



Circular procurement

The case of Friesland

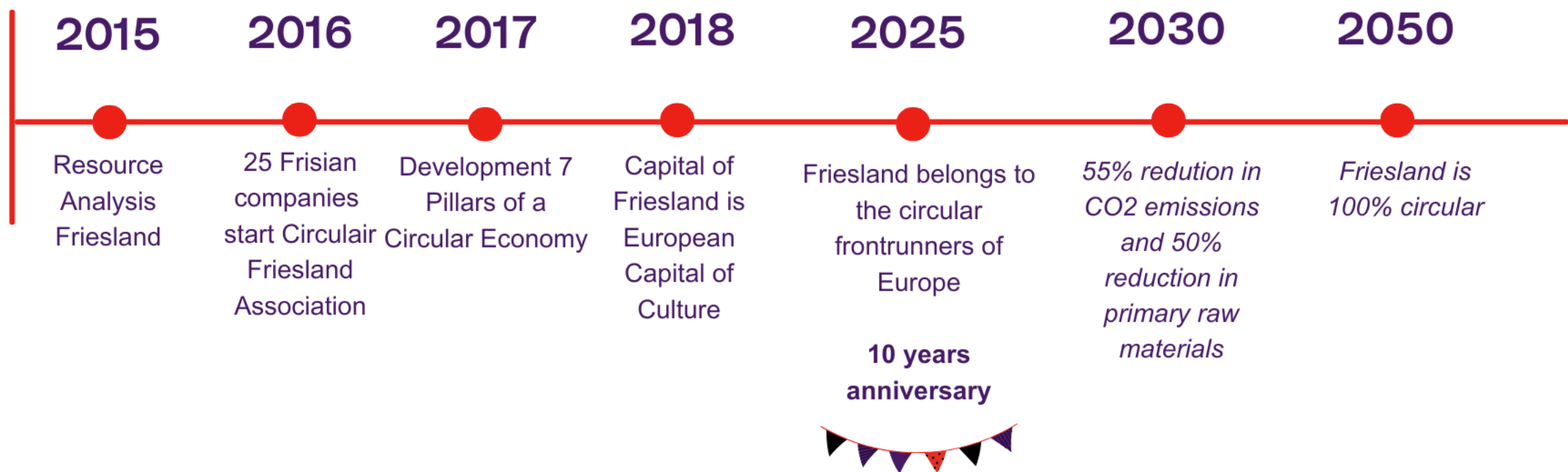
The (Dutch) region of Friesland



- Strong cultural identity
- European frontrunner in the Circular economy
- Collaboration as a foundation



Circulair Friesland Association



Circular clusters of Friesland

Construction



Water



Plastics



Infrastructure



Agrifood



Hospitality and Tourism





Tipping points

- Circular entrepreneurship
- Legislation and regulation
- Circular education
- Circular procurement





Why Circular Procurement in Friesland?

- €1.5 billion annual public procurement volume
- Governments can act as a flywheel for the circular economy
- Goal: make circular procurement the new standard
- Regional ambition: Friesland = one of the most circular regions in Europe by 2025



Programme Ambition (2024–2026)

- Circular procurement as **the norm** for all Frisian authorities

Targets:

- 25% circular procurement by 2025
- 75% by 2030
- 100% by 2035
- Contribute to Dutch and EU climate and resource goals



Circular procurement and tendering (2024–2026)

5 Work Packages:

1. Frisian Circular Procurement Academy
2. Collaboration in procurement (joint tenders & policy format)
3. Knowledge development & sharing
4. Events & working groups
5. Monitoring

Benefits:

- Shared knowledge = save time, money, and capacity
- Greater uniformity in tenders = certainty for companies
- Acceleration through joint learning and scaling





What We Do in Practice

- © Training: >100 advisors trained, 28 tenders developed (bridges, housing, water facilities)

Joint circular tenders in areas such as:

- © Work clothing
- © Hot beverages
- © Office furniture
- © Street furniture
- © Market days and buyer groups connecting suppliers & governments





Impact & Next Steps

- Scaling from pilots to mainstream procurement
- Building capacity across all Frisian authorities
- Stronger links between governments, business, and education
- Next step: develop effect-based monitoring (measuring real impact)



Call to Action

- Circular procurement works best when we learn, share, and scale together
- Friesland shows how a region can accelerate the transition
- Invitation: exchange, collaborate, replicate





Thank you!

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