

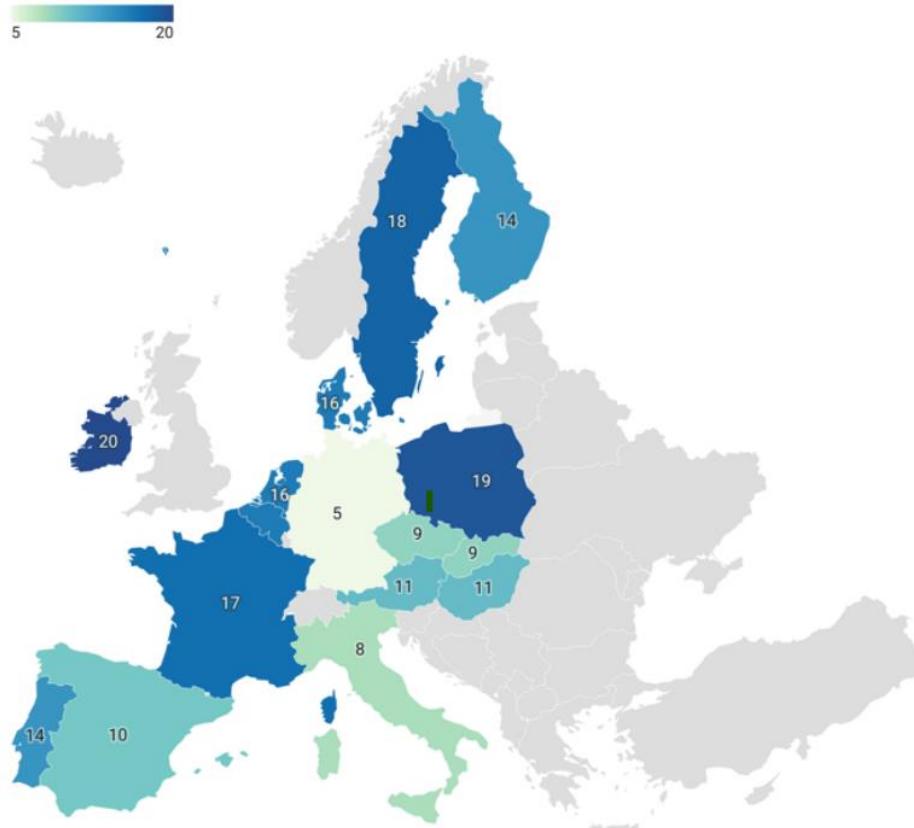


# Can smarter procurement create lead markets for green steel?

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10/10/2025 VTT – beyond the obvious

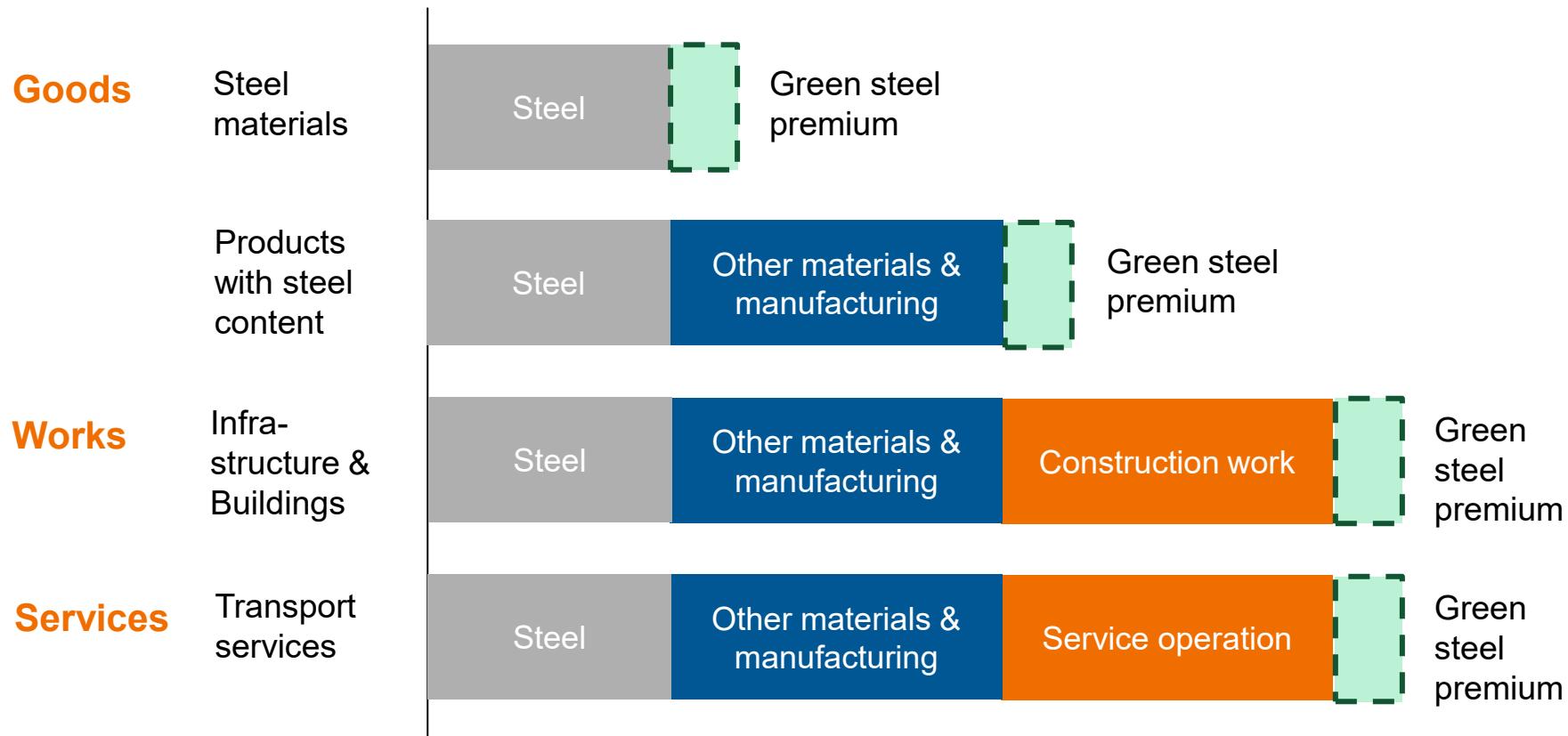
Steel use in public procurement of construction as share of real steel use economy wide (%), 2019



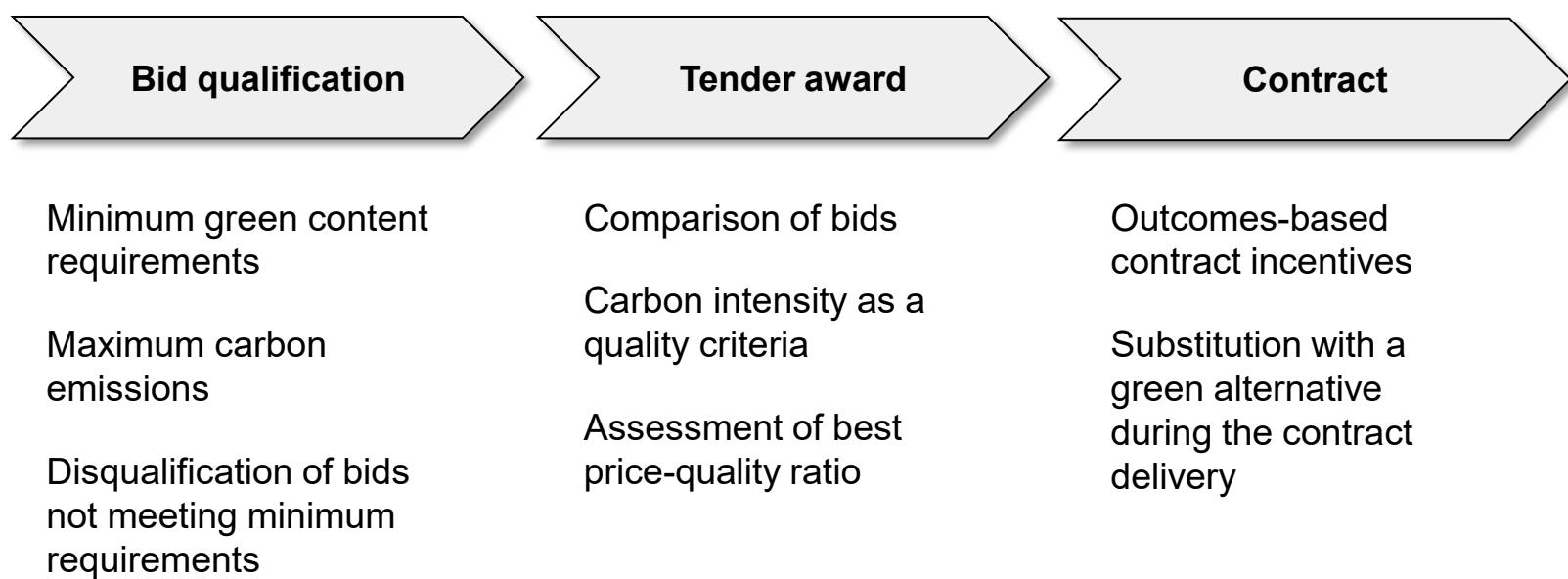
Public procurement  
accounts for **11 %**  
of steel consumption in  
construction.

Source: Wyns et al. 2024: Public procurement of cement and steel for construction. Brussels School of Governance.

# Impact of green premium on price



# Sustainability requirements in public procurement



# Information needs

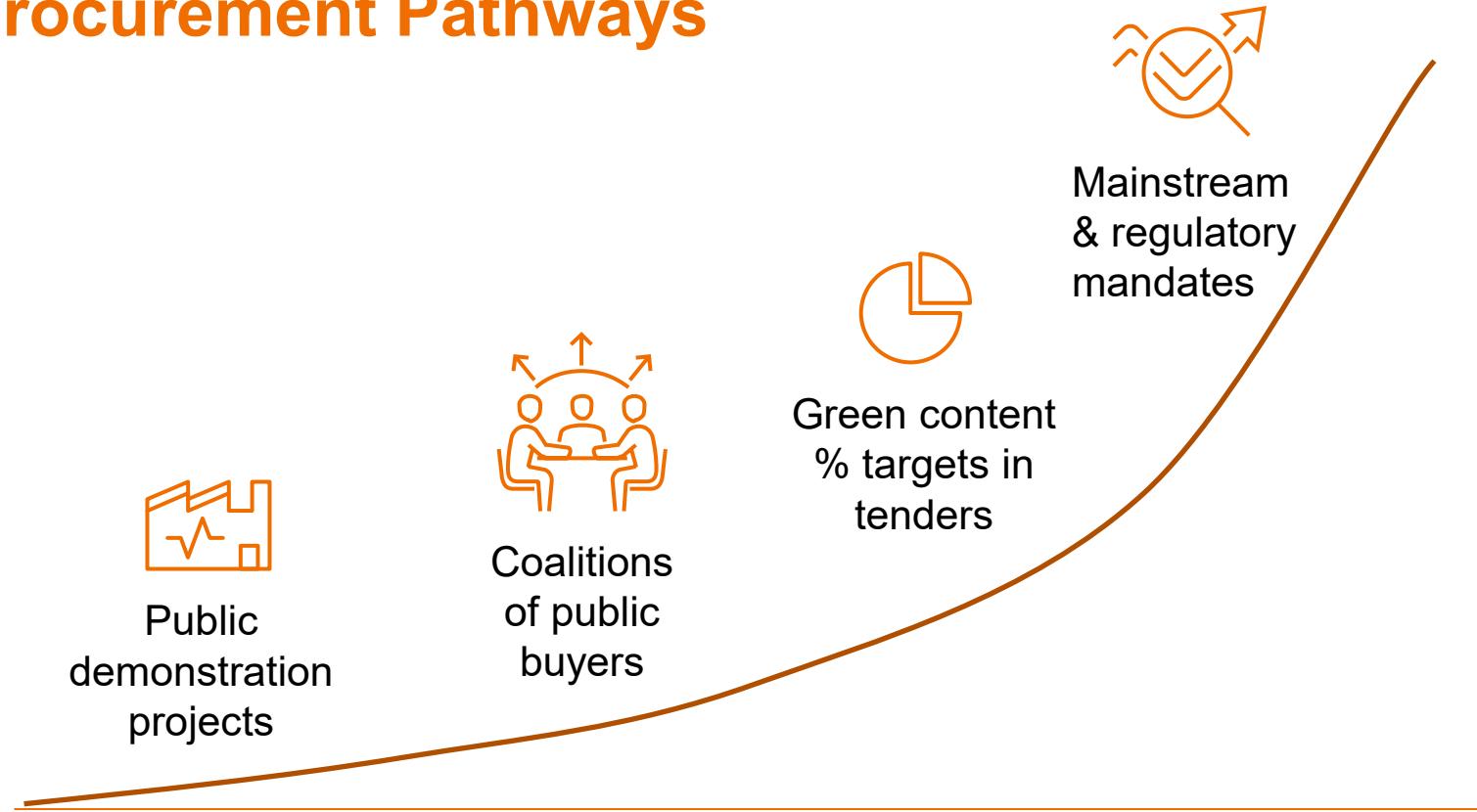
## Tender evaluation

- Fair and transparent treatment of bidders requires objective verification of proposals
- Tender requirements must enable comparison of competing bids
- Carbon accounting standards, labels, and digital product passports (DPP)
- Procurement criteria template libraries

## Reporting

- Average product category values are commonly used for when aggregating data to organisation-level carbon footprint
- Emission calculation practices and information systems should account for green sourcing decisions
- In construction works, building information models (BIM) enable granular accounting based on construction materials EPD's.

# Procurement Pathways



# Towards a lead market for green steel

**Goals:** Amplify demand signals and accelerate market formation.

**Mandate:** Ambitious climate objectives and implementation roadmaps.

**Incentives:** Green investment support to public authorities. Lower the threshold to pay the green premium.

**Coalitions:** Engage first movers with capability and willingness to lead the way.

**Segmentation:** Identify product categories where small relative increase (+%) in contract value will yield large emissions reductions (-%).

**Measurement:** Carbon accounting methods, standards, tender criteria templates, product labels and digital product passports.

**Gradual progress:** Stepwise increase of green steel content requirements in public procurement across categories of goods and services.

# bey<sup>0</sup>nd the obvious

Thank you!

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