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Green Public Procurement (GPP) & Public Procurement of Innovation (PPI) for Mediterranean local authorities

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ayming

ProcuraMED capitalisation webinar

Tuesday 16th of December, 10:00 – 11:30 CET





1. Lessons learned from PROCURAMED project – Noé Viedma
2. Strategic public procurement: importance and opportunities
3. Introduction to Green Public Procurement (GPP)
4. Introduction to Public Procurement of Innovation (PPI)
5. Practical tools for managing GPP and PPI
6. Success stories from the Mediterranean region
7. Conclusions and recommendations
8. Q&A session
9. Closing remarks





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Lessons learned from PROCURAMED project



Building a Sustainable and Innovative Mediterranean through Strategic Procurement (2024-2026)



- Promotes Green Public Procurement (GPP) & Public Procurement of Innovation (PPI)
- Strengthens innovation capacities of public authorities and SMEs
- 8 Med countries: PT, CAT, IT, SI, HR, BiH, GR, CY.
- MedCities members: Viladecans, St. Boi (AMB)



Governance



Sustainability



Innovation



Cooperation



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Activities & outputs

2024 - 2026



Strategic Procurement Unified Platform (SPUP)

A digital tool integrating life-cycle costing, best-available technologies, and green innovation databases



Training and Mentoring

Tailored programmes and coaching for public authorities and SMEs to apply GPP and PPI in real conditions



Webinars & Workshops

International knowledge-sharing sessions connecting practitioners and innovators across the MED area.



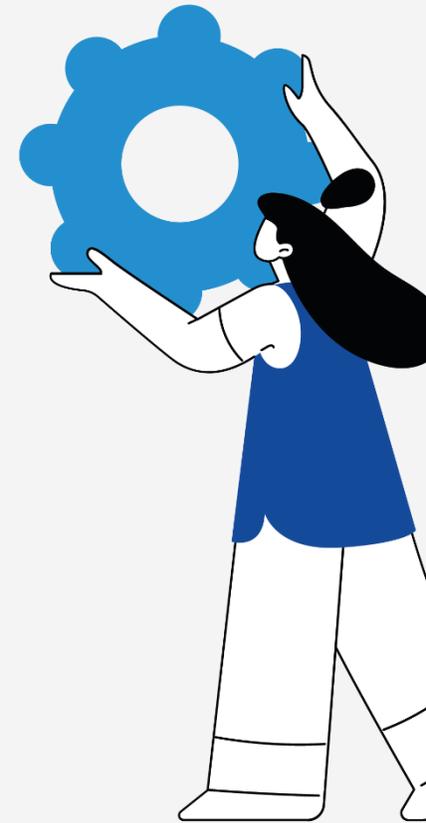
Green Innovation Expo at SCEWC 2025

A transnational showcase of solutions emerging from regional analyses.



Transferability Plans

Strategies developed in 8 pilot regions to replicate tools and methods, defining objectives, stakeholders, and policy integration pathways

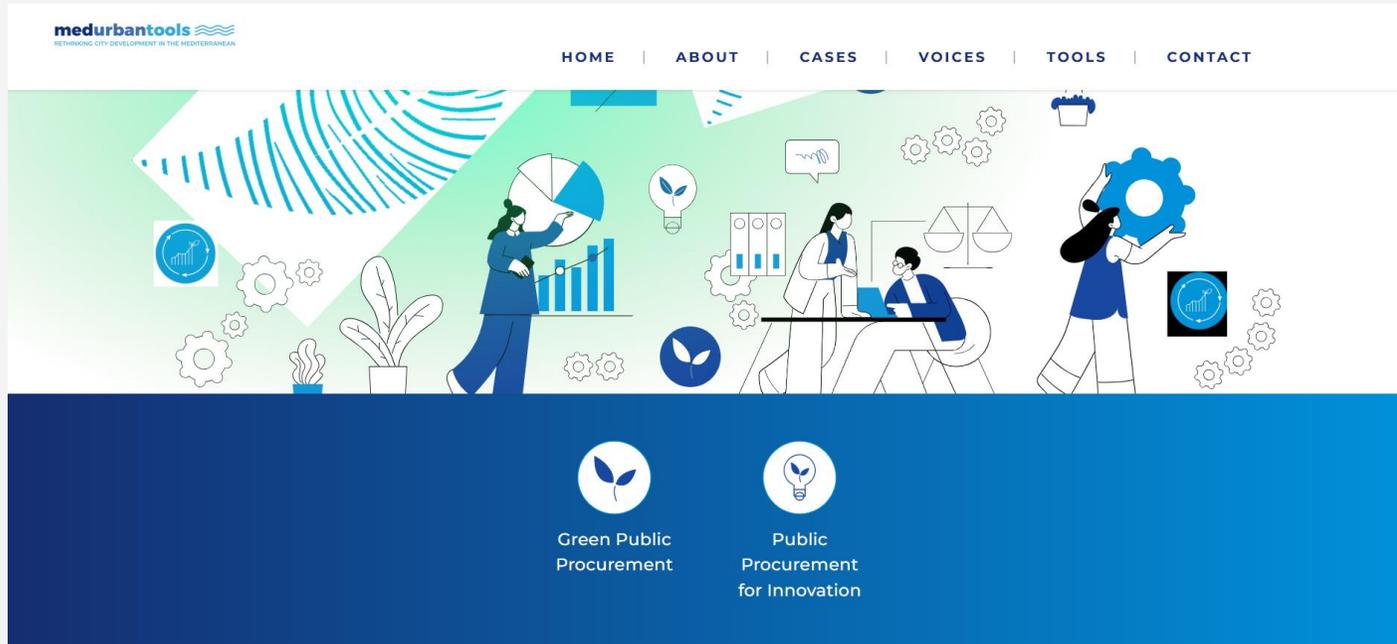


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[Link to the tool](#)



Tools



Cases



Voices



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From Shared Experience to Common Action

Governance & cooperation

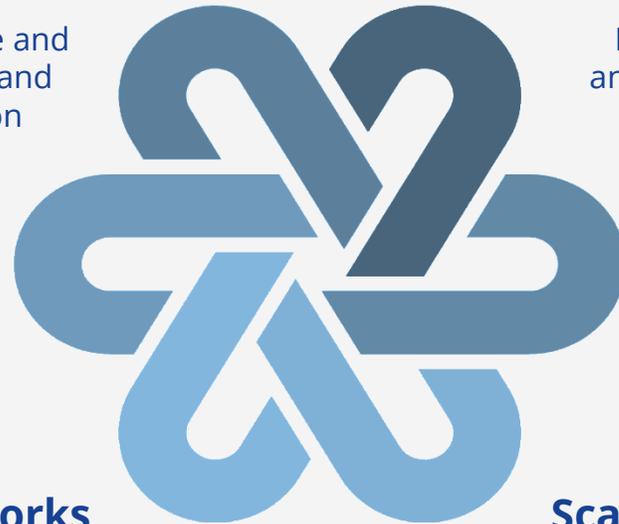
Build stable, multi-level governance and legal frameworks to align policies and foster transnational collaboration

Capacity & Training

Professionalize procurement by training public officials and enterprises, embedding long-term institutional capacity

Collaborative Networks

Create Euro-Mediterranean networks to disseminate knowledge, share best practices, and strengthen cooperation



Tools & Processes

Develop standardized tools, templates, and digital platforms to make GPP and PPI efficient, transparent, and replicable

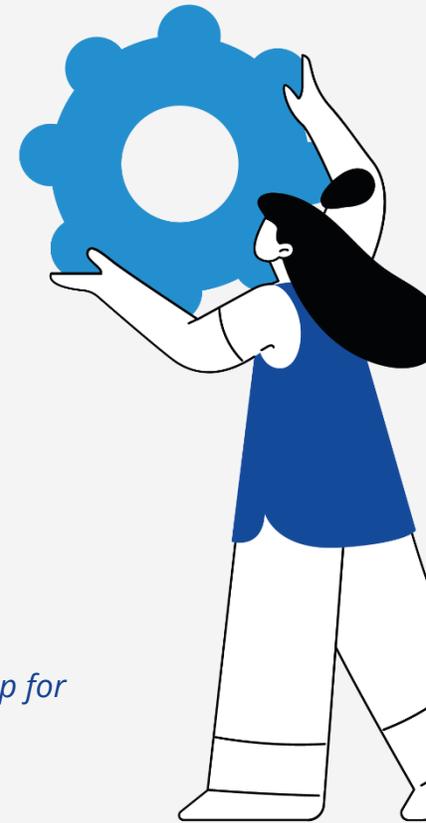
Innovation Ecosystem

Connect public demand and private innovation through structured partnerships, dialogue, and SME engagement

Scaling Successful Experiences

Identify, showcase, and replicate proven GPP and PPI models to turn local success into systemic transformation

[Link to the document](#)



The Euro-Mediterranean Strategic Procurement Coalition



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Innovative and Green Procurement towards sustainable economy in MED area
Euro-MED0200775

Letter of Support

Responsible Partner: MedCities
Date: 03/11/2025

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Support the Coalition!

Support a shared vision for sustainable and innovation-driven growth



Città di Narni



Administrations

Integrate **green and innovation criteria** in every procurement process.

Enterprises

Actively participate in **sustainable and competitive markets**.

Institutions

Promote and strengthen **Euro-Mediterranean cooperation** for long-term impact.

[Learn more](#)



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Strategic public procurement: importance and opportunities

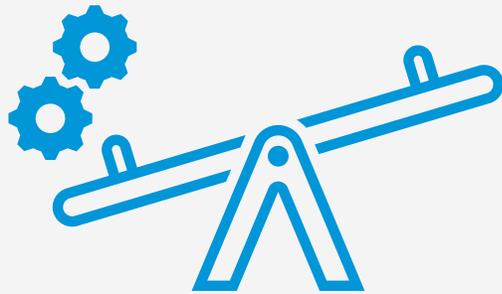
Strategic public procurement



Why Strategic Public Procurement Matters

In the EU PP represents

14% of the GDP



A powerful **market-shaping instrument**

From administrative process → **public value creation tool**

COST → LONG TERM OUTCOME



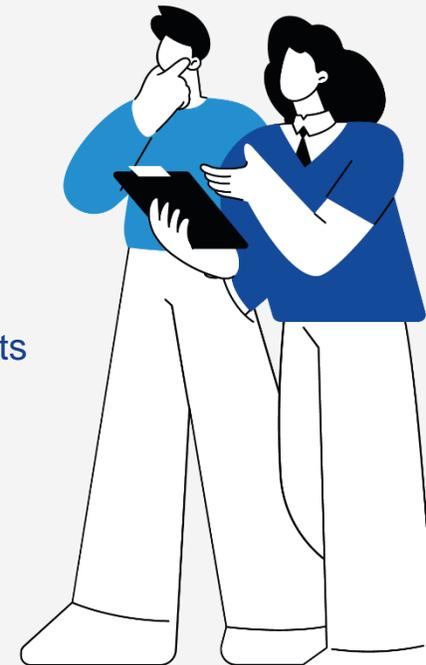
Environmental objectives



Social impact



Innovation goals



- Use of **life-cycle costing (LCC)** to evaluate real long-term costs
- Creates market demand for greener and innovative solutions



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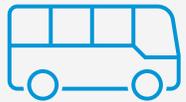
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Opportunities for the Mediterranean Region

Addresses shared regional challenges:

- Water scarcity, heat waves, pollution
- Urban mobility and congestion
- Energy dependency and efficiency
- Waste management pressures



Strengthens local innovation ecosystems and SME participation
Enables better public services and reduced operating costs

Benefits for Public Authorities

- Improved quality and efficiency of public services
- Reduced operational and energy costs over time
- Increased transparency and professionalisation
- Strengthened alignment with international funding and policy frameworks

Benefits for the Private Sector

- Clear signals to the market
- Increased opportunities for green and innovative business models
- Greater demand for innovative SMEs
- Enhanced competitiveness through public reference projects

Win-win ecosystem!



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Introduction to Green Public Procurement (GPP)

Introduction to Green Public Procurement (GPP)



- A procurement approach that prioritises **goods, services and works with lower environmental impact**
- Defined by the European Commission as a **voluntary instrument** supporting sustainability policies
- Applies environmental criteria across the **entire procurement cycle**
- A practical way to use public purchasing power to advance environmental goals

Why GPP matters

- Public sector can shift markets toward greener products
- Supports international climate objectives
- Reduces energy use, emissions and waste generation
- Improves long-term cost efficiency through life-cycle thinking
- Demonstrates public leadership in sustainability



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Core Principles of GPP

Minimum environmental criteria

- Technical specifications
- Award criteria
- Contract performance clauses

Life-Cycle Costing (LCC)

Purchase price



Total cost over time

- Energy consumption
- Maintenance
- Waste management
- End-of-life disposal
- Environmental externalities

Verification of compliance

- Eco-labels
- Environmental declarations
- Test reports

Focus on performance rather than prescriptive requirements



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Examples of GPP in Practice

Buildings: energy-efficient materials, renewable systems, thermal insulation

Transport: low-emission vehicles, charging infrastructure, noise reduction

Waste: solutions aligned with circular economy principles

ICT: energy-efficient devices, recyclable components

Benefits for Public Authorities

- Reduced long-term energy and operating costs
- Better-performing public infrastructure and services
- Lower environmental footprint of government activities
- Strong alignment with funding and sustainability frameworks
- Increased transparency and professionalisation of procurement

Benefits for the Market and Society

- Encourages suppliers to innovate and improve environmental performance
- Expands market for eco-friendly products and services
- Supports SMEs able to offer greener alternatives
- Improves public health and environmental quality
- Builds awareness and behavioural change across sectors



Introduction to Green Public Procurement (GPP)



How to start working with GPP

1 Start by selecting a few priority categories

Selecting two or three categories helps procurement teams build familiarity without overwhelming the organisation

2 Use existing GPP criteria as a starting point

Public buyers do not need to invent environmental criteria from scratch

3 Introduce LCC gradually

Begin with simple LCC tools before integrating more advanced models.

4 Engage with suppliers early and transparently

Reduces uncertainty and ensures that environmental criteria are realistic, ambitious, and aligned with what suppliers can deliver

5 Adjust processes and build capacity

Normalise GPP as a standard practice rather than an occasional initiative

6 Monitor progress and celebrate early wins

Strengthen political support and create a culture of sustainable procurement

Starting with GPP is a journey, not a single action



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Introduction to Public Procurement of Innovation (PPI)

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- Procurement conducted by public authorities to purchase solutions that are **new or significantly improved** compared to those currently in use
- Stimulate the development and adoption of innovative solutions that **are not yet available** on the market

Traditional procurement
public buyers specify exactly what they want



Public Procurement of Innovation
focus to the problem that needs to be solved

Why is PPI so relevant today?

- Many of the challenges faced by Mediterranean entities cannot be solved with the technologies or processes that currently exist
- Innovation is required, and public authorities can play a decisive role by articulating needs, creating market demand, and helping de-risk the development of new solutions



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Introduction to Public Procurement of Innovation (PPI)



Main modalities of PPI

Pre-Commercial Procurement (PCP)

For solutions that are earlier in their innovation cycle

The public buyer contracts multiple suppliers to conduct R&D in parallel with competitive phases.

Public Procurement for Innovative Technology (PPIT)

When the innovation is close to market availability, the procurement process encourages suppliers to push the final stages of innovation and scale their solutions

Preliminary Market Consultation

Dialogue with the market prior to launching the PCP/PPIT to better understand what is possible, what is emerging, and what level of innovation could realistically be addressed.

The expected outcomes of PPI extend beyond simply acquiring a new product or service



Improve the quality and efficiency of public services



Reduce long-term operational costs



Stimulate local and regional innovation ecosystems



Support SMEs and start-ups in bringing solutions to market



Strengthen competitiveness in key sectors



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How to start working with PPI

1 Identify and Prioritise Unmet Needs

Map areas where existing solutions are insufficient, costly, or inadequate

2 Validate the Challenge Internally

Understanding of the problem and long-term commitment from leadership is key.

3 Explore the Market and Emerging Technologies

Dialogue with suppliers, innovators, research institutions, and start-ups

4 Choose the Right Procurement Approach

Based on the market consultation: if solutions already exist or R&D is needed

5 Define Functional Requirements, Not Technical Ones

This gives suppliers the freedom to propose novel approaches and stimulates true innovation

6 Secure Funding and Manage Risks

Set up risk management mechanisms to monitor and evaluate the projects

PPI is not about being a technological expert—it is about being willing to work differently, focusing on needs, and engaging early with the market





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Practical tools for managing GPP and PPI

Practical tools for managing GPP and PPI

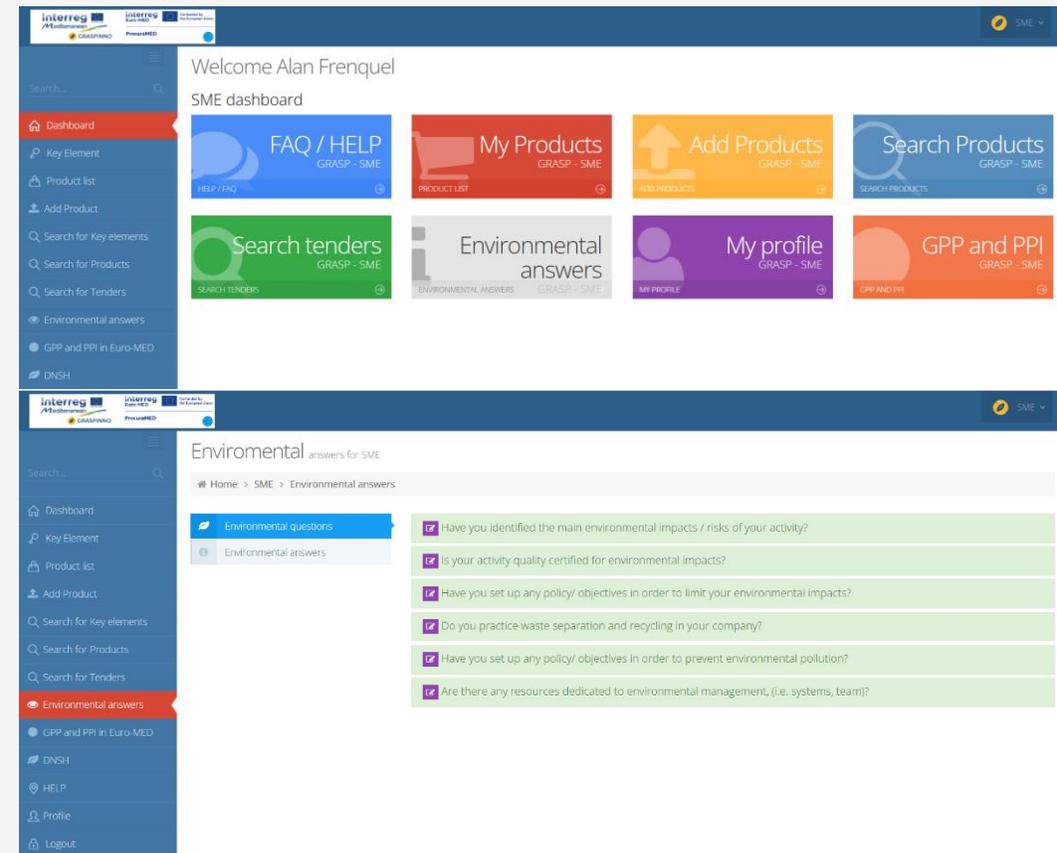


Strategic Procurement Unified Platform (SPUP)

Result of ProcuraMED project, the platform provides:

These criteria provide:

- Databases of green products and services, and a pool of SMEs and public authorities interested in GPP.
- eGPP supporting tool to help designing green procurement processes by collecting green specifications and preparing tender documents.
- Life Cycle Costing (LCC) calculating tool to assess all cost parameters for proposed solutions, such as lifetime, maintenance, energy performance, and disposal/resale.
- GPP and PPI application guidelines, including the background analysis carried out in the eight European countries part of the ProcuraMED project.



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[Link to the tool](#)

Practical tools for managing GPP and PPI



EU Green Public Procurement Criteria

The European Commission has created detailed GPP criteria for dozens of product and service categories—from construction, lighting and transport to ICT, furniture, cleaning services and more.

These criteria provide:

- technical specifications,
- award criteria,
- contract clauses,
- verification methods.

They are extremely helpful because they are scientifically validated, regularly updated and aligned with EU environmental policy.

For any organisation beginning with GPP, this is one of the most accessible and practical starting points.

European Commission

EN

Energy, Climate change, Environment

Green Forum

Home Green Business Nature and biodiversity News Events

Environment > Green Forum > Green Business > Green Public Procurement > GPP Criteria and Requirements

Green Public Procurement Criteria and Requirements

3. EU GPP Criteria for Electricity

Core criteria	Comprehensive criteria
3.1 EU GPP criteria for Electricity	
SUBJECT MATTER	SUBJECT MATTER
Purchase of at least 50% electricity from renewable energy sources (RES-E) and/or high efficiency cogeneration.	Purchase of 100% electricity from renewable energy sources (RES-E).
SPECIFICATIONS	SPECIFICATIONS
1. At least 50% of supplied electricity must come from renewable energy sources and/or high efficiency cogeneration as defined by Directive 2009/28/EC and Directive 2004/8/EC respectively. The tenderer should indicate the proportion of electricity to be supplied from renewable energy sources. Verification: Relevant documentation from the Guarantee of Origin scheme has to be submitted. Alternatively, any other equivalent proof will be accepted.* <i>*Please see the Explanatory note for further information.</i>	1. 100% of supplied electricity must come from renewable energy sources as defined by Directive 2009/28/EC. Verification: Relevant documentation from the Guarantee of Origin schemes has to be submitted. Alternatively, any other equivalent proof will be accepted.* <i>*Please see the Explanatory note for further information.</i>
Award criteria	Award criteria
Additional points will be awarded for additional RES-E and/or high	



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Practical tools for managing GPP and PPI



European Commission Life Cycle Cost (LCC) Calculation Tools

To support greener decisions, the Commission provides sector specific calculators that estimate the total cost of a product or service across its entire life cycle.

These tools help buyers compare scenarios by integrating:

- purchase costs,
- energy or water consumption,
- maintenance,
- end-of-life costs,
- environmental externalities.

Using LCC makes it easier to justify greener solutions that may cost slightly more upfront but save significantly over time.

The screenshot shows the CIRCBC Green Business Library interface. At the top, there is a search bar and navigation tabs for 'Green Business' and 'Library'. Below this, a message states 'You are accessing this Group as a guest visitor with limited access.' The main content area displays a table of documents with columns for Name, Title, Last modification, Version, Size, and Expiration date. The table lists three documents: 'EC LCC Vending Tool', 'EC LCC Vending Guide', and 'EC LCC Outdoor Lighting Tool'. Below the table, there is a section for 'LCC Inputs & Results' which contains a detailed form for entering data. The form is organized into several sections: 'Identification of the installation', 'Basic parameters for the calculations of LCC', 'Basic parameters for the calculation of operation costs', 'Operating hours of luminaire types 1-5', and 'Basic parameters for the calculation of maintenance costs'. Each section contains various input fields, dropdown menus, and checkboxes. The interface is clean and professional, with a blue and white color scheme.



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Toolkit EAFIP (European Assistance for Innovation Procurement)

For Public Procurement of Innovation, the most comprehensive resource is the EAFIP toolkit (European Assistance for Innovation Procurement).

It includes:

- step-by-step guidance on PPI and PCP procedures,
- legal and operational templates,
- readiness assessment tools,
- market consultation guidelines,
- model tender documents.

This toolkit is widely used by cities, regions and public agencies across Europe, and it greatly reduces the complexity associated with innovation procurement.

Innovation Procurement in general

What is innovation procurement? +

What are the main steps to undertake in an innovation procurement project? +

What is R&D? +

PAGE CONTENTS

Assistance to innovation procurement projects

A call to apply for assistance is open

Eligibility for EAFIP-Assistance

Scope of EAFIP-Assistance

Procurers and projects receiving EAFIP Assistance

Any questions

Assistance to innovation procurement projects

EAFIP provides local assistance to selected public procurers in the preparation and implementation of a PCP or PPI procurement, covering for instance scoping an already identified procurement need that can be tackled with innovative solutions, conducting market research, preparing and conducting an EU wide published open market consultation, developing a business case and/or drafting tendering documents.

See below under Eligibility for more insight into what procurers and what type of projects are eligible to benefit from the free EAFIP-Assistance. Read more about what the assistance under EAFIP comprises under the topic Scope below.

A call to apply for assistance is open

A call to apply for free assistance to your innovation procurement is currently open.

All Innovation Procurement projects can be eligible under [Pre-Commercial Procurement \(PCP\)](#) or [Public Procurement of Innovative Solutions \(PPI\)](#).

New projects that aim to procure innovative ICT-based solutions have the opportunity to apply for free assistance. Innovation procurements of ICT based solutions will be selected **to benefit from free technical and/or legal local assistance.**

Learn more more about the eligibility criteria for free assistance under eligibility further below on this page.



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[Link to the tool](#)

Practical tools for managing GPP and PPI



Public Buyers Community Platform

The Public Buyers Community is an online platform that connects public procurement professionals internationally.

It provides:

- communities of practice,
- thematic working groups,
- discussion spaces,
- case studies and shared resources.

For Mediterranean organisations—particularly smaller municipalities—this platform is an invaluable space to learn from peers, access expertise and stay updated on new initiatives.

European Commission

Log in

Public Buyers Community

Home About Communities News Events Resources Projects

Subscribe to the Public Buyers Community Platform

Link up
Join a community to connect with peers who share your specific procurement interests and vision.

Stay updated
Tune in to platform news, events and opportunities, and get the latest on your sector and the European Commission.

Discover
Expand your knowledge and help boost public procurement by sharing insight and expertise in our publicly accessible space.

Our communities

Social Procurement
35 members
The Social Procurement CoP seeks to

Zero-Emission Bus Systems and Services
13 members

Central Purchasing Bodies (CPB) Network
51 members



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Success stories from the Mediterranean region

Success stories from the Mediterranean region



The Sustainability Protocol, Barcelona Metropolitan Area

This initiative represents a forward-looking framework that integrates climate mitigation, climate adaptation and sustainability criteria directly into public projects and procurement processes.

Challenge: rising temperatures, water stress, increased energy demand and the need to protect biodiversity.

Objectives: to set environmental criteria for all projects and public works commissioned by the Barcelona Metropolitan Area.

Solution: a **transversal and integral tool** intended to provide guidance for all architectural, engineering and urban planning interventions, designed to embed sustainability criteria from the **earliest stages** of planning and design, and explicitly supports their incorporation into **public procurement processes**



Why it matters

The Sustainability Protocol is a powerful example of how a metropolitan authority can institutionalise environmental excellence across all public works. offers a replicable and adaptable model for mainstreaming sustainability in urban development and public procurement.



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Green Public Procurement for Electric Buses (Carris Metropolitana)

In 2023, Carris Metropolitana launched a major GPP initiative to replace diesel buses with fully electric vehicles, supporting Portugal's sustainable mobility goals.

Key features:

- Zero-emission performance requirements aligned with EU directives.
- Life-cycle costing as part of bid evaluation.
- Noise reduction and energy efficiency included as award criteria.
- Public funding covering ~70% of the cost difference between diesel and electric buses.
- Infrastructure upgrades: 40 charging stations and a new transformer station.



Why it matters

This case demonstrates how GPP can accelerate the transition to sustainable mobility while fostering innovation and infrastructure modernisation.



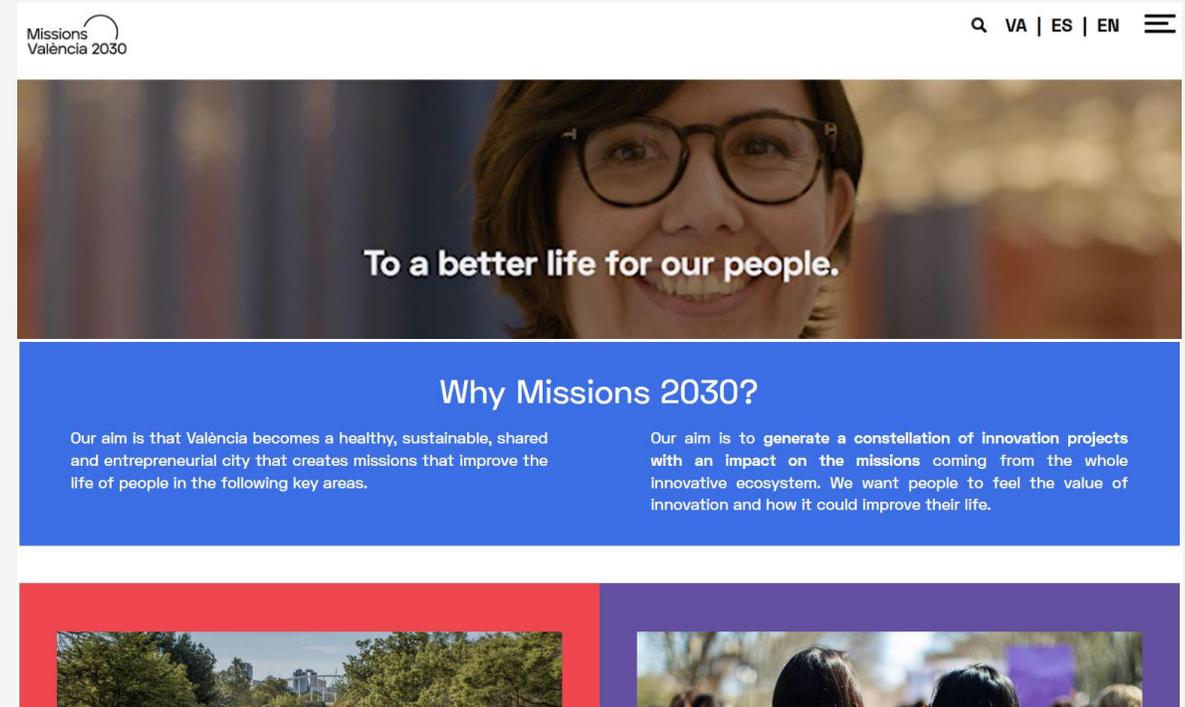


Missions València 2030: A Mission-Oriented Framework for Urban Transformation

Missions València 2030 is a pioneering mission-based innovation strategy that positions Valencia as a “mission city”, integrating sustainability, innovation and public procurement into a single governance model.

Key features:

- Commitment to achieving climate-neutral districts by 2030.
- Formal integration of innovation procurement into city governance.
- Quadruple-helix collaboration: government, private sector, academia and civil society.
- Cross-cutting missions addressing health, climate, inclusion and urban resilience.
- Ability to attract EU funding and mobilise local innovation ecosystems.



Why it matters

València shows how a Mediterranean city can embed GPP and PPI into a long-term urban vision—moving beyond isolated projects to a systemic, mission-oriented transformation.



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Success stories from the Mediterranean region



PEDIA Project (Cyprus) : Transforming Schools into Nearly Zero-Energy Buildings

The PEDIA project aims to transform 25 public schools in Cyprus into nearly zero-energy buildings (NZEB) through deep energy renovation and the incorporation of green criteria into procurement procedures.

Innovative aspects:

- First introduction of green roofs in public tenders in Cyprus.
- Use of nature-based shading (tree planting).
- Social criteria for selecting schools (prioritising vulnerable communities).
- Standardised templates and scoring tools to ensure replicability.
- Multistakeholder participation, including ministries, local authorities and parent associations.

Impacts:

- Significant reductions in energy use (e.g., heating reduced from 5 to 2 hours daily).
- Improved thermal comfort for students and teachers.
- Strong educational and environmental co-benefits.
- Integration of social inclusion into energy efficiency policies.



Why it matters

PEDIA demonstrates how GPP can drive both environmental and social change, while building long-term capacity within the public administration.



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Sustainable Vending Machines at the University of Cagliari (Italy)

The University of Cagliari implemented a Green Public Procurement process to replace its traditional vending machines with energy-efficient, environmentally responsible and low-waste models.

Key features:

- Reduced energy consumption through high-efficiency machines.
- Elimination or reduction of single-use plastics.
- Introduction of recyclable packaging requirements.
- Improved user experience and lower environmental footprint on campus.



Why it matters

This case demonstrates how even small and everyday services—such as vending machines—can become effective entry points for GPP, generating visible and measurable sustainability benefits while fostering responsible consumption habits.



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Success stories from the Mediterranean region

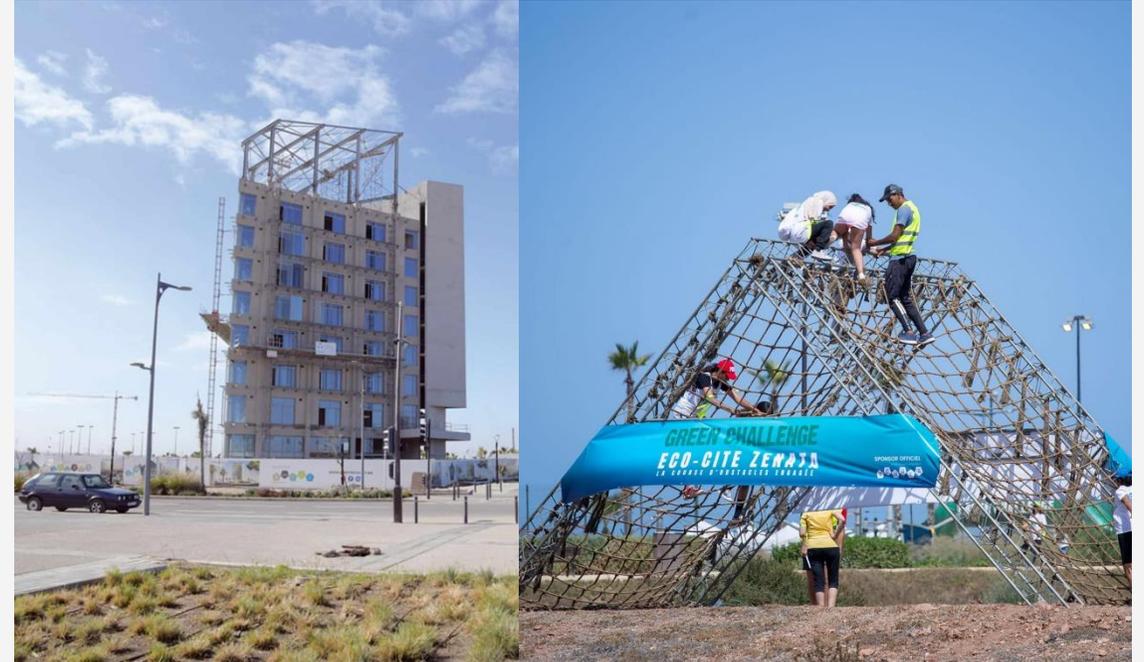


Morocco - Éco-Cité Zenata: Building a Sustainable City through GPP

Éco-Cité Zenata, near Casablanca, is one of the Mediterranean's most ambitious urban sustainability projects. Its development model integrates GPP principles into urban planning, construction, mobility and circular economy systems.

Key features:

- Use of sustainable construction materials and low-carbon methods.
- Energy-efficient building design and renewable energy integration.
- Investment in sustainable mobility solutions.
- Circular waste management and nature-based interventions.



Why it matters

Zenata shows how GPP can guide an entire urban transformation. It is a model for Mediterranean cities seeking to combine environmental stewardship, economic growth and social wellbeing through strategic procurement.



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Conclusions and recommendations

Conclusions and recommendations



Public procurement is no longer a purely administrative function.

Strategic tool capable of shaping markets, accelerating environmental transition, and fostering innovation.

- GPP = reduce environmental impacts, promote energy efficiency, support circular economy and contribute to sustainability goals
- PPI = address unmet needs, stimulate market development, reduce long-term costs and improve the quality of public services

1 Start with a clear vision and prioritise needs

2 Use existing tools rather than reinventing them

3 Engage the market early and transparently

4 Integrate env. and inno. criteria into regular procurement processes

5 Monitor progress and share results



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Q&A session



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Thanks for your attention!

