

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

English and French interpretation will be available



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Registration:

https://us06web.zoom.us/meeting/register/WmlLvHmRTgyuKT4PeL_N9w

MedCities is a project partner in [ProcuraMED](#), an Interreg EURO-MED initiative that promotes the use of Green Public Procurement (GPP) and Public Procurement of Innovation (PPI) among local authorities and enterprises. As the project reaches its conclusion, MedCities is organising this webinar to strengthen the capacity of Mediterranean local authorities to integrate sustainability and innovation into their procurement practices.

Designed with a practical and accessible approach, the session introduces the core concepts of GPP and PPI, emphasising their strategic relevance for environmental transition, economic competitiveness, and the creation of public value.

By the end of the session, participants will have a clear understanding of how GPP and PPI can be applied within their organisations, the benefits they offer, and the concrete steps required to begin—or reinforce—their path towards more strategic, sustainable, and innovation-driven public procurement.

Program

- 1. Welcome words**, Josep Canals, Secretary General of MedCities
- 2. Introducing lessons learned from PROCURAMED project**, Noé Viedma, MedCities Project Officer
- 3. Strategic Public Procurement: Importance and Opportunities**
 - Why public procurement matters (economic weight, policy impact)
 - The shift towards strategic procurement
 - Relevance for Mediterranean priorities
- 4. Introduction to Green Public Procurement (GPP)**
 - Definition and key principles
 - Environmental criteria & Life Cycle Costing
 - Common application categories
- 5. Introduction to Public Procurement of Innovation (PPI)**
 - What PPI is and its modalities (PPI & PCP)
 - Objectives and expected impacts
 - Key phases of the innovation procurement process
- 6. Practical Tools for Managing GPP and PPI**
 - EU GPP Criteria, LCC tools, EAFIP toolkit, Public Buyers Community
 - Practical support for procurement teams
- 7. Success Stories from the Mediterranean Region**

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- Examples from Italy, Spain, Morocco and others
 - Insights and lessons learned

8. Conclusions and Recommendations

9. Q&A Session





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