

Driving Green Public Procurement - A Framework for a Supporting Structure for Public Authorities Based on Good Practices in Europe

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Abstract : Considering a purchasing volume of around two trillion Euros per year, which equals about 14% of the European Union's gross domestic product, European public authorities have significant market power. Making use of this market power by prioritizing the procurement of green products and services offers a great potential to contribute to the Green New Deal. The market demand that is created by Green Public Procurement (GPP) sets incentives for European producers to design and develop Green Products and Eco-Innovations. However, most procurement still does not consider environmental criteria. The goal of the work is to encourage the adaptation of GPP in the European Union. To this end, the drivers for the adaptation were investigated over different case studies. The paper analyzes good-practice cases from European authorities from 2010 to 2020 that were provided by the European Commission. This analysis was guided by Philipp Mayring's method of qualitative content analysis, whereby the inductively formed categories led to the identification of nine major drivers. The most important ones are 'use of official guidelines and standards, 'political support and requirements as well as 'market research and involvement.' Further, the paper discusses mutual dependencies between several drivers and how to exploit them. A supporting infrastructure was identified as a crucial factor for the successful adaptation of green public procurement. In the next step, the work aims to examine on which administrative level the single drivers can be implemented most effectively. Practical implications of this research are recommendations on how to create a supporting structure on a municipal, federal and national level, including training for the responsible staff, support tools, as well as guidelines and standards for involved stakeholders.

Keywords : content analysis, green public procurement, public authorities, sustainable procurement

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