

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

ProcuraMED capitalisation webinar

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



ProcuraMED

Interreg
Euro-MED



Co-funded by
the European Union



Overview of the webinar

The webinar “Green Public Procurement (GPP) & Public Procurement of Innovation (PPI) for Mediterranean Local Authorities” was organised within the framework of the ProcuraMED capitalisation activities and took place online on Tuesday, 16 December 2025, from 10:00 to 11:30 CET. The session was co-funded by the Interreg Euro-MED Programme and aimed at strengthening the understanding and practical application of strategic procurement among Mediterranean public authorities and related stakeholders.

The session brought together representatives from local and metropolitan authorities, across the Mediterranean region members of MedCities. Simultaneous interpretation in English and French was provided to ensure accessibility and broad participation.

Objectives of the webinar

The webinar was designed to:

- Present public procurement as a strategic policy instrument rather than a purely administrative function.
- Introduce and clarify the concepts of Green Public Procurement (GPP) and Public Procurement of Innovation (PPI).
- Provide practical guidance and tools to support implementation at local and regional level.
- Showcase concrete success stories from the Mediterranean region.
- Facilitate exchange through a Q&A and discussion session, allowing participants to raise practical concerns and needs.

Structure and Content

The agenda of the masterclass followed a progressive and structured approach, as reflected in the presentation materials:

1. **Lessons learned from the ProcuraMED project**, outlining the project’s objectives, activities and main outputs.
2. **Strategic public procurement**: importance and opportunities, highlighting procurement’s role in shaping markets, supporting sustainability, innovation and social value, and addressing shared Mediterranean challenges.
3. **Introduction to Green Public Procurement (GPP)**, covering definitions, principles, benefits, examples in practice and guidance on how to start implementing GPP.
4. **Introduction to Public Procurement of Innovation (PPI)**, explaining its relevance, main modalities (PPI and PCP), expected outcomes and step-by-step guidance for first-time users.
5. **Practical tools for managing GPP and PPI**, with a focus on EU-level tools and ProcuraMED outputs, notably the Strategic Procurement Unified Platform (SPUP), EU GPP Criteria, Life-Cycle Costing tools, the EAFIP toolkit and the Public Buyers Community.
6. **Success stories from the Mediterranean region**, illustrating real applications of GPP and PPI through cases from Spain, Italy, Portugal, Cyprus and Morocco.
7. **Conclusions and recommendations**, summarising key takeaways and proposing concrete next steps for public authorities.
8. **Q&A session**, allowing participants to raise questions related to legal frameworks, evaluation criteria, administrative capacity, innovation risks and practical implementation.
9. **Closing remarks**, highlighting future opportunities for engagement within ProcuraMED activities.



Overall, the masterclass combined conceptual framing, practical guidance and real-world examples, offering participants a comprehensive overview of how strategic procurement can be leveraged to support sustainability and innovation across Mediterranean territories.

Key Takeaways and Recommendations

The masterclass highlighted the transformative potential of strategic public procurement as a lever to address sustainability, innovation and social challenges across the Mediterranean region. The discussions, tools presented and success stories shared during the session led to several key takeaways and practical recommendations for public authorities and related stakeholders.

Key Takeaways

1. Public procurement should no longer be understood as a purely administrative or compliance-driven activity. Representing around 14% of EU GDP, it has a **strong capacity to shape markets, stimulate innovation and contribute directly to environmental, social and economic policy objectives**.
2. **Green Public Procurement (GPP) focuses on reducing environmental impacts**, improving resource efficiency and supporting climate objectives, while **Public Procurement of Innovation (PPI) enables public authorities to address unmet needs and drive the development of new solutions**. Together, they form a coherent framework for creating long-term public value.
3. Moving beyond the lowest-price criterion towards **life-cycle costing (LCC) allows public buyers to capture real long-term costs and benefits**, often demonstrating that green and innovative solutions are more cost-effective over time.
4. The Mediterranean success stories presented—ranging from small-scale initiatives (such as sustainable vending machines) to metropolitan strategies and mission-oriented city frameworks—demonstrate that **GPP and PPI can be applied by organisations of different sizes and capacities**.
5. The **availability of EU-level tools and ProcuraMED outputs** lowers entry barriers, standardises processes and supports public authorities in implementing GPP and PPI in a structured and efficient way.
6. **Early dialogue with suppliers, innovators, SMEs and other stakeholders improves procurement outcomes**, reduces risks and ensures that environmental and innovation criteria are realistic, ambitious and market-ready.

Recommendations

Based on the masterclass content and the exchange with participants, the following recommendations are proposed:

1. Public authorities should identify priority challenges—environmental, operational or social—and **focus initial efforts on areas with high potential impact**. Starting small and scaling up progressively helps build internal confidence and capacity.
2. Authorities are encouraged to **rely on established resources** such as EU GPP Criteria, Life-Cycle Costing tools, the EAFIP toolkit and the SPUP platform to save time, ensure consistency and align with European best practices.
3. **Preliminary market consultations and structured dialogue with suppliers and innovators should become a standard practice**. This is particularly important for PPI and for smaller municipalities with limited prior experience.

- 
4. GPP and PPI should be **mainstreamed into everyday procurement processes** rather than treated as exceptional initiatives. Internal guidelines, templates and training can support this institutionalisation.
 5. Training procurement officers and technical staff, and ensuring **coordination between procurement, environmental and strategic planning departments**, is essential for sustainable implementation.
 6. Public authorities should **define simple indicators**—such as the share of tenders including green or innovation criteria, estimated CO₂ reductions or cost savings—and **actively communicate results** to decision-makers and stakeholders to reinforce political and organisational support.

Overall, the masterclass confirmed that **strategic public procurement is a powerful and accessible tool for Mediterranean public authorities**. By combining vision, practical tools and collaboration, GPP and PPI can become key drivers of sustainable, innovative and resilient territorial development.

Q&A Session and Debate

The Q&A session provided valuable insight into the practical concerns, constraints and expectations of Mediterranean local authorities when applying Green Public Procurement (GPP) and Public Procurement of Innovation (PPI). The questions raised reflected a strong interest in implementation, particularly in contexts with limited resources, restrictive legal frameworks or low prior experience.

For reporting purposes, the main discussion points are summarised below by thematic area.

1. Evaluation Criteria Beyond Lowest Price

Concerns about the dominance of the lowest-price criterion in public procurement, particularly when procuring innovative solutions such as software or advanced services.

Key discussion points:

- Participants questioned how innovation can be properly assessed when national procurement frameworks prioritise price over quality or performance.
- The discussion highlighted the importance of substituting the Most Economically Advantageous Tender (MEAT) approach, where legally possible, to incorporate qualitative, environmental and innovation-related criteria.
- Life-Cycle Costing (LCC) was identified as a key mechanism to justify decisions that go beyond upfront price and better reflect long-term value.

2. Legal and Regulatory Constraints

Whether the absence or limited recognition of green and innovative criteria in some legal frameworks reduces the real impact of GPP and PPI.

Key discussion points:

- While legal constraints can limit flexibility, the session emphasised that many GPP elements (e.g. technical specifications, contract clauses) can still be introduced within existing frameworks.
- Incremental approaches were recommended, focusing on what is feasible under national law while advocating for longer-term regulatory evolution.

- 
- Sharing experiences and good practices at Mediterranean and EU level is key to support policy learning.

3. Starting GPP and PPI in Small Municipalities

Representatives from small municipalities expressed interest in low-risk, practical entry points for GPP and PPI, given limited financial and human resources.

Key discussion points:

- For GPP, starting with a small number of high-impact categories (e.g. energy, buildings, vehicles) was recommended.
- For PPI, participants were advised to begin with market engagement and functional needs definition, rather than full-scale innovation procurement procedures.
- Using existing tools and templates, such as EU GPP Criteria, the EAFIP toolkit and the SPUP platform, was highlighted as essential to reduce administrative burden.

4. Administrative Capacity and Workload

How GPP and PPI can be integrated into existing procurement procedures without increasing administrative complexity.

Key discussion points:

- The importance of standardisation was emphasised: reusable templates, criteria and checklists can significantly reduce workload.
- Digital tools and platforms, particularly the Strategic Procurement Unified Platform (SPUP), were highlighted as enablers for efficiency and consistency.
- Capacity building and internal coordination were identified as long-term investments that reduce complexity over time.

5. Supplier Compliance and Monitoring

Ensuring compliance with GPP criteria across the supply chain, especially when green procurement involves multiple actors.

Key discussion points:

- Clear verification requirements (eco-labels, declarations, performance indicators) are essential.
- Contract performance clauses and monitoring mechanisms should be designed from the outset.
- Collaboration with suppliers and gradual market adaptation were seen as more effective than purely punitive approaches.

6. Future Opportunities and Engagement

Interest in future initiatives and projects related to GPP and PPI.

Key discussion points:

- ProcuraMED activities, including training, mentoring, pilot actions and the use of SPUP, were highlighted as immediate opportunities for engagement.

- 
- The importance of continued peer learning, networking and knowledge-sharing across Mediterranean authorities was underlined.

Overall Reflections from the Q&A

The Q&A session confirmed that while awareness of GPP and PPI is growing, public authorities face common challenges related to legal frameworks, capacity and implementation. At the same time, the discussion demonstrated strong motivation to move forward, particularly if supported by practical tools, clear guidance and cooperation at Mediterranean and European level.

The questions and debate reinforced the relevance of the ProcuraMED project and the training sessions and activities as key instruments for capacity building, confidence-building and practical uptake of strategic public procurement.

Participants

The online session gathered around 30 participants, including representatives from Tunis, Tétouan, Antalya and Muğla Metropolitan Municipalities, Sousse, Roskovec, Sarafand and the Union of Municipalities of Higher Chouf.

Other registered members

- Commune de Bonifacio (France)
- Limassol Municipality (Cyprus)
- Bodrum Municipality (Türkiye)
- Mersin Metropolitan Municipality (Türkiye)
- Municipality of Rethymno (Greece)
- Tripoli Municipality (Lebanon)
- Urban Community Al Fayhaa / Al Fayhaa Urban Community (Lebanon)
- Municipality of Ein El Basha Al Jadidah (Jordan)
- Greater Salt Municipality (Jordan)
- Greater Irbid Municipality (Jordan)
- Commune de Mahdia (Tunisia)
- Commune de Msaken (Tunisia)
- Commune d'Agadir (Morocco)

Conclusions and Next Steps

The content presented and the exchange with participants highlighted several overarching conclusions. First, there is a growing awareness among Mediterranean public authorities of the need to move beyond traditional, price-focused procurement approaches. Second, while legal, administrative and capacity-related constraints remain, they do not prevent progress when procurement is approached strategically, incrementally and with the support of appropriate tools. Third, the availability of practical resources—such as EU-level guidance, peer-learning platforms and the Strategic Procurement Unified Platform (SPUP)—significantly lowers barriers to implementation.

Building on the outcomes of the webinar, the following next steps are proposed:

- Public authorities are encouraged to actively explore and use tools such as the Strategic Procurement Unified Platform (SPUP), EU GPP Criteria, Life-Cycle Costing calculators and the EAFIP toolkit to standardise processes and reduce administrative burden.



- Insights generated through ProcuraMED activities should contribute to policy learning at local, regional and national levels, encouraging the gradual integration of strategic procurement principles into regulatory frameworks and standard procurement practices.
- Participants are encouraged to demonstrate their commitment to strategic procurement by supporting the Euro-Mediterranean Strategic Procurement Coalition, notably through the signature of the letter of support. This collective initiative aims to foster long-term cooperation, policy alignment and visibility for GPP and PPI across the region.
- In line with their capacities and priorities, public authorities and stakeholders are invited to participate in international consortia, projects and actions related to GPP and PPI. Such involvement enables continued learning, exchange of good practices, access to funding opportunities and sustained dissemination of knowledge beyond the masterclass

In conclusion, the webinar reaffirmed that **strategic procurement is both achievable and impactful when supported by the right combination of vision, tools and collaboration.** By taking the next steps outlined above, Mediterranean public authorities can continue advancing towards more sustainable, innovative and resilient territorial development.



ProcuraMED

Interreg
Euro-MED



Co-funded by
the European Union