


Creating Societal Value in the Circular Public Procurement

The Problem

 Literature Gap: Socio-political aspects of the Circular Economy

 Complexity in showing the societal value of circular solutions in public procurement

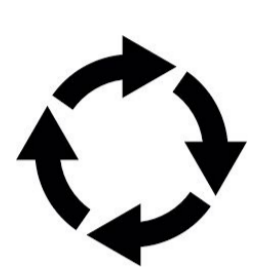


The Goal


 Represent the societal value in the Circular Economy

 Help companies and governments create societal value through circular public procurement

Theory

 **Circular Economy**
Reduce, Reuse, Recycle, Recover (Kirchherr et al., 2017)
Intensify or extend use (Moreau et al., 2017)

 **Public Procurement**
Materials to be re-used effectively in a new cycle (PIANOo, 2019)

 **Stakeholders**
Top-down: Governmental pressure (Parikka-Alhola, 2008)
Bottom-up: Transparency & legitimacy (Ouillon, Dibb, & Peck, 2017)

 **Societal Aspects**
Human welfare: jobs, quality of life, social fairness (Velte, Scheller, & Steinhilper, 2018)

Method of Research

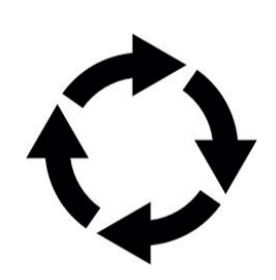


Waterschap NOORDERZIJLVEST



- Single Case Study
- 14 Semi-structured interviews
- ✓ Circularity Experts / Consultants
- ✓ Building Experts
- ✓ Project Leaders / Management

Results

 **Circularity**
No common definition
Reduce, Reuse, Recycle

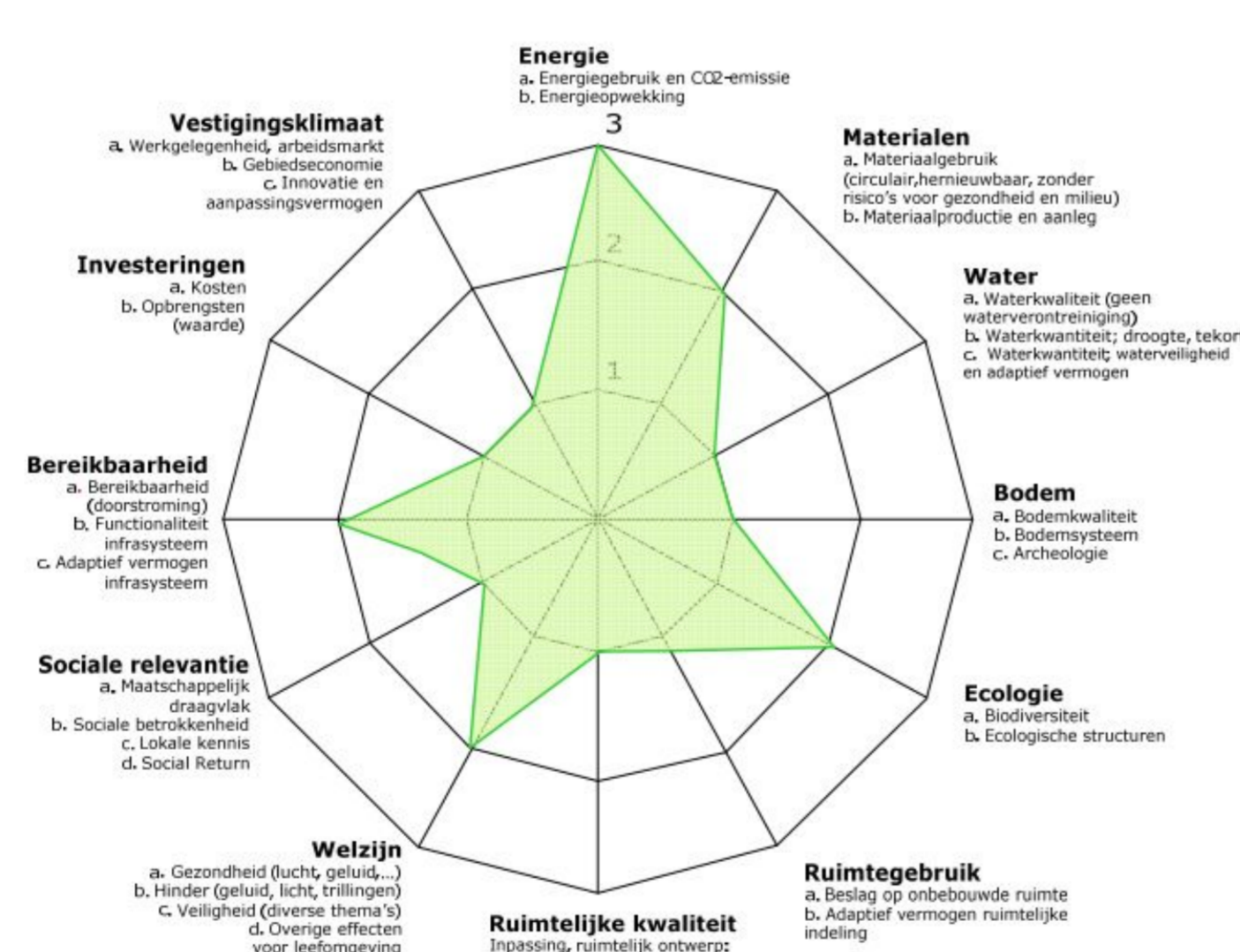
 **Stakeholders**
Government: Facilitators
Businesses: Solutions
Society: Beneficiaries
Others: Academia, Risk & Assets, Management

 **Societal Value**
Reasons
Transparency
Legitimacy
Education & Awareness

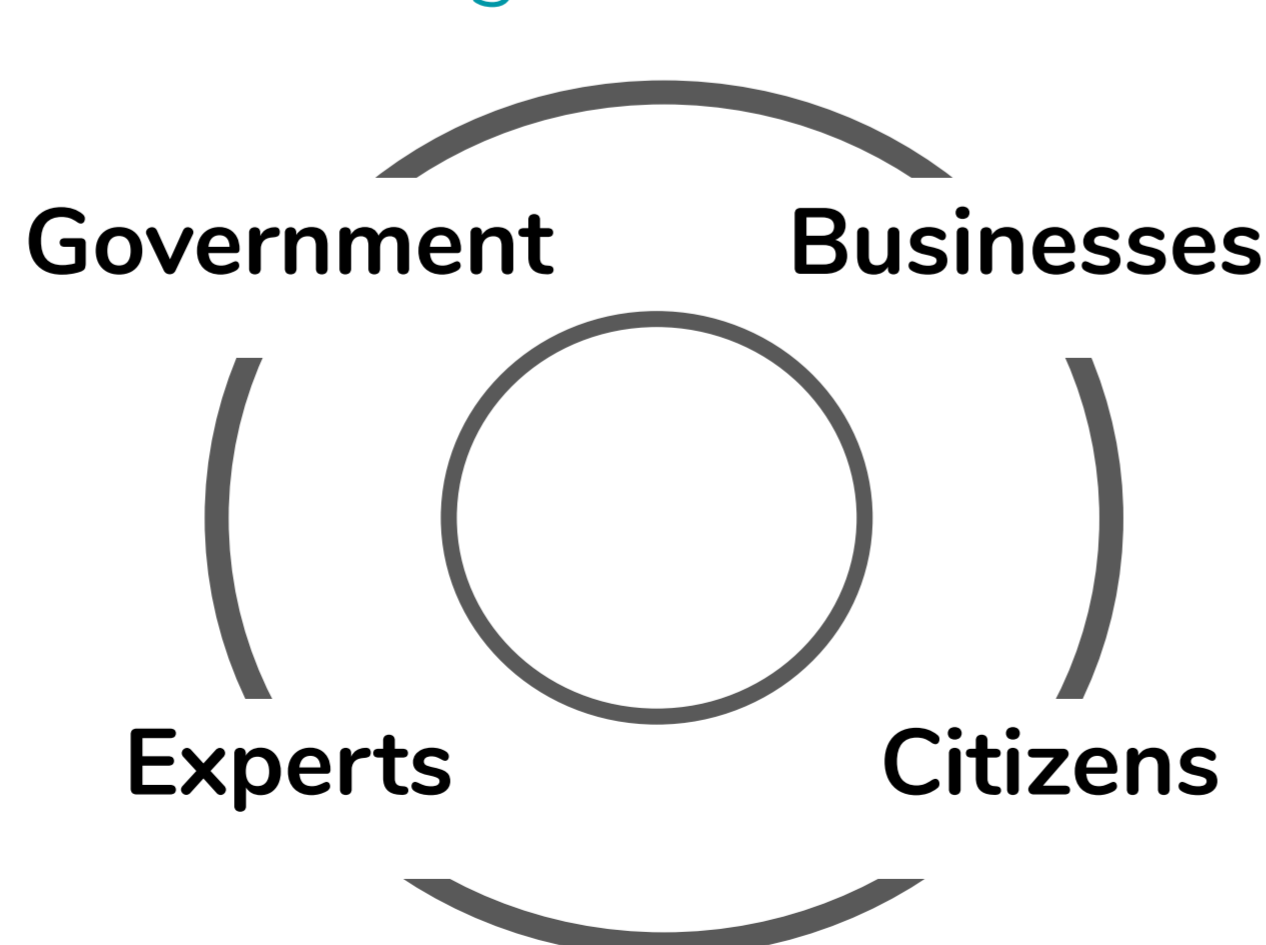
Value Created

- ✓ Health
- ✓ Nuisance removal
- ✓ Livability

Duurzaam GWW Ambitie Web





Creating value in the CE

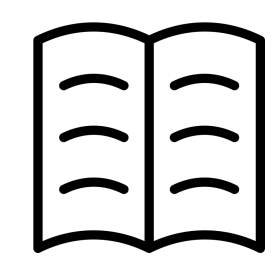


- ✓ Safety
- ✓ Pride
- ✓ Historical Value

Implications

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- Define Circularity
 - CE Partnership roadmap
 - Lead stakeholder dialogue
 - Define responsibility
 - Enable solutions
 - Provide flexible tenders
 - Pilot project
 - Framework: lifecycle tool
 - Communicate success

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- Define Circularity
 - Proactive on CE
 - Support stakeholder dialogue
 - Align department goals
 - Create a future proof portfolio
 - Make use of flexible tenders
 - Assess past projects
 - Align on framework

 Multi-stakeholder approach in the CE
Closing material and societal loops