

Value chain collaboration for successful circular procurement

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Introducing Circular Shift

An Interreg NWE project developing practical frameworks, tools, and training to Scale Up circular procurement of ICT and textiles across NW Europe

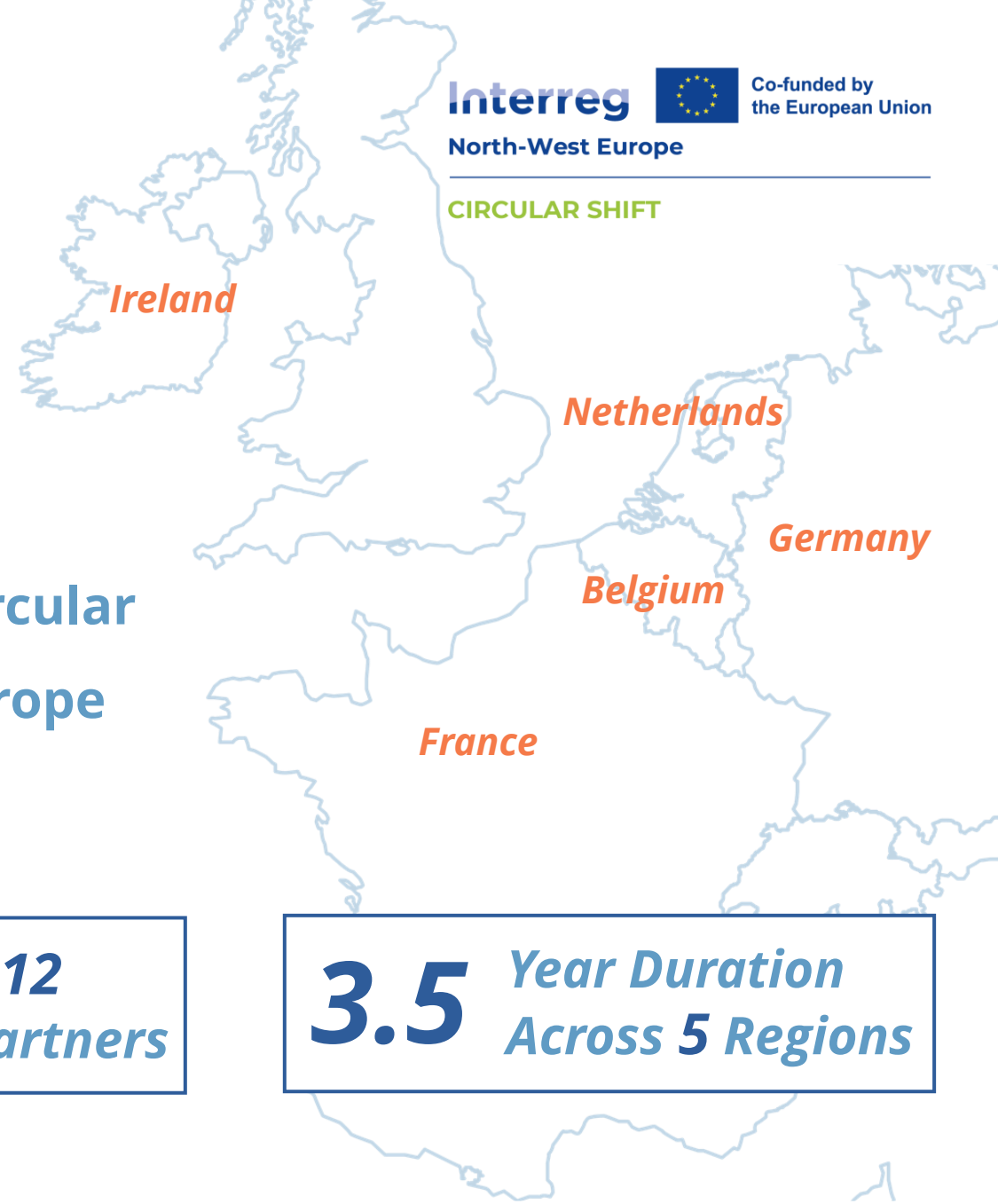
€5.4 Million funding

10 Partners & 12
Associate Partners

3.5 Year Duration
Across 5 Regions

Interreg  Co-funded by
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An experienced European Partnership

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National and Regional Procurement Organisations

Research Institutes - Sector NGOs + SMEs



Circular Procurement

- Circular procurement considers the **whole life-cycle of goods and services**, in order to avoid negative environmental impacts and waste creation and **achieve an overall reduction in the amount of energy and materials consumed**.
- Including circular principles in procurement helps procurers take a more holistic approach to sustainability and **accelerate the transition of supply chains to a more circular economy**'.

(Interreg [NSR ProCirc project](#)).



<https://circularandfairictpact.com/>

*“To achieve **circular procurement**, we need to consider **circularity in the different stages** of the value chain of a product.*

*Thus, market engagement could go beyond collaboration with suppliers and **engage all the actors that have a role to play in the value chain**. Yet, this approach needs to be further explored if we want to accelerate the transition towards a more circular economy”.*

Interreg NWE project Circular Shift

- Accelerate the **circular economy** by **scaling up circular procurement (CP)** of phones, laptops and workwear (examples of “procured by all” products), in 5 NWE countries.
- Aims to drive **Value Chain Collaboration (VCC)**, enable the implementation of **circular strategies** and enable and activate procuring organisations to **implement the organisational change** to make those practices the standard.

Three work packages:

- Value Chain Cooperation
 - Internal Commitment and Behavioural Change
 - Impact Measuring and Forecasting for Informed Decision Making
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Why value chain collaboration?



Focus workwear and ICT (laptops and smart phones)

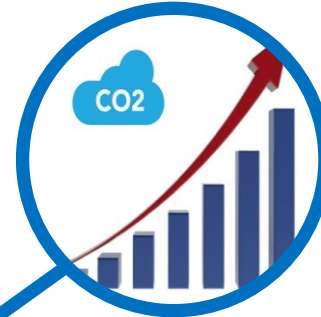


Laptops and Smartphones



Workwear

Why workwear and ICT?



Phase 1: Needs assessment



Assessment of needs and barriers

Literature review, Good practice interviews and an analysis of current way of working of Circular Shift partners

Shortlisted good practices (out of long list of ~30)

- OGP Ireland – Framework contract for remanufactured laptops
 - DOMG Flanders - Introduction of a circular smartphone
 - City of Mechelen – ICT life time extension
 - Municipality of Breda – life time extension of workwear
 - Bremerhaven – Circularity and sustainability of Workwear
 - Bremen – Bidder dialogues: integration of social and ecological criteria
 - City of Rennes - Reuse of worn and damaged workwear
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Overall Findings: Barriers

- Limited supply chain knowledge
 - Complexity of circular value chains
 - **Insufficient alignment and collaboration within the public organisations**
 - Procurement structures and market concentration
 - **Lack of trust, transparency and reciprocity**
 - **Organisational capacity and incentives**
 - Insufficient needs and spend analysis
 - Risk aversion
 - **Budgeting and cost logic**
 - Policies not aligned with specific departmental needs
 - Tension between standardisation and differentiation
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Overall findings: Needs

- Fostering a circular mindset across the whole procuring organisation
 - Building knowledge and capacity on supply chain collaboration
 - Embedding social and societal value
 - Improving inventory and asset management systems
-

In conclusion:

To advance circular procurement of ICT and workwear public buyers:






- Need to overcome institutional, cultural, and market-related barriers to value chain collaboration
- This requires investing in capabilities, trust-based market engagement, lifecycle-oriented budgeting, and organisational structures that support collaboration as a core procurement function rather than an add-on

Circular Shift: will deliver

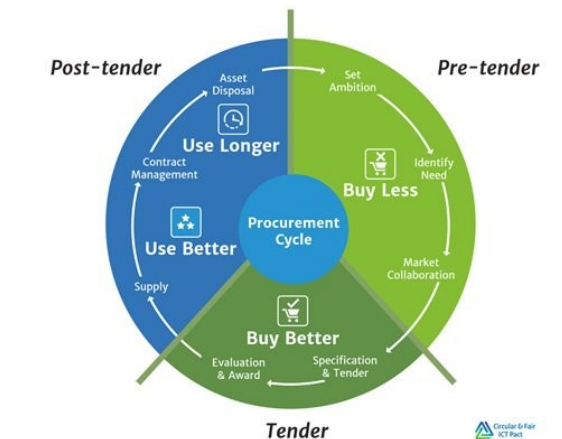
- A Value Chain Collaboration (VCC) Methodology
 - Training modules for procuring organisations
 - A decision-making framework
-

But: Circular procurement is possible!

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A	B	C	D	E
 Reduce total amount of materials	 Reduce amount of virgin inputs	 Extend the useful life	 Maximise the reusability of a product or component	 Maximise the reusability or recyclability of materials
A 1 Internal sharing	B 1 Understanding the share of recycled, biobased and virgin materials present	C 1 Extending guarantees	D 1 Design for Disassembly	E 1 Design for recycling
A 2 Renting or peer to peer sharing	B 2 Increasing the amount of recycled content	C 2 Contractual arrangements for maintenance and repair	D 2 Modular design	E 2 Understanding materials
A 3 Reuse, refurbishing or upgrading	B 3 Increasing the amount of biobased content	C 3 Upgradable products	D 3 Standardised design	E 3 Contractual arrangements for take back and recycling
A 4 Minimal use of materials in design		C 4 Design for longevity	D 4 Understanding the internal composition and connections	E 4 Reducing or banning toxicity
A 5 Less waste		C 5 Repairability and maintainability	D 5 Contractual arrangements for take back and reuse	E 5 Biologically degradable / compostable
		C 6 Modular / change oriented design	D 6 Stimulate circular business models	E 6 Stimulate circular business models
		C 7 Contractual incentives for extension of useful life		
		C 8 Supplier guidance for use optimization		

GOALS AND STRATEGIES FOR CIRCULAR PURCHASERS



Source: <https://www.vlaanderen-circulair.be/nl/hefbomen/circulair-aankopen/aan-de-slag>

Example ICT - Circular Smartphones

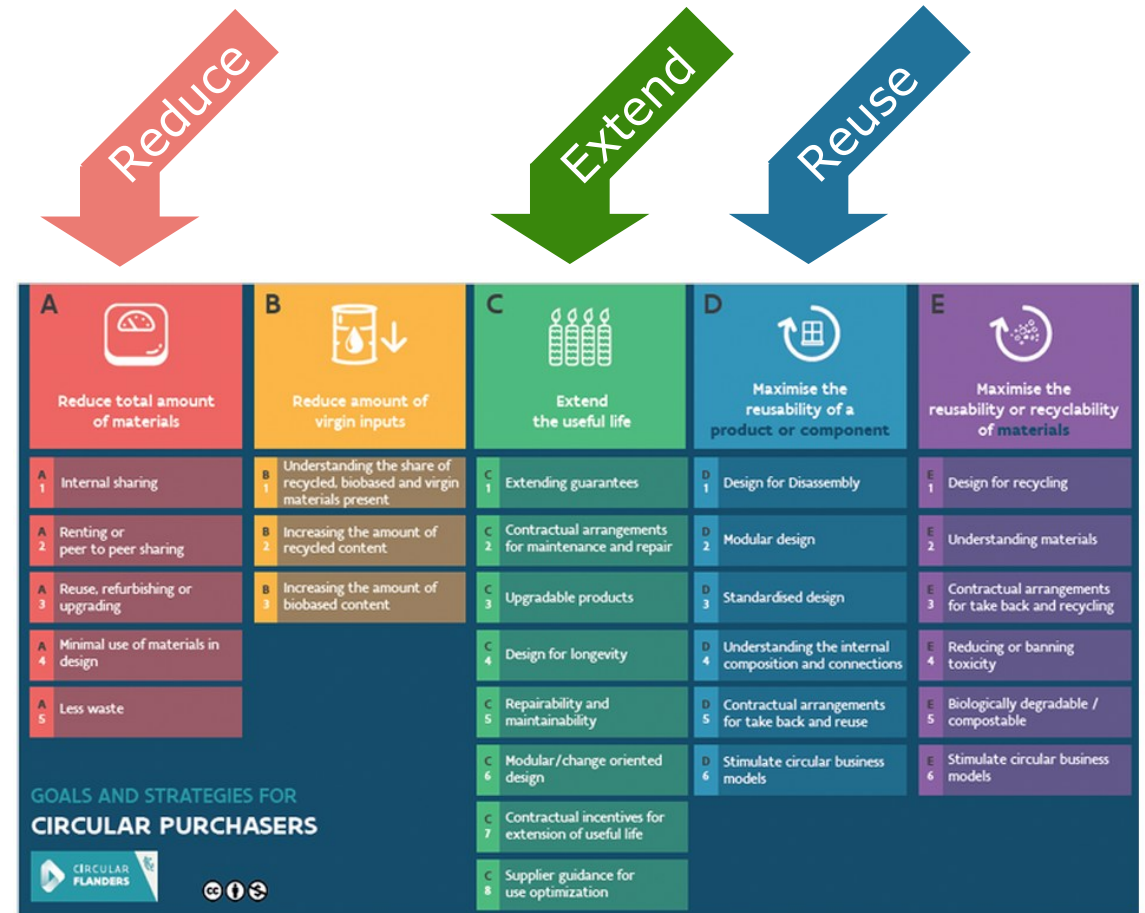
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Flanders Government DOMG

Reduce Scope 3 carbon emissions through circular procurement:

- TCO & CO₂ assessment
- Fairphone vs. current android device: long support, repairable, upgradable
- Cost implications solved through life time extension

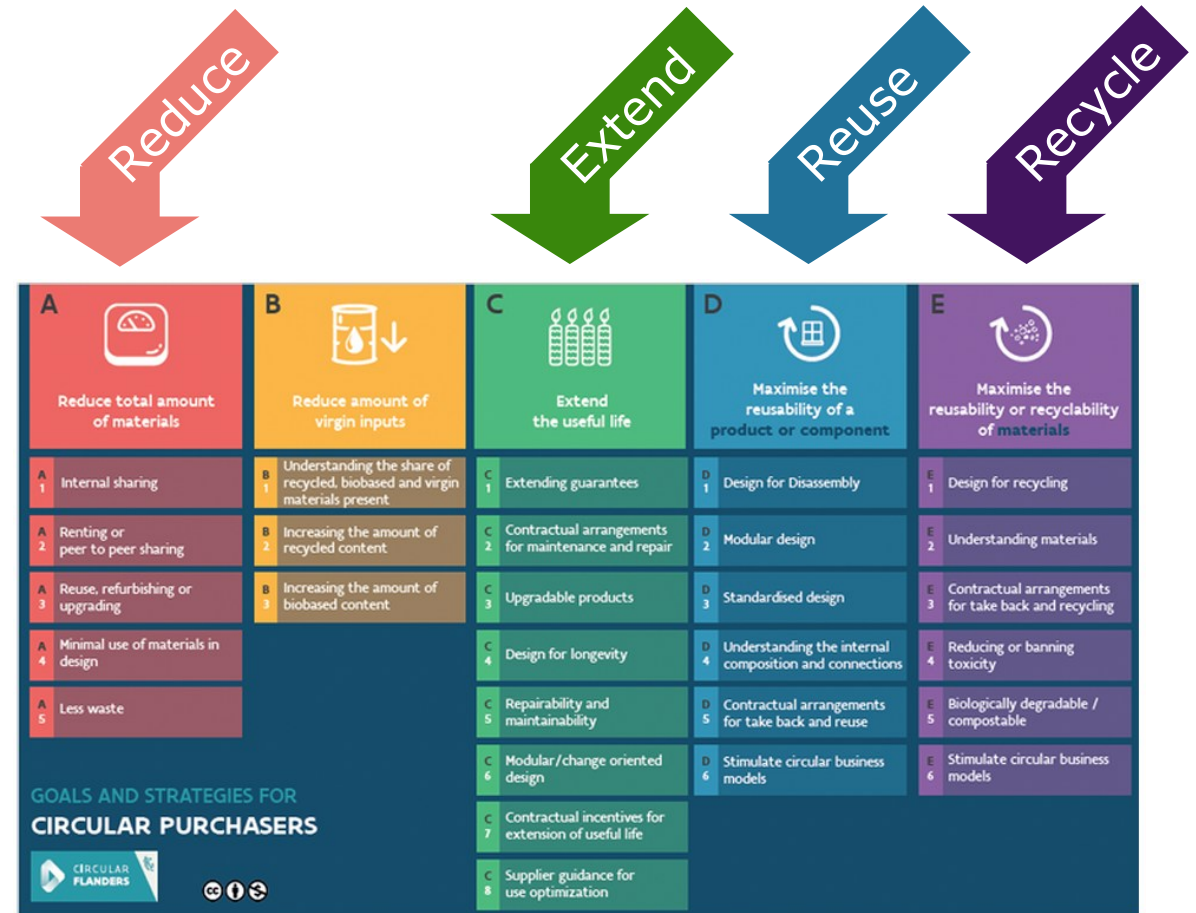
Value chain collaboration: innovation as part of an existing supply chain - internal alignment and finetuning existing value chain



Example workwear City of Breda

- From decentralised procurement by departments to centralised
 - Standard packages
 - Old for new (only when necessary and repair is no option)
 - Weekly supplies and repair logistics with local repair shop, cleaning at local laundry
 - All end-of-life products are recycled
 - Central invoicing
- Value chain collaboration!**

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More inspiration

- Next: presentation on the case study by City of Bremerhaven
- ICT: April 30th 10-11.30 CET – register [here](#)
- Textiles: May 13th 10-11.30 CET –
Register for the Circular Shift newsletter and receive an invite!

Follow Circular Shift on LinkedIn for updates!

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Q&A



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Thank you
