



Circular Procurement

A strategy to stimulate circular economy...

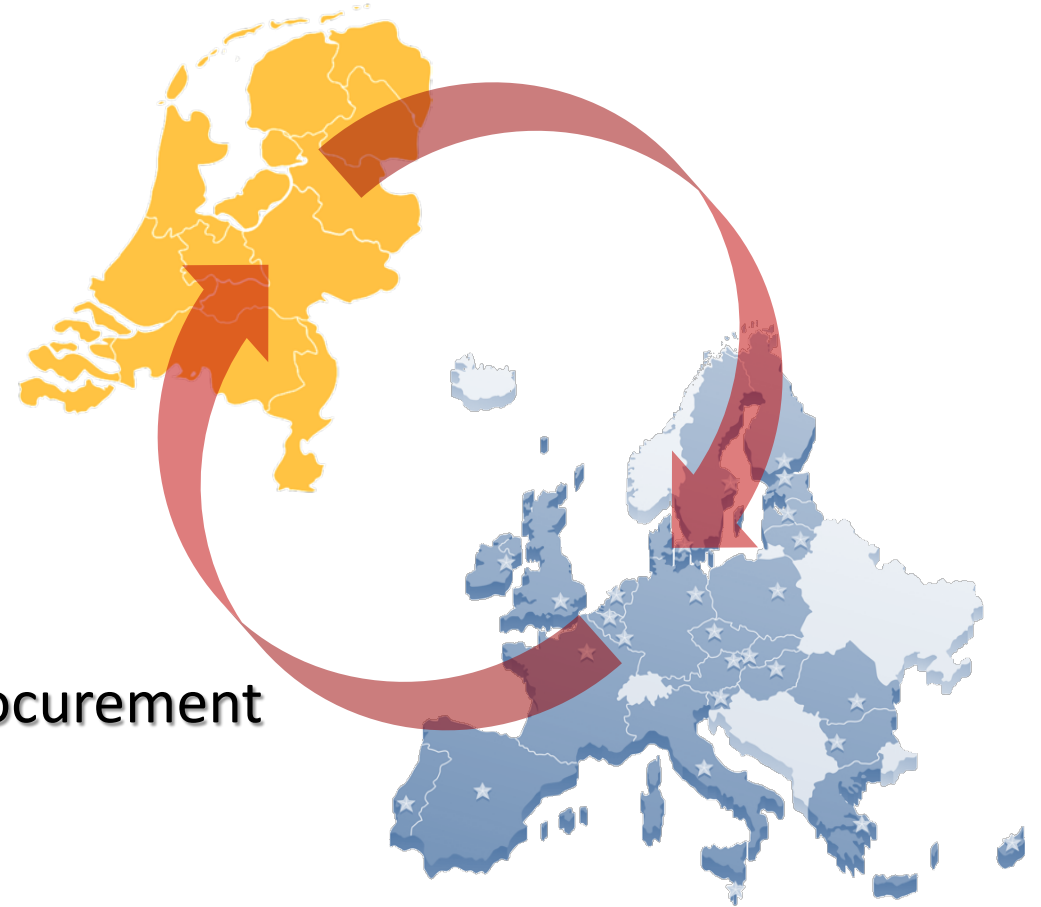


Joan Prummel

Rijkswaterstaat

Strategic Advisor Circular Procurement

joan.prummel@rws.nl

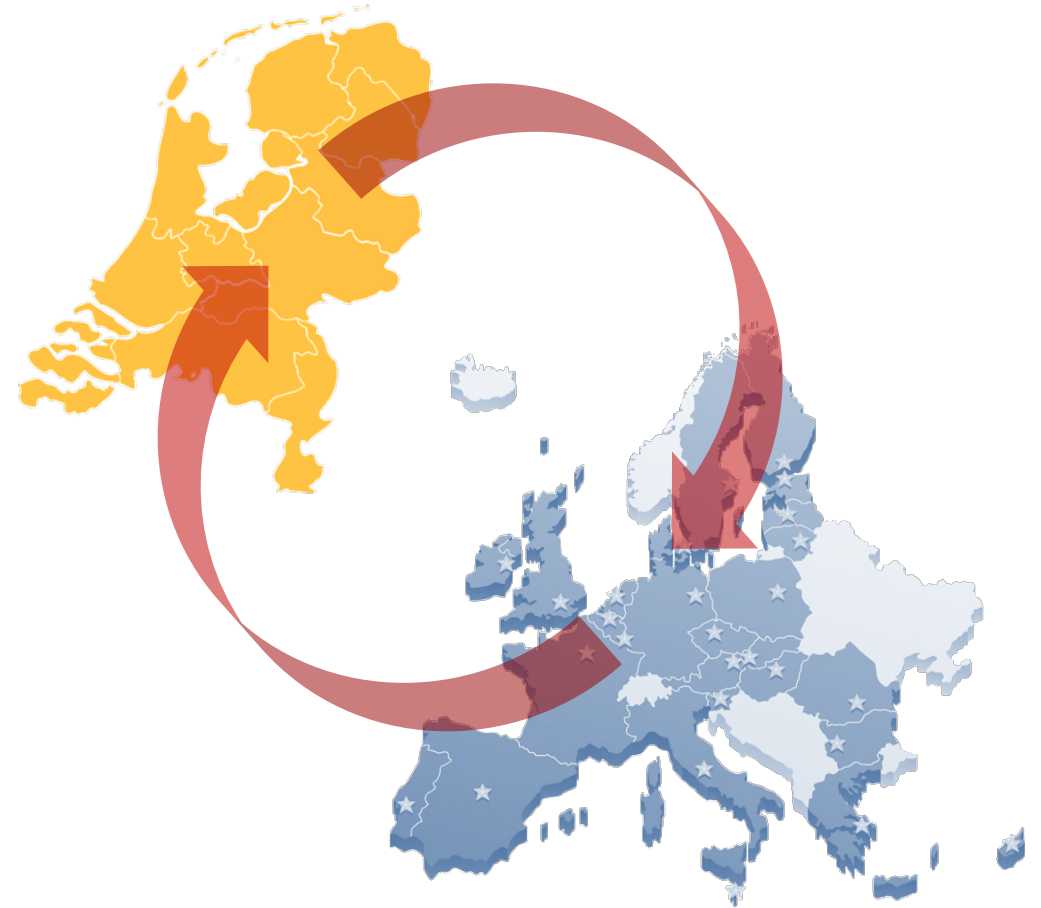




Circular Procurement

A strategy to stimulate
circular economy...

... on at least six levels



**1876 invention of the telephone
products to last a lifetime**

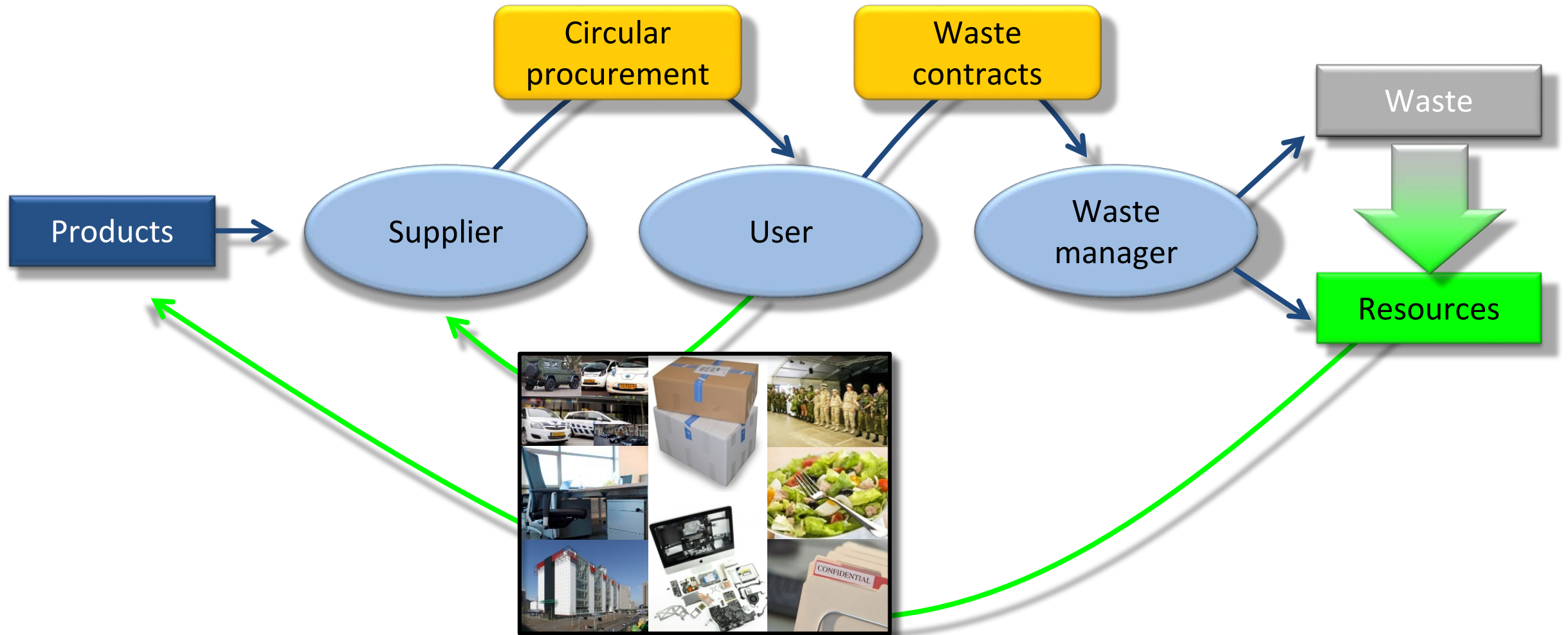


**2007 first iPhone
2017 iPhone 8 -> 'X'**



Which one is the most circular?

What is circular procurement?



Principles of circular procurement

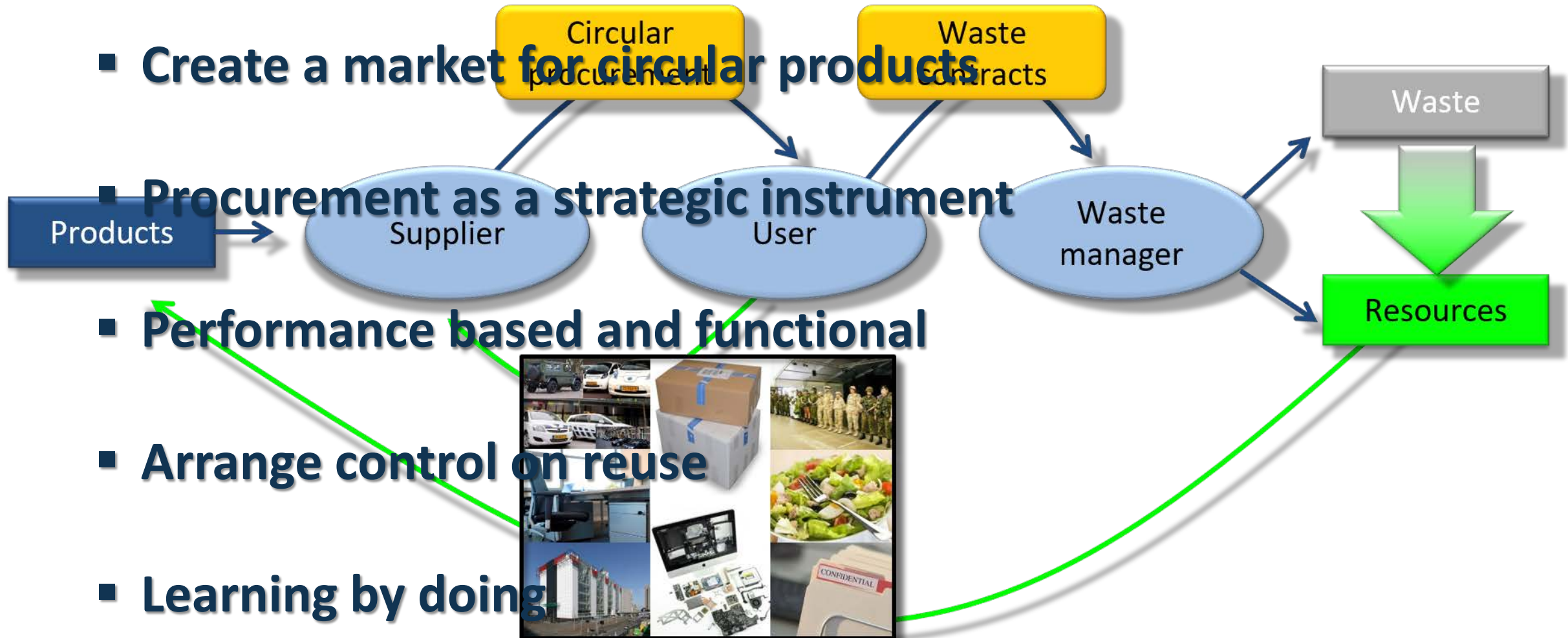
- Create a market for circular products

- Procurement as a strategic instrument

- Performance based and functional

- Arrange control on reuse

- Learning by doing



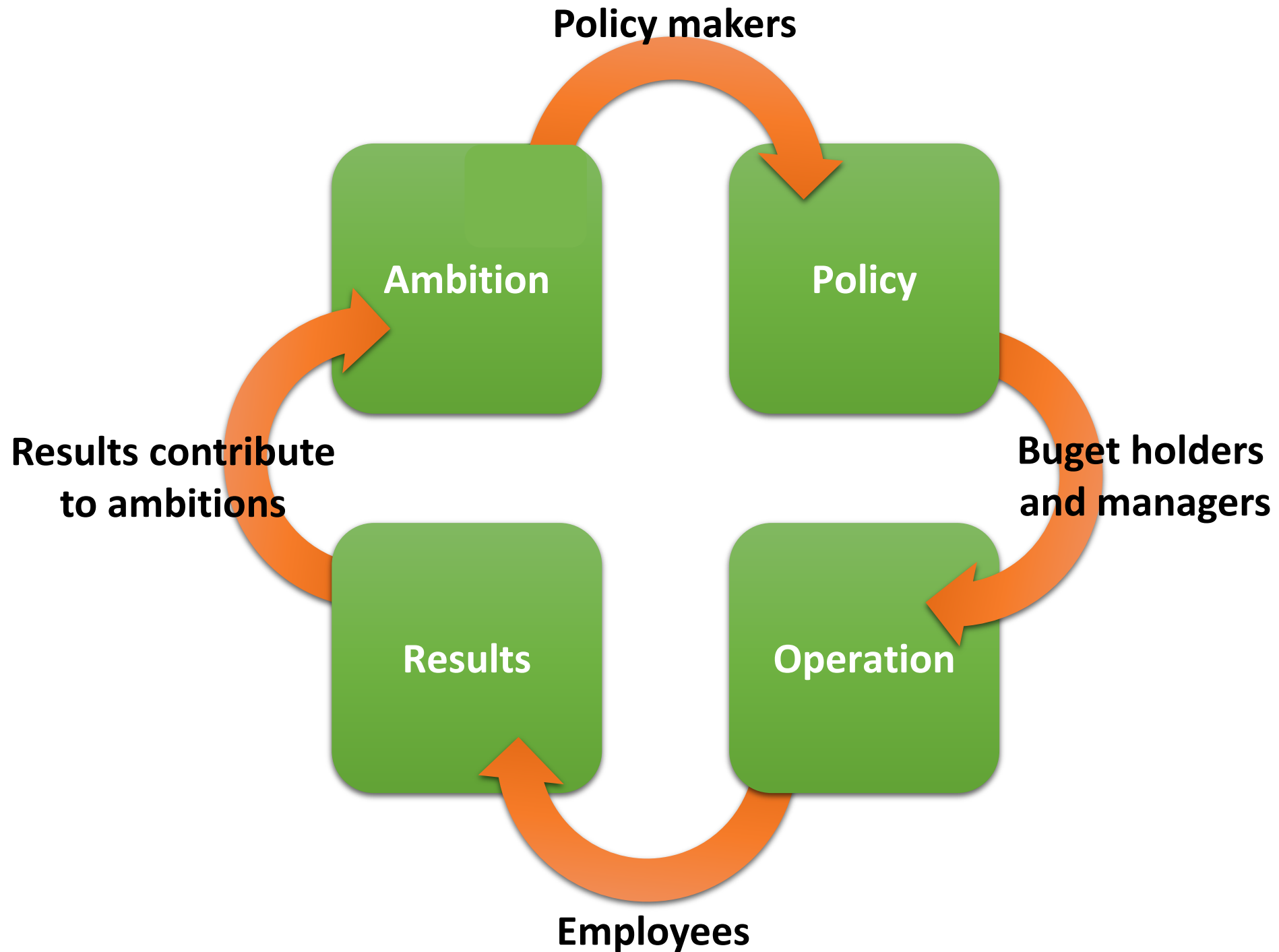
Why procurement?



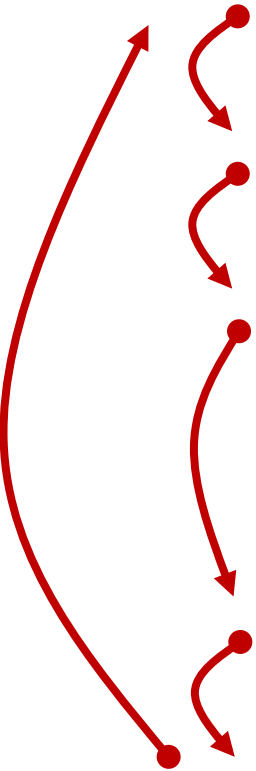
Six strategic levels

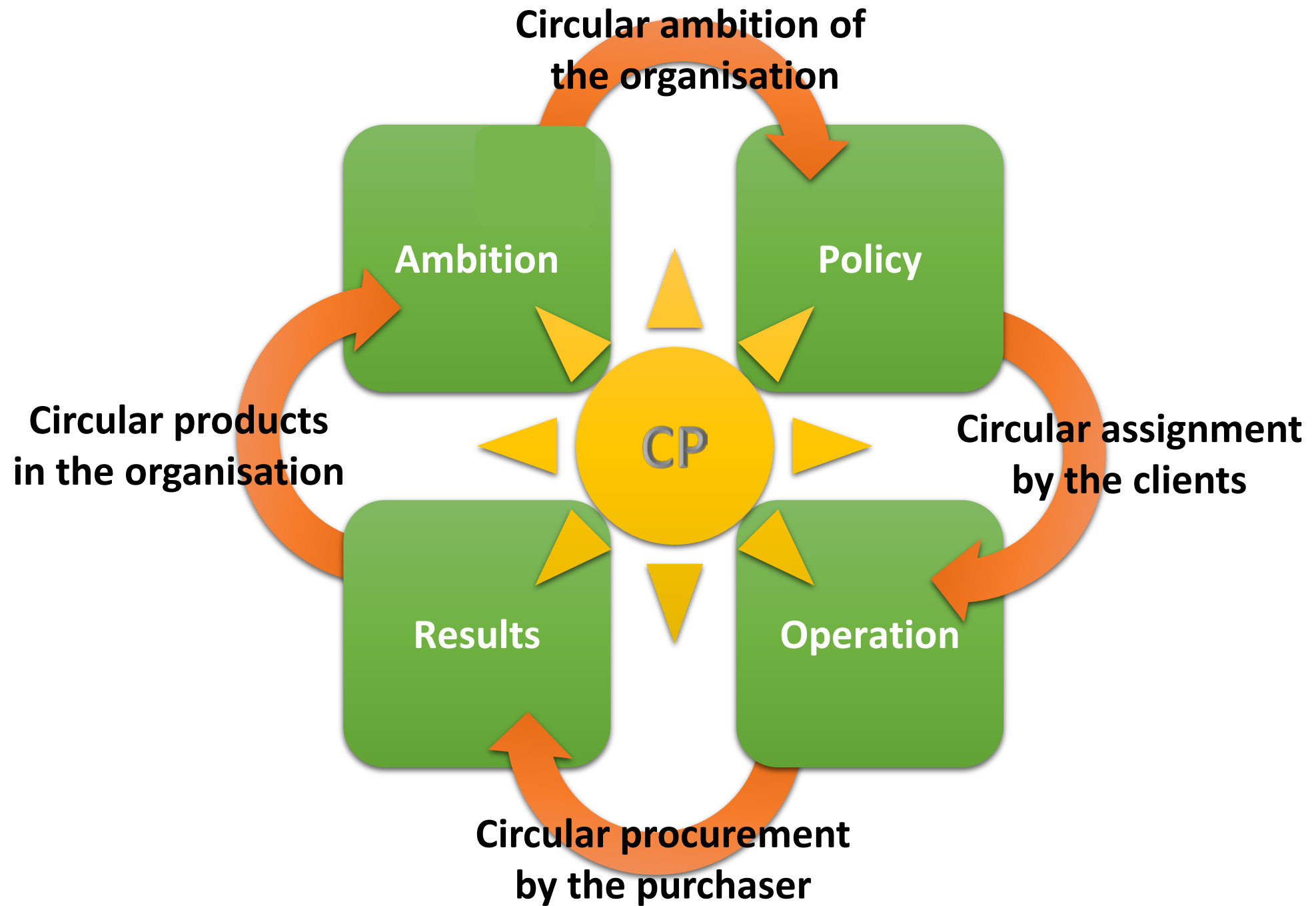




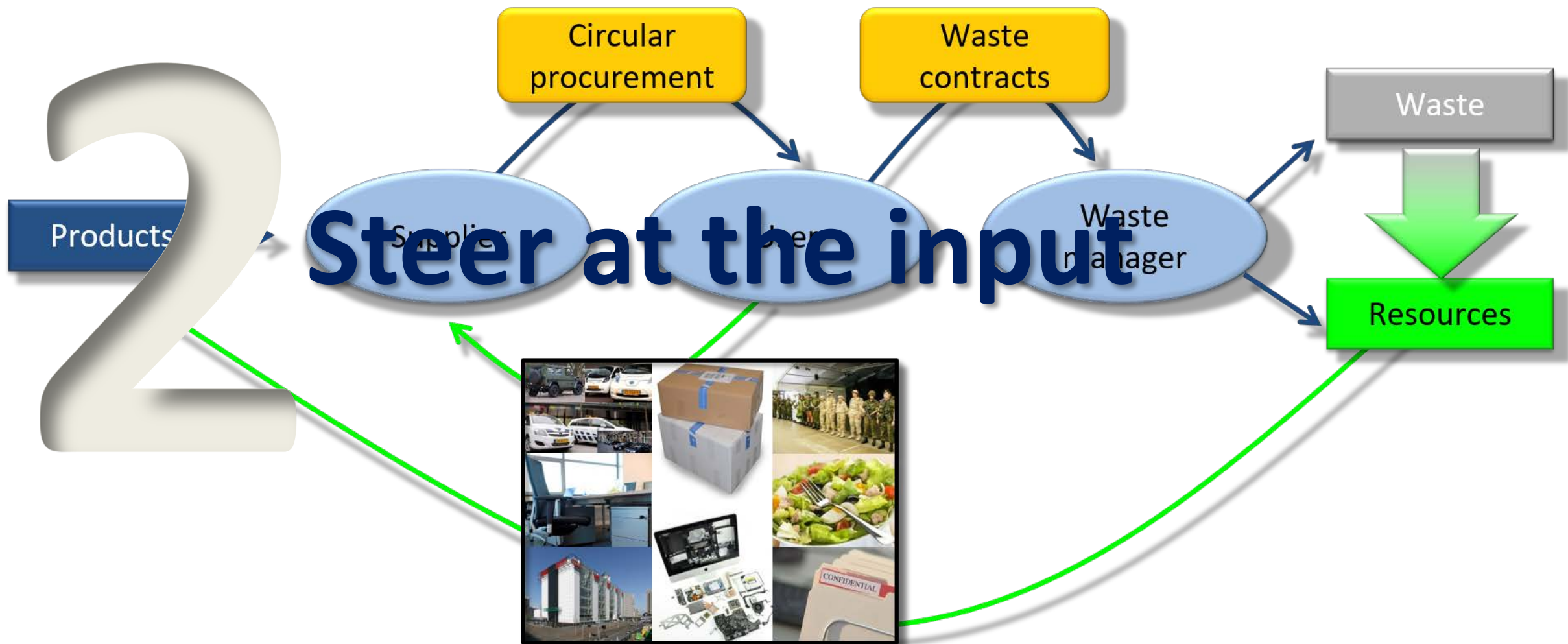


Circular ambition as a steering principle

- 
- CE ambitions translate to CE policy
 - CE policy supports CE goals
 - Policy makers support budget holders and managers to achieve the CE goals
 - Managers and budget holders are clients of procurement
 - Procurement results reflect and support CE ambitions



2

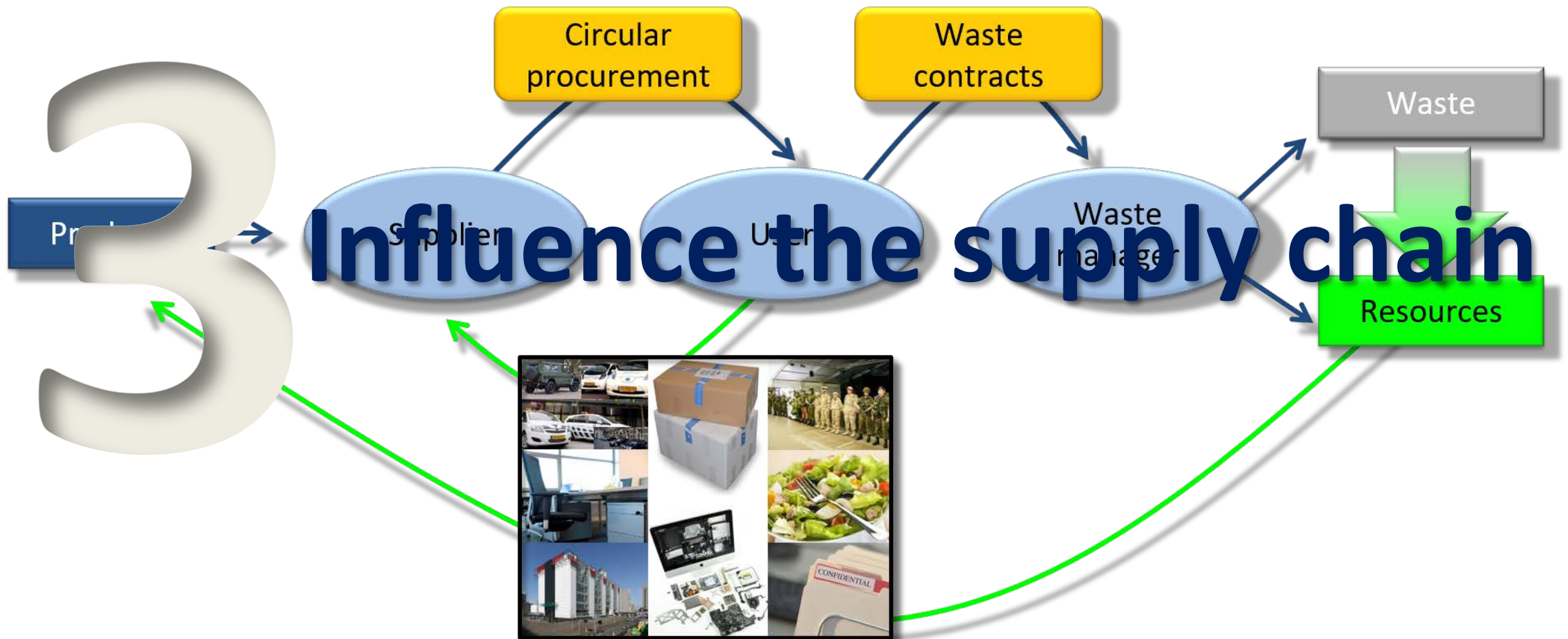


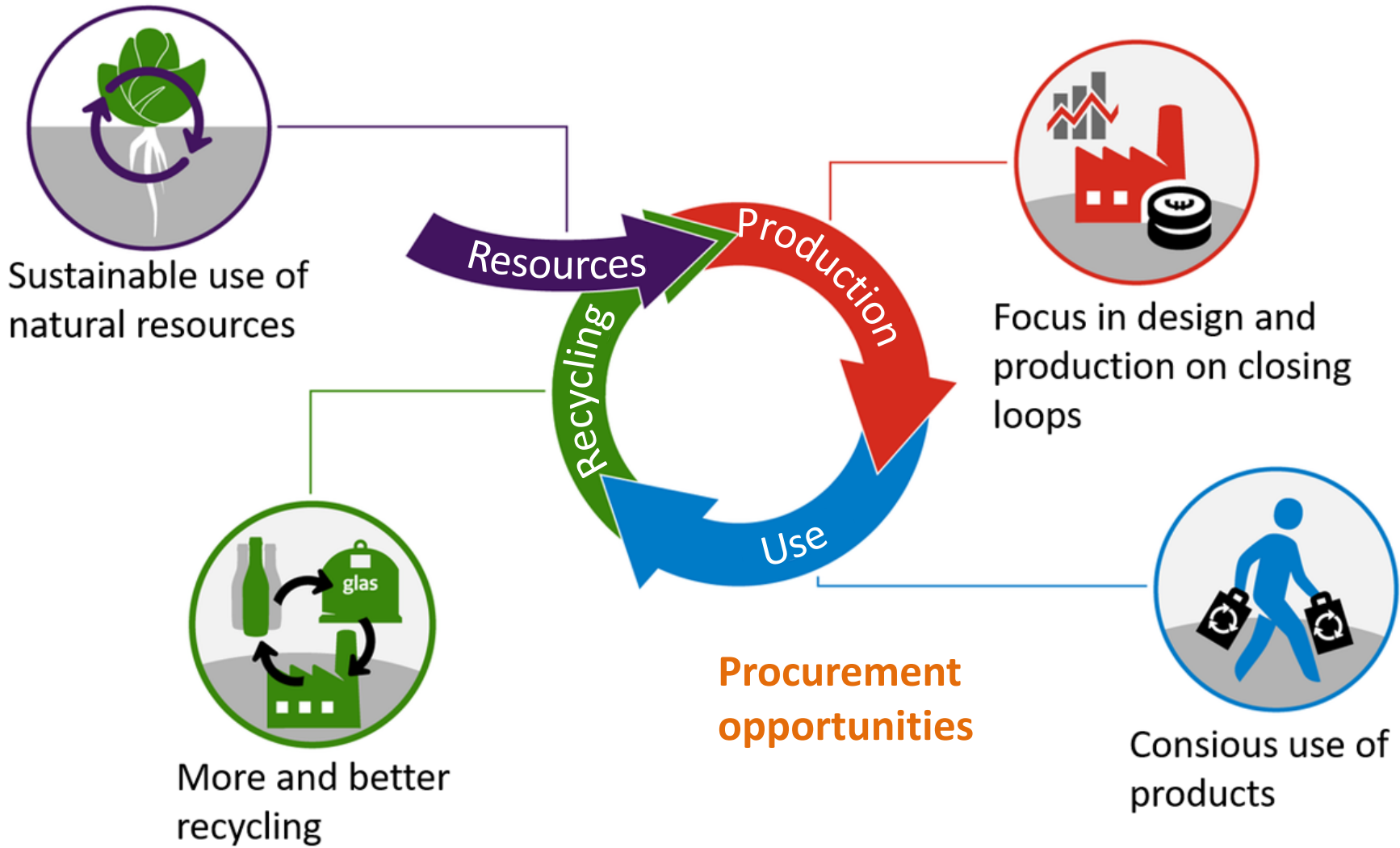


Output is the result of input

Two wire shopping carts are shown on a white background. The cart on the left is upright, while the cart on the right is tipped over on its side. Both carts have a green wire mesh body and a blue frame. They cast soft shadows on the ground.

Waste is the result of procurement





4

Products

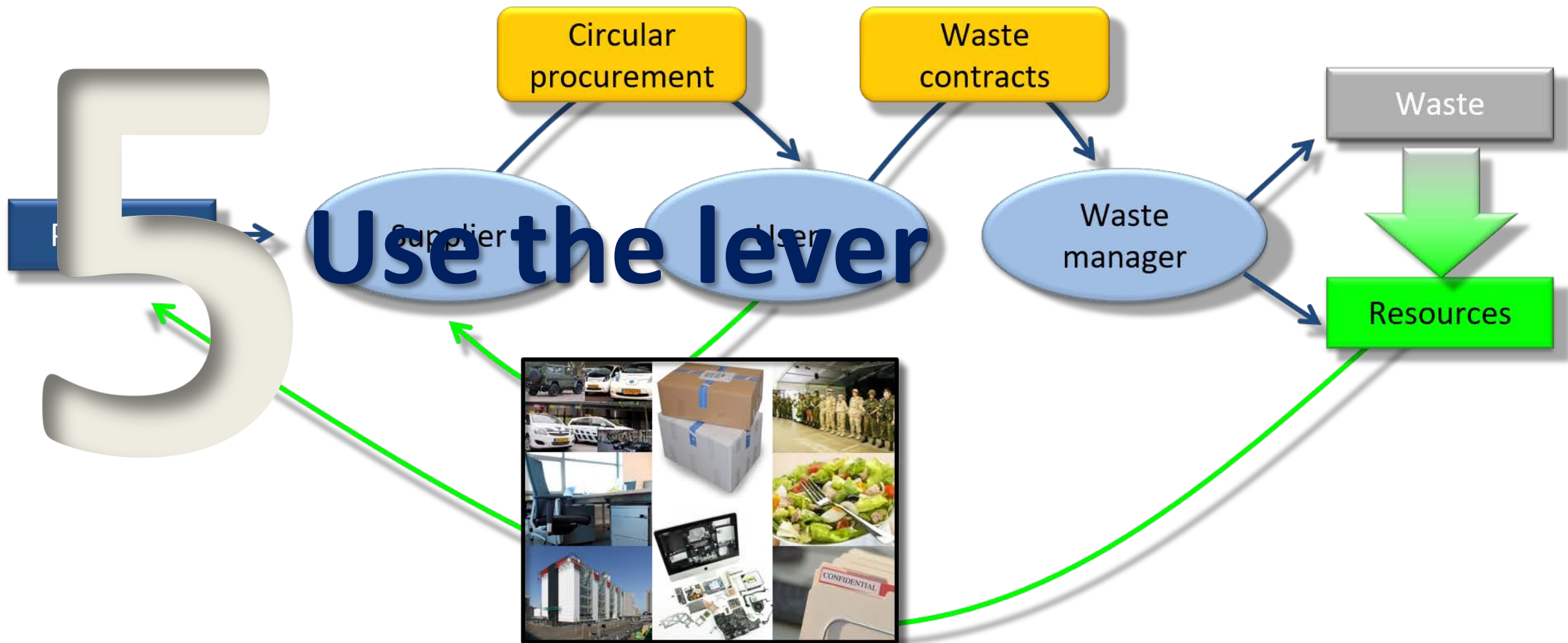



Have real impact





Use the lever

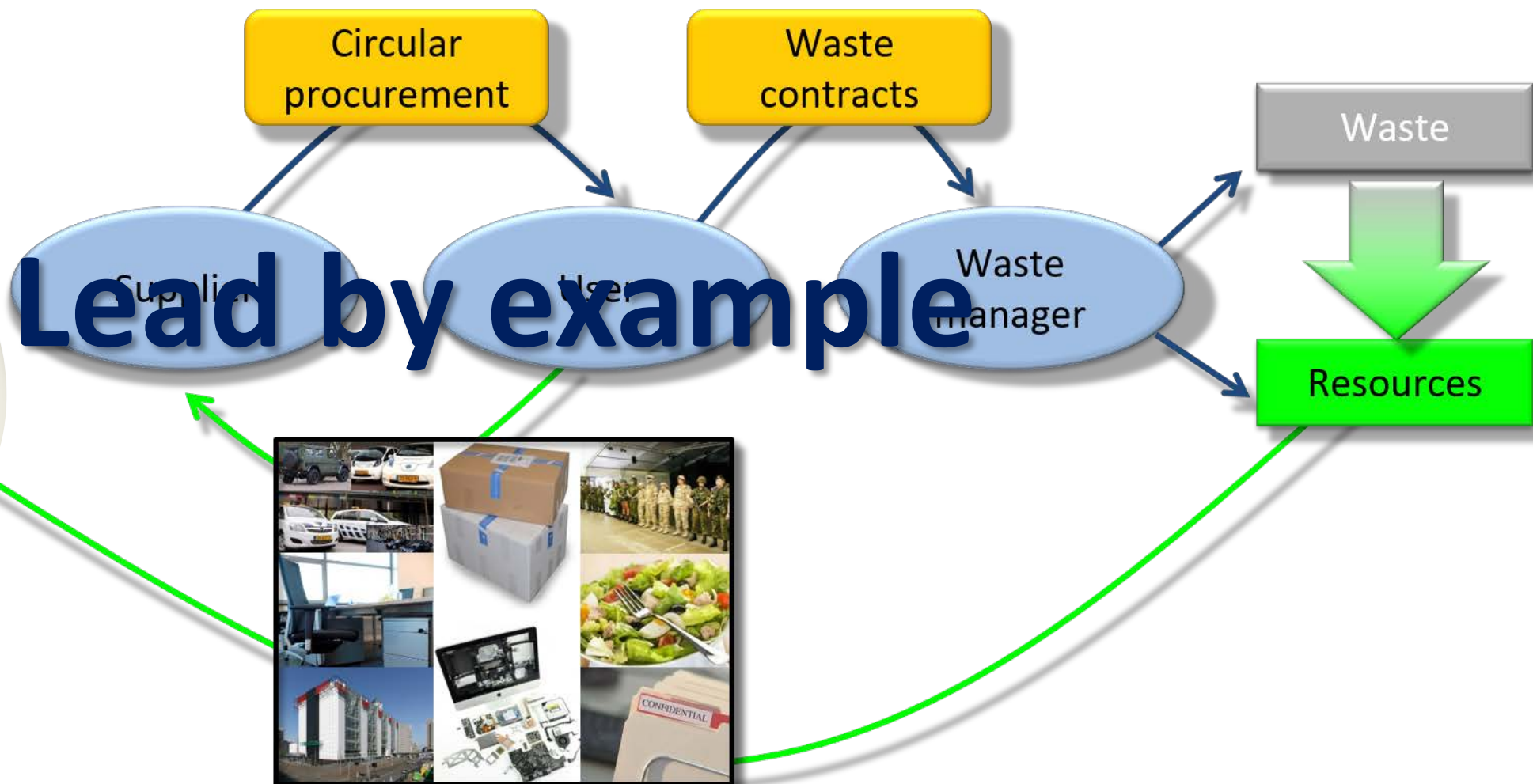


The background of the image is the European Union flag, featuring a blue field with twelve yellow five-pointed stars arranged in a circle. The flag has a slight wavy texture.

Relevance
€ 1.800 billion
of procurement?

1.800.000.000.000

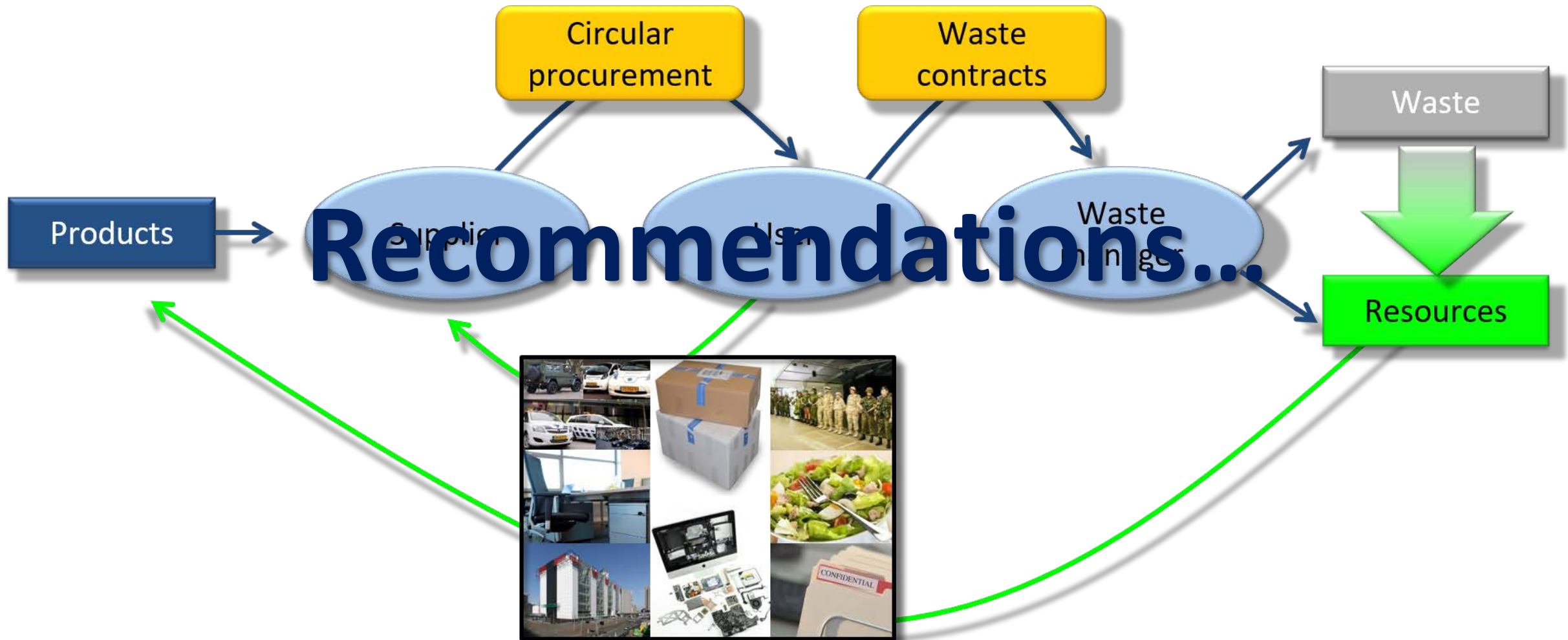
Lead by example



The background of the image is a close-up, slightly blurred view of the American flag. The red and white stripes are visible at the top, and the blue field with white stars is at the bottom. The text is centered over the white stripes.

**PRACTICE WHAT
YOU PREACH**

Recommendations...





Jyrki Katainen

*European Commission
Vice-President for Jobs,
Growth, Investment and
Competitiveness*

14 December 2017

www.rebus.eu.com

1

**Set up more learning networks
like the Green Deals**

2

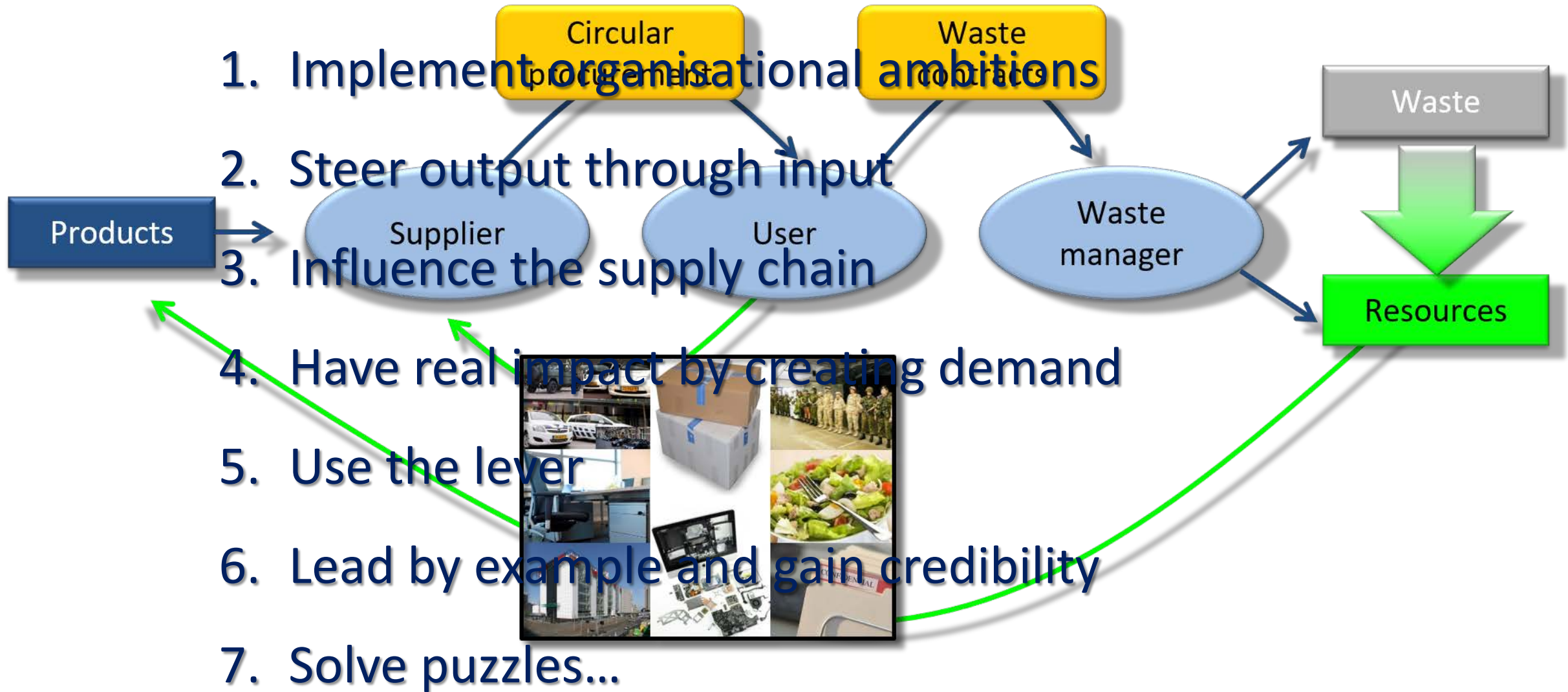
**Stimulate category planning
to engage the market**

3

**Lead by example through
circular procurement**

<https://www.pianoo.nl/document/15080/harnessing-procurement-to-deliver-circular-economy-benefits>

CP is strategic on multiple levels



**1876 invention of the telephone
products to last a lifetime**



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A product is not circular
until YOU arrange it to be circular!

Which one depends most circular?