

Interreg



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IPA ADRION

GPP2ADRION

GPP2ADRION Project Description

GPP2ADRION - Fostering the adoption and implementation of GPP procedures to promote a transition towards a circular economy



Budget: €1,179,260.50 (85% EU co-financing)



Duration: 36 months (September 2024 – August 2027)



Countries: 9 partners across Italy, Montenegro, Greece, Slovenia, Serbia, Bosnia and Herzegovina, North Macedonia



Programme: Interreg IPA-ADRION | Priority SO 2.2: Supporting circular economy development

The GPP2ADRION project aims to strengthen the adoption of Green Public Procurement (GPP) across the EUSAIR regions by addressing key structural and operational barriers that hinder the transition towards a circular economy. In line with European Commission guidelines, the project highlights the strategic role of GPP as a policy lever to reduce environmental impacts across the full life cycle of public procurement and to support the achievement of the European Union's environmental and circular economy objectives.

The Challenge

The transition from a linear to a circular economy is crucial for the ADRION region, yet opportunities and tools for implementing Green Public Procurement (GPP) remain unevenly distributed and poorly understood. While GPP is mandatory in Italy, Greece, Slovenia, and Croatia, it remains voluntary in other ADRION countries, creating barriers to a unified circular market.

Our Solution

GPP2ADRION creates a transnational ecosystem that aligns ADRION countries on GPP knowledge and practice. By training GPP Ambassadors, establishing Regional Contact Points, and building a Transnational Network, we're creating the infrastructure needed to transform public procurement into a driver of circular economy across the entire macro-region.

What Makes This Project Unique






- First comprehensive GPP capacity building programme across EU and IPA countries in the ADRION region
- Creation of certified GPP Ambassadors – regional experts who will continue to spread knowledge after project completion
- Establishment of permanent GPP Contact Points providing ongoing support to public bodies and SMEs
- Integration with EUSAIR governance through official launch at EUSAIR Forums, ensuring policy-level impact

Expected Impact

For Public Bodies	For SMEs
<ul style="list-style-type: none"> • Access to certified GPP expertise • Templates and tools for circular procurement • Ongoing support from Contact Points • Contribution to EU climate targets 	<ul style="list-style-type: none"> • New market opportunities in public procurement • Support in meeting environmental criteria • Innovation incentives for circular products • Access to transnational markets

Project Work Plan & Progress




WP1: Setting up a benchmark & gap analysis on GPP procedures



Activity	Period	Status
A1.1 State of Art of PP and GPP procedures in the regions	P1-P2	
A1.2 Identification of GAPS and barriers for GPP implementation	P2	
A1.3 Capacity building plan preparation	P2-P3	
A1.4 Definition of Contact Point activities and plan	P2-P3	
A1.5 Communication activities related to WP1	P1-P3	

The **Benchmark Analysis Report (related to A1.1)** found that while Green Public Procurement (GPP) is recognized in the ADRION partner countries, its implementation is fragmented and uneven. Italy and Slovenia have established legal frameworks, but most Western Balkan countries are at an early stage of adoption with weak or absent regulatory provisions. Systemic obstacles include institutional fragmentation, lack of technical skills and monitoring systems, and low market preparedness.

In the **Gap Analysis Report (related to A1.2)**, the most critical gaps include weak, mostly voluntary regulatory frameworks; fragmented institutional structures with unclear mandates and limited coordination; and the absence of monitoring systems and practical tools for GPP implementation. These issues are compounded by insufficient skills among procurement staff and low readiness among SMEs, underscoring a significant gap between GPP policy ambition and practical application.

WP2: GPP knowledge & best practice exchange network

Activity	Period	Status
A2.1 Capacity building plan pilot implementation (20+ GPP Ambassadors)	P4-P5	
A2.2 Formalization of the Transnational Network	P4	
A2.3 Local kick-off of 4 Regional Contact Points and pilot implementation	P3-P5	





A2.4 Kick-off of Transnational Network (Feb 2027) + EUSAIR Forum events	P5	
A2.5 Communication activities related to WP2	P3-P5	

WP2 - Transnational Network Strategic Update:

The official launch of the Transnational Network has been strategically postponed to February 2027 to ensure full completion of capacity building activities and operational structuring of Contact Points. This allows for a more robust and impactful network launch on solid foundations.

The Transnational GPP Network will be gradually launched, with preparatory activities and online meetings throughout 2026, planning a thematic presentation at the EUSAIR Annual Forum 2026, a formal kick-off in February 2027 after capacity-building is completed, and full operationalisation, including a Declaration of Intent, at the EUSAIR Annual Forum 2027 under the Italian Presidency.

WP3: Transnational GPP post-project replication actions and plan

Activity	Period	Status
A3.1 Implementation of GPP procedures (pilot application)	P5-P6	
A3.2 Implementation of GPP Ambassadors and MOOC trainings for replication	P6	
A3.3 Transnational after-life project plan for GPP diffusion	P6	
A3.4 Communication activities related to WP3	P5-P6	

Legend:  Completed |  In Progress |  Planned

Why This Matters Now

Public procurement in the EU totals around €2 trillion annually, giving it the power to transform markets. Making GPP standard in the ADRION region drives demand for circular economy solutions, fosters SME innovation, and shows that environmental responsibility and economic competitiveness can go hand in hand.