

## SHORT SUMMARY

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# Circular pilot projects Municipality of Utrecht



*“Sustainability is beautiful. Even more so if it doesn't work out more expensive.”*

Sara Rademaker, Sustainable Procurement Advisor at the Municipality of Utrecht

Circular procurement will account for 10% of procurement volume by 2020. This is what the Municipalities of Utrecht, Amersfoort, Woerden and the Province of Utrecht agreed in a covenant in 2014, as a consequence of the Green Deal on Circular Procurement. For the Municipality of Utrecht, this has now led to various circular economy initiatives.

## Project description

The Municipality of Utrecht is aiming for 10% circular procurement on a procurement volume of € 700 million. Circular economy processes have been introduced for this including for workwear, Personal protective equipment (PPE), outdoor advertising, office paper, street furniture, concrete paving materials, social support act resources, stair lifts and the Municipal waste collection facility.

## Approach

The municipality first explored the market and then amended the call for tenders accordingly. The circular requirements include designs for the reuse and take-back of products at the end of their service life.

The municipality is formulating these requirements in an increasingly functional way. The award of the tender depends on the design of the products, the reuse of materials and the supplier's role in this. The municipality uses a format for award criteria that can be amended per call for tender. Since 2015, the municipality has used a monitoring document to measure the circular ambition level for tenders from € 100,000. Ambition level 1 is the minimum level. Ambition level 2 assumes an award criterion based on sustainability or more stringent requirements. The award criterion that applies to ambition level 3 is substantial, with a circular economy component that focuses on maximum value retention and control of the chain.



## FACTS & FIGURES

- > Number of FTEs: 4,000
- > Procurement volume: € 700 million
- > 10% circular procurement

## Results

A pilot project was carried out with 100 special investigation officer uniforms. The supplier takes back the clothing and this is de-fibred or reused for such things as laptop covers and bags. Two other items of clothing were also made fully circular. The office paper pilot resulted in a 100% recycled product. The circular returns from the municipal waste collection facility are its modular construction. The outdoor advertising and playground equipment circular tenders are still running. Translating circularity into KPIs (key performance indicators) is difficult because of the size of the organisation and the subject diversity. As other considerations regarding costs and effort need to be taken into account, the circle is sometimes consciously not completed. Insight into the total cost of ownership (TCO) is also lacking, which means that people think that circularity is more expensive. At this stage the municipality is mainly focusing on ensuring that circular options are always considered.

In 2017 the municipality started a number of processes with new ways of raising circular procurement contracts to a higher level.

## Lessons learned

- Create a support base among stakeholders. You need to go through the process together and they need to continue it.
- Make sure you have a joint definition of circularity.
- Procurement officers are circular procurement ambassadors and need to get the person responsible for the budget on board by really getting involved in their procurement agendas.
- Do your market research, but also be open to what the market has to offer and what is possible.
- Adding a Sustainable Procurement Advisor to existing projects has helped to shape and develop sustainable and circular objectives.
- Don't wait too long to scale up if you get stuck.
- A process supervisor will help keep the pace going.

## About REBus and the Green Deal on Circular Procurement

The Green Deal on Circular Procurement (GDCP) is an initiative of MVO Nederland (CSR Netherlands), NEVI, Central government, Duurzame Leverancier, PIANOo, Kirkman Company and Circle Economy. Various pilots originating from GDCP are partly financed by the European REBus project, implemented in the Netherlands by Rijkswaterstaat (Directorate-General for Public Works and Water Management). They are working together to support businesses and government organisations in their circular procurement ambitions.

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**Partners:** MVO Nederland | PIANOo | Netwerk Betonketen (co-signee of the 'Concrete in circular economy' covenant)

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