

03. Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area

ProcuraMED



18 June 2025

EU Green Week Partner Event

Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area

Breaking Barriers:
Behavioural Change Strategies for
Circular Economy Implementation





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Behavioural Change in Public Procurement

Did you know that public procurement represents 14% of the EU's GDP (around €2 trillion annually)?

In sectors such as energy, transport, waste management and social protection public sector is the most important buyer.

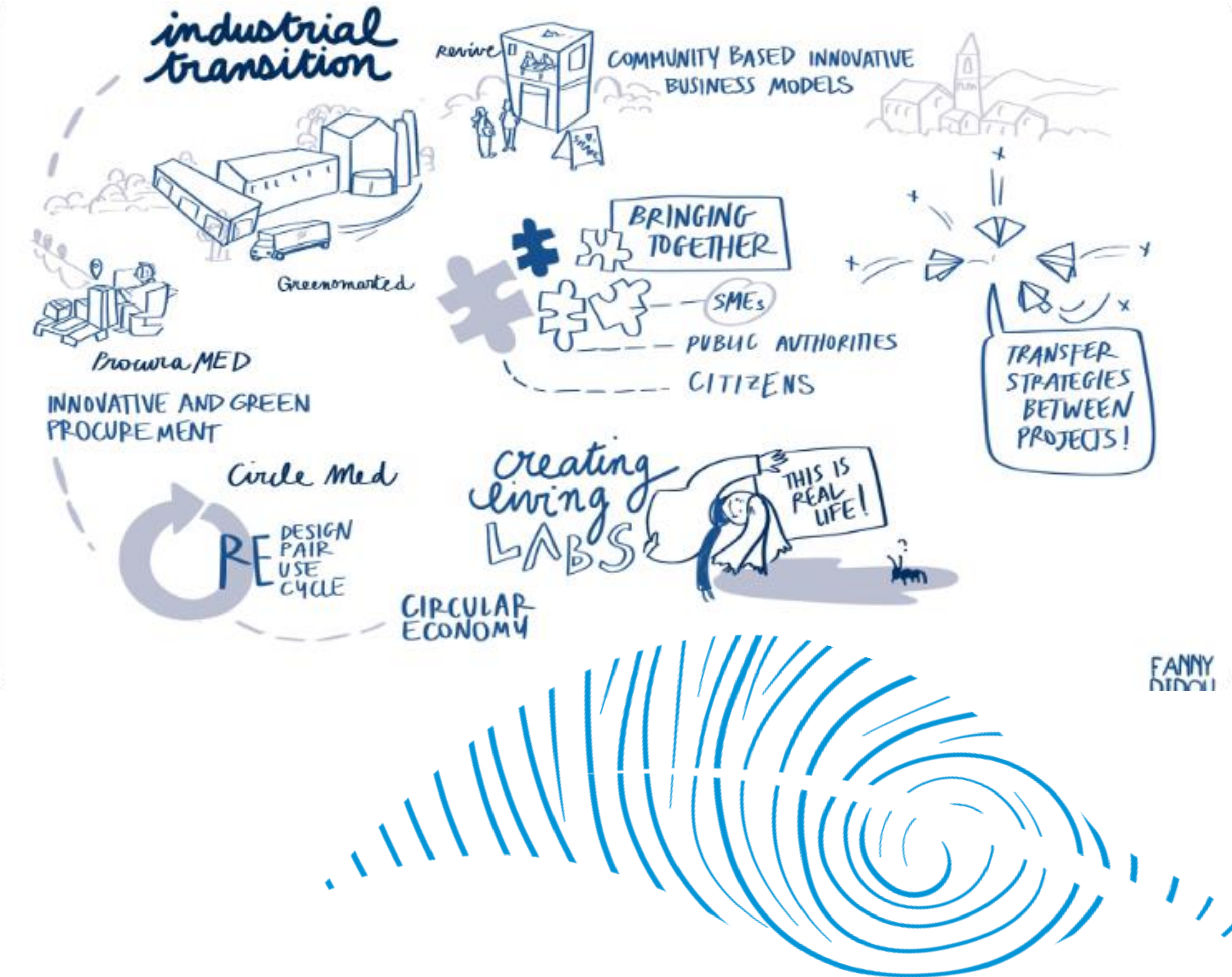
A significant portion of public procurement procedures - 55% - rely only on the lowest price criteria.

This approach often overlooks factors such as quality, sustainability, and innovation.



ProcuraMED aims at supporting the transition towards competitive, innovative, sustainable and resilient ecosystems in the Mediterranean, developing innovation capacities of enterprises and local authorities and the uptake of advanced green technologies by means of Strategic Procurement Procedures.

ProcuraMED project addresses the **underutilization of Strategic Procurement methods**, specifically GPP and PPI, within the Mediterranean region.





Pro**ural**

ProcuraMED partnership integrates nine partners coming from Italy (Municipality of Narni and Terre di Siena Lab), Spain (MedCities), Portugal (IrRADIARE), Bosnia and Herzegovina (Department for Development and International Projects of Zenica – DobojCanton), Greece (University of Patras – Department of Civil Engineering), Slovenia (BSC Poslovno Podporni Center Kranj), Cyprus (STRATAGEM ENERGY LTD) and Croatia (Regional Energy Agency North).



Città di Narni



IrRADIARE
Science for Evolution



UNIVERSITY OF
PATRAS
ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΑΤΡΩΝ



Poslovno podporni center Kranj
Regionalna razvojna agencija Gorenjske



ProcuraMED upscales and transfers tools, strategies and network developed by **PROMINENT MED & GRASPINNO** projects through:

- Support to public and private stakeholders in innovation procurement, in line with EU;
- Creation of an **Euro-Mediterranean coalition** to enhance knowledge transfer, exchange of BP and promote GPP & PPI procedures



DRIVING SUSTAINABLE INNOVATION THROUGH STRATEGIC PUBLIC PROCUREMENT IN MED

Economic Impact:

- Capacity Building to Enterprises and Public Authorities.

Social Impact:

- Transnational Cooperation and knowledge sharing through the establishment of a Euro-Mediterranean coalition.

Environmental Impact:

- Promotion of Green Technologies by encouraging the adoption of GPP (including Life Cycle Costing tools) and PPI.



TARGET BEHAVIOR

Public authorities often prioritize cost over sustainability and innovation in procurement decisions. Many procurement procedures use the lowest price as the only award criterion, limiting the adoption of green and innovative solutions.

What specific behavior do we want to achieve?

Public authorities systematically integrate Green Public Procurement (GPP) and Public Procurement of Innovative Solutions (PPI) into their procurement strategies, fostering sustainable and innovative economies in the Mediterranean area.



CAPABILITY

Barriers

- Limited knowledge and expertise in GPP and PPI among procurement officials.
- Lack of access to reliable tools and methodologies to implement sustainable procurement.
- Limited technical skills to evaluate innovative solutions beyond cost considerations.

Enablers

- Existing legal frameworks and policies supporting strategic procurement at the EU level.
- Previous projects (e.g., PROMINENT MED and GRASPINNO) have developed valuable tools and strategies that can be leveraged.
- Support to public and private stakeholders in innovation procurement.

OPPORTUNITY

What physical or social factors prevent the behaviour?

- Bureaucratic complexity and rigid procurement regulations hinder innovation adoption.
- Limited collaboration between public procurers (demand side) and private enterprises (supply side).
- Resistance to change among procurement departments due to perceived risks in adopting innovative solutions.



OPPORTUNITY

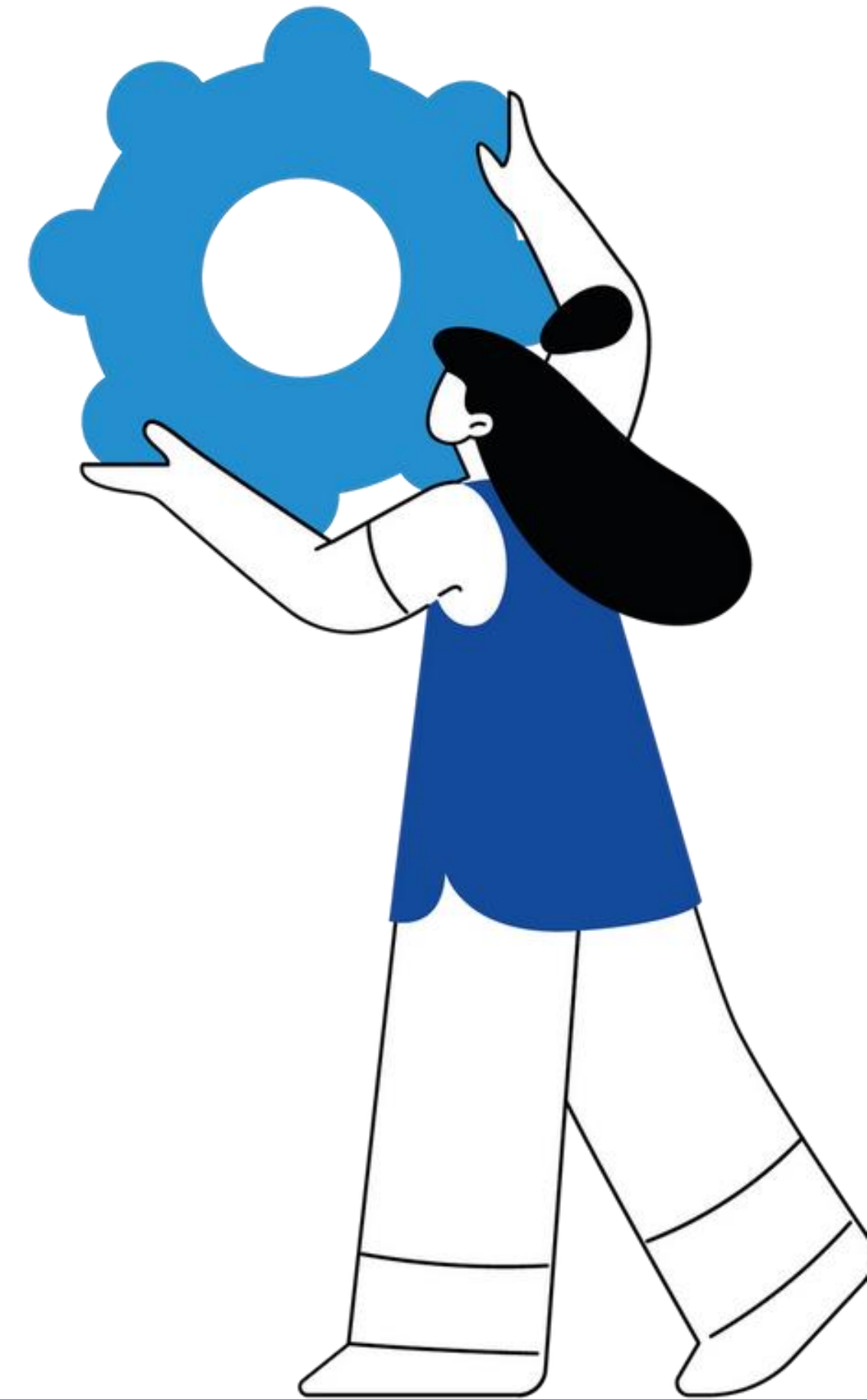
What environmental or social factors support the behaviour?

- The creation of the Strategic Procurement Unified Platform, offering resources and support for green procurement.
- Establishment of a Euro-Mediterranean coalition to enhance cooperation between public and private sectors.
- Awareness-raising initiatives and knowledge-sharing workshops.



MOTIVATION

- Recognition and incentives for public authorities implementing green and innovative procurement.
- Clear demonstration of long-term cost savings and environmental benefits.
- Increased visibility of successful case studies within the Euro-MED area.



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sofia.martins@irradiare.com

procuramed.interreg-euro-med.eu



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