

BUY BETTER TO BUILD BETTER: A 2030 VISION FOR GREEN PUBLIC PROCUREMENT

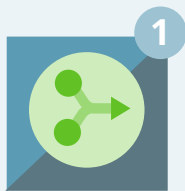


Our vision

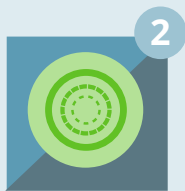
Our coalition unites forward-thinking stakeholders from across the construction sector, civil society, and public authorities, under a **shared commitment to elevate public procurement as a core lever for driving demand for innovative solutions**, while maintaining European industry at the forefront of technological progress.

We believe that Europe and its 250,000+ public authorities can **buy better to build better**, aligning decarbonisation and competitiveness under one overarching industrial strategy.

IN FOUR STEPS



Simplify procurement
with common EU
GPP criteria to create
demand for low-
carbon and circular
construction solutions



Strengthen the internal market
with overarching public
procurement rules
beyond lowest price

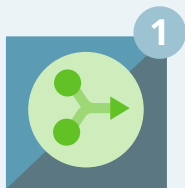


Simplify and standardise EU-wide tracking of green public procurement



Support public authorities in implementing green public procurement

Four steps to create green construction markets from 2030



Simplify procurement with common EU GPP criteria to create demand for low-carbon and circular construction solutions

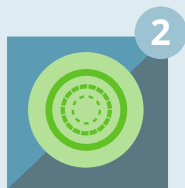
Whole-life carbon disclosure and limits for products and buildings are foreseen in recently adopted EU legislation, reflecting a broader effort to decarbonise the built environment. Public procurement can easily act as a complementary driver, yet **only a few Member States are harnessing its decarbonisation potential** by integrated environmental criteria [in their public tenders](#).

Harmonising criteria across all Member States would simplify implementation and encourage cross-border procurement.

How to do it

Develop EU-wide Green Public Procurement (GPP) criteria that prioritise reducing whole-life carbon emissions in buildings, including through using decarbonised and circular products. Existing EU-level sectoral legislation is well-positioned to develop these criteria effectively.

Ensure fair competition for innovative products within the Single Market by removing market access barriers through the adoption of performance-based standards and definitions for green products.



Strengthen the internal market with overarching public procurement rules beyond lowest price

According to the [Public Procurement Directives](#) - the EU's existing procurement framework - public buyers are required to award public contracts based on the "most economically advantageous" principle. Yet, **more than half of procurement procedures in the EU** [use solely the lowest price](#), overlooking sustainability and long-term cost-efficiency. Instead of procuring the cheapest option, **public authorities should guarantee best value for money**, by factoring in quality as well as environmental and social criteria.

How to do it

Revise the Public Procurement Directives to ensure best value for public money, by limiting the lowest-price approach in favour of cost-effective and sustainable solutions.

Mainstream digital and life-cycle assessment tools (e.g. Environmental Product Declarations, Building Information Modelling, life-cycle costing) to enable greater material and operational efficiency across value the chain, as well as open competition based on accurate and reliable disclosure.



Simplify and standardise EU-wide tracking of GPP

Reliable data is essential to foster competition, identify green solutions, and inform decision-making. Still, **getting a grasp on how often green criteria are used in public construction projects is particularly complex**. Most national or regional monitoring systems do not track the uptake of GPP, while existing instruments at European level currently do not support the identification of green tenders.

Harmonising EU and national monitoring and reporting systems could benefit both procurers and companies. More efficient reporting can foster competition on green tenders and support public procurers in making more informed policy decisions.

How to do it

Streamline monitoring and reporting of green public procurement through stronger EU governance.



Support public authorities in implementing GPP

Introducing EU-level environmental criteria will simplify procurement procedures, supporting public authorities at all levels in their efforts to procure sustainably. However, making green procurement the norm hinges on its effective uptake in day-to-day tendering procedures.

Strengthening the capacity of public authorities is essential to ensure that GPP criteria translate into tangible and impactful procurement practices.

How to do it

Provide public buyers with training, resources and strategic guidance in their efforts to confidently implement GPP, on top of clear, straightforward rules.

Foster exchange of best practices among public buyers, to raise awareness on successful implementation models.

The potential

The EU's 2025 [Clean Industrial Deal](#) identifies public procurement as a crucial tool to support competitiveness and decarbonisation of key industrial sectors, such as construction. Accounting for about 15% of the bloc's GDP, **public procurement can drive large-scale demand from public buyers towards low-carbon and circular solutions – fostering innovation, derisking investments, and accelerating the development of lead markets.**

The overarching rules in the Public Procurement Directives promote best value for money, and the EU has taken initial steps to mandate the uptake of cleaner materials in sectoral legislation. Yet, **while green solutions exist, they are often not the default choice in procurement.** Accelerating their uptake is essential to strengthen the business case and support the EU in closing the gap to its [2030 climate targets](#).

The construction sector deserves particular attention. With 31% of the construction sector's purchases tied to public projects, contracting authorities have a key role to play in creating investment certainty, increasing competition and accelerating the transition to a cleaner, more resilient Single Market.

Green public procurement is key in meeting the demand for future-fit buildings and infrastructure, such as new or renovated schools, hospitals and roads. **Introducing common procurement criteria for high-volume materials with significant decarbonisation and circularity potential – such as concrete and steel - could on its own cut a quarter of the EU's construction-related emissions in public procurement.** This can be [achieved at a low cost](#), while reducing administrative burden at all administration levels.

Yet, GPP remains underexploited. The absence of a common EU approach leaves it up to only a handful of ambitious authorities to take the lead, resulting in limited implementation of GPP in public contracts.

Time for action is now

Green public procurement is a catalyst for industrial transformation. We call on public authorities, industry leaders, and civil society to **join forces in fostering an internal market that strengthens Europe's competitive edge and paves the way for a sustainable, resilient future.**

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