

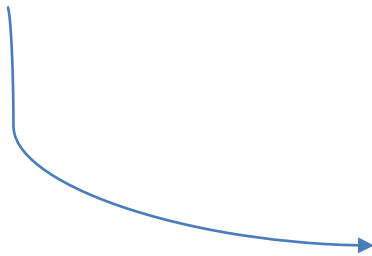
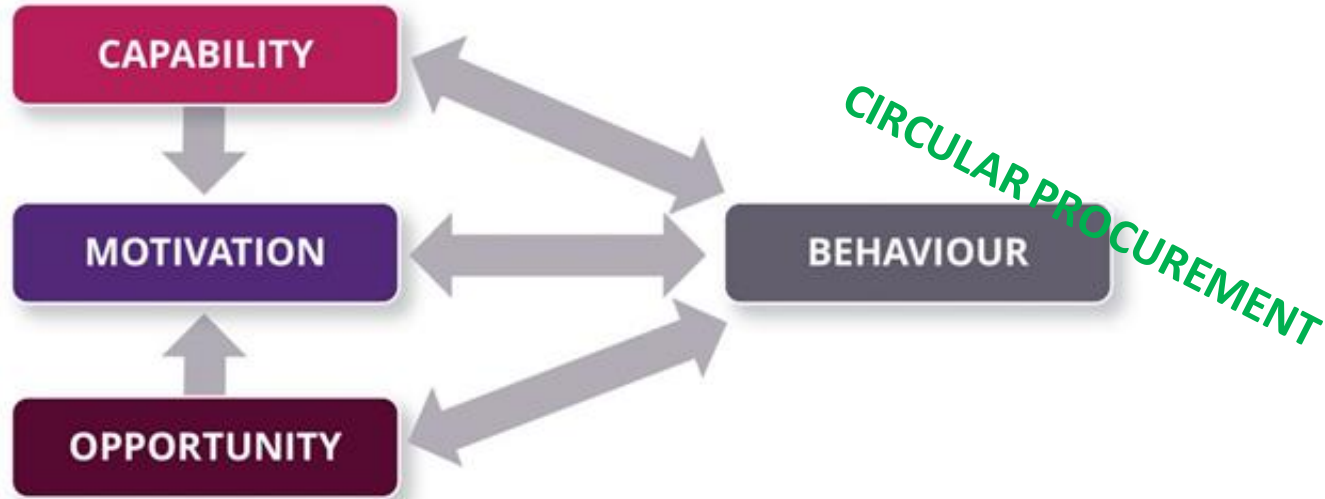
# Empowering change through circular procurement training in Flanders



STUDIO.D



## COM B model



Knowledge  
Competences  
Collaboration  
Trust  
Support  
Motivation



- 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 all 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





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

**Circular Flanders**  
10,067 followers  
Promoted

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



Gebruik eens een ladder in je aankoopproces!  
Circular Flanders  
Als aankoper bepaal je mee welke materialen, producten en diensten een organisatie binnen...  
Laurien Engels and 18 others 3 reposts

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

**Circular Flanders**  
10,067 followers  
Promoted

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 samenleving en het milieu sterk verminderen. We geven je hier drie tips mee.

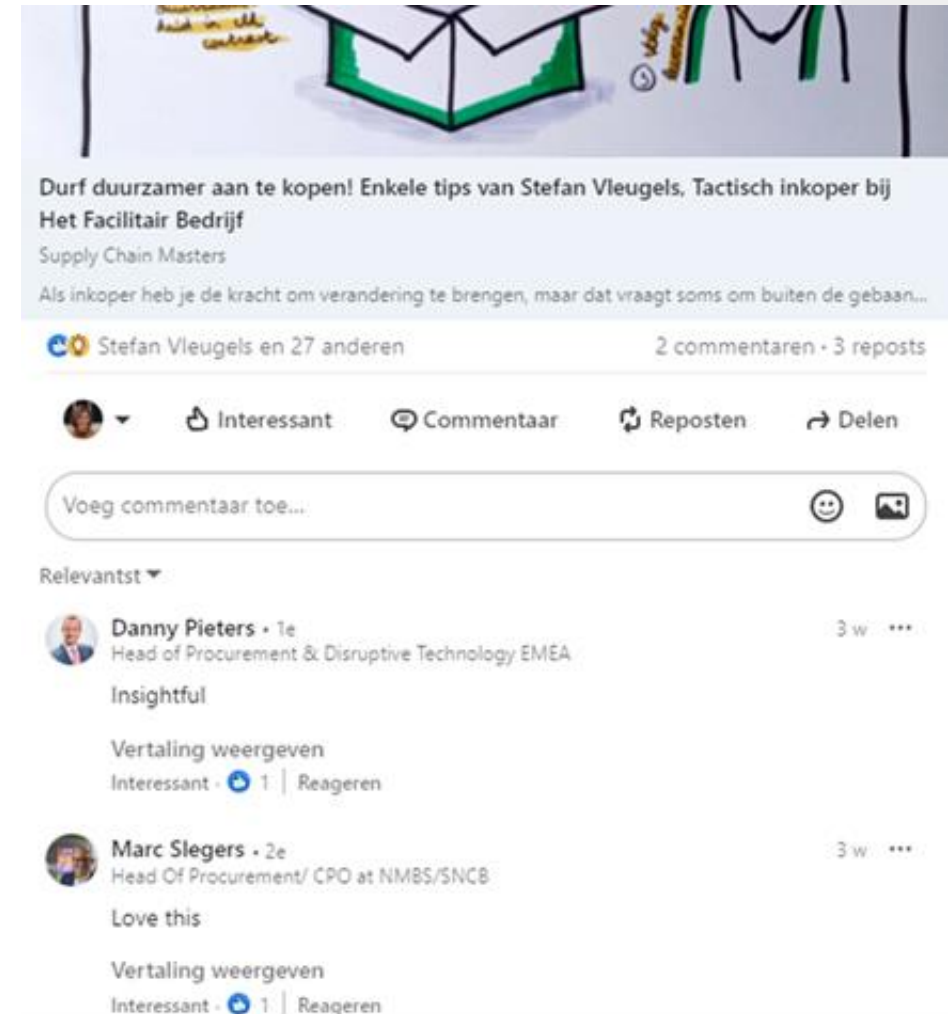


Aankoop als hefboom voor duurzaam ondernemen  
Circular Flanders  
De kracht van bewuste keuzes: Duurzaam ondernemen wint aan belang, bedrijven en overhe...  
21 2 reposts

**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



CIRCULAR  
FLANDERS



WE MAKE  
TOMORROW  
BEAUTIFUL  
**OVAM**



Flanders  
State of the Art

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