

25 June 2026

#EU
GREEN
WEEK

Partner Event



Financing the Loop

Practical Incentives for Green Public Procurement

Dr. Omar Salha · STRIA Hungary

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THE COST PARADOX

BARRIERS

What stops circular procurement

72% #1 barrier: price-based tenders
Enterprises

76% Budget constraints
Public authorities

74% Higher perceived cost
Public authorities

DRIVERS

What drives green procurement

81% #1 driver: economic benefits
Enterprises

64% Cost savings & financial incentives
Public authorities

That's not a financial problem. It's a **measurement problem.**

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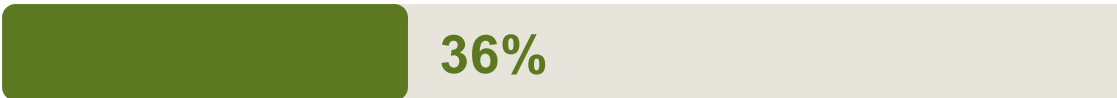
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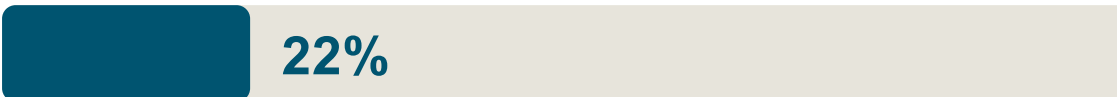
CE-PRINCE Initial Assessment · 283 enterprises · 212 public authorities · 7 countries

THE DEMAND–SUPPLY GAP

Enterprises that implement circular practices



Public authorities that demand circular criteria in tenders



30%

of public authorities have **not even considered** circular criteria
— nearly double the enterprise figure

Only 2%

of authorities score in the top 80–100% band for circular procurement

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Statistically significant: GPP participation → higher circularity performance ($p < 0.001$).

Public procurement doesn't just buy circular products — it creates circular companies.

RESPONDING TO CAPACITY GAPS

THE CAPACITY GAP

Top barriers for public authorities

73% Lack of training on environmental issues

72% Limited human resources

71% Lack of domain-specific expertise

CE-PRINCE RESPONSE

Transnational Action Plan for Public Authorities

49+ capacity-building events
across 7 countries, to Nov 2026

Per country:

- 2 advocacy meetings with decision-makers
- 5 hands-on trainings for procurement officers

Country-adapted:

Poland

Austria

Slovenia

Croatia

Hungary

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CHANGING THE RULES OF THE GAME

Three budget-neutral pathways to stronger circular criteria

1 Intensify

Raise an existing threshold — e.g. 10% recycled content becomes 20%. No new law needed.

2 Borrow

Adopt criteria proven elsewhere — Italy's CAM (21 groups), Austria's naBe (16).

3 Add new

Fill the gaps no GPP covers yet — remanufacturing, sharing, reverse logistics.

GPP coverage gaps: remanufacturing 0 · sharing 0 · reverse logistics 2

7

real-case pilot tenders
one per country

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Circular criteria already in national GPP (% of audited groups)

100%



AT

57%



IT

50%



SI

29%



HU

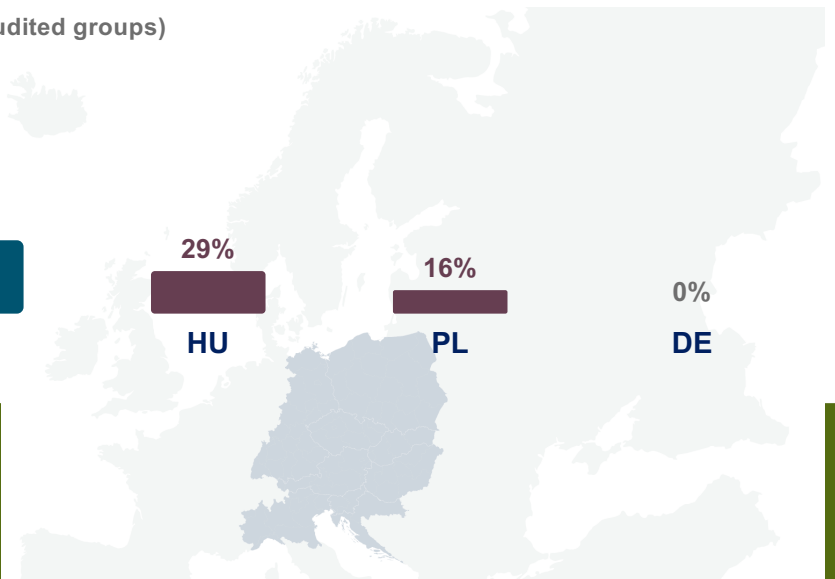
16%



PL

0%

DE



5

MAKING THE INVISIBLE VISIBLE

DAIRY MANUFACTURER · 211 employees

Reverse logistics (no empty trips), industrial symbiosis (whey → biogas), 100% RSPO-certified palm oil — textbook circular practices.

Score: 33.3 / 100

None of it documented, measured or framed as circular economy.

ELECTRONICS MANUFACTURER · 209 employees

Over 90% waste recovery and real excellence in end-of-life management.

End-of-life: 91.7 / 100

Procurement: 0 / 100

Excellence in one phase, blindness in another.

“Invisible circularity” — companies do circular things; they just don’t know it.

A free **CE-PRINCE** assessment tool helps them see — and formalise — what they already do.

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THE REGULATORY DIRECTION

EU green procurement is shifting from voluntary to mandatory



voluntary → *mandatory minimum environmental criteria*

The question is no longer *whether* — it's *how quickly*.

CE-PRINCE is building that capacity now: criteria, tools, training and live pilots across 7 countries.

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Thank you

- 1 The cheapest incentive is **competence**.
- 2 The strongest incentive is a **rule change**.
- 3 The most expensive option is **inaction**.

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