Empowering change through circular procurement training in Flanders

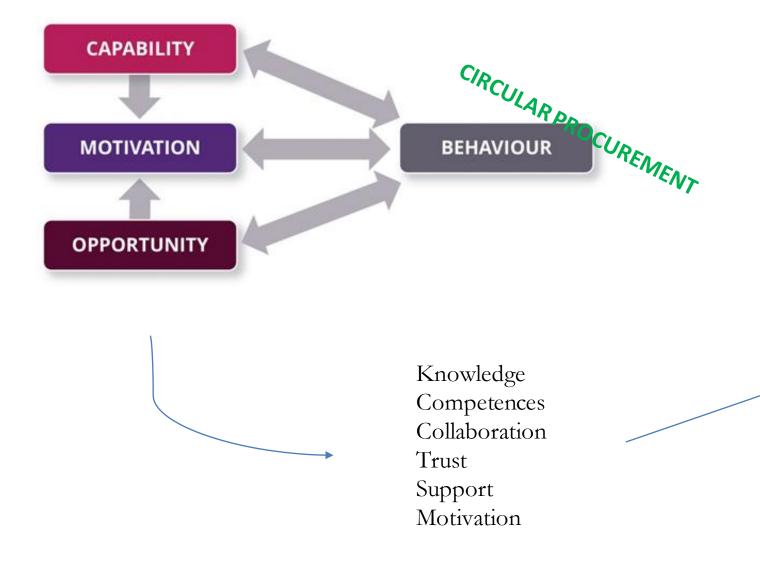






STUDIO.D

#### COM B model



- Capacity building through circular procurement training workshops for buyers & their ecosystem
- Awareness raising campaigns on LinkedIn
- Circular procurement in education curriculae of our future procurement responsables

CAPACITY BUILDING WORKSHOPS WITH PUBLIC & PRIVATE BUYERS

### • GENERAL OBJECTIVE:

- Upscale of the 'automatic reflex' of buyers to circular procurement
- A 'tour of Flanders reaching out to buyers in al corners of Flanders that we have not reached before
- WORKSHOP OBJECTIVES:
  - Introducing value chain thinking & procurement as a leverage
  - Introducing 5 circular procurement strategies
  - Inspiration by best practices
  - Reflection on their own case
  - Discussing existing bottlenecks & exchange of possible actions to overcome
  - Presenting tools to support buyers in circular procurement
    - Criteria tool for public procurement
    - Helpdesk

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#### WORKSHOPS WITH PUBLIC & PRIVATE BUYERS

- From Sept 2024 Feb 2025:
  - 330 participants in the workshops
  - 77 companies
  - 40 local/provincial governments
  - 32 other public entities (public transport, police zones, hospitals, schools & universities,...)
- In collaboration with Chambers of Commerce, sector organisations, provinces, VVSG (Flemish Organisation for Cities & Communities),...



Filmpje workshop



#### AWARENESS RAISING CAMPAIGN ON LINKEDIN

- 259,634 impressions
- 77,840 reached people
- 315 clicks
- €6.47 CPM
- 1,680.00 spend

#### Benchmark in Europa: gemiddeld €32,38 per 1.000 vertoningen

## linkedin awareness best performing ads 06/11 - 31/12

2011



Gebruik eens een ladder in je aankoopproces! Deze ladder helpt je om slimmere en bewustere aankoopkeuzes te maken.







verminderen. We geven je hier drie tips mee.

Aankoopbeslissingen vormen een krachtige hefboom voor duurzaam ondernemen. Door bewuste keuzes te maken bij de aankoop van producten en diensten, kan je als organisatie je impact op de samenieving en het milieu sterk

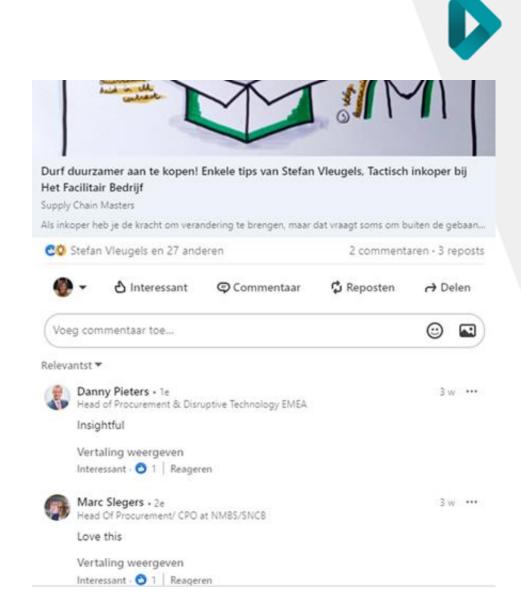


Aankoop als hefboom voor duurzaam ondernemen Dirouter Flanders Die kracht van beeuste keuzesDuurzaam ondernemen wirt aan belang, bedrijven en overhe... © 21 2 reposts

33,454 Reach 72,894 impressions 66 clicks 4.53 CPM

32,170 Reach 65,900 impressions 56 clicks 6.95 CPM COLLAB WITH NETWORK ORGANISATION 'SUPPLY CHAIN MASTERS'

- Publication of our articles on their Linkedin account
- Articles/best practices for knowledge hub on their website
- Charter 'Circular Procurement' on their Annual Event 'Day of Procurement & Supply Chain'



# Thank you, your impact matters







Flanders State of the Art



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