

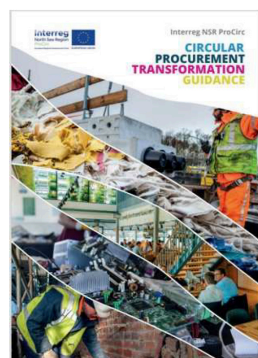
# Circular Public Procurement in Action



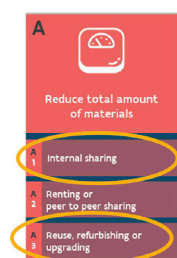
## Circular Flanders is leading the way

Flanders, the self-governing northern region of Belgium, is a frontrunner in circular economy. Circular procurement is an integral part of its comprehensive strategy to reduce material footprint by 30% and decouple it from consumption by 2030. The government's approach is to build partnerships with civil society, local governments, businesses, research, and financial sectors to reach this goal.

A strong policy research capacity, <https://ce-center.vlaanderen-circulair.be/en>, supports the ambitious agenda by conducting various analyses and tracking overall progress through indicators.



Resources to promote what local authorities can do to become circular are promoted. Specific to public procurement, guides were also created for cities to transform their practices. Procurement specialists and departments can access templates for assessing needs and opportunities. Case studies and pilot projects from cities and the Flemish government are also well detailed and shared broadly.



The experiences are supporting the development of new specifications and collaborations such as joint statements of demand. The success of Circular Flanders is also leading other European efforts through the [European Stakeholders Platform](#) and also the [Circular Procurement Learning Network](#) on LinkedIn where professionals can ask questions and support each other in their functions.

## Flanders's keys to circular procurement success

- **Circular objectives for all departments:** cross-organisation integration is essential, and a coordination function can bring information and people together and help overcome challenges.
- **Develop guidance:** assessment tools are useful for identifying bottlenecks and solutions and improving the support base within your organization. Other resources should be assembled to assist in identifying needs and setting purchasing criteria.
- **Monitor contracts and learn from each other:** checking that contracts meet expectations, reporting results, and sharing lessons are crucial.
- **Engage the marketplace:** dialogue with suppliers to find out what is possible now and in the future helps set expectations and criteria, along with broader research resources.

## Richmond: Bold vision, strategic plan, and practical approach

Richmond, British Columbia, Canada, with a population of 209,000, has implemented a [Circular Vision and Principles](#) in its procurement activities. While the City's Strategy is all encompassing, their approach is pragmatic, backed by thoughtful analysis and engagement. The 'One Bite at a Time' tool guides the practical approach to collecting the appropriate data, determining where value is lost or at risk, identifying opportunities and ways to close loops, determining who benefits from the value, and establishing criteria. This exercise helps focus efforts and orient engagement.



Richmond has applied its approach to deliver circular solutions in varied sectors, such as a dike upgrade project, synthetic turf replacement, and office furniture management.

### ONE BITE AT A TIME WHERE TO PLAY

The aim of this tool is to identify circular opportunities.

There are three parts to this tool.

It considers the existing value in the department system, where value is lost and at risk, and opportunities to recover lost value and maximize existing values. Two circular concepts will help you complete this step:

- the power of circularity – which describes how to create economic value through looping of resources and products
- a categorization of typical circular business models that put these looping approaches into practice.

A. Map existing value flow	B. Consider lost value and value at risk	C. Identify circular value opportunities
<p><b>Objective</b> Identify the existing flow of value within your system, what kind of value it is and how it is measured.</p> <p><b>Focus on</b></p> <ul style="list-style-type: none"> <li>What value do we provide?</li> <li>What part of the value chain do we manage?</li> </ul>	<p><b>Objective</b> Identify where value is lost within your system and what value is potentially at future risk.</p> <p><b>Focus on</b></p> <ul style="list-style-type: none"> <li>Where is this value being lost? Where are there broken or incomplete loops? Why is it not being captured?</li> <li>What future customer, supply or policy changes may put current value creation at risk?</li> </ul>	<p><b>Objective</b> Based on the insights from A and B, identify ways of creating and/or closing loops to recover, lost value, maximize existing value or conserve value at risk.</p> <p><b>Focus on</b></p> <ul style="list-style-type: none"> <li>What opportunities are there to recover or create new value? Could any of the typical circular business models help?</li> <li>Who benefits from this value?</li> </ul>

### ONE BITE AT A TIME WHERE TO PLAY

#### THE SOUTH DIKE UPGRADE PROJECT

The South Dike Upgrade project improved the dike structure from No.3 Road to 400m west of No.4 Road.

Circular criteria involved a focus on reusing excavated materials, recycling raw materials and low-carbon transportation.

Criteria was selected in consultation with the project team and based on the nature of the project.

The expected impacts include a greater emphasis on keeping materials onsite and reusing them.

Key learnings from the project include the importance of clear communication and understanding of circular economy principles during the design process.

A wrap-up meeting with the contractor and engineer also provided valuable insights for improving the efficiency and effectiveness of future projects in achieving circular economy goals.

## Elements of success from Richmond, BC

- A clear vision sets directions and 30 goals drive action: 5 simple principles guide city decisions - design clean, keep using, collaborate to co-create, regenerate and maximize value.
- Circularity is examined at the system, supplier, and product level.
- An adapted and practical tool: the One Bite at a Time tool was adapted from the Ellen MacArthur Foundation to help city departments identify circular opportunities.
- Engage, communicate, and share: employ various strategies to talk with suppliers, break down silos, and collaborate with peer cities to support the co-creation of solutions.

Sharing results with the community ensures that their plan continues to engage the community in co-owning the transformation process, testing ideas, and innovating.

### GET SMARTER ABOUT CIRCULARITY

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This factsheet was based on the [webinar Circular Procurement in Action](#), in which **Verle Labeeuw**, Circular Flanders and Lead, Circular Procurement Leadership Group, European Circular Economy Stakeholder Platform, and **Marcos Badra**, Program Manager, City of Richmond, British Columbia, Canada, presented leading approaches to circular public procurement.