

INSTITUTE
OF MANAGEMENT



Sant'Anna
School of Advanced Studies – Pisa

SMEs approaching GPP: evidence from the Erasmus+ GREENER project

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Sant'Anna School of Advanced Studies (SSSA) is an Italian Public University located in Pisa (Italy), operating in the field of **applied sciences**.

SSSA aims at experimenting **innovative paths in research and education** in different areas:

Management; Biorobotics; Law & Politics; Mechanical Intelligence; Economics; Telecommunications, Computer Engineering, and Photonics; Agriculture.

The **Laboratory of Sustainability Management (SuM)** aims at:

- Educate managers capable of allying efficiency with environmental protection in their organizations;
- Produce groundbreaking research in the field of sustainability management;
- Use the latest scientific evidence and cutting-edge analytical tools to help private and public organizations to achieve sustainable growth.



GREENER – boostinG industRy EngagemEnt iN grEen pRocurement

Partner: Cleantech Bulgaria (leader); Bulgarian consultancy organisation (Bulgaria); SISTEMI FORMATIVI CONFINDUSTRIA; SSSA; ASOCIACION EMPRESARIAL DE INVESTIGACION CENTRO TECNOLOGICO DEL MUEBLEY LA MADERA DE LA REGION DE MURCIA (Spain); ACR+ (Belgium)

Objectives:

1. **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;
2. **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)
3. **Increasing the employability of VET students** facing the global challenges
4. **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;**
5. Foster the VET attractiveness relaunching the **close cooperation between VET, public administrations, government agencies and bodies established to support SME development and SMEs**, the Transparency Tools for skills validation and trainers’ capacity to apply an international mindset for education.

12-2020 => 11-2022



GREENER survey

Language	Participants			Completed		
	Yes	No	total	Yes	No	total
English	41	29	70	11	4	15
French	15	4	19	1	2	3
Dutch	8	6	14	1	0	1
Italian	39	48	87	9	9	18
Bulgarian	0	18	18	0	14	14
Spanish	12	9	21	6	6	12
Total	115	114	229	28	35	63

- The GREENER consortium has developed an online survey (2021) addressed to **SMEs in Italy, Belgium, Bulgaria and Spain**, with the option of an English version to address potential other participants across Europe.
- Considering that the indication of the country was not mandatory, the nationality of the participants is not always defined. Nevertheless, **most of the SMEs have participated in their own language**, therefore, the language is a proxy of the headquarters country. Regarding the English version, the SMEs that have indicated the headquarters location are from Bulgaria, Ireland, Romania, Portugal, and UK

Results (1): Relations with the Public Administration

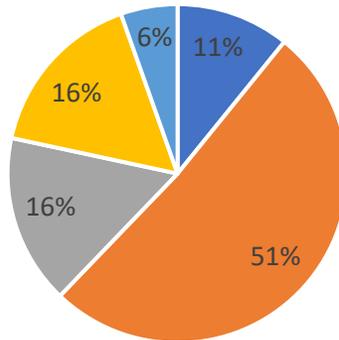


The questions aimed to investigate the importance of the facts on the not-participation in public tenders.

SMEs were asked to respond on some factors in/with PAs, in order to identify a possible future participation in Green Public Tenders (GPP and CPP).

Reasons related to the organization of the public body in question (e.g,staff disposition; difficulty in presenting documentation, etc.)

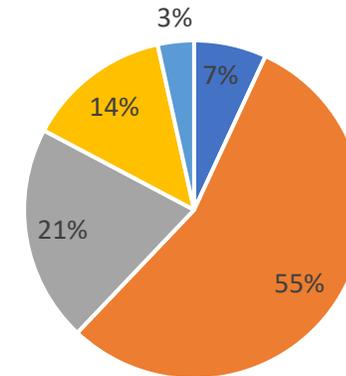
■ Very important ■ Important ■ Neutral ■ Not important ■ Not at all important



Reasons related to the organization – not participating SMEs

Reasons related to the organization of the public body in question (e.g,staff disposition; difficulty in presenting documentation, etc.)

■ Very important ■ Important ■ Neutral ■ Not important ■ Not at all important



Reasons related to the organization – participating SMEs



Results (1): Degree of environmental sustainability of PAs.

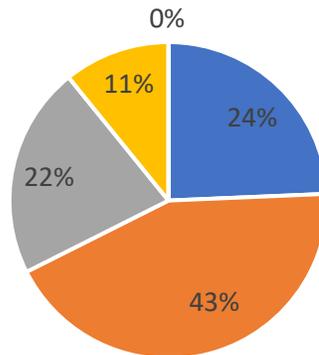


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Degree of attention to environmental sustainability (e.g, inclusion of environmental criteria in tenders)

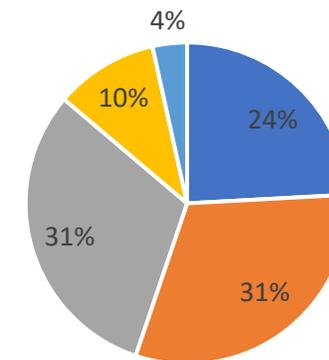
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Reasons related to the organization – not participating SMEs

Degree of attention to environmental sustainability (e.g, inclusion of environmental criteria in tenders)

■ Very important ■ Important ■ Neutral
■ Not important ■ Not at all important



Reasons related to the organization – participating SMEs



Results (1): Preparation of public officials.

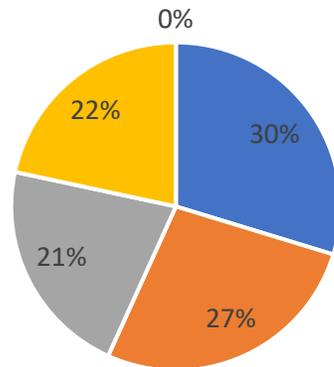


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Preparation of public officials

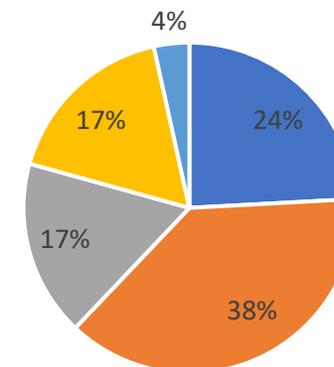
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■ Not important ■ Not at all important



Reasons related to the organization – not participating SMEs

Preparation of public officials

■ Very important ■ Important ■ Neutral
■ Not important ■ Not at all important



Reasons related to the organization – participating SMEs



Results (2): SMEs internal variables

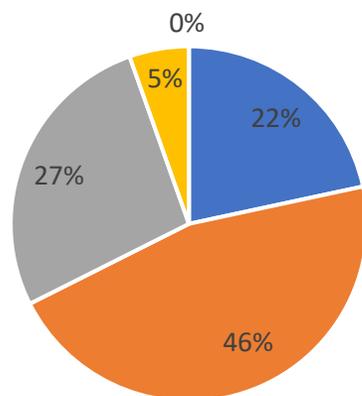


The second group of items investigated is referred to the internal variables of SMEs.

SMEs were asked to respond on the presence of some factors in their companies and their importance, in order to identify a possible future participation in Green Public Tenders (GPP and CPP).

Skills of HR (e.g., training)

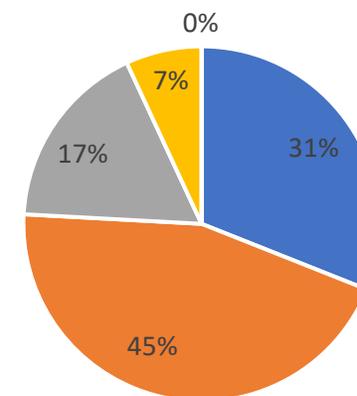
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Reasons related to the organization – not participating SMEs

Skills of HR (e.g., training)

■ Very important ■ Important ■ Neutral
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Reasons related to the organization – participating SMEs



Tools to favour SMEs' GPP participation



Our analysis went further. We asked to SMEs that have not participated yet which tools may favour the participation to GPP:

- training (72%) seems to be crucial for SMEs;
- Second place goes to LCA-assessment (70%), that, indeed, is a tool that PAs are more and more considering in their evaluations;
- Then, third place is shared between classical tools to demonstrate the environmental commitment of companies to the market and to the PA, as Environmental Management Systems (as EMAS or ISO 14001- 69%) and Environmental Labelling (as EcoLabel-64%).



Tools to favour SMEs' GPP participation



Considering the same question addressed to SMEs that have participated in public tenders, the results are quite similar, even with different values and a different order:

- Training is still a leading factor (68%), but the environmental sustainability policy (75%) and the internal regulation on saving resources (72%) are considered more important;
- Other tools follow, as product certifications (65%), LCA (61%), and EMS (58%). The environmental sustainability manager (48%) is the last important;
- This different ranking could be influenced on a different perception from SMEs that have already participated. While training is still important, a more comprehensive knowledge of green public tenders, could lead companies to think that a further investment (in policies and in procedures, for example) could create more benefit in order to keep high standard on sustainability.



Thank you for your attention!



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