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# The GREENER Modular Training Course

## Introduction



Centro Tecnológico  
del Muñido y la Madera  
de la Región de Murcia



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# THE GREENER PROJECT

# The GREENER Project

The GREENER Project aims to support companies' participation in GPP with systemic effectiveness on the conditions of sustainability and business competitiveness. To do this, the skills of middle management and the more traditional profiles of the administration need to be updated. A systemic action of renewal of the VET paths addressed to these profiles is the priority of the GREENER Project.

## Aims/Objectives of the Project

**Improve the skills of procurers and administrative profiles** focusing on SMEs, with regard to GPP criteria, including ecolabels, material passports, product eco-design and design for recyclability, extended producer responsibility, waste prevention, packaging material and sharing, collaborative economy, reuse, and refurbishment;

**Enhancing the responsiveness of curricula of traditional profiles**, such as administrative professionals working in SMEs tendering departments, to the future demand of skills (upskilling – reskilling training path);

**Increasing the employability of VET students** facing the global challenges;

**Improve regional actors' readiness and create knowledge** awareness on the influence of green public procurement on the adoption of sustainable consumption and production patterns by businesses operating in the region;

**Foster the VET attractivity relaunching** the close cooperation between VET, public administrations, government agencies and bodies established to support SME development and SMEs, the Transparency Tools.

# Project Partners



Cleantech Bulgaria



Bulgarian consultancy organization



Sistemi Formativi Confindustria (SFC)



Scuola Superiore Sant' Anna (SSSA)

CentroTecnológico  
del Mueble y la Madera  
de la Región de Murcia



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## Expected Outcomes (I)

- Design of a common skills framework for professionals in circular and strategic sustainable procurement, which enhance the responsiveness of curricula of traditional profiles to the future demand of skills, as well as increase the employability of VET students facing global challenges;
- Development and implementation of an innovative practice, a new training curriculum of circular procurement, adapted to the future trends and needs of the whole society;
- Raising awareness of society regarding the advantages of a life with principles of sustainability and circularity;
- Reinforcement and review of key competences and skills needed related to sustainability, circularity and public procurement in order to create new and innovative products, processes and services with greatest added value;

## Expected Outcomes (II)

- Support for collaboration and exchange of experience among entities from different fields (industries, public authorities, etc.) and among people from different sectors (VET, entrepreneurs, etc.) and nationalities with common goals related to green principles and the alignment of innovation and new trends with local and regional development strategies;
- Development of a modular training course, which will be freely accessed through an online platform to support target groups in acquiring or improving the use of ICT for learning and related digital competences and its promotion as a driver to increase quality and relevance of VET;
- Development of the GREENER Toolbox, including methodological guidelines to engage companies, orientation of VET providers on designing I-VET and C-VET programs, factsheets of good practices of I-VET and C-VET programmes/modules on GPP addressing regional multi- stakeholder network, promoting GPP.



# 2 Why this particular topic?

**What makes the GPP important?**

# Why this particular topic?

The Green Public Procurement (GPP) is defined as „a process whereby public authorities seek to produce goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be produced.“ In order to be effective, GPP requires the inclusion of clear and verifiable environmental criteria for products and services in the public procurement process, which cause minimal adverse environmental impacts [1].

The implementation of the principles of GPP will have an important role and will be increasingly used by all level of governments in future, in order to achieve the European Green Deal Challenge and the European targets on circular economy.

Due to the importance of the topic and the need to achieve the targets on the circular economy, the GREENER Project aims to support companies participation in GPP with systematic effectiveness on the conditions of sustainability and business competitiveness. In order to achieve this, the skills of the middle management and administrative profiles in SMEs need to be improved.

[1] COMMUNICATION FROM THE COMMISSION TO THE COUNCIL, THE EUROPEAN PARLIAMENT, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS (European Commission, 2009)

# What makes the GPP important?

- EU Green Deal

The European Green Deal presents a roadmap for making the EU's economy sustainable by turning climate and environmental challenges into opportunities across all policy areas and making the transition just and inclusive for all. The Green Deal aims to boost the efficient use of resources by moving to a clean, circular economy, stop climate change, cut pollution.

The main objective of the Green Deal will be the transformation of Europe by 2050 into the first zero- emission continent. In order this to be done, the Public administration will have a key role in achieving the goals of the Circular economy. Indeed, the Sustainable Public Procurement will play a fundamental role for the transformation of the Economy from a linear model to a Circular model, by the potential in support the green products market, pushing companies to adopt more ecological operating practices [2].

- Challenges for adopting the principles of Green Public Procurement

Despite that the Green Public Procurement is not a new subject, it seems companies are not approaching these opportunities for greening their activities, because these organizations suffer a lack of awareness and knowledge. In addition, studies highlight that the concept of sustainable development has been misunderstood. Moreover, there is a low level of awareness and understanding about sustainability, which is caused to the lack of trainings.

The GREENER Project will support the participation in GPP processes by improving the skills of the Middle management profiles. To do this, the Project has developed a Training course, which will foster the industry engagement in the GPP.

# Benefits from implementing the GPP

The implementation of Green Public Procurement offers a set of environmental, economic and social benefits for the private sector and governments [3]:

- Products, compliant to the GPP, can offer savings to the purchaser throughout the whole life cycle of a product, despite the higher initial cost of the product.
- Works as a driver for innovation, providing industry with incentives to develop environmentally- friendly works, products and services;
- Will improve the quality of life for citizens, as the GPP participants needs to offer eco- friendly products – reduced use of toxic chemicals, waste reduction, cleaner transportation, reducing of greenhouse gas emissions, circularity, etc.
- Environmentally, the GPP idea fights against issues of deforestation and exclude purchase of paper from illegally harvested forests, which are managed unsustainably.

In accordance with all these benefits, GPP needs to be integrated in public procurement in order to achieve global objectives in environmental field, as it is seen as a instrument for achieving objectives, related to climate change, waste and water reduction.



# 3 Who is the training course aimed at?

- Targeted Stakeholders

# Targeted Stakeholders

- Role of SMEs in achieving sustainable development

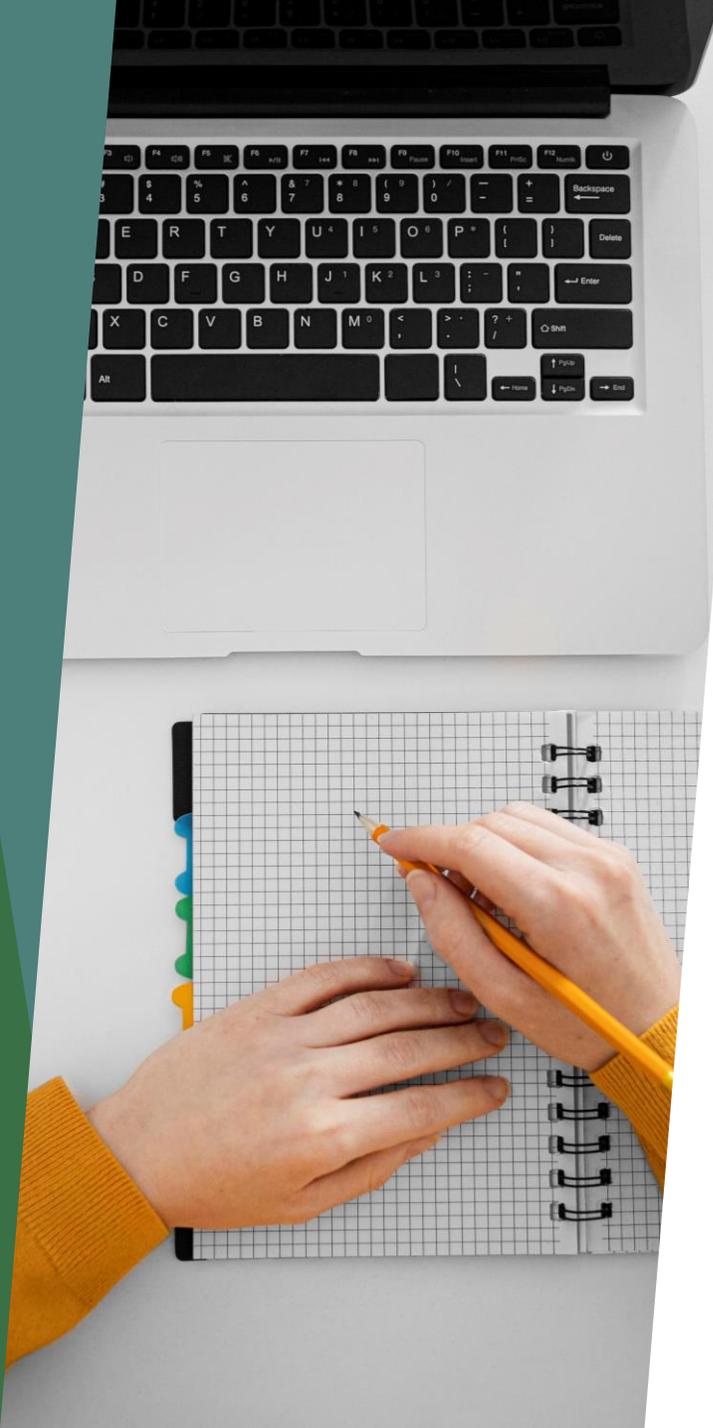
Small and medium- sized enterprises play a key role in the economies of each country and are considered as the main drivers of the global economic growth. However, the SME' s involvement in Sustainability is not satisfactory- the percentage of SMEs, which have adopted and integrated Sustainability principles in their business strategies is low.

Because of their key role in the economies, SMEs have the potential to take the Sustainability to another level. In order this to be done, the SMEs need to understand the opportunities, coming from adopting the principles of Sustainability.

Target group **“Middle Management and Administrative profiles in SMEs”**

The Modular Training Course is designed to target the middle management and administrative profiles of the small and medium enterprises (SMEs). It will offer support to the staff of SMEs in acquiring appropriate practical skills, knowledge and access to information in order to successfully implement Green Public Procurement.

The aim of the course is to build a new professional inside the companies that will deal with the future green public procurement. This new professional will serve as an internal advisor to allow the company to comply with the needs of the PAs looking for green and circular purchases.



# 4

## The Modular Training Course

### Modules of the Course

# The GREENER Modular Training Course

The following Modular Training Course has been developed under the GREENER Project – „Boosting industry engagement in green procurement“ and it is based on a framework, defining the skills, need by the SME's middle management in order to participate to GPP.



The Course consist of 5 separate modules, each providing to the participant different level of GPP skills:

- Module 1 – To know what is GPP and why could be and opportunity for SMEs;
- Module 2 – To understand and to find public tender;
- Module 3 – To comply with sustainability requests from PAs;
- Module 4 – To create awareness inside SME on the opportunity for GPP;
- Module 5 – To improve the chances for a successful application.

# Module 1- To know what is GPP and why could be an opportunity for SMEs

Module 1 of the Training Course presents the basis for working with GPP and is designed for procurers who are not familiar with the principles of GPP and the potential opportunities for SMEs when participating to Green Public Procurement.

When starting with Module 1, each procurer will have access to the following knowledge and information about Green Public Procurement:

- What does Green Public Procurement mean? – The power of procurement (economic, social and environmental impacts)
- Main characteristics of the Green Public Procurement – How does the Procurement process work? What are the advantages, coming from the implementation of the Green Public Procurement?
- Link between the GPP and Circular Economy and climate- how does GPP support the transition towards CE?
- What are the opportunities for SMEs, when applying for a Green Public Procurement?
- Green Public Procurement in practice – Case studies.

# Module 2- To understand and to find public tender

The second module of the Training Course builds on what was learned in Module 1. It is designed for procurers, who are already familiar with Green Public Procurement and clearly understand the opportunities it provides to the SMEs.

Module 2 presents the following opportunities to the procurer:

- To improve the understanding of the entire life- cycle of Public Procurement;
- Introduction to the key vocabulary, needed for successful handling of Public Procurement;
- Introduction to the principles and capabilities of E- procurement;
- Different types of Public Procurement and the specific requirements for each type of procurement;
- Tips for better understanding and handling of Tenders; How to prepare a winning offer?
- How to prepare a proposal in a proper way- differences between the public and private tendering?
- Typical mistakes, when preparing a proposal; Award criteria; Specific requirements;
- Searching strategies for finding a suitable public tender for your company- Platforms, strategies, etc.

# Module 3- To comply with sustainability requests from PAs

Module 3 of the Training Course follows the specific sustainability requirements and requests from Public authorities when implementing a Green Public Procurement. The sustainable public procurement aims to promote conservation and responsible management of resources by using renewable or recycled materials wherever possible and reducing waste.

Module 3 gives you an access to the following knowledge related to the sustainability requests from PAs in Green Public Procurement:

- Introduction to the key sustainability criteria when implementing of Green Public Procurement;
- Introduction to the process of determination of the specific sustainability requests from the PA in a Tender?
- Tips on how to meet the specific sustainability requests, written in the Tender?

# Module 4- To create awareness inside SME on the opportunity for GPP

Module 4 presents you the needed skills in order to be a „GREENER procurer“ and gives you the opportunity to access appropriate practices for promoting the Green Public Procurement in SMEs and presenting the opportunities that open up for companies to participate in GPP procedures.

The module offers you a 4- step plan, which will help you to raise awareness inside you company about GPP:

- Phase I „Preparation“ – to determine the current level of awareness and identify the areas in the company, that needs to be improve. Tips on how to set realistic goals and timelines.
- Phase II „Action Plan“ – internal communication channels as an instrument for raising awareness inside the company; Process of evaluating the most suitable person to lead the campaign;
- Phase III „Support“ – organizing regular campaigns to raise awareness among colleagues, events for sharing experience and knowledge inside the company;
- Phase IV „Special policies related to the topic“ – creation or adoption of policies, relevant for the topic and improving the level of awareness inside the company.

# Module 5- To improve the chances for a successful application

The last Module of the Training course helps you to improve the chances for a successful application by giving you an access to a specific methods for preparing the best proposal.

Module 5 presents an exclusive knowledge and opportunity for the „Greener“ Procurer:

- Introduction to the Sustainability and Sustainable development- Green Supply Chain Management;
- Green certifications – role, types of certifications, certification process, etc.
- Life Cycle Assessment and Life Cycle Cost – definitions and differences;
- Communicating „GREEN“ – an introduction to a good “Green” communication!
- Why is it important to communicate in a „green“ way?
- Fundamental principles of the „green“ communication
- “Greenwashing”



# 5 How to evaluate, which course is most suitable for you/ your company?

# Tips to evaluate the most suitable module for you

The last part of the Introduction of the Modular Training Course gives you an opportunity to choose the most suitable module for you and your company. As mentioned, the Modular Training Course consists of 5 different Modules, which are not linked to each other. This means, that the participant can choose one or more modules, which will meet his needs, depending on his level of knowledge about the Green Public Procurement.

The next slides present you tips, in the form of questions, which can help you to evaluate your knowledge about GPP and choose the right module from the Training Course.

In case you have not worked under Green Public Procurement so far and your level of knowledge about it is poor, the GREENER Project Team advises you to start from Module 1 and go through all the modules, part of the course, until you master the knowledge, provided by each module.

# First step: Assess your current level of knowledge about GPP

Be aware of your level of knowledge about Green Public Procurement!

- What do you know about Green Public Procurement and the principles of it?
- Are you familiar with the main characteristics of the Green Public Procurement?
- Are you aware of the possibilities and opportunities that GPP can provide to your company?
- Carefully evaluate the previous experience of you and your company in working with GPP.

## Second step: Find out the essential knowledge, provided by each of the modules

### Find out the essential knowledge, provided by each of the modules

- Explore the training modules by yourself:
  - ✓ Carefully examine Slides 15-19 and try to understand the knowledge, you would have access to, when you choose a particular module.
- Compare your personal knowledge about Green Public Procurement to the information in the materials, provided by the training course.
- Try to identify your gaps in the knowledge about Green Public Procurement
  - ✓ Determine the most suitable module, which will help you to master your knowledge gap.

# Third step: What are your desired learning outcomes?

## Consider what do you want to learn from your participation at the Training course

- Think of the skills you want to learn from the training course;
  - ✓ Assess the list of skills, you want to master, depending on the knowledge gap of your company about Green Public Procurement;
- Set clear goals that you want to achieve from your participation in the course;
  - ✓ List of skills, you want to master when completing the training course.
- Set realistic goals
  - ✓ Try to set realistic goals about your participation in the training course. The Green Public Procurement can be considered as a new topic, which will be very important in the near future and it has a lot of specifics, which need to be mastered before you start working with GPP. Setting unrealistic goals, which are not corresponding to your current knowledge about GPP will decrease the positive impact of the Training course to you and your company!



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