice of one month, the service can be terminated by either party before the date indicated in Point 3 of these terms of reference for objective reasons or for the reason described in the last paragraph of point 5 of these terms of reference.

10. Submission of offers

The offer must be sent to the following email address: contact@medcities.org

- Proposal submission period: 10 working days from the date of these terms of reference.
- The subject line of the email should specify "Service offer for the development of the Euro-Mediterranean coalition on strategic procurement"

The offer must include the extent of the services offered and fulfil the conditions expressed in the previous sections. Notwithstanding that the candidate can attach to their offer any complementary information they consider to be of interest, the tender must include the following documentation:

- Detailed offer of the services.
- Economic proposal: candidates must submit an economic proposal in euros that either they or their representative must sign. The prices offered should include any type of tax, charge or fiscal ruling of a European, state, autonomous community or local nature as indicated in Points 5 and 6 of these terms of reference.
- CV of the professional person or company involved and of the working team, giving relevant examples of similar work undertaken and, if applicable, international experience.

If additional information is required to present the offer, we invite you to contact MedCities by writing to the email address contact@medcities.org. Only written questions about clarifications of the presentation of offers will be answered.

MedCities may request additional information related to the proposal if it deems it appropriate. If this is the case, the proposals that require clarification must be answered within a reasonable period established by the evaluation team.

11. Assessment criteria

The most advantageous offer will need to be evaluated bearing in mind the cost-effectiveness ratio in accordance with the overall proposal. The assessment could take the price-quality ratio into account.

MedCities guarantees equal treatment of the people/companies bidding and will keep their offers confidential.

The person/company adjudicated as the successful bidder will be notified within a period of 5 working days from the final submission date for offers.

Barcelona, May, 29th

Josep Canals-Molina
Secretary General