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Transnational Action Plan to improve enterprises circularity and compliance with C/GPP criteria

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1 Introduction and premises from the Transnational Strategy

The **Transnational Strategy for Circular Green Public Procurement (C/GPP) in Central Europe,** developed by the CE-PRINCE project, identified three overarching strategic objectives:

1. increasing the adoption of C/GPP practices,
2. developing shared C/GPP standards and criteria,
3. enhancing awareness and building capacities of public and private stakeholders in C/GPP field.

In addition, the Strategy outlines Specific Objectives addressing key challenges and opportunities to take actionable steps towards an actual implementation of C/GPP practices in the public and private sectors.

The successful implementation of the Transnational Strategy relies on **two dedicated and complementary Action Plans** — one targeting the public sector and the other the private sector. These Action Plans act as strategic roadmaps that translate the Strategy's overarching goals and specific objectives into concrete, country-level measures aimed at embedding Circular and Green Public Procurement principles into procurement policies, administrative practices, and operational decisions, for both public administrations and private entities.

This document presents the **Transnational Action Plan to improve enterprises circularity and compliance with C/GPP criteria in Central Europe** as a key operational tool within the CE-PRINCE project to translate the Transnational Strategy into concrete actions for the private sector: by **targeting the private entities**, the plan aims at providing the progressing steps that each Partner will implement with their private stakeholders to reach an upgraded level of circularity and greater compliance with the requirement of GPP criteria in public tenders.

In particular, this Action Plan translates the CE-PRINCE Transnational Strategy into actionable measures to support the uptake of Circular and Green Public Procurement (C/GPP) across Central Europe, by addressing the following **Specific Objectives for Private Companies** defined in the Strategy:

- Support enterprises in understanding and aligning their production and service processes with C/GPP criteria by adopting circular economy practices, as well as exploring financial mechanisms (e.g., incentives, subsidies, tax benefits) that can help businesses meet C/GPP requirements.

- Promote a simpler adaptation of businesses to the requirements set out in tenders through clearer criteria, while contributing to the integration of standardised tools into business processes to facilitate the application of circular and sustainable approaches; the approach should be tailored to the size and capacity of each enterprise.

- Facilitate knowledge exchange and partnerships between enterprises and public institutions to increase awareness and technical capability for participating in sustainable and circular procurement.

At the project level, the Transnational Action Plan for the **private sector** provides a structured and shared framework to guide the activities that project partners will carry out in each country, **dedicated to enterprises**. It builds directly on the findings of the Initial Assessment (supply side) and responds to specific national and regional needs and priorities. As such, the Plan aims to **bridge the implementation gap** that currently limits companies' participation in — and success with — circular tenders.

The Plan identifies specific tools of intervention to **empower enterprises** and create enabling conditions for enhanced circular procurement readiness:

- **Training and capacity-building sessions for companies:** Addressing knowledge gaps and strengthening the technical and organisational skills required to integrate and evidence circular criteria, including the use of existing EU tools and methodologies.
- **Design and deployment of practical supplier-oriented tools and templates:** Supporting enterprises in the operational integration of circular requirements into product/service specifications and tender documentation (e.g., conformity evidence, performance metrics, life-cycle inputs).
- **Peer learning and exchange:** Facilitating cross-country and inter-company cooperation through good-practice sharing, **B2B peer-to-peer exchanges**, **demand-supply symposia** with public buyers, and **pilot actions** to validate solutions under real or pre-tender conditions.
- **Strategic business engagement and alignment:** Promoting company-level commitment and sectoral alignment—working with clusters and associations—to mainstream C/GPP in corporate practices and to coordinate with public buyers' expectations at national and regional levels

1.1 Target Groups of the Action Plan

The primary targets of this Action Plan are:

- **Business decision-makers** (e.g., SME owners/CEOs, executives in larger enterprises, heads of operations and business units);
- **Procurement, sourcing, and bid/tender managers**, as well as contract and sales teams involved in public-sector offers;
- **Product, engineering, and design leads** responsible for embedding circularity requirements into product/service specifications;
- **Sustainability, quality/compliance, and EHS managers** overseeing evidence generation, Life Cycle Assessment (LCA)/ Life Cycle Costing (LCC) inputs, and reporting;
- **Cluster coordinators and supplier-network leaders** in the agri-food, construction, manufacturing, and tourism-related sectors.

The Plan also addresses stakeholders involved in enabling supplier readiness and market alignment—such as **business associations and chambers, standards and certification bodies**, and **technical assistance providers** —and it engages public buyers as dialogue counterparts in demand-supply alignment activities.

1.2 Implementation Period

All activities included in this Action Plan will be implemented between **June 2025 and November 2026**, in alignment with the Public Administrations Action Plan timeline to ensure coordinated, cross-country delivery with **private enterprises** across the agri-food, construction, manufacturing, and tourism-related sectors.

1.3 Methodological Approach and Reference Framework

The preparation of this Action Plan has followed a **coordinated transnational methodology**, based on common tools and structured partner inputs. In particular, the Plan relies on:

- The **Application Form** and project rationale;
- The **Initial Assessment** results and analytical framework;
- The **Transnational Strategy** for Circular GPP, which sets out shared objectives and directions;
- **EU-level guidance documents** (e.g., EU GPP criteria, Circular Economy Action Plan, Green Deal).

Action Plans are defined based on the specific needs and capacity of each country involved in the project. Activities are thus planned on a **country basis**, and Partners from the same country collaborate for planning and coordinating activities. This collaborative and structured process ensures that the Action Plan is both strategic and actionable, while also respecting the variety of contexts and levels of readiness across Central European countries.

The national sections of this Action Plan are structured in single **Country Datasheet** and organized as follows:

- **Section "Capacity Building to foster Circular Economy and GPP Readiness in Enterprises".**

  In each partner country at least 4 capacity-building initiatives will be implemented to strengthen enterprises' knowledge and readiness for C/GPP. These activities are a mix of training sessions, seminars, workshops, and webinars (in person or online). At least one initiative must include an interactive good-practice exchange or supply-chain networking element. Activities are sector-focused (agrifood, construction, manufacturing, or tourism-related goods & services), and all educational/training materials are publicly available free of charge to ensure transferability. Core speakers are identified per topic; activities are reported through reference materials in English, using templates. Module structure: (**i**) Core modules (Circular Economy, Life-Cycle Thinking, Environmental Criteria in Procurement, compliance with EU/national rules); (**ii**) Sector-specific modules per targeted sector; (**iii**) Practical module.

- **Section "Pilot action: building solutions for enterprises to enhance circularity and compliance with GPP".**

  This section contains the preliminary national planning of the enterprise pilot and is composed of:

  - One Call for Expressions of Interest (EOI) per country to select pilot companies (primarily SMEs) in the chosen key sector(s); and
  - One pilot initiative per country, focused on testing/improving circular practices and preparing compliant evidence for public tenders. The datasheet records target group, selected sector(s), expected timing/phases (EOI → testing → evaluation & transfer), implementation approach (who implements, support measures/partnerships), and synergies with existing tools/initiatives. Pilot results feed into other project outputs.

Although information in the Country Datasheets for Enterprises may be subject to minor adjustments during implementation, each Action Plan is defined in sufficient detail based on:

- the findings of the Initial Assessment (supply side – enterprises), especially regarding sector-specific needs, barriers, drivers, and enabling factors for enterprises' uptake of circular economy practices and alignment with C/GPP requirements;
- the national/regional state of implementation of circular economy practices and GPP-related standards in the private sector, particularly in the selected key sector(s).

Furthermore, wherever possible, actions **build upon existing tools, methodologies, or experiences developed at the national or EU level** to avoid duplication of content and promote synergies with other ongoing initiatives, projects, or networks.

This document provides the detailed action plan for each country, introduced by a brief description of the private-sector context—namely the national status of circular-economy practices and GPP-related standards in enterprises—and by the methodological approach each partner followed to plan activities with companies.

2 Overall outcomes from the National Action Plans

Based on the insights gathered from the individual Country Datasheets, a consolidated overview emerges at project level of the measures and expected results planned in each country. The Action Plan operates within the four key economic sectors — agri-food, construction, manufacturing, and tourism-related goods and services — with sectoral focus calibrated to national/regional needs while maintaining a common transnational structure for activities and outputs.

Sectoral coverage: Across all partner countries, the Plan ensures that the four sectors are addressed either through dedicated, sector-specific activities or through cross-cutting, generic sessions that remain relevant to multiple sectors. This approach provides flexibility for national implementation while safeguarding comparability of results and transferability of methods at project level.

Openness and participation: Most activities are designed to be accessible (in-person and/or online) and are accompanied by publicly available training materials, enabling wider participation beyond the immediately targeted firms and supporting replication across regions and sectors.

Target groups: The Plan addresses the expected enterprise-side audiences of the Project, notably:

- Business decision-makers (e.g., SME owners, executives, heads of operations/functions) shaping company-level commitment and resource allocation;
- Procurement, sourcing, and bid/tender teams involved in preparing offers for public buyers;
- Product, engineering, and design leaders responsible for integrating circular requirements into specifications and production/service processes;
- Sustainability/quality/compliance managers overseeing evidence generation (e.g., LCC/LCA inputs) and conformity documentation;
- Supplier networks, clusters and business associations, which support dissemination, coordination and uptake among firms;

- Public buyers as dialogue counterparts in demand–supply alignment activities linked to the Project's exchange/symposium formats.

Activity types and thematic clusters by event format:

- **Capacity-building for enterprises.** Topics typically include:
  - Foundations of circular economy and GPP in the EU/national context; shared understanding of environmental criteria and approaches to monitoring and evaluation of impacts;
  - Sector-specific applications of environmental/circular criteria to priority product/service categories and related good practices;
  - Practical skills for integrating circular requirements into offers—criteria mapping, templates, certifications, documentary evidence and compliance with procurement law (including basic LCC/LCA inputs where relevant);
  - Cross-cutting themes on organisational readiness, management buy-in, and alignment with green transition strategies; capacity-building formats may incorporate interactive exchange and supply-chain networking to foster peer learning.
- **Peer-to-peer exchanges** (enterprise-to-enterprise). These are designed to facilitate experience-sharing among firms on the adoption of circular practices and on meeting C/GPP-related requirements, including joint problem-solving on technical, organisational and documentary barriers, and the identification of supply-chain synergies.
- **Pilot actions and solution testing.** Each country conducts a pilot with a cohort of SMEs selected via an open call. Pilots use a common assessment to establish a baseline, co-define tailored measures, and then re-assess after a short testing window. The lifecycle perspective applied in the assessment (procurement, design, production, logistics, product use, waste management) ensures that improvements and evidence are practical for real procurement contexts. National findings are consolidated and feed the transnational pilot report, the sectoral circular business models, and the sectoral guidelines.
- **Common enablers and synergies.** Across countries, actions leverage existing national and EU frameworks (e.g., national GPP decisions or decrees, EU GPP criteria, recognised certification schemes) and, where available, cooperation with regional competence centres, chambers and local programmes. This anchoring supports consistent interpretation of criteria by suppliers and helps standardise documentation practices across sectors and regions.
- **Monitoring and reporting.** Project Partners document capacity-building outputs (attendance, materials, feedback), peer-exchange insights (barriers solved, practices transferred), and pilot outcomes (baseline and re-assessment snapshots, examples of compliant evidence). These inputs underpin project-level reporting and the preparation of reusable guidance for enterprises.

Activities are delivered between June 2025 and November 2026 and are aggregated across countries to meet common targets and feed shared deliverables. In particular, capacity-building initiatives are planned to collectively reach ≥ 300 enterprise participants, while pilot actions —structured around a common EOI–testing–evaluation pathway and engaging at least 8–9 enterprises per country—inform transnational outputs (e.g., Pilot Report, Sectoral Circular Business Models, Sectoral Guidelines), ensuring comparability and transferability of results.

Overall, this structure provides a balanced mix of enterprise capacity-building, peer learning, demand–supply dialogue, and broad dissemination, aligned with the Transnational Strategy and tailored to national/regional needs identified in the countries' datasheets. Collectively, these activities are designed to improve companies' circularity and compliance with C/GPP criteria, reduce uncertainty arising from heterogeneous practices, and contribute to the overall goals of the CE-PRINCE project.

This Transnational Action Plan for Private Enterprises is structured as follows: Section 1 presents the overall goals, target groups, implementation period and methodology, building on the Transnational Strategy. Section 2 summarizes the main outcomes emerging from the National Action Plans for the private sector. Section 3 provides the detailed National Action Plans for private enterprises in each CE-PRINCE country. Section 4 contains the generic scheme for enterprise capacity-building activities, which ensures comparability and coherence across countries.

3 Detailed National Action Plans for Private Enterprises

3.1 ITALY Action Plan for Private Enterprises

3.1.1 GPP-alignment & circularity status

The Initial Assessment portrays Italy as combining strong national circularity performance with uneven adoption at firm level. Company practices differ markedly across the main lifecycle stages—procurement, design, production, logistics, product use, and waste management. Evidence from Italian manufacturing highlights three profiles: a **linear** group with no circular actions, a **transitioning** segment that applies circular practices only in selected stages, and a **circular** cluster that integrates circularity across procurement, design, logistics, and production.

These patterns translate into **concrete supply-side needs**: clearer procedural expectations in public tenders, earlier and more structured dialogue with public buyers, and practical instruments that convert C/GPP requirements into product and service specifications with robust evidence for bids. Collaboration and clarity are strong drivers alongside financial enablers, while regulatory and administrative complexity remains a recurring obstacle for SMEs. The project's standard templates, checklists, and life-cycle inputs are designed to address precisely these needs for Italian firms.

3.1.2 Methodological approach for identifying training needs and planning activities (incl. key economic sector(s)

CC Genoa designs and reports enterprise-oriented actions focusing on capacity-building for businesses and on a pilot with selected companies. Delivery relies on the shared training templates for capacity-building and on the common pilot framework for the pilot action. All activities are scheduled from June 2025 to November 2026.

3.1.3 Capacity Building to foster Circular Economy and GPP Readiness in Enterprises

Capacity building emphasizes SMEs operating in Liguria across the four project sectors. The cross-sector online workshop is planned for about **20** participants, while the sector-specific online workshops target **construction** SMEs (**~10 participants**), **agri-food** SMEs (**~10 participants**), and a dedicated **manufacturing** session. All sessions are designed for enterprises active in the Liguria region and will be recorded or otherwise made available to enable transfer and reuse.

Capacity building emphasizes an introductory **cross-sector** workshop covering **life-cycle thinking**, **environmental criteria in procurement**, **eco-labels and certifications**, and **circular business models** (delivered online in **two sessions** in consecutive weeks, max **2 hours** each). The **construction** workshop focuses on **circular design for buildings**, **sustainable materials for public-sector demand**, and **tender writing aligned with green criteria** (one online session, max **3 hours**). The **agri-food** workshop addresses **circular food systems**, **requirements for catering and food supply in tenders**, and **sustainable packaging** (one online session, max **3 hours**).

Topic selection

- **Practical module path:** CC Genoa indicates a **practical track** built around **P2 (good-practice exchange)**, **P3 (access to funding and support tools)**, and **P4 (ESG measurement & VSMEs standards)** for evidence-readiness in tenders.
- **Core modules:** the cross-sector workshop will draw on **selected core modules [module codes to be finalised]**.
- **Sector-specific modules:** construction and agri-food workshops use **thematic modules to be finalised]**; the manufacturing session's thematic set will be chosen during implementation.

Sector focus

- **Cross-sector track** for SMEs active in Liguria.
- **Construction track** for Liguria-based SMEs.
- **Agri-food track** for Liguria-based SMEs.
- **Manufacturing track** for Liguria-based SMEs
  Tourism track for Liguria-based SMEs.

Content selection reflects Initial Assessment findings on **barriers, drivers and enabling factors** and aligns with the **selected sectors** so that training outputs directly support **pilot topics** and **tender-oriented evidence preparation** (criteria mapping, documentation).

Pilot Action: Building solutions for Enterprises to enhance Circularity and Compliance with GPP

Structure and selection. CC Genoa will launch **a Call for Expressions of Interest (EOI)** to recruit companies (primarily **SMEs**) in the chosen sector(s), followed by **one national pilot** engaging **at least 8-9 enterprises**. Participation is **free of charge** for firms.

Transnational framework to be adopted nationally.

The Pilot Action **follows the lifecycle dimensions used in the Initial Assessment**, namely procurement, design, production, logistics, product use, and waste management. Recommendations draw on a life-cycle perspective and on circularity strategies such as competitor-strategy monitoring, client-relations development, and internal as well as external coordination, with the content adapted to the selected sector or sectors.

Delivery details: at least **one initial and one final meeting** (on-site or online); **testing** typically **2-4 months**, allowing internal adjustments and partner support. **Group meetings** may be used provided **individual assessments and tailored solutions** are ensured.

3.1.4 Detail of planned activities:

Capacity Building Training Path

Initiative 1	Description	*WORKSHOP ONLINE*
	Beneficiaries	*SMEs belonging to the 4 economic sectors and operational at Liguria regional level* *20 participants expected*
	Expected timing	*1st quarter 2026*
	Key economic sector	*4 sectors: Agrifood, Construction, Manufacturing and tourism-related goods and services*
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	***The principles of GPP and circular economy and supporting tools (eg. certifications and eco-labelling)*** *Topics to be treated will refer to the following CORE suggested modules:* ***M2, M3, M5 and M6***
	Module	***CORE***
	Short description	*We consider planning a workshop scheduled in two sessions, one per consecutive weeks, of max 2 hours duration during which provide participating companies with insights concerning:* - *GPP & C/GPP Basics: benefit of C/GPP and CE business models in terms of resource savings, carbon reductions, natural capital preservation and generation* - *Presentation of different tools to support C/GPP and CE adoption in businesses (for instance, tools to support companies in product eco-design, tools for supporting companies in supplier selection processes, etc.)* - *Eco-labels & Certifications* - *Circular Business Models*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*During the workshop, connections to existing policy instruments at EU, national and regional level are ensured. Links to activities ongoing also with CCI's parallel initiatives (EEN Thematic Group Sustainability; other EU funded projects on circular business models) will be provided.*
Initiative 2	Description	*WORKSHOP ONLINE*

	Beneficiaries	*SMEs belonging to the CONSTRUCTION sector and operational at Liguria regional level.* *10 participants expected*
	Expected timing	*1st quarter 2026*
	Key economic sector	***Construction***
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	*The workshop will focus on the following topics:* - *Circular Design for Buildings* - *Sustainable Materials & GPP* - *GPP Tender Writing*
	Module	***Thematic***
	Short description	*We consider planning a workshop scheduled in one session of max 3 hours duration, aimed at providing practical information to entrepreneurs and illustrate business cases, where possible.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*During the workshop, connections to existing policy instruments at EU, national and regional level are ensured. Moreover, the topics' content will be preliminarily checked with relevant professional associations and local stakeholders to ensure a full coverage of crucial items for participating companies.*
Initiative 3	Description	*[insert the type: training session, seminar, webinar or workshop, expressly indicate whether it is online, or in person]* *WORKSHOP ONLINE*
	Beneficiaries	*[insert further details about target audience (e.g. SMEs nationwide, business associations, etc.) and the expected number of participants]* *SMEs belonging to the AGROFOOD sector and operational at Liguria regional level.* *10 participants expected*
	Expected timing	*1st quarter 2026*
	Key economic sector	***AGRIFOOD***
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*

	Topic	*[insert topic, e.g. overview of C/GPP policies and criteria for businesses, business benefits of circular economy, introduction to circular procurement opportunities, showcasing circular business success stories, interactive Q&A on GPP criteria compliance, circular product design and innovation, improving resource efficiency in production, or sector-specific circular practices, etc.* *NOTE: the topic should reflect the initial assessment results and the sectoral needs in the country]* *The workshop will focus on the following topics:* • *Circular Food Systems* • *GPP for Catering & Food Supply* • *Sustainable Packaging*
	Module	***Thematic***
	Short description	*We consider planning a workshop scheduled in one session of max 3 hours duration, aimed at providing practical information to entrepreneurs and illustrate business cases, where possible.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*During the workshop, connections to existing policy instruments at EU, national and regional level are ensured. Moreover, the topics' content will be preliminarily checked with relevant professional associations and local stakeholders to ensure a full coverage of crucial items for participating companies. Amongst the latter, University of Genoa and National Society for Nutrition will be particularly involved.*
Initiative 4	Description	*WORKSHOP ONLINE*
	Beneficiaries	*10 participants expected*
	Expected timing	*1st quarter 2026*
	Key economic sector	*MANUFACTURING*
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	*The workshop will be particularly concentrated on the following topics:* • *Eco-Design & Circular Products* • *Circular Supply Chains* • *GPP Criteria for Products*
	Module	***Thematic***

	Short description	*We consider planning a workshop scheduled in one session of max 3 hours duration, aimed at providing practical information to entrepreneurs and illustrate business cases, where possible.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*During the workshop, connections to existing policy instruments at EU, national and regional level are ensured. Moreover, the topics' content will be preliminarily checked with relevant professional associations and local stakeholders to ensure a full coverage of crucial items for participating companies. Connections with corporates is also taken into consideration, in particular to align the approach to the value chain approach.*

Initiative 5	Description	*WORKSHOP ONLINE*
	Beneficiaries	*10 participants expected*
	Expected timing	*1st quarter 2026*
	Key economic sector	*TOURISM*
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	*The workshop is intended to focus on legislation concerning GPP for Hotels/Events and Sustainable Procurement in Hospitality. On top of this, it is going to discuss about designing Low-impact Experiences, by providing concrete business cases.*
	Module	***Thematic***
	Short description	*We consider planning a workshop scheduled in one session of max 3 hours duration, providing participating companies with practical suggestions, foreseeing witnesses by local entrepreneurs.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*During the workshop, connections to existing policy instruments at EU, national and regional level are ensured. Moreover, the topics' content will be preliminarily checked with relevant professional associations and local stakeholders to ensure a full coverage of crucial items for participating companies.*

Initiative 6	Description	*WORKSHOP IN PRESENCE*

	Beneficiaries	*All SMEs having participated to the set of initiatives scheduled, involving all targeted economic sectors* *At least 20 participants expected*
	Expected timing	*2nd quarter 2026*
	Key economic sector	*Open to all project's targeted economic sectors*
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	***Practical lab*** *The workshop is going to gather all participants to previous workshops, providing insights on the following topics:* • *Good practices exchange across sectors* • *Access to Funding and Support Tools* • *Environmental Social Governance (ESG) measurement & VSMEs standards (Omnibus Package/EFRAG)*
	Module	***PRACTICAL***
	Short description	*A workshop with physical presence of all targeted SMEs, with a maximum of 3 hours duration.* *The main scope of this session is to introduce SMEs to relevant information on available sources of funding and to EU level matrix to report on sustainability.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Strong connection with EEN competences and knowledge in terms of access to finance and with EFRAG methodology and questionnaire to test SMEs sustainability performance.*

3.1.5 Pilot action -

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Agrifood and Construction*
Expected timing	*December 2025 - February 2026*
Short description:	*Call for expression of interest open to Micro and SMEs active in pre-identified NACE Codes identifying agro-food and construction sectors (according to the survey carried out in WP1).* *Main focus of the call is to engage 10 local MSMEs of the two targeted sectors interested to get support to:*

	- *increase efficiency in their environmental performance;* - *enhance their reputation with respect to the value chain and to local stakeholders;* - *fully align with emerging policy frameworks/regulations/procurement criteria;* - *Improve access to GPP opportunities.* *Main, general selection criteria can be the followings:* - *operational in the targeted sectors (with reference to NACE Codes provided)* - *experiences in circular transformation or willingness to start engaging in these processes;* - *commitment and availability of internal resources (time, personnel) during the pilot;* - *willingness to share experiences and outcomes publicly to foster peer learning and replication* *Criteria giving priority:* - *past participation to GPP calls for tenders* - *innovative company* - *selected for ERDF funding opportunities in relevant field*

Pilot action – building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Agrifood and Construction*
Expected timing	*March-September 2026*
Existing sectoral strategies or recommendations	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
Pilot Implementation: short description (if already identified)	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on the national CAM framework, Liguria Region's GPP plans and existing regional programmes and clusters that support circular business models and supplier readiness for C/GPP tenders.*



3.2 AUSTRIA Action Plan for Private Enterprises

3.2.1 GPP alignment & circularity status

Austrian private companies operate in a highly developed political and economic environment that increasingly views sustainability as a competitive factor. The naBe action plan for sustainable public procurement provides important impetus in this regard: it defines environmental and social criteria that apply not only to public contracting authorities, but also to suppliers and service providers who want to work successfully with public procurers in the market.

The naBe framework thus also has a profound impact on the private sector – it motivates companies to align their products, services, and supply chains with Green Public Procurement (GPP) criteria and circular economy principles in order to open up new business opportunities and become more resilient in the long term.

At the same time, it is clear that although many Austrian SMEs are highly aware of sustainability, they often lack the practical tools, know-how, and experience to implement these objectives in a measurable way in their everyday business. There are still gaps, particularly in the areas of documentation, verification, and integration of circular criteria into tendering and production processes. As a regional economic development agency, (SFG))works together with cluster initiatives and innovation networks such as Grünes Herz Steiermark (Green Heart Styria), the Food Cluster, and the BBG-naBe platform to support the targeted expansion of knowledge and expertise in companies. These networks act as interfaces between politics, the market, and technology, thus creating a basis for putting sustainability into practice—especially with regard to participation in circular and green tenders.

The challenge – and at the same time the opportunity – now lies in anchoring sustainability operationally in the value chains of private companies, thereby making a clear contribution to the national and European goals of the circular economy.

3.2.2 Methodological approach for identifying training needs and planning activities

As a first step, an inventory of the maturity level and current practices is being carried out in collaboration with key players such as the Styrian Chamber of Commerce, the naBe platform, BVN, industry-specific clusters, and regional innovation networks. This analysis will identify obstacles, support needs, and industry-specific differences, particularly in the agricultural and food industry, construction, and manufacturing. Based on this, interested companies will be invited to participate via an Expression of Interest (EOI) call for proposals in order to develop targeted training and pilot activities.

Planned measures include:

- Introductory workshops for companies on the basics of green public procurement, the circular economy, and sustainable business models;
- Industry-specific training (e.g., on regional and organic procurement, circular design, resource-efficient materials, and sustainable construction);
- Practical guidance on ESG documentation, life cycle cost accounting (LCC), and verification in the context of public procurement;

- peer-to-peer exchange formats to share experiences between companies and promote cooperation.

All training courses are accompanied by external experts and specialized organizations and follow an application-oriented, cooperative learning approach. This creates a close link between the innovation potential of the private sector and the sustainability goals of the naBe Action Plan.

With this methodological approach, the SFG supports the development of a new generation of Austrian companies that see sustainability as a competitive advantage and actively invest in circular value creation and green procurement markets. In this way, the Austrian Private Enterprise Action Plan makes a concrete contribution to the realization of the European Circular Economy Agenda and to the long-term competitiveness of Austria as a business location.

3.2.3 Detail of planned activities

Capacity building Training Path

Initiative 1	Description	*Training Session, In-person workshop*
	Beneficiaries	*Regional SME from the agrifood sector (producers, processors) 12 participants*
	Expected timing	*February September 2026*
	Key economic sector	*Agrifood*
	Open to wider participation	*Tourism (sustainable gastronomy)*
	Topic	*Regional circular food systems and short supply chains as a driver for sustainable business models.*
	Module	*Sector-specific (Agro-Food)*
	Short description	*The workshop introduces circular principles in regional food value chains, focusing on waste reduction, reuse of by-products, and sustainable packaging. Participants learn how to apply circular procurement and sourcing strategies in cooperation with local farmers and hospitality partners.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*"Lebensmittel sind kostbar!" campaign* *Styrian Bioeconomy Strategy* *"Grüne Haube" gastronomy network*
Initiative 2	Description	*Online training session*
	Beneficiaries	*SMEs, agrifood, catering services, and food suppliers aiming to qualify for public procurement - 10 participants*
	Expected timing	*February - September 2026*

	Key economic sector	*Agrifood*
	Open to wider participation	*Manufacturing (packaging providers)*
	Topic	*Practical introduction to GPP criteria, the NaBe Platform, and circular compliance for food-related businesses.*
	Module	*Core*
	Short description	*This session helps SMEs understand how to participate in green public tenders, meet circularity requirements (e.g., packaging, sourcing, waste management), and align with Austrian sustainability standards.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	• *NaBe Platform (Federal Procurement Agency, BBG)* • *"Österreich isst regional" initiative*
Initiative 3	Description	*In-person technical workshop at Smart Business Center, Graz.*
	Beneficiaries	*Food manufacturers, packaging suppliers, restaurants, regional cooperatives 10 participants*
	Expected timing	*February - September 2026*
	Key economic sector	*Agrifood*
	Open to wider participation	*No*
	Topic	*Circular food packaging, recycling streams, and material innovation.*
	Module	*Sector-specific (Agro-Food)*
	Short description	*A practical hands-on workshop introducing reusable packaging systems, compostable materials, and collaboration along the packaging value chain. Includes examples from local innovators and pilot testing possibilities.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Bioeconomy Austria* *Circular Packaging Austria Network* *EU EcoDesign guidelines*

Initiative 4	Description	*Hybrid event (in-person + livestream)*
	Beneficiaries	*Hotels, restaurants, food SMEs 15 participants*
	Expected timing	*February September 2026*
	Key economic sector	*Agrifood & Tourism (Hospitality)*
	Open to wider participation	*Yes*
	Topic	*Showcasing Styrian best practices in circular gastronomy and hotel procurement.*
	Module	*Practical*
	Short description	*Exchange event presenting innovative hotel kitchens and gastronomy enterprises applying circular principles (waste prevention, local sourcing, composting). Focus on collaboration between producers and hospitality businesses in the "Green Heart of Austria".*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	• *"Grüne Haube" & "Grüner Teller" certifications* • *Tourism Department Styria*

3.2.4 Pilot Action for Enterprises

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Agrifood (linked to gastronomy/tourism)*
Expected timing	*April - September 2026*
Short description:	*The call will invite regional food enterprises from Styria to test circular economy solutions aligned with GPP criteria. Targeted businesses will include local producers, caterers, and hospitality suppliers interested in improving circularity, sourcing, and waste reduction. Selection based on motivation, potential impact, and commitment to testing circular practices.*

Pilot action - building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Agrifood & Tourism-related gastronomy*

Expected timing	*April - September 2026*
Existing sectoral strategies or recommendations	*NaBe Platform (BBG) criteria for sustainable catering* *Styrian Bioeconomy Strategy* *"Lebensmittel sind kostbar!" campaign*
Pilot Implementation: short description (if already identified)	*Participating enterprises will receive tailored guidance on improving circular food production and supply systems (e.g. waste audits, sustainable packaging redesign, local sourcing models). The pilot will apply a circularity self-assessment tool and monitor progress. Implemented jointly with SFG and regional partners (e.g. Styrian Chamber of Commerce, Bioeconomy Austria).*
Synergies with other ongoing or existing tools, initiatives, projects or networks	• *"Grüne Haube" and "Grüner Teller" certifications* • *"Österreich isst regional" platform* • *CE-PRINCE WP2 results for cross-sector GPP criteria* • *Local innovation ecosystem supported by SFG*

3.3 GERMANY - Action Plan for Private Enterprises

3.3.1 GPP alignment & circularity status

Enterprises operate within a multi-level governance setting where procurement rules and sustainability guidance are shaped at federal and state levels. The Initial Assessment shows that firms welcome clearer, practicable routes to align products and services with circular criteria and to document compliance consistently across different buyers.

Regional competence centres and networks play a pivotal role in translating rules into enterprise-ready practices. Leveraging these structures enables companies to focus on tangible adjustments within short testing windows—an essential condition for SME participation.

3.3.2 Methodological approach for identifying training needs and planning activities

ABW will recruit regional SMEs via an EOI, focusing on either construction or agri-food based on market responsiveness. Engagement will combine the common pilot methodology with support from the Competence Center for Sustainable Procurement Saxony and the Circular Rural Regions model region, to ensure sector-specific practicality.

Capacity building

Capacity building engages public companies, SMEs, start-ups and business associations, with approximately ten participants per session. The path combines a cross-sector introductory session on everyday tools to support circular procurement and circular economy adoption (from a life-cycle perspective), plus sector-specific trainings for agrifood (organic and local sourcing) and construction (sustainable materials and procurement practices), followed by a practical session on measuring Environmental, Social and Governance aspects and very-small-enterprise standards. Delivery is online or hybrid, and experts will be commissioned or invited through cooperation partners.

Capacity building emphasises cross-sector tools (design, supplier selection, customer communication), sector-specific themes (e.g., organic/local sourcing in agrifood; sustainable materials in construction), and practical guidance on ESG measurement for smaller enterprises. Synergies include the Competence Center for Sustainable Procurement Saxony, the District of Central Saxony's "Circular Rural Regions" model region, and collaboration with Chambers of Industry and Commerce; external trainers or partner experts will lead the sessions.

Sector focus

Depending on EOI responses, emphasis will be placed either on **construction supply chains** (materials, components, service bundles) **or on agri-food** (packaging, sourcing, logistics). The common baseline is to identify improvements that can be implemented and verified within the pilot schedule.

Pilot action

- **Phase 1** EOI & cohort formation (Q4 2025). Recruitment via ABW's regional networks, competence centre channels and shareholder outreach; selection prioritises SMEs with initial sustainability steps and capacity to act during the pilot.
- **Phase 2** Short-cycle testing (Feb–May 2026). Companies conduct the project assessment, implement tailored actions, and document outcomes with advisory support; progress meetings ensure feasibility and continuity.
- **Phase 3** Consolidation & knowledge transfer. Results are synthesised with the competence centre and model-region partners to inform transnational outputs and regional replication.

Recommendations stress **documentation consistency** and **verifiable proofs** across different public buyers and state contexts, with sector-tailored actions for **construction supply chains** or **agri-food sourcing and packaging** as determined by the call; circularity strategies include **competitor-strategy monitoring**, **client-relations development**, and **internal as well as external coordination**, with the content adapted to the selected sector or sectors.

3.3.3 Detail of planned activities

Capacity building Training Path

Initiative 1	Description	*Online workshop with room for discussion (possibly hybrid or in person, depending on the cooperation partner)*
	Beneficiaries	*Public companies, SMEs and enterprises, Start-Ups, Business Associations etc., about 10 participants expected*
	Expected timing	*Q1 2026*
	Key economic sector	*Not specified, cross-sectoral*
	Open to wider participation	*Yes, as the topic addresses the economic sectors as a whole*
	Topic	*Presentation of different tools to support C/GPP and CE adoption in everyday business operations based on a life-cycle perspective (for instance, product design, supplier selection, customer communication)*
	Module	*Core M3*
	Short description	*The topic of C/GPP adoption tools is especially relevant for ABWs regional context as there are no unified and consistent frameworks to start the implementation, issued in the initial assessment. In practice, the activities usually focus on an expensive certification process done once and based on broad, but widely accepted norms. Tools to tackle other dimensions of C/GPP are less well known. To ensure sector-specific relevance and an engaging session, an expert will be*

		commissioned or brought in by the cooperation partners named in the 'Synergies' row.
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*The event will be coordinated with the Kompetenzstelle Nachhaltige Beschaffung Sachsen (Competence Center for Sustainable Procurement Saxony), a state-level organisation educating public authorities, economic actors and other stakeholders about C/GPP practices. They already implement seminars and events to all aspects of sustainable procurement and have a large pool of experts at their disposal.* *Another synergy with ABWs shareholder, the District of Central Saxony, will be leveraged. It is part of the new national funding programme Circular Rural Regions and thus acts as a model region for cradle-to-cradle strategies. In this project, they bring public authorities, economic actors, Start-Ups, and NGOs together to increase circularity in the region. They hold networking events and presentations, and consult regional actors on the matter.* *Also, the Chambers of Industry and Commerce in Saxony can be a valuable cooperation partner as they themselves educate on sustainability and C/GPP practices and have a large enterprise network at their disposal.* *As ABW operates in the field of economic development and the public shareholder representatives are the heads of the regional development departments of the connected public authorities, they too offer great potential.*
Initiative 2	Description	*Online training session (possibly hybrid or in person, depending on the cooperation partner)*
	Beneficiaries	*Public companies, SMEs and enterprises, Start-Ups, Business Associations etc., about 10 participants expected*
	Expected timing	*Q1 2026*
	Key economic sector	*Agrifood*
	Open to wider participation	*No*
	Topic	*Organic & Local Sourcing in the context of C/GPP to increase sustainability and enhance chances in the competition for tenders, as organic and local produce increase in relevance in them.*
	Module	*Sector-specific F4*

	Short description	*The topic of regional produce is especially relevant for ABWs regional context and some uncertainties are experienced on how to effectively use C/GPP criteria, issued in the initial assessment. To ensure sector-specific relevance and an engaging session, an expert will be commissioned or brought in by the cooperation partners named in the 'Synergies' row.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*The event will be coordinated with the Kompetenzstelle Nachhaltige Beschaffung Sachsen (Competence Center for Sustainable Procurement Saxony), a state-level organisation educating public authorities, economic actors and other stakeholders about C/GPP practices. They already implement seminars and events to all aspects of sustainable procurement and have a large pool of experts at their disposal.* *Another synergy with ABWs shareholder, the District of Central Saxony, will be leveraged. It is part of the new national funding programme Circular Rural Regions and thus acts as a model region for cradle-to-cradle strategies. In this project, they bring public authorities, economic actors, Start-Ups, and NGOs together to increase circularity in the region. They hold networking events and presentations, and consult regional actors on the matter.* *Also, the Chambers of Industry and Commerce in Saxony can be a valuable cooperation partner as they themselves educate on sustainability and C/GPP practices and have a large enterprise network at their disposal.* *As ABW operates in the field of economic development and the public shareholder representatives are the heads of the regional development departments of the connected public authorities, they too offer great potential.*
Initiative 3	Description	*Online training session (possibly hybrid or in person, depending on the cooperation partner)*
	Beneficiaries	*Public companies, SMEs and enterprises, Start-Ups, Business Associations etc., about 10 participants expected*
	Expected timing	*Q1 2026*
	Key economic sector	*Construction*
	Open to wider participation	*No*

	Topic	*Sustainable Materials in the context of GPP pose a great challenge for SMEs and enterprises in the sector, because the specialized suppliers are usually not well-known, due to the smaller market, the prices are higher, and there are no unified certification frameworks. As public tender criteria focus on certificates or will not recognise the chosen materials as such, suppliers are hesitant to include them in their operations.*
	Module	*Sector-specific C2*
	Short description	*The topic of sustainable material is especially relevant for ABWs regional context as the first SMEs try to provide alternative building materials, but hesitate to innovate further due to no recognition in public tender criteria, issued in the initial assessment. To ensure sector-specific relevance and an engaging session, an expert will be commissioned or brought in by the cooperation partners named in the 'Synergies' row.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*The event will be coordinated with the Kompetenzstelle Nachhaltige Beschaffung Sachsen (Competence Center for Sustainable Procurement Saxony), a state-level organisation educating public authorities, economic actors and other stakeholders about C/GPP practices. They already implement seminars and events to all aspects of sustainable procurement and have a large pool of experts at their disposal.* *Another synergy with ABWs shareholder, the District of Central Saxony, will be leveraged. It is part of the new national funding programme Circular Rural Regions and thus acts as a model region for cradle-to-cradle strategies. In this project, they bring public authorities, economic actors, Start-Ups, and NGOs together to increase circularity in the region. They hold networking events and presentations, and consult regional actors on the matter.* *Also, the Chambers of Industry and Commerce in Saxony can be a valuable cooperation partner as they themselves educate on sustainability and C/GPP practices and have a large enterprise network at their disposal.* *As ABW operates in the field of economic development and the public shareholder representatives are the heads of the regional development departments of the connected public authorities, they too offer great potential.*
Initiative 4	Description	*Online workshop with room for discussion (possibly hybrid or in person, depending on the cooperation partner)*
	Beneficiaries	*Public companies, SMEs and enterprises, Start-Ups, Business Associations etc., about 10 participants*

		expected
	Expected timing	*Q2 2026*
	Key economic sector	*Not specified, cross-sectoral*
	Open to wider participation	*Yes, as the topic addresses the economic sectors as a whole*
	Topic	*Environmental Social Governance (ESG) measurement and VSMEs standards (Omnibus Package/EFRAG) are becoming more and more relevant for SMEs. SMEs perceive this development as intransparent and incoherent, issued as a barrier in the initial assessment. As they usually lack the required capacities to adopt them early in comparison to bigger enterprises, SME representatives become uncertain and potentially miss the great potential in the bigger picture.*
	Module	*Practical P4*
	Short description	*The topic of ESG/VSMEs is especially relevant for ABWs regional context as SMEs will have to fulfill further monitoring and reporting guidelines. The formal requirements are not known in detail and mix with other local, regional and national ones, thus haltering innovation. To ensure sector-specific relevance and an engaging session, an expert will be commissioned or brought in by the cooperation partners named in the 'Synergies' row.*

	Synergies with other ongoing or existing tools, initiatives, projects or networks	*The event will be coordinated with the Kompetenzstelle Nachhaltige Beschaffung Sachsen (Competence Center for Sustainable Procurement Saxony), a state-level organisation educating public authorities, economic actors and other stakeholders about C/GPP practices. They already implement seminars and events to all aspects of sustainable procurement and have a large pool of experts at their disposal.* *Another synergy with ABWs shareholder, the District of Central Saxony, will be leveraged. It is part of the new national funding programme Circular Rural Regions and thus acts as a model region for cradle-to-cradle strategies. In this project, they bring public authorities, economic actors, Start-Ups, and NGOs together to increase circularity in the region. They hold networking events and presentations, and consult regional actors on the matter.* *Also, the Chambers of Industry and Commerce in Saxony can be a valuable cooperation partner as they themselves educate on sustainability and C/GPP practices and have a large enterprise network at their disposal.* *As ABW operates in the field of economic development and the public shareholder representatives are the heads of the regional development departments of the connected public authorities, they too offer great potential.*

3.3.4 Pilot Action for Enterprises

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Agrifood or Construction (based on responsiveness)*
Expected timing	*Q4 2025*
Short description:	*Regional SMEs or public companies based on the networks of ABW and the shareholders, part of chosen economic sector, capacity to participate (size, departments), first sustainability practices in planning or implemented*

Pilot action - building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Agrifood or Construction (based on responsiveness)*

Expected timing	*February May 2026*
Existing sectoral strategies or recommendations	*Not yet applicable, depending on focus sector and regional regulations due to the German Federal System, but inspirations can be provided from the National and state-level Competence Center for Sustainable Procurement*
Pilot Implementation: short description (if already identified)	*Regional SMEs or public companies with the capacity (size, staff, relevance) and willingness to participate (earlier sustainability measures); focus on tangible improvements that yield results in the relatively short implementation period; implementation via a commissioned expert anticipated to ensure practicability and sector-specific expertise; support by the Competence Center for Sustainable Procurement Saxony and the Circular Rural Regions model region in Central Saxony in acquiring participants and ensuring commitment*
Synergies with other ongoing or existing tools, initiatives, projects or networks	*A close cooperation partner of ABW is the Kompetenzstelle Nachhaltige Beschaffung Sachsen (Competence Center for Sustainable Procurement Saxony), a state-level organisation educating public authorities, economic actors and other stakeholders about C/GPP practices. They already implement seminars and events to all aspects of sustainable procurement and have a large pool of experts at their disposal.* *Another synergy with ABWs shareholder, the District of Central Saxony, will be leveraged. It is part of the new national funding programme Circular Rural Regions and thus acts as a model region for cradle-to-cradle strategies. In this project, they bring public authorities, economic actors, Start-Ups, and NGOs together to increase circularity in the region. They hold networking events and presentations, and consult regional actors on the matter.*

3.4 SLOVENIA - Action Plan for Private Enterprises

3.4.1 GPP-alignment & circularity status

Slovenian enterprises—**especially in construction and related value chains**—operate under a strengthening national GPP framework. With the **ZeJN decree** entering into force in September 2025, companies expect clearer requirements for circular design and documentation and need practical routes to incorporate Level(s) and EPD-aligned evidence into market offers.

The Initial Assessment indicates demand for legal certainty, hands-on guidance, and credible proof pathways. This plan addresses those needs by aligning training and pilot actions with the forthcoming regulatory expectations and established national initiatives and events.

3.4.2 Methodological approach for identifying training needs and planning activities (incl. key economic sector(s)

The **Chamber of Commerce and Industry of Slovenia** will recruit **8-9 SMEs** in construction and related industries, using the three-phase pilot and timing the call with major sector events to maximise uptake and relevance.

Capacity building prioritises **construction and related industries**. The first initiative is a **hybrid training session** for **SMEs and larger construction companies** (about **50-60 participants**); the second is an **interactive in-person workshop** for **SMEs in construction and manufacturing** (**40-50 participants**). The third initiative is an **online webinar series** for **SMEs and business associations nationwide** (**80+ total attendees targeted**). A fourth **in-person networking and supply-chain event** connects **SMEs and public procurers** (**60-70 participants**). **Slovenian and EU experts** contribute to the opening session; the technical workshop is **led by external experts**.

Capacity building emphasises a **core introduction** on **circular economy and EU/national GPP law** with **legal certainty for businesses**, **sector-specific workshops** on **eco-design, life-cycle thinking, Level(s) and environmental product declarations**, and **practical digital trainings** on **funding pathways, ESG requirements and the "Do No Significant Harm" principle**, capped by a **practical matchmaking event** on upcoming tenders and supplier preparedness. Synergies draw on the **ZeJN decree**, **EU GPP guidelines**, **ZAG circular-construction initiatives**, **Care4Climate**, the **Slovenian Centre of Circular Economy**, **Green Star Slovenia**, and the **ZPN Real Estate Conference**.

Sector focus

- **Construction** and the adjacent materials/services ecosystem. Activities emphasise design for durability and high-value reuse, along with documentation aligned with national construction indicators and procurement needs.

Pilot action

- **Phase 1 - EOI at sector events (Oct-Nov 2025).** The call will be promoted at the **ZPN Portorož Real Estate Conference** to recruit SMEs ready to implement eco-design and circular practices.
- **Phase 2 - Testing with documentation focus (Dec 2025-May 2026).** Participants will complete the assessment, implement **tailored measures**, and receive feedback, with special attention to documentation pathways expected under the updated decree.

- **Phase 3 – Evaluation & knowledge transfer (Jun-Nov 2026).** Results will be consolidated and linked with national initiatives (e.g., **GZS** workshops) to support replication.

The Pilot Action follows the lifecycle dimensions used in the Initial Assessment—procurement, design, production, logistics, product use, and waste management. Recommendations are tailored to **construction** and related materials/services, aligning design and documentation with the updated national public procurement decree and with the **Level(s) framework** and **Environmental Product Declarations**, focusing on **durability**, **high-value reuse**, and **evidence pathways**; circularity strategies include **competitor-strategy monitoring**, **client-relations development**, and **internal as well as external coordination**, with the content adapted to the selected sector or sectors

3.4.3 Detail of planned activities

Capacity building Training Path

Initiative 1:	Description	*Training Session (In-person & Hybrid)*
	Beneficiaries	*SMEs and larger construction companies (nationwide), approx. 50-60 participants.*
	Expected timing	*3rd quarter 2025 (around mid-September, linked to Bio Summit week at GZS OR ministry MOPE preparing this international CE event ABOUT THE CONFERENCE - Circular Economy Hotspot Slovenia 2025).*
	Key economic sector	*Construction.*
	Open to wider participation	*The detailed design of this activity will be confirmed during implementation, in consultation with key stakeholders and participating enterprises, while keeping the objectives and focus described above.*
	Topic	*Circular Economy and EU/National GPP Law benefits and legal certainty for businesses.*
	Module	*Core (M1, M2).*
	Short description	*Introductory session on CE principles, benefits of GPP-driven transformation, legal updates (including Slovenia's September 2025 ZeJN decree), with Slovenian and EU experts. Focus on practical guidance for construction and real estate sectors.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Uses EU GPP guidelines, ZeJN decree, and presentations from the May 2025 "Breaking down legal uncertainties" (C-PRONE) workshop.* *Gzs managing national stakeholder project SLOVENIAN CENTRE OF CIRCULAR ECONOMY-SCKG,* *GREEN STAR SLOVENIA https://www.green-star.si/*
Initiative 2	Description	*Workshop (Interactive, In-person)*

	Beneficiaries	*SMEs in construction and manufacturing; approx. 40-50 participants.*
	Expected timing	*4th quarter 2025 (October, linked to BIM & deconstruction event at GZS).*
	Key economic sector	*Construction*
	Open to wider participation	*No*
	Topic	*Circular product and process innovation - eco-design, Life Cycle Thinking, and integration with Level(s) and EPD schemes*
	Module	*Sector-specific- thematic*
	Short description	*Hands-on workshop led by external experts, focusing on implementing eco-design, LCA tools, and environmental product declarations for market positioning.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Connects with ZAG initiatives on circular construction and EU-funded Level(s) and EPD frameworks: REBUILT…* *Gzs managing national stakeholder project SLOVENIAN CENTRE OF CIRCULAR ECONOMY-SCKG,* *C4C https://www.care4climate.si/sl* *GREEN STAR SLOVENIA https://www.green-star.si/*
Initiative 3	Description	*Webinar Series (Online, 2 sessions)*
	Beneficiaries	*SMEs and business associations (nationwide); target 80+ attendees total.*
	Expected timing	*1st quarter 2026 (January-February).*
	Key economic sector	*Construction*
	Open to wider participation	*No*
	Topic	*Access to CE funding, ESG standards, and Do No Significant Harm (DNSH) compliance.*
	Module	*Practical*
	Short description	*Digital training on funding pathways (I3, Horizon, national incentives), ESG compliance, and DNSH principles for SMEs entering GPP-driven markets.*
	Synergies with	*Builds on CE-PRINCE WP2 outputs and CCIS investor*

	other ongoing or existing tools, initiatives, projects or networks	*engagement networks.* *Gzs managing national stakeholder project SLOVENIAN CENTRE OF CIRCULAR ECONOMY-SCKG,* *C4C https://www.care4climate.si/sl* *GREEN STAR SLOVENIA https://www.green-star.si/*
Initiative 4	Description	*Networking & Supply-Chain Event (In-person)*
	Beneficiaries	*SMEs and public procurers; 60-70 participants.*
	Expected timing	*2nd quarter 2026 (Spring).*
	Key economic sector	*Construction.*
	Open to wider participation	*No*
	Topic	*SME-Procurer matchmaking for GPP contracts, good practices exchange.*
	Module	*Practical*
	Short description	*Full-day event connecting SMEs and contracting authorities, with sessions on upcoming public tenders, supplier-preparedness for circular procurement, and networking.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Linked to Activity 2.4 (peer-to-peer) and ZPN's real estate conference follow-up https://posvetnepremicnine.si/*

3.4.4 Pilot Action for Enterprises

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Construction*
Expected timing	***Phase 1 (EOI Launch):*** *October-November 2025 (call promoted during ZPN Portorož Conference https://posvetnepremicnine.si/).* ***Phase 2 (Testing):*** *December 2025 - May 2026 (assessment, tailored solutions, feedback).* ***Phase 3 (Evaluation & Transfer):*** *June - November 2026.*
Short description:	*Pilot action to help enterprises adopt eco-design, circular practices, and prepare for stricter GPP compliance. Selection*

	based on CE-readiness, commitment to change, and peer-learning willingness.

Pilot action - building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*CONSTRUCTION*
Expected timing	Phase 1: Oct-Nov 2025 (EOI Launch). Phase 2: Dec 2025 - May 2026 (Testing). Phase 3: Jun - Nov 2026 (Evaluation & Transfer).
Existing sectoral strategies or recommendations	*ZeJN Decree (effective Sep 2025), EU GPP Guidelines,*
Pilot Implementation: short description (if already identified)	*Pilot implementation: selected SMEs will complete a baseline circularity assessment, co-develop action plans focused on design and documentation improvements, implement measures over 6-8 months and repeat the assessment to capture progress.*
Synergies with other ongoing or existing tools, initiatives, projects or networks	*Companies selected via EOI based on CE-readiness and capacity to implement eco-design and circularity. Activities include self-assessment (ABW tool), tailored recommendations, and re-assessment. Synergies with GZS ZGIGM technical workshops, ZPN Real Estate Conference, and EU programmes (LIFE, I3, Horizon)* *Gzs managing national stakeholder project SLOVENIAN CENTRE OF CIRCULAR ECONOMY-SCKG,* *C4C https://www.care4climate.si/sl* *GREEN STAR SLOVENIA https://www.green-star.si/*

3.5 HUNGARY - Action Plan for Private Enterprises

3.5.1 GPP status and circularity alignment

Hungary has strengthened its regulatory framework by introducing **Government Decree 235/2024**, in force since **1 January 2025**, which requires contracting authorities to include **at least one environmental requirement** in public tenders for defined product and service categories. These categories cover widely purchased items and works (e.g., **paper products, cleaning services, furniture, IT equipment, construction works**) for procedures above national thresholds. The decree allows environmental requirements to be embedded in technical specifications or contract conditions. At the same time, there is **no centralised, mandatory reporting system** to monitor GPP outcomes, which makes it harder to evaluate impacts across the market. For suppliers, the practical implication is a clearer expectation to present verifiable environmental evidence in bids for the listed categories.

The **Hungarian Public Procurement Authority** operates a dedicated **sustainability microsite** providing thematic access to domestic and international good practices on environmental, social and innovation

procurement. Sector-specific regulatory references also exist (e.g., **public catering** procedures, and guidance on using **public procurement advisers**), complementing EU-aligned content. These resources are relevant touchpoints for enterprises preparing documentation and aligning offer design with buyer expectations that reflect the decree.

Enterprises' context

The Initial Assessment portrays a **fragmented enterprise landscape** for circular economy in Hungary. While there is a group of firms actively pursuing a full set of environmental objectives, many companies are more **resource-efficiency oriented** or **not yet engaged**. This dispersion translates into uneven preparedness to interpret circular requirements in tenders and to produce robust, acceptable proofs of compliance.

Across the four project sectors (agri-food, construction, manufacturing, tourism-related goods and services), companies report needs around **criteria interpretation**, **evidence preparation**, and **stepwise operational adjustments** that can be implemented without disrupting day-to-day activities. These needs guide both the capacity-building content and the pilot action, with a practical focus on how to meet buyer expectations defined by the national decree and EU-aligned guidance

3.5.2 Methodological approach for identifying training needs and planning activities (incl. key economic sector(s)

Engagement will follow the common WP3 methodology (assessment → tailored solutions → re-assessment) and rely on a national Call for Expressions of Interest (EOI) to recruit SMEs. Coordination will align with WP3 roles (STRIA for Activity 3.1, ABW for the pilot framework under Activity 3.2, CC Genoa for capacity-building under Activity 3.3). The selected sector or sectors and the timing of national activities will be confirmed through the EOI and partner consultations

Topic selection

- **Supplier-side clarity on GPP expectations.** Sessions will explain how environmental and circular requirements appear in Hungarian tenders after **Decree 235/2024**, and which **forms of proof** (labels, declarations, equivalent evidence) are typically acceptable in the listed categories.
- **From assessment to feasible action.** Training will demonstrate how the project's enterprise assessment leads to **tailored improvement steps** in design, sourcing, logistics and end-of-life practices that can be implemented within short testing cycles.
- **Documentation and verification routes.** Practical guidance will help firms assemble evidence packages aligned with **national guidance and the Authority's sustainability resources**, ensuring consistency across buyers.

Sector focus

- **Open to the four CE-PRINCE sectors.** The training and the pilot will be open to **agri-food, construction, manufacturing, and tourism-related goods and services**, with final emphasis shaped by EOI results and regional relevance.
- **Category linkage to the decree.** Within each selected sector, attention will be given to product and service **categories explicitly referenced** by the national decree (e.g., **paper, cleaning, furniture, IT equipment, construction works**) to maximise immediate tender relevance.

Pilot action - Country-specific phases

- **Phase 1 - EOI & selective recruitment.** The call will invite SMEs from the selected sector(s) and prioritise firms supplying **decree-covered categories**, ensuring that short-cycle improvements and credible documentation can be achieved within the pilot window.
- **Phase 2 - Assessment & targeted testing.** Participating companies will complete the project assessment and test **tailored measures**—for example, adapting specifications and supplier documentation for decree-covered categories, refining internal processes for evidence generation, and planning buyer-aligned after-sales and end-of-life practices.
- **Phase 3 - Review & transfer.** Results will be compiled nationally with case examples highlighting **proof pathways** and **practice adjustments** that align with the decree and can be replicated across Hungarian SMEs.

The Pilot Action follows the lifecycle dimensions used in the Initial Assessment—**procurement, design, production, logistics, product use, and waste management**. In Hungary, recommendations emphasise **evidence-ready offer design** for decree-covered categories, harmonised **documentation routes** using national guidance and the sustainability microsite, and proportionate adjustments in sourcing and process control; circularity strategies include **competitor-strategy monitoring**, **client-relations development**, and **internal as well as external coordination**, with content adapted to the selected sector or sectors.

3.5.3 Detail of planned activities

Capacity building Training Path

Initiative 1	Description	*Online training, webinar*

	Beneficiaries	*SMEs nationwide, business associations, entrepreneurs, business support organisations and the expected number of participants: 8-10*
	Expected timing	*10/2025-01/2026 Autumn/Winter*
	Key economic sector	*Agrifood, Construction, Manufacturing and tourism-related goods and services*
	Open to wider participation	*Y open to all economic sectors*
	Topic	*Presentation of different tools to support C/GPP and CE adoption in businesses, Overview of C/GPP policies and criteria for businesses, and business benefits of circular economy, Eco-labels & Certifications*
	Module	*M2, M3, M5 core*
	Short description	*The webinar will introduce participants to EU and national circular economy principles and green public procurement criteria, highlighting environmental and economic benefits for businesses. A recording of the session and learning materials will be shared with participants, and the key expert speaker (to be confirmed) will address audience questions. This session is planned as a morning module, to be followed by a sector-focused session (Initiative 2) on the same day for efficiency.*

	Synergies with other ongoing or existing tools, initiatives, projects or networks	*CIREVALC Central Europe project:* *Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors* *https://www.interreg-central.eu/projects/cirevalc/* *Circular Minds Interreg Europe project:* *Through capacity building, it will equip public authorities, and stakeholders with tools and knowledge to implement circular procurement.* *https://www.interregeurope.eu/circular-minds* *Public Procurement Authorities* *https://fenntarthato.kozbeszerzes.hu/* *The Hungarian Public Procurement Authority has a long-standing commitment to ensuring that sustainability (green, social and innovation) considerations are embedded and become a natural part of the domestic public procurement culture in the preparation and conduct of public procurement procedures.* *In order to make information on this topic more easily accessible, the Authority has created a sustainability microsite, which provides thematic access to information and good practices on environmental, social and innovative public procurement, both at home and abroad.* *Public catering with short supply chain* **Corporal Decree 676/2020 (XII. 28.) on the specific rules applicable to public catering procurement procedures* *Public procurement advisers (PPAs)* *Article 187 (2) a) ae) of Act CXLIII of 2015 on Public Procurement (hereinafter referred to as: Kbt.)*
Initiative 2	Description	*Online training, webinar*
	Beneficiaries	*SMEs nationwide, business associations, entrepreneurs, business support organizations and the expected number of participants: 8-10*
	Expected timing	*10/2025-01/2026 Autumn/Winter*
	Key economic sector	Agrifood (focused on food/catering sector)
	Open to wider participation	*Y open also to other economic sectors*

	Topic	*GPP for Catering & Food Supply, Opportunities in the Agrifood Sector - an introduction to circular procurement opportunities and compliance in food and catering. This session will cover GPP criteria relevant to food services (e.g. sustainable food sourcing, eco-friendly packaging) and how agrifood businesses can meet these requirements, reflecting needs identified in the initial assessment (such as improving knowledge of tender criteria and sustainable supply chains)*
	Module	*F2 (F1, F5) sector-specific: Agrifood*
	Short description	*This webinar will dive into sector-specific practices for circular economy in agrifood, including topics like sustainable catering procurement and reducing food waste. Practical examples (e.g. implementing short supply chains for catering) will be discussed. A speaker will be invited to explain GPP criteria for food/catering tenders and answer SME questions on compliance. This session is planned as an afternoon module on the same day as Initiative 1, allowing participants to attend both a core and a sector-focused training in one event day, thereby covering multiple modules conveniently.*

	Synergies with other ongoing or existing tools, initiatives, projects or networks	*CIREVALC Central Europe project:* *Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors* *https://www.interreg-central.eu/projects/cirevalc/* *Circular Minds Interreg Europe project:* *Through capacity building, it will equip public authorities, and stakeholders with tools and knowledge to implement circular procurement.* *https://www.interregeurope.eu/circular-minds* *Public Procurement Authorities* *https://fenntarthato.kozbeszerzes.hu/* *The Hungarian Public Procurement Authority has a long-standing commitment to ensuring that sustainability (green, social and innovation) considerations are embedded and become a natural part of the domestic public procurement culture in the preparation and conduct of public procurement procedures.* *In order to make information on this topic more easily accessible, the Authority has created a sustainability microsite, which provides thematic access to information and good practices on environmental, social and innovative public procurement, both at home and abroad.* *Public catering with short supply chain* **Corporal Decree 676/2020 (XII. 28.) on the specific rules applicable to public catering procurement procedures* *Public procurement advisers (PPAs)* *Article 187 (2) a) ae) of Act CXLIII of 2015 on Public Procurement*
Initiative 3	Description	*Online training, webinar*
	Beneficiaries	*Construction-sector SMEs nationwide (developers, building contractors, architects/engineers, building-materials suppliers), industry associations, business-support organisations - expected number of participants: 8-10*
	Expected timing	*10/2025 - 01/2026 (Autumn/Winter)*
	Key economic sector	*Construction*
	Open to wider participation	*Y open to other economic sectors*

	Topic	*GPP for Construction Works & Building Materials - opportunities in the construction sector. The session introduces circular-procurement requirements and compliance pathways for building and infrastructure projects (e.g. recycled/low-carbon materials, design-for-disassembly, on-site C&D-waste minimisation), responding to needs identified in the Initial Assessment (limited familiarity with tender criteria, LCA and sustainable supply chains).*
	Module	*C2 (Sustainable Materials & GPP) (links to C4)*
	Short description	*This webinar dives into construction-specific circular-economy practices: sustainable material selection (secondary aggregates, FSC-certified timber), circular building design, modular construction, and waste-segregation strategies. Practical case studies (e.g. material passports, reversible building design) will be shared. An expert (possibly a representative of the Hungarian Public Procurement Authority or a certified Public Procurement Adviser specialised in construction tenders) will present GPP criteria for construction works and answer SME compliance questions. The session is planned as an afternoon module on the same day as Initiative 1, enabling participants to attend both a core and a sector-focused training, thereby covering multiple modules conveniently.*

	Synergies with other ongoing or existing tools, initiatives, projects or networks	*CIREVALC Central Europe project:* *Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors* *https://www.interreg-central.eu/projects/cirevalc/* *Circular Minds Interreg Europe project:* *Through capacity building, it will equip public authorities, and stakeholders with tools and knowledge to implement circular procurement.* *https://www.interregeurope.eu/circular-minds* *Public Procurement Authorities* *https://fenntarthato.kozbeszerzes.hu/* *The Hungarian Public Procurement Authority has a long-standing commitment to ensuring that sustainability (green, social and innovation) considerations are embedded and become a natural part of the domestic public procurement culture in the preparation and conduct of public procurement procedures.* *In order to make information on this topic more easily accessible, the Authority has created a sustainability microsite, which provides thematic access to information and good practices on environmental, social and innovative public procurement, both at home and abroad.* *Public catering with short supply chain* **Corporal Decree 676/2020 (XII. 28.) on the specific rules applicable to public catering procurement procedures* *Public procurement advisers (PPAs)* *Article 187 (2) a) ae) of Act CXLIII of 2015 on Public Procurement (hereinafter referred to as: Kbt.)*
Initiative 4	Description	*In-person SME-Procurer Matchmaking & Cross-Sector Good-Practice Lab (optionally streamed online for remote viewers)*
	Beneficiaries	*Agrifood and construction-sector SMEs, public procurers (central & local authorities, public catering bodies, municipal construction departments), industry associations, Chambers of Commerce; expected ≈ 20-25 participants (10-12 SMEs + 8-10 procurers & experts)*
	Expected timing	*04/2026 (Spring 2026) - half-day event*
	Key economic sector	*Agrifood and Construction*

	Open to wider participation	*Y, open also to other economic sectors*
	Topic	*P1 SME-Procurer Matchmaking Event (Symphosia-style networking) & P2 - Good-Practices Exchange Across Sectors. The session pairs agrifood and construction SMEs with relevant public procurers to: 1) discuss upcoming green-tender opportunities and criteria (GPP for catering, sustainable building materials, C&D-waste minimisation), and 2) share success stories and lessons learned between the two sectors.*
	Module	*Practical (P1 + P2*
	Short description	*Morning: rapid "pitch rounds" where each SME presents its circular solution (e.g., reusable food-service packaging; recycled-aggregate concrete) followed by small-table discussions with procurers on tender requirements and compliance tips.* *Afternoon: cross-sector good-practice lab - facilitated dialogue on transferable circular strategies (e.g., material passports in construction vs. ingredient traceability in agrifood; short supply chains vs. local-material sourcing). A brief hands-on segment lets SMEs map how their offering meets specific GPP award criteria with feedback from Public Procurement Advisers (PPAs). Outcomes: concrete buyer-supplier leads, sector-crossing ideas, and individual action checklists for next tender rounds.*

	Synergies with other ongoing or existing tools, initiatives, projects or networks	*CIREVALC Central Europe project:* *Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors* *https://www.interreg-central.eu/projects/cirevalc/* *Circular Minds Interreg Europe project:* *Through capacity building, it will equip public authorities, and stakeholders with tools and knowledge to implement circular procurement.* *https://www.interregeurope.eu/circular-minds* *Public Procurement Authorities* *https://fenntarthato.kozbeszerzes.hu/* *The Hungarian Public Procurement Authority has a long-standing commitment to ensuring that sustainability (green, social and innovation) considerations are embedded and become a natural part of the domestic public procurement culture in the preparation and conduct of public procurement procedures.* *In order to make information on this topic more easily accessible, the Authority has created a sustainability microsite, which provides thematic access to information and good practices on environmental, social and innovative public procurement, both at home and abroad.* *Public catering with short supply chain* **Corporal Decree 676/2020 (XII. 28.) on the specific rules applicable to public catering procurement procedures* *Public procurement advisers (PPAs)* *Article 187 (2) a) ae) of Act CXLIII of 2015 on Public Procurement*

Pilot Action for Enterprises

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Agrifood or Construction (to be confirmed)*
Expected timing	*2026 Q2-Q3*

Short description:	*A national call will invite Hungarian SMEs active in the agrifood (food processors, catering firms, food-packaging suppliers) or construction value chain (building contractors, material suppliers, architects/engineers) to apply for the CE-PRINCE pilot. Selection criteria: core activity in the chosen sector; commitment of internal resources (management backing, staff time); openness to share outcomes publicly; alignment with focus areas - waste reduction, sustainable sourcing & packaging innovation (agrifood) / recycled & low-carbon materials, C&D-waste minimisation (construction); priority to companies with limited prior CE/GPP support. Promotion via chambers of commerce, sectoral associations, STRIA's networks and project social-media channels.*

Pilot action – building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Agrifood or Construction (decision pending)*
Expected timing	*2026 Q3-Q4*
Existing sectoral strategies or recommendations	***Agrifood**: EU GPP Criteria for Food & Catering • Hungarian PPA sustainability microsite • Decree 676/2020 on short-supply-chain catering • CIREVALC guidelines on circular food & packaging. **Construction**: EU GPP Criteria for Construction Works • Government Decree 450/2023 (X. 4.), Government Decree 80/2023 (III. 14), Government Decree 156/2025 (VI. 23.) on C&D-waste*
Pilot Implementation: short description (if already identified)	*Phase 1: STRIA + external circular-economy expert run baseline circularity assessments with the sector-specific project tool and co-create action plans. Target examples - Agrifood: ≥10 % food/packaging-waste reduction, ≥20 % increase in local or organic inputs; Construction: ≥15 % recycled material content, onsite C&D-waste segregation plan, draft material passport. Phase 2: SMEs implement the tailored solutions with monthly mentoring; progress tracked via a circularity-index dashboard and GPP-readiness checklist. Closing workshop shares results.*
Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will rely on the Hungarian Public Procurement Authority's sustainability microsite, national guidance on green and circular procurement, Decree 676/2020 on public catering and experiences from EU projects such as CIREVALC and Circular Minds, in cooperation with regional development and innovation agencies.*

3.6 CROATIA - Action Plan for Private Enterprises

3.6.1 GPP alignment & circularity status

Croatian enterprises—especially those linked to tourism—are encountering stronger sustainability expectations through destination policies and national procurement decisions, such as the "Decision on Green Public Procurement (NN 137/24). The Initial Assessment notes that companies see procurement as an entry point to markets but request concrete guidance on criteria interpretation, verification, and the circular design of services (mobility, catering, accommodation operations).

The Dubrovnik context offers a favourable backdrop for tourism suppliers, aligning local initiatives with the national Decision on the Implementation of Green Public Procurement and EU GPP guidance. This provides momentum to better connect supplier practices with demand-side expectations in tourism and related services.

3.6.2 Methodological approach for identifying training needs and planning activities (incl. key economic sector(s)

DURA will focus on tourism-related goods and services, recruiting SMEs through an EOI and applying the three-phase pilot (assessment → tailored solutions → re-assessment). Engagement will be linked to city initiatives and sector associations to ensure that improvements address specific service components relevant to procurement.

Capacity building is explicitly tailored to tourism value chains. The first initiative targets hotels, event agencies, and booking agencies, with approximately ten company beneficiaries; the second targets restaurants and café operators, also with around ten beneficiaries. Activities are planned online and are open to wider participation during project periods 3-5 of 2026.

Capacity building emphasizes tourism-themed training on GPP compliance for hotel and event services, as well as sustainable procurement for hospitality operations, complementing city policy and EU guidance. Subsequent initiatives continue the tourism focus with practical, cross-sectoral skill-building for service design and supply choices. Synergies include Dubrovnik's "Respect the City" programme.

Sector focus

- **Tourism and its connected value chain.** Activities emphasise hospitality, mobility, catering, and event services. The focus is on reducing material and waste intensity while maintaining service quality and regulatory conformity.

Pilot action – Country-specific phases

- **Phase 1 – EOI & targeted recruitment (2026).** The call will invite **tourism SMEs** in the Dubrovnik region and leverage local initiatives and chambers to secure a balanced cohort.
- **Phase 2 – Testing improvements (2026).** SMEs will test circular solutions consistent with tourism procurement needs—e.g., **eco-packaging, low-impact transport options**—using the project assessment and feedback cycle.
- **Phase 3 – Evaluation & transfer.** DURA will compile results and **connect successful practices** with city-level strategies and national guidance to facilitate replication among tourism suppliers.

The Pilot Action follows the lifecycle dimensions used in the Initial Assessment—procurement, design, production, logistics, product use, and waste management. In Croatia, recommendations focus on **tourism-related value chains**, prioritising service design (mobility, catering, accommodation operations), **packaging reduction and recovery**, and visitor-facing information practices; circularity strategies include **competitor-strategy monitoring**, **client-relations development**, and **internal as well as external coordination**, with the content adapted to tourism suppliers and connected services.

3.6.3 Detail of planned activities

Capacity Building Training Path

Initiative 1	Description	*Workshop via online conference tools*
	Beneficiaries	*10 beneficiaries from the sector of hotels/event agencies, and booking agencies. Hotels: Hotel Valamar, hotel Lapad, Hilton Hotel, Hotel Lero* *Event Agencies: Event Lab, Brilliant Events Dubrovnik, Dubrovnik Luxury Weddings* *Bookers*
	Expected timing	*Period 4 of 2026*
	Key economic sector	*Tourism*
	Open to wider participation	*YES*
	Topic	*Thematic/Specific: Tourism*
	Module	*Thematic: Tourism*
	Short description	*Online workshop to train 10 tourism SMEs in hotels and events on GPP compliance, focusing on sustainable services, aligning with the GPP mandate and Respect the City, planned for 2026.*
	Synergies with other ongoing or existing tools,	*Odluka o provedbi zelene javne nabave (Official Gazette 137/24,* *https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_*

	initiatives, projects or networks	*137_2260.html), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm).*
Initiative 2	Description	*Workshop via online conference tools*
	Beneficiaries	*10 beneficiaries of restaurants, and Caffe operators. Companies as Restaurant Sesame, Coffee place Lazareti, Restaurant Dubravka, Restaurant Cele, etc.*
	Expected timing	*Period 4 of 2026*
	Key economic sector	*Tourism with the focus on hospitality services and food services*
	Open to wider participation	*Yes*
	Topic	*Thematic/Specific: Tourism (hospitality-specific procurement)*
	Module	*Practical: Cross-sectoral*
	Short description	*Online workshop to train 10 Dubrovnik restaurants and cafés on sustainable procurement for GPP compliance, focusing on eco-friendly supplies, aligning with the GPP mandate and Respect the City, planned for 2026.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Odluka o provedbi zelene javne nabave (Official Gazette 137/24, https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_137_2260.html), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm).*
Initiative 3	Description	*Workshop via online conference tools*
	Beneficiaries	*10 Beneficiaries of touristic/booking/accommodations agencies, camp accommodations as: Gulliver Travel, Event Lab, Solitudo Campground, Sol agency, EZ Booker, etc.*
	Expected timing	*Period 4 of 2026*
	Key economic sector	*Tourism, Construction*
	Open to wider participation	*Yes*
	Topic	*Compliance (regulatory focus on EU Ecolabels/Green*

		Key standards)
	Module	*Thematic: Tourism, Core: Environmental Criteria*
	Short description	*Online workshop to train 10 Dubrovnik touristic, booking, accommodations agencies, and camps on eco-certification (EU Ecolabels, Green Key) for GPP compliance, aligning with the GPP mandate and Respect the City, planned for 2026.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Odluka o provedbi zelene javne nabave (Official Gazette 137/24, https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_137_2260.html), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm).*
Initiative 4	Description	*Workshop via online conference tools*
	Beneficiaries	*10 tourism operators, specifically in the segment of transportation (land and sea) as Dubrovnik Airport, Transport Đuraš, Jadrolinija, Platanus transport, Katarina Line, etc.*
	Expected timing	*Period 4 of 2026*
	Key economic sector	*Tourism, Construction, Transportation*
	Open to wider participation	*Yes*
	Topic	*Core: Circular Economy (cross-cutting low-impact principles)*
	Module	*Thematic: Tourism, Practical: Cross-sectoral*
	Short description	*Online workshop with networking to train 10 Dubrovnik transport and boating SMEs, including Dubrovnik Airport, on designing low-impact tourism experiences for GPP compliance, aligning with the GPP mandate and Respect the City, planned for 2026.*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Odluka o provedbi zelene javne nabave (Official Gazette 137/24, https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_137_2260.html), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm), Croatian Chamber of Commerce (https://www.hgk.hr), Transport Development Strategy 2017-2030*

		(https://vlada.gov.hr/UserDocsImages/2016/Sjednice/2017/05%20svibanj/104%20sjednica%20VRH/104%20-%2021.pdf).

3.6.3.1 Pilot Action for Enterprises

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Tourism*
Expected timing	*Quarter 1 of 2026*
Short description:	*DURA will launch a Call for EOI in 2026 to select 8 tourism SMEs (e.g., Valamar d.d., Konoba Niko, Dubrovnik Airport, Event Lab, etc.) across hospitality, agencies, and transport for a 2026 GPP pilot.* *Synergies: Odluka o provedbi zelene javne nabave (Official Gazette 137/24, https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_137_2260.html), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm), Croatian Chamber of Commerce (https://www.hgk.hr), Transport Development Strategy 2017-2030 (https://vlada.gov.hr/UserDocsImages/2016/Sjednice/2017/05%20svibanj/104%20sjednica%20VRH/104%20-%2021.pdf).*

Pilot action - building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Tourism*
Expected timing	*Quarter 2 of 2026*
Existing sectoral strategies or recommendations	*Croatia's Tourism Development Strategy to 2020, extended to 2025, promotes sustainable tourism; Initial Assessment highlights need for GPP-compliant hospitality and transport solutions*
Pilot Implementation: short description (if already identified)	*DURA will pilot circular solutions (e.g., low-impact transport, eco-packaging) for 8 tourism SMEs in the region of Dubrovnik (hotels, travel (booking agencies, restaurants, transport agencies, etc.) selected via EOI for GPP compliance.*
Synergies with other ongoing or existing tools,	*Odluka o provedbi zelene javne nabave (Official Gazette 137/24, https://narodne-novine.nn.hr/clanci/sluzbeni/2024_11_137_2260.h*

initiatives, projects or networks	*tml), Respect the City (https://www.dubrovnik.hr/projekti/respect-the-city-postujmo-grad), EU GPP Criteria for Tourism (https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm), Croatian Chamber of Commerce (https://www.hgk.hr), Transport Development Strategy 2017-2030 (https://vlada.gov.hr/UserDocsImages/2016/Sjednice/2017/05%20svibanj/104%20sjednica%20VRH/104%20-%2021.pdf), dRural Platform (https://drural.eu).*

3.7 POLAND - Action Plan for Public Authorities

3.7.1 GPP alignment & circularity status

Polish enterprises express growing interest in circularity and recognise public procurement as a channel to scale greener offerings. The Initial Assessment indicates demand for practical orientation on translating circular criteria into product/service specifications and for planning incremental improvements that can be evidenced in tenders.

Readiness differs by firm size and value-chain role across the four target sectors. Targeted guidance on eco-design, sustainable packaging, logistics, and documentation can help firms build credible, tender-ready propositions without disrupting operations. These topics frame both training and pilot activities.

3.7.2 Methodological approach for identifying training needs and planning activities (incl. key economic sector(s)

ARMSA will coordinate with an **external implementing entity**, launching the EOI in **February 2026** and conducting pilot testing from **April to November 2026**. Sectoral scope remains open to the four project sectors to recruit highly motivated enterprises with feasible improvement potential.

Capacity building serves **SMEs, public companies, business associations and business-environment institutions**, with **approximately ten participants per session**, and is open to broader audiences where appropriate. The activities are scheduled from **late 2025 to the end of 2026** and are designed as **nationwide** offerings. Sessions will be **delivered by an experienced specialist in green public procurement**, ensuring continuity with national practice.

Capacity building emphasises a **cross-sector introduction** to circular economy and circular/green procurement for businesses, followed by **practical training** on **sustainable procurement processes**, **sustainable packaging** and **eco-design with circular supply-chain approaches**.

Topic selection

- **Supplier-side interpretation of requirements.** Sessions will explain acceptable proofs and **conformity routes** for circular criteria, introducing examples of labels and equivalent evidence.
- **Eco-design and circular supply chains.** Enterprises will learn how to plan and document stepwise improvements in design, packaging, and logistics aligned with procurement expectations.
- **From assessment to targeted action.** Training will show how the project assessment translates into a **tailored action plan** during the pilot, with check-ins to sustain progress.

Sector focus

- **Manufacturing.** A strong emphasis on product compliance and packaging requirements, in line with the listed training offers.
- **Agri-food, construction, tourism-related services.** Additional activities will be scheduled as indicated by EOI responses and regional demand.

Pilot action

- **Phase 1 – EOI & partner-assisted selection (Feb 2026).** The call will target SMEs across the four sectors; screening with the external entity will ensure commitment and **short-cycle implementability**.
- **Phase 2 – Assessment & implementation (Apr-Nov 2026).** Participants complete the assessment, implement **tailored measures**, and attend advisory check-ins; ARMSA and the external entity will coordinate closely.
- **Phase 3 – Evaluation & transfer.** Outcomes will be compiled for the transnational report and framed for wider uptake among Polish SMEs.

3.7.3 Detail of planned activities

Capacity building Training Path

Initiative 1	Description	*Webinar with opportunity for questions, discussion, consultation (possibly hybrid or in person, depending on technical capabilities)*
	Beneficiaries	*SMEs, public companies, business associations, Business Environment Institutions - about 10 participants expected*
	Expected timing	*February - September 2026*
	Key economic sector	*Agrifood, Construction, Manufacturing and tourism-related goods and services*
	Open to wider participation	*Y*
	Topic	Circular Economy Principles and EU/National law and/or Eco-labels & Certifications and/or Circular Business Models
	Module	*M1 and/orM5 and/or M6 core, if possible Manufactoring* **MNF2 and/or MNF3**
	Short description	*Training for Polish representatives (especially for regional companies and institutions) organized online or hybrid. The organization of the event will allow for questions, discussions with the participants of the meeting. Training conducted by an experienced GPP specialist*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on national GPP training programmes, EU-funded projects on circular economy in Poland and cooperation with chambers of commerce and regional development agencies to support replication among SMEs.*

Initiative 2	Description	*Webinar with opportunity for questions, discussion, consultation (possibly hybrid or in person depending on technical capabilities)*
	Beneficiaries	*SMEs, public companies, business associations, Business Environment Institutions - about 10 participants expected*
	Expected timing	*February - September 2026*
	Key economic sector	*Manufacturing*
	Open to wider participation	*Y*
	Topic	Eco-Design & Circular Products and/or GPP Criteria for Products
	Module	*MNF1 and/or MNF3 core, MNF1 and/or* **MNF2 and/or MNF3**
	Short description	*Training for Polish representatives (especially for regional companies and institutions) organized online or hybrid. The organization of the event will allow for questions, discussions with the participants of the meeting. Training conducted by an experienced GPP specialist*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on national GPP training programmes, EU-funded projects on circular economy in Poland and cooperation with chambers of commerce and regional development agencies to support replication among SMEs.*
Initiative 3	Description	*Webinar with opportunity for questions, discussion, consultation (possibly hybrid or in person, depending on technical capabilities)*
	Beneficiaries	*SMEs, public companies, business associations, Business Environment Institutions - about 10 participants expected*
	Expected timing	*February - September 2026*
	Key economic sector	*Agrifood, Construction, Manufacturing and tourism-related goods and services*

	Open to wider participation	*Y*
	Topic	Sustainable Packaging
	Module	*F3 core*
	Short description	*Training for Polish representatives (especially for regional companies and institutions) organized online or hybrid. The organization of the event will allow for questions, discussions with the participants of the meeting. Training conducted by an experienced GPP specialist*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on national GPP training programmes, EU-funded projects on circular economy in Poland and cooperation with chambers of commerce and regional development agencies to support replication among SMEs.*
Initiative 4	Description	*Webinar with opportunity for questions, discussion, consultation (possibly hybrid or in person, depending on technical capabilities)*
	Beneficiaries	*SMEs, public companies, business associations, Business Environment Institutions - about 10 participants expected*
	Expected timing	*February - September 2026*
	Key economic sector	*Agrifood, Construction, Manufacturing and tourism-related goods and services*
	Open to wider participation	*Y*
	Topic	Eco-Design & Circular Products and/or Circular Supply Chains
	Module	*MNF1 and/or MNF2 core*
	Short description	*Training for Polish representatives (especially for regional companies and institutions) organized online or hybrid. The organization of the event will allow for questions, discussions with the participants of the meeting. Training conducted by an experienced GPP specialist*
	Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on national GPP training programmes, EU-funded projects on circular economy in Poland and cooperation with chambers of commerce and regional development agencies to support replication among SMEs.*

Call for Expressions of Interest (EOI) and Selection of Pilot Companies for Circularity Improvement

Key economic sector	*Agrifood, Construction, Manufacturing, and Tourism-related goods and services*
Expected timing	*February 2026*
Short description:	*Regional SMEs or public companies.* *The activity will be implemented before an external entity in close cooperation with ARMSA*

Pilot action – building solutions for enterprises to enhance circularity and compliance with GPP

Key economic sector(s) chosen at country level for the pilot initiative	*Agrifood, Construction, Manufacturing and tourism-related goods and services*
Expected timing	*April -November 2026*
Existing sectoral strategies or recommendations	*Existing sectoral strategies or recommendations: the pilot will be aligned with Poland's circular-economy and climate policies, sectoral strategies for industry, construction and agrifood, as well as EU GPP criteria and national guidance on sustainable procurement.*
Pilot Implementation: short description (if already identified)	*The activity will be implemented before an external entity in close cooperation with ARMSA*
Synergies with other ongoing or existing tools, initiatives, projects or networks	*Synergies: the pilot will build on national GPP training programmes, EU-funded projects on circular economy in Poland and cooperation with chambers of commerce and regional development agencies to support replication among SMEs.*

Annex 1.

Generic scheme for reference of the capacity building activities for Private Enterprises

Country	Planned Initiatives (Number & Description)	Sectors Targeted	Delivery Format
Italy	6 capacity-building events – a series of 5 online workshops plus 1 in-person concluding workshop.	All four priority sectors (agrifood, construction, manufacturing, tourism).	Mix of online sessions (5) and one in-person session.
Austria	4 capacity-building events – including interactive workshops and hybrid seminars.	Emphasis on agrifood (regional food value chains), with linkages to tourism/hospitality and packaging (manufacturing) sectors.	Combination of in-person workshops, an online training, and a hybrid event (with in-room and livestream participants).
Germany	4 capacity-building events – one cross-sector introductory session, two sector-specific trainings, and one practical ESG-focused session.	Agrifood and construction sectors (sector-specific trainings), plus cross-cutting content applicable across sectors.	All sessions scheduled as online webinars (with potential hybrid/in-person options via regional partners).
Slovenia	4 capacity-building events – a hybrid national training, an in-person technical workshop, an online webinar series, and an in-person networking event.	Primarily construction and related industries (eco-design and circular construction focus), culminating in a public–private matchmaking event.	Varied formats: one hybrid seminar, one on-site workshop, a series of webinars, and a live networking symposium (in-person).
Hungary	4 capacity-building events – a core webinar, two sector-focused webinars, and a joint in-person peer exchange event.	Agrifood and construction sectors (dedicated webinars for each), with broader participation open to manufacturing and tourism companies as well.	Three online webinars and one in-person "matchmaking" workshop uniting SMEs and procurers (also streamed for wider reach).
Croatia	4 capacity-building events – all designed as online interactive workshops using webinar tools.	Tourism sector and its value-chain (hospitality, event management, food services, transport) are the focus of all sessions.	Fully online delivery (virtual workshops), maximizing participation of geographically dispersed tourism SMEs.
Poland	4 capacity-building events – a foundational webinar plus three specialized online trainings.	All four priority sectors (agrifood, construction, manufacturing, tourism), with a strong emphasis on manufacturing SMEs' needs.	All sessions planned as webinars (online), with flexibility for hybrid/in-person participation if feasible.

Module-Topic Matrix for Private Enterprises

Content area	Core module (all sectors)	Thematic - Agrifood	Thematic - Construction	Thematic - Manufacturing	Thematic - Tourism	Practical module
Circular economy principles & strategies	Intro to circular economy and life-cycle thinking; how C/GPP supports CE and green transition.	-	-	-	-	-
GPP legal framework & criteria (EU / national)	Overview of EU and national GPP laws, policy frameworks and criteria; roles and obligations.	-	-	-	-	-
Understanding GPP criteria & tools	How to read GPP criteria, apply life-cycle thinking and use existing EU/national tools for compliance.	-	-	-	-	-
Certifications, labels & standards	Main eco-labels, certifications (e.g. ISO, EMAS, Green Key), and how they serve as evidence in tenders.	-	-	-	-	-
Circular business models & benefits	Examples of circular business models; business case (resource savings, cost, new markets) linked to GPP.	-	-	-	-	-

Content area	Core module (all sectors)	Thematic - Agrifood	Thematic - Construction	Thematic - Manufacturing	Thematic - Tourism	Practical module
Sustainable food systems & packaging (agrifood)	-	GPP criteria for food and catering; organic/local sourcing, sustainable packaging, food-waste reduction.	-	-	-	-
Circular construction & building eco-design	-	-	Eco-design for buildings; low-carbon / recycled materials; C&D waste minimisation; meeting construction GPP criteria.	-	-	-
Circular product design & packaging innovation (manufacturing)	-	-	-	Eco-design for manufactured products; circular packaging; compliance with product-related GPP specs.	-	-
Green hospitality & tourism services	-	-	-	-	Green hotel/event operations; low-impact tourism services; alignment with tourism-related GPP criteria and local sustainable tourism plans.	-
ESG reporting & compliance	-	-	-	-	-	ESG metrics for SMEs; upcoming reporting standards; using ESG

Content area	Core module (all sectors)	Thematic - Agrifood	Thematic - Construction	Thematic - Manufacturing	Thematic - Tourism	Practical module
						performance as supporting evidence in tenders.
Funding instruments & financial tools for CE / GPP	-	-	-	-	-	Overview of EU/national funding, green finance and support schemes for circular investments; DNSH basics.
Peer-to-peer exchange & public-private matchmaking	-	-	-	-	-	Cross-sector peer exchange between enterprises; public-private matchmaking events around green/circular tenders.
Cross-sector practical labs on tenders & evidence	-	-	-	-	-	Hands-on labs where SMEs draft or test tender documentation, map criteria to their products/services and identify needed evidence.