

25 June 2026

#EU
GREEN
WEEK

Partner Event



Driving Circularity via Public-Private Joint Effort

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CE-PRINCE



Driving Circularity via Public-Private Joint Effort

Key Takeaways from CE-PRINCE Research for a Nature-Positive Economy

Emőke Takács, Toon Abcouwer and Edoardo Quattromini

ERI Hungary | EU Green Week 2026



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A Paradigm Shift: From Extraction to Regeneration

Moving beyond linear extractionist models towards a regenerative framework that restores ecosystems while fostering economic resilience.

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Economic Paradigm Comparison

Feature	Extractivist based Economy (IST)	Regenerative Economy (SOLL)
Primary Source	Extraction of resources & labor	Restoration of ecosystems
Time Horizon	Short-term (Quarterly)	Intergenerational & Adaptive
System Logic	Linear (Take-Make-Waste)	Circular & Self-healing
Governance	Me-We (Individual/Org focus)	We-All (Org/Biosphere focus)
Measurement	GDP & Financial Profit	System Health & Well-being

The Relational Framework: Me-We-All

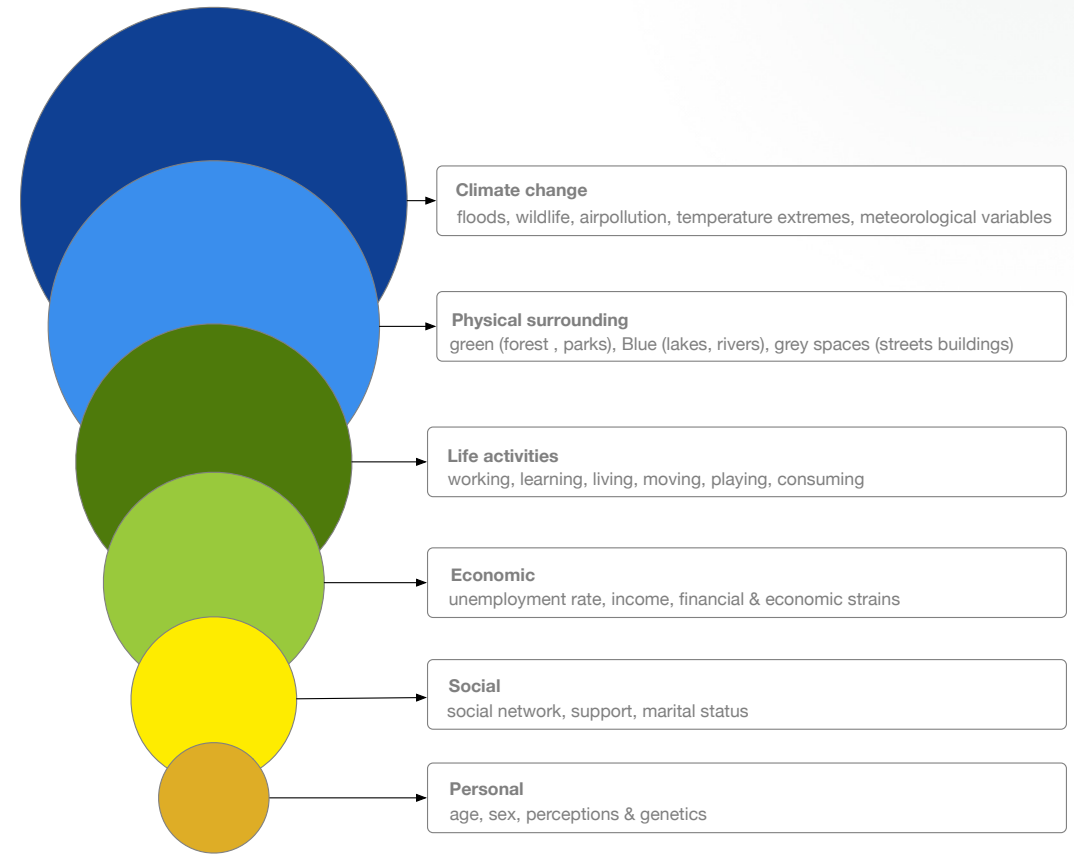
Reconciling Perspectives

Me (Individual): Personal well-being, skills, and fulfillment.

We (Collective): Health and trust of organisations and networks.

All (Societal/Planetary): Integrity of the biosphere and future generations.

Transition: Evolving from a "Me/We" approach (control-based) to a "We/All" perspective (cooperation-based).



Governance: From Control to Cooperation

Traditional Model

Based on "control governance". One entity decides what the cheapest best solution is for focusing on fulfilling internal organisational objectives.

Result: Lock-in mechanisms that prioritise short-term monetised value over environmental externalities.

New Partnership

A new form of Public-Private Partnership where cooperation is combined with institutional autonomy.

Result: Organisations and governments decide their own contribution toward reaching a better solution for "ALL".

Beyond Price: Total Economic Value



Valorising the Invisible

- Direct Use Values (Marketeted Goods)
- Indirect Use Values (Ecosystem Services)
- Non-Use Values (Intrinsic existence)

$$TEV = UV + NUV$$

Total Economic Value (TEV) integrates Use and Non-Use Values.

Circular Business Models



Life Cycle Thinking

Analysing impacts from raw material to end-of-life rather than just upfront cost.



Service Logic

Shift from selling products to Product-as-a-Service (Leasing, Sharing, PaaS).



Reverse Logistics

Integrating take-back systems for repair, refurbishment, and high-value recycling.

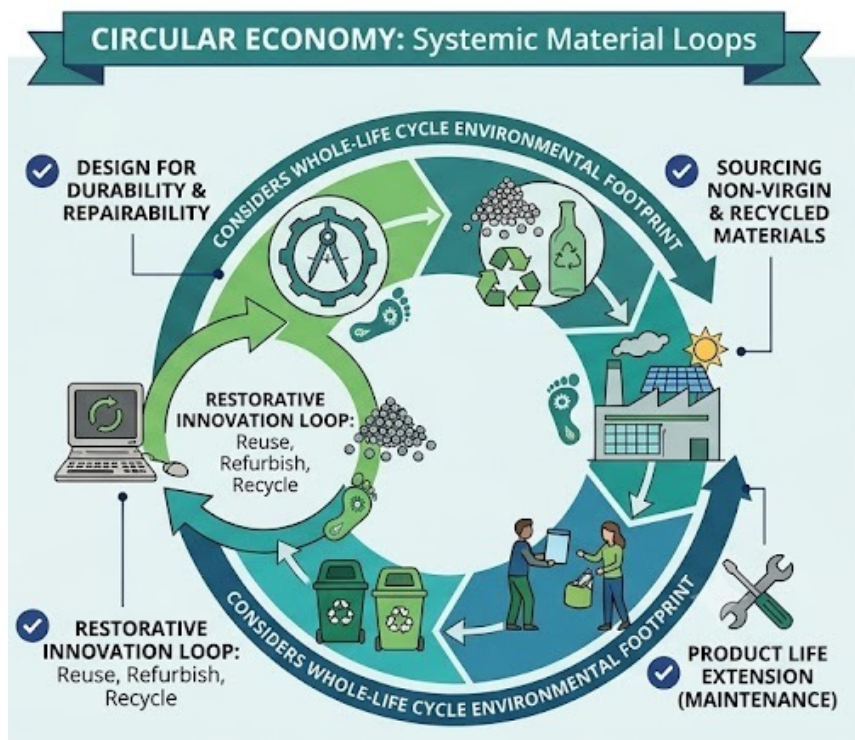
Circular Green Public Procurement – Linear versus Circular

Comparing Systemic Material Loops to Linear Discard Systems

Greener purchasing, but still discards materials.



CGPP moves beyond "green purchasing" to incorporate **systemic material loops**.



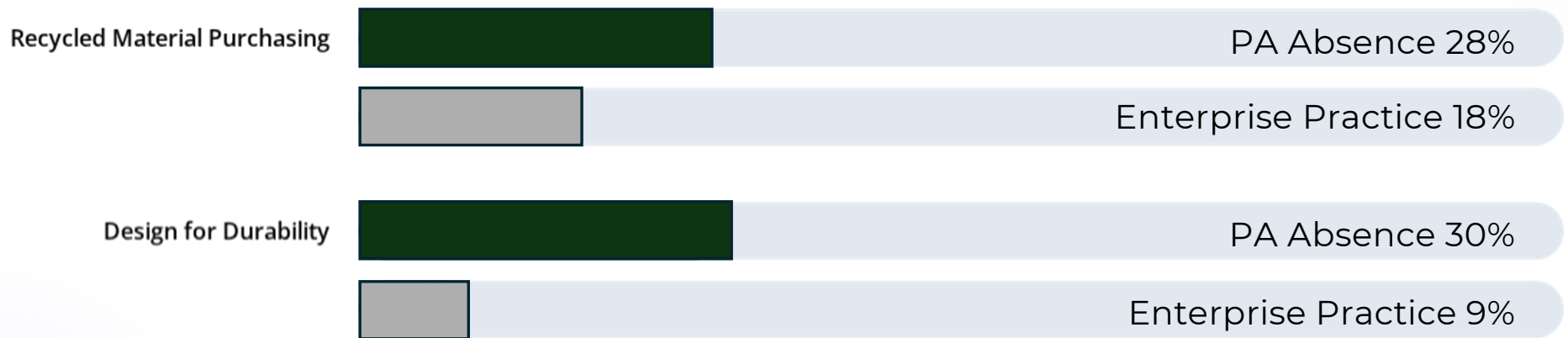
Source: AI generated picture with Gemini on June 20, 2026

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Empirical Evidence: The Demand-Supply Gap

Demand-supply gap: absence of circular criteria in PA tenders vs. enterprise practice

(Some examples)



Key Finding: Bottlenecks lie in public demand, not market supply. Governance failure, not market failure.

Source : [CE-PRINCE Initial assessment report](#)

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| Overcoming Barriers with LCC

65%

Budget Constraints

Reported by Public Administrations

Life-Cycle Costing (LCC)

The operational necessity to render circular advantages visible. LCC includes:

- 👉 Acquisition and operating costs
- 🔧 Maintenance and repair costs
- 🗑️ End-of-life disposal or recovery
- 🌿 Environmental externalities (e.g. CO₂)

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CE-PRINCE: Building Future Bridges



Capacity Building

and Peer-to-Peer activities for procurers and businesses across Central Europe.



Regulatory Alignment

Standardising templates and award criteria for agrifood, construction, manufacturing, tourism.

Innovation Pilots

Implementing real-world tenders to test regenerative principles in practice.

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Thank you for your attention to the regenerative future of Central Europe!

Emőke Takács & Toon Abcouwer

ERI Hungary - European Research Institute

CE-PRINCE Project | Interreg Central Europe



Central **E**urope Green **PR**ocurement and **I**nnovation **N**etwork for **C**ircular **E**conomy

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