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GREENER

Welcome to the GREENER final conference

24/11/2022
Brussels

BoostinG industRy EngagemEnt iN grEen pRocurement



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



Agenda

Time	Topic
09.30 - 09.40	Welcome and introduction
09.40 - 10.00	Presentation of the GREENER project
10.00 - 10.20	Skills Framework
10.20 - 10.40	GREENER Training modules
10.40 - 11.00	GREENER Toolbox
11.00 - 11.15	GREENER platform
11.15 - 11.30	Coffee break
11.30 - 11.45	The participation of SMEs in Circular and Green Public Procurement, Kris Wauters, Professor, lawyer from UCLouvain
11.45 - 13.00	Sister projects: <ul style="list-style-type: none">- ProCirc- Sapiens network- BRINC
13.00 - 13.15	Closing remarks
13.15 - 15.00	Lunch and networking

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The GREENER Toolbox

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THE GREENER TOOLBOX

Target group: Companies, Training providers

Aim: is to support the development of I/C-VET programs to help companies successfully apply for tenders that incorporate GPP requirements.

It includes the following sections:



Guidelines to engage SMEs to participate in Green and Circular Public Procurement



Orientation to VET providers on designing I-VET and C-VET programs



Factsheets of good practices on CPP/GPP

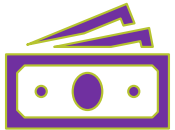
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Guidelines to engage SMEs in GPP/CPP

Barriers faced by SMEs to participate in GPP/CPP



The size and complexity of tenders



The time and resources needed to bid for tenders, as well as uncertainty of outcomes



How and where procurement opportunities are advertised



The difficulty of understanding the requirements formulated by contracting authorities in calls for tenders



Lack of awareness of the role of certifications in responding to tenders

But there are others: limited access to PA, lack of resources (technical, economic), costs of certification, lack of knowledge exchange between buyers and suppliers, lack of support and guidance

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Guidelines to engage SMEs in GPP/CPP

Barriers faced by SMEs to participate in GPP/CPP. Results in the 4 partner countries:

Belgium

- ✓ Lack of political willingness;
- ✓ Lack of knowledge on SMEs needs;
- ✓ Small tenders difficult to announce in advance;
- ✓ Lack of knowledge on GPP/CPP.

Bulgaria

- ✓ Lack of legislation and procedures;
- ✓ Shortage of awareness-raising campaigns;
- ✓ Lack of example set by Public Authorities;
- ✓ No incentive to implement GPP;
- ✓ In Bulgaria it is considered as discrimination to add green criteria.



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Guidelines to engage SMEs in GPP/CPP

Barriers faced by SMEs to participate in GPP/CPP. Results in the 4 partner countries:

Italy

- ✓ Lack of Knowledge;
- ✓ Complexity to use tools to comply with the GPP criteria;
- ✓ Limited interest in GPP. Difficult for them to win the tender;
- ✓ Difficulty to apply the logic of the circular economy, involving all actors of the supply chain.

Spain

- ✓ Too much paperwork and legal procedures to be followed;
- ✓ Understanding that PP is aimed at big companies;
- ✓ Lack of resources;
- ✓ lack of professionals with legal knowledge. Normally externalised to consultancies or legal experts;
- ✓ GPP is not widely known by PA.



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Guidelines to engage SMEs in GPP/CPP

Drivers for SMEs to apply for GPP:



Belgium

- Improving the **communication between buyers and suppliers** would:
 - Allow SMEs to know what are the demands from PAs;
 - Allow contracting authorities to know what the market can offer;
- Informing about the publication of tenders in advance through specific media



Bulgaria

- **Training materials** to improve the administrative capacity of SMEs;
- **Clearer regulation** and criteria frame for green products and services;
- Framing the green criteria in a **non-discriminative** way;
- Setting proportion of green criteria to each public procurement procedure.

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Guidelines to engage SMEs in GPP/CPP

Drivers for SMEs to apply for GPP:



Italy

- **Raising awareness on environmental sustainability;**
- Communicating sustainability opportunities in economic, social, and ecological development;
- Provide **reliable qualitative and quantitative information for products** and processes; e.g. eco-design, eco-labels, product passport, etc;
- Verification and control checklist for each tender.

Spain

- There are legal instruments pushing the industry towards a green transition;
- Companies willing to **expand their market**, and collaborate with PA;
- EC commitment on GPP is promising -> Boost industrial sustainability and reward those companies that already are working in this way.



THE GREENER TOOLBOX

Guidelines to engage SMEs in GPP/CPP

Public authorities facilitating SMEs engagement

- Communication SMEs - PAs
- Supplier database
- Make tendering easy
- Pre-procurement engagement
- Provide training
- Lotting
- Local portals
- More flexibility
- Require local and SME tenders below threshold

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Guidelines to engage SMEs in GPP/CPP

Insights from GREENER Advisory Group workshops

Belgium

- ✓ Connecting buyers and suppliers to exchange views and to get to know what is available in the market and what are the demands from PAs
 - E.g. Buyer groups in the NL or Green Deals in Flanders and Wallonia
- ✓ Category manager - intermediary
- ✓ Training Materials can support SMEs. Include specific links and practical examples.

Bulgaria

- ✓ Tax relief for companies participating in GPP;
- ✓ Conduction of more awareness raising campaigns among relevant stakeholders;
- ✓ Introduction of the benefits from implementing GPP;
- ✓ Development and dissemination of new training materials, developed in accordance with the real business needs and requirements.



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Guidelines to engage SMEs in GPP/CPP

Insights from GREENER Advisory Group workshops – main highlights

Italy

- ✓ Minimum Environmental Criteria (MEC) mandatory since 2017 – more companies participating on GPP;
- ✓ The National Resilience Plans, reinforce the criteria on sustainability,
- ✓ Rigid application of MEC could disincentivise the participation in the GPP.

Spain

- ✓ SMEs not yet aware of the benefit for participating in GPP, such as:
 - ✓ open a new market, become more sustainable, economic revenues, innovation advantages, etc.
- ✓ Need for new regulations that move industries towards a greener model;
- ✓ Benefits of training courses*
- ✓ SMEs can bring a wide range of benefits to local economies. Procurement is an important lever.



THE GREENER TOOLBOX

Orientation to VET providers on designing I-VET and C-VET programs

Why should a VET Provider promote the GPP training course?

Motivations to train on GPP:

- Green Public Procurement is an emerging skill need
- GPP is a priority for upskilling and reskilling adult workers in SMEs
- GPP is a lever for green technologies innovation enhancement
- GPP is a driver for social responsibility



Pictures from freepik

THE GREENER TOOLBOX

Orientation to VET providers on designing I-VET and C-VET programs

How could a VET Provider design and implement a GPP GREENER training course?

1. Needs analysis

Background elements	Main purpose of the GPP Training	
	Low background dev.	High background dev.
GPP Legal Framework		
GPP impact		
MECs implementation		
Use of Process/Product certification	Awareness	Application
....		

2. Target

SMEs have often a reduced level of specialisation of internal profiles.



Training on GPP allows **to update skills** with respect to a root change taking place EU public procurement market (e-tender, application of MEC, etc.).

GREENER course can be easy to integrate into training courses of any level of specialisation



Business economics, supply chain management, business administration management, innovation in business management systems, product certification, etc.

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Orientation to VET providers on designing I-VET and C-VET programs

How could a VET Provider design and implement a GPP GREENER training course?

3. Training priorities and Learning outcome

- Skills Greener aims to achieve are described in the European Qualification Framework

4. Teaching methodologies

- An **online training pathway**
- A preferably face-to-face training course to realise **project work experience**.

5. Teachers

- Integrate lecturers by choosing from GPP experts either from the university, private sector, public sector
- Involve testimonials from buyers and suppliers
- Role of a guide

THE GREENER TOOLBOX

Factsheets of good practices on CPP/GPP

- 17 factsheets of good practices on supporting SMEs to participate in GPP ;
- It includes, training courses, sharing of good practices, strategic documents, awards, technical assistance, guidance, or seminars.



The memorandum of understanding between Confindustria (manufacturing association) and ENEA (National Agency for Energy and Environment) promote a cooperation addressed to the companies for testing sustainability/efficiency criteria of products.

One of the most requested service optioned by companies is the advanced testing, qualification and certification services for materials, components and systems. Through this service, ENEA provides the enterprise with facilities for testing products "green" performance (test benches, laboratories and advanced instruments).

Benefits and outcomes

- Business support for MEC-compliant product innovation (Minimum Environmental Criteria);
- Increasing the companies' capacities to improve the sustainability of products and production systems, then to meet the MEC criteria;
- Enhance Research-Business cooperation for sustainable innovation.

i Country: Italy
Language: Italian
Type: Technical Assistance

G Link with GREENER

The technical assistance service complements and deepens the GREENER - GPP training course. It supports the company to to apply for certification systems and to analyse product performance on Green criteria.



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Thank you!

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